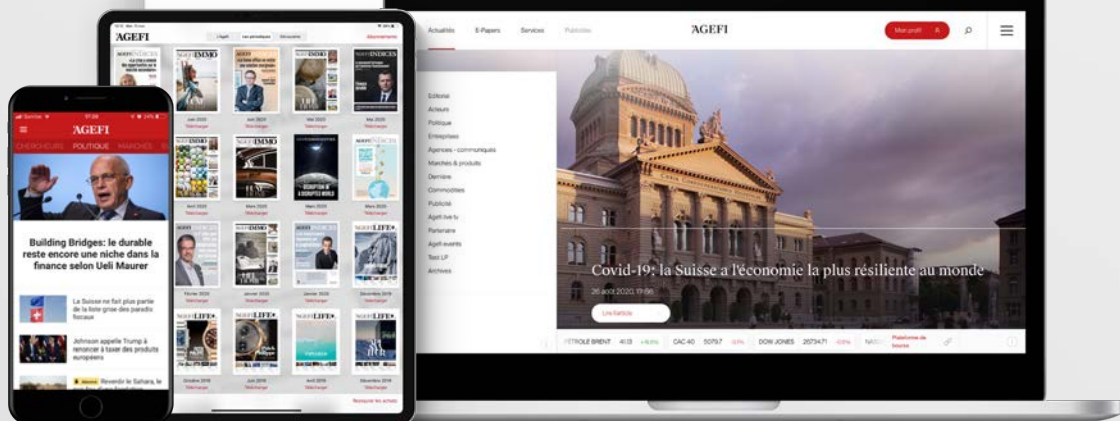


# 'AGEFIIMMO

– MEDIKIT 2022 –



'AGEFI

'AGEFIINDICES

'AGEFILIFE

# 'AGEFIIMMO



Agefi IMMO is a properties and real estate magazine published by the financial and economic newspaper Agefi.

Agefi IMMO displays the most attractive properties currently for sale in Western Switzerland and proposes real estate news and current topics for a readership composed of managers, executives or investors with an affluent socio-economic background, superior purchasing power and a professional activity in the favored sectors of l'Agefi.

Because the purchase of a property is also an act which undertaken with the aim of acquiring exposure to an investment and a performance generating asset, communicating in Agefi IMMO gives you the opportunity to access a high recognition media centered on property buyers which aims and looks forward to meeting your needs and expectations.

Agefi IMMO provides an outstanding real estate search experience with an emphasis on photos and detailed descriptions of objects.

Publisher  
**FRANCK PEYSSONNEAUX**

**'AGEFI**

Nouvelle Agence Économique  
et Financière SA | [www.agefi.com](http://www.agefi.com)  
CHE-217.728.826 TVA

Route de la Chocolatière 21  
Case postale 61  
1026 Echandens - Denges

Tel. +41 21 331 41 41  
Fax +41 21 331 41 10  
[service-clients@agefi.com](mailto:service-clients@agefi.com)

## RELEASE – 2022

### 85 / LIFE & HOME

Publication date: **January 24<sup>th</sup>**  
Material deadline: **January 06<sup>th</sup>**

### 86 / LIFE & HOME

Publication date: **February 21<sup>st</sup>**  
Material deadline: **February 01<sup>st</sup>**

### 87 / LUXE & HOME

Publication date: **March 21<sup>st</sup>**  
Material deadline: **March 01<sup>st</sup>**

### 88 / LIFE & HOME

Publication date: **April 19<sup>th</sup>**  
Material: **March 29<sup>th</sup>**

### 89 / LIFE & HOME

Publication date: **May 16<sup>th</sup>**  
Material deadline: **April 26<sup>th</sup>**

### 90 / LUXE & HOME

Publication date: **June 13<sup>th</sup>**  
Material deadline: **May 24<sup>th</sup>**

### 91 / LIFE & HOME

Publication date: **July 25<sup>th</sup>**  
Material deadline: **July 05<sup>th</sup>**

### 92 / LUXE & HOME

Publication date: **September 20<sup>th</sup>**  
Material deadline: **August 30<sup>st</sup>**

### 93 / LIFE & HOME

Publication date: **October 17<sup>th</sup>**  
Material deadline: **September 27<sup>th</sup>**

### 94 / LIFE & HOME

Publication date: **November 14<sup>th</sup>**  
Material deadline: **October 25<sup>th</sup>**

### 95 / LUXE & HOME

Publication date: **December 12<sup>th</sup>**  
Material deadline: **November 22<sup>nd</sup>**

## DIFFUSION

18'887 including 14'241 on the iPad e-reader

### Distribution channels:

L'Agefi subscribers, Agefi IMMO and Agefi LIFE subscribers; Real estate agencies; private clinics and events of the Swiss Medical Network group; events organised by L'Agefi or where L'Agefi is a media partner (agefi.com). Also available in E-Paper version at [www.agefi.com](http://www.agefi.com), iPad application ([apps.apple.com](https://apps.apple.com)) and on [Cafeyn.co](http://Cafeyn.co)

### 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

**Life style:** The best from the world of objects, design, high-tech evolutions as well as other not-to-be missed.

**«Confidential» visits:** Perspective and full commentary on the most desirable properties currently for sale on the Swiss market.

