

# 'AGEFI

- MEDIAKIT 2022 -

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# 'AGEFI

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## Inflation transitoire ou durable? Vif débat entre les économistes

**CONJONCTURE.** La hausse des prix dans le monde tient en bonne partie à la pandémie. Mais elle pourrait dérap... ou pas. Les avis divergent, comme le montre le débat avec l'Inag, d'un côté, et pour Mouraza Aaad-Spyd, CIO d'Od... de l'autre. Ils s'échangent aussi sur la situation... en matière immobilière suisse, qui... de la Banque nationale, car elle maîtrise très peu... son évolution. **PAGES 2 ET 3**

- RECRUTEMENT**  
Geneva relocation change de propriétaire et se diversifie **PAGE 4**
- PARELMS ET ARÔNES**  
Givaudan profite de la reprise du commerce de détail **PAGE 4**
- CHIMIÉ**  
Lonza vise une croissance de ses ventes de 10% d'ici 2024 **PAGE 4**
- ACTEURS**  
La liberté d'expression en danger, la chronique de Nicolas Jutzet **PAGE 5**
- ACTEURS**  
La protection de données mal mise en œuvre, l'avis d'Arnaud Midez **PAGE 5**
- MARCHÉS**  
La résilience des fonds d'impact pendant la pandémie **PAGE 12**
- MARCHÉS**  
Investir dans la santé pour améliorer le rendement d'un portefeuille **PAGE 13**

### Tableau de bord de la finance durable

Actions Etats-Unis

C+ VS B+

Chaque semaine, «l'Agefi» et «Conso» comparent deux ETF. L'un suit les critères de la finance durable, l'autre pas. Lequel a le meilleur rendement? **PAGE 11**

### Des Nobel d'économie bien connus en Suisse

Rafael Lalive, le professeur de HEC Lausanne a déjà rencontré les lauréats 2021 récompensés lundi pour leurs recherches en économie expérimentale. Il raconte la portée de leur travail et leur lien avec la Suisse. **PAGE 6**

### Le FMI affiche sa confiance dans la croissance de la zone euro, notamment en France et en Italie



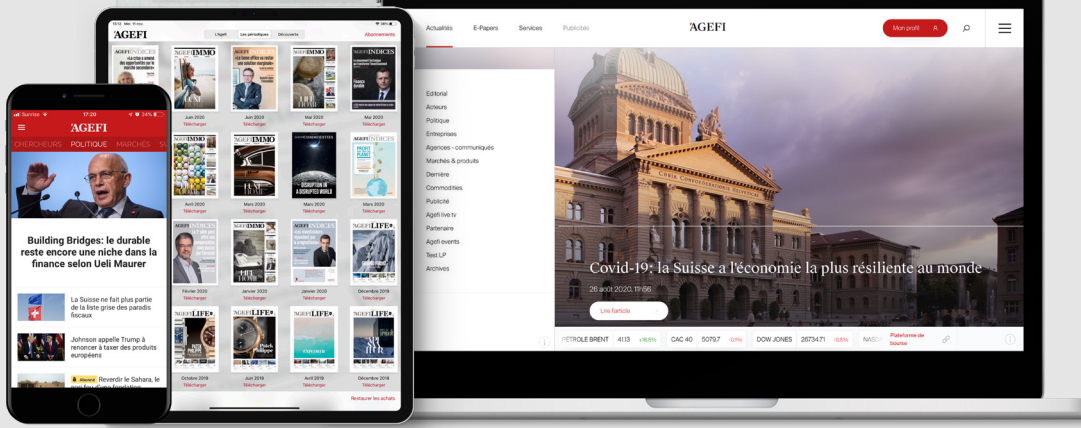
Gita Gopinath, l'économiste en chef du Fonds monétaire international a revu à la baisse ses prévisions pour le PIB mondial à cause du Covid-19. **PAGE 6**

### EDITORIAL SOPHIE MARENNE

#### L'Ecole 42, révélatrice de la sclérose de la formation continue

Un carton plié: 180 étudiants ont pris part, lundi, à la rentrée de l'Ecole 42 de Lausanne, plus que ce qui était espéré par la direction. Ce carton de code doit leur ouvrir les portes des métiers du numérique, alors que la demande en informaticiens n'a jamais été aussi grande. Selon Adecco, les annonces pour des postes de programmeurs, webmasters ou ingénieurs système ont bondi de 55% en juillet, par rapport au même mois en 2020, soit une demande supérieure au précédent record de 2018. De quel se rajout, à l'heure où près de 40% des travailleurs pensent que leur emploi sera obsolète d'ici cinq ans, selon une étude de PwC publiée en février. Et alors que les compagnies estiment que...

