

SWITZERLAND

Print | Radio | Television | Internet | Outdoors



Zurich
Lugano Lake

Print

BILANZ



Periodicity	22 x year
Distribution	National
Language	German
Type	Economy/Finance
Circulation	38.660
Readers	233.000

BRIGITTE (Svizzera)



Periodicity	Fortnightly
Distribution	National
Language	German
Type	Female
Subcategory	Classic
Readers	153.000

GEO (Svizzera)



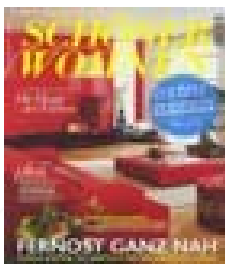
Periodicity	Monthly
Distribution	National
Language	German
Type	Tourism
Subcategory	Geography, vacancy, trips.
Circulation	50.000
Readers	850.000

PRESTIGE



Periodicity	Monthly
Distribution	National
Language	German
Type	Life-style

SCHOENER WOHNEN (Svizzera)



Periodicity	Monthly
Distribution	National
Language	German
Type	Interior Design
Readers	528.000

SCHWANGERSCHAFT UND GEBURT



Periodicity	Annual
Distribution	National
Language	German
Type	Tourism
Subcategory	Young parents, infancy.

TENDANCE DECO



Periodicity	Bi-monthly
Distribution	National
Language	French
Type	Interior Design

TEXTIL REVUE



Periodicity	Weekly
Distribution	National
Language	GermanInterior
Type	Textile
Subcategory	Dress

Radio

DRS 1



Distribution	Local
Language	German
Type	Generalist
Subcategory	News, entertainment, satire, games.

DRS 2



Distribution	Local
Language	German
Type	Music

La Première



Distribution	Local
Language	French
Type	Generalist
Subcategory	Music and culture

World Radio Switzerland



Distribution	Local
Language	English
Type	Generalist
Subcategory	News, talk & pop music.

Television

RTL SVIZZERA (Regional)



Distribution	Regional
Language	German
Sector	News
Subcategory	Topicality, Economy, Policy, Sport, Culture, Entertainment, Cinema.
Tech.Penetration	95%

M6



Distribution	Regional
Language	French
Sector	Generalist
Subcategory	Families and children, programmes for children, films, cartoons, music.
Tech.Penetration	95%

RTL 2 (Regional)



Distribution	Regional
Language	German
Sector	Generalist
Subcategory	News, films, light-entertainment, talk shows, soaps, reality shows, programmes for children, magazines.
Tech.Penetration	99,3%

SUPER RTL (Regional)



Distribution	Regional
Language	German
Sector	Generalist
Subcategory	Families and children, programmes for children, films, cartoons, music.
Tech.Penetration	98,4%

VOX (Switzerland)



Distribution	Regional
Language	German
Sector	Generalist
Subcategory	Magazines, Documentaries, Series, Game shows and movies.
Tech.Penetration	98,8%

ProSieben



Distribution	Regional
Language	German
Sector	Generalist
Subcategory	Film, series, shows, comedies, talk shows.
Tech.Penetration	99,3%

SWITZER

Internet

Bilanz.ch



Language	German
Type	Web
Sector	News
Users	28.000 per month
Page Impression	80.000 per month

Nzz.ch



Language	German
Type	Web
Sector	News
Users	1.200.000 per month
Page Impression	32.000.000 per month

Tendancedeco.ch



Language	French
Type	Web
Sector	Interior design

Outdoors

Superboards

A Superboard is a standalone structure with a 12 x 4 m advertising field.

The impressive and spectacular Superboard format lends prestige and credibility to a brand.

Superboards are all strategically placed next to the highest-traffic routes in major cities.



SuperSites

A Supersite is a large format standalone structure with external lighting.

each Supersite delivers 42 to 75 square meters of branding power and are located on national highways and major urban arterial routes.

All Supersites are illuminated from dusk to specified times. Some are backlit.



6 x 3 m Billboards

6 x 3 m Billboards can be considered as the most wide-spread and popular format which works well for any type of advertising campaign.

6 x 3 m Billboards display an effective exposure to motorist and pedestrian traffic flows.



4 x 3 m Billboards

A 4x3m Billboard is a freestanding single or double-sided vertically positioned advertising panel.

4x3m Billboards have prime locations on central highways and in city centers.



Airport and Transit Advertising

Located internally in the high traffic areas at both domestic and international terminals in all major airports.

With sites located in main concourses, check-in, baggage claim and near departure lounges, Airport Advertising reaches business travelers and the international and domestic visitors markets.



P. O. S. Advertising

POS advertising is mainly located in supermarkets, at entrances to supermarkets and shopping malls, and shopping mall car parks.

POS advertising prime location ensures 100% audience coverage, allowing the direct contact with the targeted shopping audience.

