

Media data 2020

**Cross-media Marketing –
Werkplatz Spezial**



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

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