

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 nd to 6 th sections) and online at NZZ.ch ²		«Stil» (matching the subject context) and online at NZZ Bellevue ³		«Z» (from the middle of the magazine) and online at NZZ Bellevue ³	
	1/1 page	2/1 pages	1/1 page	2/1 pages	1/1 page	2/1 pages
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 ¹	Fr. 12 060.-	Fr. 19 300.-	Fr. 7 800.-	Fr. 12 520.-	Fr. 14 750.-	Fr. 25 016.-
Subtotal Print	Fr. 36 180.-	Fr. 67 550.-	Fr. 23 400.-	Fr. 43 820.-	Fr. 44 250.-	Fr. 87 556.-
Digital extension NZZ Bellevue ³	Fr. 16 500.-	Fr. 33 000.-	Fr. 11 000.-	Fr. 11 000.-	Fr. 11 000.-	Fr. 11 000.-
Subtotal crossmedia	Fr. 52 680.-	Fr. 100 550.-	Fr. 34 400.-	Fr. 54 820.-	Fr. 55 250.-	Fr. 98 556.-
Special discount content creation	- Fr. 3 500.-	- Fr. 7 000.-	- Fr. 3 000.-	- Fr. 3 000.-	- Fr. 3 000.-	- Fr. 3 000.-
Total package price (net)⁴	Fr. 49 180.-	Fr. 93 550.-	Fr. 31 400.-	Fr. 51 820.-	Fr. 52 250.-	Fr. 95 556.-

¹ Incl. creation of content and layout, excl. image material and infographics.

² 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).

³ 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).

⁴ 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. 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

CONTACT

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German-speaking Switzerland**
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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

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