

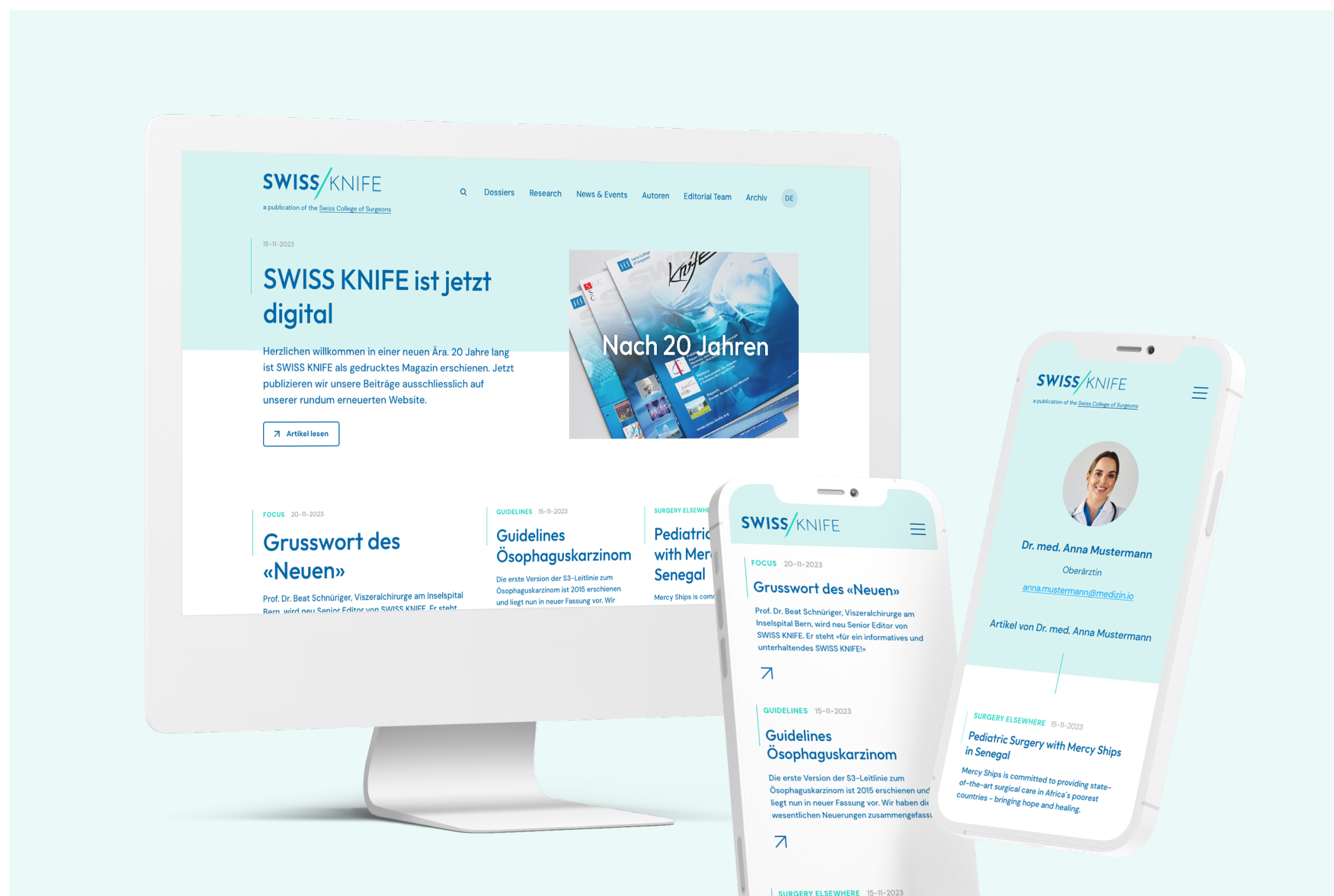
SWISS / KNIFE

a publication of the Swiss College of Surgeons



Advertisement Guidelines

SWISS KNIFE



Publisher

Swiss College of Surgeons SCS
Bahnhofstrasse 55
CH-5001 Aarau

Tel. +41 62 836 20 31

info@swisscollegeofsurgeons.ch

Advertisement Contact



Prof. Dr. Beat Schnüriger
Senior Editor, SWISS KNIFE
beat.schnueriger@insel.ch

About SWISS KNIFE

SWISS KNIFE was first published in 2004 as the official publication of the Swiss Society of Surgeons (SGC) and is now the magazine of the Swiss College of Surgeons (SCS), the leading organization of the surgical societies in Switzerland.

