

THEPHILANTHROPIST

Das Magazin von StiftungSchweiz



Media kit 2022

Valid from 10 October 2021

The Philanthropist – the magazine for the Swiss philanthropic and foundation sector



The Philanthropist has been published for four years, and is the first and only magazine aimed at the whole Swiss foundation and philanthropic sector.

- Four print editions per year (circulation 25,000). Sent by post
- Online magazine with daily articles (>9,500 active monthly visitors)
- Published in three languages: German, English, French
- Strong social media presence (LinkedIn/Twitter/Instagram/Facebook)
- ‘The Philanthropist Briefing’ newsletter. Sent every Thursday to >6,500 subscribers
- Distribution at foundation/NPO conferences, seminars and workshops including ‘Schweizer Stiftungstag’ in November organised by proFonds, ‘SwissFundraisingDay’ in June run by Swissfundraising, and ‘Compliance at Foundations and Associations’ in July through ZHAW.

Market positioning

The Philanthropist is the Swiss online and printed magazine with the widest reach in the philanthropic and foundation sector, providing its readers with clear and honest information. 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, agenda of events and news from foundations. The ‘Number’ section explains the story behind a number and is a further addition to the magazine.

The Philanthropist has a strong focus on current issues and the practical work of foundations. It covers important subjects for the philanthropic sector: training, development cooperation and humanitarian aid, ethics, religion and church, research, science and development, non-profit, health, art, culture, leisure and sport, politics, society and the economy, social affairs, environmental and animal welfare. The editorial team deals with issues independently and transparently.

Publication Print and online

Languages The print magazine is published in German with sections in French and English, and with links to complete translations in the online magazine.

Publisher Dr Peter Buss

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

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

Advertising Tatjana Minzlaff | inserate@thephilanthropist.ch | T +41 44 929 04 04

Distributor Philanthropy Services AG, Rittergasse 35, 4051 Basel

Circulation/readership

Print 25,000 copies

Readership

More than 13,000 foundations based in Switzerland (operational, funding and mixed), private donors and project sponsors, associations, NPOs and NGOs, and parliamentary council members (cantonal and Council of States)

Members of institutions and organisations who have an interest in philanthropy (directors, managers and employees of foundations, organisations and companies involved in the philanthropic sector)

Personalities from the worlds of art and culture, media, politics, the sciences, research, development and society

Attendees at various events where copies of the magazine are available

The magazine is also distributed to selected touchpoints, such as co-working spaces, law firms and higher education institutions

Social media and email marketing campaigns encourage a steady growth in reach and visibility.



2022 schedule – print edition

Edition	Core theme	*Deadline for special placements	Deadline	On sale
01/2022	<p>New work How do the various philanthropic organisations work together today? / How do trustees and NGOs adopt new working models? / How do funding projects affect the new world of work? / What can the private sector learn from the foundation sector, and vice versa? / Why participation should be a cornerstone of philanthropy <i>Cross-sectional topic: finance</i></p>	*01.02.2022	08.02.2022	25.02.2022
02/2022	<p>Movement What role does movement play in our society? / Does promoting movement always mean promoting health? / How much do sports associations contribute to society? / Are criticisms of the financial success of elite sports associations justified? / Is funding elite sport a philanthropic endeavour? / How can sport bring people together? <i>Cross-sectional topic: finance</i></p>	*18.04.2022	25.04.2022	20.05.2022
03/2022	<p>Corporate philanthropy In what ways are companies active in the area of philanthropy? / Is corporate philanthropy the managers' responsibility? / Who benefits from corporate philanthropy? / What projects do corporate foundations support? / How deeply is corporate philanthropy embedded in the corporate strategy? / What role do employees play? / What does sponsorship have in common with philanthropy? / How do corporate foundations work with the state and private sponsors? <i>Cross-sectional topic: finance</i></p>	*25.07.2022	31.07.2022	02.09.2022
04/2022	<p>Diversity How diverse and inclusive is the third sector? / Which diversity, LGBTQI+ and inclusion projects do foundations support? / Who determines what diversity is? / Where does Switzerland stand in terms of diversity and inclusivity? / How do diversity, wealth and philanthropy interrelate? / What targets and measures are appropriate in the third sector? / To what extent is diversity and inclusion taken into account in the appointment of boards of trustees? <i>Cross-sectional topic: finance</i></p> <p><i>*LGBTQI+ stands for lesbian, gay, bisexual, transgender, queer/questioning, intersex and other non-heterosexual or non-binary identities.</i></p>	*25.10.2022	01.11.2022	22.11.2022
Editorial content	<p>The <i>Philanthropist's</i> Reports explore the background of topics by focusing on individuals and specific examples relevant to the philanthropic sector. The <i>Philanthropist</i> takes an in-depth look, provides context and speaks with experts. In its Interviews, The <i>Philanthropist</i> interviews interesting personalities and its Portraits present both high-profile and lesser-known players in the sector. Its Analyses take a closer look at topics and institutions, and its Comment section offers expert opinions on a specific topic. The Number section presents a given development in numerical terms, and in the Advice series experts offer their thoughts and support. The new Finance section will appear in every issue and shine a spotlight on foundation assets. The Agenda gives an overview of upcoming events and the Miscellaneous section is a collection of current news items.</p>			
*Note on advertising deadline	Special placements, e.g. display ads, must be booked at least seven days before the published advertising deadline.			

