

# audienzz

Digital Advertising Catalogue



adnz — authentic people. solid tech.

DIGITAL TECH-SPECIALIST

100%

AUTHENTIC PEOPLE

120+

FOUNDED

2016

TECH COMPANY

EXKLUSIV-VERMARKTER

AD SPECIALIST

# Our Value Proposition



EXKLUSIVE BRANDS



EXTENDED REACH



CONTEXTUAL TARGETING



INNOVATIVE FORMATS



IN-HOUSE BOOKING PLATFORM

# Publisher Universe

EXKLUSIV

NZZ

LE TEMPS

*CORRIERE DEL TICINO*

finanzen.ch

ch media

somedia

ALLIANCES

NZZ

LE TEMPS

*CORRIERE DEL TICINO*

finanzen.ch

ch media

somedia

+

20  
minuten

watson

iq digital

LE FIGARO

Nau.ch

smg | audio marketplace group

YALEO

Blick

blue

comparis.ch

cash

kicker

HANDELSZEITUNG

# NZZnet



**26**  
SCHWEIZER  
QUALITÄTSMEDIEN

**3.6MIO**  
UNIQUE  
MONTHLY VISITORS

- ✓ **Exklusive** Schweizer Reichweite mit hoher **Glaubwürdigkeit**
- ✓ Kombination aus **nationalen** und **regionalen Qualitätsmedien**
- ✓ **Hochwertige Zielgruppen** – viele loyale User mit hoher Kaufkraft
- ✓ **High-impact** Werbeformate von Branding bis Performance

**NZZ**

Limmattaler Zeitung

Appenzeller Zeitung

**finanzen.ch**

Luzerner Zeitung

siidostschweiz

Aargauer Zeitung

Zuger Zeitung

rheintaler.ch

Badener Tagblatt

Obwaldner Zeitung

aJOUR

CORRIERE DEL TICINO

Oltner Tagblatt

Nidwaldner Zeitung

poAona

laRegion

**bz**

Urner Zeitung

LE TEMPS

Solothurner Zeitung

TAGBLATT

LA LIBERTÉ

Grenchner Tagblatt

Thurgauer Zeitung

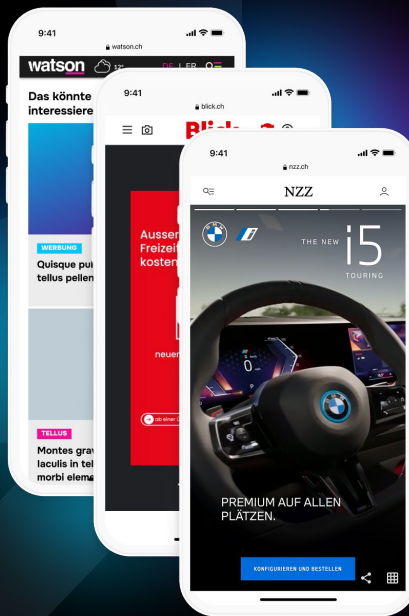
Le Nouvelliste

# Yaleo Advertising



Digital Ads mit Wow:  
**schweizweit, sicher  
und einzigartig.**

Jetzt auch mit Video- und Story-Formaten!



- ✓ auf über 200 Schweizer Premium-Websites verfügbar
- ✓ Innovative Native-, Video- und Story-Ads - kreativ umgesetzt
- ✓ für alle Kampagnenziele einfach kombinierbar
- ✓ hohe Brand Suitability & Viewability

