Media data 2020

Cross-media Marketing – Werkplatz Spezial
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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</th>
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<tbody>
<tr>
<td>Office furniture and light</td>
<td>8 / 20</td>
<td>05.08.2020</td>
<td>05.05.2020</td>
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<tr>
<td>Windows and façades</td>
<td>10 / 20</td>
<td>07.10.2020</td>
<td>07.07.2020</td>
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<tr>
<td>Kitchen and bathroom</td>
<td>1-2 / 21</td>
<td>20.01.2021</td>
<td>20.10.2020</td>
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