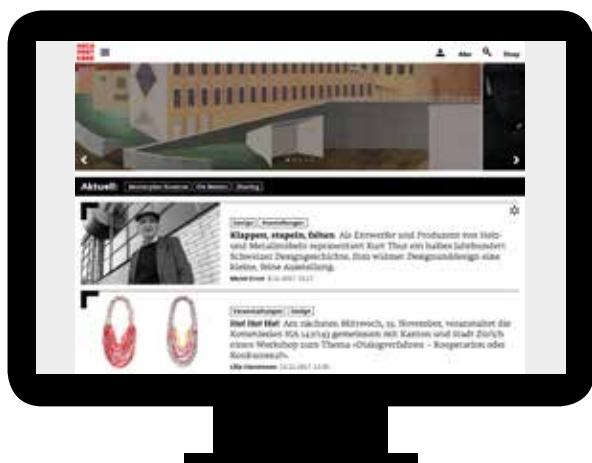


Media data 2020

Online



Hochparterre Online

The news portal Hochparterre.ch brings you the very latest news about everything happening in the field of architecture, planning and design in Switzerland on a daily basis. Hochparterre.ch publishes the editors' commentaries, information about architecture competitions, pictures, plans, videos and a daily press review. In addition, all Hochparterre publications and products are presented and on sale.

Basic information

<u>Executive board</u>	Lilia Glanzmann Werner Huber Agnes Schmid
<u>Head of Online</u>	Urs Honegger
<u>Sales and marketing</u>	Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61
<u>Subscription</u>	www.hochparterre.ch/abonnieren
<u>Price</u>	Monthly subscription: CHF 14.– Monthly subscription for students: 50% discount
<u>User profile</u>	50% between 24 and 34 years old 18% mobile users
<u>Key figures</u> (per month)	Unique Users: 40,000 *; Visits: 80,000 * Page Impressions: 160,000 * Registered users: 5500 Newsletter subscribers: 5700 Facebook: 9000 subscribers, Twitter: 1655 followers, Instagram: 5500 subscribers

* Google Analytics monthly average values

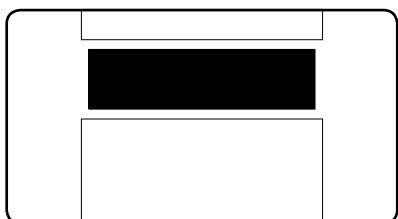
Standard Advertising Desktop (IAB Standard)



Skyscraper
160×600 Pixel
150KB
CPM Home CHF 100.–
CPM Run of Site CHF 90.–

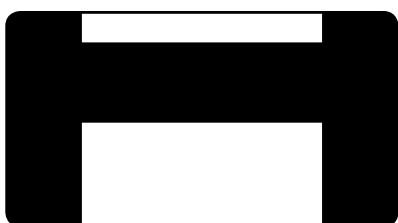


Halfpage Ad
300×600 Pixel
150KB
CPM Home CHF 120.–
CPM Run of Site CHF 100.–



Wideboard
994×250 Pixel
150KB
CPM Home CHF 120.–
CPM Run of Site CHF 110.–

Special advertising formats



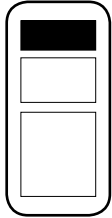
Branding Day (Desktop)
CPM Home CHF 990.– / day

Further special offers and customer-specific solutions on request.

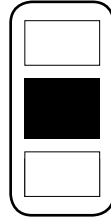
The prices shown are, cost per thousand (CPM). You are charged this amount for your advertisements to be displayed a thousand times on our website. You select advertising duration, and you also decide whether your advertisement is displayed on the homepage (Home) or randomly on all pages and sections of the site (Run of Site).

All prices excl. V.A.T.

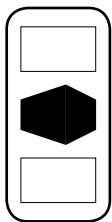
Standard Advertising Mobile



Wideboard
320×160 Pixel
40 KB
CPM Home CHF 90.–
CPM Run of Site CHF 80.–



Rectangle
300×250 Pixel
40 KB
CPM Home CHF 90.–
CPM Run of Site CHF 80.–



Rectangle Swipe Cube
4x 300×250 Pixel
40 KB
CPM Home CHF 90.–
CPM Run of Site CHF 80.–



Poster Ad
320×460 Pixel
40 KB
CPM Home CHF 100.–
CPM Run of Site CHF 90.–

Special offers and customer-specific solutions on request.

All prices excl. V.A.T.

Technical details

Hochparterre must receive the ready-to-use advertising medium in the form of a JPG, GIF, PNG or HTML5 (Redirect / Third Party Tag), not larger than 150 KB (display), resp. 40 KB (mobile site) as well as the Internet address (URL) to which it is to be linked, four working days before publication. Please send an e-mail to anzeigen@hochparterre.ch

Discounts

Agency commission 5%

Quantity discounts

Display × 100,000 (ad impressions)	5%
Display × 200,000 (ad impressions)	10%
Display × 300,000 (ad impressions)	15%

Online job advertisements

30% discount for Hochparterre subscribers

In the hochparterre.ch/jobs section, we publish your job advertisement.
Hochparterre subscribers receive 30% discount on the rates below.
We also have an attractive print combined offer.

Rates* up to 3000 characters (including spaces): CHF 1000.–
 From 3001 characters (including spaces): CHF 1500.–

Duration 4 weeks

All prices excl. V.A.T. Not eligible for agency commission.

* These prices apply to the publication of a job advertisement in black and white with a coloured logo.

