

Publicitas Promotion Network – we're never far away!



Switzerland and its media scene

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Print Media Consultants, Zurich

Print takes first place!

MACH Basic 2003 confirms that the print media (newspapers and magazines) sharply increased their readership last year and remain the preferred source of information for the Swiss public. Moreover, 80% of all readers appreciate advertising in the press – a remarkably high figure and one that contrasts dramatically with the low acceptance of advertising on TV.

A highly competitive media scene

For a small country, Switzerland enjoys a particularly wide choice of media products. Apart from the traditional range of daily and weekly newspapers (more than 200 titles), there is a wide selection of mainstream, special interest and professional magazines, adding up to some 2,700 titles in all. In relation to the size of the population (7.3 million), Switzerland occupies top positions both in terms of copies per head and in number of subscriptions per household.

The deregulation of radio and television over the past few years has also encouraged the emergence of a range of electronic media entirely comparable with that on offer in other countries. These now include more than 40 private regional radio stations and numerous private regional TV stations, as well as Swiss advertising windows on foreign private TV channels (especially in Germany).

Developments

The current trend continues to be influenced by both economic factors as well as the highly competitive nature of the market. Amongst the print media, increasing numbers of daily newspapers have entered into strong alliances designed to exploit synergies between their editorial content and that of other titles occupying similar positions in the market. As a result, advertisers can now achieve considerable reach within their chosen target groups by focusing on a small number of large-circulation quality publications.

The trend in the electronic media is quite the reverse, with TV consumption, for example, being distributed across an ever-increasing number of competing channels. This means that media budgets are having to be spread over more and more stations in order to achieve the same effect.

Print media – everybody's darling

The only explanation of the fact that more than 70% of all spendings on classic advertising still goes to the printed media (newspapers and magazines), is that both advertisers and advertising and media agencies remain convinced that this genre is an effective way to reach their audience. They spend their money on a medium in which they are certain that their message will enjoy a high level of credibility and high reader loyalty coupled with a dash of fun and entertainment. Print media is the source of information that readers turn to above all others.

We hope that this brochure will give you an insight into the media market in Switzerland. The uniqueness and diversity of the Swiss media scene, coupled with the complexity of our market make it a particularly challenging environment for media planners. But then again, who does not love a challenge?

Our print and Internet professionals are ready, waiting to help you plan and book your next campaign.

Sincerely

Moreno Cavaliere, Chairman



Geography and demography

Switzerland – at the heart of Europe

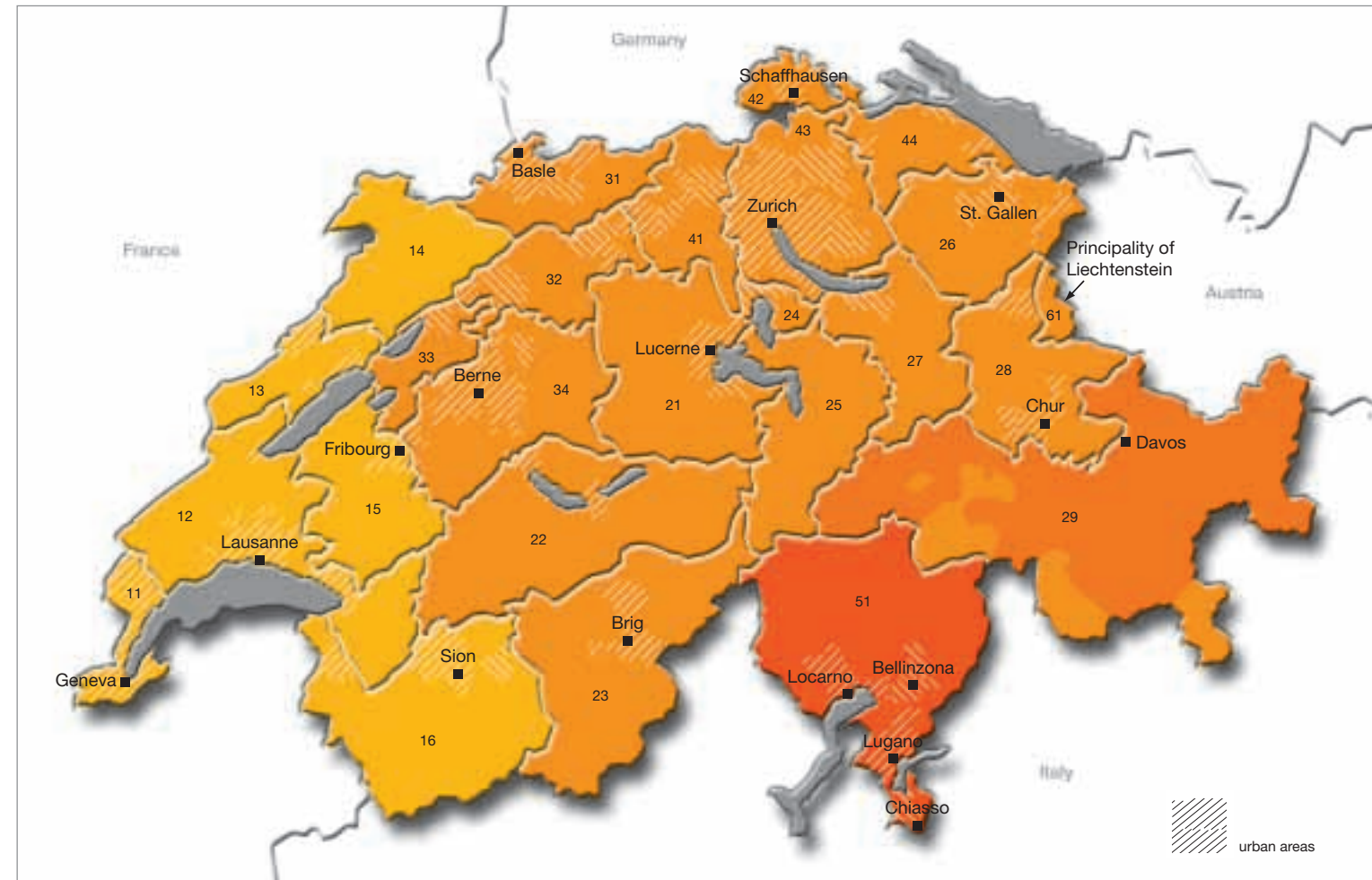
Switzerland is situated at the very heart of Europe, surrounded by five neighboring countries – Germany, France, Italy, Austria and the Principality of Liechtenstein.

Without exaggeration Switzerland can be described as multi-cultural. Apart from the four native Swiss languages, the adjacent countries also exert their own cultural influences.

Switzerland is a highly service-oriented country at the crossroads of Europe. Besides being a popular holiday destination and the home of numerous international organizations, it's also one of the world's key financial centres. With social and economic connections all around the globe, our country is an important player on the international business scene.

