

# SWISS Magazine

## Digital advertising



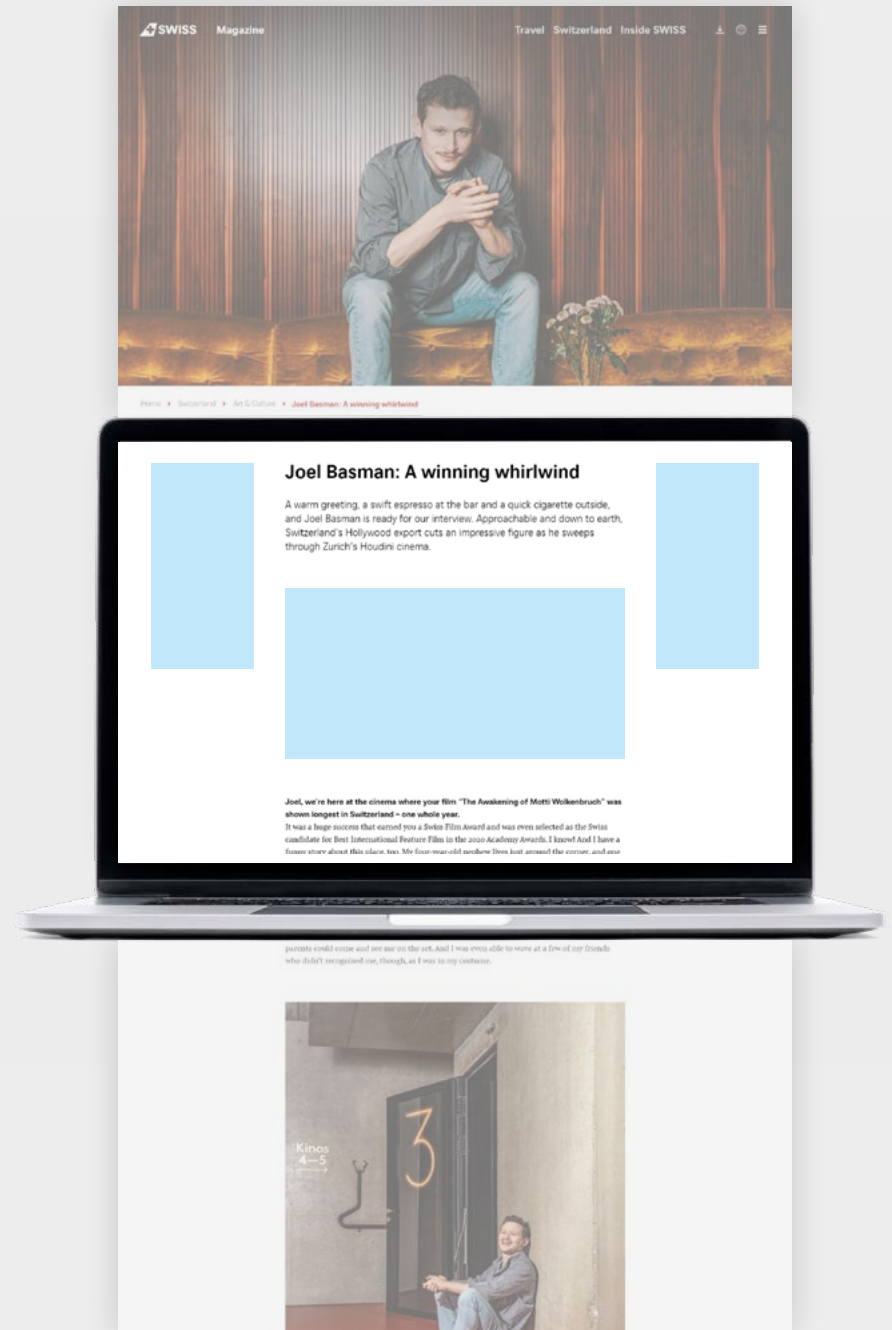
# Key features

## Digital advertising

The SWISS inflight magazine is now fully digital. It offers a wide variety of advertising opportunities. Take a look at it: [swiss.com/magazine](https://swiss.com/magazine)

