

2012
LE TEMPS,
THE MEDIUM
OF CHOICE FOR
PREMIUM BRANDS

LE TEMPS
MÉDIA SUISSE DE RÉFÉRENCE



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LE TEMPS MEDIA,

A ONE-STOP SHOP FOR YOUR ADVERTISING COMMUNICATION

For the past 12 months, a unique team has been selling the advertising spaces on all the Le Temps platforms: the daily newspaper, the letemps.ch and sortir.ch websites as well as the eponymous mobile applications. Le Temps Media has adapted its structures to the convergence of the Le Temps contents which are published via different print products, via the web, smartphones and, soon, via tablet computers.

The transformation of our environment and the changing needs of advertisers and advertising agencies push us to excel. Our strength is to be on the move ourselves to find the right answers. This dynamic allows us to anticipate, innovate and accompany the change. Our pragmatic strategic ties with the strategy decision taken by Le Temps with regards to the convergence of all the different print and online options to disseminate information.

In 2012, we are determined to further strengthen the relations and the spirit of partnership with our advertisers and media agencies.

We want to reinforce customization. Alongside pre-packaged offers we propose innovative communication solutions, tailored to the specific needs of each client. By relying on the various editorial contents which implicate a high added value and affinity with the brand's audiences, Le Temps Media, the exclusive advertising department for Le Temps, can manoeuvre unprecedented cross-communication solutions in order to

continuously promote the advertising experience of the readers, internet and mobile users.

In terms of media benchmarks the Le Temps brand symbolises the absolute communication must in the French-speaking part of Switzerland for any advertising campaign or strategy aiming at wealthy households with high purchasing power and with brand-oriented consumption patterns. Brands from the luxury, finance and automobile sector, as well as companies with a strong corporate branding invest heavily in Le Temps's Premium positions because they are considered as a jewel case putting a positive spotlight on their products. At Le Temps Media's we are constantly developing new possibilities for advertising positions or for the realization of special campaigns. We are committed to providing you with advertising tools that are meaningful and sustainable over time.

Our business is a human story, made from encounters, passion and shared energies. We like to think and work together with our partners to provide them with the right solution at the right time.

Check our excellence by challenging us!

Marianna Di Rocco
Director, Le Temps Media



THE STRENGTH OF A BRAND

The media world is going through a drastic change, especially the print media. New reading habits and the availability of news on the internet via multiple electronic tools with online access are revolutionizing the market. Information has become commonplace and its perceived value has often been weakened. Some media have refused to play the game of mutual underbidding and withdrawal. Instead, they have chosen to stand out by strengthening both, their offer and their brand. Le Temps is one of them.

Exactness as a work principle, added value, diversity of opinion, independence and high stylistic standards: Le Temps has never stopped working to ensure a benchmark content. It is recognized and certified as a member of the exclusive club of « quality media ». It has become an indispensable source of information for opinion leaders in Switzerland.

Le Temps has been being a benchmark amongst the print media since its creation and it has diversified and expanded its information platforms in correspondence to this. It now offers solutions for all the reading habits of its audience. Its different print products, its various websites and mobile phone applications give access to benchmark contents in multiple ways.

As Le Temps includes different media in the creation of contents and information, the brand has become a benchmark in its field. Its positioning is stronger and clearer than ever. Its identity is distinctive and consistent concerning all its contact channels. The Le Temps brand kindles a sincere attachment from the heart as much as with the mind.

Due to its premium positioning Le Temps can provide exclusive advertising environments to premium brands. Its print and online platforms are like a jewel box for advertisers who want to communicate to a target group with high standards and expectations.

The particularity of strong brands is that they emerge unscathed or even strengthened from periods of profound change. Le Temps is pleased to be one of them. With you and for you.

LE TEMPS, IT'S TIME FOR IDEAS*

An era is going to end in order to give way to a new one and to let it rise. Our strategy is put in place. Our strategy is in place, outlining the next stage for Le Temps and committing us to the future with optimism and conviction.

What have we already learned along the way that allows us to have

such clear ideas today? It's several things, actually. And not the least: journalistic contents are a valuable asset that allows demanding citizens to better understand current events and the issues of the contemporary world. A brand is built and employed with consistency and sensitivity to be a warrantor of the values that are important to us. We advise, accompany and consult clients in order to find the most solid approaches. Technology is mastered and tamed to allow innovation and modernity to be brought to our evolving business. Marketing - so little appreciated in our industry - is more subtle, more sensitive to better promote our services and gradually transform our models.

For it is to advance, to invent, to propose new concepts, unprecedented offers in a coherent and solid manner. You would like to have an example? From 2012 on subscribers to Le Temps will be customers of a brand in the classical meaning of the word. (Potential) subscribers that wish to get a regular update on the news via Le Temps can choose between different options and products the way that corresponds them most in

accordance to their consumption patterns. This is the path that Le Temps has made its own and for which other media will certainly opt in the future.

Thus, we are continuing to seek for new offers and to enlarge their employment on the internet which is inevitable these days. We have the same target for the traditional channels via the print media. Therefore, we will use new approaches to create editorial content and programs that will enable us to satisfy an existing demand for more specific or specialised topics in fields in which Le Temps should do more in-depth coverage.

We also continue to adhere to a necessary discipline which started with our quality certification. Our goal is to apply a documented ethical approach at Le Temps' and that everybody complies with its rules. We believe that all stakeholders have legitimate expectations and that Le Temps has to fulfil its role as a Swiss benchmark media and as a local player.

Your high standards and confidence are precious to us. We want to keep them by pursuing our mission with determination and courage. To our own pleasure and to yours.

* Le Temps means «the time» in French

Valérie Boagno
Managing Director, Le Temps



OUR STRATEGY IN CONNECTION WITH OUR ONLINE PLATFORMS



THE READER BECOMES THE CONDUCTOR OF THE INFORMATION ORCHESTRA

We don't consider the new online media to be a separate part in a strategy, rather we include them as an integral part in our strategic approach for the sake of consistency and efficiency. The goal of Le Temps is to provide an uninterrupted reading experience.

Le Temps selects, sets the news to music and suggests the scores, but it is the reader, sometimes internet and mobile user at the same time, who defines the tempo and chooses the instruments with which he wants to access to the information.

There are a myriad of ways to access to the information and more are still to come (an iPad

application to access the digital version of the daily newspaper and a news-oriented application for tablet computers will soon be available) and new advertising solutions come along with these developments as a matter of course.

