

Le Temps



The paper of the French-speaking part of Switzerland

Founded in 1998, Le Temps is the reference media in the French-speaking part of Switzerland. Declining itself in a variety of media, it steadily remains faithful to its high standards of quality and editorial independence. It has become an essential source of information for opinion leaders and decision-makers. 4 key areas make up its editorial formula: Politics, Economics & Finance, Culture and Lifestyle.

Since October 2015, the brand of Le Temps keeps on reinventing itself over all its media. The daily and the website steadily evolve to better inform their users.

During the week, the daily appears as a single-section paper while remaining true to its rigorous, credible and high value-added content. Le Temps provides around the clock news coverage with more investigations and in-depth analysis of political and economic information, as well as new pages «Sports» et «Culture actuelle».

On Saturdays, Le Temps Week-end, extensively dealing with culture and book, comes to reinforce the editorial offer including new themes such as History, Philosophy, Personal Life, Lifestyle, Media, Food and Travel.





In a world undergoing profound change, Le Temps stands out for its purposeful choice of an independent content of high quality, rigorous, credible, with high added value. Its nation and worldwide broadly recognized high-quality media status make Le Temps the ideal vector to showcase your brands' environment.

Facts & Figures

Characteristic	Daily newspaper	Distribution	Switzerland
Readership	111 000 readers French-speaking part (Source: MACH Basic 2020-1)	Cost-per-thousand	4c gross rate CHF 122
Frequency	Monday-Saturday	Distributed circulation	33 508 copies (Source: WEMF 2019)
Reach	6.8% of French-speaking group (Source: MACH Basic 2020-1)	1/1 page, gross rate	CHF 13 500

Advertising rates

Basic rates, daily newspaper 2020


Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
 2/1 panorama, pages 2-3	605 x 440	27 900
 2/1 panorama, centrefold	605 x 440	20 900
 1/1 page, premium page 5	290 x 440	15 700
 1/1 page, premium page 7	290 x 440	13 900

	Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
	1/1 premium, économie & finance*	290 x 440	13 900
	1/1 page, inside page	290 x 440	13 500
	1/2 portrait	143 x 440	11 700
	1/2 landscape	290 x 220	11 700
	maxi junior page premium, page 7	241 x 318	13 800
	maxi junior page premium rhp, économie & finance	241 x 318	13 800
	Maxi Junior page, inside page	241 x 318	11 900
	junior page Premium, page 5	192 x 260	11 500
	junior page Premium, page 7	192 x 260	10 900
	junior page premium rhp, économie & finance	192 x 260	10 900
	Junior page, inside page	192 x 260	9 900
	1/3 portrait	94 x 440	8 900
	1/3 landscape	290 x 150	8 900
	1/4 portrait premium, page 7	143 x 220	8 500
	1/4 portrait premium rhp, économie & finance	143 x 220	8 500
	1/4	143 x 220	7 900
	1/4 landscape	290 x 110	6 600
	1/5 landscape	290 x 80	4 900
	1/4 landscape, page 2	290 x 110	6 900
	Strip, front page économie & finance	290 x 90	6 500
	corner, Météo maxi	94 x 90	1 350
	corner, Météo mini	94 x 50	750
	corner, front page	90 x 90	4 500
	corner portrait, front page	90 x 160	9 500
	corner landscape, front page	137 x 90	9 500




Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
 corner, front page economie & finance	94 x 90	3 600

All prices are in Swiss francs and are listed as gross prices excluding 7.7% VAT. Data transfer: via PrintOnline or materiel@letemps.ch.

Cover pages

Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
 outside back cover	290 x 440	16 500

Advertorials (delivered)

Formate Seite	Breite x Höhe in mm	Bruttopreis CHF sw oder 4c
 1/1 page	290 x 440	13 500
 1/2 landscape	290 x 220	11 700
 2/1 page	605 x 440	20 900

Advertorials are not eligible for turnover discounts or agency commission/YTP.