**Blick**

**NZZ**

blue News

finanzen.ch

**watson**

Nau.ch

CORRIERE DEL TICINO

LA CÔTE

LE TEMPS

Luzerner Zeitung

Le Nouvelliste

DIE WELTWOCH

Aargauer Zeitung

LA LIBERTÉ

wohnrevue

BRANDING



CONTENT



DISPLAY



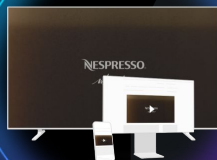
# High Impact Premium Ad Formats

with Focus on  
User Engagement  
and Top Performance

NATIVE



VIDEO



NEWSLETTER



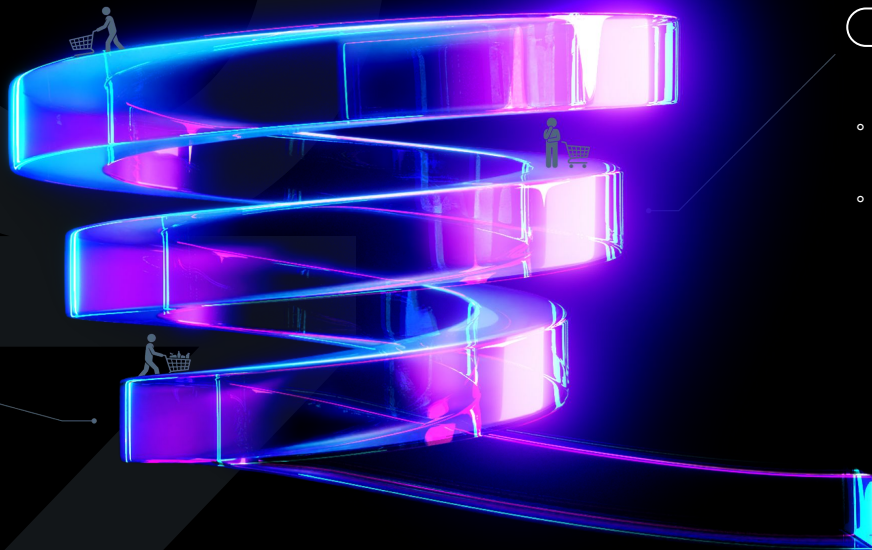
# Omni-Funnel Approach

## AWARENESS

- NZZnet
- Welcome Ad

## ENGAGEMENT

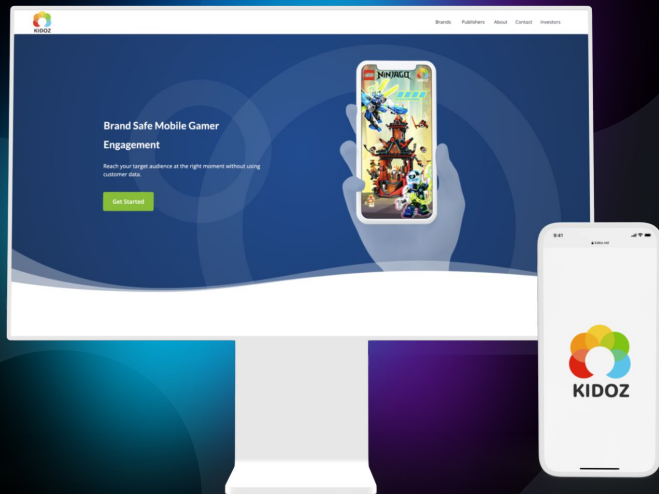
- Yaleo Native



## CONSIDERATION

- Yaleo CPC
- Content Formats

# Sicheres Gaming-Engagement



> **3 MIA**  
MOBILE GAMERS

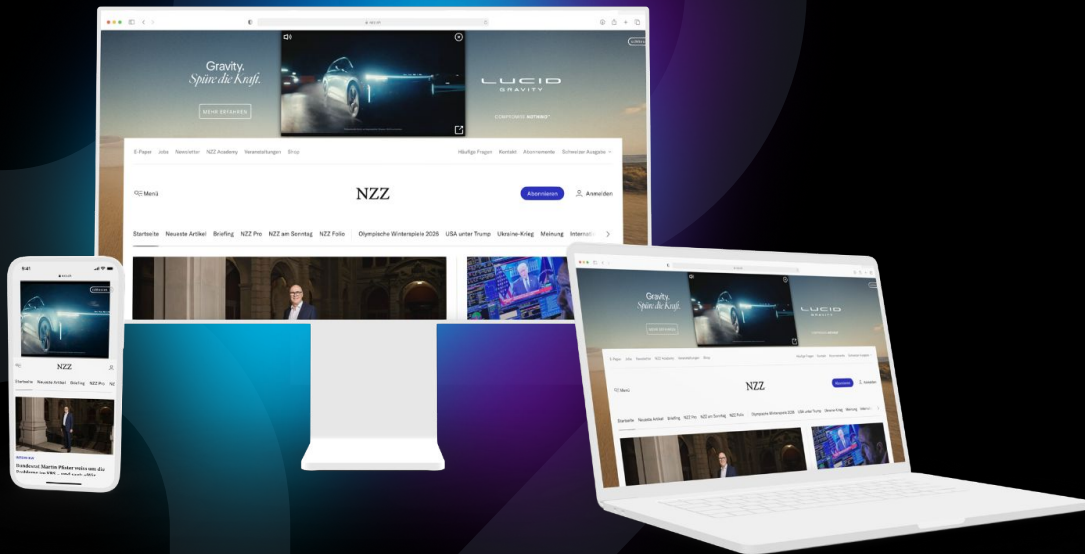
**5'000+**  
MOBILE APPS  
& GAMES

> **500 MIO**  
MONTHLY  
REACH

- ✓ **Interaktive Rich-Media-Ads, Umfragen und Gamification**
- ✓ **Familienorientierte Zielgruppen im Alter von 5 – 50 Jahren**
- ✓ **Compliance & Privacy first**– keine Nutzung von User-Daten
- ✓ **Contextual Targeting** ohne Behavioural Targeting