We are targeting an absolutely qualified audience for all the platforms on which the brand Le Temps is active. Measuring the global audience has become our benchmark. It allows us to strengthen our quality positioning and to demonstrate that the users have a similar profile on all our platforms. Today, just as when we started, we are striving to strengthen our position towards our target group: the leaders and top leaders.

We definitely don't discuss any more about a potential cannibalisation between editorial print and online offers. More than ever, we believe in the complementarity and not in the mutual exclusion of the different information channels.

Since January 2011, the transition to a paywall on letemps.ch has been successfully implemented: the audience is slightly down, advertising and subscriber revenues are growing rapidly. With over 100'000 registered users after 11 months we have proved that a fee-charging, but qualitative source of information can be a real success!

A MULTIMEDIA-ORIENTED ORGANISATION

Since 2009, we have chosen to integrate the internet media into a editorial team which had only worked with print media so far. Opening the editorial mission to all channels (print, internet, mobile web and applications) has put the emphasis on each journalist's expertise and passion independently of the used channel. Le Temps Media, the exclusive all media advertising department for all platforms of Le Temps, provides a «one-stop shopping» to the advertisers allowing thereby to orchestrate innovative and effective advertising campaigns with great ease.

It is this integrated and multi-media-oriented organisation - unique in Switzerland - that makes Le Temps different and a guarantor of quality and completeness.

Investing in the online sector, meeting new needs and exploiting technologies does not mean denying the past or denying traditional editorial writing: it is about inventing the future. For readers as for advertisers our ambition is to make Le Temps be the preferred choice at each contact.

Virginie Fortun,
Member of the Board,
Strategic Development



INTERVIEW WITH MICHEL DANTHE

Deputy Chief Editor
(Online)

How are the online contents organized at Le Temps?

The editorial policy for online contents is a continuation of the print title's DNA and thus has the same characteristics: to provide its readers with qualitative, solid, credible, legitimate information allowing them to orientate in the never-ending flow of news.

But whereas a print edition is determined by the publication date, the website letemps.ch, the mobile site and the applications offer the contingency to communicate continuously throughout the day. This information is treated with the same quality objective. We strive to select only the best and essential from the thousands of news reports and inside information which reach the journalists every day.

Moreover, we exclusively offer to our digital subscribers all articles as soon as they are finalized, giving them therewith an advance on the next day's paper.

The online world is also a world of visual coverage and of sound: Le Temps tries to transform the information through other channels than just the words: illustrations, graphics, and dynamic animations. We propose dossiers giving deep insight into a specific subject or into a current public matter, too. These constitute a condensed (digital) paperwork allowing to its readers to save a lot of time.

So what are the human resources that make such an ambitious program possible?

The strike force of our online contents is originated in the editorial team as a whole. Being aware of the impact of information published on the web or via applications, with a head start (in comparison to the print edition, editor's note) the journalists have integrated these two key parameters that are continuity and the inexorable flow of information. A team coordinates all the influxes that make up the electronic platforms (original contributions in advance on the web, cables, news flashes, alerts, continuous news items). Furthermore they offer the following services on a daily basis: annotated photo galleries, dynamic info-graphics and videos.

What are the future prospects for the online contents?

By means of its countless dossiers, background reports and chronicles, Le Temps expects to accelerate the dissemination of this rich offer via the social networks. And thus open the discussion more widely to our regular and occasional readers. This is a possibility for this benchmark media to participate more actively in discussions on public matters in Switzerland and other French-speaking regions. We plan to increase our impact on a qualified and interested audience by these measures.





THE AMBITION OF AN EDITORIAL TEAM

There was a time, not so long ago when the pace of newspapers obeyed an unchangeable law: report on what happened yesterday. Putting the paper to bed, late at night, set the pace and choice of news. This is the past. Today Le Temps by which I mean its editorial staff is independent of industrial constraints and can communicate and satisfy the curiosity of its readers, regardless of the paper's deadlines. Le Temps' journalists work continuously and in an integrated manner. They choose to disseminate the information, provide analyses and commentaries at the most appropriate time for their readers which they can reach by a daily produced newspaper, its website, by mobile phones and tablet computers. They use the electronic media for immediate news whereas they pay attention to clearly prioritize the information they publish which distinguishes them from simple news threads mixing

irrelevant anecdotes and important facts. To achieve this, the « info chief » of the day, a member of the editorial board, sets the priorities; in the major sections, focused on current affairs (economy, politics, international), news are continuously published in close collaboration with the web team, led by Michel Danthe, which adds links and dossiers. Herewith selective information is constantly available. This process ensures that readers of Le Temps have a constant renewal of contents, regardless of the selection of subjects for the next day's newspaper. This is a real revolution which has risen the frequency of editorial activities without lowering the quality of the contents. Far from it! By being aware of the new reading habits the journalists need to decide which information is important, useful or just fun to explore. The next day's paper does no longer merely recall the news of the previous day, but anticipates as often as possible the topics and issues that remain intangible and with high added value. An anticipative approach demands a matrix organization on the managerial and employee level: the five deputy chief editors, Ignace Jeannerat (Economics, Production), François Modoux (Switzerland- Regions, Debates), Marie-Claude Martin (Society-Culture), Frédéric Koller (International), and Michel Danthe (Online) work in close collaboration with the heads of the different sections on the development of a qualitative journalistic offer, regardless of coincidences and random developments in the news. This organisation allows Le Temps to undertake several major operations during the year (special editions), to delve deeper into recent developments (special reports) and to consider new contents and editorial initiatives.

We are convinced that the quality of journalistic output is not measured by the number of articles published,

but rather by the quality of the approaches and the relevance that governs their choices.

This philosophy stems from a successful and explicit editorial positioning. Le Temps is multifaceted and selective at the same time: an expert on economic questions, an expert in international relations, a national political forum and a critical observer of the cultural arena. The news dominates from Monday to Friday and ends with a weekend magazine that puts the major issues of society in the forefront and reflects the vitality of artistic creation. Through its research, the quality of its writing and the wealth of expertise brought together in its editorial team, Le Temps is an intellectual reference that decodes, questions and reflects its era. Its high standards are based on journalistic ethics which prohibit the approximate, the facile criticism, and respects and stimulates the diversity of opinion. Its formal language aims to be elegant without being austere.