Design guidelines:

- Name and logo of the carrier title and its classifieds may not be used.
- The typography and layout must ensure that the reader can clearly distinguish between the advertorial and editorial content
- The client must be clearly visible.
- The advertorial must feature the word ADVERTORIAL at the top right or top left.
- Prior to publication, we require a layout for approval by the publisher.
- Advertisements taking up less than 1/4 of a page are framed for laying out purposes.
- All colours (including chromatic colours) use a 4-colour base (euroscale: cyan, magenta, yellow and black).
- Several colour advertisements can be placed on one page.

Advertising rates effective 01.01.2019; rates are subject to change; all rates in CHF gross plus 7.7% VAT; invoices in Euro on request.

Combinations

"Neue Zürcher Zeitung" and "Le Temps" offer an attractive advert mix: "NZZ BusinessCombi".

Further information about this combination may be found [here](#).








Classified columns

Format	Position	Rate in CHF
Ad on text page column	Article page	12.20
Ad on text page column	SIX investment funds	11.00
Classified ads column	Job offers	3.00
Classified ads column	Classified ads (without Job offer)	2.70
Ad on text page column	Obituaries (b/w, 5 columns)	1.55

Please find formats here «Dates/Dimensions»


LT-Week-end / Culture

Basic rates 2020

	Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
	1/1 page, 1st rhp Le Temps- Weekend	290 x 440	9 000
	1/1 page, inside page	290 x 440	8 500
	Junior page, inside page	192 x 260	4 500
	1/2 landscape	290 x 220	4 900
	1/3 landscape	290 x 150	3 900
	1/4 landscape	290 x 110	2 900
	1/4 portrait	143 x 220	3 900
	Cultural Ad 1	45 x 90	360
	Cultural Ad 2	94 x 90	700
	Cultural Ad 3	45 x 130	500
	Cultural Ad 4	94 x 130	950
	Kultur Anzeige 5	192 x 130	1 900




All rates in CHF gross plus 7.7% VAT.














Cover pages

	Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
	outside back cover Le Temps- Week-end	290 x 440	10 000

T Magazine




Basic rates 2020

	Formats Pages	Type area Width x height in mm	Trim size Width x height in mm	Gross rate in CHF b/w or 4c
	2/1 panorama, pages 2-3	440 x 252	470 x 300	27 900
	2/1 1. panorama	440 x 252	470 x 300	25 900
	2/1 2. panorama	440 x 252	470 x 300	24 900

	Formats Pages	Type area Width x height in mm	Trim size Width x height in mm	Gross rate in CHF b/w or 4c
	2/1 3. panorama	440 x 252	470 x 300	24 900
	2/1 panorama	440 x 252	470 x 300	21 900
	1/1 vis-à-vis content (right)	206 x 252	235 x 300	15 900
	1/1 vis-à-vis content (right)	206 x 252	235 x 300	15 900
	1/1 vis-à-vis Question (right)	206 x 252	235 x 300	15 100
	1/1 page. inside page	206 x 252	235 x 300	14 500
	1/2 panorama	440 x 124	470 x 148	15 500
	1/2 portrait*	101 x 252	115 x 300	7 900
	1/2 landscape*	206 x 124	235 x 148	7 900
	1/3 portrait*	66 x 252	76 x 300	5 900
	1/3 landscape*	206 x 81	235 x 99	5 900
	1/4 portrait*	101 x 124		3 900
	1/4 landscape*	206 x 60		3 900

* Except «Editions» Fashion, Watches, Jewelry, Luxury

Cover pages

	Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
	outside back cover T Magazine	235 x 300	19 500
	2nd cover T Magazine	235 x 300	17 500
	3rd cover T Magazine	235 x 300	15 500

- A trim of +5 mm is added to all four edges for bleed purposes.




- Text and sections that should not be truncated must be 8 mm from the net format margins.