SWISS KNIFE mainly provides a **platform for articles and discussions on professional policy, training, research and experience**, and has become a firm part of all surgeons' reading agendas.

For advertisers

SWISS KNIFE plays a leading role in the field of Swiss surgery and enjoys a **broad and loyal readership**. Therefore, SWISS KNIFE enables advertisers to connect with their customers and potential new customers in a high quality environment. Advertisers **directly reach the relevant target audience** – including physicians and directors who are involved in the decision-making process regarding new medical and technical acquisitions in the respective hospital.

Advertising placements not only include the placement of ad banners on the **website**, but also take into account placements in the **PDF/print product** as well as in the regularly published **Info-Letter**.

Key Fact of SWISS KNIFE

Main Audience

- All members of the Swiss Society of Surgery
- Graduates of the Basic Examination in Surgery
- Decision makers for new acquisitions in medicine and technology

Secondary Audience

- Universities and colleges → Teaching staff and students (aspiring surgeons)
- Medical staff in hospitals and practices
- Opinion leaders in the field of surgery

Print edition to date

2'000 pcs.

Relevance in the sector-specific media environment

There is no comparable media product in the field of surgery in Switzerland. SWISS KNIFE represents an independent publication of the Swiss College of Surgeons.

SWISS KNIFE dossiers

SWISS KNIFE consolidates its articles in the following dossiers and thus highlights various areas of surgical life.



Focus

Articles on a selected topic in surgery that highlight much-discussed developments.



Education

Articles on surgical postgraduate and further training in Switzerland.



Images in surgery

A picture puzzle and its solution: We ask a question from everyday surgical practice and answer it.



Surgery elsewhere

How does surgery work outside Switzerland?



Journal Club

SWISS KNIFE analyzes and discusses current surgical publications.



Informationen

News from the world of surgery.



Politics

Professional policy decisions and developments – stay well informed about surgical issues.



Research

Swiss surgeons allow us a glimpse into the results of their research.



Forum Junge Chirurgie

A platform for young surgeons to discuss topics of great interest and impact.



Guidelines

We look into the rules and regulations of the surgical guild and present innovations.



A glance beyond the horizon

What representatives of other medical fields have to say about the cooperation with surgeons.



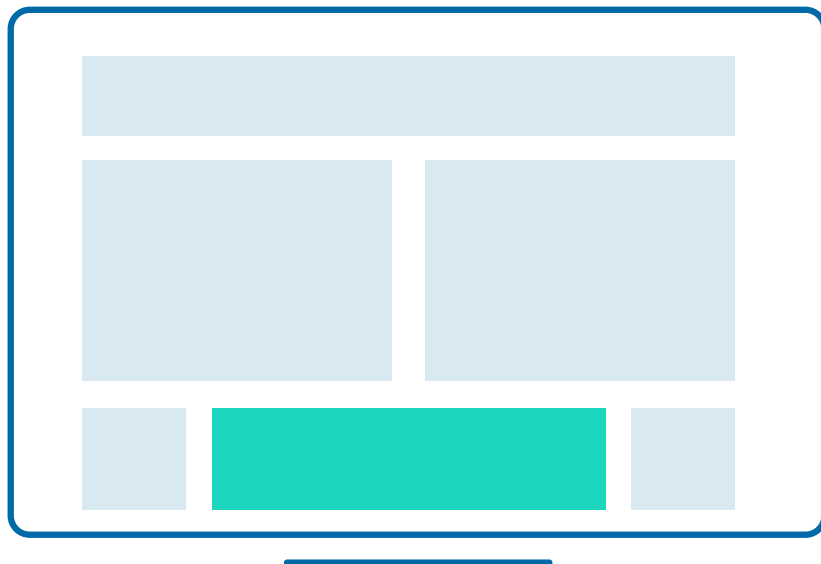
History

Glimpses into the past of surgery, showing the basis of our work.

