investrends.ch

Media Kit 2027



20 Years of investrends.ch

"Switzerland's leading B2B platform for professional and institutional investors celebrates its 20th anniversary."



- **Since 2007**, investrends.ch has been Switzerland's leading B2B financial platform for professional and institutional investors.
- For 20 years, our readers have benefited from **in-depth financial industry news**, carefully researched articles on relevant topics, exclusive interviews and **first-hand insights**.
- In our **20th anniversary year, 2027**, we continue to cover the key themes shaping professional asset management – from long/short equity and fixed income to high-yield and convertible bonds, as well as alternative investments such as hedge funds, private markets, infrastructure and commodities. **Sustainable investing and strategic asset allocation** are also key areas of our editorial focus.
- In **2027**, we will place an even stronger focus on the key themes shaping the markets:
  - **Fixed Income in Times of Inflation:** Where Do We See Alternatives?
  - **Private Markets and Infrastructure** as Key Drivers of Returns
  - **Digitalisation and Tokenisation** Under Review
  - **Sustainability / Impact** Reimagined
  - **AI Investments:** Which Strategies Pay Off – and Which Should We Avoid?
  - **Real Estate Investments:** A Sector in Growth Mode

20 Years of investrends.ch

Welcome to the New Year

"As the owner and Editor-in-Chief of investrends.ch, I remain committed in our 20th anniversary year, 2027, to ***editorial quality, relevant content and the continuous development*** *of our platform.*

Our ambition remains to provide professional investors with ***guidance, in-depth expertise and genuine added value*** *– while offering our partners a high-quality and credible environment for their communications.*

In our anniversary year, 2027, we want to celebrate together with you – while also setting new topics, developing new formats and exploring new opportunities together. Building on our strong roots within the industry and working closely with you, we will continue to expand the platform – both editorially and technologically.

For your continued loyalty – I would already like to express my sincere thanks."



Andreas Schaffner, MLaw, MBA
Owner & Editor-in-Chief



20 Years of investrends.ch

Strong Partnerships. Real Added Value.

- More than **300 leading financial institutions, asset managers and financial service providers** use or have used investrends.ch as a content platform. They regularly publish market analyses, studies, expert articles, interviews and other high-quality content, enabling them to reach professional investors across the Swiss financial market.

- **Our partner network is further complemented by renowned premium brands** that leverage the high-quality editorial environment of investrends.ch to effectively reach an affluent and discerning target audience.

- **Renowned association and event partners** enrich investrends.ch with exclusive interviews, event coverage, industry news and joint publications. At the same time, these partnerships extend our reach and strengthen our network across the Swiss financial industry.

- Our **association and event partners** include, among others, VSV, AMAS, the Liechtenstein Bankers Association, Finanzmesse, IMMO27, the Swiss Alternative Investment Forum, Finance Forum Zürich, Swiss Payment Forum, Swiss Institutional Symposium, Vorsorge-Symposium and Lugano Finance Forum.



Leading Brands Trust investrends.ch

- Aberdeen Investments
- Acatis
- Almas
- Allfunds International Schweiz
- AMAS
- Aviva Investors
- Axa Investment Managers Schweiz
- Axa Versicherungen
- Baillie Gifford
- Bank CIC Schweiz
- Banque Cantonale Vaudoise
- Bantleon
- Bellevue Asset Management
- Berner Kantonalbank
- BlackRock
- Candriam
- Capital Group
- Carmignag
- Corestate Capital Group
- Degussa
- DJE Kapital
- Edmond de Rothschild
- Ethenea Independent Investors
- FE Fundinfo
- Fidelity International
- Finance Forum Liechtenstein
- Finance Forum Zürich
- Finanzmesse Zürich
- First Independent Fund Services
- Flossbach von Storch
- GAM Investment Management
- Graubündner Kantonalbank
- IG BANK
- IMMO27
- ING
- Institut für Finanzdienstleitungen Zug
- Invesco Asset Management Schweiz
- La Française
- Liechtensteinischer Bankenverband
- Lindenmann Law
- Lugano Finance Forum
- Mercer
- M&G International Investments
- Mainfirst
- Mbaer Merchant Bank
- Natixis Investment Managers
- Neuberger Berman Switzerland
- NN Investment Partners
- Nordea Asset Management
- Nova Impact
- Oddo BHF Asset Management
- Philoro Schweiz
- PGIM Investments
- Pimco
- Quantex
- Reyl
- Richmond Events
- Riedweg & Hrovat
- Robeco Switzerland
- Rothschild & Co Bank
- Schroder Investment Managers
- Scor Investment Partners
- Securecell
- Shareholder Value Management
- Spectravest
- Splint Invest
- Swiss Alternative Investment Forum
- Swiss Finance & Property Group
- Swiss Fund Data
- Swiss Fund Platform
- Swiss Institutional Symposium
- Swiss Life Asset Management
- Swiss Payment Forum
- T. Rowe Price Switzerland
- Tareno
- ThomasLloyd Tolomeo Capital
- Trycon
- UBS Asset Management
- Vanguard
- Varenne Capital Partners
- Verein Finance Forum Liechtenstein
- Vontobel Asset Management
- Vorsorge-Symposium
- VP Bank
- VSV | ASG
- Zurich Invest
- Zürcher Kantonalbank

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Your Goals

- You reach a clearly defined **B2B target audience within the financial sector**.
- You strengthen your **brand visibility** in the Swiss financial market.
- You reach **professional investors with precision and minimal wasted exposure**.