Newsletter

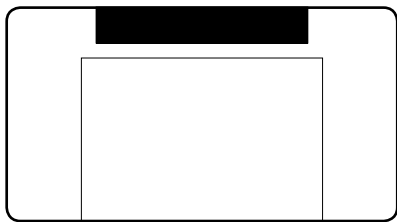
The Hochparterre newsletter keeps you up to date with the most important architecture, planning and design news once a week.

Key figures

Subscribers: 5600

Opening rate: 55%

Formats and prices



Leaderboard or Picture-Text-Ads

728×90 Pixel

150 KB

Top Placement CHF 900.– per issue

Lower Placement CHF 750.– per issue



All prices excl. V.A.T. No discount available.

Technical details

Picture-Text-Ads must be delivered ready.

Hochparterre must receive the ready-to-use advertising medium in the form of a JPG, GIF or PNG (Redirect), not larger than 150 KB as well as the Internet address (URL) to which it is to be linked, four working days before publication. Please send an e-mail to anzeigen@hochparterre.ch

Advertising Insertion Terms and Conditions

Applicability Insertion orders are based on the rates set by the Publisher. The Terms and Conditions of insertion are binding for all orders, unless otherwise agreed.

Publication The Advertiser is fully responsible for the content of an advertisement. The Advertiser shall defend, indemnify and hold Publisher harmless against any and all claims by third parties. The Publisher reserves the right to refuse publication of advertisements, to suspend or revise current advertisements.

Ordering All insertions, revisions, optimizations or cancellations must be delivered in writing.

Changes The Advertiser may be able to postpone advertising orders Online without incurring charges provided the order price is not changed and capacity is available.

Suspended work Cancellation or postponement of scheduled advertisements cannot be accepted after the advertising deadline due to technical reasons. Confirmed insertion orders for Online can be suspended at any time, but 50% of the net / net order value will be charged. From 2 weeks prior to the start of the order, 75% of the net / net order value will be charged, from 1 week prior to order start to 100% of the net / net order sum.

The publisher shall not be held liable for errors in the publication of advertising orders, changes and suspensions.

Discount rule Each advertisement order is only valid for the advertisement of an individual Advertiser. If discount rates are exceeded or fall short, discount compensation is applied.

Insertion contracts are valid with "Hochparterre" journal for the period of one year from the date the first advertisement is published.

Terms of Payment 30 days after receipt of the invoice, without discount. In case of foreclosure, insolvency or bankruptcy, any discount reimbursement or agency commissions shall be forfeited.

Complaints must be made within 10 days after the invoice has been issued.

Rate changes The right to make rate changes is reserved and also applies to on-going orders and contracts.

Jurisdiction For both parties, the court of jurisdiction is Zurich.

Content Marketing – Werkplatz

- Your content features in the “Werkplatz” section, a prestigious, independent setting well regarded by your target group.
- The article featuring the project is written by experienced journalists.
- Your company is presented as a specialist and as a contact for architects.
- The article is prominently positioned for 4 days in the highlight-box in the top part of the homepage. It then becomes part of a chronologically ordered series on the news portal and remains accessible in the “Werkplatz” Hochparterre.ch section at all times.
- The “Werkplatz” fix placement on the homepage guarantees maximum visibility.
- The “Werkplatz” article is filed under the section of the same name and its location on the Internet is permanent. The Internet address (URL) is fixed, all links remain active.
- This has a positive effect on the visibility of your brand and thus on the rank of your website in search engines (backlinks).
- The “Werkplatz” article is found because Google favours journalistic publications to commercial platforms.
- Fixed URL and active links keep “Werkplatz” in Google’s digital memory.
- Hochparterre.ch is considered as a strong backlink by Google.

Examples

www.hochparterre.ch/werkplatz

Price

CHF 3,950.– (excluding photos and V.A.T.)

Discount

Agency commission 15%

Cross-media Marketing – Werkplatz Spezial

Print

- As insert in the Hochparterre magazine, “Werkplatz Spezial” reaches 76,000 readers.
- Of these readers, 85% are architects, 15% are planners and designers, and 5% are non-professionals.
- The article is written by experienced journalists.
- “Werkplatz Spezial” is announced in the Hochparterre magazine under “Kiosk”.
- You will receive 50 additional copies for your own use.

Online

- Hochparterre.ch reaches 40,000 Unique users per month.
- For four days, the article appears in the highlight box on the front page.
- Fixed “Werkplatz” placement on the front page.
- The “Werkplatz” article is found because Google favours journalistic publications to commercial platforms.
- Fixed URL and active links keep “Werkplatz” in Google’s digital memory.
- Hochparterre.ch is considered as a strong backlink by Google

Social Media

The “Werkplatz” article is posted on all our social media channels.

- Facebook (9000 subscribers)
- Twitter (1655 followers)
- Instagram (5500 subscribers)
- LinkedIn (750 followers)

Cross-media benefit

- Distribution and positioning on all Hochparterre channels with links and grouping of all contacts on your own company website.
- This has a positive effect on the visibility of your brand and thus on the rank of your website in search engines (backlinks).
- With “Werkplatz Spezial” you will reach the real decision makers via print, online and social media efficiently and without spreading loss.
- A QR code links to further information on your website.

Examples

Sample on request

Price

CHF 8,950.– (excluding photos and V.A.T.)

Discount

Agency commission 15%

Publication dates and topics 2020

has been postponed to 2021 due to coronavirus

<u>Topic</u>	<u>Edition No.</u>	<u>Publication date</u>	<u>Submission deadline</u> <u>photos, project plans</u>
Office furniture and light	3/21	24.02.2021	24.11.2020
Windows and façades	8/21	04.08.2021	04.05.2021
Kitchen and bathroom	1-2/22	12.01.2022	12.10.2021

Contact details

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Agnes Schmid, schmid@hochparterre.ch