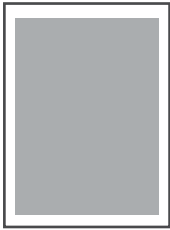
**Chronic:** Mortgages and loans.

**Meeting with:** Interviews with personalities from diverse backgrounds (bank, real estate, watchmaking, architecture...).

**Confidences:** Profile from real estate industry players – CEO, agency heads, legal counsels, etc.

## ADVERTISING RATES - 2022

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



### Real estate adverts

#### 1/1 Page

243 x 341 mm

1 to 3 issue(s) .....	<b>2'700.-</b>
4 to 7 issues .....	<b>2'000.-</b>
8 to 11 issues .....	<b>1'300.-</b>

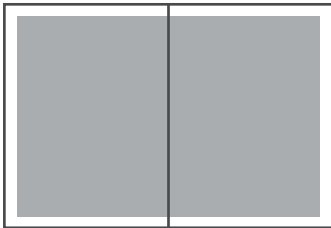


### Commercial adverts

#### 1/1 Page

243 x 341 mm \*

.....	<b>9'700.-</b>
1/1 Facing the magazine contents page ...	<b>11'000.-</b>
1/1 Cover - second .....	<b>12'000.-</b>
1/1 Cover - third .....	<b>10'500.-</b>
1/1 Cover - fourth .....	<b>13'000.-</b>



### Real estate adverts

#### 2/1 Panoramic double page

486 x 341 mm

1 to 3 issue(s) .....	<b>5'000.-</b>
4 to 7 issues .....	<b>3'700.-</b>
8 to 11 issues .....	<b>2'400.-</b>

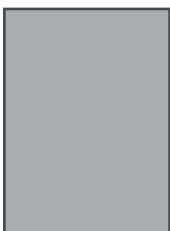


### Commercial adverts

#### 2/1 Panoramic double page

486 x 341 mm\*

.....	<b>16'500.-</b>
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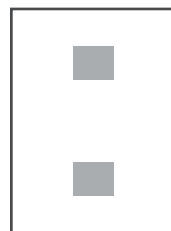
### Corporate house & property adverts

(Real estate agency advert section)

#### 1/1 Page

243 x 341 mm \*

1 to 3 issue(s) .....	<b>3'500.-</b>
4 to 7 issues .....	<b>2'500.-</b>
8 to 11 issues .....	<b>1'500.-</b>



### Agefi.com

#### Newsletter

#### Rectangle

300 x 250px / 40 ko max.

Morning .....	<b>600.-</b>
Evening .....	<b>1'200.-</b>
Morning und Evening .....	<b>1'600.-</b>

Size: width x height

\*Free edge + 3mm trim on side

## RATES

**Inserts and front page gatefolder:** Offer upon request

**Prescribed position:** + 10%

**Commission:** 10% agency commission, not cumulative with RACHA II. For other countries: see with your international representative office

**Discount based on turnover:**

From CHF 14'000.- 3%    From CHF 44'000.- 10%  
From CHF 24'000.- 4%    From CHF 60'000.- 15%  
From CHF 34'000.- 6%    From CHF 75'000.- et plus 20%

## TECHNICAL DATA

**Material:** High definition PDF 300dpi + proofs (pdf/x-1a :2001)

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**Transmission deadline:**

- See calendar on page 3

**Transmission of material by email:**

immo.prod@agefi.com

## COMMERCIAL CONTACTS

**Publisher**

**Franck Peyssonneaux**  
Tél.: +41 79 847 73 00  
f.peyssonneaux@agefi.com

**Real estate adverts:**

Tél.: +41 79 702 82 49 – immo.prod@agefi.com

**Commercial adverts:**

**French speaking, Switzerland, Tessin, France and UK**

**Christian Nicollier**  
Tél.: +41 79 934 10 57 – c.nicollier@agefi.com

**Eastern Switzerland, Germany and Austria**

**Béatrice Leuenberger**  
Tel: +41 79 705 26 93 – b.leuenberger@agefi.com

## INTERNATIONAL REPRESENTATIVE OFFICES

**Germany**

**Mercury Publicity (Deutschland) GmbH**  
Seifgrundstrasse 2  
D - 61348 Bad Homburg v. d. H.  
Tél: +49 6172 9664 0  
Fax: +49 6172 9664 49  
s.fedrowitz@mercury-publicity.de  
www.mercury-publicity.d

**Belgium**

**Mediacontact International**  
Place Guy d'Arezzo 17  
B -1180 Bruxelles  
Tél: +32 2 343 43 71  
Fax: +32 2 343 43 76  
j.mineur@mediacontact.net  
www.mediacontact.net

**France and Monaco**

**Media Embassy International**  
7 rue Michel Chasles  
75012 Paris  
Tel.: +33 (0)6 03 92 09 15  
sales@media-embassy.fr

**United Kingdom**

**Prime Media International**  
31, Old Campton Street  
UK - London, W1D 5JT  
Tél: +44 207 287 29 04  
Fax: +44 207 734 74 59  
Mobile: +44 797 473 46 07  
rpavitt@prime-int.co.uk  
www.prim-int.co.uk

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