

## foreign banks . in switzerland .

To the CEO of  
AFBS Members

Zürich, 24 April 2025

### **Weltwoche Special Edition / Supplement**

As part of our public relations work, a major article on the AFBS will appear in the Magic of Money special supplement of Weltwoche on 5 June 2025, the day after the AFBS Get Together 2025. The article will explain the Association's activities and the foreign banks' presence in Switzerland and contribution to the Swiss economy.

The readership of Weltwoche reaches over 130,000 people in German-speaking Switzerland and, according to WEMF AG für Werbemedienforschung (institute for research on media advertisement, [www.wemf.ch](http://www.wemf.ch)), has above-average wealth and a very high affinity to banks in general and to financial transactions and wealth management services in particular. A prominent positioning of AFBS in this environment is therefore very welcome.

As chance would have it, we will be able to present the special Magic of Money at the AFBS Get Together on 4 June 2025 in Zurich with the article – an exclusive opportunity just one day before the official publication.

Weltwoche is offering our AFBS Members a one-off discount of 33 percent on the usual insertion prices for the special edition. If you are interested, please get in touch with Gabriel Lotti, advertising manager, Tel +41 43 444 5642 // Cell +41 79 446 4252 // E [gabriel.lotti@weltwoche.ch](mailto:gabriel.lotti@weltwoche.ch).

**Info:** [www.weltwoche.ch](http://www.weltwoche.ch).

In case of questions do not hesitate to contact me.

Best Regards

ASSOCIATION OF FOREIGN BANKS IN SWITZERLAND



Raoul Würigler  
Secretary General