

# THEPHILANTHROPIST

Das Magazin von StiftungSchweiz



## Media kit 2023

Valid from 10 October 2022

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 (> 15,000 active monthly visitors)
- Published in three languages: German, English, French
- Strong social media presence (LinkedIn/Twitter/Instagram)
- ‘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.

**Publishing director** Claudia Dutli, [claudia.dutli@thephilanthropist.ch](mailto:claudia.dutli@thephilanthropist.ch)

**Editors-in-Chief** Susanne and Takashi Sugimoto | [redaktion@thephilanthropist.ch](mailto:redaktion@thephilanthropist.ch)

**Advertising** Claudia Dulti | [inserate@thephilanthropist.ch](mailto:inserate@thephilanthropist.ch)

**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.



# 2023 schedule – print edition

Edition	Core theme	Deadline	On sale
01/2023	<b>Energy</b>	16/02/2023	17/03/2023
<p>Energy is the bedrock of our lives. At present, energy distribution and generation are popular topics of discussion. What is the role of the third sector in the energy sector and what potential could it tap into/How are foundations engaging with the change in energy sources/How are foundations handling the political fight for resources as the basis of energy/Can nonprofit organisations contribute to a more equal distribution of energy/What organisations are committed to protecting people’s personal energy/What nonprofit forces are contributing to maintaining society/What gives us energy – rest</p>			
02/2023	<b>Biodiversity</b>	07/05/2023	06/06/2023
<p>What does biodiversity actually mean for our society and how is the third sector having an impact/What topics are dealt with on a regional basis/How are foundations in urban regions getting involved to support biodiversity/What long-term projects are foundations supporting/Where can biodiversity be experienced in tangible terms/How is voluntary work integrated into this sector/What is the collaboration between the first, second and third sectors like and where is there potential</p>			
03/2023	<b>Health</b>	17/08/2023	15/09/2023
<p>What is the role played by foundations in the provision of healthcare in Switzerland/Is the work of the third sector focused on specific issues/How is this work aligned with state and private bodies/What fields of research rely on nonprofit support/Do foundations perform their work to support health or to combat disease/What roles have foundations taken on previously in the face of societal challenges like a pandemic, and which are they still taking on today/How do foundations impact the health of the global population</p>			
04/2023	<b>The next Generation</b>	16/11/2023	15/12/2023
<p>Our society is facing the challenges of demographic change. How is it impacting the third sector/How well are foundations prepared for this change, how are they playing a role in shaping it and where is there potential/Do foundations appeal to the next generation (form of collaboration/participatory grant-making)/How ready is the foundation sector for the values held by the generations to come, in terms of sustainability or participatory models of collaboration</p>			
<b>Editorial content</b>	<p><i>The Philanthropist’s</i> <b>Reports</b> explore the background of topics by focusing on individuals and specific examples relevant to the philanthropic sector. <i>The Philanthropist</i> takes an in-depth look, provides context and speaks with experts. In its <b>Interviews</b>, <i>The Philanthropist</i> interviews interesting personalities and its <b>Portraits</b> present both high-profile and lesser-known players in the sector. Its <b>Analyses</b> take a closer look at topics and institutions, and its <b>Comment</b> section offers expert opinions on a specific topic. The <b>Number</b> section presents a given development in numerical terms, and in the <b>Advice</b> series experts offer their thoughts and support. <b>The Finance section will appear in every issue and shine a spotlight on foundation assets.</b> The <b>Agenda</b> gives an overview of upcoming events and the <b>Miscellaneous</b> 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:

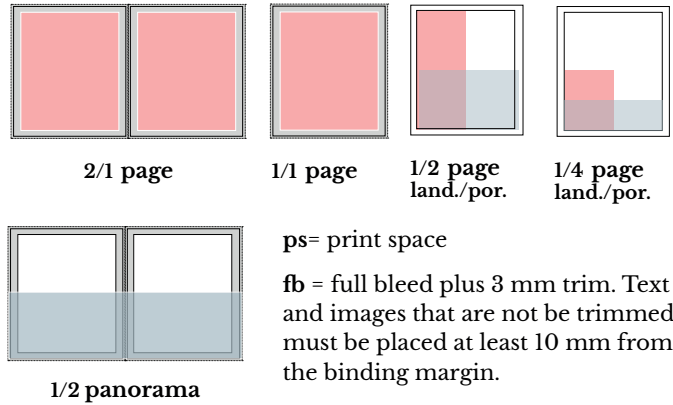
1) **Ready-made template** – you have free rein within the print space (186 x 262), as long as the advertorial is visually distinct from our editorial pages. The text will be labelled as an 'Advertorial' when published

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
<b>Total</b>	<b>8,240</b>	<b>9,740</b>

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

## Technical specifications

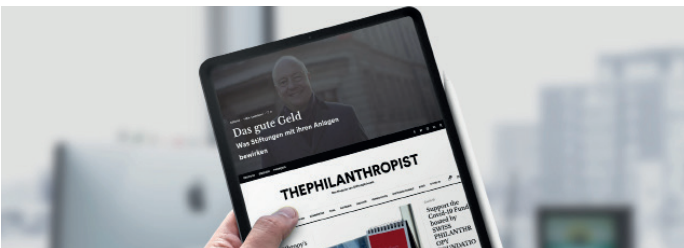
**Digital files** High-resolution, offset print-ready PDF, colours in the European colour scale.

