



aufeminin  
gofeminin  
alfemminile

## TARIFE DIGITAL 2018

### RUN OF SITE | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Wideboard	90	63
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package <sup>UAP)</sup>	55	38.5
Special	Video Branding Ad	260	182
	Branding Ad+Halfpage Ad	200	140
	Interstitial	120	84
	Sitebar	90	63

UAP)

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

### CONTEXT TARGETING | Desktop

	Format	CPM CHF Brut	CPM CHF net
Premium	Wideboard	117	81.9
	Maxiboard		
	Billboard		
	Halfpage Ad		
Basic	Universal Ad Package <sup>UAP)</sup>	71.5	50.05
Special	Branding Ad+Halfpage Ad Home	260	182
	Interstitial	156	109.2
	Sitebar	117	81.9

UAP)

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

**BRANDING WEEK | Desktop**

Format	Laufzeit	Platzierung	Leistung: Pl Indikativ	Flatrate CHF brut	Flatrate CHF net
Branding Week National	1 Woche	Homepage DE/FR/IT	13 200	6 400	4 480
Branding Week DE+FR	1 Woche	Homepage DE+FR	12 500	6 000	4 200

**mobile RUN OF SITE | Mobile**

	Format	CPM CHF Brut	CPM CHF net
Premium	Mobile Wideboard	90	63
	Mobile Halfpage Ad		
	Mobile Medium Rectangle		
Basic	Mobile Banner	55	38.5
Special	Mobile Sticky Ad	60	42

**video RUN OF SITE | Video**

	Format	CPM CHF Brut	CPM CHF net
Special	Pre Roll	130	91
	In-Article Video	100	70