# Im Mittelpunkt des Geschehens



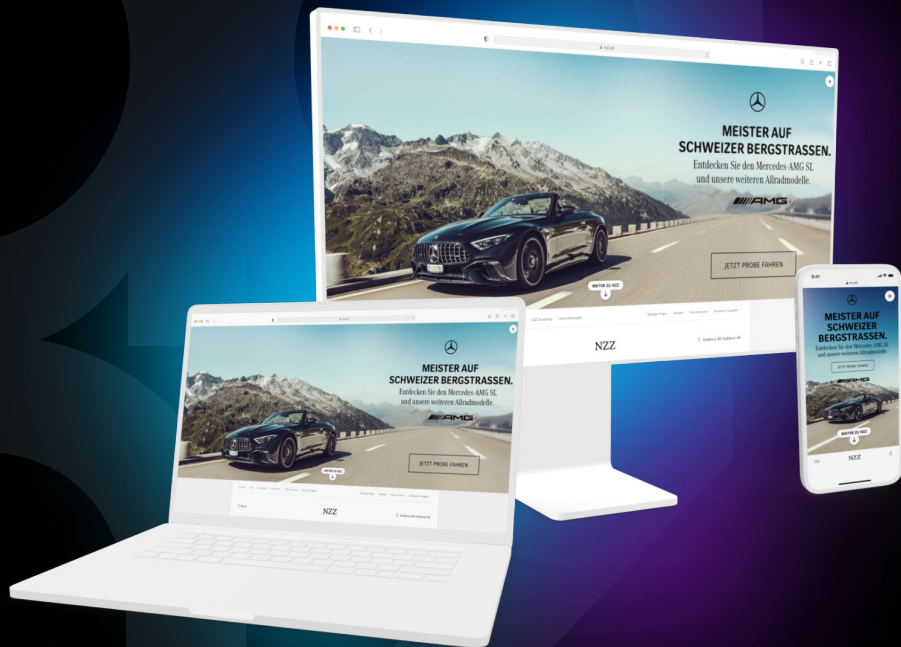
✓ **Vollflächige** Device-Abdeckung

✓ **Maximale** Sichtbarkeit

✓ **Exklusivität** und **Reichweite**

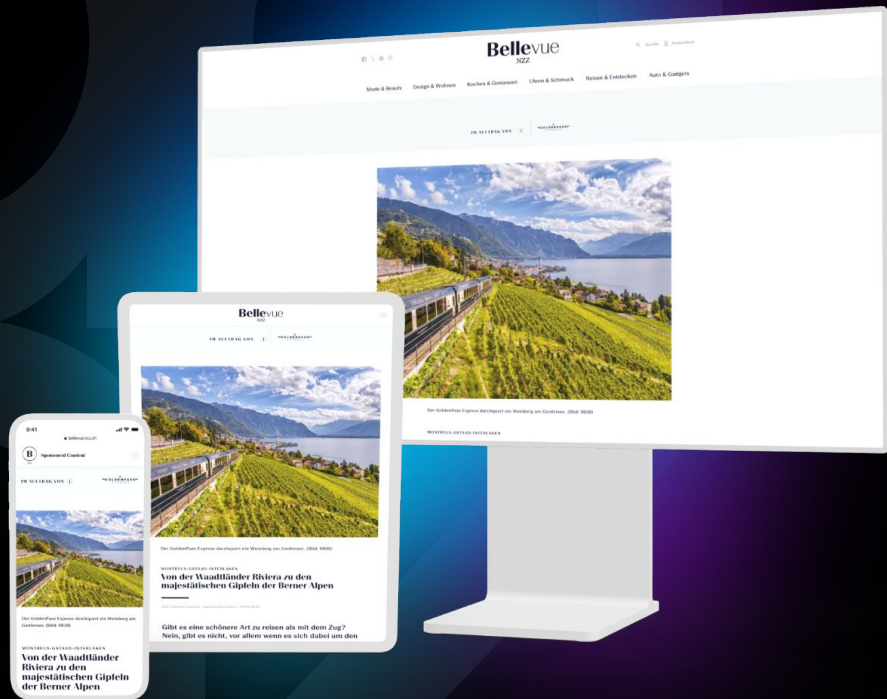
✓ **Fix** und **TKP** buchbar

# Maximale Sichtbarkeit auf den ersten Blick



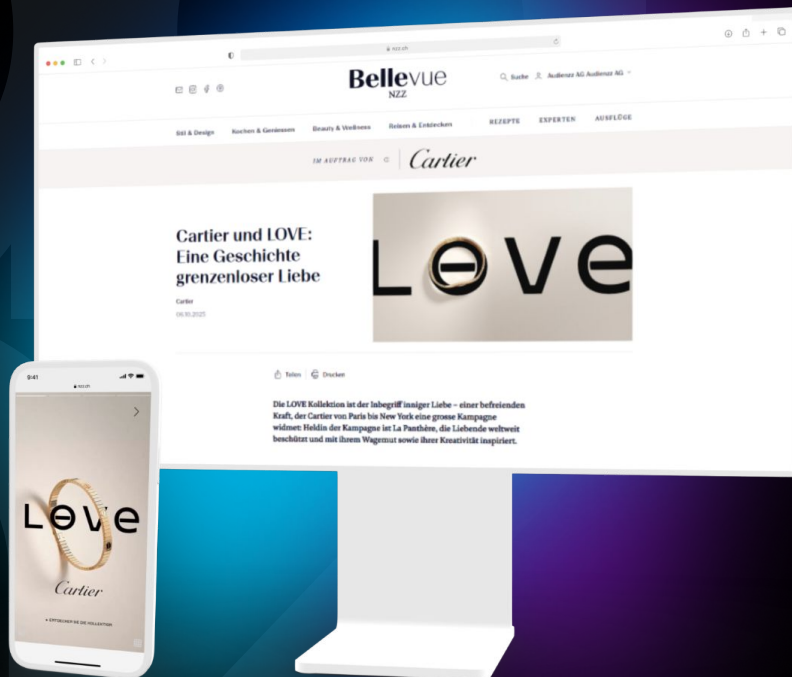
- ✓ Vollflächige Device-Abdeckung
- ✓ Maximale Sichtbarkeit
- ✓ Erstkontakt bei Seitenaufruf
- ✓ Fix und TKP buchbar

# Storytelling mit Substanz



- ✓ Hochwertige **journalistische Inhalte**
- ✓ **Reichweitenstarke** Platzierung
- ✓ **Individuelle** Storyline
- ✓ **Garantierte** Engagements
- ✓ + **Video, Audio, Infografiken** oder **Gamification**

