



# Swiss Biotech Directory

2020

Media data for the most comprehensive compendium  
of the Swiss biotech industry

## About the Swiss Biotech Association

Founded in 1998, the Swiss Biotech Association represents the interests of the Swiss biotech industry. To support its members in a competitive market, the Swiss Biotech Association works to secure favorable framework conditions and facilitate access to talents, novel technologies and financial resources. To strengthen and promote the Swiss biotech industry, the Swiss Biotech Association collaborates with numerous partners and life science clusters globally under the brand



## The Swiss Biotech Directory

The Swiss Biotech Directory is the most comprehensive database for the biotech industry in Switzerland. Its data quality is controlled and companies can enlist their basic data for free. The directory is financed by advertising.

### Print version

The printed Swiss Biotech Directory with a circulation of 4,000 copies provides a yearly, handy overview of Swiss companies active in biotechnology and related fields on about 130 pages. It is distributed throughout the year at national and international biotech conferences, exhibitions & events, to interested parties, to our members and partners.

### Online version

The **digital Swiss Biotech Directory** with detailed biotech company information is embedded in our [swissbiotech.org](http://swissbiotech.org) website and enables targeted filtering. Advertisers of the print version achieve even more reach as the printed directory, including all ads, is prominently promoted for download throughout the year. The current directory web page has around 240,000 unique page views. The [swissbiotech.org](http://swissbiotech.org) website a total of around. 90,000 users per year.

## Contact

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## Content print directory

- Welcome by the president and CEO of the Swiss Biotech Association
- The Swiss biotech industry today
- About the Swiss Biotech Association and its mission
- Swiss Biotech Success Stories
- Companies directory, listing all relevant biotechnology (and associated) companies in Switzerland
- Impressum & disclaimer

## Details

- Published yearly in the first quarter, 6th edition in 2020
- English
- Circulation: 4,000 copies
- Around 130 pages
- DIN A5 format, 148 x 210 mm
- Roll offset (Euroscale)
- printed on chlorine-free bleached paper
- CHF 45 standard price
- CHF 25 per additional copy for members, advertisers & listed companies

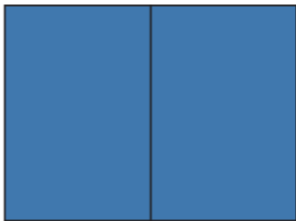


*The printed directory is accompanied by a contemporary online directory on*

## Advertising in the Swiss Biotech Directory

Advertise with the leading partner for the Swiss biotech industry and leverage your visibility in the dynamic world of biotechnology.

### Prices



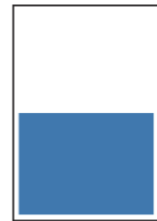
**2/1 page panorama**  
297 x 210 mm  
(plus 3 mm bleed)



**1/1 page**  
148 x 210  
(plus 3mm bleed)



**1/1 page, type area**  
128 x 196 mm



**1/2 page landscape**  
128 x 98 mm

Swiss Biotech Association members profit from 20% discount.

**Directory listing:** free

|                       | Size                     | Price excl. VAT       |
|-----------------------|--------------------------|-----------------------|
| <b>Advertisements</b> | 2/1 page                 | CHF 4,950             |
|                       | 1/1 page                 | CHF 3,800             |
|                       | 1/2 page                 | CHF 2,150             |
|                       | 2nd/3rd cover page, each | CHF 6,250 <b>SOLD</b> |
|                       | 4th cover page           | CHF 8,000 <b>SOLD</b> |

**Colors** 4-color or black & white

**Ad formats & delivery** PDF Files, CMYK, 300 dpi, checked and print-ready, upload on secure association server

**Ordering deadline** January 31, 2020

**Ad delivery deadline** February 7, 2020