

THEPHILANTHROPIST

Das Magazin von StiftungSchweiz.

Media kit 2021

Valid from January 1 2021

The Philanthropist - the leading Swiss foundation & philanthropy magazine



The Philanthropist is the first and only magazine for the entire philanthropic and charity sector in Switzerland.

- Four printed editions per year (25,000 copies). Personally addressed post mailing.
- Online magazine thephilanthropist.ch with daily newsfeed (> 9,000 active readers a month)
- Published in German, English and French
- Strong social media presence and reach on social media (LinkedIn/Twitter/Facebook)
- Weekly newsletter 'The Philanthropist briefing' (> 6,500 subscribers)

Market positioning

The Philanthropist is the new quarterly publication from StiftungSchweiz, featuring content covering the whole philanthropic sector in Switzerland. The magazine is around 40 pages long, and has a core theme running through each issue. Various aspects of the theme are explored in special reports, interviews with experts, background articles and comments. Each issue also includes regular features and sections with a strong service-related element – advice, an agenda of events, and news from charities, as well as the Number section, which explains the story behind a number.

The Philanthropist has a strong focus on current issues and the practical work of charities. It covers subjects that are significant for the philanthropic sector: training; development cooperation and humanitarian aid; ethics, religion and church; research, science and development; non-profit activities; health; art, culture, leisure and sport; politics, society and the economy; social affairs; environmental and animal welfare. The editorial team takes an independent and transparent approach to tackling issues.

Publication print and online

Languages The print magazine is published in German. French and English-language supplements are sometimes printed in the magazine and sometimes included as pull-out sections.

Publisher Dr. Peter Buss

Publishing Director Claudia Dutli, claudia.dutli@thephilanthropist.ch

Editors-in-Chief Susanne and Takashi Sugimoto | redaktion@thephilanthropist.ch

Distributor Philanthropy Services AG, Rittergasse 35, 4051 Basel

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Circulation /readership

Print circulation 25,000 copies

Readership

> 13,000 Swiss-based foundations, grantmakers, private donors and project promoters, associations, NPO/NGOs domiciled in Switzerland.

Individuals interested in philanthropy in institutional organisations (board members, managers and employees of foundations, organisations and companies that anticipate the philanthropy sector).

Opinion leaders from art and culture, media, politics, science, research, development, society.

Attendees in numerous events where the magazine is available.

The magazine is also distributed at selected touch points such as co-working spaces, law firms and higher education institutions.

Social media and email marketing campaigns support the magazine's ever-growing reach and visibility.

Editorial calendar 2021 - Print

Edition	Core theme	* Advertising deadline: Special placements	Advertising deadline	On sale
01/2021	<p>Women and philanthropy</p> <p>What roles do women take in philanthropy / Foundations dedicated to specific women's issues / Is gender equality an issue in philanthropy? How has the role of women in philanthropy changed in recent years? / Is fundraising female / What role do women take in the projects they fund?</p>	* 02.02.2021	09.02.2021	26.02.2021
02/2021	<p>Ecology/Environment</p> <p>Climate change: a big issue affecting our society – especially the younger generation/ What role do foundations take, what responsibility do they have to assume / Foundations dealing with environmental issues / How do foundations react to the demands of the climate change generation? / How sustainable are nature conservation and environmental protection today?</p>	* 19.04.2021	26.04.2021	21.05.2021
03/2021	<p>Research</p> <p>How can and how should foundations drive research / Where can an influence have a negative effect / Are foundations independent sources of funding? / How do foundations cooperate with state and private-sector institutions / Do foundations complement the role of the state / Is foundation-funded research more independent than state-funded research?</p>	* 26.07.2021	02.08.2021	3.09.2021
04/2021	<p>Social</p> <p>How does social support work on an equal footing? / Do foundations take on responsibilities from the state in the social sphere? / How can foundations decide what is worthy of support? / Which foundations are doing something special in the social sphere / Which social issues are in focus and which are not?</p>	« 26.10.2021	02.11.2021	26.11.2021
Editorial content	<p>Report Drawing on specific examples and individuals in its reports, The Philanthropist sheds light on the context behind key issues in the philanthropic sector. The Philanthropist takes an in-depth look, and talks to local experts. Analysis, Interview, Number – specific numbers express astonishing facts in concrete terms. The Philanthropist reveals the story behind the number, putting its significance into context. Comment, Advice, Agenda, Miscellaneous</p>			
* Note on the advertising deadline for special placements	<p>Special placements, e.g. in-text placement, must be booked at least 7 days before the published advertising deadline.</p>			