Formats and pricing | PRINT

in Swiss francs, excluding VAT.

Formats	Print space	Full bleed	Price: 4c/b&w
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 portrait	93 x 262	105 x 280	4,800
1/2 page landscape	186 x 131	210 x 140	4,800
1/4 page portrait	106 x 131		2,400
1/4 page landscape	186 x 66		2,400

display ad surcharge 20%, applicable for 1/2 or 1/4 page
placement surcharge 10%

Cover pages and special

Inside front fb	9,300
Inside back fb	8,500
Outside back fb	10,200

Advertorial

Advertorial 1/1 page	8,500
Plus layout costs	300
Advertorial 1/2 page	4,800
Plus layout costs	150

There are **two options** for delivery of an advertorial:

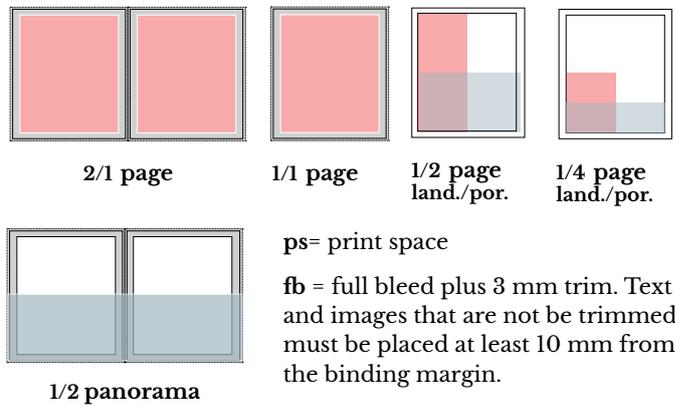
1) **Ready-made template** – you have free rein within the print space (186 x 262), as long as the advertorial is visually distinct from our editorial pages. The text will be labelled as an 'Advertorial' when published

2) You provide the **raw material** (text, images, logo, QR code where applicable) and we design the advertorial according to our templates at a cost of CHF 300 per 1/1 page.

In both cases, the editorial team will verify whether it can be held responsible for publication of content created by the customer.

Discounts

Discounts for repeat adverts	2 x	5%
	4 x annually	10%
Volume discounts	Two pages	10%
	Four pages	20%
	Six pages	25%
AC (agency commission)		10%
ASM 2 (annual sales premium) from CHF 8,000 (gross)		10%



ps= print space

fb = full bleed plus 3 mm trim. Text and images that are not be trimmed must be placed at least 10 mm from the binding margin.

Enclosures

Estimate based on circulation rate base: 25,000 copies

Enclosures	up to 2 x A4	up to 4 x A4
Advertising cost	8,000	9,500
Technical costs	240	240
Total	8,240	9,740

Loose enclosures	Prices plus postage depending on postage rates
Delivery	Delivery one week before publication date
Inserts	On request

Technical specifications

Digital files High-resolution, offset print-ready PDF, colours in the European colour scale.

File delivery via email to inerate@thephilanthropist.ch. Any costs incurred in production of the documents for printing will be invoiced separately based on time and materials.