A significant part of the Swiss population originally came from other countries but have lived in Switzerland for generations. This happy cultural blend, steeped in traditions which have been handed down through generations, complements the image of a forward-looking country.

Breakdown of economic areas (WEMF AG advertising media research)



Switzerland – small, but beautiful

In terms of both surface area and population, Switzerland is one of the smallest countries in Europe. Size-wise it is the same as the Netherlands, but has less than half the number of inhabitants. The two countries have similar levels of unemployment: at just under 3% in 2002 they enjoyed the lowest level of joblessness internationally.

When it comes to GDP however, Switzerland really begins to flex its muscles, boasting a per capita figure far above the European average and even ahead of Japan and the US. At 25.2 in 2000, Switzerland was ahead of Europe (20.3) but still behind the US (31.1). The fact that Switzerland has now overtaken both countries is a testimony to the strength and vitality of the country's economy.

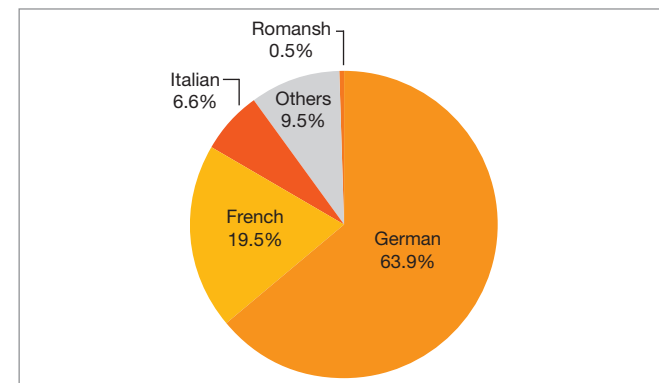
Unsurprisingly, Switzerland's imports and exports have declined, a reflection of the sustained economic downturn from which not even this strongest of nations has emerged unscathed. Between 2000 and 2002, imports from Germany – Switzerland's most important trading partner – fell by nearly 27%, while exports dropped by around 33%. The story for the other trading partners is no different.

Multilingualism

Switzerland's political structure is a federal system and we have recognized four national languages: German, French, Italian and Romansh.

The linguistic divisions more or less match the regional boundaries. In western Switzerland the main language is French, in the canton of Ticino it is Italian, in parts of the canton of Grisons it is Romansh, while the rest of Switzerland – the majority – speaks German. In certain places such as Fribourg or Biel the people are bilingual, speaking both German and French. The proportion of foreigners living in Switzerland continues to grow. Currently standing at 9.5%, the "Others" category in the linguistic groupings chart encompasses a kaleidoscope of languages and cultures.

Linguistic groupings



Source: Switzerland in Figures 2003 (UBS)

Switzerland in an international comparison

	CH	DE	FR	IT	AT	UK	B	NL	EU	USA	JP
Surface area in 1,000 km ²	41.3	357.0	544.0	301.3	83.9	242.9	32.5	41.5	3'191.0	9'373.0	377.9
Population in millions	7.3	82.6	59.6	56.5	8.2	59.1	10.3	16.2	378.5	288.4 ¹	127.4
Residents per km ²	178.0 ²	231.0	110.0	187.0	97.0	243.0	318.0	390.0	119.0	31.0 ¹	337.0
Unemployment in %	2.8	8.2	8.7	9.0	4.3	5.1	7.3	2.7	7.6	5.8	5.4
GDP in euro (thousands) pc	39.4	25.4	25.1	22.2	26.3	27.8	25.4	27.4	24.0	38.0	32.8
Swiss Imports ³ in billion euro from	–	27.1	8.7	9.1	3.5	3.9	2.3	4.5	67.2	4.4	1.8
Swiss Exports ³ in billion euro to	–	18.4	8.1	7.3	3.1	4.3	1.9	2.7	53.0	9.7	3.4

Sources: Switzerland in Figures 2003 (UBS), ¹1.7.02; ²annual average; ³excluding precious metals, gems and precious stones, works of art and antiques

Economy

Switzerland in an international comparison

In terms of credit ratings, Switzerland topped the international league in both 2001 and 2002, even improving its score slightly from one year to the next. This evaluation takes into account both the economic and the political risks associated with an economy.

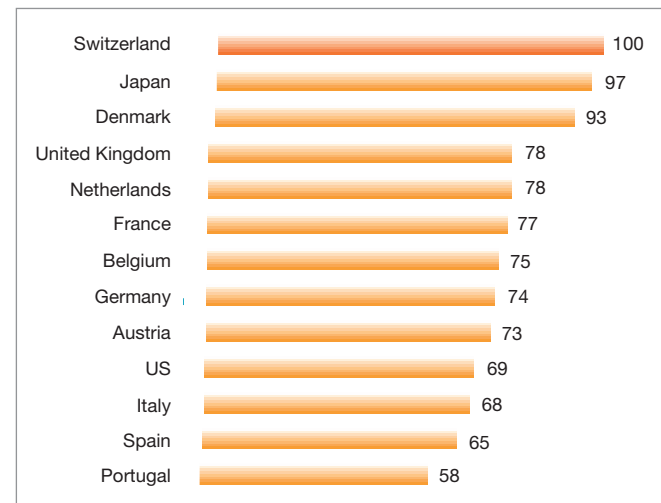
Although the credit-rating index fluctuates little from year to year, some interesting changes have nevertheless occurred: both Japan and Singapore have fallen back three places, while only Ireland and the UK have actually moved up two slots.

The Swiss economy

The per capita disposable income in Switzerland is very high by European standards, and this is reflected in higher prices (see diagram below). Switzerland now tops the scale, having swapped places with Japan during the most recent survey. About 70% of the Swiss population live in urban areas, enjoying the benefits of a modern consumer society (see diagram below right). The top four positions remain unchanged: Switzerland holds third place internationally in terms of per capita expenditure, behind the US and Japan but ahead of the UK.

Price level indices (private consumption)

(Basis: Switzerland – Index 100)



Source: www.oecd.org (June 2003)

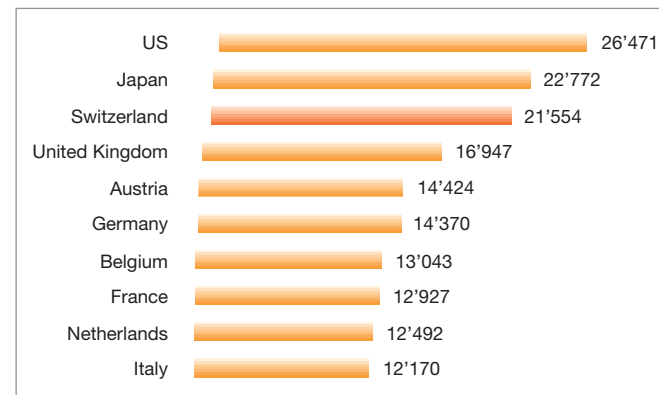
International credit rating in comparison