### Key features of the new digital SWISS Magazine

- The new SWISS Magazine is now available digitally and can be read online everywhere you are at any time on any device (mobile, tablet, desktop).
- It puts the spotlight on untold stories and illuminates the most exciting people, places, and cultures (continuous publishing).
- The SWISS Magazine continues to entertain passengers and travellers around the world with inspiring stories within the three main sections Travel, Switzerland and Inside SWISS.
- Thanks to an offline readability feature, a selection of the most recent stories can be downloaded before take-off and read above the clouds directly on the private device.
- SWISS uses its channels to distribute news stories of the SWISS Magazine: [swiss.com](https://swiss.com), social media, newsletter, links along the customer journey etc.



# Advertising opportunities

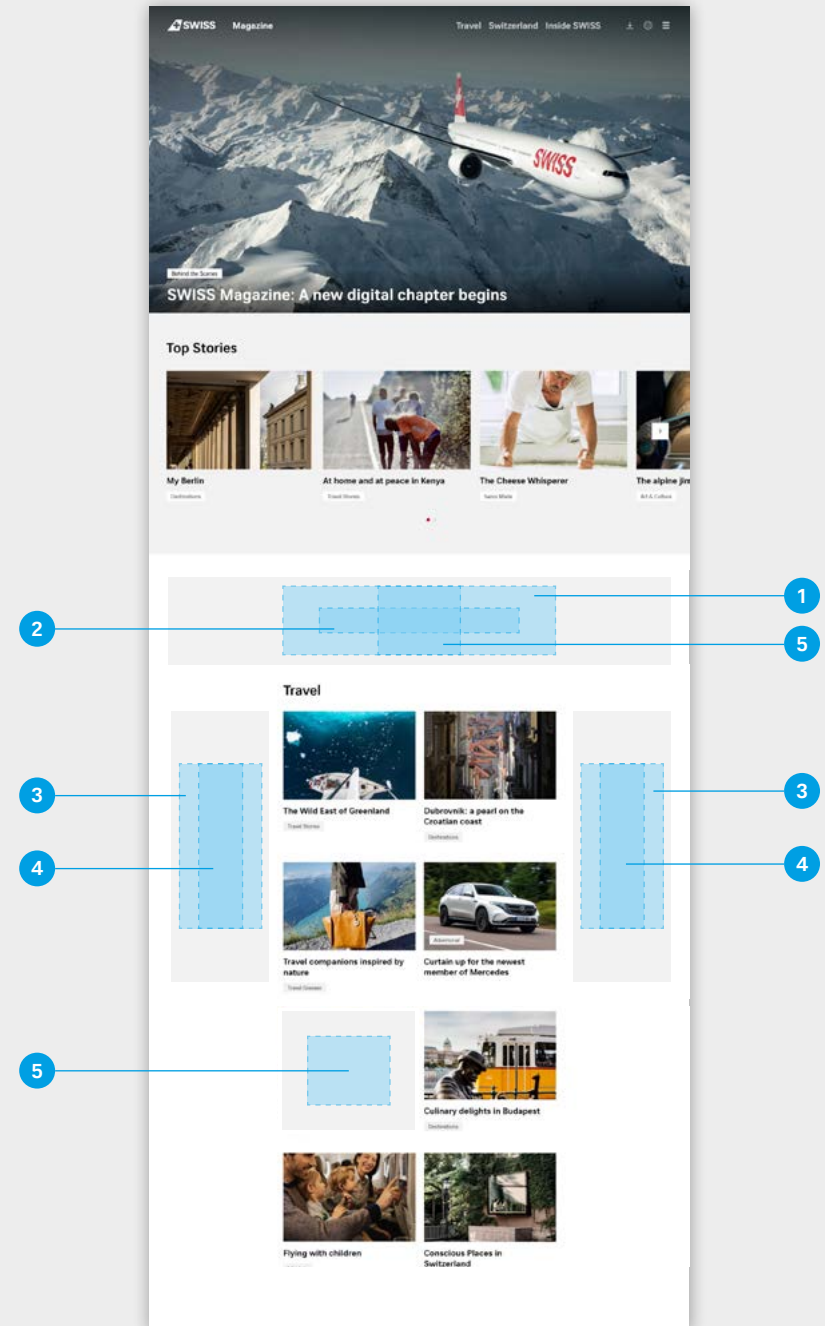
## Display

Basically every standard display ad format is bookable and will be placed prominently on the website. In case you should not find your preferred advertising format, just talk to us.