2020 Schedule

Issue	Publication date	Advertising deadline	Title
1	22.02.2020	03.02.2020	Beauté
2	07.03.2020	17.02.2020	Mit Bolero 1
3	21.03.2020	02.03.2020	Mode 1
4	04.04.2020	16.03.2020	Mit Bolero 2
5	18.04.2020	31.03.2020	Design

Issue	Publication date	Advertising deadline	Title
6	02.05.2020	13.04.2020	Accessoires Mode
7	16.05.2020	27.04.2020	Horlogerie 1
8	20.06.2020	01.06.2020	Art/Design
9	05.09.2020	17.08.2020	Mit Bolero 4
10	12.09.2020	24.08.2020	Mode 2
11	19.09.2020	31.08.2020	Homme
12	03.10.2020	14.09.2020	Mit Bolero 5
13	10.10.2020	21.09.2020	Joaillerie
14	24.10.2020	05.10.2020	Architecture & Design 2
15	31.10.2020	12.10.2020	Horlogerie 2
16	14.11.2020	26.10.2020	Mit Bolero 6
17	21.11.2020	02.11.2020	Champagne
18	05.12.2020	16.11.2020	Luxe

Publireportagen (angeliefert)

	Formate Seite	Breite x Höhe in mm	Randangeschnitten Breite x Höhe in mm	Bruttopreis CHF sw oder 4c
	1/1 page	206 x 252	235 x 300	14 500
	1/2 landscape	206 x 124	235 x 148	7 900
	2/1 panorama	440 x 252	470 x 300	21 900

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Combination Culture

Basic rates 2020


Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
Junior Page LT Week-end + Junior Page LT Culture	192 x 260 + 192 x 260	7 200
1/2 LT Week-end + 1/2 LT Culture	290 x 220 + 290 x 220	7 840
1/4 landscape LT Week-end + 1/4 LT Culture	290 x 110 + 290 x 110	4 640
1/3 landscape LT Week-end + 1/3 LT Culture	290 x 150 + 290 x 150	6 240
Duo - Cultural Ad 1	45 x 90	432

Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
Trio - Cultural Ad 1	45 x 90	540
Duo - Cultural Ad 2	94 x 90	840
Trio - Cultural Ad 2	94 x 90	1 050
Duo - Cultural Ad 3	45 x 130	600
Trio - Cultural Ad 3	45 x 130	750
Duo - Cultural Ad 4	94 x 130	1 140
Trio - Cultural Ad 4	94 x 130	1 425
Duo - Cultural 5	192 x 130	2 280
Trio - Cultural 5	192 x 130	2 850

Bedingungen : gleiches Sujet

Carrières

Basic rates, daily newspaper

Formats Pages	Width x height in mm	Gross rate in CHF b/w or 4c
 1/1 page, inside page	290 x 440	9 000
front page Carrières ear	56 x 60	900
Frontseite Carrières Streifen	290 x 90	3000

Discounts

Turnover discount 2020

Turnover discounts* in CHF can be accumulated with Bilanz, Bilanz Homes, Guides, Handelszeitung, Le Temps, PME Magazine and all their specials.

Turnover	Discount	Turnover	Discount	Turnover	Discount
40 000	3%	400 000	9%	1 000 000	15%
80 000	4%	500 000	10%	1 100 000	16%
120 000	5%	600 000	11%	1 200 000	17%
180 000	6%	700 000	12%	1 300 000	18%
240 000	7%	800 000	13%	1 400 000	20%
300 000	8%	900 000	14%	1 500 000	21%

*Gross according to rate less special discounts, plus additional costs (placement surcharges)

Dynamic Pricing

Die folgenden Abschlussrabatt-Staffel gilt für alle Kunden, die Dynamic Pricing nutzen.

Umsatz Brutto (nach dynamischem Rabatt)	Abschlussrabatt
100 000	2%
200 000	3%

Umsatz Brutto (nach dynamischem Rabatt)	Abschlussrabatt
400 000	5%
500 000	6%
750 000	7%
1 000 000	8%
1 250 000	9%
1 500 000	10%
1 750 000	11%
2 000 000	12%
2 500 000	13%
3 000 000	14%
3 500 000	15%

Spielregeln Dynamic Pricing

- Buchungen müssen für den gesamten Zeitraum einer Abschlussvereinbarung dynamisch erfolgen; Ein mehrfacher Wechsel zwischen Dynamic und Classic Pricing ist nicht möglich.
- Alle Buchungen müssen über den webbasierten Marketplace von Admeira erfolgen.
- Zu Unrecht gewährte Rabatte, beispielweise durch Stornos, werden nachträglich verrechnet.
- Es gelten weiterhin die Bestimmungen des Anzeigentarifs sowie die Allgemeinen Insertionsbedingungen unter admeira.ch.