Your Target Audience

- Around **25,000 professional investors visit investrends.ch every month** – including private bankers, asset managers, family offices, fund selectors, analysts, institutional investors, pension funds, entrepreneurs and consultants.
- Our **twice-weekly newsletter reaches more than 4,500 subscribers**. **With an open rate of 35%**, it ranks among the better-performing newsletters in the financial sector.

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Your Benefits at a Glance

- investrends.ch specifically reaches **professional and institutional investors** across asset management, private banking, wealth management, family offices, pension funds and other key segments of the Swiss financial market.
- Around **25,000 professional investors per month** and more than **4,500 newsletter subscribers** make investrends.ch an **attractive platform for the targeted positioning of your brand and expertise**.
- More than **300 content partners, together with renowned association and event partners, contribute or have contributed to expanding our reach and strengthening our network across the financial industry.**
- Your expert content and advertising are presented within a **high-quality and credible financial environment**, alongside market analyses, interviews, expert articles and industry news.
- With our flexible **content partnerships**, you benefit from **continuous year-round visibility**. Display advertising is available from just **CHF 1,000 per month**. On request, we will create the ideal mix tailored to your needs.
- Expert articles, interviews, display advertising, newsletter exposure and event publications can be **strategically combined to create an integrated communication mix**.
- In addition, we develop **tailored communication and advertising solutions** aligned with your individual goals.

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At a Glance

Media Data



Unique Users
25 000

Monthly Page Views
60 000

Newsletter Subscribers

4 500

LinkedIn Followers
936

X Followers
963

AI-Referred Sessions (July 2026)
AI Assistants (ChatGPT, Perplexity, Claude, Gemini, etc.) generated 55 sessions with an engagement rate of 69.1%, compared with 70.97% overall.
AI referrals are expected to continue growing in 2026/27.

Source: Google Analytics / Semrush, July 2026

Devices



Desktop
70%

Mobile
29%

Tablet
1%

User Profile



Asset Management
48%

Private Banking
25%

Retail/Corporate/
Investment Banking
10%

Services
10%

Wealth Management
7%

Source: User Survey 2026

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Display Advertising at a Glance

	Placement	Dimension	File size	Format	Price
Wideboard	ROS	994 x 250 px	Max 150 kb	HTML5, GIF, JPEG	580/week
Halfpage	ROS	300 x 600 px	Max 150 kb	HTML5, GIF, JPEG	520/week
Rectangle	ROS/Mobile	300 x 250 px	Max 150 kb	HTML5, GIF, JPEG	260/week
Premium Partner Logo	ROS/Mobile		Max 150 kb	GIF, JPEG	2 500/year
Partner Logo	ROS/Mobile		Max 150 kb	GIF, JPEG	1 000/year
Native Advertorial	ROS/Mobile	Image/Title/Lead			1 300/week
Advertorial	ROS/Mobile	Image/Title/Lead/Copy			1 300/week
Leaderboard	Newsletter	600 x 200 px	Max 150 kb	HTML5, GIF, JPEG	480/issue
Banner	Newsletter	600 x 200 px	Max 150 kb	HTML5, GIF, JPEG	420/issue
Native Advertorial	Newsletter	Image/Title/Lead			480/issue

All prices are in CHF and exclude VAT. Advisory commission for media, advertising and communications agencies: 10%
Volume discounts per booking: 5% from CHF 3,000, 8% from CHF 8,000, 10% from CHF 12,000, 15% from CHF 15,000, 18% from CHF 20,000.
The newsletter is published every Tuesday and Friday and reaches more than 4,500 subscribers.

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Display - Desktop

Wideboard

Dimension	994 x 250 px
Placement	Run of Site
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	580/Week



All prices are in CHF and exclude VAT. Advisory commission for media, advertising and communications agencies: 10%
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Display - Desktop

Halfpage

Dimension	300 x 600 px
Placement	Run of Site, sticky
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	520/Week



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Display – Desktop and Mobile

Rectangle

Dimension	300 x 250 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	260/Week



