



# MEDIA-KIT 2025

## Characteristics

Print run : **2085 exemplars** (notarial certification, 2023)

Founded in 1898, *La Revue POLYTECHNIQUE* has been an important information source over 120 years for industrial decision-makers in French-speaking Switzerland. Particularly well received among company and purchasing

managers who seek to broaden their knowledge, this must-have publication also reaches factories and universities.

*The editor reserve the right to amend this agenda in case of unforeseen circumstances. Exhibitions dates are subjects to change.*

## Editorial program

RP No.	Release date	Fence technical data	Fairs   Expositions - Extended print runs
<b>1-2</b>	26.02.25	27.01.25	LogiMAT, Stuttgart (D) (11 - 13 March) embedded world, Nuremberg (D) (11 - 13 March) Innoteq, Berne (CH) (11 - 14 March) Congrès international de métrologie, Lyon (FR) (11 - 14 March) Global Industrie, Lyon (FR) (11 - 14 March) Maintenance, Anvers (BEL) (26 - 27 March) Hydrogen + Fuel Cells EUROPE, Hanovre (D) (31 mars - 4 April) HANNOVER MESSE, Hanovre (D) (31 mars - 4 April)
<b>3-4</b>	23.04.25	24.03.25	SMTconnect, Nuremberg (D) (6 - 8 May) Electro-tec, Berne (CH) (21 - 22 May)
<b>5</b>	28.05.25	28.04.25	EPHJ PMT-SMT, Genève (CH) (3 - 6 June) LASER World of PHOTONICS, Munich (D) (24 - 27 June)
<b>6-7</b>	25.06.25	26.05.25	all about automation, Zurich (CH) (28 - 29 August)
<b>8</b>	27.08.25	28.07.25	SINDEX, Berne (CH) (2 - 4 September) EMO, Hanovre (D) (22 - 27 September)
<b>9-10</b>	24.10.25	29.09.25	parts2clean, Stuttgart (D) (7 - 9 October) WNE, Paris (FR) (4 - 8 November) MAINTENANCE SCHWEIZ, Zurich (CH) (26 - 27 November)
<b>11-12</b>	19.12.25	17.11.25	

## Editorial staff

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## Main Focus

*In bold, the two exclusive themes particularly highlighted during the year.*

- Aeronautics
- Automation
- Automotive
- Bar turning
- Biotechnology
- Building
- Business management
- Chemistry
- Civil engineering
- Control
- Drive and transmission
- Economy
- **Electronics**
- Electrical engineering
- Energy
- Environment
- Exhibitions
- Fluidics
- Handling
- Health and pharma
- Heat treatment
- Home automation
- **Hydrogen**
- Industry
- Instrumentation
- IT
- Logistics
- Machines
- Machine tools
- Machining
- Manufacturing
- Materials
- Measurement and control
- Medical technology
- Mechanical engineering
- Mechatronics
- Metals
- Metrology
- Microsystems
- Microtechnology
- Nanotechnology
- Office automation
- Optoelectronics
- Packaging
- Physics
- Power supply
- Railways
- Research &
- Development
- Robotics
- Safety
- Simulation
- Space
- Standardisation
- Surface treatment
- Telecommunications
- Textiles
- Training
- Transport

Official organ of professional associations **ASTT, FSPM, GESO, swissT.net, UIG**



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La Revue POLYTECHNIQUE has a certified average monthly circulation of 2085 copies. The print run is increased according to the trade fairs and exhibitions where the magazine is distributed. Its 4000 readers in Switzerland and around the world place their trust every month in an editorial reputation that has stood

the test of time for more than a century. As one of the most widely read technical magazines in Switzerland, this publication offers the best market penetration in French-speaking Switzerland for advertisers who want to give their ads the best chance of being seen and read.

## Advertising rates

(prices in CHF, excl. VAT)

**Publication :** 7 times a year

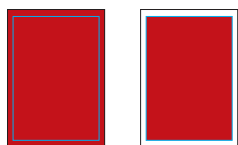
\* Failure to comply with the contract will result in retroactive billing.