Credit rating Index 2002 As of: March		Credit rating Index 2001 As of: March	
1 Switzerland	95.6	1 Switzerland	95.1
2 Luxembourg	94.2	2 Germany	94.0
3 Germany	94.1	3 Luxembourg	93.4
4 Netherlands	93.8	4 Netherlands	93.4
5 UK	93.7	5 France	92.9
6 France	93.4	6 US	92.7
7 US	92.5	7 UK	92.3
8 Norway	92.1	8 Norway	90.8
9 Austria	90.3	9 Austria	89.5
10 Denmark	89.4	10 Canada	88.2
11 Canada	89.3	11 Denmark	88.1
12 Finland	89.0	12 Finland	87.5
13 Belgium	88.8	13 Japan	87.2
14 Sweden	87.8	14 Belgium	86.9
15 Ireland	86.1	15 Sweden	86.5
16 Japan	85.9	16 Singapore	85.8
17 Spain	85.9	17 Ireland	85.7
18 Italy	85.3	18 Spain	84.5
19 Singapore	84.8	19 Italy	84.2
20 Portugal	83.3	20 Portugal	81.5

Source: Institutional Investor 2002

Consumer spendings 2000*

per capita in euro
(*private households and non-commercial organisations)



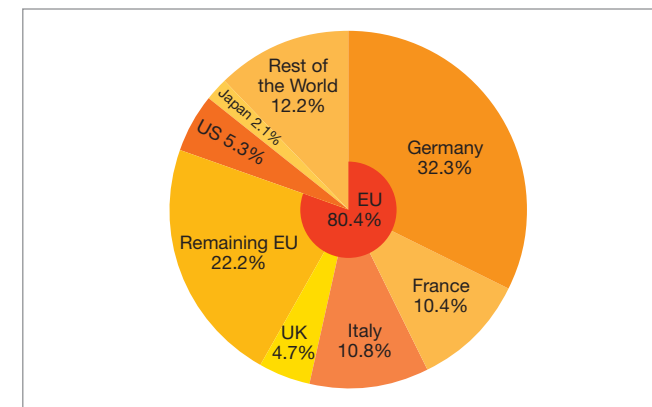
Source: Eurostat 2002/Switzerland in Figures 2001 (UBS)

Switzerland and Europe – two major partners in the global marketplace

As in all industrialized countries, Switzerland's importers and exporters are dependent on the global economy. Having been one of the beneficiaries during the period of strong growth, the Swiss economy too was affected by the global economic slowdown. In 2000, exports to Europe – Switzerland's main market – dropped to some 90 billion euro, down from roughly 111 billion the previous year, falling again to approx. 53 billion euro in 2002. The crisis caused by the Iraq war in the first half of 2003 and the continuing military conflict, coupled with the SARS outbreak in Asia, makes the future far from certain.

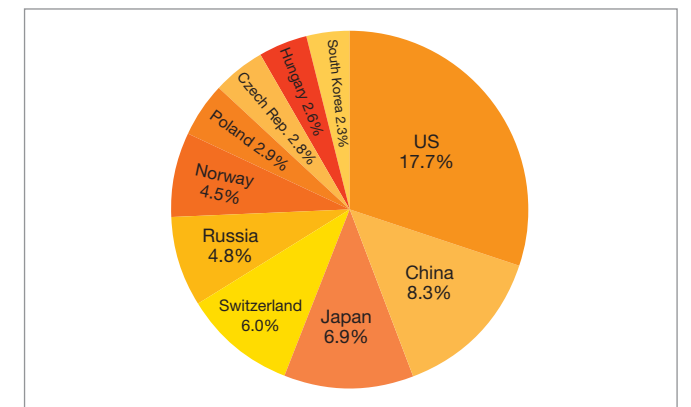
The European Union is Switzerland's main trading partner and most important market for Swiss goods and services, accounting for over 80% of imports and a steady 60% of exports. By far the most important of the EU countries is Switzerland's neighbour Germany. Switzerland was also a major trading partner for the EU in 2002, and a key import market for the Union, roughly on par with Japan and behind the US and China. In terms of EU exports, Switzerland – despite its modest size – holds second place behind the US and accounts for a larger proportion than China and Russia combined.

The most important import markets for Switzerland 2002



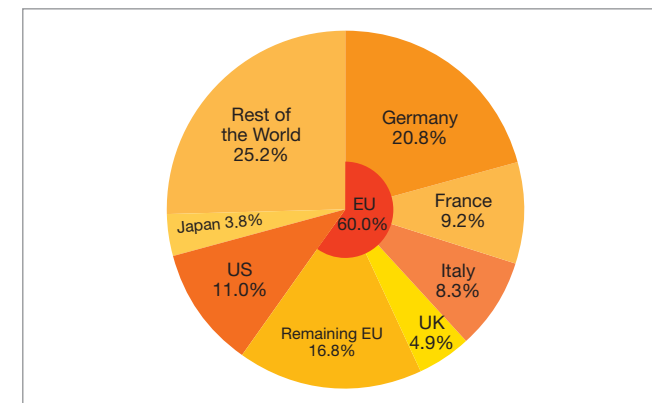
Source: Switzerland in Figures 2003 (UBS)

The most important import markets for the EU 2002



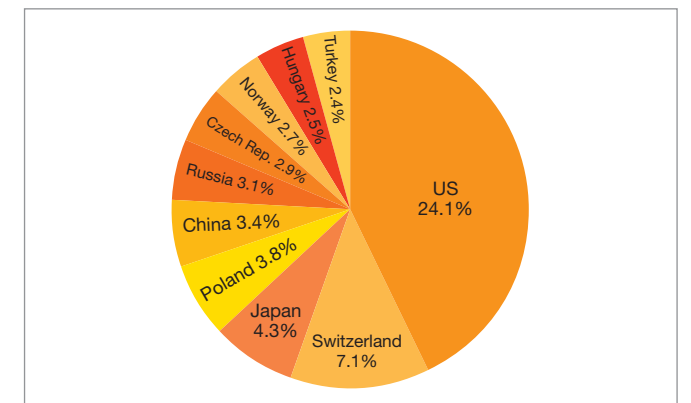
Source: Eurostat 2003

The most important export markets for Switzerland 2002



Source: Switzerland in Figures 2003 (UBS)

The most important export markets for the EU 2002



Source: Eurostat 2003



The media scene in Switzerland and Europe

The special role of the printed media

The Swiss media environment continues to be dominated by print media. There is an above-average number of printed publications in proportion to the nation's size and population. One reason for this is that Switzerland comprises a number of linguistic groups. Specialized and professional publications often appear in three languages, sometimes by different publishers. The number of printed titles has remained very stable over the past years – the slight increase in the number of magazines almost exactly cancels out the slight fall in the number of newspapers.

This level of diversity is not, however, entirely mirrored in the other media, such as television. Only 17 local TV stations are regularly on air; and although, as in other countries, cable and satellite TV offers access to a large number of stations, the only outlet for targeted advertising apart from the public broadcasting channels is through a small number of private stations known as "Swiss windows". The number of cinemas has declined by about 4% since the last survey.