### Every possible IAB standard display ad

	Name	Format
1	Wideboard	994 × 250 px
2	Leaderboard	728 × 90 px
3	Halfpage ad*	300 × 600 px
4	Skyscraper*	160 × 600 px
5	Rectangle	300 × 250 px

\* Coming soon



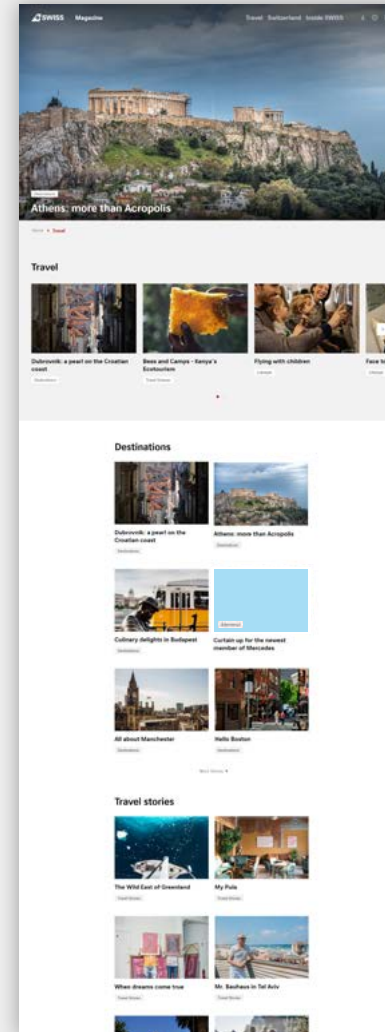
# Advertising opportunities

## Content

**Advertorials integrate seamlessly into the content feed and therefore generate outstanding attention rates. They will be placed prominently on the front page.**

Usually headline, teaser image and copy text are delivered by the customer. If you wish we will gladly support you in creating the text or find the right picture for your product or service.

If you wish to sponsor an existing original content just drop us a line or give us a call. We will gladly discuss the possibilities with you.