### 2<sup>nd</sup>/4<sup>th</sup> cover page

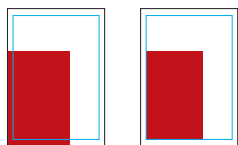
1 issue : **3990.-**

#### Poly-Partners

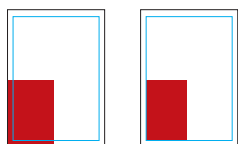
7 issues\* : **28 500.-** (2850.-/No.)



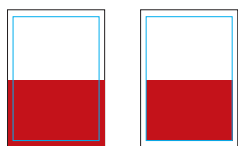
210 x 297 mm\*\* 185 x 267 mm



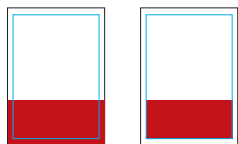
134 x 205 mm\*\* 130 x 190 mm



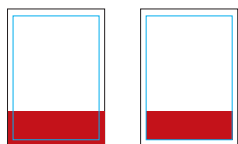
100 x 145 mm\*\* 90 x 130 mm



210 x 145 mm\*\* 185 x 130 mm



210 x 145 mm\*\* 185 x 86 mm



210 x 77 mm\*\* 185 x 64 mm

### Full page

1 issue : **3490.-**

#### Poly-Partners

7 issues\* : **27 390.-** (2739.-/No.)

### Junior page

1 issue : **2490.-**

#### Poly-Partners

7 issues\* : **19 690.-** (1969.-/No.)

### 1/4 page standard

1 issue : **990.-**

#### Poly-Partners

7 issues\* : **7590.-** (759.-/No.)

### Job offers

#### Infomercials

2 pages **3590.-**

1 page **2490.-**

1/2 page **1590.-**

1/4 page **950.-**

### Discounts

Discount rates per number of ads for a 12 month contract

3 ads **5 %**

5 ads **10 %**

7 ads

#### go to Poly-Partners

Commission : **10 %** (to recognized agencies)

### Buyer's Guide

(printed and online)

7 parutions : **750.-/year**

(42 x 25 mm)

7 parutions : **1200.-/an**

(42 x 50 mm)

**Prepayment**

### News

#### (From Research to Application)

Technical description of a product (1000 characters + 1 photo, min. 300 dpi)

1/3 page, 1 issue :

**520.-**

### Panorama (2 pages)

1 issue : **5990.-**

420 x 297 mm\*\*

#### Exhibitor-Flash

Technical description of the product shown at a trade fair (1000 characters + 1 picture, min. 300 dpi)

1/3 de page, 1 issue :

from **420.-**

### Internet-Banner

**590.-/month** or

**5900.-/year**

Max. 236 x 437 px

### Inserts

#### Printed inserts :

min. 216 x 303 mm

Printed at the same time as the magazine

#### Flyers :

max. 205 x 295 mm

(Delivery of 2000 copies min.)

8 sheets (16 pages)

**2900.-**

4 sheets (8 pages)

**1490.-**

1 sheets (2 pages)

**880.-**

For all other formats, prices on request

### 1/2 page width or height

1 issue : **1990.-**

#### Poly-Partners

7 issues\* : **15 290.-** (1529.-/No.)

### 1/3 page width or height

1 issue : **1290.-**

#### Poly-Partners

7 issues\* : **9790.-** (979.-/No.)

### 1/4 page width or height

1 issue : **990.-**

#### Poly-Partners

7 issues\* : **7590.-** (759.-/No.)

### Print document

Please send us your adverts in digital form in PDF format (PDF/X-4:2010, unencrypted, with all fonts embedded).

### Colour profile :

PSO Coated v3

### Image resolution :

CMYK and greyscale images - **300 dpi**

Line art images - **1200 dpi**

### Technical data :

\*\* Overflow - **+ 3 mm**

Interior security zone - **5 mm**

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