Frequency discount

3 x	5%	13 x	15%	52 x	25%
6 x	10%	26 x	20%	104 x	30%

Turnover and frequency discounts cannot be combined.

Agency commission AC

For authorised media and advertising agencies	5% of net
T Magazine	15% vom Netto

Supplements

Basic rates - Monday - Friday

Le Temps: Print run Monday to Friday 30 000 copies / Print run Saturday 35 000 copies

T Magazine: Print run 35 000 copies

All rates in CHF gross plus 7.7% VAT.

Gewicht	Lose Beilagen
bis 25 g	11 070
26 - 50 g	15 810
51 - 75 g	21 330
76 - 100 g	25 290
101 - 125 g	31 590
126 - 150 g	33 960
151 - 175 g	35 550
176 - 200 g	36 330

Prices - Saturday

Gewicht	Lose Beilagen
bis 25 g	12 915
26 - 50 g	18 445
51 - 75 g	24 885
76 - 100 g	29 505

Prices - Le Temps T Magazine

Gewicht	Lose Beilagen	Mitbinder	Warenmuster
bis 20 g			12 250
bis 25 g	12 915	12 915	
26 - 50 g	18 445	18 445	
51 - 75 g	24 885	24 885	
176 - 200 g	42 385	42 385	

Dates

Last Monday of the month.

Edition	Publication date	Advertising deadline	Topics
1	27.01.2020	20.01.2020	Fiscalité, épargne, successions
2	24.02.2020	17.02.2020	Investissements durables
3	30.03.2020	23.03.2020	Private equity et investissements alternatifs
4	27.04.2020	20.04.2020	Fonds de placement
5	25.05.2020	18.05.2020	Fintech + crypto
6	29.06.2020	22.06.2020	Immobilier F
7	31.08.2020	24.08.2020	ETF et gestion passive
8	28.09.2020	21.09.2020	Investissements durables
9	26.10.2020	19.10.2020	Prévoyance
10	30.11.2020	23.11.2020	Finance et intelligence artificielle/Robo-Advisor
11	14.12.2020	07.12.2020	Placements et stratégies d'investissements 2021

Schedule 2020 - Immobilier

First Wednesday of the month.

Issue	Publication date	Advertising deadline
1	05.02.2020	29.01.2020
2	04.03.2020	26.02.2020
3	01.04.2020	25.03.2020
4	06.05.2020	29.04.2020
5	03.06.2020	27.05.2020
6	02.09.2020	26.08.2020
7	07.10.2020	24.09.2020
8	04.11.2020	28.10.2020
9	02.12.2020	25.11.2020

Schedule 2020 - Carrières Spécial Management

First Friday of the month.

Issue	Publication date	Advertising deadline
1	07.02.2020	31.01.2020
2	06.03.2020	28.02.2020
3	03.04.2020	27.03.2020
4	01.05.2020	24.04.2020
5	05.06.2020	29.05.2020
6	04.09.2020	28.08.2020
7	02.10.2020	25.09.2020
8	06.11.2020	30.10.2020
9	04.12.2020	27.11.2020

Schedule 2020 - Carrières Spécial Formation

Last Friday of the month.

Issue	Erscheinung	Advertising deadline	Theme
1	31.01.2020	24.01.2020	Carrières spécial formation
2	28.02.2020	21.02.2020	Spécial formation continue & MBA
3	27.03.2020	20.03.2020	Carrières spécial formation
4	24.04.2020	17.04.2020	Spécial écoles privées
5	29.05.2020	22.05.2020	Carrières spécial formation
6	26.06.2020	19.06.2020	Carrières spécial formation
7	28.08.2020	21.08.2020	Carrières spécial formation
8	25.09.2020	18.09.2020	Spécial MBA classement (encart)
9	30.10.2020	23.10.2020	Carrières spécial formation
10	27.11.2020	20.11.2020	Carrières spécial formation

Second Thursday of the month.