# Dein Content verdient Reichweite



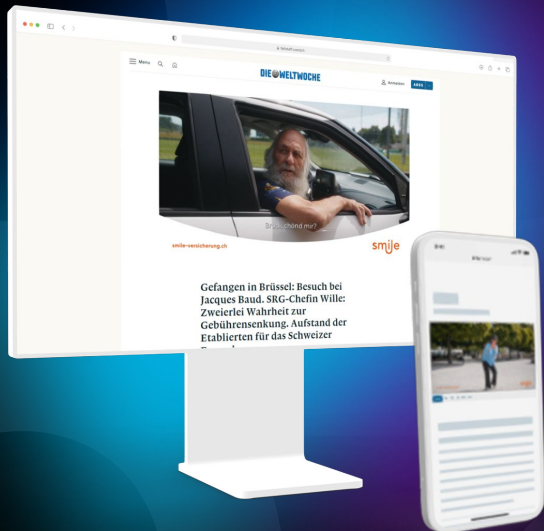
- ✓ Reichweitenstarke Distribution
- ✓ Präzise Ansprache relevanter Zielgruppen
- ✓ Maximale Sichtbarkeit
- ✓ Optional: Unterstützung bei der Content-Erstellung

2024 Promoted Content

# Bewegtbild zieht alle Blicke auf sich



# Reichweite für sichtbares Video



>200MIO  
MONTHLY VIEWS

>75%  
VIEW-THROUGH-RATE

>80%  
VIEWABILITY-RATE

- ✓ Reach Angebot
- ✓ Garantierte Sichtbarkeit
- ✓ Flexible Buchungsoptionen  
Programmatic / IO

NZZ

ch media

ZATTOO



DIE WELTWOCHEN

seven.one  
ENTERTAINMENT  
GROUP

DAILYMOTION

viously

digiteka

We Media  
Movies  
FOR YOU FOR FREE

MED/A  
F/GARO  
CULTIVER L'INTERET

XYMATIC

traffactive

SHOWHEROES

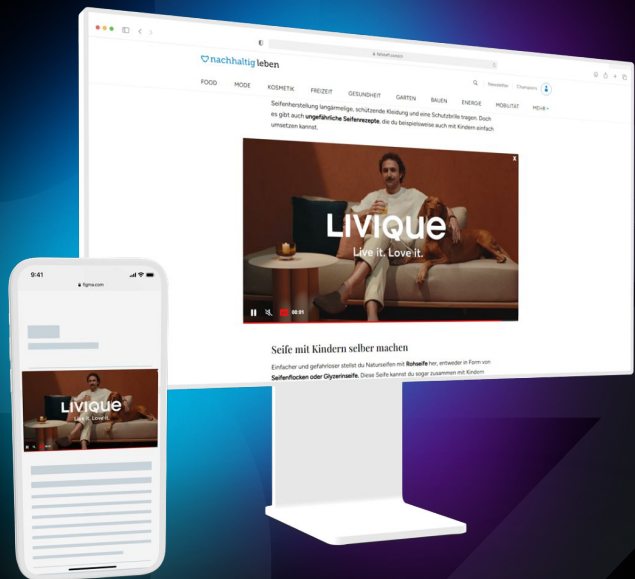
# Präzise Präsenz auf dem Big Screen



- ✓ Wachsende Reichweite
- ✓ Präzise Erfolgsmessung
- ✓ Hohe Completion Rate und Viewability
- ✓ Maximiertes User Engagement



# Im Lesefluss präsent



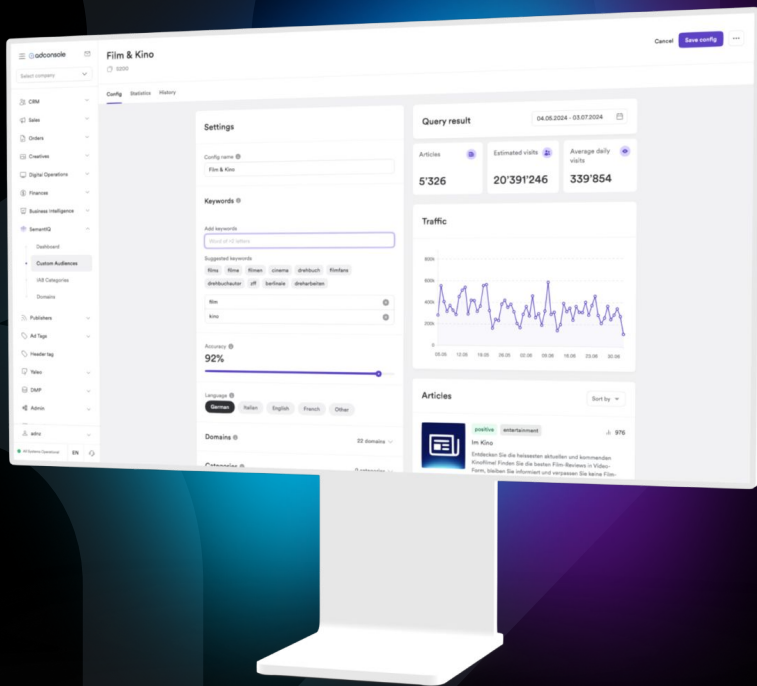
>300MIO  
MONTHLY VIEWS

>60%  
VIEW-THROUGH-RATE

>60%  
VIEWABILITY-RATE

- ✓ Maximale **Viewability**
- ✓ **Nahtlose Integration** in den Lesefluss
- ✓ **Automatischer Start** bei Sichtbarkeit
- ✓ Optimiert **User Engagement**