Teaser on front page



Advertorial article



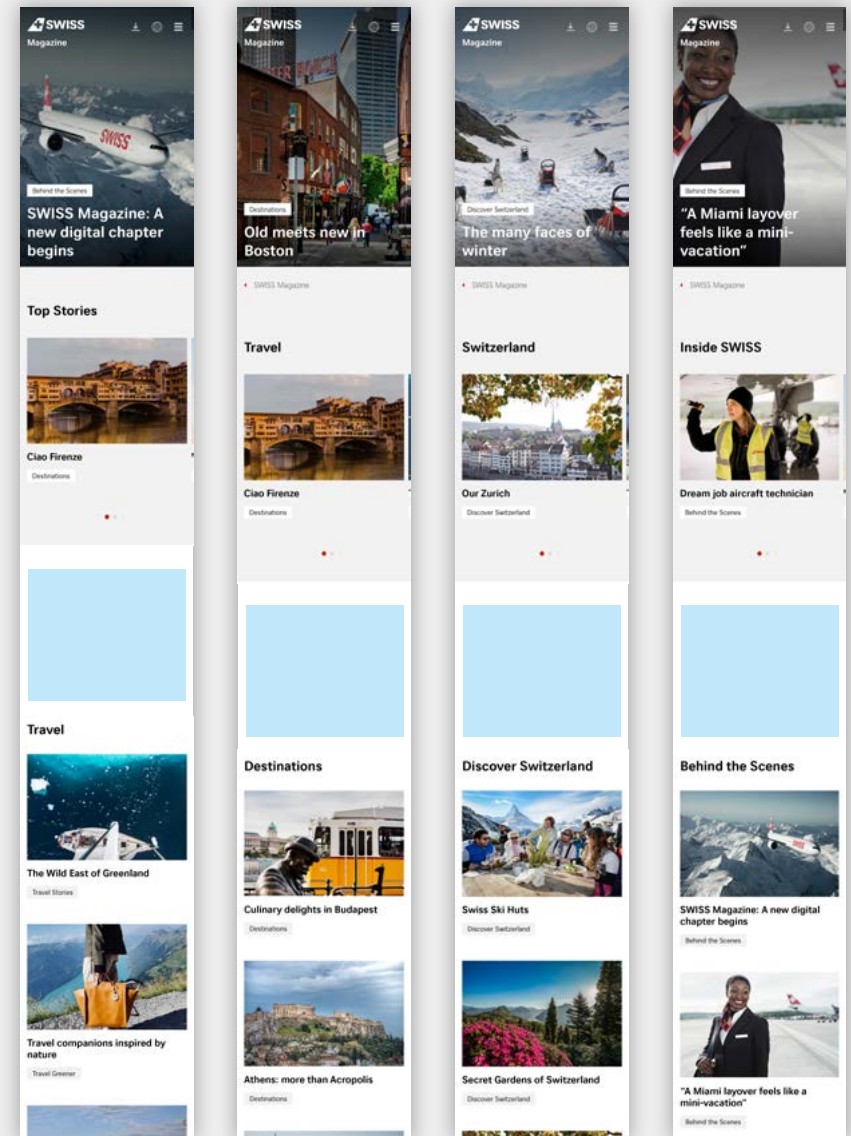
# Advertising opportunities

## Any place is your place

Advertising is of course possible on every available page (overview or article) and in any combination.

These are the content sections we provide

- Frontpage
- Travel
  - Destinations
  - Travel Stories
  - Lifestyle
  - Travel Greener
- Switzerland
  - Discover Switzerland
  - Culinary
  - Art & Culture
  - Swiss Made
- Inside SWISS
  - Behind the Scenes
  - SWISS Experience
  - Sustainability
  - Swiss WorldCargo



Front page with all the sections

Category page "Travel"

Category page "Switzerland"

Category page "Inside SWISS"