If journalists have lost their monopoly of information, we are convinced that the quality and reliability of a media brand make a difference in a world overwhelmed by « news ». We look forward with confidence to the oncoming years. The major technological changes are not a threat, but an opportunity for an editorial team that can read and interpret as accurately as possible the evolution of a society. There was a time, I said, when the editorial staff reported on what had happened; today, an editor must not only be a witness to what is happening in the world, in Switzerland, in the economy or society, but must be able to identify the strong and weak signals that herald the change. Such

is the ambition of Le Temps. Its editorial staff is capable of meeting the challenge, across all the information media.

Pierre Veya
Chief Editor, Le Temps



SWISS AND INTERNATIONAL NEWS DEPARTMENTS - AN INDEPENDENT EDITORIAL APPROACH

The flow of information circulates continuously like a river, turbulently and uninterrupted. Covering national and international news takes considerable wherewithal and efforts. Shaken by the crisis, the print media have often opted for withdrawal, focusing their journalists on the local information and using news agencies more and more to deal with other news. Le Temps has chosen to counter this development. It has made the Swiss and international news to one of its recognized areas of excellence.

« Maintaining a strong, qualitative international coverage is a major ambition of Le Temps, explains Frédéric Koller, deputy chief editor in the International section. The fact that the first pages of the daily cover international news shows this clearly. »

Le Temps chooses those topics that it will be able to develop with the quality sought and its own look. « We make an effort to ensure geographical balance and to avoid to talk only about the powerful. Two very Helvetic concerns - human rights and major economic issues - also influence our choices. »

The « International » section ensures the high standard of its subjects by multiplying the sources of quality. It relies on its Geneva-based journalists and its



international correspondents (in Paris, Brussels and New York). It also benefits from a network of several dozens of independent journalists around the world. Le Temps further enriches its high-standard by associating with other French-speaking benchmark media (Le Monde, Libération, Le Soir).

The « Switzerland » section also stands out by the quality of its news coverage. Le Temps has correspondents in all French-speaking cantons, along with Berne and Zurich - some 17 people in all. « This is a very special density of presence » precises the deputy chief editor François Modoux. « We are the only ones not to be tied to a canton or a region. This allows us to be more independent of local influences, be more pertinent and to provide a more global perspective. »

Freed from local needs, the « Switzerland » section deals only with topics of inter-cantonal or national interest. It covers the major political debates, which are tending to disappear from other print media. It

focuses on specific insights, in-depth coverage and analyses. And it takes care about the journalistic style when writing to generate a real reading pleasure. This is what Le Temps' public expects, and not just in the French-speaking part of Switzerland. « We are also read in the German-speaking part of Switzerland, especially in Bern and Zurich. Le Temps is seen as the voice of Western Switzerland there and that gives us a considerable responsibility on the federal level. » Seriousness, exactness as a work principle and in-depth approaches are therefore required. With the same care Le Temps monitors the diversity of opinion. An example for this ambition are the « Debates » pages which often refer to Swiss topics and publish regularly articles - and views - written by authors from the German-speaking part of Switzerland.

« Being a benchmark media has always been the ambition of Le Temps », says François Modoux. « This is part of our culture and we do everything to keep this promise. »



THE SECTION ECONOMY & FINANCE - A SOURCE OF INFORMATION AND A WORKING TOOL FOR SPECIALISTS

Economy and finance are another recognised field of excellence at Le Temps'. They inherited this know-how from their ancestors « Le Journal de Genève » and « La Gazette de Lausanne ». Economy and finance are now a mainstay of the media, both by number of employees and in terms of space in the office building.

Swiss economy, businesses, new technologies, innovation, market development or macroeconomic events affecting Switzerland... They all make part of the many fields which are regularly decoded by Le Temps via its multiple publications for its readers. For those who want to better understand or participate in debates on current economic issues the print and online platforms of Le Temps are the places to look

up such information. It is also - and above all - a recognised benchmark working tool for the actors in the economic sectors.

« These readers already have access to a lot of economic information in the print media and on their screens », says Ignace Jeannerat, deputy chief editor in the Economy and Finance section. « Our role is not to publish as much news as possible - even if we could fill twelve pages every day! Rather, it is about sorting, prioritising and putting into perspective. We need to identify and develop the relevant and leave the rest. This is the role of a benchmark media and it is also the one that readers are asking us to play. »

« The mission is even more complex », like Ignace Jeannerat points out, « as time passes quickly in the economy! » Listed companies, in particular, regularly broadcast news before the stock exchanges open - far, far away from the print edition of the next day. The online platforms therefore play an especially important role here, and Le Temps has employed a person who is entirely devoted to the economic information published on the internet. This person

constantly puts important news online, regardless of the fact if this topic will be analyzed in depth in the next day's edition. The high-level offer corresponds to the demand: the « Economy & Finance » section is one of the most visited sections on the website letemps.ch.

The real strength of this section is, of course, its team. There too, Le Temps has undertaken the necessary steps to earn and preserve its status as a benchmark media: « Our section brings together about twenty people, or almost half of the specialized journalists for economic subjects in the French-speaking part of Switzerland! » Le Temps can also rely on an impressive address book. Benefitting from the right expert at the right time is the only way to provide objectivity which otherwise would be impossible in the urgency and complexity of the daily work life in the field.

« WE ARE AN AMBASSADOR OF CULTURE »

Le Temps loves culture, and proves this. With its 15 or so dedicated employees the Culture & Society section offers two or three pages on a daily basis and a dozen pages on a weekly basis (the supplement Samedi Culturel). It also offers regular publications (« Cinéma » and « Marché de l'Art » [Arts market]) and provides its contents on a dedicated website (sortir.ch) and on two applications (sortir.ch and sortir.diner). « We do all of this in order to deserve our status as a cultural benchmark and even more importantly, to create a desire for culture in the read-

ers' minds. », as Marie-Claude Martin, deputy chief editor, reminds us.

How is the word « culture » defined at Le Temps ?

It is much more than 'consuming culture' or 'being cultivated'! Culture is a sign for a specific civilisation and it defines who we are. That's why it is so interesting. Culture has a great timelessness - technologies can get out of trend (and be replaced by others, editor's note), but not the pleasure of reading a novel from the 18th century. Only feelings and arts transcend time so well!

That is culture in its broadest sense...

Yes, we don't narrow the look on culture. Moreover and this is a specialty of Le Temps we do not hesitate to use a cultural perspective on fields that don't make part of the usual framework: on science, for example.

How does Le Temps choose the subjects by taking into consideration the flood of cultural offers that are existing today ?

