

**HOCH  
PART  
ERRE**

Architecture, Planning and Design Publisher

# Media data 2020

Content Marketing – Werkplatz

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- 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](http://www.hochparterre.ch/werkplatz)

## Price

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

## Discount

Agency commission 15%

## Contact details

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