Formats and pricing | PRINT

in CHF plus VAT

Formats	type area	edge-dropped	price 4c/sw
2/1 double page	396 x 262	420 x 280	17,000.-
1/2 panorama	396 x 131	420 x 140	9,600.-
1/1 page	186 x 262	210 x 280	8,500.-
1/2 page horiz.	93 x 262	105 x 280	4,800.-
1/2 page vertical	186 x 131	210 x 140	4,800.-
1/4 page horiz.	93 x 131		2,400.-
1/4 page vertical	186 x 66		2,400.-

In-text placement surcharge 20% possible for 1/2 and 1/4 p..

Cover pages and special

2nd cover page edge-dropped	9,300.-
3rd cover page edge-dropped	8,500.-
4th cover page edge-dropped	10,200.-

Advertorials & packages

Combine an advertisement and an advertorial

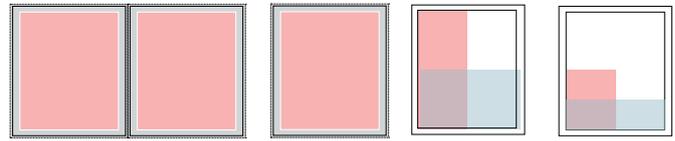
Editorial advert 1/1 page	8,500.-
Plus typesetting costs	300.-
Editorial advert 1/2 p. & advertisement 1/2 p.	8,500.-
Plus typesetting costs	600.-

The advertisements are designed in such a way that they stand out from the editorial content and are marked 'Publireportage' (advertorial). The content of the advertorials is supplied by the client in accordance with the specifications (number of characters, logo, image file/illustration).

Discounts

Multiple booking	2x	5%
	4x annual placement	10%
Quantity discounts	2 pages	10%
	4 pages	20%
	6 pages (pano)	25%

(AAC) Agency Advisory Commission (AAC)	10%
(AAC 2) without minimum annual turnover, not cumulative with Agency Advisory Commission	10%

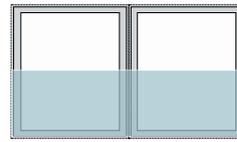


2/1 page

1/1 page

1/2 page
hor./ver

1/4 page
hor./ver.



1/2 panorama

Edge-dropped = margins plus 3 mm bleed. Text and image sections, that may not be trimmed must be at least 10 mm from the edge of the booklet.

Inserts

Estimate based on circulation rate base: 25,000 copies

Inserts	up 2 A4	up to 4 A4
Advertising value	8,000.-	9,500.-
Technical costs	240.-	240.-
Total	8,240.-	9,740.-

Loose inserts	Prices plus postage according to postal rates
Delivery	1 week before publication date
Supplements	on request

Technical specifications

Digital data High-end PDF prepared for offset printing, colours to be resolved in scale.

Data delivery by e-mail to inerate@thephilanthropist.ch. Any costs incurred for the production of printing material will be charged separately at cost.

Printing: offset printing, **Colours:** 4-colour European colour scale,

Paper: Cover: Maxi Offset, 250gm2, white uncoated, Content: UPM Fine, 100gm2, white uncoated.

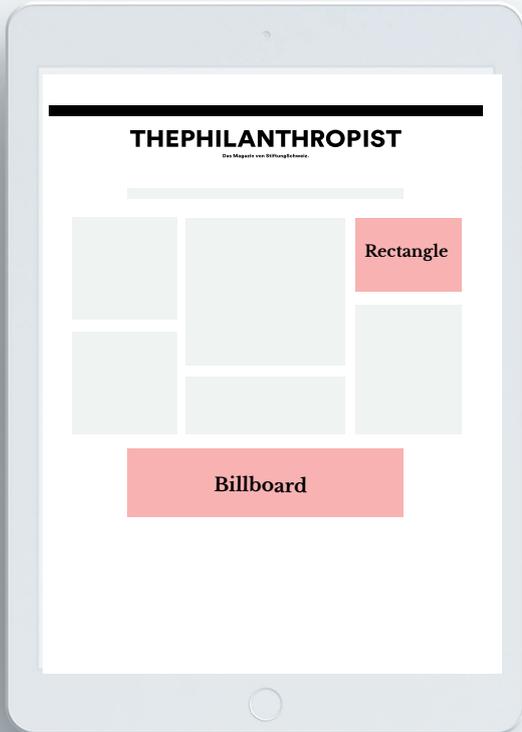
All advertising agreements are subject to the terms and conditions on thephilanthropist.ch