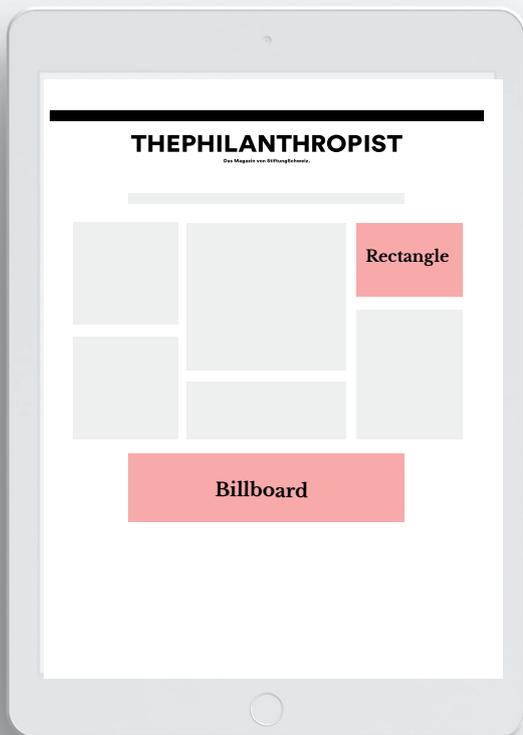
Printing: offset, **Colours:** 4-colour, European colour scale, **Paper:** cover: Maxi Offset, 250 gsm, uncoated white, content: UPM Fine, 100 gsm, uncoated white

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

Formats and pricing | ONLINE



Thephilanthropist.ch is the leading news portal for the Swiss philanthropic and foundation sector. In addition to the quarterly print magazine, thephilanthropist.ch (d/e/f) publishes daily articles on various topics, initiatives and events in the industry.



Advertisements on thephilanthropist.ch<

More than 9,500 active visitors/readers per month

Advertising banners	Format	Month
Rectangle Displayed with every article. Positioned in the right-hand sidebar.	300 x 250 px	700
Billboard Displayed on the home page	970 x 250 px	1,200

File size	max. 200 kB
File formats	JPG, PNG, GIF, HTML5, third-party tag Always send link separately.
Number	Max. three rotating banners
Delivery	Three to five days before start of campaign

Other formats, special types of advertising and discounts on request. Options are available for placements in combination with the stiftungschweiz.ch platform.

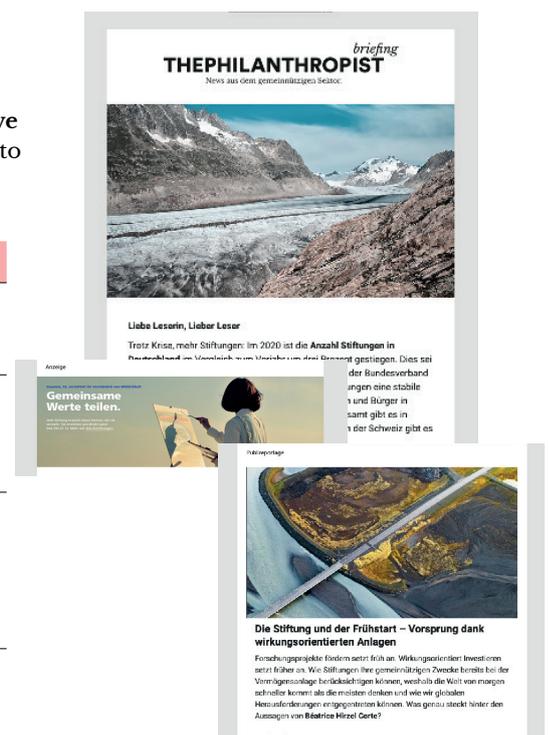
Online package

Combine an advertisement, advertorial and newsletter placement for the **attractive package price of CHF 2,000** (surcharge of CHF 200 to upgrade from a rectangle to a 970 x 250 px billboard banner)

Comprises	Placement/duration
Ad banner Rectangle format: 300 x 250 px	One month
Online PR articles¹ Approx. 2,500-3,500 characters excluding spaces. Image format: 5120 x 4023 px ²	Unlimited
'The Philanthropist Briefing' newsletter Issued every Thursday to >6,500 subscribers Option a) Ad banner (1200 x 302 px up to max. 400 px) with a link to an external URL, or Option b) Mention of the PR article above	Sent once

1 PR articles are labelled as 'Advertorials'.

2 Important image information: some displays will reduce the image to a 5120 x 3424 px format. The main focal point of the image should therefore be positioned in the middle. Image format: Tiff, PSG, JPG, GIF or PNG



All prices are in CHF, exclusive of the applicable VAT

2022 schedule – The Philanthropist online

Core theme	from	to
Flora and fauna	28.01.2022	24.02.2022
New work	25.02.2022	25.03.2022
Volunteering	21.04.2022	19.05.2022
Movement	20.05.2022	17.06.2022
Forests	04.08.2022	01.09.2022
Corporate philanthropy	02.09.2022	30.09.2022
Culture	06.10.2022	24.11.2022
Diversity	25.11.2022	23.12.2022

In addition to the themes of the [quarterly print magazine](#), The Philanthropist Online reports on these topics via thephilanthropist.ch, the weekly newsletter 'The Philanthropist Briefing' and social media.