

# SPONSORED CONTENT

*Content by NZZ Content Solutions*



## FORM OF ADVERTISING

Sponsored content is a non-disruptive form of advertising for our readers that meets the high quality of journalism at NZZ due to the value of the content. For customers, sponsored content is a credible form of advertising with high value that enables longer interaction with the target group.

## TARIFS SPONSORED CONTENT PRINT AND DIGITAL

	Neue Zürcher Zeitung (1 <sup>st</sup> to 5 <sup>th</sup> sections) and online at NZZ.ch <sup>2</sup>		NZZ am Sonntag (2 <sup>nd</sup> to 6 <sup>th</sup> sections) and online at NZZ.ch <sup>2</sup>	
Products/services	1/1 page	2/1 pages	1/1 page	2/1 pages
Placing of fixed format adverts	19 580.-	39 180.-	24 120.-	48 250.-
Surcharge sponsored content <sup>1</sup>	9 790.-	15 672.-	12 060.-	19 300.-
<b>Subtotal Print</b>	<b>29 370.-</b>	<b>54 852.-</b>	<b>36 180.-</b>	<b>67 550.-</b>
Digital extension, NZZ.ch <sup>2</sup>	15 000.-	30 000.-	15 000.-	30 000.-
<b>Subtotal crossmedia</b>	<b>44 370.-</b>	<b>84 852.-</b>	<b>51 180.-</b>	<b>97 550.-</b>
Special discount content creation	-3 500.-	-7 000.-	-3 500.-	-7 000.-
<b>Total package price (net)<sup>4</sup></b>	<b>40 870.-</b>	<b>77 852.-</b>	<b>47 680.-</b>	<b>90 550.-</b>

	Style (matching the subject context) and online on NZZ Bellevue <sup>3</sup>		Z (from the middle of the magazine) and online on NZZ Bellevue <sup>3</sup>	
Products/services	1/1 page	2/1 pages	1/1 page	2/1 pages
Placing of fixed format adverts	15 600.-	31 300.-	29 500.-	62 540.-
Surcharge sponsored content <sup>1</sup>	7 800.-	12 520.-	14 750.-	25 016.-
<b>Subtotal Print</b>	<b>23 400.-</b>	<b>43 820.-</b>	<b>44 250.-</b>	<b>87 556.-</b>
Digital extension, NZZ Bellevue <sup>3</sup>	10 000.-	10 000.-	10 000.-	10 000.-
<b>Subtotal crossmedia</b>	<b>33 400.-</b>	<b>53 820.-</b>	<b>54 250.-</b>	<b>97 556.-</b>
Special discount content creation	-3 000.-	-3 000.-	-3 000.-	-3 000.-
<b>Total package price (net)<sup>4</sup></b>	<b>30 400.-</b>	<b>50 820.-</b>	<b>51 250.-</b>	<b>94 556.-</b>

<sup>1</sup> incl. creation of content and layout, excl. image material and infographics.

<sup>2</sup> 1/1 page print = 1 story digital; 2/1 pages print = 2 stories digital (text and photos as well as print, NZZ.ch services in accordance with audienzz factsheet).

<sup>3</sup> 1/1 page print = 1 story digital; 2/1 pages print = 1 story digital (text and photos as well as print, NZZ Bellevue services in accordance with audienzz factsheet).

<sup>4</sup> Closing discount and agency commission; however does not apply to creation of content.

## GUIDELINES

The respective guidelines of the NZZ Media Group apply for sponsored content. This relates to the NZZ guidelines for branded content, print and digital: [www.nzz.ch/richtlinien/sponsored-content](http://www.nzz.ch/richtlinien/sponsored-content). Order needs to be sent at least 4 weeks before the planned publication date.

All prices include production and publication. For further information on NZZ Content Solutions visit [www.nzzcontentsolutions.ch](http://www.nzzcontentsolutions.ch).

## CONTACT

### Advertisements German-speaking

#### Switzerland

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[www.nzzmediasolutions.ch](http://www.nzzmediasolutions.ch)

### Advertisements French-speaking

#### Switzerland

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### Advertisements International

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All prices gross in Swiss francs. The general Terms and conditions of NZZ Media Solutions ([www.nzzmediasolutions.ch](http://www.nzzmediasolutions.ch)) and audienzz AG ([www.audienzz.ch](http://www.audienzz.ch)) also apply.

**NZZ** Media Solutions