Formats and pricing | ONLINE

in CHF plus VAT



Thephilanthropist.ch is the leading source of news for the Swiss foundation and philanthropy sector. In addition to the quarterly print edition, thephilanthropist.ch (DE/EN/FR) reports daily on various topics, initiatives and events from the sector.



Advertising on thephilanthropist.ch

< 9'500 active visitors/readers per month

Advertising banners	Format	Costs per month
Rectangle Appears on every post. Placement in sidebar on the right.	300 x 250 px	700.–
Billboard Placement on home-page	970 x 250 px	1,200.–

File size max. 200 KB
File formats JPG, PNG, GIF, HTML5, 3rd Party Tag
 Always send a link separately.
Max. quantity 3 banners rotating
Delivery 3-5 working days before campaign start

Other formats, special advertising formats and discount scale on request. Placements also possible in combination with the the stiftungschweiz.ch platform.

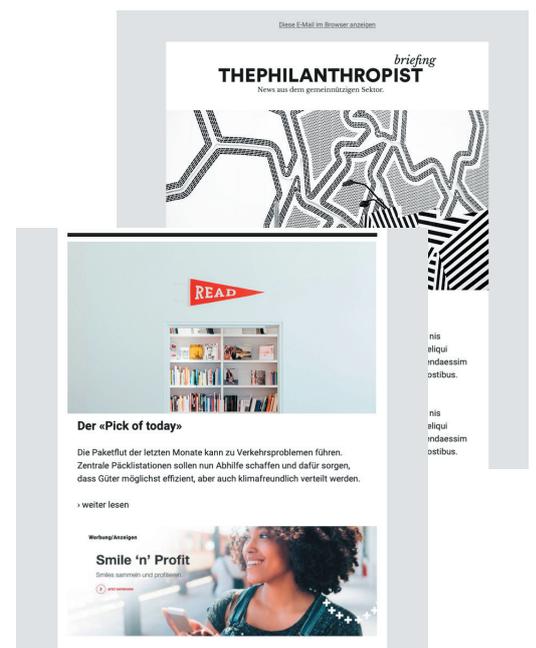
Online Package

Combine an advertisement, advertorial and newsletter placement for the great package price of CHF 2,000

Includes	Placement/runtime
Ad banner Rectangle format 300 x 250 px	1 month
Online PR-article¹ Text length approx. 2,500 - 3,500 characters without spaces. Post image format 5120 x 4023 px*	unlimited
'The Philanthropist Briefing' newsletter 1 x weekly on Thursdays > 6,500 subscribers Version a) Advertising banner (1200 x 302 px up to max. 400 px) with link to external URL or Version b) Mention of the above PR article as a contribution	one-off dispatch

1 PR articles are marked as 'Publireportage' (advertorial).

* Important information on picture detail. In certain layouts the picture detail is reduced to 5120 x 3424 px. The focus of the image content should be centred accordingly. Image format: Tiff, PSG, JPG, GIF or PNG)



All prices in CHF, plus applicable VAT.

Editorial calendar 2021 - The Philanthropist online

Core theme	from	to
Women	26.2.2021	31.3.2021
Health	1.4.2021	20.5.2021
Nature	21.5.2021	30.6.2021
Swiss population	1.7.2021	15.8.2021
Science Education	16.8.2021	30.9.2021
Animals	1.10.2021	14.11.2021
Social Children Culture	15.11.2021	31.12.2021

In addition to the core themes of the print edition, which is published four times a year, The Philanthropist Online reports on the issues listed above on thephilanthropist.ch in the weekly newsletter 'The Philanthropist briefing' and on social media.