Toutes les clés de l'immobilier



# 'AGEFI

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**suisse**

▪

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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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## RELEASE 2022

### WEDNESDAY AND FRIDAY

Dates of non-publications: Wednesday 28<sup>th</sup> december.

Friday: 23<sup>th</sup> december, 30<sup>th</sup> december, 15<sup>th</sup> april.

## DIFFUSION

14'239 including 12'051 on our digital platforms

### Distribution channels:

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### agefi.com

- 2'176'051 views / year

### Newsletters et Apps:

- 6'306 sent by newsletter

### Application:

- 10'846 applications installed
- 184'022 sessions / year
- 1'403'465 people reached by pushes in 1 year

## REGULAR COLUMNS

**Macroeconomics:** Insights about the evolution of GDP, the labour market, monetary policy.

**Politics:** The observatory of framework conditions, monitoring of the important decisions taken by the Federal Council and Parliament.

**Markets:** Equities, bonds, private equity, real estate, investment funds, structured products, currencies, commodities, key informations on all asset classes.

**Sustainable finance:** A weekly dashboard to avoid greenwashing.

**Editorials:** What «L'Agefi» has to say on current affairs, always promoting entrepreneurship and the market economy.

**Acteurs:** The OpEd section on economic and financial issues, written by business leaders, employers' organisations as well as economic and financial experts.

**Pécub's cartoon:** The offbeat view of the cartoonist from «L'Agefi» on current events, every Friday.

## GENERAL ADVERTISING RATES – BESPOKE DIMENSIONS

Advertsining columns:	2	3	5	7	8	10
Effective width in mm	43	91	138	186	233	281
Editorial column equivalent:	1	2	3	4	5	6

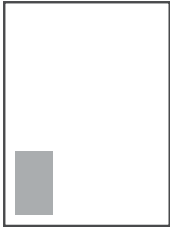
## PRICE IN CHF/MM QUOTED GROSS (+VAT 7.7%)

	Black / White	Four Colours
Commercial advert:	3.17	3.73
Financial advert:	2.25	2.65
Sections*:	1.50	2.50

\*Real estate, Employment, Education, Travel & Leisure, Charity

## GENERAL ADVERTISING RATES - FIXED FORMATS - 2022

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



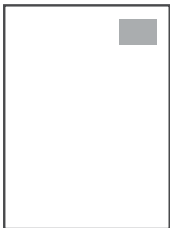
### FRONT PAGE - Box (bottom left)

74 x 60 mm - Black / White ..... **1'615.-**  
 74 x 60 mm - Four colours ..... **1'900.-**  
 74 x 90 mm - Black / White ..... **1'913.-**  
 74 x 90 mm - Four colours ..... **2'250.-**



### FRONT PAGE - Box (bottom right)

91 x 32 mm  
 Black / White ..... **638.-**  
 Four colours ..... **750.-**



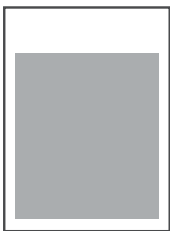
### FRONT PAGE - Box (top right)