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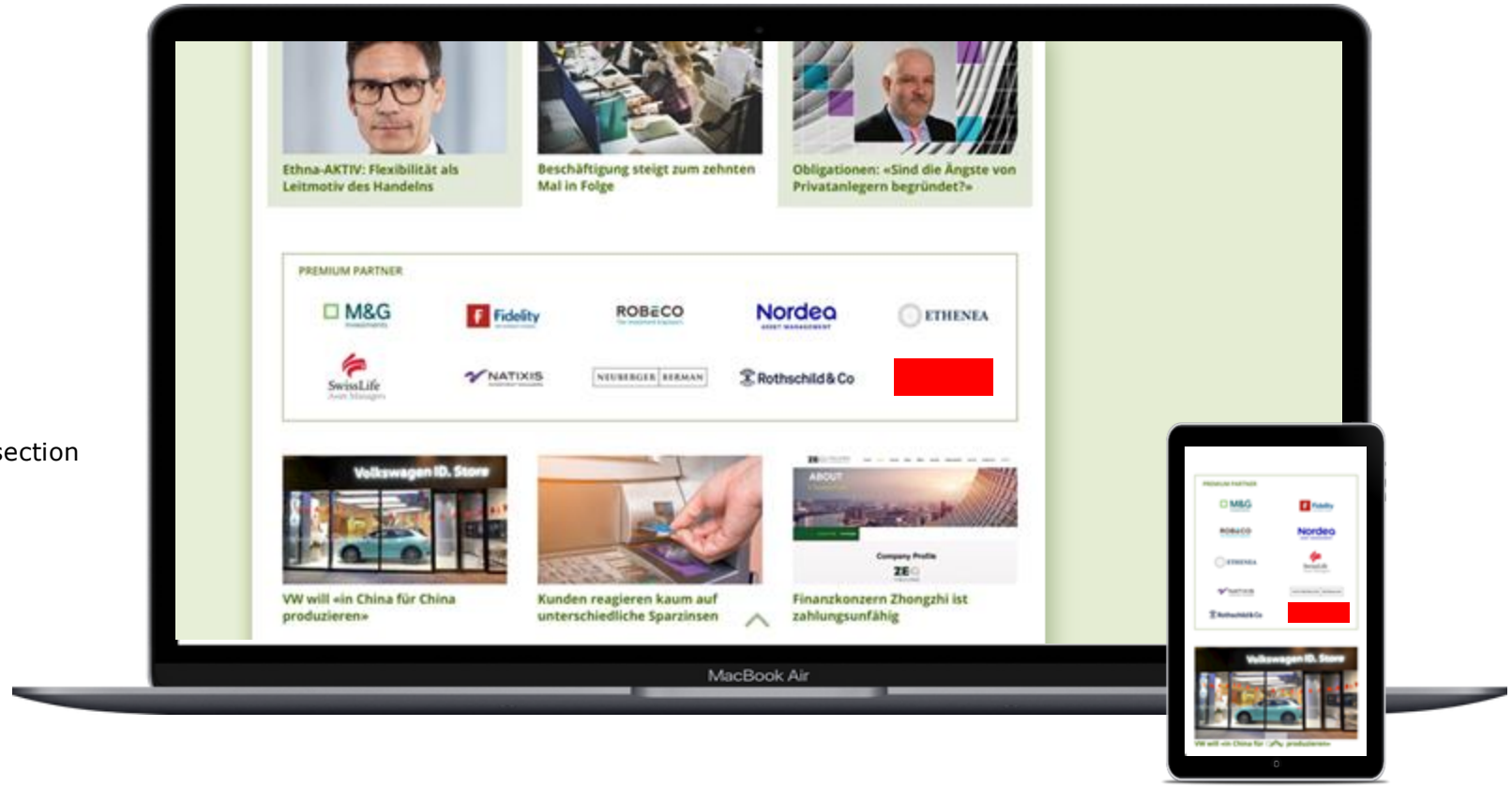
Display – Desktop and Mobile