# Werbung im passenden Kontext

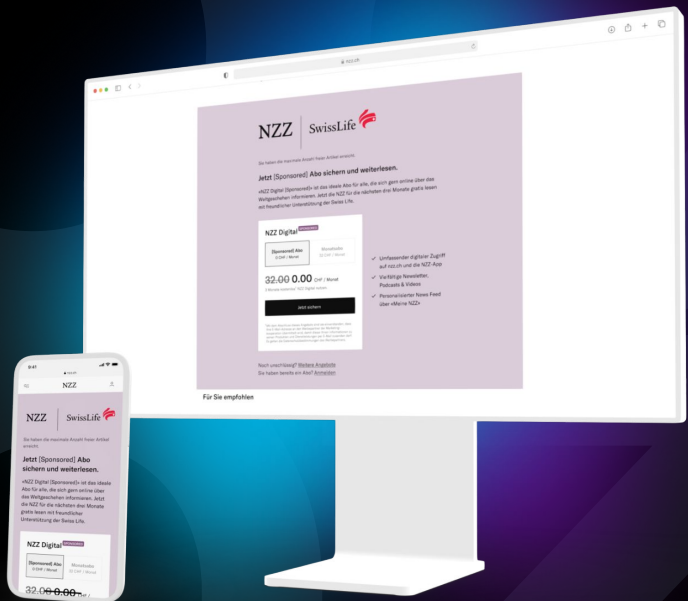


by audienz

- Cookieless Future ready**
- OpenAI-powered**
- IAB & Custom Taxonomies**
- Langfristige Kooperation**

# Contextual Intelligence

# Marken begleiten



>22MIO  
PAGE VIEWS

8MIO  
MONTHLY  
VISITS

3,5MIO  
UNIQUE  
USERS

- ✔ Brand-safe Umfeld
- ✔ Co-branded Logo-Platzierung
- ✔ Markennennung im Text / Dankeshinweis
- ✔ 3- oder 6-monatige Sponsorships verfügbar

NZZ | Digital

# Abo Sponsorings

# Exklusive Community. Echtes Engagement.



**1.64**MIO  
PAGE VIEWS

**924**k  
MONTHLY  
VISITS

**600**k  
UNIQUE  
USERS

- ✓ Eigener Artikel auf **bellevue.nzz.ch**
- ✓ **Integration auf Startseite** für min. 48 Std.
- ✓ Bewerbung mittels **Social Media** und **Newsletter**
- ✓ Möglichkeit der **Lead-Generierung** (Adressdaten)

**Belle**vue  
NZZ

20  
**Sponsored Wettbewerb**

# audienzz

Digital Advertising Catalogue



adnz — authentic people. solid tech.

DIGITAL TECH-SPECIALIST

100%

AUTHENTIC PEOPLE

120+

FOUNDED

2016

TECH COMPANY

EXCLUSIVE - MARKETER

AD SPECIALIST

# Our Value Proposition



EXCLUSIVE BRANDS



EXTENDED REACH



CONTEXTUAL TARGETING



INNOVATIVE FORMATS



IN-HOUSE BOOKING PLATFORM

# Publisher Universe

EXCLUSIVE

NZZ

LE TEMPS

*CORRIERE DEL TICINO*

finanzen.ch

ch media

somedia

ALLIANCES

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finanzen.ch

ch media

somedia

+

20  
minuten

watson

iq digital

LE FIGARO

Nau.ch

smg | audio marketplace group

YALEO

Blick

blue

comparis.ch

cash

kicker

HANDELSZEITUNG

# NZZnet



**26**  
PREMIUM SWISS  
MEDIA OUTLETS

**3.6m**  
UNIQUE  
MONTHLY VISITORS

- ✓ **Exclusive reach** across Switzerland coupled with superior **credibility**
- ✓ Combining **national** and **regional premium media outlets**
- ✓ **High-value target audiences** – loyal users with high income
- ✓ **High-impact** web formats from branding to performance

**NZZ**

Limmattaler Zeitung

Appenzeller Zeitung

**finanzen.ch**

Luzerner Zeitung

siidostschweiz

Aargauer Zeitung

Zuger Zeitung

rheintaler.ch

**ARCInfo**

Badener Tagblatt

Obwaldner Zeitung

aJOUR

CORRIERE DEL TICINO

Oltner Tagblatt

Nidwaldner Zeitung

poAona

laRegion

**bz**

Urner Zeitung

LE TEMPS

LA CÔTE

Solothurner Zeitung

TAGBLATT

LA LIBERTÉ

Grenchner Tagblatt

Thurgauer Zeitung

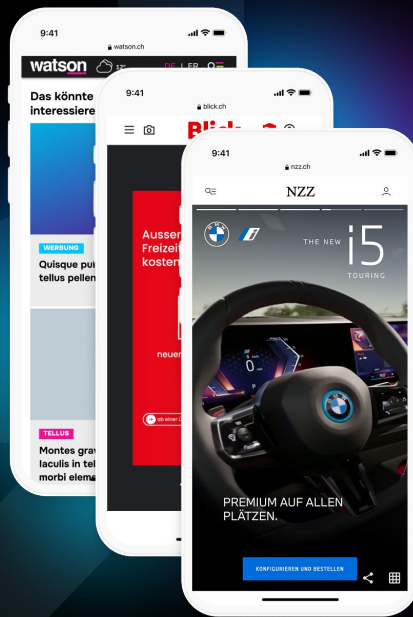
Le Nouvelliste

# Yaleo Advertising



Digital ads with impact:  
**Unique. Reliable.**  
**Across Switzerland.**

Now with story and video formats!



