

Globe Media data 2024

The ETH Zurich and ETH Alumni magazine:
an effective channel for advertising

Detlef Günther: eight years as head coach for research 36 Creative solutions
for waste management 40 Profile of ETH alumna Karin Iten 45

GLOBE

NO.
4/2022



THE ORIGINS OF LIFE

How life emerged
and evolved 14

Read four times a year by
decision-makers in the
world of politics, business
and science

Recruitment opportunity:
Globe provides
a targeted and efficient
means of reaching more
than **34,000 ETH alumni**

In **German** (40,000 copies)
and **English** (15,000 copies),
as well as an appealing
online version

FOREWORD

GLOBE – DIRECT ACCESS TO ETH ZURICH AND ITS FRIENDS

Your link to ETH: It is not only graduates who are interested in finding out about developments at their alma mater. Decision-makers in the world of politics, business and society want to gain direct access to knowledge – especially when it comes from a globally renowned university. This information can be found in *Globe*, the ETH Zurich and ETH Alumni magazine.

Complex information made clear: *Globe* reports on current topics in the fields of research and teaching and looks at how new scientific insights are put into practice. It also highlights new projects at ETH Zurich and features news from the alumni world – with each issue also containing profiles of fascinating people who have changed the world or are likely to do so.

Printed and digital: A print version of *Globe* appears in German and English. And in our 2019 survey, readers told us just how much they value the experience of holding an actual magazine in their hands. For those who prefer on-screen reading, we publish both language issues in an online version, accessible via the magazine's appealing web presence at www.ethz.ch/globe.

On a par with decision-makers: With a print circulation of 40,000 copies in German, *Globe* is read by leading figures in the business world, politics, science and society. They include more than 34,000 ETH alumni – mainly in Switzerland but increasingly also worldwide – who receive their own personal copy of the magazine. *Globe* also attracts a high level of interest within ETH Zurich, where it is read by both professors and other ETH members.

Decision-makers can receive even more relevant information, three times a year. The print versions of the June, September and December issues feature Uplift, a special supplement from the ETH Foundation.

English version takes off: The English print edition with a circulation of 15,000 copies is distributed free of charge at the Zurich and Basel-Mulhouse airports, where it is targeted at busy decision-makers who take time to read while traveling.

PUBLICATION SCHEDULE

ISSUE	PUBLICATION DATE	ADVERTISING DEADLINE
01 / 2024	08 March 2024	02 February 2024
02 / 2024	14 June 2024	10 May 2024
03 / 2024	20 September 2024	16 September 2024
04 / 2024	13 December 2024	08 November 2024

FACTS AND FIGURES

PUBLISHER

ETH Zurich and ETH Alumni Association
Rämistrasse 101, 8092 Zurich
globe@hk.ethz.ch

CIRCULATION

Print circulation: 40,000 copies in German,
15,000 copies in English

WEMF-certified (April 2021 to March 2022): Circulation
to members/donors: 31 280 copies (distributed by post)

An appealing web presence complements
the print version: www.ethz.ch/globe

PUBLICATION DATES

Four times per year: March, June, September, December

ADVERTISING PRICES

1/1 page: CHF 7,500

1/2 page landscape: CHF 4,550

Inside front cover: CHF 8,250

Inside back cover: CHF 7,900

Outside back cover: CHF 8,250

URL link (both languages): CHF 120

Prices in CHF, plus VAT

Display advertising, advertorials and supplements cannot
be included.

DISCOUNTS

2nd placement of advert: 5%

3rd placement of advert: 10%

4th placement of advert: 15%

AGENCY COMMISSION

5% of net charge to client

TECHNICAL DATA

TECHNICAL DATA

Trim area: 200 × 265 mm

Type area: 180 × 248 mm

1/1 page advert: type area 180 × 248 mm,
bleed 197 × 262 mm (+3 mm trim per edge)

1/2 page advert, landscape:
type area 180 × 120 mm

Outside back cover advert:
bleed 197 × 215 mm (+3 mm trim per edge); + space for
postal address 200 × 47 mm at the upper edge

Print material: High-end PDF for offset printing;
adverts can be placed in both German and English
or in only one language

Print method: Sheet-fed offset, screen size: 80 dpcm,
Colours: Euroscale

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PUBLISHER

ETH ZURICH

ETH Zurich is one of the world's leading universities for technology and natural sciences. It is renowned for its excellent teaching, ground-breaking fundamental research and the direct transfer of new findings into practice. Founded in 1855, it offers an inspiring environment for researchers and provides students with a comprehensive education. ETH Zurich today has around 25,000 students from more than 100 countries, including 4,500 doctoral students. Over 500 professors currently teach and conduct research in the areas of engineering, architecture, mathematics, natural sciences, system-oriented sciences, and management and social sciences. In international rankings, ETH Zurich is regularly rated as one of the best universities in the world. A total of 21 Nobel laureates have studied, taught or conducted research at ETH Zurich, underscoring its excellent reputation.

ETH ALUMNI

In terms of numbers, alumni represent the largest group of people within the ETH Zurich community. ETH Alumni Association and its more than 60 member organisations have over 34,000 members. The alumni form an active global network that connects graduates of ETH Zurich in business, science, politics and society. The alumni organisation also provides a range of services to help graduates stay informed and in contact with the university.