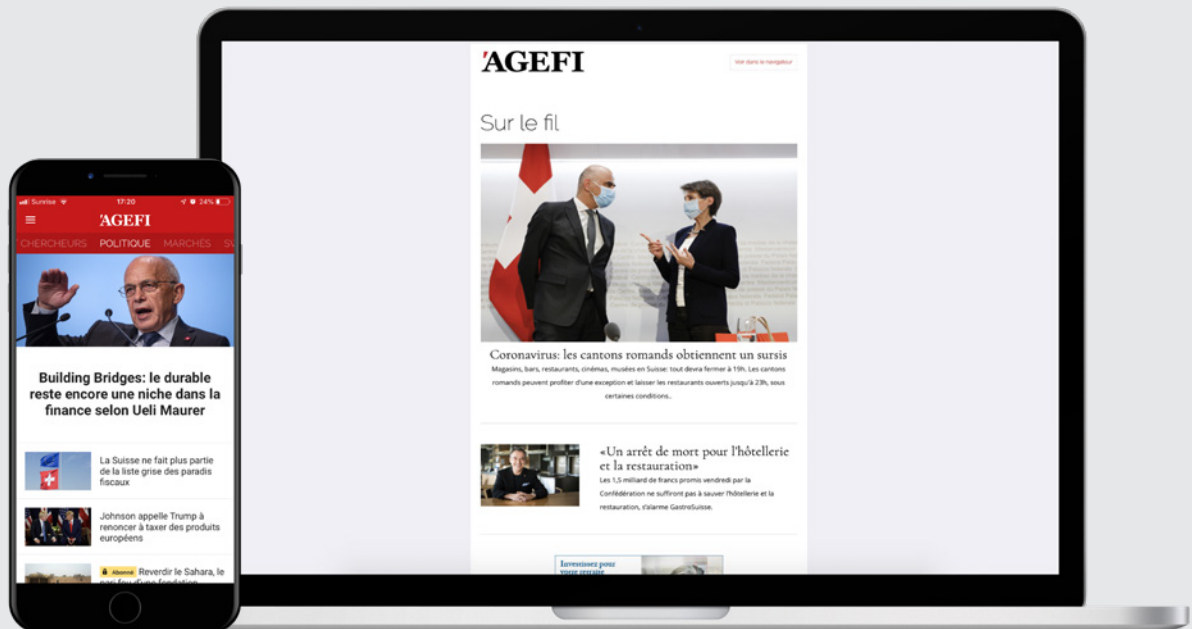


# 'AGEFI

– APP & NEWSLETTERS MEDIA KIT 2021 –



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# 'AGEFI

**finance**  
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Reading «L'Agefi» is the guarantee that you won't miss out on any economic and financial news. «L'Agefi» is a true working tool which helps decision makers to follow their markets, the activity of their clients, competitors and suppliers, not to mention bigger trends and market regulations. Since 1950, the news specialist has also been a reliable source of information for investors and citizens.

«L'Agefi» offers a unique flow of information in French with a Swiss focus. Its content is available at all times on its digital platforms, computers, tablets or smartphones. Twice a week, on Wednesdays and Fridays, the paper and e-paper editions delve

into important topics and feature the most remarkable information of the moment. Economic debates also take place in its columns thanks to contributions from leading personalities and experts, and thanks to editorials defending the market economy.

«L'Agefi»'s readership is primarily made up of active people, members of company management or in managerial and human resources positions. It is the must-read paper of the financial centre in the French-speaking part of Switzerland. Its recognition rate in these target groups is close to 100% in Western Switzerland, and high in German-speaking Switzerland. It also serves as a reference in political circles.

Editor in Chief  
**FRÉDÉRIC LELIÈVRE**

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# 'AGEFI

## DIFFUSION

### Newsletters et Apps:

- 6'963 sent by newsletter

### agefi.com

- 3'958'631 views / year

### Application:

- 2'883 applications installed
- 238'772 sessions / year
- 1'195'637 people reached by pushes in 1 year

### Journal:

- Normal: 17'219 including 13'200 on the iPad e-reader
- Extended: 19'125 including 13'200 on the iPad e-reader

## NEWSLETTER

### Morning:

A la Une («Headlines»). This newsletter is sent at 6am every Wednesday and Friday. It features the key stories of the paper/e-paper edition of L'Agefi, the story of the night, the American and Asian stock exchanges, as well as the economic agenda in Switzerland for the coming days.

### Evening:

Sur le fil («News service of day»). This newsletter is sent at 6pm from Monday to Friday. It helps our readers to stay up to date with the main stories of the day. It also includes an Op-Ed section and the top job appointment of the day.

## APPLICATION

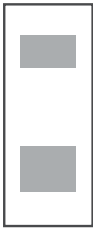
### App:

Follow the economic news in real time on your iOS or Android smartphone. Stay up to date with the notifications of L'Agefi.

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## ADVERTISING RATES – 2021

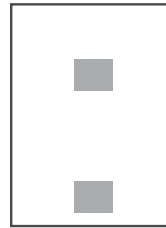
CPM – ROS – PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



### APP

#### Rectangle 1 (Teaser)

homepage's top: 300x50px / 100 ko max  
in the site's feed: 300 x 250 px / 100 ko max  
per week ..... **1'000.-**



### NEWSLETTER

#### Rectangle

300 x 250 px / 40 ko max.  
Morning..... **Package 500.- per week**  
Evening ..... **Package 1'000.- per week**

## TECHNICAL DATA AND DEADLINE

**Transmission of tags and material:** at the latest 3 open days prior publication, to [c.nicollier@agefi.com](mailto:c.nicollier@agefi.com) + in copy to [service-clients@agefi.com](mailto:service-clients@agefi.com)

### Accepted formats:

#### Rectangle

redirect(tag) or HTML 5, Jpeg, Gif

### Attributions:

Spots and weeks are definitively attributed according to the order of arrival of the orders.

### Specifications:

The website [agefi.com](http://agefi.com) follows IAB standards.

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## CONDITIONS

General sales conditions: [agefi.com/cgv](http://agefi.com/cgv)

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