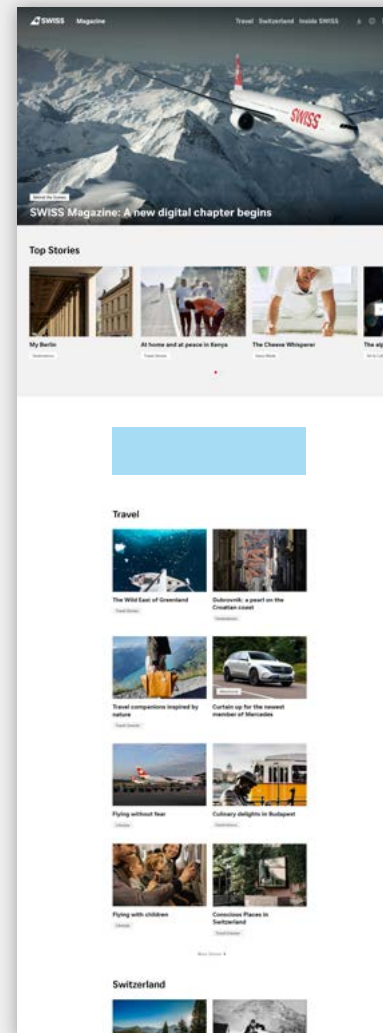
# Our made to measure packages

## Premium platinum

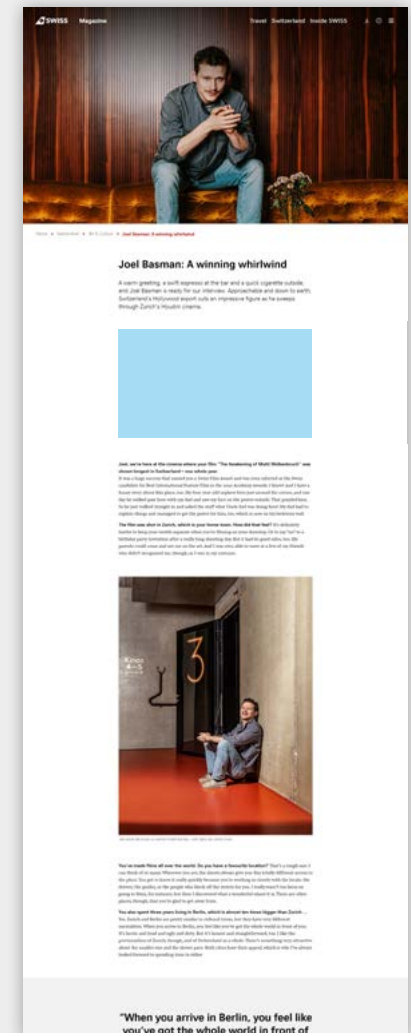
Make sure everybody will take notice of you. This is our most prominent and visible package.

Information	Description
Ad format	Any style
Placement	First slot Overview and article Run of site
Performance	One month permanent No frequency capping
Price	CHF 24,900*

\*The valid VAT will be charged additionally



Front page (first slot)



Article (first slot)

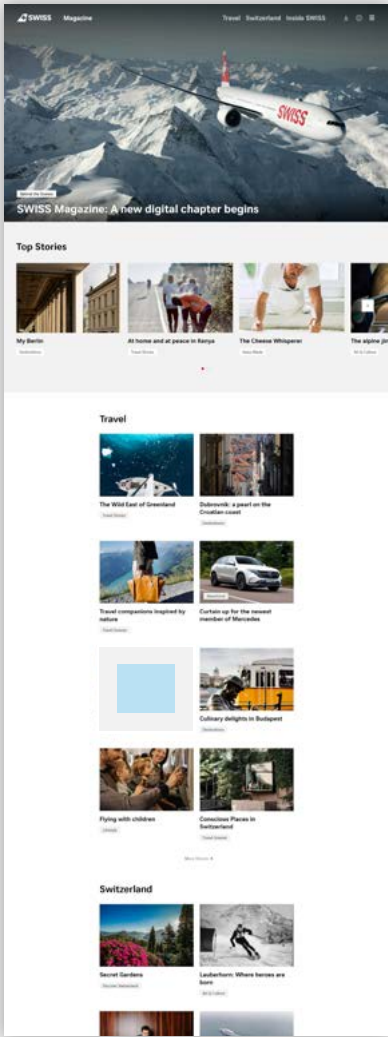
# Our made to measure packages

## Premium

This is our most sought after placement and shows your ad run of site in every possible placement – depending upon the ad algorithm.

Information	Description
Ad format	Any style
Placement	Random slot Overview and article Run of site
Performance	One month permanent No frequency capping
Price	CHF 16,900*

\*The valid VAT will be charged additionally



Front page (random slot)



Article (random slot)

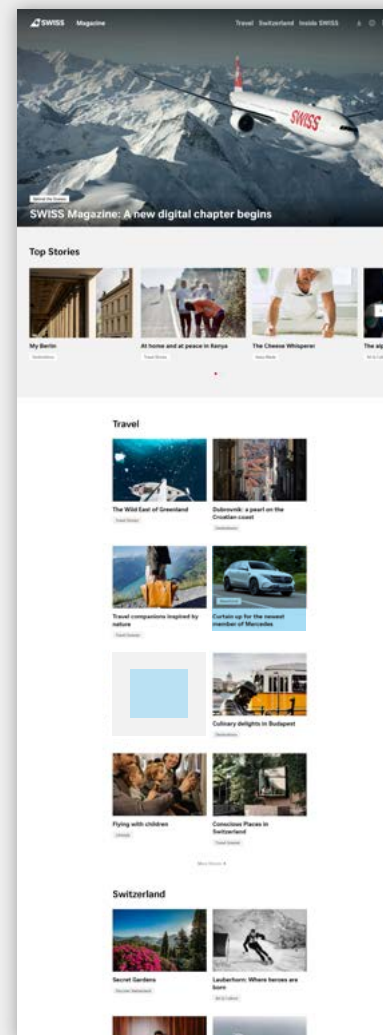
# Our made to measure packages

## Advertorial plus "on- and offline"

This is a smart combination of content and display. Any person interested in your advertorial will see your display ads on his or her further journey on the site. Heavy impact guaranteed.