We cover on current subjects, relevant topics, qualitative debates or artists and of course, the journalists' personal tastes play a role. But also the way how we treat the different subjects is really important, too: We want - we must - offer our own perspective and a specific approach. This is our homework we need to do. In a world of enthusiastic people such as the cultural environment the least of respect we can show is to be very ambitious in our approaches!

To whom are these contents intended ?

Our target audience has a high purchasing power and is used to talking about culture. We are conscious of this, of course. But we are not an arts revue.

Our target is to awake interest and to convince those people of culture who originally have not been fans of it. We want to make people read books, go to exhibitions or to a concert.

What are the characteristics of a good cultural journalist ?

He or she is a specialist who is very familiar with the subjects, who knows how to write in a good style in order to be read. Our journalists are first and fore-

most passionate ambassadors of culture: they defend it, they love to share it. In this, they do more than just give their personal opinion. They offer a rich, documented and solid cultural content. We give tools to the readers to make them make their own choices and have their own opinion. A good cultural journalist is also someone particularly committed. Discovering films and plays and reading books takes a lot of time. And this time is often taken outside the normal working hours!



THE HORS-SÉRIE TAKE THE READER INTO A WORLD IN WHICH THE MOST BEAUTIFUL THINGS THAT HUMAN MANKIND CAN MAKE ARE CREATED

Luxury, travelling, design, watchmaking, fashion and culinary arts are appreciated in the office building of Le Temps. They are put in the best spotlight in the Hors-Série. Is this paradox as Le Temps is seeking in-depth analysis? Absolutely not.

« Lifestyle is not superficial. On the contrary: it deeply influences the psyche of individuals and the society. » like Isabelle Carboneschi who is in charge of the Hors-Série is convinced. « Nothing happens by chance, everything helps us to understand our society. Fashion, for example, is a social and geographical indicator who also hints on the specific era. This is the approach we apply on these topics which are too often too easily judged as trivial. »

The journalist mentions the glass manufactory of Saint-Louis, founded in 1767, an institution that has passed eras and wars. It continues to inspire by its creations out of crystal. Nowadays it is financed by a big luxury group, even if it is making losses. The reason of such a devotion can not be a trivial cause. « When you cover such a topic as a journalist, you write about history, culinary arts and the most beautiful things that human mankind can create. »

Le Temps identifies itself with this devotional confession because the Hors-Série are just another symbol of their positioning as a premium journalistic brand: the continuous search for quality in terms of journalism and writing style and concerning the efforts and investments they are prepared to make for this. The small Hors-Série team works independently and disposes of something of which other journalists for daily newspapers don't even dare to dream: time. In the Lifestyle section it is not unusual to dedicate weeks or even months to write about a subject. And if the research on the subject is not totally finalized, its publication is delayed for six months or a year...

Why such a devotion in terms of personal efforts and investments? To make sure that an excellent magazine is delivered to the readers: In what concerns formal aspects like conception and visual presentation which are completely organized by the Hors-Série team - from the layouts and the shootings to the high journalistic writing style. But also in what concerns the « soul » of the subjects. « Our subjects are exclusive. For our readers we open the doors to workshops and manufactures that remain closed even to their best customers. We sometimes try for two years to get an exclusive interview! » If the subject has already been covered elsewhere or if it does not allow a new perspective, it is abandoned.

For instance, the Hors-Série team demonstrates that modern luxury has maybe paradoxically been founded by the strict sumptuary laws by Calvin. Second example: The team can work for several months to find out about the true story of a legendary pearl whose history has been told in a wrong way so far.

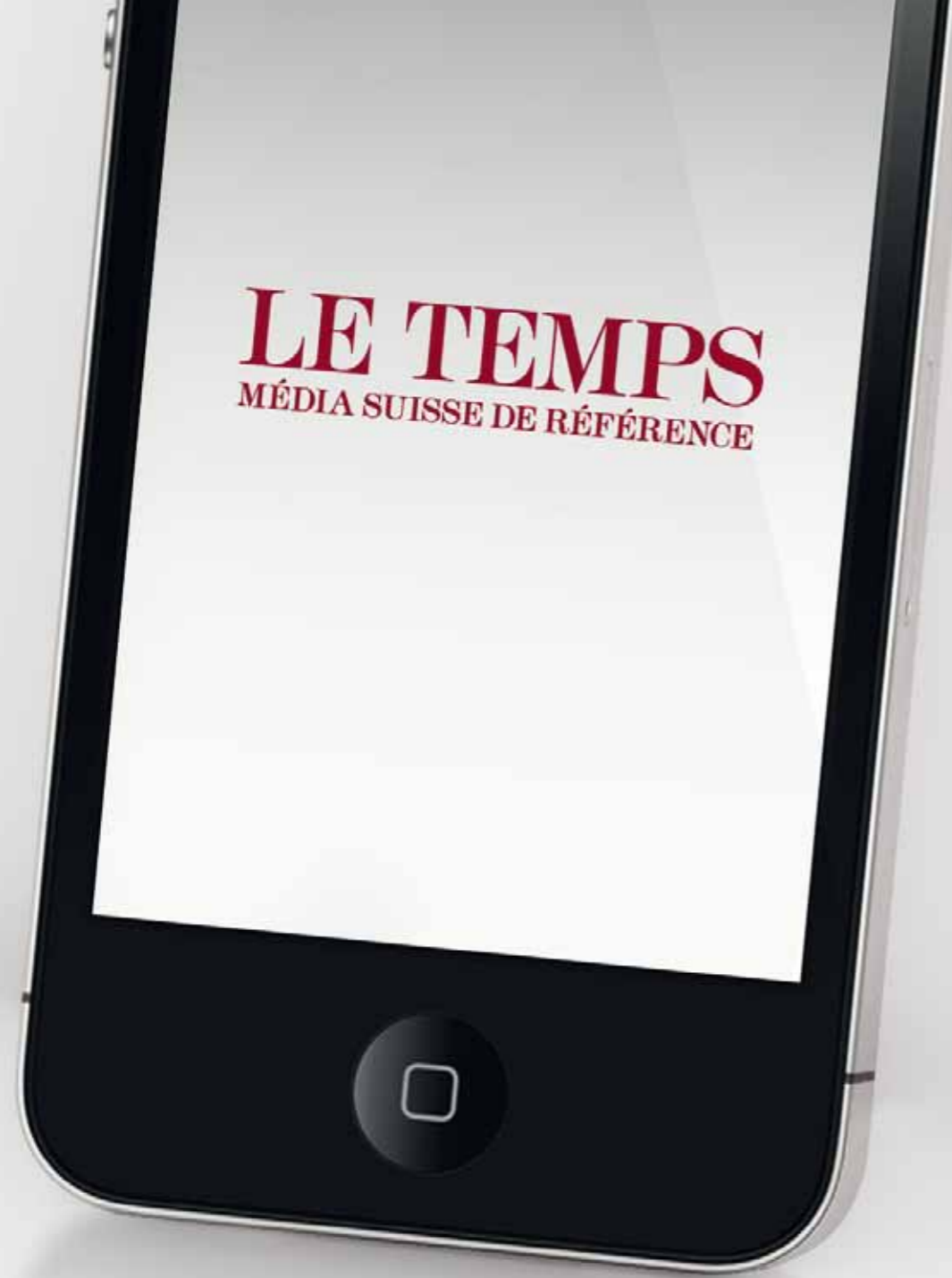
The recurrent subject are the people and their passion. « It is about the small hands out of gold, these ones without which no haute couture dress could be fabricated. Those hands without which the luxury companies couldn't exist. » So again, the Hors-Série team does not talk about trivial things. « We create dreams, we want to enchant, to make the readers come on a journey with us. But we also create sense. »