Premium Partner Logo

Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	2 500/Year

Logo placement in the "Premium Partner" section



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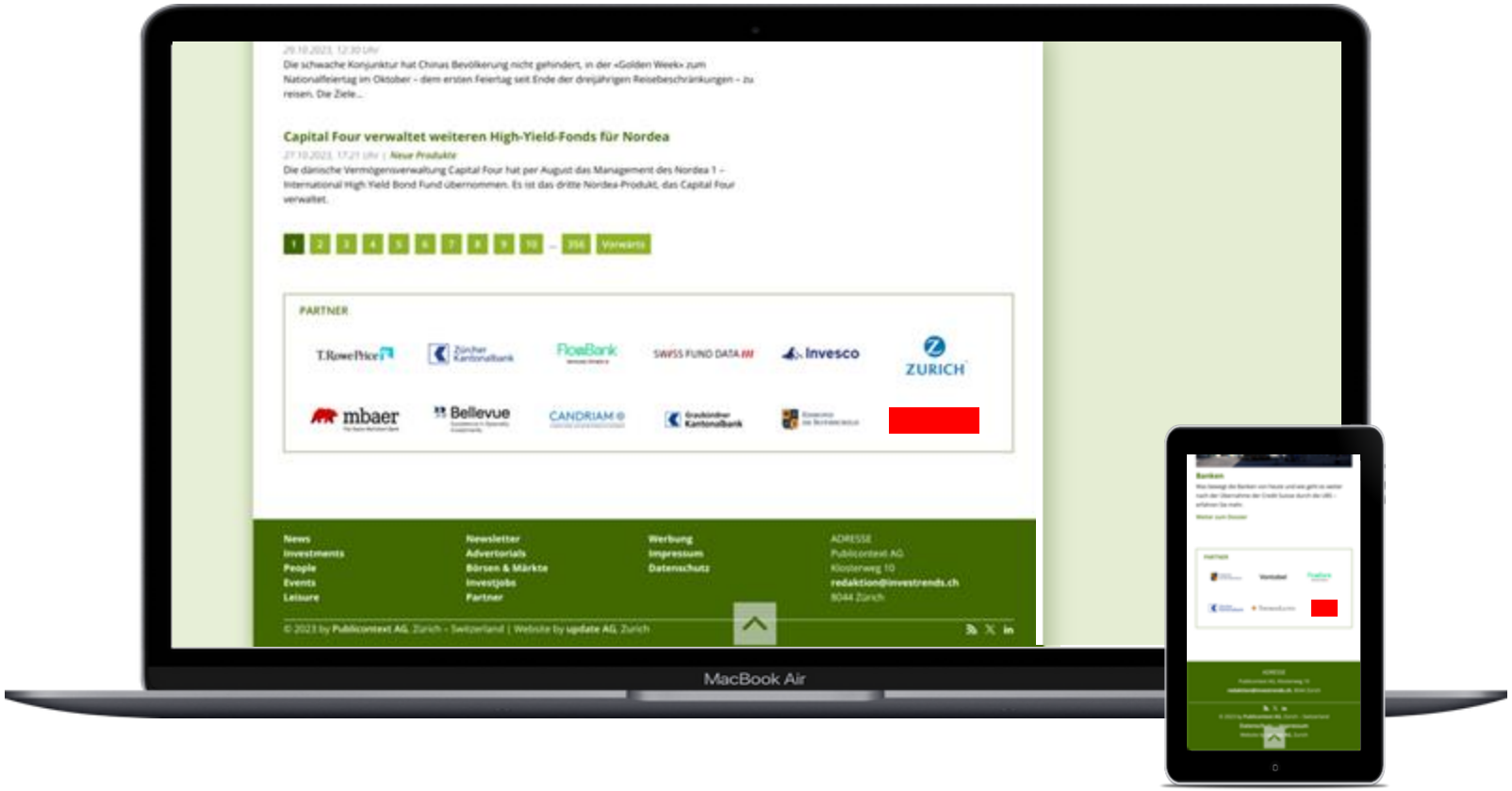
Display – Desktop and Mobile

Partner Logo

Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	1 000/Year

Logo placement in the "Partner" section



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Display – Desktop

Native Advertorial

Placement	Homepage below Top News
Title	75 characters incl. spaces
Lead	250 characters incl. spaces
Copy	No article copy
Image	900 x 500 px
Price	1 300/Week

Native advertorials are published directly below the Top Story in the News section and link directly to the client's landing page.



All prices are in CHF and exclude VAT. Advisory commission for media, advertising and communications agencies: 10%
Volume discounts per booking: 5% from CHF 3,000, 8% from CHF 8,000, 10% from CHF 12,000, 15% from CHF 15,000, 18% from CHF 20,000.

