PENSO

HR, social insurance, pension funds



Media kit 2027

penso.ch

vps.epas

Sharing knowledge.
Building networks.

Key Information

The world of work is undergoing significant change. Digital and societal transformation is placing increasing demands on employees, HR professionals, and social security systems – both in the private sector and in public institutions.
These developments require new strategies, practical concepts, and pragmatic solutions that are not only suitable for large corporations but also applicable for small and medium-sized enterprises (SMEs).
In this context, Penso serves as a platform for HR, social security, and occupational benefits, offering high-quality, relevant, and practice-oriented content. Its aim is to support, inspire, and empower HR decision-makers in their daily work.
At the same time, Penso positions itself as a marketplace for the best ideas – for all those who engage with current developments, challenges, and solution approaches in order to make informed decisions for their organisations and employees.



Early Bird Offer

Take advantage of our attractive early bird offer now.
It's simple: book your advertising placements for 2027 in our specialist magazine **Penso,** on the website **penso.ch,** or in the **Penso UPDATE** newsletter by **December 4, 2026,** and benefit from the following special conditions:
– Print: 3 for 2
– Online (newsletter & website): 5 for 4

Please note that all bookings made under the early bird offer must be paid in advance by **January 31, 2027.**

Overview specialist magazine Penso

Edition	Booking deadline	Copy deadline	Publication date
Penso 01/2027	08.01.2027	13.01.2027	Thursday, 28 January 2027
Penso 02/2027	26.02.2027	03.03.2027	Thursday, 18 March 2027
Penso 03/2027	14.05.2027	18.05.2027	Thursday, 3 June 2027
Penso 04/2027	02.07.2027	07.07.2027	Thursday, 22 July 2027
Penso 05/2027	03.09.2027	08.09.2027	Thursday, 23 September 2027
Penso 06/2027	05.11.2027	10.11.2027	Thursday, 25 November 2027

Penso Job Spotlight

Recruit where HR decision-makers stay informed.
With the Penso Job Spotlight, companies can place their job vacancies directly in the Penso UPDATE newsletter and reach HR professionals and decision-makers in a relevant editorial environment.

Services
– Exclusive placement in the Penso UPDATE newsletter
– Integration between editorial articles
– Prominent display
– Clearly labelled as a job advertisement
– Direct link to the careers page or job advertisement
– Maximum of one placement per newsletter

Technical specifications

Title	max. 55 characters
Lead	max. 300 characters
Company logo	optional
Logo format	190 × 145 px
Call-to-action	e.g. «Apply now»
Link	careers page or job advertisement

Price
CHF 1750.– (excl. VAT.)

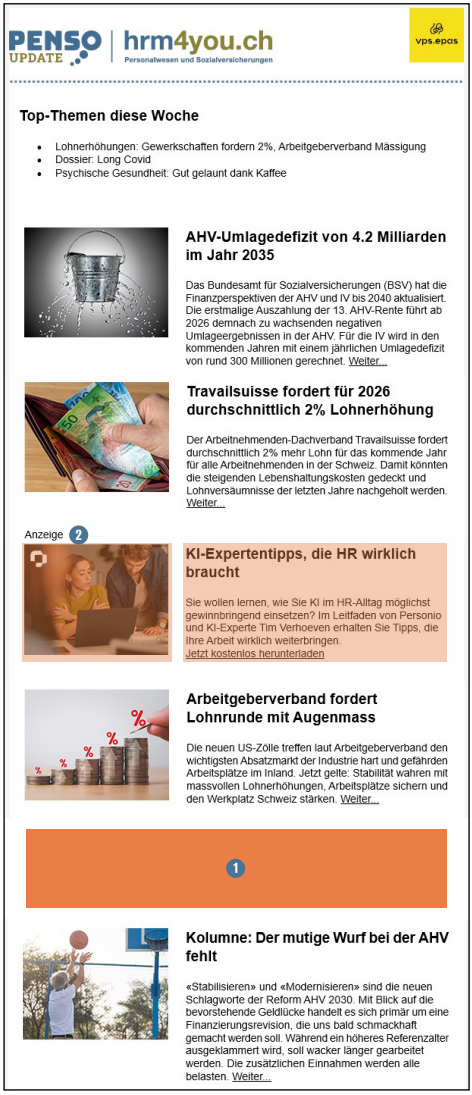
Benefits
– High visibility thanks to prominent visual placement
– Relevant HR target audience
– Exclusive placement
– Simple and quick implementation

