

Media kit 2024

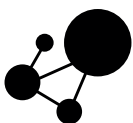
Valid from 5 December 2023

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 (regular circulation 15,000 copies, large print run in June 25,000 copies). Sent by post
- **Online magazine** with daily articles (> 20,000 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
- **Monthly podcast** available on all major streaming platforms.
- **Distribution at foundation and nonprofit expert conferences**, seminars, workshops: 'Swiss Foundation Day' in November by proFonds, 'SwissFundraisingDay' in September by SwissFundraising, and more.
- The Philanthropist has received **multiple awards** from national and international expert juries.



Network: The Philanthropist
Stay updated and join the discussion
Join now!

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.

2024 schedule print edition

Edition	Deadline	Publication
01/2024	27.02.2024	28.03.2024
02/2024	07.05.2024	20.06.2024
03/2024	23.08.2024	19.09.2024
04/2024	6.11.2024	15.12.2024

*Note on advertising deadline	Special placements, e.g. display ads, must be booked at least seven days before the published advertising deadline.
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Editorial content	<i>The Philanthropist's Reports explore the background of topics by focusing on individuals and specific examples relevant to the philanthropic sector. The Philanthropist takes an in-depth look, provides context and speaks with experts. In its Interviews, The Philanthropist 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 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.</i>
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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

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

Advertising Claudia Dulti | inserate@thephilanthropist.ch

Distributor Philanthropy Services AG, Centralbahnstrasse 10, 4051 Basel

Circulation/readership

Circulation

15,000 copies in March, September and December
Large circulation of 25,000 copies in June

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.

Formats and pricing | PRINT

in Swiss francs, excluding VAT.

Formats	Print space	Full bleed	Regular circulation CHF	Large circulation CHF
2/1 double page	396 x 262	420 x 280	17,000.–	22,000.–
1/2 panorama	396 x 131	420 x 140	9,600.–	12,800.–
1/1 page	186 x 262	210 x 280	8,500.–	11,300.–
1/2 page portrait	93 x 262	105 x 280	4,800.–	6,400.–
1/2 page landscape	186 x 131	210 x 140	4,800.–	6,400.–
1/4 page portrait	106 x 131		2,400.–	3,200.–
1/4 page landscape	186 x 66		2,400.–	3,200.–

Cover pages

Inside front fb	9,300.–	12,600.–
Inside back fb	9,500.–	12,600.–
Outside back fb	10,200.–	13,600.–

Advertorial

Advertorial 1/1 page

Regular circulation 8,500.– | Large circulation 11,300.–

Plus layout costs 300.–

Advertorial 1/2 page

Regular circulation 4,800.– | Large circulation 6,400.–

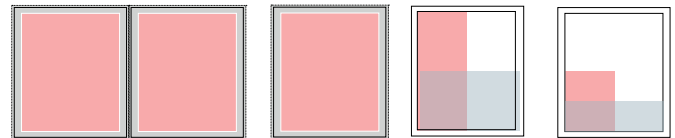
Plus layout costs 150.–

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.



2/1 page

1/1 page

1/2 page
land./por.

1/4 page
land./por.



1/2 panorama

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.

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%

Enclosures

on request

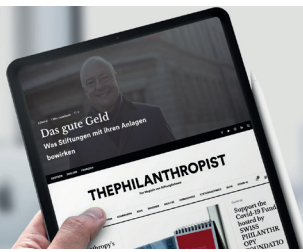
Technical specifications

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

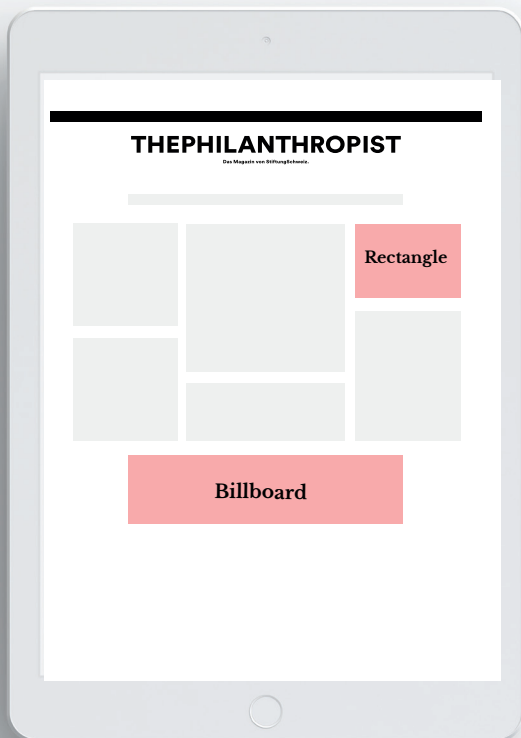
File delivery via email to inserate@thephilanthropist.ch. Any costs incurred in production of the documents for printing will be invoiced separately based on time and materials.

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

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 15,000 active visitors/readers per month

Advertising banners	Format	Month
Rectangle Displayed (desktop only) 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.

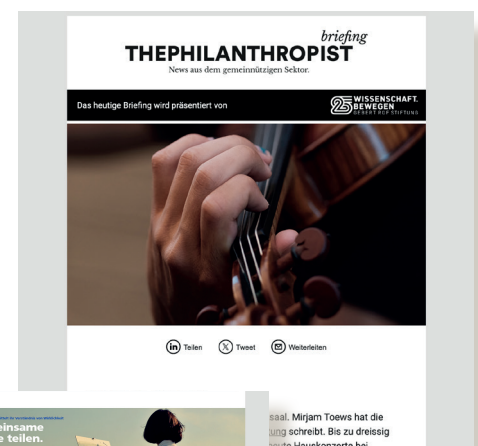
Online package

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

Core theme	from	to
Edition 1 2023 «Resilience» large circulation 25,000	15.12.2023	12.01.2024
Living space	25.01.2024	22.02.2024
Edition 1 2024 «Nutrition» circulation 15.000	28.03.2024	24.04.2024
Biodiversity	2.05.2024	29.05.2023
Edition 2 2024 Focus topic to follow large circulation 25,000	20.06.2024	17.07.2024
Mobility	08.08.2024	04.09.2024
Edition 3 2024 Focus topic to follow circulation 15.000	19.09.2024	16.10.2024
Water	31.10.2024	27.11.2024
Edition 4 2024 Focus topic to follow circulation 15.000	5.12.2024	1.01.2025

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.