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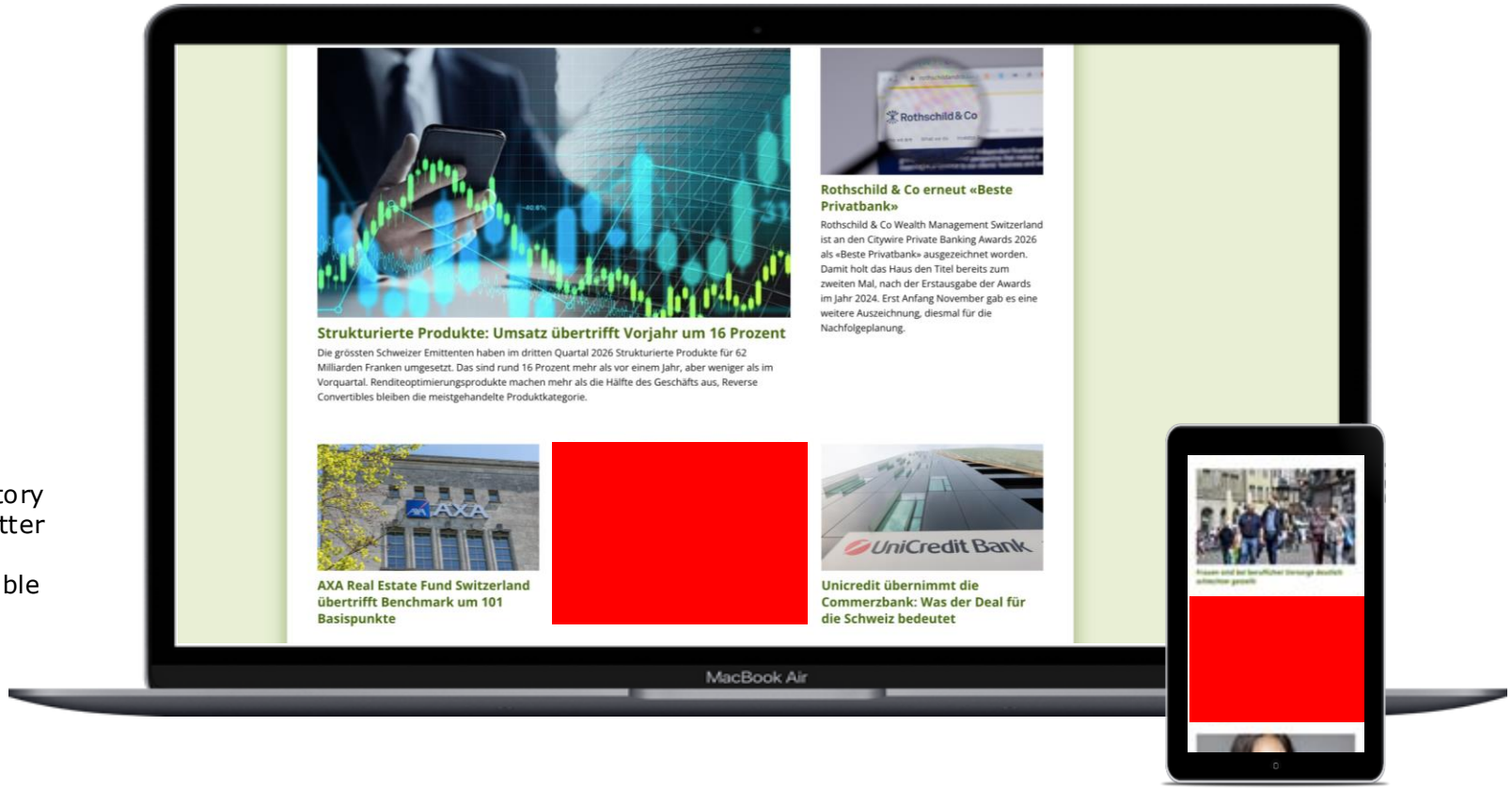
Display – Desktop and Mobile

Advertorial

Placement	Homepage
Title	75 characters incl. spaces
Lead	250 characters incl. spaces
Copy	5 000 characters
Image	900 x 500 px
Graphic	max 2
Links	max 3
Price	1 300/Week

Advertorials are published below the Top Story in the News section, featured in the newsletter during the booked week and shared on LinkedIn. They remain permanently accessible on the website.



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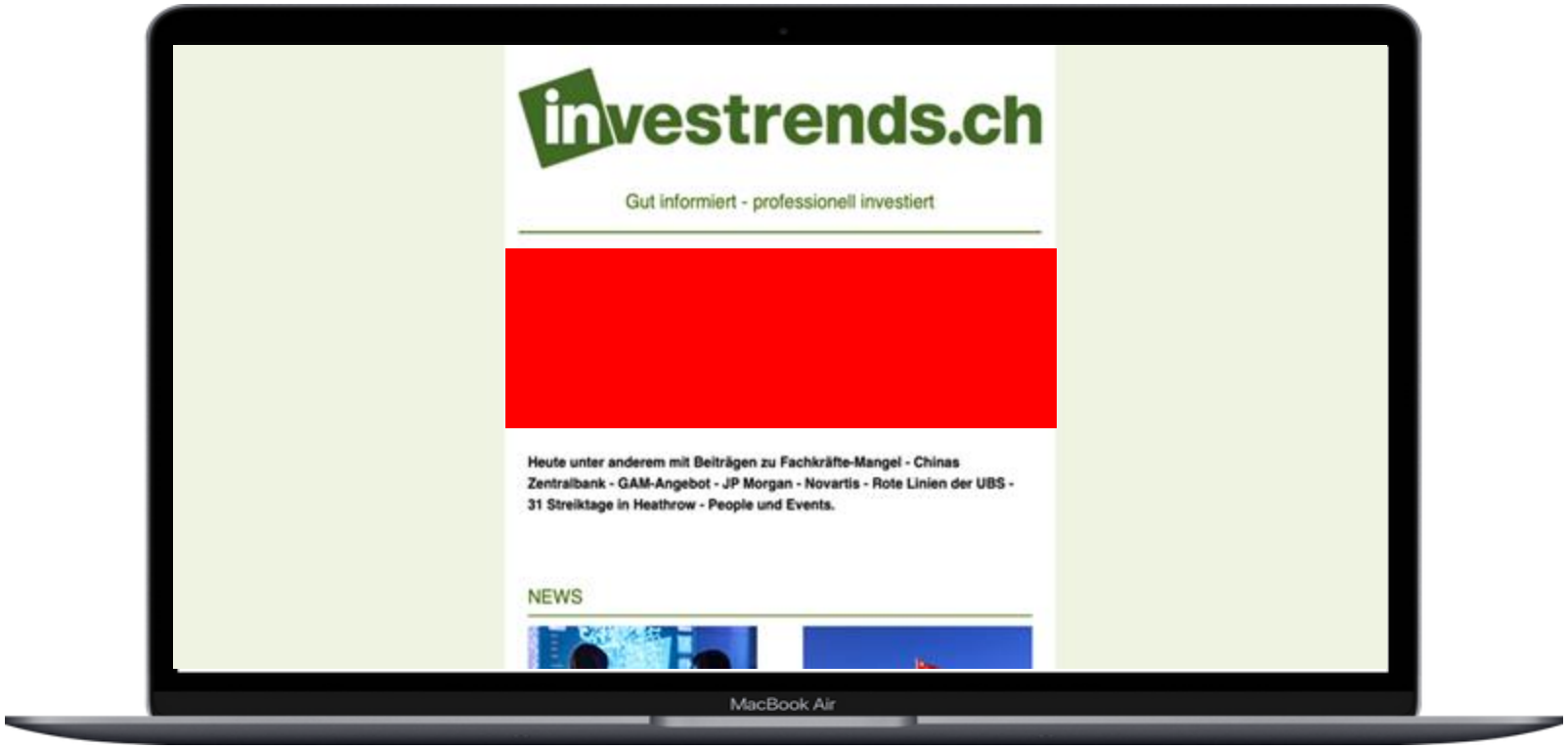
Display – Newsletter