Information	Description
Ad format	Advertorial Display any style
Placement	Random advertorial slot Random display slot Overview Run of site
Performance	One month permanent No frequency capping
Price	CHF 14,900 *

\* The valid VAT will be charged additionally



Front page



Advertorial article



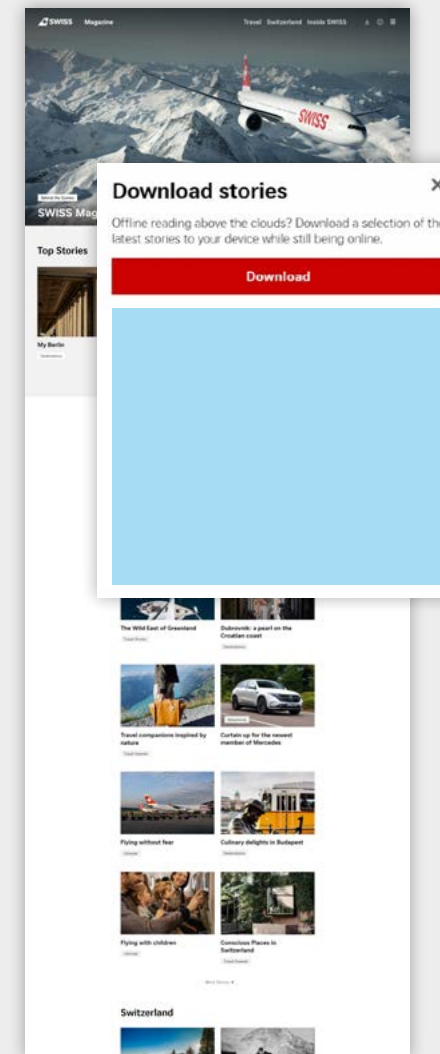
# Our made to measure packages

## Download screen

As mentioned at the beginning, readers will be able to read the SWISS Magazine offline during the flight. If you put your rectangle directly on the download overlay you can be sure no passenger misses you.

Information	Description
Ad format	Rectangle (300 × 250 px)
Placement	Download screen
Performance	Three months permanent No frequency capping
Price	CHF 7,500*