- ✔ Available on **more than 200 Swiss premium websites.**
- ✔ Innovative **native, video and story ads** – executed with creativity
- ✔ Easy to combine to match any **campaign objective**
- ✔ High **brand suitability & viewability**

**Blick**

**NZZ**

**blue News**

**finanzen.ch**

**watson**

**Nau.ch**

**CORRIERE DEL TICINO**

**LA CÔTE**

**LE TEMPS**

Luzerner Zeitung

**Le Nouvelliste**

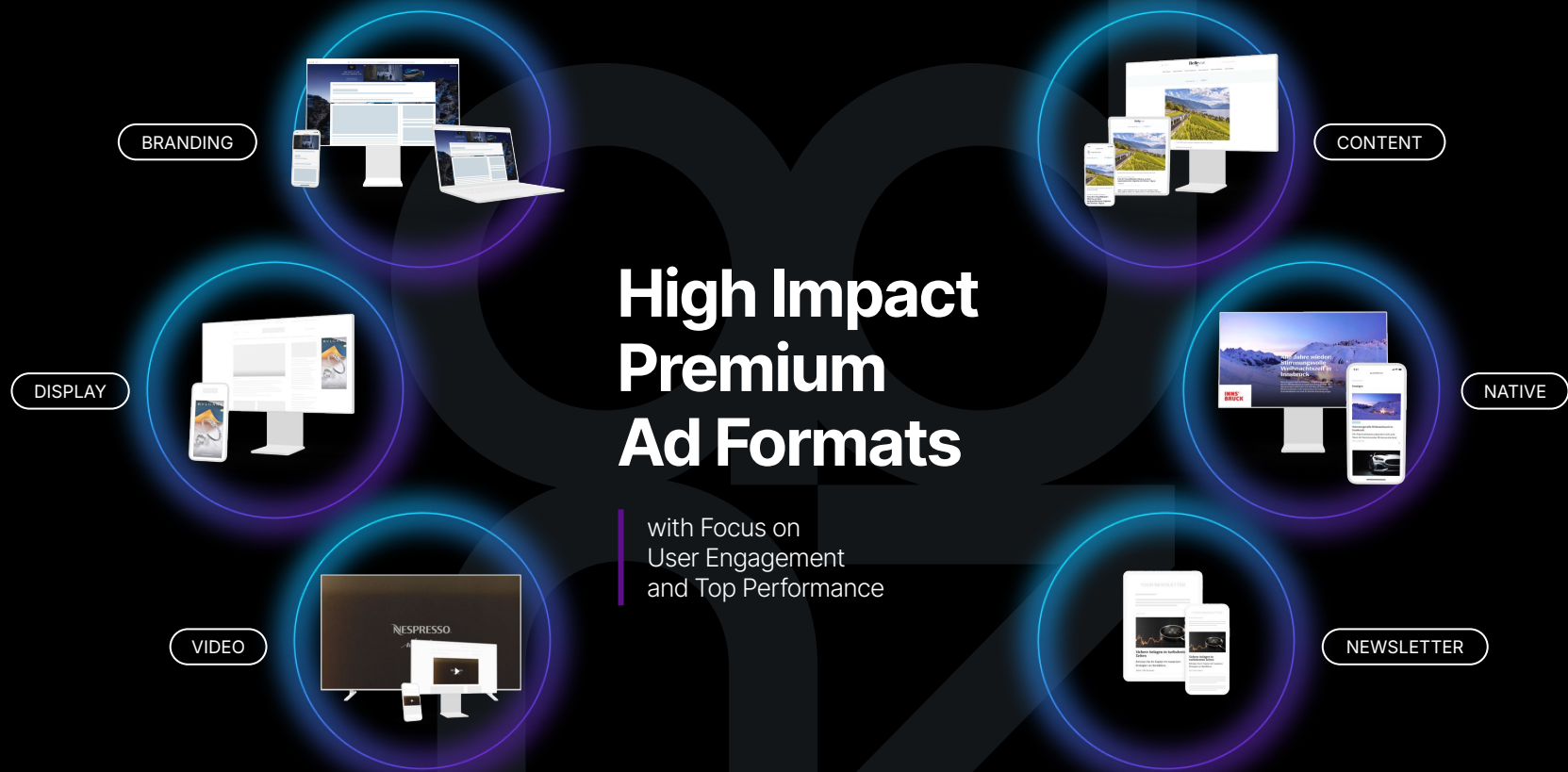
**DIE WELTWOCH**

Aargauer Zeitung

**LA LIBERTÉ**

**wohnrevue**

**ARCINFO**



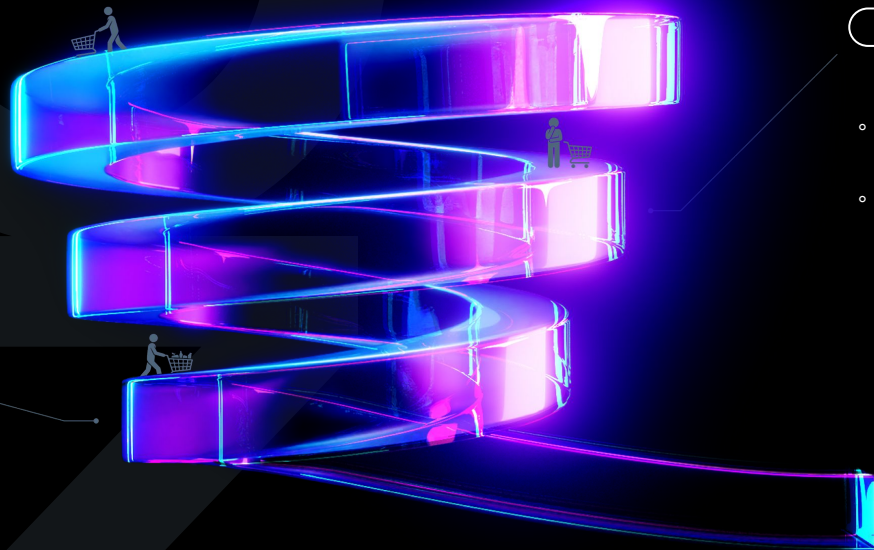