45 x 35 mm  
 Four colours ..... **375.-**



### FRONT PAGE - Banner

265 x 50 mm  
 Black / White ..... **3'550.-**  
 Four colours ..... **4'150.-**

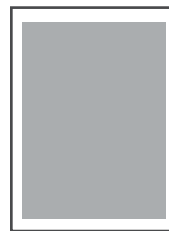


### Mock front page

265 x 344 mm ..... **22'000.-**

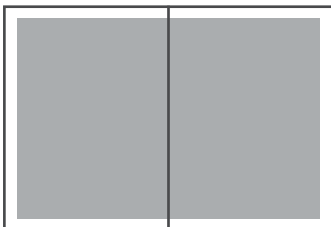
### Mock front page double sided

265 x 344 mm / 281 x 396 mm ..... **26'000.-**



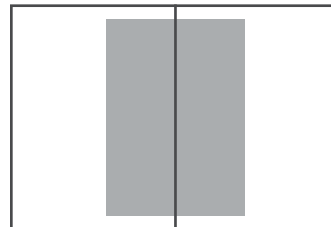
### 1/1 Full page

281 x 396 mm  
 Black / White ..... **10'200.-**  
 Four colours ..... **12'000.-**



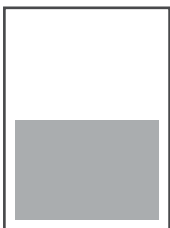
### 2/1 Panoramic double page

582 x 396 mm  
 Black / White ..... **14'025.-**  
 Four colours ..... **16'500.-**



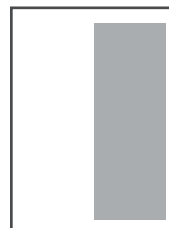
### Centered page

295 x 396 mm  
 Black / White ..... **11'050.-**  
 Four colours ..... **13'000.-**



### 1/2 page - horizontal

281 x 198 mm  
 Black / White ..... **5'950.-**  
 Four colours ..... **7'000.-**



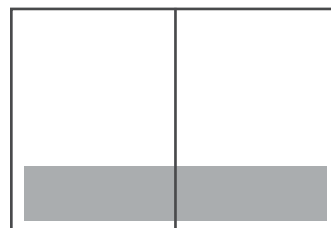
### 1/2 page - vertical

138 x 396 mm  
 Black / White ..... **5'950.-**  
 Four colours ..... **7'000.-**



### Panoramic 1/2 page

582 x 198 mm  
 Black / White ..... **8'300.-**  
 Four colours ..... **9'800.-**

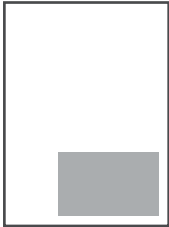


### Panoramic banner

582 x 80 mm  
 Black / White ..... **6'400.-**  
 Four colours ..... **7'500.-**

## GENERAL ADVERTISING RATES - FIXED FORMATS - 2022

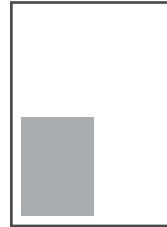
PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



### 1/4 page - horizontal

186 x 147,5 mm

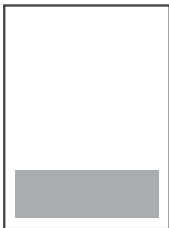
Black / White ..... **3'060.-**  
Four colours ..... **3'600.-**



### 1/4 page - vertical

138 x 198 mm

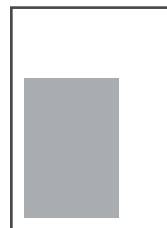
Black / White ..... **3'060.-**  
Four colours ..... **3'600.-**



### Banner

281 x 150 mm

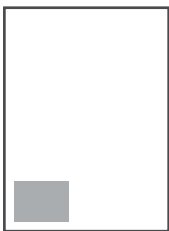
Black / White ..... **4'165.-**  
Four colours ..... **4'900.-**



### Junior page

186 x 246 mm

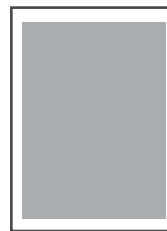
Black / White ..... **8'075.-**  
Four colours ..... **9'500.-**



### 1/8 page

138 x 91 mm

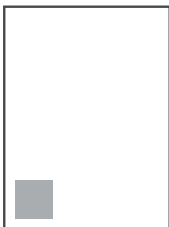
Black / White ..... **1'530.-**  
Four colours ..... **1'800.-**