As in arts and crafts - a subject which is often covered in the Hors-Série - this perfectionism is rewarded. The Hors-Série have been launched at the same time as the daily newspaper Le Temps in 1998 and their readers can't wait to read them. The general public likes to read them as most as lifestyle specialists. « Our readership reads the best publications in these fields and has very high expectations », as Isabelle Carboneschi says. « Thus we need to be at their level. »

The Hors-Série represent an ideal environment for premium brands. « Advertisers feel that there is a coherence between their world and ours. » They keep on being loyal to us, even in difficult times. For instance, Le Temps has started working on a Hors-Série, named « Luxe » (« luxury »), with 80 pages whereas the first signs of a slowdown would have held back other editors.

« In this world where bad news is ubiquitous, the Hors-Série make remember the readers how important it is to keep in mind the human genius and the beautiful things it can create. They make us breathe. »





THE PLATFORMS

THE PRINT PLATFORMS

With its daily and weekly editions, and with its Hors-Série, Le Temps provides exceptional print platforms that offer many opportunities to get in touch with its qualitative readership.

The **daily** Le Temps, launched in 1998, quickly became a benchmark for opinion leaders in the French-speaking part of Switzerland. With its supraregional dimension, its independence and its high quality it occupies a position as a « quality paper » which is recognized beyond its language boundaries. Produced six days out of 7 with 42'433 copies and consulted daily by 133'000 readers (including 18'000 leaders and 7'000 top leaders), it offers plenty of opportunities for advertisers, including a great number of premium advertising spaces that ensure a maximum impact.

The **Hors-Série** which will appear 8 times in 2012, are true high-end magazines. They give insight into exceptional universes (fashion, watches, design, art ...), they offer exclusive subjects developed by a dedicated team of specialized journalists. The Hors-Série are expected by the general public, as well as by the most knowledgeable experts. They offer exclusive advertising space in an environment where topics with very high added value are presented.

The Le Temps **supplements** are another high-end offer exploring various themes. To the regular supplements « **sortir.ch** », « **Carrières** » and « **Samedi Culturel** » are added publications on special subjects throughout the year. They all offer an ideal environment for a targeted communication.



Sources :
Remp MACH Basic 2011-2 ; MA Leader 2011 ;
Circulation figures Remp 2011

THE WEB PLATFORMS

Le Temps offers not one, but three websites. They are as many opportunities to reach an audience with very diverse interests.

The site **letemps.ch** complements the daily paper. With its continuous information, access to articles from the paper and exclusive multimedia contents, it has great success with nearly 3.5 million page views per month and 87'000 unique users. It offers premium positions which result in efficient campaigns. These can be combined easily with a print edition to generate a maximum impact.

The site **sortir.ch** covers all areas of culture (movies, music, shows, exhibitions, events for children and major European rendez-vous). It combines editorial contents with services. Le Temps' reviews, the audio-visual contents from the RTS and the film trailers help the readers to make a choice. With almost 200'000 page views and 17'000 unique users per month **sortir.ch** is an indispensable medium for any cultural communication and can be combined with Le Temps' other cultural platforms.

Scientists, students and fans of history from the French-speaking part of Switzerland and elsewhere consider the site **letempsarchives.ch** to be a must with over 100'000 page views each month. This site contains the archives of

the Journal de Genève (1826-1998), La Gazette de Lausanne (1798-1998) and the Nouveau Quotidien (1991-1998). The access to the website is free. It has a full-text search function and allows to find articles and advertisements published over the last two centuries. This is of inestimable value.



Source: NET-Metrix-Audit

THE MOBILE PLATFORMS

The online traffic on smartphones and tablets is about to explode. Thus, Le Temps offers a range of solutions corresponding to the habits of its mobile readers. This is the opportunity to reach the most nomadic part of the audience.

Le Temps proposes a mobile version of its website for the news (**m.letemps.ch**, about 300'000 page views per month). It also offers innovative applications for the **iPhone** (already available) and the **iPad** (to be released in 2012). These give subscription-based access with an exclusive and customizable interface to all of Le Temps' benchmark information.

Cultural information is also promoted on Le Temps' mobile platforms. The application **sortir.ch** is the iPhone version of the website **sortir.ch**. The application is free of charge and provides information about all events, gives practical information and access to the reviews of Le Temps' journalists.

As for the application **sortir dîner** it is the application for all gourmets. It is the digital version of the « Petit Suisse à table » and covers more than 400 gastronomy establishments in detail. Information can be searched by location, specialty, nearness and keywords. **Sortir dîner** is available as iPhone and iPad application.