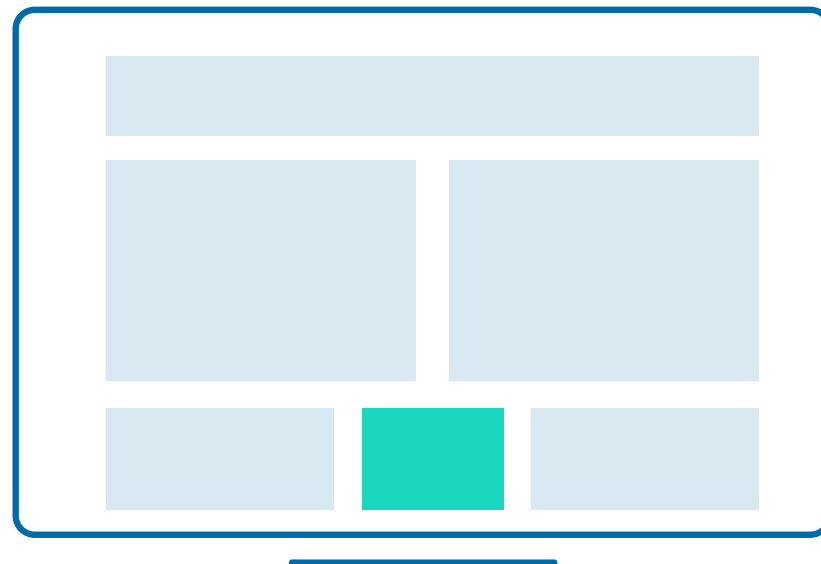
Advertisement Website

Reach your customers where they happen to be: on the website. Learn below which advertising types are possible on [swiss-knife.org](https://www.swiss-knife.org).