### Last page / C4 Full page

281 x 396 mm

Black / White ..... **11'700.-**  
Four colours ..... **13'800.-**



### Last page / C4 Box (bottom left)

91 x 60 mm - Four colours ..... **880.-**  
91 x 32 mm - Four colours ..... **470.-**

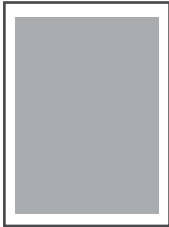
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## ADVERTISING RATES – SECTIONS – 2022

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)

### REAL ESTATE, EMPLOYMENT, EDUCATION, TRAVEL & LEISURE, CHARITIES

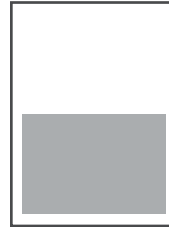
(Example of price calculated on the basis of the fee schedule (mm) for « sections » : black/white chf 1.50 / Mm – four colours chf 2.50 /Mm)



#### 1/1 Full page

281 x 396 mm

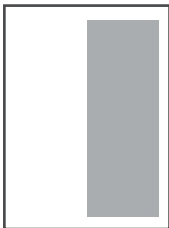
Black / White ..... **5'940.-**  
Four colours ..... **9'900.-**



#### 1/2 page - horizontal

281 x 198 mm

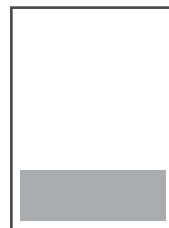
Black / White ..... **2'970.-**  
Four colours ..... **4'950.-**



#### 1/2 page - vertical

138 x 396 mm

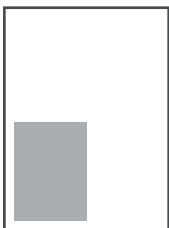
Black / White ..... **2'970.-**  
Four colours ..... **4'950.-**



#### 1/4 page - horizontal

281 x 91 mm

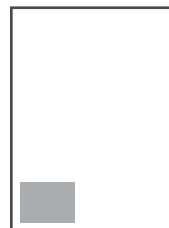
Black / White ..... **1'365.-**  
Four colours ..... **2'275.-**



#### 1/4 page - vertical

138 x 198 mm

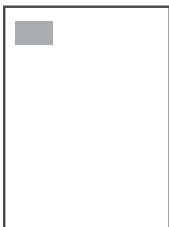
Black / White ..... **1'365.-**  
Four colours ..... **2'275.-**



#### 1/8 page

138 x 91 mm

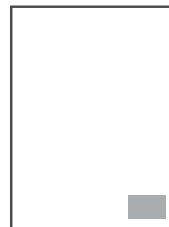
Black / White ..... **682.50.-**  
Four colours ..... **1'137.50.-**



#### Front page Market Columns (top left)

44 x 16 mm

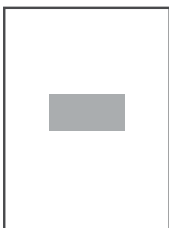
Four colours ..... **175.-\***



#### Front page Market Columns (bottom right)

90 x 38 mm

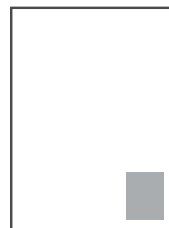
Black / White ..... **450.-**  
Four colours ..... **525.-**



#### Pages «Investment fund» Box (centered)

138 x 90 mm

Black / White ..... **1'550.-**  
Four colours ..... **1'850.-**



#### Pages «Investment fund» Box (bottom right)

68 x 90 mm

Black / White ..... **815.-**  
Four colours ..... **965.-**

#### Line for investment fund quotes (vni)

Unit price per VNI

Per line – 1 year – Four colours ..... **995.-**  
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Letter head publication (logo)\* – Four colours ..... **500.-**

\*free if 10 funds or more

#### Line for investment fund quotes (vni)

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\*Based on cumulative turnover in the following publications : L'Agefi and Agefi INDICES Indices.

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- **Material** 2 open days prior publication - 10 a.m.
- **Cancellation** At least 2 open days prior publication (10 a.m.) in order not to incur cancellation fees

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