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LETEMPSMEDIA.CH











2012
ADVERTISING
OFFER

AGENDA
PRICES
CONTACTS
2012

AGENDA: HORS-SÉRIE 2012

HORS-SÉRIE LIFESTYLE (printed on magazine paper: 65 gm²)

	Horlogerie (watch-making) Wednesday, 7 March	Premium reservation* Order deadline Material deadline	03.01 31.01 17.02		Automobile Wednesday, 10 October	Premium reservation* Order deadline Material deadline	14.08 11.09 21.09
	Intérieur I (interior design) Wednesday, 18 April	Premium reservation* Order deadline Material deadline	21.02 20.03 30.03		Intérieur II (interior design) Wednesday, 24 October	Premium reservation* Order deadline Material deadline	28.08 25.09 05.10
	Mode I (Fashion) Wednesday, 16 May	Premium reservation* Order deadline Material deadline	13.03 10.04 27.04		Arts Wednesday, 14 November	Premium reservation* Order deadline Material deadline	18.09 16.10 26.10
	Mode II (Fashion) Wednesday, 12 September	Premium reservation* Order deadline Material deadline	10.07 07.08 24.08		Luxe (Luxury) Wednesday, 5 December	Premium reservation* Order deadline Material deadline	25.09 23.10 16.11

HORS-SÉRIE ÉCONOMIE & FINANCE (printed on qualitative newsprint paper: 60 gm²)

	Fonds de placement (investment funds) Wednesday, 01 February Published in collaboration with the NZZ	Premium reservation* Order deadline Material deadline	16.12.2011 13.01 20.01		Finance Wednesday, 5 September	Premium reservation* Order deadline Material deadline	18.07 15.08 27.08
	Produits structurés (structured products) Wednesday, 29 August Published in collaboration with the NZZ	Premium reservation* Order deadline Material deadline	18.07 15.08 20.08				

* The deadline for the confirmation of premium positions is applicable to the following formats and positions: double page spreads, outside back covers, pages 3 and 5 as full pages.

AGENDA: EDITORIAL MEETINGS 2012














2012		January	February	March	April	May
Carrières (careers) Education Special (Spécial Formation)	Last Friday of each month	27.01	24.02 Further Education & MBA	30.03	20.04 Special: Private Schools 27.04	25.05
Carrières (careers) Management Special (Spécial Management)	First Friday of each month	—	03.02	02.03	13.04	04.05
Immobilier (real estate)	First Wednesday of each month	—	01.02	07.03	04.04	02.05
Lundi Finance Financial Monday (special)	Last Monday of each month*	30.01 Structured Products (Produits structurés)	20.02* Alternative Products (Produits alternatifs)	26.03 Investing in Luxury Products (Investir dans le luxe)	30.04 Pension Plans and Funds (Prévoyance)	21.05* Structured Products (Produits structurés)
Conjoncture (economic cycles)	Last Wednesday of each month	25.01	29.02	28.03	25.04	30.05
Marché de l'Art (arts market)	Second Thursday of each month	—	09.02	08.03	12.04	10.05
Hippisme (equitation)	Last Friday of each month	27.01	24.02	30.03	27.04	25.05
Yachting	Second Friday of each month	13.01	10.02	09.03	13.04	11.05
sortir.ch	Every second Thursday	05.01 19.01	02.02 16.02	01.03 15.03 29.03	12.04 26.04	10.05 24.05

*unless exception

June	July	August	September	October	November	December
29.06	—	31.08	28.09 MBA Special	26.10	30.11	—
01.06	06.07	—	07.09	05.10	02.11	07.12
06.06	—	—	05.09	03.10	07.11	05.12
25.06 Ethical Investing (Investissements éthiques)	—	27.08 ETFs and Passive Funds Management (ETF et gestion de fonds passive)	24.09 Structured Products and Funds Management (Produits structurés et fonds de placement)	29.10 Pension Plans and Funds (Prévoyance)	26.11 Emerging Markets (Marchés émergents)	03.12 Wealth Management (Gestion de fortune)
27.06	—	29.08	26.09	31.10	28.11	—
14.06	—	—	13.09	11.10	08.11	13.12
29.06	—	31.08	28.09	26.10	30.11	—
08.06	—	—	14.09	12.10	09.11	14.12
07.06 21.06	05.07	30.08	13.09 27.09	11.10 25.10	08.11 22.11	06.12 20.12






PRINT - PRICES 2012

DAILY NEWSPAPER




	2/1 double page spread 605 x 440 mm	section center	27'900.-
	Full page 290 x 440 mm	Outside back cover Premium, p.5 Premium, p.7 Premium, p.3, Economie&Finance Inside page	18'500.- 17'600.- 16'350.- 16'350.- 15'600.-
	Maxi junior page 241 x 318 mm	Premium, p.7 Premium, p.3, Economie&Finance Inside page	16'250.- 16'250.- 14'450.-
	Junior page 192 x 260 mm	Premium, p.5 Premium, p.7 Premium, p.3, Economie&Finance Inside page	12'900.- 12'220.- 12'220.- 11'660.-
	1/2 page - vertical 143 x 440 mm	Inside page	13'100.-
	1/2 page - under text 290 x 220 mm	Inside page	13'100.-
	1/3 page - vertical 94 x 440 mm	Inside page	9'980.-
	1/3 page - under text 290 x 150 mm	Inside page	9'980.-
	1/4 page - vertical 143 x 220 mm	Premium, p.7 Premium, p.3, Economie&Finance Inside page Outside back cover	9'530 9'530 8'850 7'400
	1/4 page - under text 290 x 110 mm	Inside page	7'400.-
	1/5 page - under text 290 x 80 mm	Inside page	5'500.-
	Strip 290 x 110 mm 290 x 90 mm 241 x 110 mm	Page2 Front page, Economie&Finance Frontpage, Culture	7'750.- 7'300.- 4'050.-
	Corner advertisement Front page, newspaper Front page, Economie & Finance or Lundi Finance Front page, Culture Weather forecast - mini Weather forecast - maxi	90 x 90 mm 94 x 90 mm 94 x 90 mm 94 x 50 mm 94 x 90 mm	5'050.- 4'050.- 2'030.- 850.- 1'470.-
	Ad on text page & strip Millimetre - ad on text page column Max. height: 260 mm	Ad on text page & strip SIX investment funds Classified cultural ad	13.65 12.31 5.-
	Classified ads Millimetre - classified ads column	standard rate Job offers Obituaries (B/W, 5 columns)	3.02 3.36 1.75
Maximum total millimetres for classified ads (number of columns x height): 3'000 mm			




SAMEDI CULTUREL (supplement) + THE WEEK-END SECTION

	Full page 290 x 440 mm	Week-end section, p.3 Inside page	10'100.- 9'550.-
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
	1/2 page - under text 290 x 220 mm		5'500.-
	Junior page 192 x 260 mm		5'050.-
	1/3 page - under text 290 x 150 mm		4'400.-
	1/4 page - vertical 143 x 220 mm		4'400.-
	1/4 page - under text 290 x 110 mm		3'270.-
Strip, front page	290 x 90 mm	Week-end section	6'600.-
Corner ad, front page	94 x 90 mm	Week-end section	2'800.-
Corner ad - gastronomy	94 x 70 mm	Week-end section	570.-
Corner ad - gastronomy	94 x 35 mm	Week-end section	320.-
Cultural classified ad		Week-end section	5.60
Millimetre - ad on text page column		Samedi Culturel	4.48