Leaderboard

Dimension	600 x 200 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	480/Issue



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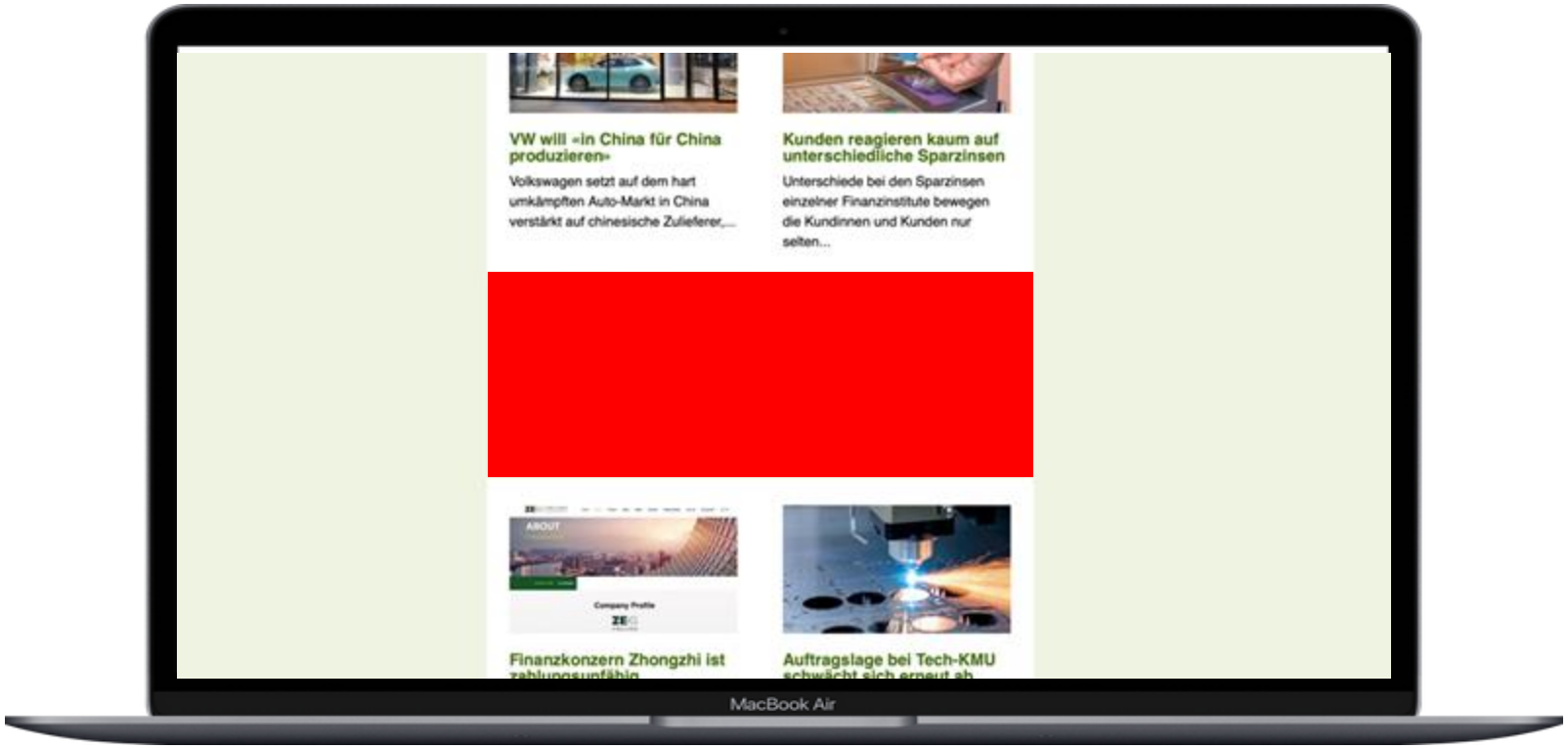
Display – Newsletter