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

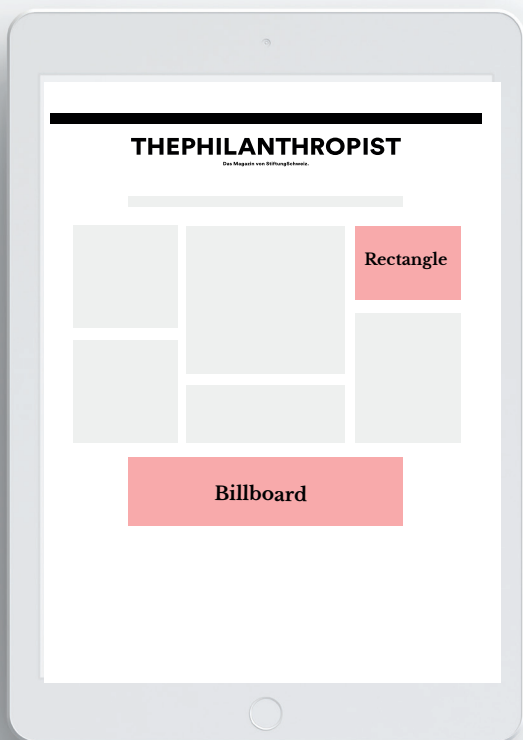
**Printing:** offset, **Colours:** 4-colour, European colour scale, **Paper:** cover: Maxi Offset, 250 gsm, uncoated white, content: UPM Fine, 100 gsm, uncoated white

*All advertising agreements are subject to the terms and conditions on [thephilanthropist.ch](http://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 12,000 active visitors/readers per month

Advertising banners	Format	Month
<b>Rectangle</b> Displayed (desktop only) with every article. Positioned in the right-hand sidebar.	300 x 250 px	700
<b>Billboard</b> 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.

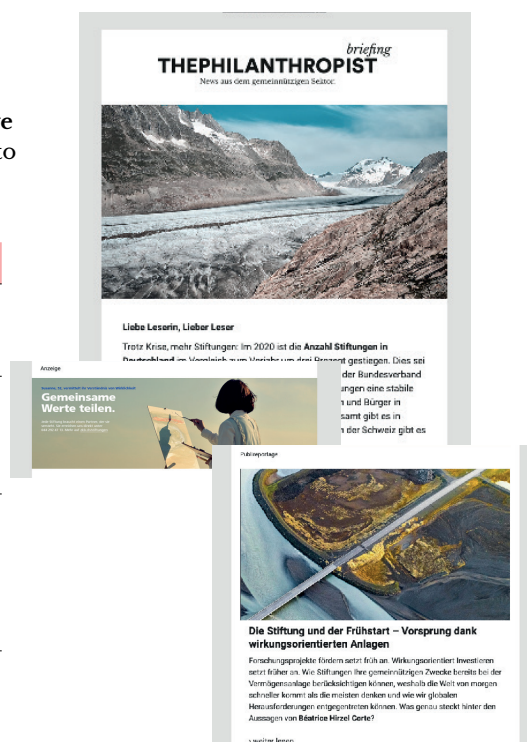
## Online package

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
<b>Ad banner</b> Rectangle format: 300 x 250 px	One month
<b>Online PR articles<sup>1</sup></b> Approx. 2,500-3,500 characters excluding spaces. Image format: 5120 x 4023 px <sup>2</sup>	Unlimited
<b>'The Philanthropist Briefing' newsletter</b> Issued every Thursday to >6,500 subscribers <b>Option a)</b> Ad banner (1200 x 302 px up to max. 400 px) with a link to an external URL, or <b>Option b)</b> Mention of the PR article above	Sent once

<sup>1</sup> PR articles are labelled as 'Advertorials'.

<sup>2</sup> 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

# 2023 schedule – thephilanthropist.ch

Core theme	from	to
Diversity	25/11/2022	9/12/2022
Energy	17/03/2023	14/04/2023
International Affairs / Development Cooperation	28/04/2023	26/05/2023
Biodiversity	06/06/2023	03/07/2023
Agriculture and nutrition	04/08/2023	01/09/2023
Health	15/09/2023	13/10/2023
Social works / The good faith	27/10/2023	24/11/2023
Next Generation	15/12/2023	12/01/2024

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