Newsletter Penso UPDATE

Publication date: every fortnight, on Tuesdays
Copy deadline: the Tuesday of the previous week
Booking deadline: One week before publication

14 000
Newsletter subscribers (09/2026)

35 %
Ø Open rate (09/2026)


PENSO UPDATE | hrm4you.ch
Personalwesen und Sozialversicherungen
vps.epas

Top-Themen diese Woche

- Lohnerhöhungen: Gewerkschaften fordern 2%, Arbeitgeberverband Mässigung
- Dossier: Long Covid
- Psychische Gesundheit: Gut gelaunt dank Kaffee

AHV-Umlagedefizit von 4.2 Milliarden im Jahr 2035

Das Bundesamt für Sozialversicherungen (BSV) hat die Finanzperspektiven der AHV und IV bis 2040 aktualisiert. Die erstmalige Auszahlung der 13. AHV-Rente führt ab 2026 demnach zu wachsenden negativen Umlageergebnissen in der AHV. Für die IV wird in den kommenden Jahren mit einem jährlichen Umlagedefizit von rund 300 Millionen gerechnet. Weiter...

Travailsuisse fordert für 2026 durchschnittlich 2% Lohnerhöhung

Der Arbeitnehmenden-Dachverband Travailsuisse fordert durchschnittlich 2% mehr Lohn für das kommende Jahr für alle Arbeitnehmenden in der Schweiz. Damit könnten die steigenden Lebenshaltungskosten gedeckt und Lohnversäumnisse der letzten Jahre nachgeholt werden. Weiter...

Anzeige 2

KI-Expertentipps, die HR wirklich braucht

Sie wollen lernen, wie Sie KI im HR-Alltag möglichst gewinnbringend einsetzen? Im Leitfaden von Personio und KI-Experte Tim Verhoeven erhalten Sie Tipps, die Ihre Arbeit wirklich weiterbringen.
Jetzt kostenlos herunterladen

Arbeitgeberverband fordert Lohnrunde mit Augenmass

Die neuen US-Zölle treffen laut Arbeitgeberverband den wichtigsten Absatzmarkt der Industrie hart und gefährden Arbeitsplätze im Inland. Jetzt gelte: Stabilität wahren mit massvollen Lohnerhöhungen, Arbeitsplätze sichern und den Werkplatz Schweiz stärken. Weiter...

1

Kolumne: Der mutige Wurf bei der AHV fehlt

«Stabilisieren» und «Modernisieren» sind die neuen Schlagworte der Reform AHV 2030. Mit Blick auf die bevorstehende Geldlücke handelt es sich primär um eine Finanzierungsrevision, die uns bald schmackhaft gemacht werden soll. Während ein höheres Referenzalter ausgeklammert wird, soll wacker länger gearbeitet werden. Die zusätzlichen Einnahmen werden alle belasten. Weiter...

