



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<br>Multi Device | 200          | 140         |
|         | Sitebar <sup>Host) Gof) Prod)</sup>     | 90           | 63          |

#### 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

#### Gof)

Nur auf gofeminin buchbar

#### Prod)

Zusatzkosten Produktion: + CHF 410.-

### 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       |

|         | Format                                  | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Special | Branding Ad+Halfpage Ad<br>Multi Device | 260          | 182         |
|         | Sitebar <sup>(Host) (Gof) (Prod)</sup>  | 117          | 81.9        |

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

Gof)

Nur auf gofeminin buchbar

Prod)

Zusatzkosten Produktion: + CHF 410.-

## BRANDING WEEK | Desktop

| Format                                 | Laufzeit | Platzierung       | Leistung: Pl Indikativ | Flatrate CHF brut | Flatrate CHF net |
|--|----------|-------------------|------------------------|-------------------|------------------|
| Branding Week Multi<br>Device National | 1 Woche  | Homepage DE/FR/IT | 13 200                 | 6 400             | 4 480            |
| Branding Week Multi<br>Device 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        |

## video RUN OF SITE | Video

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

## ADVERTORIAL | Content

| Format                             | Laufzeit | Platzierung Teaser | Leistung Teaser: AI<br>Indikativ | Flatrate CHF brut | Flatrate CHF net |
|------------------------------------|----------|--------------------|----------------------------------|-------------------|------------------|
| Teaser + Artikelseite<br>gofeminin | 3 Wochen | ROS                | 85 000                           | 3 825             | 2 677.5          |
| Teaser + Artikelseite<br>aufeminin | 3 Wochen | ROS                | 100 000                          | 4 500             | 3 150            |