



# Swiss Biotech Directory

2023

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.

### 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 150 pages. It is distributed throughout the year by direct mailings, at national and international biotech conferences, exhibitions & events, to interested parties, to our members and partners.

### Digital 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 [swissbiotech.org](http://swissbiotech.org) website has 240,000 users and ~550,000 page views per year. The directory pages are best visited. **Print advertisers of 1/1 page or more will also receive a digital ad** (linkable to their desired content) on the Swiss Biotech Directory web page.

## Contact

Swiss Biotech Association  
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Head of Communications  
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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 >1,000 relevant biotechnology (and associated) companies in Switzerland
- Impressum & disclaimer

## Details

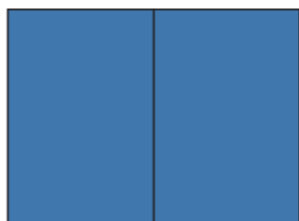
- Published yearly in the first quarter, 9th edition in 2023
- English
- Circulation: 4,000 copies
- Around 150 pages
- DIN A5 format, 148 x 210 mm
- Roll offset (Euroscale)
- printed on chlorine-free bleached paper, myclimate neutral
- CHF 45 standard price
- CHF 25 per additional copy for members, advertisers & listed companies



The Swiss Biotech Directory is printed from controlled data of the digital directory on [swissbiotech.org](http://swissbiotech.org)

## Advertising in the printed Swiss Biotech Directory

Advertise with the leading partner for the Swiss biotech industry and leverage your visibility in the dynamic world of biotechnology. Print advertisers will also get a prominent and linkable ad placement on the digital directory web page.



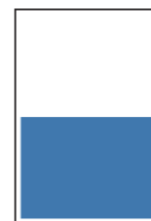
**2/1 page panorama**  
297 x 210 mm  
(plus 3 mm bleed)



**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

## Prices

Swiss Biotech Association members benefit from 20% discount.

**Directory listing:** free

	<b>Size</b>	<b>Price excl. VAT</b>
<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
	4th cover page	CHF 8,000

**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** November 30, 2022

**Ad delivery deadline** December 15, 2022

## Digital ads for one year as add-on for print advertisers

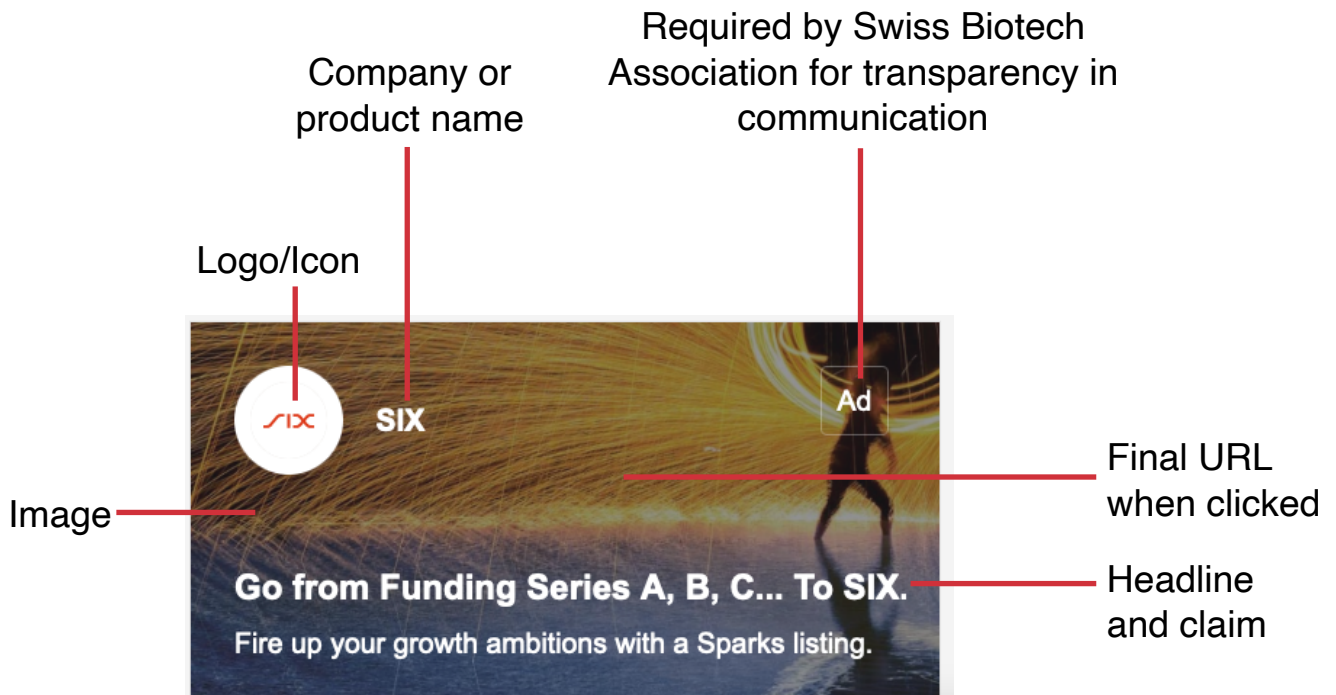
Print advertisers of 1/1 page or more receive a free ad in the digital version of the directory - the best visited pages of [swissbiotech.org](http://swissbiotech.org). The digital ads can be linked to their desired content (e.g. their website or a product page etc.) and stay on the Swiss Biotech Directory pages for the duration of one year.

## Sample view - Rotating banner ads

The screenshot displays the Swiss Biotech Directory website. On the left is a search sidebar with the title "The Swiss Biotech Directory" and a search bar. The main content area shows a grid of company listings, each featuring a "Member" badge, a company logo, name, and location. At the bottom of the page, a row of four rotating banner ads is highlighted with a red circle. The ads are for SIX, Swiss Life, BioConcept, and Bachem, each with a distinct background image and text.

Our **digital Swiss Biotech Directory pages** show a max. of 4 ads on the screen in responsive design. If there are more than 4 ads, they will rotate regularly. Every ad can be linked to a web address of your choice.

## Elements of the digital ads



## Details

- ▶ **Logo/icon:** Web picture must be square, best 128 x 128 px, max. 512 MB
- ▶ **Company/product name:** Up to 40 characters
- ▶ **Image:** Web picture, landscape, best 800 x 400 px. The image should not contain any text as your headline and tagline will be superimposed on this image. Depending on the screen size, the picture may appear cropped. Make sure the main focus area is in the center of the picture, max. 512 MB
- ▶ **Headline:** Up to 50 characters
- ▶ **Tagline:** Up to 80 characters
- ▶ **Final URL:** Your desired link to your company or product on the web. Please submit a final URL (including https://) to us. This leads people to any desired page of your website after clicking your ad