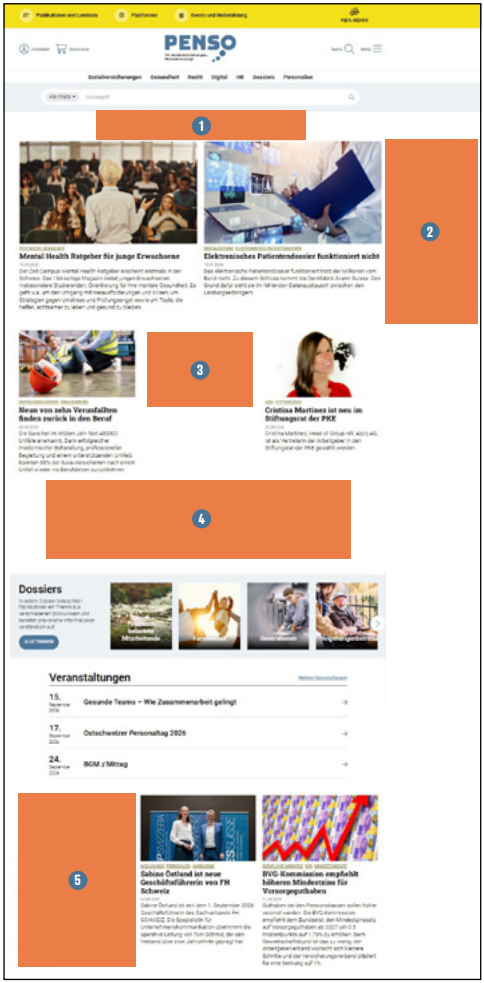
	Format	1x	5 % discount on orders of 5 or more items	10 % discount on orders of 10 or more items	15 % discount on orders of 15 or more items
1 Banner	600 × 74 pixel	1250.00	1187.50	1125.00	1062.50
2 Text ad	Picture: 190 × 145 pixel, Text: Title max. 60 characters, Content/lead max. 200 characters	1850.00	1757.50	1665.00	1572.50

Website penso.ch

Technical data

File size:	max. 500 KB;
File formats:	GIF, JPG, PNG
Duration:	30 days
Number:	max. 3 Banner rotating
Delivery:	3 working days before the campaign starts

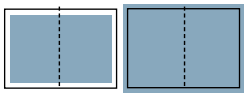
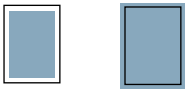
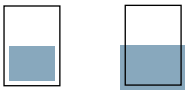
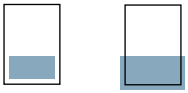
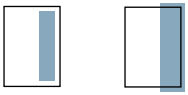
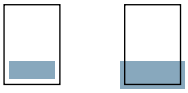
13 000
Visits per month (09/2026)



	Format	all sections	Home page	sub-section of your choice
1 Wideboard	728×90 pixel	CHF 1220.00	-	-
2 Skyscraper	300×600 pixel	CHF 1340.00	-	-
3 Rectangle	300×250 pixel	CHF 940.00	CHF 840.00	CHF 705.00
4 Wallpaper	994×250 pixel	CHF 1080.00	CHF 910.00	CHF 780.00
5 Advertorial (position A)*	730×460 pixel, 3000 characters	-	CHF 2120.00	-
5 Advertorial (position B)*	730×460 pixel, 3000 characters	-	CHF 1780.00	-

* Featured image on the homepage, advertorial in a sub-section of your choice

Standard print formats (Formats and prices)

		Live area (LA) in mm	Final trim (Bleed) in mm
	double page spread (DPS)	385×254	420×297 + 3 mm cut each
	¼ page	175×254	210×297 + 3 mm cut each
	¼ page RHP	175×254	210×297 + 3 mm cut each
	2nd or 3rd cover page	175×254	210×297 + 3 mm cut each
	4th cover page	175×254	210×297 + 3 mm cut each
	½ page	175×125	210×146.5 + 3 mm cut each
	½ page RHP	175×125	210×146.5 + 3 mm cut each
	⅓ page	175×82 (landscape) 55×254 (portrait)	210×103.5 (+ 3 mm cut each) 72.5×297 (+ 3 mm cut each)
	⅓ page RHP	175×82 (landscape) 55×254 (portrait)	210×103.5 (+ 3 mm cut each) 72.5×297 (+ 3 mm cut each)
	¼ page	175×60	210×81.5 + 3 mm cut each
	¼ page RHP	175×60	210×81.5 + 3 mm cut each