Banner

Dimension	600 x 200 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	420/Issue



All prices are in CHF and exclude VAT. Advisory commission for media, advertising and communications agencies: 10%
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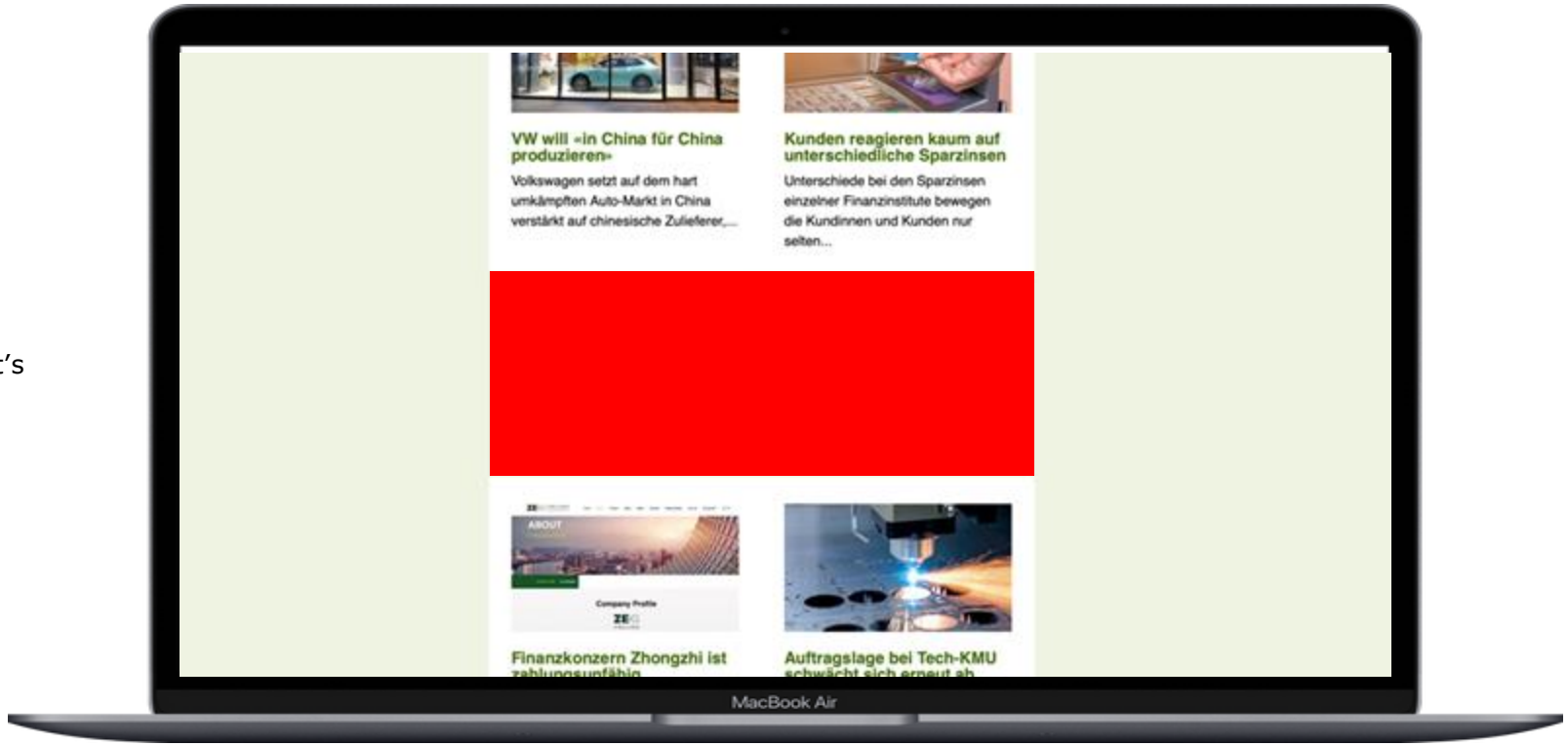
Display – Newsletter

Native Advertorial

Title	75 characters incl. spaces
Lead	250 characters incl. spaces
Image	900 x 500 px
Price	480/Issue

Native advertorials link directly to the client's landing page.



