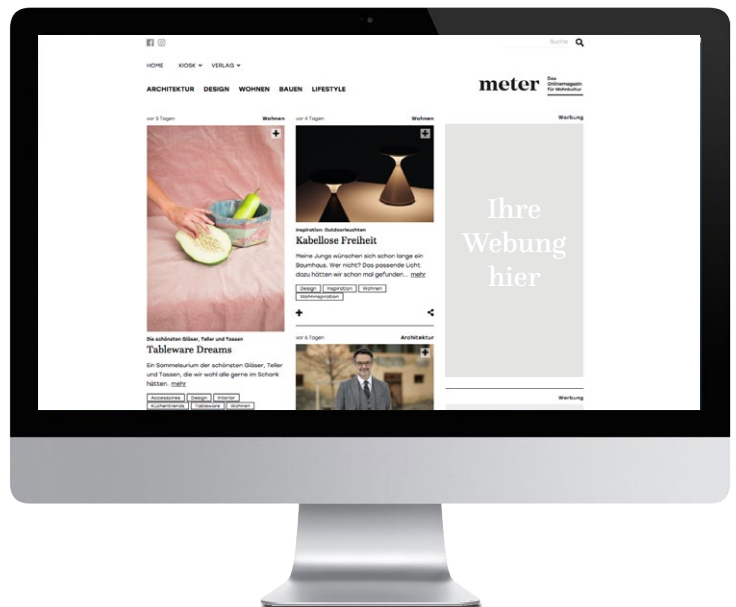


Online advertising on metermagazin

«With metermagazin, we have created a platform for a variety of topics connected to architecture, design and interiors; the aim – separately from our magazines – is to provide a space for personal opinions, criticism and new, surprising points of view.»

Carina Iten, editor-in-chief of metermagazin



Formats:



Maxiboard



Half Page AD



Medium Rectangle



Advertorials

Width x height in pixels

994 x 118

300 x 600

300 x 250

Price (per month) / placement on:

metermagazin.ch
CHF

metermagazin.de
EUR

Placement:

	Placement:	metermagazin.ch CHF	metermagazin.de EUR
Maxiboard:	on all channels (architecture, design, home living, building & lifestyle) and article pages	500.–	420.–
Half-page ad:	Home, plus on all channels	800.–	670.–
Medium rectangle 1:	Home, on all channels and article pages, ROS	800.–	670.–
Medium rectangle 2/3:	Home, plus on all channels	600.–	500.–
Advertorials: (editorial-style copy prepared by our editorial team according to the specified topic)	Home, plus selected channel	1200.–	1000.–
Paid post: (content provided by client)	Home, plus selected channel	800.–	670.–

Monthly user data

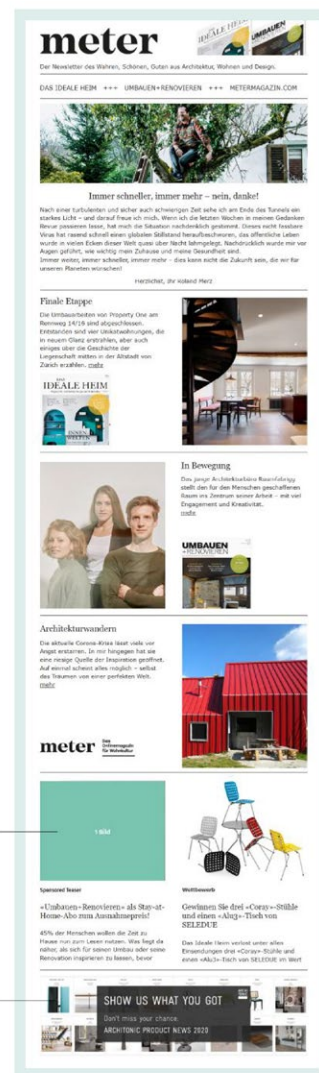
Page Views	49 362
Page Visits	18 767
Unique Visitors	13 625

Average values October 2019 - September 2020

metermagazin Newsletter

Our newsletter of what is true, beautiful and good in architecture, interiors and design appears 10 times a year and is received by 7200 readers (B2B and B2C, Switzerland only).

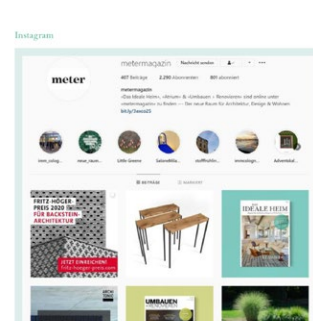
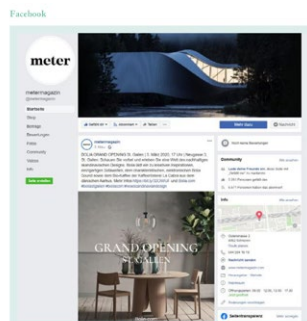
Advertising options	Formats	Price in EUR
1 Banner ad	1600 x 480 px	690,-
2 Sponsored Teaser		740,-
Image	1000 x 800 px	
Headline	max. 65 characters including spaces	
Text	max. 185 characters including spaces	
Link	of your choice	
Recipients	7200 (as of September 2020)	
Open rate	35%	
Publication dates 2021	28.1. / 25.2. / 25.3. / 22.4. / 27.5. / 1.7. / 19.8. / 23.9. / 21.10. / 2.12.	
Delivery of material	5 business days before publication	



Advertising opportunities on social media

Platform	Subscribers	Price in EUR
Facebook*	5921	450,-
Instagram*	2700	350,-

*individual targeting according specific region or target audience possible for an additional fee



If you're interested in developing native advertising and brand stories, please get in touch.