*Repeat discount by issue

Colour	1×	from 3× (–5 %)*	from 6× (–15 %)*
4-colours	7824.60	7433.35	6650.90
4-colours	4050.00	3847.50	3442.50
black/white	2632.50	2500.90	2237.65
4-colours	5184.00	4924.80	4406.40
black/white	3360.50	3192.50	2856.45
4-colours	5184.00	4924.80	4406.40
4-colours	5791.50	5501.95	4922.80
4-colours	3240.00	3078.00	2754.00
black/white	2106.00	2000.70	1790.10
4-colours	4147.20	3939.85	3525.10
black/white	2688.40	2554.00	2285.15
4-colours	2997.00	2847.15	2547.45
black/white	1948.05	1850.65	1655.85
4-colours	3836.20	3644.40	3260.75
black/white	2486.80	2362.45	2113.80
4-colours	2673.00	2539.35	2272.05
black/white	1737.45	1650.60	1476.85
4-farbig	3421.45	3250.40	2908.25
black/white	2217.95	2107.05	1885.25

Separation of editorial and advertisements

The credibility of our publications is based on a clear separation between **editorial content** and **paid advertisements.** This distinction is recognisable to everyone and will remain our top priority in the future.

Advertisements and **advertorials** are clearly labelled and annotated accordingly by our **layout department.** They must be visibly different from the layout of the editorial pages – use of the basic fonts featured in our specialist magazine is not permitted.

We will not consider linking advertisements to the publication of specialist articles. This strict separation ensures that our publications remain credible, benefiting both our readers and advertisers.

Thank you for respecting these regulations.

Check list
for professional printed material

To enable loss-free printing for your advertisement,
please ensure the file you deliver meets the following requirements.



PDF

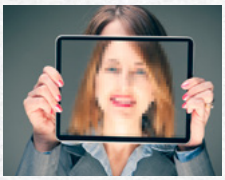
Portable Document Format is a **file format** for electronic documents
that can be faithfully reproduced by the operating system
or hardware platform, regardless of the original application program.

c
m
y
k

Colour brightness

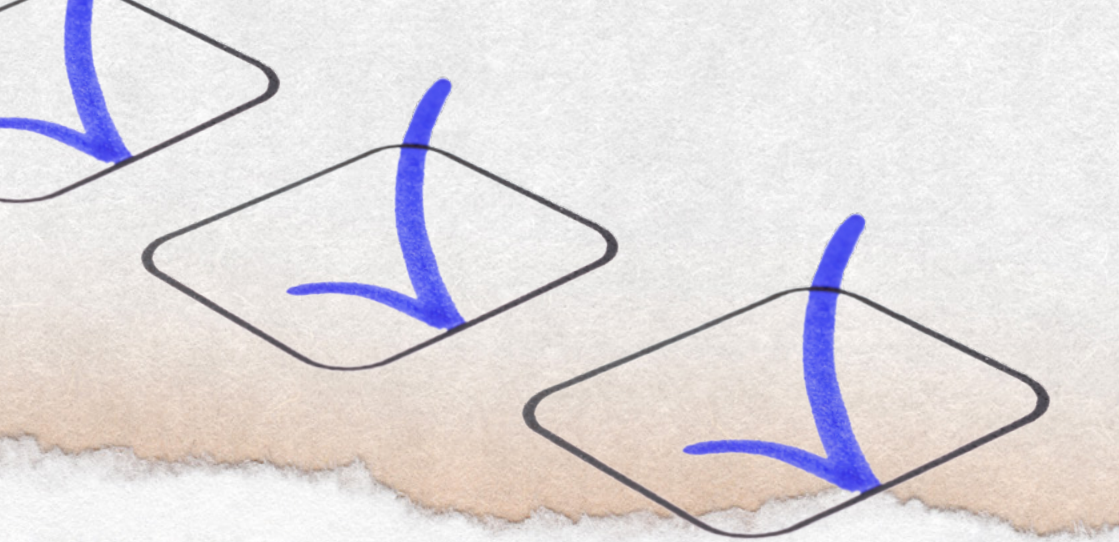
The colour space for printed products is **CMYK.**
These letters stand for the four basic printing colours:
Cyan (c), Magenta (m), Yellow (y) and Black (k).
All templates must be created as or converted to CMYK files
(no RGB files).