A unique newspaper structure

With everything from local and regional newspapers to national publications, Switzerland has a unique newspaper structure. The charts on the right, "Newspaper and Magazine Density compared with Europe", highlight this once again. For example there are four times more newspapers on the Swiss market per one million inhabitants than in Germany. The comparison with neighboring France and Italy is even more striking. In terms of magazine density, Switzerland is outranked only by Austria. With twice as many titles as the UK and four times as many as Germany, Switzerland holds a very strong position amongst the "print media countries".

While retaining its multiplicity of printed products, Switzerland has seen a number of collaborations designed to facilitate organisation and optimise advertising budgets. Frequently, titles from the various linguistic regions join together to provide extensive coverage.

The media in Switzerland

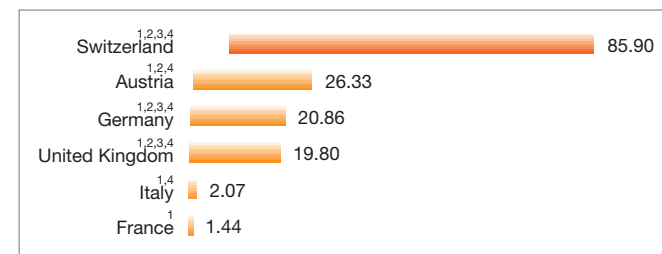
Newspapers	196
Local papers/official bulletins	408
General interest magazines	77
Special interest magazines	1'052
Professional magazines	1'001
Total printed titles	2'734
TV stations for linguistic regions	7
Local and regional TV, total	17
Radio stations for linguistic regions	3
Local and regional radio	53
Cinemas (with advertising)	401
Billboards*	150'000

* estimated figures

Sources: Radiotele 1st half 2003/VSW Swiss Advertising Companies' Association 2003, European Advertising & Media Yearbook 2002/Cinecom 2003/Publisuisse

A European comparison of newspaper density

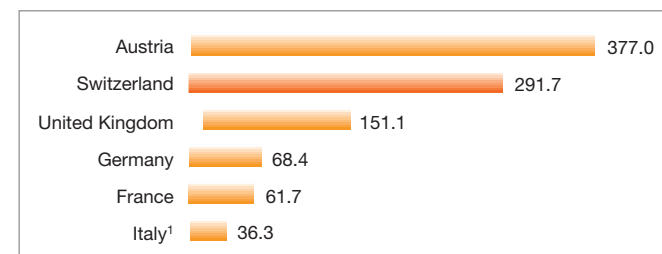
Number of newspapers per one million residents



Source: WAN 2003, ¹daily newspaper, ²weekly newspaper, ³Sunday newspaper, ⁴free newspaper/ Western Europe Market and Mediafact 2003

A European comparison of magazine density

Number of magazines per one million residents



Source: Fipp 2003, ¹1999/Western Europe Market and Mediafact 2003

Using MA Strategy to select the media mix

Used with a large range of other analysis of the Swiss media, MA Strategy helps advertisers decide on the best media mix for their advertising campaigns. Being the only study of its type in Europe, it's especially suitable to be used by heads of marketing departments. Decisions on the correct media usage have long been based on tried and tested intermedia comparisons which take into account a range of relevant criteria, including target group conformity and suitability. But in the absence of a widely accepted and trusted standard, it has in the past been impossible to make such choices on the basis of researched information. How do you compare a full-page, four-colour magazine advertisement with a 30-second TV slot or a radio commercial? This uncertainty is now a thing of the past in Switzerland. The WEMF AG's advertising media

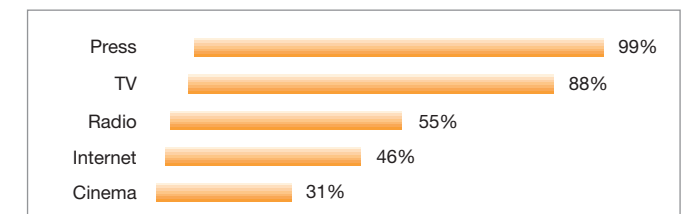
Overall

As it may be expected, an examination of the Swiss population as a whole and its media usage shows that print is the most widely used medium. Although the country has a fair number of TV stations (both public and private) and radio stations, the Swiss are avid readers. This chart shows the total population (universe). Please refer to this chart for the following graphics too.

research annual MA Strategy study has now been published for the fourth time. This study enables advertisers to select the appropriate media mix on the basis of what is called the "restricted user group". Comparisons are based on a definition of usage frequency which is different for each media genre. The data obtained from MA Basic (socio-demographic target group formation) and MA Consumer (target group formation with consumer characteristics) can be analyzed. Any media, such as newspapers, magazines, TV stations (national, local and "window") and radio, which can be included individually, are analyzed. However, once the decisions on the media genre to be used are taken, each segment still needs to be planned in detail separately with the specific programmes (MACH Online for Print) (see pages 16-17).

Media usage overall

Scope: all of Switzerland; target group: all; 5,661,000



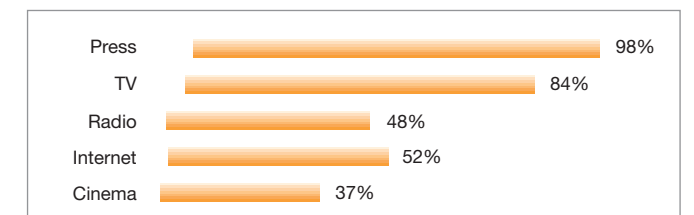
Source: MA Strategy 2003

"No advertising" segment

If the group were to be reduced to the segment of those who reject advertising (for example people who do not want to receive non-directed advertising material and put stickers to this effect on their mailbox), usage of the various media genres changes. Usage of print media in this segment is the same, but its members make less use of TV and radio. Internet usage in this segment however is higher.

Media usage in the "No advertising" segment

Scope: all of Switzerland; target group: those with "No advertising" stickers on their mailbox; 1,574,000



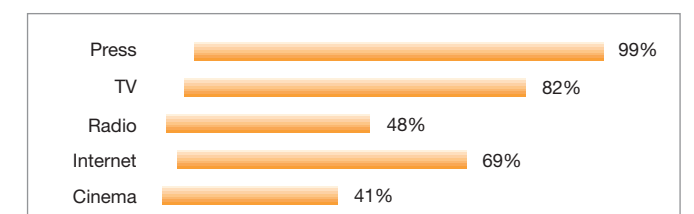
Source: MA Strategy 2003

"Highly educated" category

A further change in media usage can be observed amongst members of the "highly educated" target group. The percentage of people who use print media is higher than amongst the "No advertising" category, while TV consumption is lower. Radio usage is steady, while Internet usage is disproportionately high.

