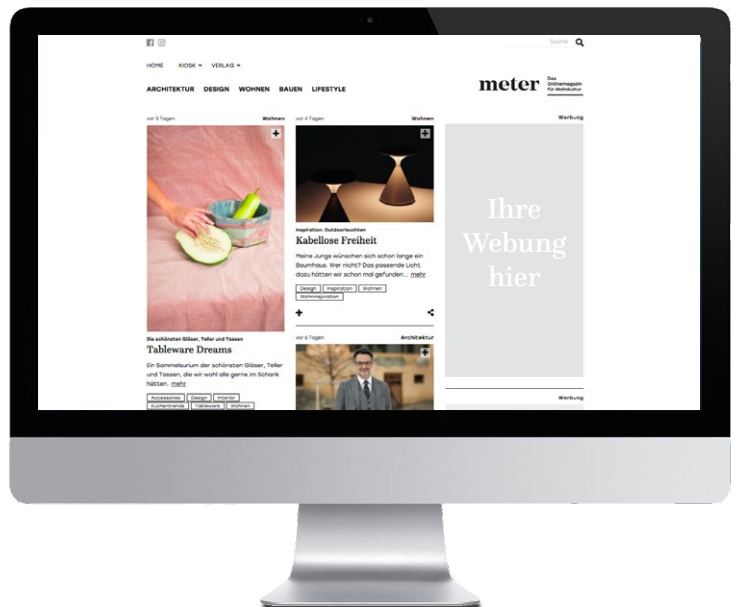


Online advertising on metermagazin

«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 × height in pixels

994 × 118

300 × 600

300 × 250

Price (per month) / placement on:

metermagazin.ch
CHF

metermagazin.de
EUR

Placement:

Maxiboard:

on all channels (architecture, design, home living, building & lifestyle) and article pages

500.–

470.–

Half-page ad:

Home, plus on all channels

800.–

750.–

Medium rectangle 1:

Home, on all channels and article pages, ROS

800.–

750.–

Medium rectangle 2/3:

Home, plus on all channels

600.–

550.–

Advertorials:

(editorial-style copy prepared by our editorial team according to the specified topic)

Home, plus selected channel

1200.–

1100.–

Paid post: (content provided by client)

Home, plus selected channel

800.–

750.–

Monthly user data

Page Views 49 188

Page Visits 21 931

Unique Visitors 17 944

Average values September 2020 – August 2021

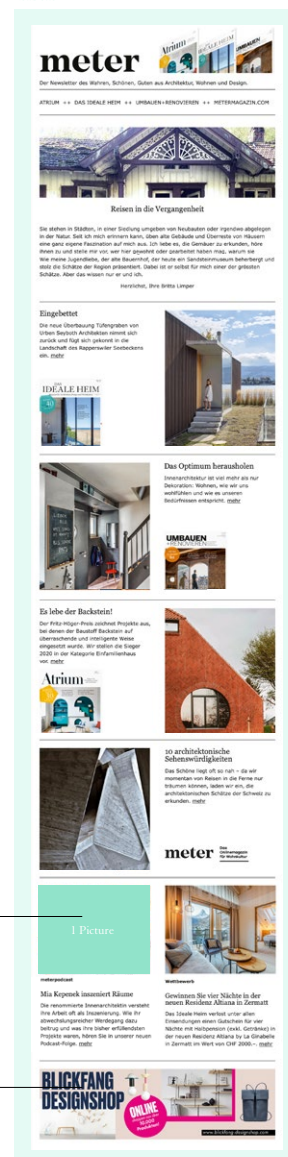
meter

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 9100 readers (B2B and B2C, in Germany, Austria and Switzerland).

Advertising options	Formats	Price in EUR
1 Banner ad	1600 x 480 px	700,-
2 Sponsored Teaser		750,-
Image	1000 x 800 px	
Headline	max. 65 characters including spaces	
Text	max. 185 characters including spaces	
Link	of your choice	
Recipients	9100 (as of October 2021)	
Open rate	35%	
Publication dates 2022	27.1. / 24.2. / 24.3. / 28.4. / 26.5. / 7.7. / 25.8. / 29.9. / 27.10. / 1.12.	
Delivery of material	5 business days before publication	

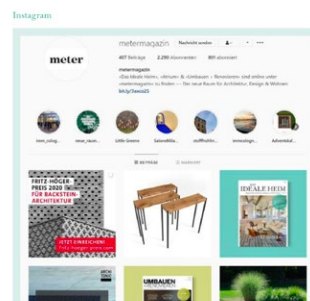
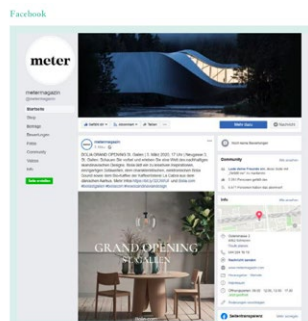
Newsletter



Advertising opportunities on social media

Platform	Subscribers	Price in EUR
Facebook*	6700	450,-
Instagram*	4200	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.

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