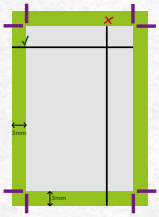
Text blocks, small fonts and lines must always be created in black
(60–100 % k) only.



Resolution

Image resolution must be at least 3× that required for monitor displays.
Therefore, for printed material: a minimum of **300 dpi** is required
for 100 % display (monitor: 72–150 dpi.)





Format

When creating your design, always ensure sufficient **bleed,** i.e. colour areas, gradients, lines and images that go to the edge of the document (grey) always need to be extended (bled off) 3 mm into the trim edge (light green). This will ensure you avoid «streaks» that can arise as a result of the cutting machine's tolerance.

Crop marks are small lines outside the document format that mark the **end format** of the printed material. They are not printed (see **violet** graphic).



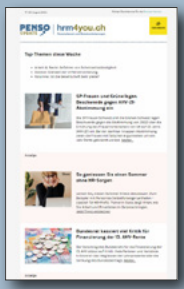
VEKTOR

Fonts

You can **embed** the fonts you use. These characters are thus appended to the PDF document. Doing this enables the print shop computer to «retain» the font style used for the period that the document is open. A font can only be embedded if permitted by the manufacturer. Fonts downloaded from the Internet are usually accompanied by licence terms and conditions as a text document.

You can also convert fonts to **outlines** (vectors) (this means the font only consists of lines and curves). Unlike bitmap fonts, vector fonts can be scaled to any size, i.e. they can be enlarged to any size without any loss of quality.

Product overview vps.epas

Focus	**HR, social insurance, pension funds**	**Pension funds**	
Print	 «Penso» magazine (bi-monthly)	 «Schweizer Personalvorsorge» magazine (monthly) «Investment workshop» supplement (bi-monthly)	
Newsletter	 «Penso Update» (bi-weekly)	 «aktuell/actualités» newsletter (weekly)	
Online	**Platform** penso.ch	**Platform** pension services pension-services.ch/en/	
Sponsorship	**Meeting** «Lohn und Sozialversicherungen» **HR Forum**	**Event** «Horizonte und Trends» **Webinar series** «Fokus Pensionskasse»	

	External service providers	Collective foundations	Pension Market Trade Fair/ Pension Symposium
	 List of external service providers (annually)	 List of collective foundations (annually)	 Special edition Pension Market Trade Fair/ Pension Symposium (annually)
	–	–	 Special newsletter (during trade fair week)
	Platform pension services pension-services.ch/en/	**Platform** collective foundations sge.vps.ch	–
	–	–	**Trade fair stand** With co-sponsorship and main sponsorship opportunities

Technical data

Printing process
4-colours sheet offset printing, 70 screen

Magazin size
A4, 210×297 mm

Printing material
High-end PDF in CMYK mode, with vectors

Delivery of printing material
dtp@vps.epas.ch

Please observe the deadlines for delivery of printing data. You will also find these deadlines on your order confirmation.

Other special advertising

On request.
Options: gatefolder, coverspread, super-panorama advertisement, loose inserts, bound-inserts, tip-ons/ stickers.

General terms and conditions

Design and author corrections
DTP work as per time spent.
Hourly rate: CHF 200.– (excl. VAT)

General Terms and Conditions
The «General Terms and Conditions» of VPS Verlag Personalvorsorge und Sozialversicherung AG, as well as the applicable «Special Terms and Conditions», shall apply in their respective current versions in accordance with vps.epas.ch/ allgemeine-geschaeftsbedingungen.

WEMF

2272 copies
average print run

1947 copies
distributed (09/26)

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