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

Executive board   Lilia Glanzmann
                   Werner Huber
                   Agnes Schmid

Head of Online    Urs Honegger

Sales and marketing   Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61
                      Elena Wespi, wespi@hochparterre.ch, +41 44 444 28 67

Subscription       www.hochparterre.ch/abonnieren

Price
Monthly subscription: CHF 14.–
Monthly subscription for students: 50% discount

User profile
50% between 24 and 34 years old
18% mobile users

Key figures (per month)
Unique User: 35,000 *; Visits: 70,000 *
Page Impressions: 160,000 *
Registered users: 7100
Newsletter subscribers: 5600
Facebook: 9100 Likes, Twitter: 1550 followers,
Instagram: 4000 subscribers

* Google Analytics average values
Standard Advertising Desktop (IAB Standard)

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

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

Wideboard
994 × 250 Pixel
150 KB
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

<table>
<thead>
<tr>
<th>Format</th>
<th>Pixel Size</th>
<th>File Size</th>
<th>CPM Home</th>
<th>CPM Run of Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wideboard</td>
<td>320×160</td>
<td>40 KB</td>
<td>CHF 90.–</td>
<td>CHF 80.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300×250</td>
<td>40 KB</td>
<td>CHF 90.–</td>
<td>CHF 80.–</td>
</tr>
<tr>
<td>Rectangle Swipe Cube</td>
<td>4x 300×250</td>
<td>40 KB</td>
<td>CHF 90.–</td>
<td>CHF 80.–</td>
</tr>
<tr>
<td>Poster Ad</td>
<td>320×460</td>
<td>40 KB</td>
<td>CHF 100.–</td>
<td>CHF 90.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300×250</td>
<td>40 KB</td>
<td>CHF 90.–</td>
<td>CHF 80.–</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Discount Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency commission</td>
<td>5%</td>
</tr>
<tr>
<td>Quantity discounts</td>
<td></td>
</tr>
<tr>
<td>Display × 100,000 (ad impressions)</td>
<td>5%</td>
</tr>
<tr>
<td>Display × 200,000 (ad impressions)</td>
<td>10%</td>
</tr>
<tr>
<td>Display × 300,000 (ad impressions)</td>
<td>15%</td>
</tr>
</tbody>
</table>
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.

Terms of 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.

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 35,000 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 a strong backlink by Google.

Social Media

The “Werkplatz” article is posted on all our social media channels.
– Facebook page (9,100 likes)
– Twitter (1,550 followers)
– Instagram (4,000 subscribers)
– Linkedin

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 (back links).
– 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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Edition No.</th>
<th>Publication date</th>
<th>Submission deadline photos, project plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office furniture and light</td>
<td>8 / 20</td>
<td>05.08.2020</td>
<td>05.05.2020</td>
</tr>
<tr>
<td>Windows and façades</td>
<td>10 / 20</td>
<td>07.10.2020</td>
<td>07.07.2020</td>
</tr>
<tr>
<td>Kitchen and bathroom</td>
<td>1-2 / 21</td>
<td>20.01.2021</td>
<td>20.10.2020</td>
</tr>
</tbody>
</table>
Contact details

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Sales and marketing

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