Media usage in the "highly educated" category

Scope: all of Switzerland; target group: higher level of education; 1,532,000



Source: MA Strategy 2003



Print media in Switzerland

Public confidence in the Swiss media

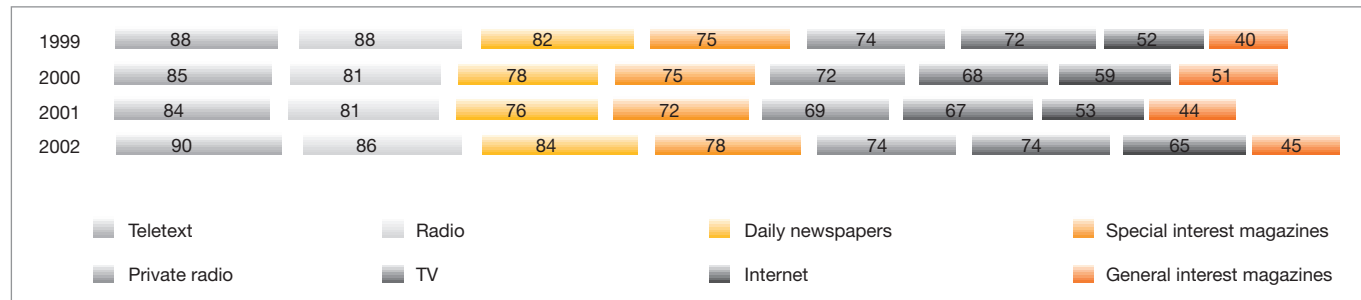
Given the large number of publications offered and the Swiss population's keen appetite for daily newspapers and other printed products, it comes as no surprise that trust in this media is high. Print consistently scores high ratings, and its credibility level even rose by a few percentage points between 2001 and 2002. While all media recorded an increase, the Internet and print achieved the highest growth rates.

Print media enjoys a high level of credibility, and this trust is enjoyed by both newspapers and specialized magazines. Another important consideration in Switzerland is the fact

that the many publications are firmly rooted in their own local areas and regions and cover a homogenous economic area and are simply closer to their readers, who thus have access to material with high-quality editorial content and the benefit of great topicality.

Publishers regularly conduct detailed surveys that give them an in-depth knowledge of their readership, enabling them to target specific groups directly. Broad Media such as TV, are limited in their ability to do this.

Confidence in the media: Percentage of population expressing "some or complete" confidence



Source: Baromediam 2002

Reader loyalty

The close relationship which the Swiss press enjoys with its readers is exemplified by a high average reading duration as well as a substantial quantity of pages looked at. The Swiss spend more than 30 minutes a day reading newspapers. Magazines are read for almost as long, and on average are picked up more than twice.

Readership quality (Swiss newspapers)

Reading duration	Ø 31.5 minutes per issue
No. of pick-ups	Ø 1.6 times per issue
Quantity observed	Ø 78.7% of all pages

Source: MACH Basic 2002 (newspapers)

Readership quality (Swiss magazines)

Reading duration	Ø 29.5 minutes per issue
No. of pick-ups	Ø 2.4 times per issue
Quantity observed	Ø 79.3% of all pages

Source: MACH Basic 2002 (magazines)

Where do the Swiss turn to for information?

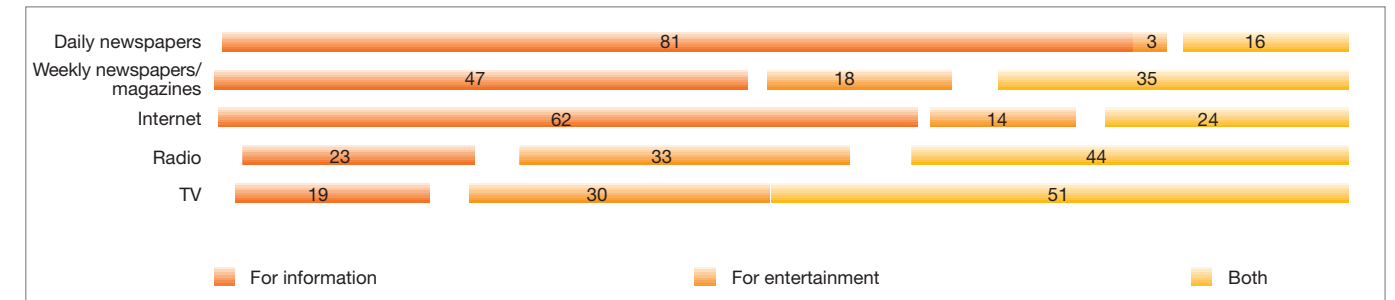
The Swiss trust the print media and devote a considerable amount of time to it. Unsurprisingly, daily newspapers top the list when it comes to obtaining daily news. Increasing demand for analysis of financial issues and their implications on our everyday life are further factors. The quality dailies contribute by reporting and commenting on political events. In some 90% of all cases, the newspapers read by Swiss people are purchased by subscription, a figure comparable only with the Netherlands (approx. 90% in 2001). Additionally, it's interesting to know that daily newspapers are rarely seen as an entertainment medium: only 3% of all readers use their selected publication for this purpose, though 16% use it for

both entertainment as well as a source of information. When it comes to obtaining reliable information, no other medium in Switzerland can match the acceptance and credibility levels of the daily newspapers. There are also the weekly titles and magazines that are guaranteed to reach a precise target audience and arouse their interest, as Switzerland has a publication for (almost) every profession and hobby.

Radio and TV are on the opposite end of the scale: With just 19%, TV has the lowest proportion of users who turn to the medium to obtain information.

Preferred media for information and entertainment (in %)

(on the basis of the Swiss population)



Source: Baromediam 2002

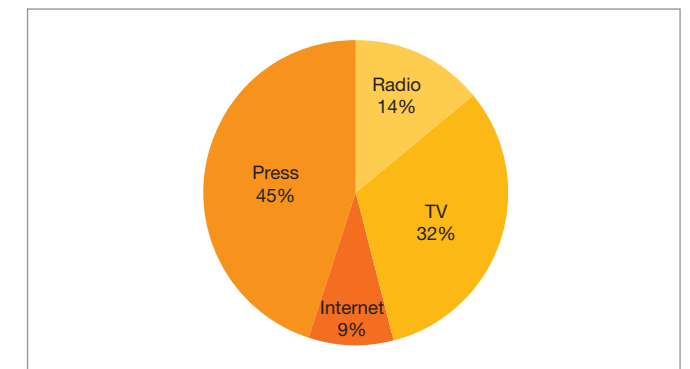
Print – Number One

Print is the preferred medium for the Swiss when it comes to obtaining information. This is very clearly seen with regards to services. It is mainly the press which is consulted as a source of information, once again confirming the high degree of acceptance and credibility which the medium enjoys.

It is noteworthy, however, that at 9%, the Internet is only a few percentage points behind the radio stations.