# Omni-Funnel Approach

## AWARENESS

- NZZnet
- Welcome Ad

## ENGAGEMENT

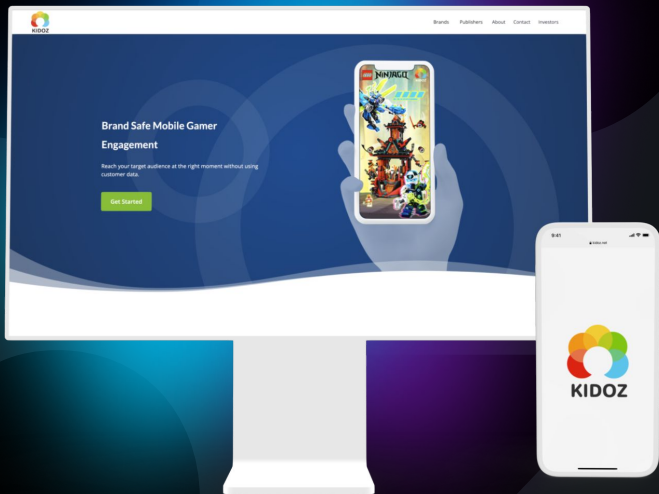
- Yaleo Native



## CONSIDERATION

- Yaleo CPC
- Content Formats

# Safe Gaming Engagement



> **3bn**  
MOBILE GAMERS

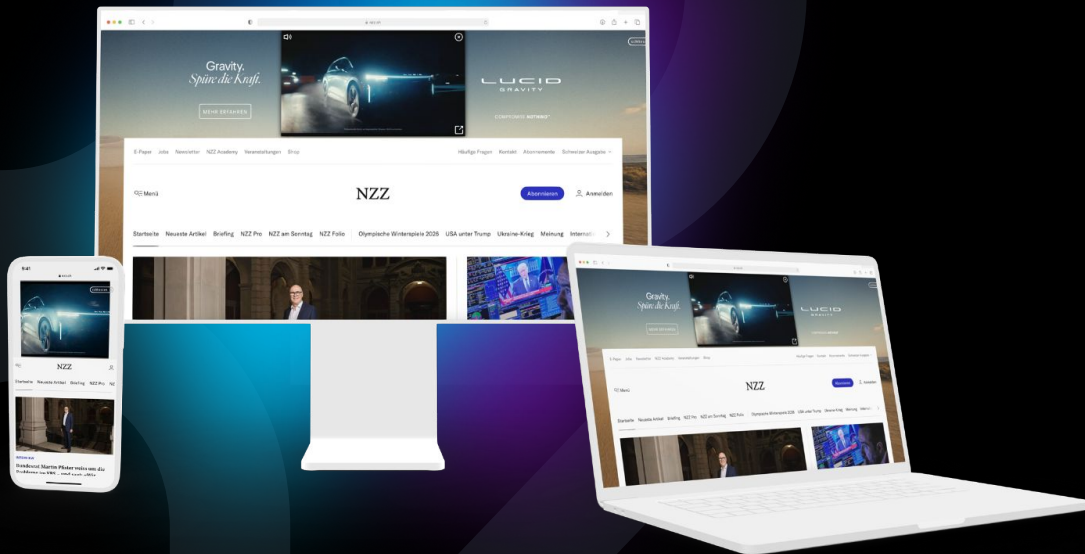
**5'000+**  
MOBILE APPS  
& GAMES

> **500m**  
MONTHLY  
REACH

- ✓ **Interactive rich media ads, surveys and gamification**
- ✓ **Family-focused target audiences aged 5 – 50**
- ✓ **Compliance & privacy first – no use of user data**
- ✓ **Contextual targeting without behavioural targeting**