Issue	Publication date	Advertising deadline
1	14.01.2020	07.01.2020
2	11.02.2020	04.02.2020
3	10.03.2020	03.03.2020
4	14.04.2020	07.04.2020
5	12.05.2020	05.05.2020
6	09.06.2020	02.06.2020
7	08.09.2020	01.09.2020
8	13.10.2020	06.10.2020
9	10.11.2020	03.11.2020
10	08.12.2020	01.12.2020

2020 Schedule - T-Magazine

Issue	Erscheinung	Advertising deadline	Theme
1	22.02.2020	03.02.2020	Beauté
2	07.03.2020	17.02.2020	Mot Bolero 1
3	21.03.2020	02.03.2020	Mode 1
4	04.04.2020	16.03.2020	Mot Bolero 2
5	18.04.2020	31.03.2020	Design
6	25.04.2020	06.04.2020	Horlogerie 1

Issue	Erscheinung	Advertising deadline	Theme
7	02.05.2020	13.04.2020	Accessoires Mode
8	16.05.2020	27.04.2020	Architecture 1
9	30.05.2020	11.05.2020	Mit Bolero 3
10	06.06.2020	18.05.2020	Arts
11	05.09.2020	17.08.2020	Mit Bolero 4
12	12.09.2020	24.08.2020	Mode 2
13	19.09.2020	31.08.2020	Homme
14	03.10.2020	14.09.2020	Mit Bolero 5
15	10.10.2020	21.09.2020	Joallerie
16	24.10.2020	05.10.2020	Architecture & Design 2
17	31.10.2020	12.10.2020	Horlogerie 2
18	14.11.2020	26.10.2020	Mit Bolero 6
19	21.11.2020	02.11.2020	Champagne
20	05.12.2020	16.11.2020	Luxe

Schedule

Reservation is required for coloured classified ads, full pages, double page spreads, ads on text page, special positions and inserts.

Vessel	Deadline
Daily newspaper	3 working days before the date of publication, at 12.00 clock
Le Temps Week-end	Ad deadline: 1 week before publication date, Friday at 10.00 clock Print Material: Wednesday at 12.00 clock
Carrières	Advertisements circuit and print material: Tuesday at 9.00 clock Ads and final print material: Wednesday, from 9:00 clock
Death notices	Ad deadline: the previous day to 17.00 clock or via email: carnets@letemps.ch
T Magazine	Advertising deadline: 4 weeks Print material: 2 weeks

Column Width (mm)

Column	Advertisement	Publicity	Column	Advertisement	Publicity
1	26	45	6	172	290
2	55	94	7	201	-
3	84	143	8	231	-
4	113	192	9	-	-
5	142	241	10	290	-

Specials

Name	Topic	Publication date	Closing date
Green Mobility	Sustainability	04.09.2020	20.08.2020
Impulsgeber und Visionäre - Europa Forum Luzern	Finance/Economy	11.09.2020	31.07.2020
Digital Shapers	Technology	24.09.2020	03.09.2020
Vorsorge Guide	Finance/Economy	30.09.2020	09.09.2020
Unternehmensversicherungen	Finance/Economy	16.10.2020	01.10.2020
PME Impulse	Finance/Economy	17.10.2020	24.09.2020
Anlegen (Fonds und Strukturierte Produkte)	Finance/Economy	30.10.2020	15.10.2020
Digital Day 2020		31.10.2020	03.10.2020

Name	Topic	Publication date	Closing date
Das Who's who der westschweizer Immobilienbranche	Finance/Economy	25.11.2020	04.11.2020
Finanzplanung / Vorsorge	Finance/Economy	27.11.2020	12.11.2020
Responsabilité sociétale de l'entreprise	Finance/Economy	18.12.2020	03.12.2020

Technical specifications

Format

Minimum size for ads and commercials: 40mm (1 column 40 mm or 2 columns 20 mm)

Maximum value for millimeter (column x height): 3000 mm

For ads that are higher than 400 mm, the whole page height will be charged.