SORTIR.CH (supplement)

	Inside page 192 x 267 mm or 210 x 280 mm	Outside back cover Page 2 Inside page	3'950.- 3'400.- 2'800.-
	Junior page 143 x 185 mm		2'050.-
	1/2 page Under text format: 192 x 128 mm or 210 x 136 mm Vertical format: 94 x 267 mm or 104 x 280 mm		2'050.-

	1/3 page 192 x 85 mm		1'600.-
	1/4 page Under text format: 192 x 60 mm Vertical format: 94 x 128 mm		1'150.-
	Cultural classified ad Millimetre - ad on text page column		4.48









SORTIR.CH + SAMEDI CULTUREL

	Full page + junior page 192 x 267 mm + 192 x 260 mm or 210 x 280 mm* + 192 x 260 mm		6'750.- (instead of 7'850.-)
sortir.ch + Samedi Culturel			
	1/2 page + 1/2 page 192 x 128 mm + 290 x 220 mm or 210 x 136 mm* + 290 x 220 mm		6'750.- (instead of 7'550.-)
sortir.ch + Samedi Culturel			
	Junior page + junior page 143 x 185 mm + 192 x 260 mm		6'200.- (instead of 7'100.-)
sortir.ch + Samedi Culturel			
	1/4 page + 1/4 page 94 x 128 mm + 143 x 220 mm		5'050.- (instead of 5'550.-)
sortir.ch + Samedi Culturel			
	Cultural classified ad Millimetre - ad on text page column		5.38

Combine several cultural platforms and get a discount of 40 % for classified ads calculated on a millimeter basis.







*Trimmed page size: + 5 mm bleed on the 4 edges

CARRIÈRES (supplement)

	Full page or outside back cover 290 x 440 mm		10'100.-
	1/2 page 290 x 220 mm	Classified ad (further) education Classified ad job offer	6'644.- 7'392.-
	1/4 page - vertical 143 x 220 mm	Page 3, under text	4'500.-
	1/4 page 290 x 110 mm or 143 x 220 mm	Classified ad (further) education Classified ad job offer	3'322.- 3'696.-
	Ear piece, front page 56 x 60 mm		1020.-
	Ad on text page Millimetre - ad on text page cloumn	Page 3, under text	6.72
	Classified ad - (further) education Millimetre - classified ads column		3.02
	Classified ad - job offer Millimetre - classified ads column		3.36


Special offer: second insert at half the price for job offers.

HORS-SÉRIE

	2/1 double page spread 605 x 440 mm	Pages 2-3 Section center	31'250.- 28'450.-
	Full page 290 x 440 mm	Outside back cover Page 3 Page 5 Page 2, 2 nd section* Inside page	18'930.- 17'820.- 16'920.- 16'700.- 16'250.-
	Junior page 192 x 260 mm	Inside page	12'220.-
	1/2 page - under text 290 x 220 mm	Inside page	13'450.-
Further Advertising Formats - Exclusively Used in the Hors-Série Economie & Finance			
	1/4 page - vertical 143 x 220 mm	Inside page	9'100.-
	1/4 page - under text 290 x 110 mm	Inside page	7'520.-

* Only applicable if Hors-Série is printed on 2 or more sections.

INSERTS

	Full edition	176 to 200 g	51'500.–	76 to 100 g	35'800.–
	(without regional split-up)	151 to 175 g	50'400.–	51 to 75 g	30'200.–
		126 to 150 g	48'100.–	26 to 50 g	22'400.–
		101 to 125 g	44'800.–	1 to 25 g	15'700.–

Quantities to be delivered: Mondays - Thursdays 46'000 inserts / Fridays 47'000 inserts.
Information concerning inserts on Saturdays or targeted inserts for the economic regions 11 and/ or 12 available on request. Technical details can be found on www.letempsmedia.ch.

DISCOUNTS

Discounts Based on Generated Turnover (CHF)

12'000	3%	350'000	13%	2'000'000	23%
35'000	4%	400'000	14%	2'500'000	24%
70'000	5%	450'000	15%	3'000'000	25%
100'000	6%	500'000	16%	4'000'000	26%
125'000	7%	600'000	17%	5'000'000	27%
150'000	8%	700'000	18%		
175'000	9%	800'000	19%		
200'000	10%	900'000	20%		
250'000	11%	1'000'000	21%		
300'000	12%	1'500'000	22%		

Frequency discounts

3 x	5%	13 x	15%	52 x	25%
6 x	10%	26 x	20%	104 x	30%

Frequency discounts and discounts based on generated turnover cannot be combined.

COLUMN WIDTHS IN MILLIMETRES

Columns	1	2	3	4	5	6	7	8	9	10	...	22
Classified ads	26	55	84	113	143	172	201	231	-	290	...	605
Ads on text page	45	94	143	192	241	290						

DEADLINES

Daily newspaper

3 working days before publication, 12 a.m.

Obituaries

Previous day, no later than 7 p.m.
by fax: +41 (0)22 888 59 91
or by e-mail: carnets@letemps.ch

Samedi Culturel and the Week-end section

Order deadline: 1 week before publication, Fridays at 10 a.m.
Material deadline: Wednesdays, 12 a.m.

sortir.ch (supplement)

Order deadline: 1 week before publication, Thursdays at 10 a.m.
Material Deadline: Mondays, 12 a.m.

Carrières

Ads on text page and ear pieces - deadline for orders and material: Tuesdays, 9 a.m.
Classified ads - deadline for orders and material: Wednesdays, 9 a.m.

Hors-Série

cf. deadlines on page 3

Reservation is required for coloured classified ads, full pages, double page spreads, ads on text page, special positions and inserts.





TERMS & CONDITIONS

All prices are indicated in Swiss francs and gross rates, excluding VAT at 8%.

The terms & conditions and the technical specifications & requirements can be found on www.letempsmedia.ch.