\*The valid VAT will be charged additionally



Front page

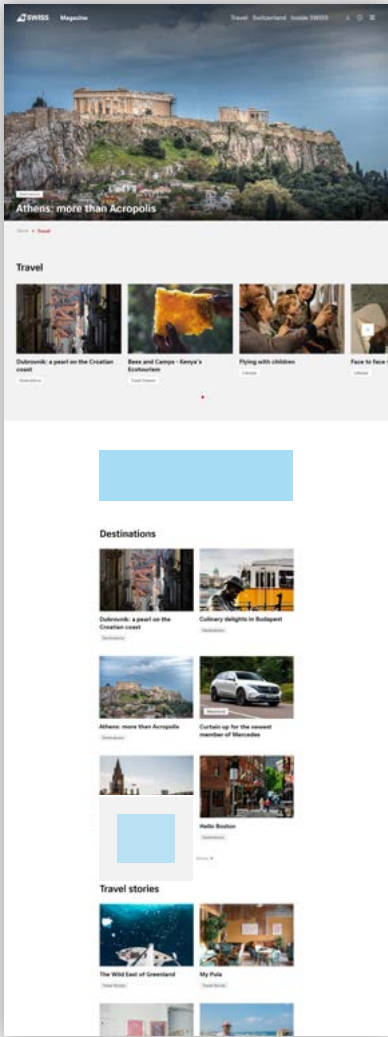
# Our made to measure packages

## Section premium

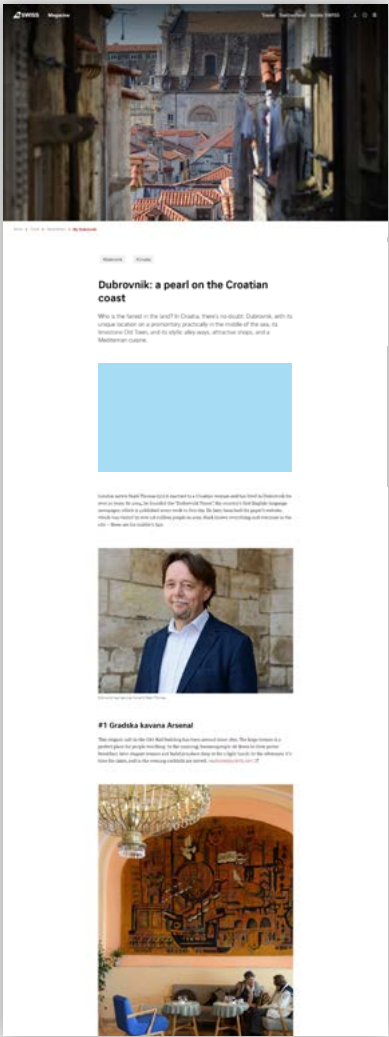
This is for you if you wish to place your ad in a certain contextual environment or section.

Information	Description
Ad fomat	Any style
Placement	Random slot One or more sections/subsections
Performance	One month permanent on site No frequency capping
Price	CHF 12,900 *

\* The valid VAT will be charged additionally



Section page (random slot)



Section story in "Destinations"

# Our made to measure packages

## Video

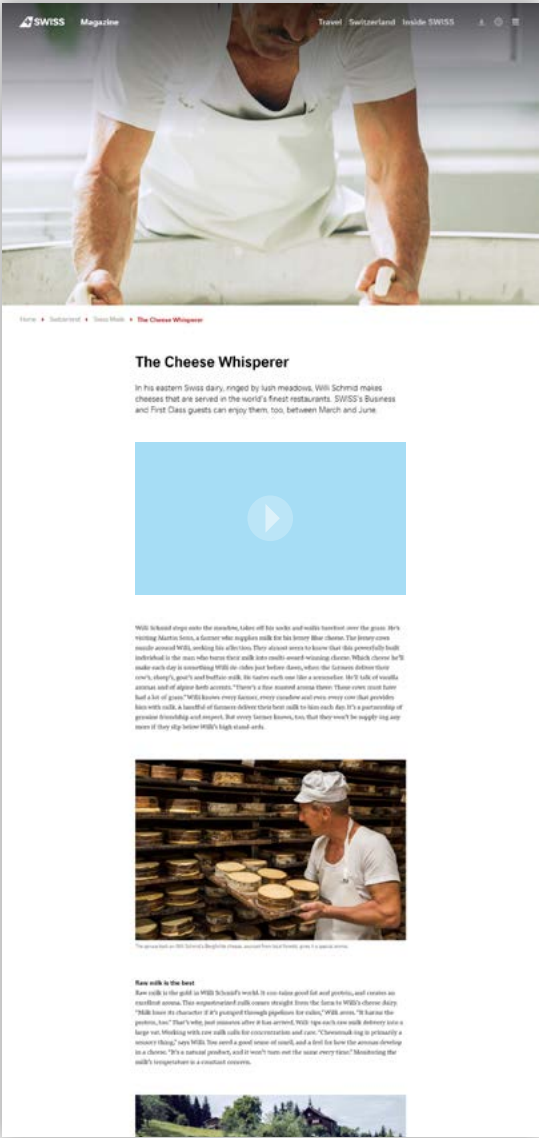
Video is probably generating the highest attention possible in advertising. You can place your spot directly on the article level in the content slot. The video will be configured by default as autoplay and muted.

Information	Description
Ad fomate	Outstream video (16:9)
Placement	Video slot on article Run of site
Performance	One month permanent on site No frequency capping
Price	CHF 17,900*

\* The valid VAT will be charged additionally



Article (mobile view)



Article (desktop view)

# Our conditions

## Always worth a discussion

Our ambition is to make you happy.  
Therefore we offer not only a fair pricing  
for excellent value but also discounts  
for frequent bookers.