Billboard 970x250px



Rectangle 300x250px

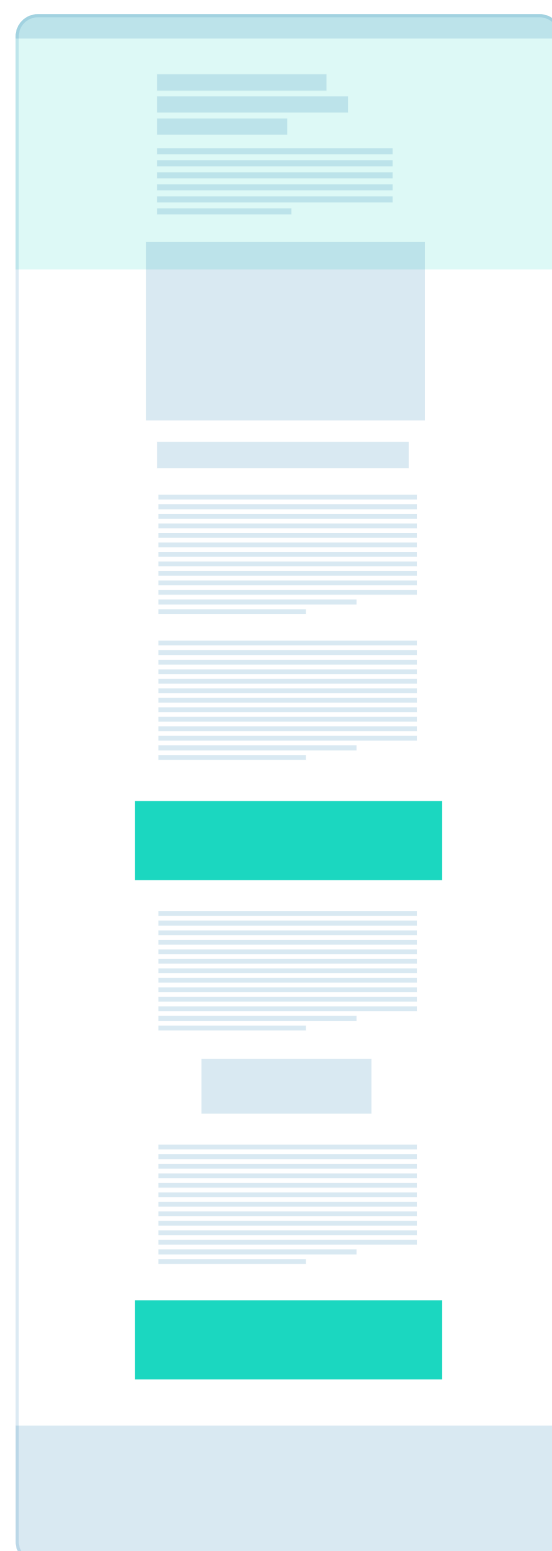


Possible placements:

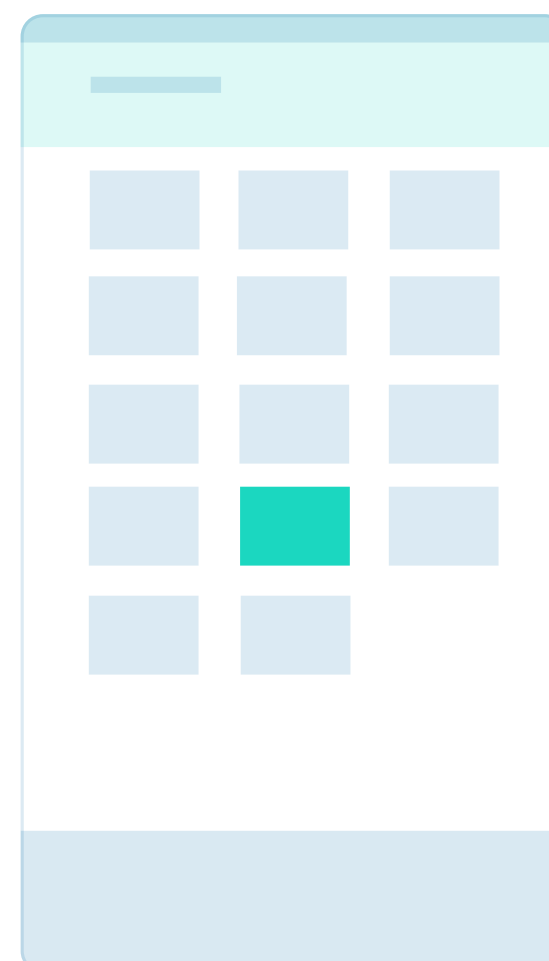
Front page



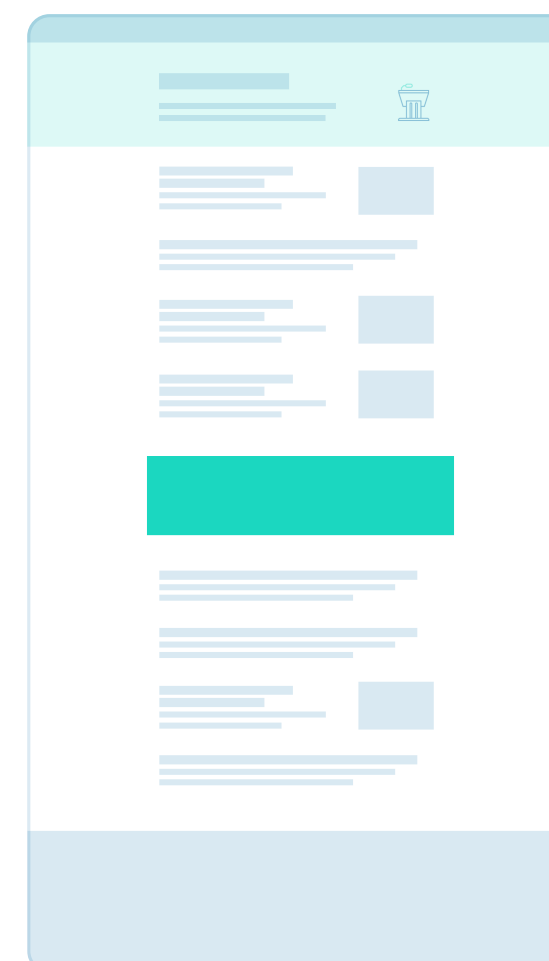
Article



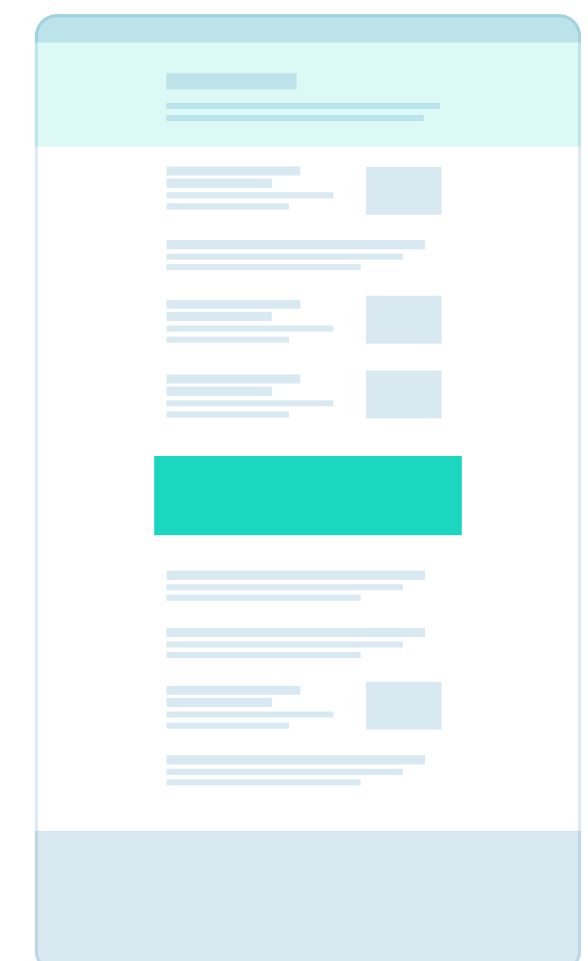
Landingpages



Dossiers



specific Dossier



News & Events

Specifications

Languages:

German, French, English

File types:

GIF, JPG, PNG, HTML5

Delivery of files:

3 working days before publication date

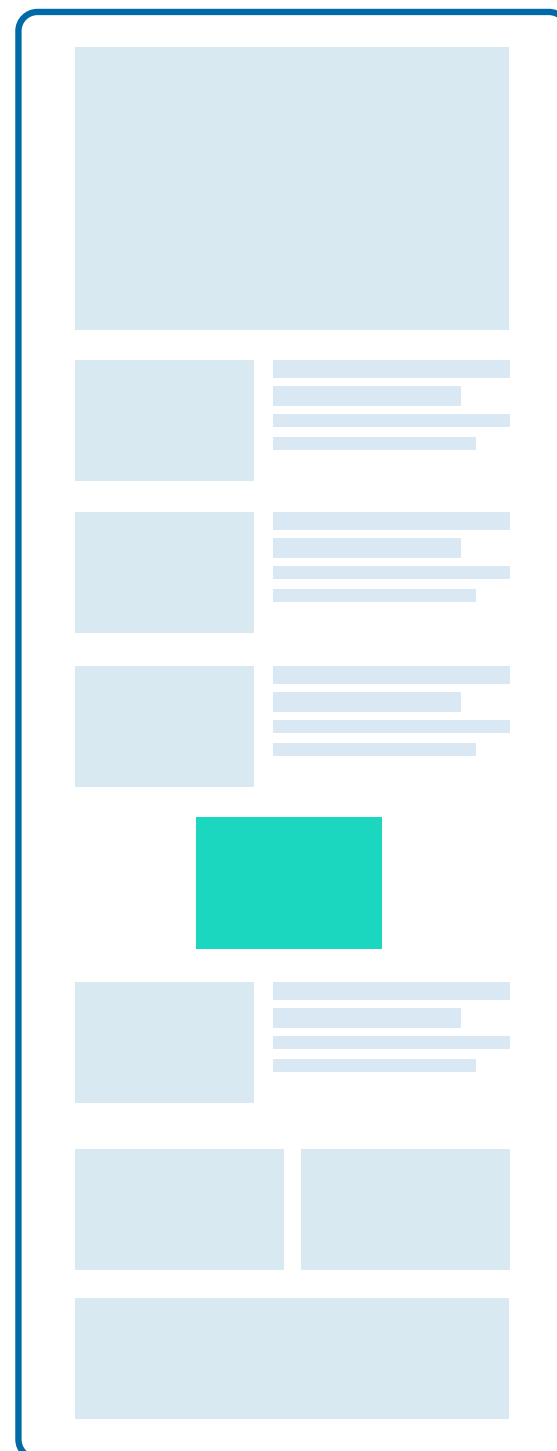
Advertisement PDF issues

A collected edition of SWISS KNIFE is published at regular intervals in PDF format, containing selected editorial highlights. Also here you can place your advertisement.

Fullbanner 650x100px



Rectangle 300x250px



Promotion Post



Specifications

Languages:

German, French, English

File types:

JPG, PNG ((Grösse tbd))

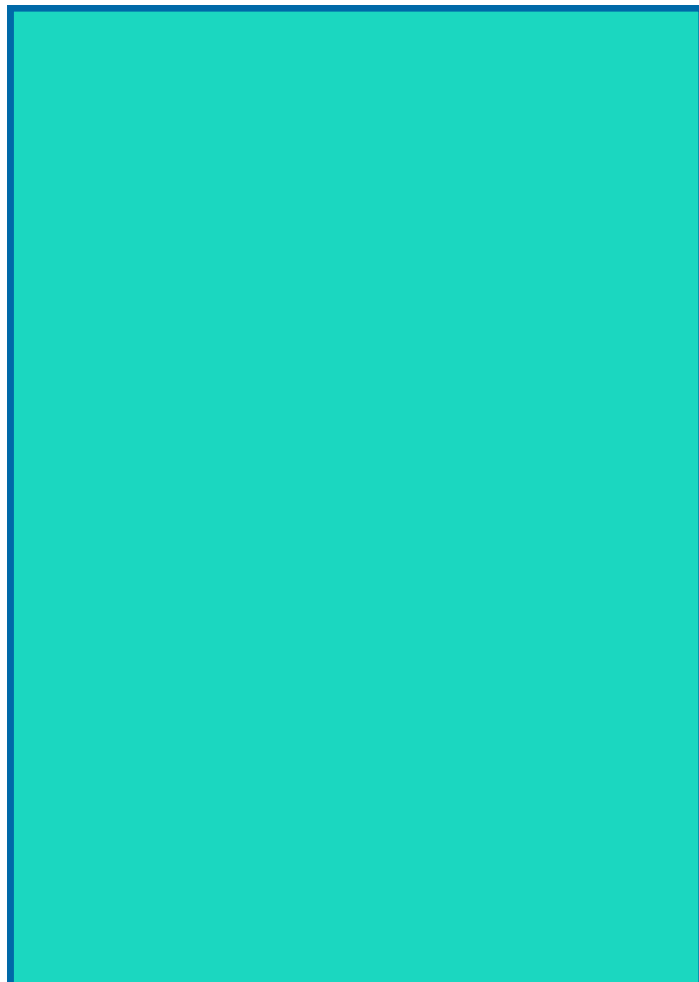
Delivery of files:

5 working days before publication date of the Info-Letter

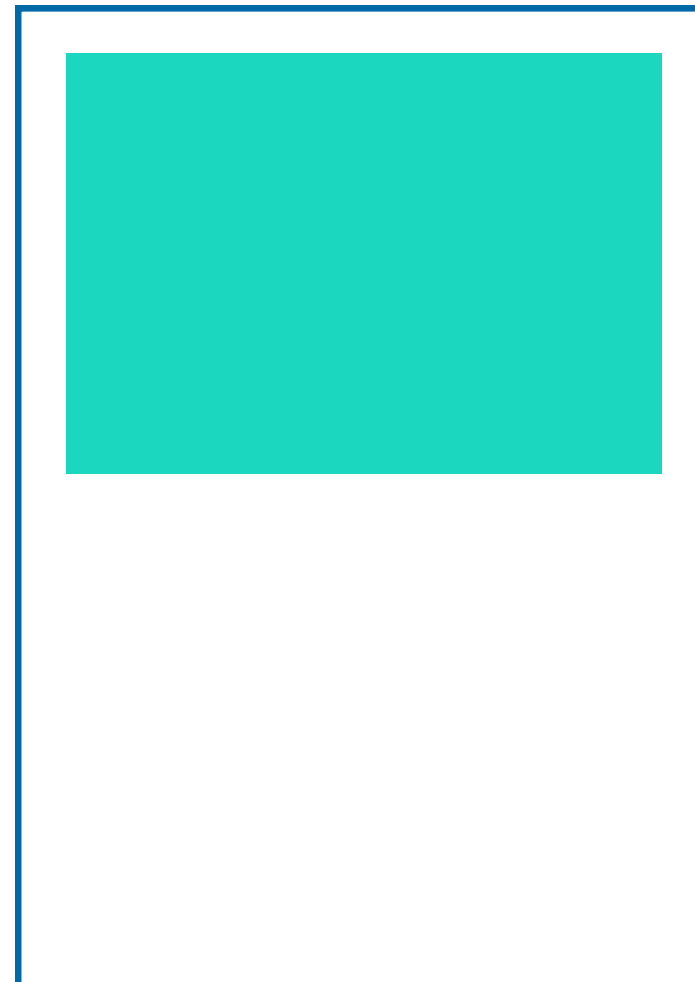
Advertisement PDF issues

A collected edition of SWISS KNIFE is published at regular intervals in PDF format, containing selected editorial highlights. Also here you can place your advertisement.

1/1 page 210x297mm



1/2 page 184x131mm



Specifications

Languages:

German, French, English

File types:

PDF, JPEG, PNG

Delivery of files:

5 working days before publication date

Advertising packages

Make things easier – and more cost-effective: Book one of the three advertising packages and benefit from better conditions. Advertising options in a combination:

Platinum

CHF 12'800.–

<p>Website (Duration: 12 months)</p>  <ul style="list-style-type: none"> • Rectangle front page position A • Rectangle landingpage «Dossiers» • Billboard landingpage «News & Events» • Billboard all «Focus» articles 	<p>6 Info-Letters</p>  <p>Fullbanner or Promotion Post (with respective promotion article on the Website)</p>	<p>Print (1 PDF issue)</p>  <p>1/1 page 4-color (last page)</p>
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Gold

CHF 6'700.–

<p>Website (Duration: 12 months)</p>  <ul style="list-style-type: none"> • Rectangle front page position B • Rectangle landingpage «Dossiers» (4 selected) • Billboard 12 or more selected articles (beyond focus) 	<p>3 Info-Letters</p>  <p>Rectangle between teaser 3 and 4</p>	<p>Print (1 PDF issue)</p>  <p>1/2 page 4-color (last page)</p>
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Silber

CHF 3'500.–

<p>Website (Duration: 12 months)</p>  <ul style="list-style-type: none"> • Billboard front page position C • Rectangle landingpage 2 selected dossiers • Billboard 8 selected articles 	<p>Info-Letter</p> <p>no placement</p>	<p>Print (PDF issue)</p> <p>no placement</p>
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Individual placements

Of course, single bookings and one-time placements are also possible. Here is how it works:

Advertising format	Placement	Duration	Price
Website: Billboard	2 dossiers	1 month	CHF 780 (per dossier)
Website: Rectangle	Front page or landing page «Dossiers»*	1 month	CHF 1'400
Website: Promotion Article +	Paid teaser on front page, paid article +	1 month + 1 Info-letter	CHF 3'000 (CHF 100.00 per day)
Info-Letter: Promotion Post	Paid teaser in info-letter		
Info-Letter: Rectangle	between teaser 3 and 4*	1 Info-Letter	CHF 400

* Booking possible only if placements not occupied