















RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	30	21
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP}	15	10.5

	Format	CPM CHF Brut	CPM CHF net
Special	 Layer	80	56
	 Video Header		
	 Wideboard MAX	60	42
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Sitebar / Liquid Ad / Liquid Ad Plus <small>(Host) (Prod)</small>		

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.





Host)









Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)

Zusatzkosten Produktion: + CHF 700.- / jede weitere Sprache: +CHF 50.-

CONTEXT TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	37	25.9
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		

	Format	CPM CHF Brut	CPM CHF net
Basic	 Universal Ad Package ^{UAP)}	18.5	12.95
	 Layer	87	60.9
 Video Header			
Special	 Wideboard MAX	67	46.9
	 Wallpaper		
	 Poster Ad		
	 Skybridge		
	 Sitebar / Liquid Ad / Liquid Ad Plus ^{Host)} ^{Prod)}		

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.








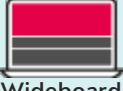




Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)

Zusatzkosten Produktion: + CHF 700.- / jede weitere Sprache: +CHF 50.-

SOCIODEMOGRAPHIC TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	37	25.9
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	18.5	12.95
Special	 Layer	87	60.9
	 Video Header		
	 Wideboard MAX	67	46.9
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
 Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)}			

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.






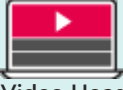
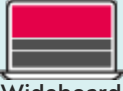



Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)

Zusatzkosten Produktion: + CHF 700.- / jede weitere Sprache: +CHF 50.-

INTEREST TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	 Wideboard	37	25.9
	 Maxiboard		
	 Billboard		
	 Halfpage Ad		
Basic	 Universal Ad Package ^{UAP)}	18.5	12.95
Special	 Layer	87	60.9
	 Video Header		
	 Wideboard MAX	67	46.9
	 Wallpaper		
	 Skybridge		
	 Poster Ad		
	 Sitebar / Liquid Ad / Liquid Ad Plus ^{Host) Prod)}		

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.

Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90

Prod)

Zusatzkosten Produktion: + CHF 700.- / jede weitere Sprache: +CHF 50.-

BRANDING DAY | Desktop

Format	Laufzeit	Platzierung	Leistung: PI Indikativ	Flatrate CHF brut	Flatrate CHF net
Branding Day Multi Device National	1 Tag	Homepage DE/FR/IT	1 400 000	56 600	39 620
Branding Day Multi Device DE	1 Tag	Homepage DE	1 100 000	44 800	31 360
Branding Day Multi Device FR	1 Tag	Homepage FR	220 000	8 730	6 111
Branding Day Desktop National	1 Tag	Homepage DE/FR/IT	1 000 000	47 000	32 900
Branding Day Desktop DE	1 Tag	Homepage DE	800 000	37 600	26 320
Branding Day Desktop FR	1 Tag	Homepage FR	150 000	7 050	4 935

PRIME DAY | Desktop

Format	Laufzeit	Platzierung	Leistung: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
Wideboard + Mobile Wideboard	1 Tag	Homepage DE/FR/IT	1 400 000	39 600	27 720
Wideboard + Mobile Wideboard	1 Tag	Homepage DE	1 100 000	31 200	21 840
Wideboard + Mobile Wideboard	1 Tag	Homepage FR	220 000	6 180	4 326
Wideboard	1 Tag	Homepage DE/FR/IT	1 000 000	30 000	21 000
Wideboard	1 Tag	Homepage DE	800 000	24 000	16 800
Wideboard	1 Tag	Homepage FR	150 000	4 500	3 150
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage DE/FR/IT	1 300 000	37 200	26 040
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage DE	1 000 000	28 800	20 160
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage FR	250 000	7 080	4 956
Halfpage Ad	1 Tag	Homepage DE/FR/IT	1 000 000	30 000	21 000
Halfpage Ad	1 Tag	Homepage DE	800 000	24 000	16 800
Halfpage Ad	1 Tag	Homepage FR	180 000	5 400	3 780
Poster Ad	1 Tag	Homepage DE/FR/IT	1 000 000	40 000	28 000
Poster Ad	1 Tag	Homepage DE	800 000	32 000	22 400
Poster Ad	1 Tag	Homepage FR	180 000	7 200	5 040
Sitebar / Liquid Ad / Liquid Ad Plus <small>(Host) (Prod)</small>	1 Tag	Homepage DE/FR/IT	1 000 000	40 000	28 000
Sitebar / Liquid Ad / Liquid Ad Plus <small>(Host) (Prod)</small>	1 Tag	Homepage DE	800 000	32 000	22 400
Sitebar / Liquid Ad / Liquid Ad Plus <small>(Host) (Prod)</small>	1 Tag	Homepage FR	180 000	7 200	5 040





Host)

Zusatzkosten: Hosting ohne Video + CPM 1.90 / Hosting mit Video + CPM 2.90





Prod)

Zusatzkosten Produktion: + CHF 700.- / jede weitere Sprache: +CHF 50.-





mobile RUN OF SITE | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	30	21
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	15	10.5





mobile CONTEXT TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	37	25.9
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	18.5	12.95

mobile SOCIODEMOGRAPHIC TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	37	25.9
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	18.5	12.95

mobile INTEREST TARGETING | Mobile

	Format	CPM CHF Brut	CPM CHF net
Premium	 Mobile Wideboard	37	25.9
	 Mobile Poster Ad		
	 Mobile Medium Rectangle		
Basic	 Mobile Banner	18.5	12.95



BRANDING DAY | Mobile

Format	Laufzeit	Platzierung	Leistung: Pl Indikativ	Flatrate CHF brut	Flatrate CHF net
Branding Day Multi Device National	1 Tag	Homepage DE/FR/IT	1 400 000	56 600	39 620
Branding Day Multi Device DE	1 Tag	Homepage DE	1 100 000	44 800	31 360
Branding Day Multi Device FR	1 Tag	Homepage FR	220 000	8 730	6 111



PRIME DAY | Mobile

Format	Laufzeit	Platzierung	Leistung: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
Wideboard + Mobile Wideboard	1 Tag	Homepage DE/FR/IT	1 400 000	39 600	27 720
Wideboard + Mobile Wideboard	1 Tag	Homepage DE	1 100 000	31 200	21 840
Wideboard + Mobile Wideboard	1 Tag	Homepage FR	220 000	6 180	4 326
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage DE/FR/IT	1 300 000	37 200	26 040
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage DE	1 000 000	28 800	20 160
Halfpage Ad + Mobile Poster Ad	1 Tag	Homepage FR	250 000	7 080	4 956



video RUN OF SITE | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	70	49
	 In-Article Video	50	35

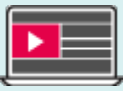

video CONTEXT TARGETING | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	77	53.9
	 In-Article Video	57	39.9

video SOCIODEMOGRAPHIC TARGETING | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	77	53.9
	 In-Article Video	57	39.9

video INTEREST TARGETING | Video

	Format	CPM CHF Brut	CPM CHF net
Special	 Pre Roll	77	53.9
	 In-Article Video	57	39.9

ADVERTORIAL | Content

Format	Laufzeit	Platzierung Teaser	Leistung Teaser: AI Indikativ	Flatrate CHF brut	Flatrate CHF net
 Teaser + Artikelseite	1 Woche	ROS	2 000 000	10 000	7 000