**The gross prices include discounts  
and agency commissions.**

### **Multi month discount**

3 months = 5 %  
6 months = 10 %  
9 months = 15 %  
12 months = 20 %

### **Agency commission**

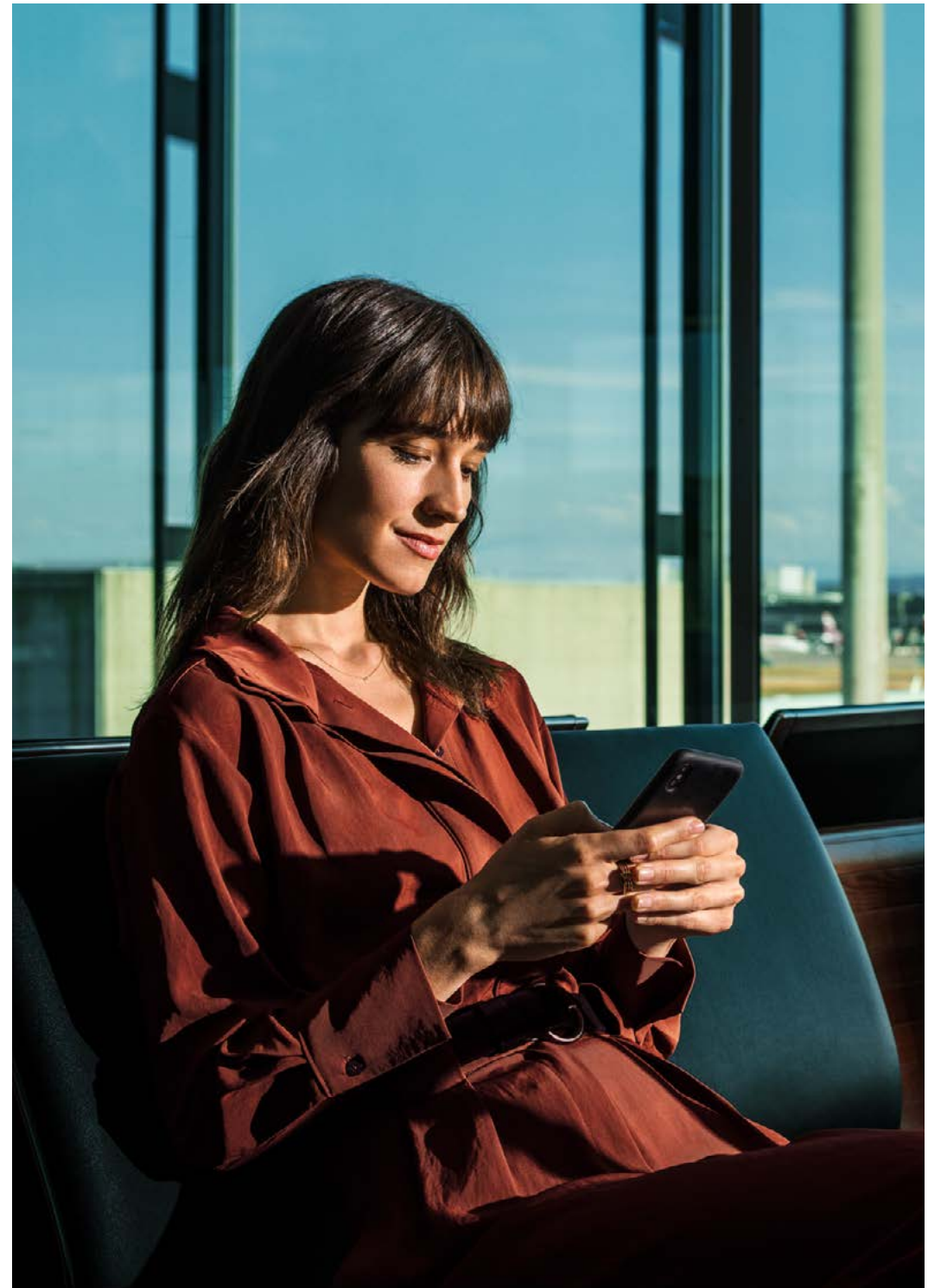
15 %

### **Fixed-placement surcharge**

10 %

### **SWISS combination discount (with Ambient Media)**

10 %







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