Specification of the reproduction

Le Temps:

- Newsprint 45 g / m²
- Random pattern. The correct resolution is 200 dpi for a picture and 1270 dpi for a logo or line element.
- UCR / GCR 240% (maximum area coverage of all 4 colors).

T Magazine:

- Magazine paper 80 g/m² - Cover 200 g/m²
- Pattern 60l/cm. The correct resolution is 300dpi.
- UCR/GCR max. 280%

Data preparation

PDF / X3:

- The data must be in Adobe Acrobat Distiller (from version 3.01) as a high-end PDF / X3 document, according to print / online specifications

to be manufactured and delivered.

.TXT Format:

- The display texts which have to be processed, may be submitted as a Word file without formatting (.txt).

More information:

- The TrueType fonts are not accepted.
- Our DTP service must revise all the ads that have been made with an office program (MS Word, MS Excel, etc.).
- A color print of the desired display in the format 1: 1 makes it possible to control the material before printing

Data transfer

Via E-Mail:

Print material prepresse@ringier.ch

Convert Pantone colors to CMYK:

- More on www.pdfx-ready.ch.

Compilation:

- Deadline for print samples: 4 days
- Pressure tests only possible from pages
- Subject to changes

Palletizing of loose inserts:

























- In order to ensure timely progress of the contract and to avoid additional costs follow these guidelines, you can download them [here](#).

- For the final adoption of the supplement we need to have 3 mandatory dummy pattern at least 3 weeks before publication Ringier SA, Publicité Le Temps, Pont Bessières 3, 1002 Lausanne are sent.

- Delivery address leaflet Le Temps: CIL Centre d'Impression Lausanne SA, Quai des imprimés no 1, Chemin de Mochettaz 8, CH - 1030 Bussigny

- Delivery address leaflet T-Magazine: Swissprinters AG, Rampe 1-3, Brühlstrasse 5, 4800 Zofingen

Media data

	Readers	Reach	Structure		Affinity
Total	111 000	6.8%	100%		100
Geschlecht					
Männer	65 000	8.1%	58.4%		119
Frauen	46 000	5.5%	41.6%		81
Alter					
14 - 19 Jahre	4 000	2.7%	3.3%		41
20 - 29 Jahre	10 000	4.0%	9.3%		59
30 - 39 Jahre	14 000	5.2%	12.6%		77
40 - 49 Jahre	19 000	6.5%	16.7%		96
50 - 59 Jahre	22 000	8.0%	19.7%		118
60++ Jahre	43 000	10.1%	38.4%		150
Haushaltseinkommen in CHF					
bis 3 999	13 000	4.2%	11.9%		62
4 000 - 7 999	38 000	5.6%	34.2%		83
8 000 ++	60 000	9.2%	53.9%		136
Siedlungsart					
Stadt/Agglo	100 000	7.2%	89.9%		107
Land	11 000	4.2%	10.1%		62
Erwerbstätigkeit					
Vollzeit	47 000	7.3%	42.3%		108
Teilzeit	22 000	6.7%	19.9%		99
in Ausbildung/Lehre	5 000	3.3%	4.7%		49
nicht erwerbstätig	37 000	7.2%	33.2%		106
Schulbildung					
obligatorisch	11 000	2.6%	9.5%		39
mittel	28 000	4.2%	24.9%		62
hoch	73 000	12.5%	65.6%		186
Interessen sehr stark / eher stark					
Börse, Geldanlage, Finanzmärkte	28 000	12.1%	25.6%		179
Wirtschaft	70 000	11.1%	63.2%		164
Nationale und internationale Politik und Themen	97 000	10.0%	87.0%		148
Kunst und Kultur	82 000	9.3%	73.5%		137
Wissenschaft und Technik	73 000	8.9%	66.0%		132

Source: MACH Basic 2020-1 / Basis: French-speaking group, 1 644 000 people

Contact

Sales Services Le Temps

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