Preferred information source for services

(on the basis of the Swiss population)



Source: Baromediam 2002

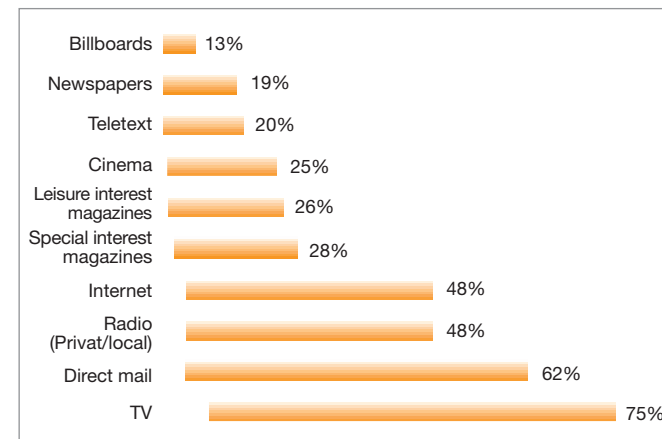


Print media in Switzerland

An ideal advertising medium

Increasingly, advertising on TV is viewed as a distraction from what is primarily an entertainment medium. Direct mail is comparably unpopular amongst the Swiss. This is reflected in the fact that many people have attached "No advertising" stickers to their mailboxes designed to prevent them from receiving advertising material through the mail. Advertising in the daily press, however, receives a surprisingly positive response, with only 19% of those polled objecting to newspaper ads. This figure, which has remained stable for years, is the lowest, apart from billboards. Advertising in local and supra-regional titles is widely used by readers looking for services. If the target group matches the readership, advertising is on par with information.

Percentage of population either "irritated" or "extremely irritated" by advertising



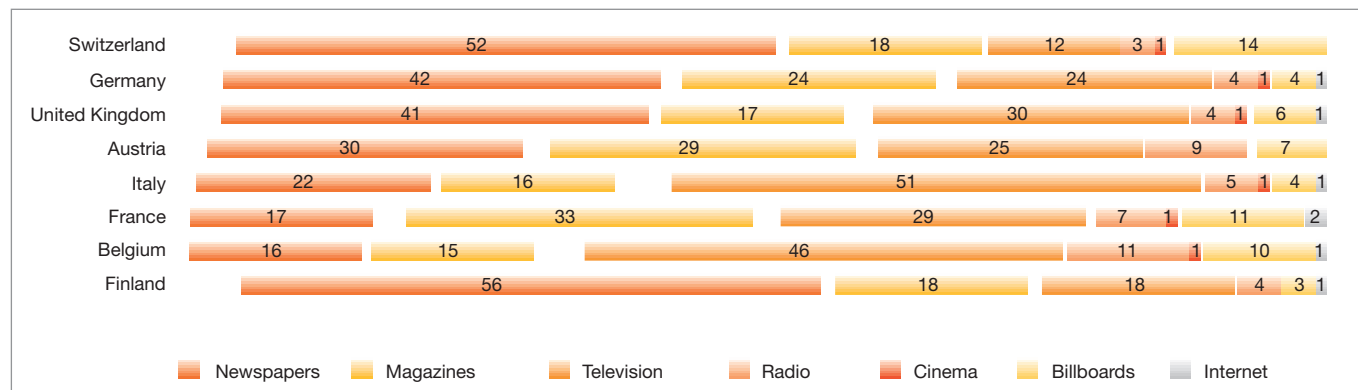
Source: Baromedie 2002

Conventional genres of advertising media

Given this situation, it is hardly surprising that more than two thirds of Swiss advertising money spent (roughly 70%) flows into print media. Newspapers take the lion's share (52%), followed by magazines (18%), followed by TV and outdoor advertising. Spendings on TV in Switzerland are far smaller than in the neighboring countries. Although the Internet still attracts only a tiny volume of advertising, the services available and the level of technical development are increasing steadily, so that business can be expected to grow over the next few years.

Within Europe, the importance of newspapers for advertising is exceeded only in Finland. The situation in Italy and Belgium is entirely different, with some 50% of advertising money spent on TV advertisements. Also in France newspapers account for only a small portion, however magazines account for a large percentage of spendings.

Market shares of conventional media genres by advertising spent (in %)



Source: Western Europe Market und Mediafact 2003

Advertising spent by sector

The advertising industry too has been hit by the difficulties besetting the economy. Advertising expenditures have fallen significantly in recent years. The figure of 360 million euro for spendings by the media, which earned them top place in 2002, would have brought them only fifth position in the boom year of 1999. "Beverages", holding tenth place, would not even have made it into the top 15, in 1999.

There have been clear shifts within the main sectors. Telecommunication, which held third place three years ago, has disappeared from the rankings altogether. The pharma-

ceutical and health sectors have now joined the list, and are the exception amongst the top investors when it comes to their media mixes, with the lowest level of advertising in the daily press. In general, however, the situation is the same as for most sectors in the top 15: the largest proportion of advertising money is spent in the daily press and in other print titles.

Whatever the sector and product, advertisers looking to attract attention in an environment that inspires confidence favour the print media over all others.

Advertising expenditures of individual sectors in Switzerland 2003

Segment	Total in 1'000 Euro	Media Split (%)							
		NP	GM	SM	TV	RA	BB	CI	IN
1. Media	363'768	60	18	7	6	5	2	0	0
2. Vehicles	229'959	54	13	3	11	6	11	1	0
3. IT/office equipment	176'377	39	10	11	19	4	13	1	3
4. Food	171'071	11	26	1	47	1	13	1	0
5. Financial services	169'279	42	9	14	15	3	14	1	1
6. Commerce	128'634	63	12	3	11	4	6	0	1
7. Cosmetics/personal care	127'657	6	32	2	56	1	3	1	0
8. Leisure/tourism	108'204	27	31	3	10	5	20	1	0
9. House and garden	103'556	45	25	8	8	9	5	0	0
10. Beverages	93'573	14	20	2	32	2	25	5	0
11. Services	80'429	52	9	10	5	8	13	0	1
12. Clothing	67'066	41	24	2	10	4	18	2	0
13. Personal Needs	60'981	21	29	7	30	1	11	1	0
14. Consumer electronics/photography	58'443	28	22	3	25	11	9	1	0
15. Pharmaceuticals/healthcare	52'732	7	27	30	34	1	2	0	0

NP = Newspapers GM = General interest Magazines SM = Special interest magazines TV = Television
 RA = Radio BB = Billboard CI = Cinema IN = Internet

Sources: Media Focus 2003, euro rate from "Switzerland in Figures 2003" (UBS)



Internet and print media

Internet

On the supply side, the Internet continues to develop at an extraordinary rate. Although margins are being squeezed, the segment still has major growth potential, and Switzerland is preparing itself well for the challenges that the medium poses. This is reflected particularly strongly in per capita spendings on information and communication technologies, which are higher in Switzerland than in Japan and the US, and far ahead of the "e-country" Sweden. 2.7 million people in Switzerland belong into the restricted user group (i.e. those who go online at least once a week). This figure has steadily climbed and has more than tripled since the end of 1998.