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Partnerships at a Glance

Services	«Eco»	«Business»	«First Class Content»	«First Class Advertorial»	Publication
Microsite		x 1 000	x 1 000	x 1 000	Featuring a partner profile and articles
Logo	x 1 000	x 1 000			in the "Partner" section
			x 2 500	x 2 500	in the "Premium Partner" section
News Investments	6* 3 000	12* 6 000	24* 12 000	12* 6 000	Content selected, edited and illustrated by the editorial team
People	x	x	x	x	Unlimited
Interviews			2 2 800		1 live and 1 written interview (DE)
Events	x	x	x	x	Unlimited in the Event Calendar
Advertorials				10** 13 000	On the Homepage
Gross Price	4 000	8 000	18 300	22 500	
- Volume Discount	5% - 200	8% - 640	15% - 2 745	18% - 4 050	
Net Price	**3 800**	**7 360**	**15 555**	**18 450**	

All prices are in CHF and exclude VAT. Advisory commission for media, advertising and communications agencies: 10%.
Volume discounts per booking: 5% from CHF 3,000, 8% from CHF 8,000, 10% from CHF 12,000, 15% from CHF 15,000, 18% from CHF 20,000.
* Maximum per year. Content is also published on LinkedIn and X and featured once in the newsletter. The editorial team only processes content submitted in German.
** 10 weeks. Title: max. 75 characters (incl. spaces); lead: max. 250 characters (incl. spaces); text: max. 5 000 characters; image format: 900 × 500 px; max. 2 graphics.
Advertorials are featured in the newsletter during the booked week and published on LinkedIn. They remain accessible on the website thereafter.
The partnership runs for 12 months and is automatically renewed for another year unless terminated at least one month before the end of the term.
Services not used within a partnership year cannot be carried over to the following period.
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Partnership „Eco“

Services	Quantity	Price	Publication
Logo	1	1 000	in the “Partner” section
Investments, News	6*	3 000	Content is selected, edited and illustrated by the editorial team.
People	Unlimited	-	
Events	Unlimited	-	In the Event Calendar
Gross Price		4 000	
- 5% Volume Discount		- 200	
Net Price		**3 800**	

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Partnership „Business“

Services	Quantity	Price	Publication
Microsite	1	1 000	Featuring a partner profile and articles
Logo	1	1 000	in the “Partner” section
Investments, News	12*	6 000	Content is selected, edited and illustrated by the editorial team.
People	Unlimited	-	
Events	Unlimited	-	In the Event Calendar
Gross Price		8 000	
- 8% Volume Discount		- 640	
Net Price		**7 360**	

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Partnership „First Class Content“

Services	Quantity	Price	Publication
Microsite	1	1 000	Featuring a partner profile and articles
Logo	1	2 500	in the “Premium Partner” section
Interviews	2*	2 800	1 live and 1 written interview (DE)
Investments, News	24*	12 000	Content is selected, edited and illustrated by the editorial team.
People	Unlimited	-	
Events	Unlimited	-	In the Event Calendar
Gross Price		18 300	
- 15% Volume Discount		- 2 745	
Net Price		**15 555**	

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* Maximum per year. Content is also published on LinkedIn and X and featured once in the newsletter. The editorial team only processes content submitted in German.
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Partnership „First Class Advertorial“

Services	Quantity	Price	Publication
Microsite	1	1 000	Featuring a partner profile and articles
Logo	1	2 500	in the “Premium Partner” section
Advertorial	10 Weeks**	13 000	On the Homepage
Investments, News	12*	6 000	Content is selected, edited and illustrated by the editorial team.
People	Unlimited	-	
Events	Unlimited	-	In the Event Calendar
Gross Price		22 500	
- 18% Volume Discount		- 4 050	
Net Price		**18 450**	

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Additional Services

Services		Net Price
Live Interview	A live interview with an expert on a topic you would like to highlight. The interview can be conducted in German or English. It is published in German on the homepage and featured once in the newsletter.	**1 800**
Event Coverage	We attend your event and subsequently prepare an editorial report about it. The article is published on the homepage and featured once in the newsletter.	**1 800**
Event Calendar	We publish your online and in-person events, as well as webinars, in our Event Calendar throughout the year – with unlimited listings.	**1 200**
Newsletter Distribution	We distribute the content you provide, prepared and ready for publication, to our newsletter subscriber list of around 4,500 subscribers.	**2 500**

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Data Delivery & Publication

Editorial Content

Please send articles, interviews, event listings and other editorial requests to redaktion@investrends.ch. Requests are generally processed within 24 hours on weekdays.

Advertising Materials

Please submit display and newsletter advertising materials to elias.thaler@investrends.ch no later than 10 days before the campaign starts. Availability and campaign dates must be confirmed in advance.

Technical Specifications

All requirements regarding formats, advertorials, banners, microsites and event listings can be found in the separate Data Delivery Guidelines.



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Contact

investrends.ch is published by BCP Business Content Production GmbH, an independent media company specialising in financial publications. For bookings and information on advertising opportunities and editorial partnership offerings, please contact:

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Social Media: LinkedIn



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