

Banner advertising

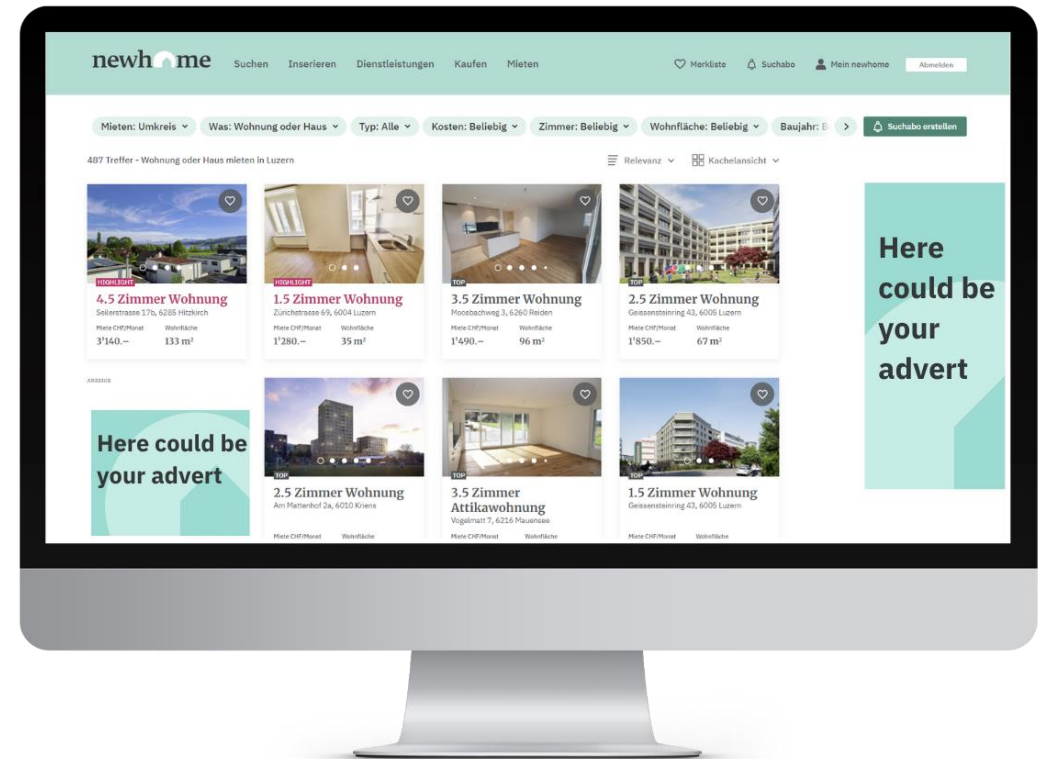
2 | Display Advertising

As the **region's strongest real estate platform** and leader in many cantons, newhome is the preferred marketplace for apartment seekers and advertisers. Seekers find the most comprehensive and fitting offers on newhome, while advertisers effortlessly showcase their offerings in the best light. With over 150 million page impressions (PIs) annually, 30 million visits, and 15 million unique clients, newhome ranks among Switzerland's most widely-reaching real estate portals.

The core target groups are aged **25–34 and 35–64**, educated, and well-off. They consist of **55% women and 45% men**, primarily living in urban regions and highly interested in topics such as housing, interior design, furniture, fashion, cosmetics, personal care and beauty, education and further training, family, and partnerships.

Combine **maximum reach** with precisely targeted contacts. Your advertisement will be displayed **without restrictions** across the entire page (search result pages), optionally with targeting by property type (buying, renting), region, language, or device type. Billing is based on the number of impressions.

All prices in CHF excluding VAT. Prices are subject to change.



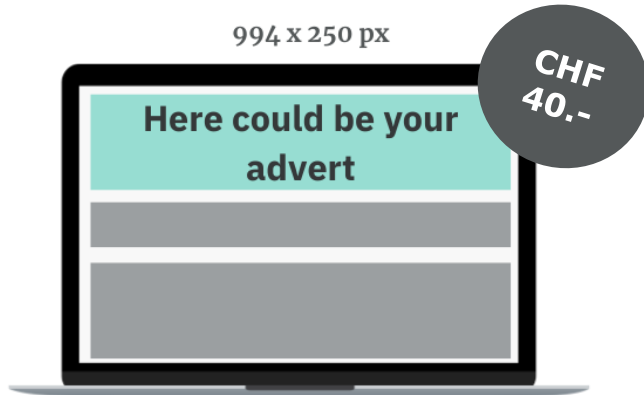
Prices per 1,000 banner impressions (CPM)

The number of impressions or advertising amount can be freely determined.

