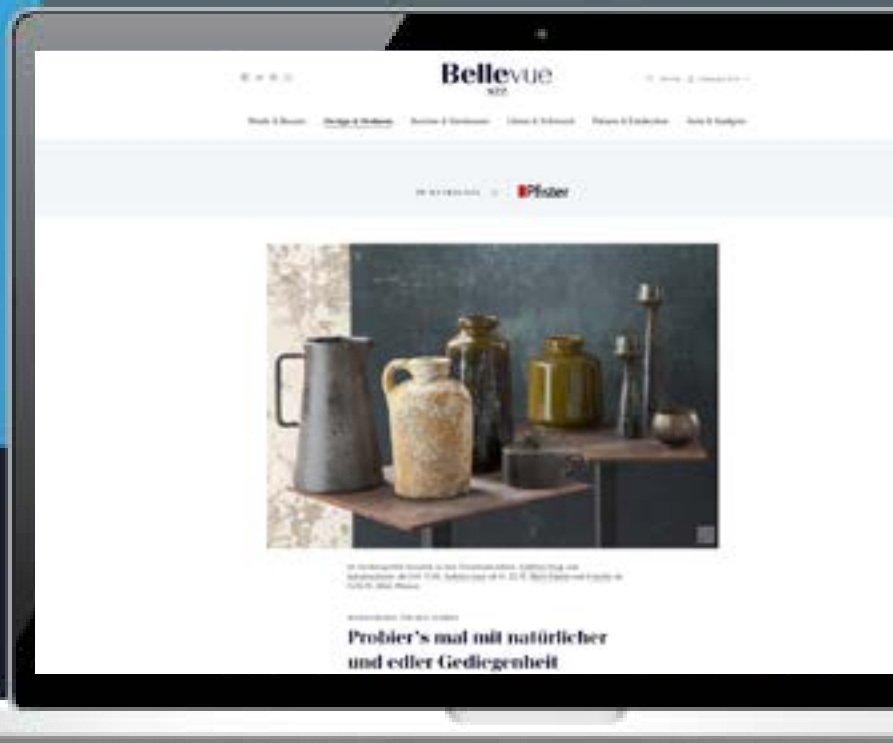


audienzz

What's your story?

Sponsored
content
NZZ Bellevue



Are you looking to market your brand or product with gripping content?

Then let the **sponsored content on NZZ Bellevue** speak for you!

Our readers view sponsored content as a non-intrusive form of advertising which is of a similar ilk to the journalism of NZZ because of its relevance and high quality. Sponsored content is a reliable form of advertising which delivers substantial benefits for clients, and enables a longer interaction with the target group.



User data

| | |
|-----------------|-----------|
| Unique visitors | 2.84 Mio. |
| Visits | 5.19 Mio. |



Social Media

| | |
|---------------------|-------|
| Facebook fans | 6'423 |
| Instagram followers | 6'645 |
| Twitter followers | 494 |

| Services Sponsored Content NZZ Bellevue | Prices excl. VAT |
|--|------------------|
| 1 article/1 week/2,000 guaranteed engagements | CHF 11'000 |
| Conception via NZZ Content Solutions (4 weeks lead time) | ✓ |
| Article creation via NZZ Content Solutions (excl. images) | ✓ |
| Article placement on the website incl. article teaser on the homepage | ✓ |
| Distribution via social media and Business Click | ✓ |
| Ongoing optimisation | ✓ |
| Detailed reporting after the end of the campaign | ✓ |
| Guaranteed engagements | ✓ |
| AddOns | Prices excl. VAT |
| Re-targeting on the Web incl. AdCreation | CHF 2'000 |
| Story as landing page with interactive elements | CHF 500 |
| Add-On Infeed-Teaser on moneyhouse.ch incl. 3,000 engagements as guarantee | CHF 5'000 |
| Add-On Infeed-Teaser on Stilpalast.ch incl. 750 engagements as guarantee | CHF 2'500 |
| Programmatic engagement boost incl. targeting + 2,000 engagements | CHF 5'000 |
| Newsletter boost | CHF 750 |
| Film production | from CHF 5'000 |
| Secondary exploitation | CHF 1'000 |

Showcases at bellevue.nzz.ch/sponsored-content



Please do not hesitate to contact us if you have any

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