ONLINE - PRICES 2012

LETEMPS.CH



	Position	Duration	Share of Voice	Price
Flat Fees for the Homepage - 2 Formats				
	Homepage	1 week	100%	18'150.-
		1 day	50%	10'890.-
	Homepage	1 week	100%	19'450.-
		1 day	50%	11'670.-
	Homepage	1 week	100%	19'450.-
		1 day	50%	11'670.-
	Homepage	1 week	100%	18'150.-
		1 day	50%	10'890.-

Flat Fees for the Homepage - 1 Format








	Homepage	1 week	100%	12'100.-
		1 day	50%	7'260.-
	Homepage	1 week	100%	12'100.-
		1 day	50%	7'260.-







	Position	Duration	Share of Voice	Price
	Homepage	1 week	100%	12'100.-
		1 day	50%	7'260.-
	Homepage	1 week	100%	13'400.-
		1 day	50%	8'040.-
	Homepage	1 week	100%	12'100.-
		1 day	50%	7'260.-
	Homepage	1 week	100%	13'400.-
		1 day	50%	8'040.-
	Homepage	1 week	100%	6'500.-
		1 day	100%	2'230.-





Special Formats

	Homepage	1 week	100%	8'500.-
		1 day	100%	1'400.-
	Homepage	1 day	100%	6'000.-
		exclusive advertiser for the whole page (guaranteed)		



*or a leaderboard at the same price
expandable format: +20%







	Position	Duration	Share of Voice	Price	
Flat Fees for the Sections - 1 Format					
	Maxiboard 994 x 118 px	News Economie&Finance Culture Lifestyle	1 week	100%	5'700.– 4'100.– 900.– 600.–
	Leaderboard 728 x 90 px	News Economie&Finance Culture Lifestyle	1 week	100%	5'700.– 4'100.– 900.– 600.–
	Skyscraper 160 x 600 px	News Economie&Finance Culture Lifestyle	1 week	100%	5'700.– 4'100.– 900.– 600.–
	Content rectangle 468 x 400 px	News Economie&Finance Culture Lifestyle	1 week	100%	6'400.– 4'600.– 1'000.– 700.–
	Medium rectangle 300 x 250 px	News Economie&Finance Culture Lifestyle	1 week	100%	5'700.– 4'100.– 900.– 600.–
	Halfpage 300 x 600 px	News Economie&Finance Culture Lifestyle	1 week	100%	6'400.– 4'600.– 1'000.– 700.–
	Advertorial + teaser 300 x 135 px	Economie&Finance	1 week	100%	2'200.–

	Position	Duration	Price	
Run of Site - Premium				
	Maxiboard 994 x 118 px	—	CPM	54.–
	Leaderboard 728 x 90 px	—	CPM	54.–
	Skyscraper 160 x 600 px	—	CPM	54.–
	Content rectangle 468 x 400 px	—	CPM	60.–
	Medium rectangle 300 x 250 px	—	CPM	54.–
	Halfpage 300 x 600 px	—	CPM	60.–
Expandable format : + 20 %				

	Position	Duration	Price
Run of Site - Basic			
	Leaderboard — 728 x 90 px	CPM	27.–
	Skyscraper — 160 x 600 px	CPM	27.–
	Medium rectangle — 300 x 250 px	CPM	27.–
Intelligent Ad Display			
	Content rectangle — 468 x 400 px	CPM	120.–

SORTIR.CH + LETEMPS.CH/CULTURE

	Duration	Share of Voice	Price	
Flat Fees				
	Maxiboard 994 x 118 px	1 week	100%	1'700.–
	Leaderboard 728 x 90 px	1 week	100%	1'700.–

	Duration	Share of Voice	Price	
Skyscraper				
	1 week	100%	1'700.–	
Medium rectangle				
	1 week	100%	1'700.–	
SORTIR.CH				
	Duration	Share of Voice	Price	
Flat Fees				
	Maxiboard 994 x 118 px	1 week	100%	800.–
	Leaderboard 728 x 90 px	1 week	100%	800.–
	Skyscraper 160 x 600 px	1 week	100%	800.–
	Medium rectangle 300 x 250 px	1 week	100%	800.–

	Position	Duration	Price
Run of Site - Basic			
	Leaderboard — 728 x 90 px	CPM	27.–

expandable format : + 20%

MOBILE

Duration

Share of Voice

Price

m.letemps.ch + the iPhone application Le Temps

**Pre-home**

320 x 480 px

+

**menu banner/
banner in the
editorial articles**

320 x 60 px/310 x 60 px

1 week

100 %

7'200.-

Exclusive advertiser for both, m.letemps.ch and the iPhone app. Le Temps for the whole week.

The iPhone application sortir.ch + the application sortir dîner for iPhones/ iPads

**Pre-home**

320 x 480 px

+

banner

310 x 60 px

1 week

100 %

810.-

Exclusive advertiser for both, m.letemps.ch and the iPhone app. Le Temps for the whole week.

NEWSLETTERS

Newsletter

Duration

Price

**Text**

300 characters

Générale

1 week

2'400.-

Economie & Finance

1 week

2'000.-

Cinéma (Wednesdays)

1 day

180.-

**Fullbanner**

468 x 60 px

Générale

1 week

2'400.-

Economie & Finance

1 week

2'000.-

Cinéma (Wednesdays)

1 day

180.-

**Medium
rectangle**

300 x 250 px

Générale

1 week

2'900.-

Economie & Finance

1 week

2'400.-

Cinéma (Wednesdays)

1 day

240.-

DISCOUNTS

The online clients will benefit from the following annual discount.:

from ... on	10'000.-	3 %	Agency commission	5 %
from ... on	20'000.-	5 %		
from ... on	50'000.-	7 %	Minimal order amount for agencies	3'000.-
from ... on	100'000.-	10 %	Minimal order amount for direct clients	1'000.-

All prices are indicated in Swiss francs and gross rates, excluding VAT at 8 %. Prices can be adapted depending on the audience figures for the website(s).

The terms & conditions and the technical specifications & requirements can be found on www.letempsmedia.ch.

CANCELLATION FEES

During the reservation	0% of the net price
After order confirmation	25% of the net price
3 work days before the beginning date of the campaign	50% of the net price
After the beginning date of the campaign	100% of the net price

MEAN PAGE IMPRESSIONS /WEEK

letemps.ch

Homepage	240'000 PI
News ("Actualité", "Opinions" and "Dossiers")	120'000 PI
Economie & Finance	65'000 PI
Culture	20'000 PI
Lifestyle	7'000 PI
	20'000 PI

sortir.ch

The indicated figures are non-binding. They are not guaranteed in the case of flat fees.

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FIND ALL OUR ADVERTISING OFFERS,
THE LATEST MEDIA RESEARCH DATA AND NEWS,
AS WELL AS NUMEROUS OTHER INFORMATION ON
WWW.LETEMPSMEDIA.CH

LETEMPSMEDIA.CH