3 | Desktop Ads

Wideboard

994 x 250 px



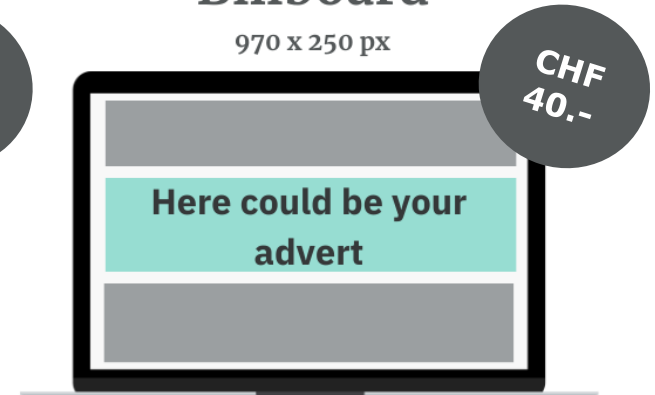
Maxiboard

994 x 118 px



Billboard

970 x 250 px



Halfpage Ad

300 x 600 px



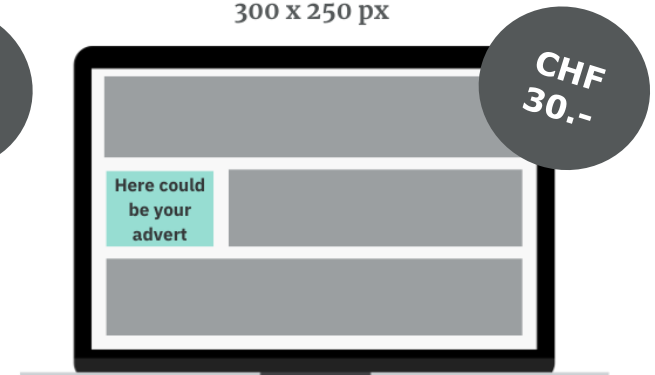
Desktop Skyscraper

120 x 600 px



Medium Rectangle

300 x 250 px



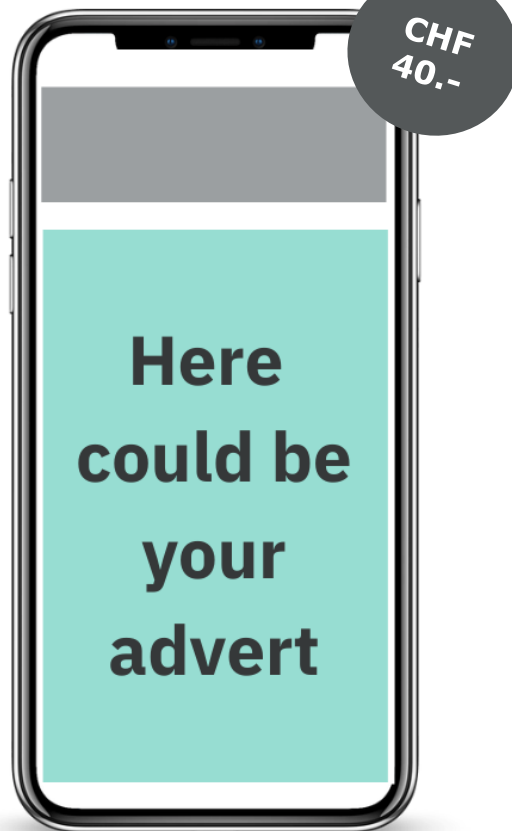
Prices per 1,000 banner impressions (CPM)

The number of impressions or advertising amount can be freely determined.

4 | Mobile Ads

Mobile Halfpage Ad

300 x 600 px



Mobile Rectangle

300 x 250 px



Mobile Banner




320 x 50 px



Prices per 1,000 banner impressions (CPM)

The number of impressions or advertising amount can be freely determined.

5|Compatibility in landscape format

Advertising formats for devices			
Wideboard	✓		
Billboard	✓		
Maxiboard	✓		






Prices per 1,000 banner impressions (CPM)

The number of impressions or advertising amount can be freely determined.

6 | Compatibility in portrait format newhome

The real estate portal

Advertising formats for devices			
Halfpage Ad	✓		✓
Skyscraper	✓		
Rectangle	✓	✓	✓



Prices per 1,000 banner impressions (CPM)

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7|Order and contact

Our advertising partner, Ringier Advertising, is available for further information and quotes via email at digitalservices@ringier.ch or by phone at +41 44 259 66 33 zur Verfügung.

Order via **form** or via QR code:





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Das Immobilienportal