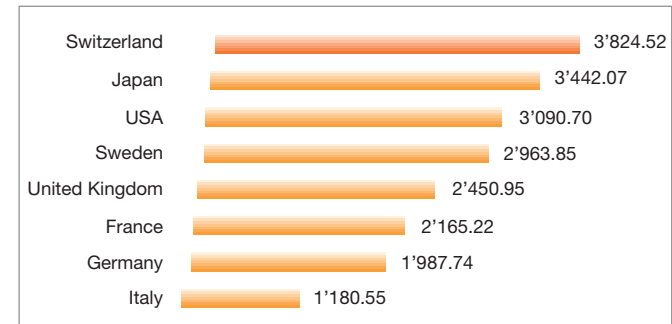
The distribution of absolute user numbers over the various linguistic regions of Switzerland roughly mirrors the distribution of the population, and there is no obvious trend towards regional differences.

Internet in combination with print

Print and Internet can benefit from each other. Despite their many differences, what the two medias have in common is that readers/surfers use them to search for – and find – a huge variety of information. Both medias enjoy high levels of credibility and complement each other extremely well.

A combination of conventional advertising campaigns and advertising on Internet sites of selected magazines and newspapers can open up a whole new channel of communication. The advertising effect can be strengthened where target group potential is attractive. Just like print media aligns and complements its content with its websites, commercial advertising comes up with creative new offerings to meet new requirements.

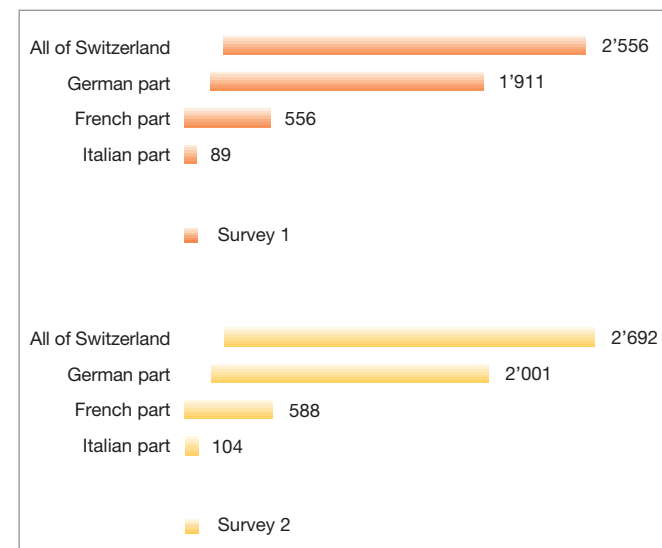
Spending on information and communication technologies 2001 per capita in euro



Source: Swiss Federal Statistical Office 2003, euro rate from "Switzerland in Figures 2003" (UBS)

Restricted user group*

Projection in thousands (universe: all of Switzerland – 5.6 million); surveys conducted: April/Sep. 02, Oct 02/Mar 03 (*People who use the Internet at least once a week)



Source: MA Net 2003

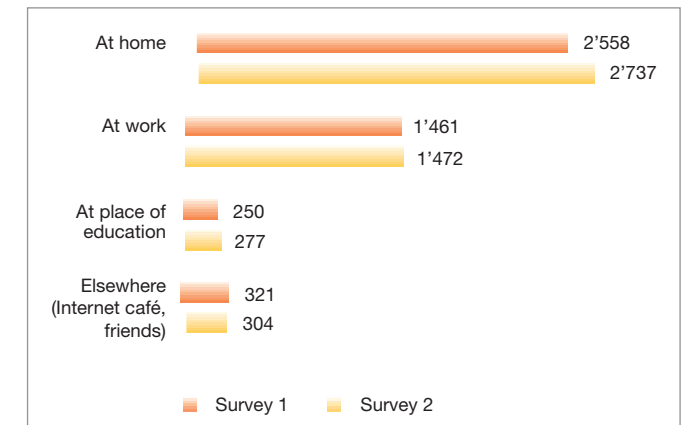
Place of usage and reasons for usage

Usage of the Internet at home has become an established practice, and has long surpassed use at work.

The diagram below clearly shows that increasing numbers of Internet users are interested primarily in the content of online versions of newspapers and magazines. When it comes to daily events, the rapid updates provided by the Internet play a key role. It is evident, however, that even here it is the credibility of printed publications that is of prime importance, and this offers a competitive advantage. Newcomers to the print media scene use special offers in form of accommodation and job vacancy advertising and services such as stock market prices to expand their position.

Where the Internet is used

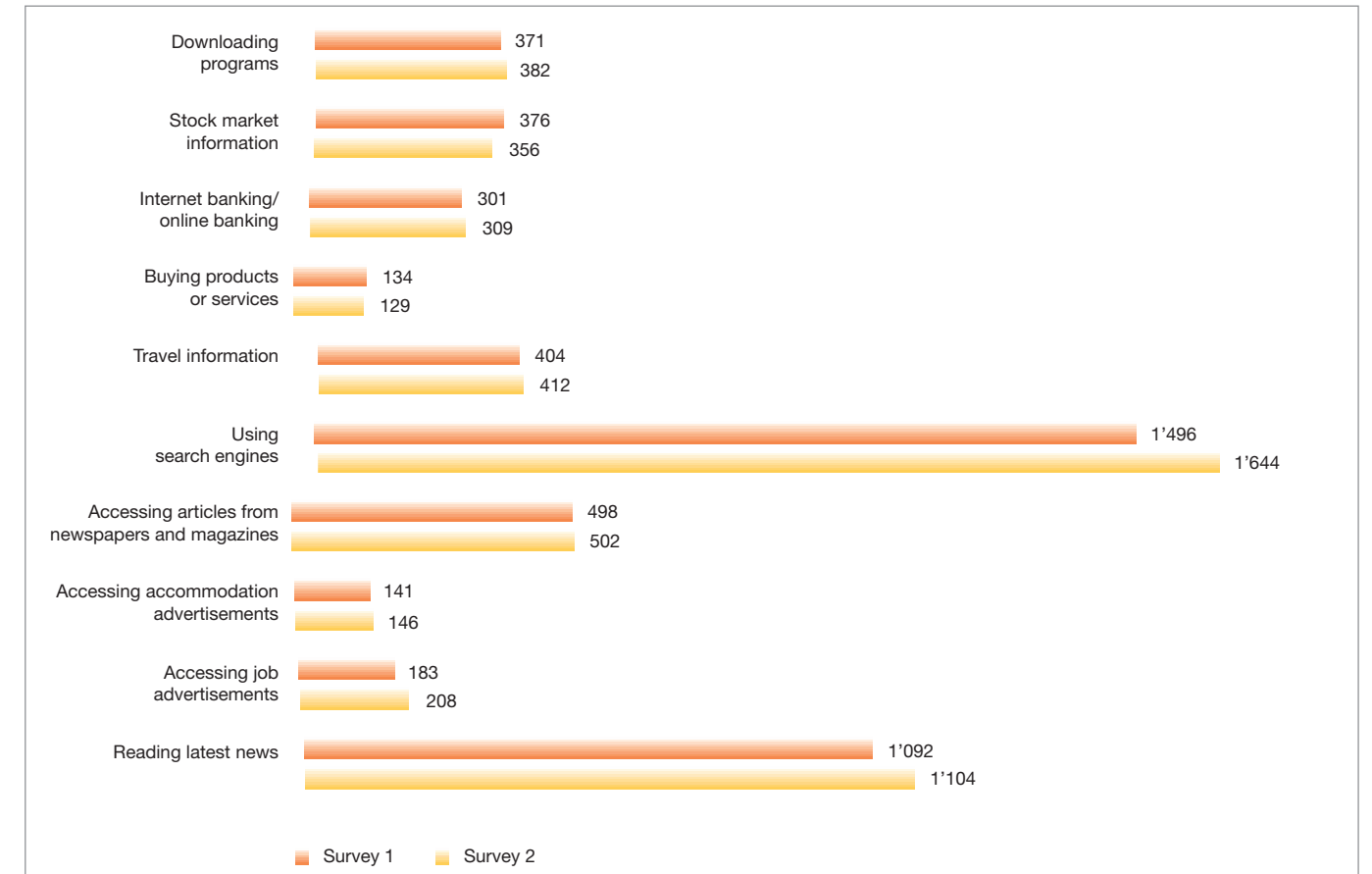
Projection in thousands; survey periods: April/Sep. 02, Oct 02/Mar 03



