

# 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

Products/services	«NZZ am Sonntag» (2 <sup>nd</sup> to 6 <sup>th</sup> sections) and online at NZZ.ch <sup>2</sup>		«Stil» (matching the subject context) and online at NZZ Bellevue <sup>3</sup>		«Z» (from the middle of the magazine) and online at NZZ Bellevue <sup>3</sup>	
	1/1 page	2/1 pages	1/1 page	2/1 pages	1/1 page	1/1 page
Placing of fixed format adverts	Fr. 24 120.-	Fr. 48 250.-	Fr. 15 600.-	Fr. 31 300.-	Fr. 29 500.-	Fr. 62 540.-
Surcharge sponsored Content <sup>1</sup>	Fr. 12 060.-	Fr. 19 300.-	Fr. 7 800.-	Fr. 12 520.-	Fr. 14 750.-	Fr. 25 016.-
<b>Subtotal Print</b>	<b>Fr. 36 180.-</b>	<b>Fr. 67 550.-</b>	<b>Fr. 23 400.-</b>	<b>Fr. 43 820.-</b>	<b>Fr. 44 250.-</b>	<b>Fr. 87 556.-</b>
Digital extension NZZ Bellevue <sup>3</sup>	Fr. 16 500.-	Fr. 33 000.-	Fr. 11 000.-	Fr. 11 000.-	Fr. 11 000.-	Fr. 11 000.-
<b>Subtotal crossmedia</b>	<b>Fr. 52 680.-</b>	<b>Fr. 100 550.-</b>	<b>Fr. 34 400.-</b>	<b>Fr. 54 820.-</b>	<b>Fr. 55 250.-</b>	<b>Fr. 98 556.-</b>
Special discount content creation	- Fr. 3 500.-	- Fr. 7 000.-	- Fr. 3 000.-	- Fr. 3 000.-	- Fr. 3 000.-	- Fr. 3 000.-
<b>Total package price (net)<sup>4</sup></b>	<b>Fr. 49 180.-</b>	<b>Fr. 93 550.-</b>	<b>Fr. 31 400.-</b>	<b>Fr. 51 820.-</b>	<b>Fr. 52 250.-</b>	<b>Fr. 95 556.-</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.nzzmediasolutions.ch](http://www.nzzmediasolutions.ch)

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All prices gross in Swiss francs. The standard insertion terms and conditions as per the overall rates charged by NZZ Media Solutions apply. For general terms and conditions please visit [www.nzzmediasolutions.ch](http://www.nzzmediasolutions.ch)

**NZZ** Media Solutions