Source: MA Net 2003

What the Internet is used for

Regular users; projection in thousands; survey periods: April/Sep. 02, Oct 02/Mar 03



Source: MA Net 2003



Swiss media research

MACH Basic

Swiss penetration study for print and cinema

MACH Basic is the standard planning tool used in the print sector. It provides extensive information about print media utilization. It contains data regarding the reach of newspapers, magazines and cinemas, and it divides the population up according to socio-demographic features. This tool is suitable for assessing potential in markets, sub-markets and amongst target groups, producing publication analysis and reader profiles, as well as optimising media use.

Methodology

Universe: 14+ years; Switzerland/Liechtenstein; 5'661 million people
Survey sample: representative; two-stage random selection procedure
Size of survey sample: 23'614 (weighted)
Frequency: annually
Evaluation: basic report CHF 120; "Swiss markets and media" (CD ROM CHF 200; electronic data record for individual evaluations CHF 6'500
Evaluation criteria: content and affinity; projections; structure data (media), personal situation (individuals, households) www.wemf.ch

MACH Consumer

Consumer and media analysis for Switzerland

MACH Consumer supplements MACH Basic, and provides information on consumer and purchasing behavior, ownership, buying habits and media usage in Switzerland. MACH Consumer data enables modern, market-oriented target groups to be defined in accordance with criteria that dictate purchasing and consumer behaviour.

Methodology

Universe: 14+ years; Switzerland/Liechtenstein; 5'661 million people
Survey sample: representative; single-source with MACH Basic (use of introductory consumer questions)
Size of survey sample: 11'434 (weighted)
Frequency: consumer element every 2 years; media element annually
Evaluation: basic report; "Swiss markets and media" (CD ROM) CHF 200; electronic data record for individual evaluations, CHF 7'800
Evaluation criteria: content and affinity; projections, structure data; www.wemf.ch

MA Leader

Media analysis of executives

MA Leader provides detailed information on the usage of newspapers, magazines and selected websites, as well as the professional activities and decision-making power of executives in German- and French-speaking Switzerland. It distinguishes between "leaders" (income of CHF 100,000 - 140,000) who have decision-making power, and "top leaders" (income of over CHF 140,000) with decision-making and managerial powers. MA Leader is suitable for assessing market potential, producing publication analysis and reader profiles, as well as optimization of media usage based on performance-calculation data.

Methodology

Universe: Leaders CH: 231'000; G-sp-CH: 180'000; F-sp-CH: 51'000 people
Survey sample: selection from large studies/screening interviews
Size of survey sample: "leaders" 1'350, "top leader" 1'358 (weighted)
Frequency: every 2 years
Evaluation: "Swiss markets and media" (CD ROM), CHF 250; electronic data record for individual evaluations, CHF 2'500
Evaluation criteria: content and affinity; projections, structure data (media), www.wemf.ch

MA Strategy

Inter-media comparison study

MA Strategy provides information on print, cinema, TV, radio and Internet genres as well as on various websites, enabling advertisers to plan and optimise the media mix in a simple and user-friendly way: measurement and assessment of the overall performance of the chosen media mix.

Methodology

Universe: 14+ years; Switzerland/Liechtenstein; 5'661 million people
Survey sample: cross-section; two-stage random
Size of survey sample: 11'434 (weighted)
Frequency: annually; CD ROM CHF 75
Evaluation criteria: content and affinity; restricted user group (media) www.wemf.ch

Market Radar

Market information system

This system identifies market structures in accordance with psychographic and demographic features, showing market volumes and reasons why. It enables comparisons of market, media and advertising and allows brand development to be tracked over an extended period. One part of the Market Radar is the Media Radar (reach values and reader/listener/viewer profiles for newspapers, magazines, radio and TV stations and the new media) enabling simple and efficient evaluations of the media covered.

Methodology

Universe: 15-74 years; German-speaking Switzerland/ French-speaking Switzerland; approximately 5,2 million people
Survey sample: representative; random quota
Size of survey sample: 1'000 - 10'000, depending on data record
Frequency: annually/every two years
Evaluation: consulting, workshop, CD ROM or printed report
Evaluation criteria: age pyramid, "regiogram", stratification, lifestations, psychographic segmentation

Media Focus

Gross advertising spent in Switzerland

Media Focus measures and records gross commercial advertising spent on conventional advertising media (print, TV, radio, cinema, teletext and billboards). Every commercial advertising activity is recorded on a monthly basis, together with the name of the producer or general importer. Loose inserts are not recorded. It offers information on advertising spent in 18 sectors, which can be subdivided into more than 80 product groups and 760 sub-segments.

Methodology

Newspapers: approx. 140 titles plus separate listing of extra-large print runs. All advertisements from 200 mm upwards.
Magazines: approx. 125 titles. All advertisements.
Professional magazines: approx. 85 titles. All advertisements from 1/4 page upwards.
Swiss TV: All commercials within the Media Focus market system.
Billboards: 95% of all APG/SGA, AWI, Interplakat AG, Ofex, Plakanda billboards
Cinema: 100% of cinema advertising
Local radio: Approx. 10 of Switzerland's leading local radio stations with national advertising (not including sponsoring).
Teletext: 100% of teletext advertising

Purchase/Information

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