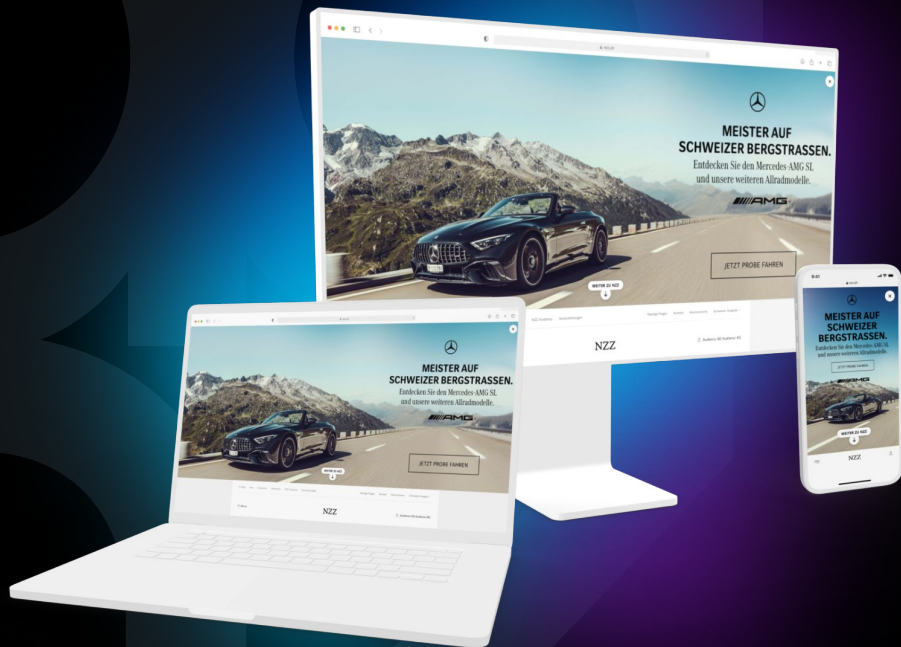


# Take Center Stage



- ✓ Full device coverage
- ✓ Maximum visibility
- ✓ Exclusivity and reach
- ✓ Fixed price and CPM booking available

# Maximum Visibility Right Away



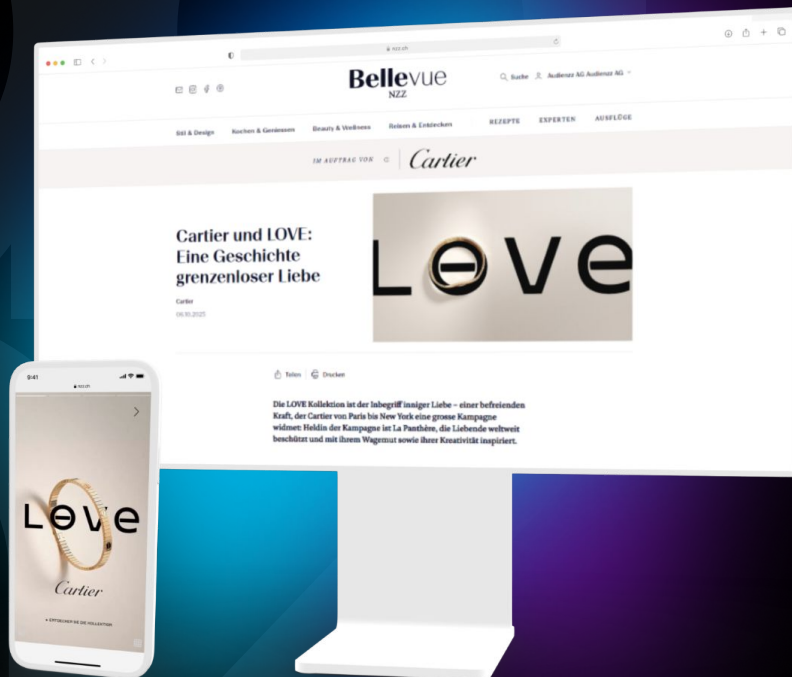
- ✓ Full device coverage
- ✓ Maximum visibility
- ✓ First contact on page load
- ✓ Fixed price and CPM booking available

# Storytelling with Substance



- ✓ High-quality **journalistic content**
- ✓ High-reach placement
- ✓ Tailored storylines
- ✓ Guaranteed engagements
- ✓ + Video, audio, infographics or gamification

# Your Content Deserves Reach



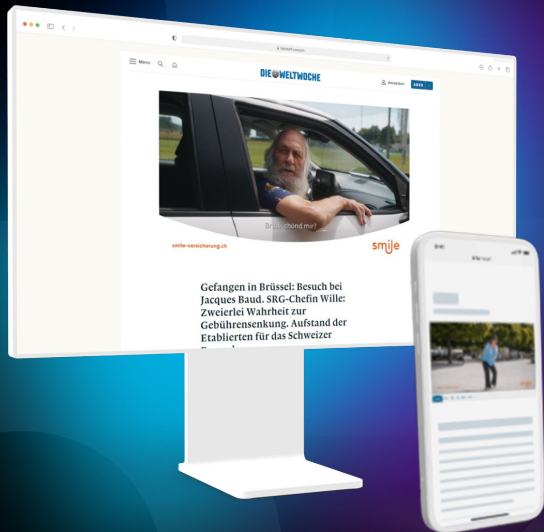
- ✓ High-reach distribution
- ✓ Precise targeting of relevant audiences
- ✓ Maximum visibility
- ✓ Optional: content creation support

2024 Promoted Content

## Eye-Catching Video Formats



# Where Video Gets Noticed



**>200m**  
MONTHLY VIEWS

**>75%**  
VIEW-THROUGH-RATE

**>80%**  
VIEWABILITY-RATE

- ✓ Reach package
- ✓ Guaranteed visibility
- ✓ Flexible booking options  
**programmatic / IO**

NZZ

ch media

ZATTOO



DIE WELTWOCHEN

seven.one  
ENTERTAINMENT  
GROUP

DAILYMOTION

viously

digiteka

We do Movies  
FOR YOU FOR FREE

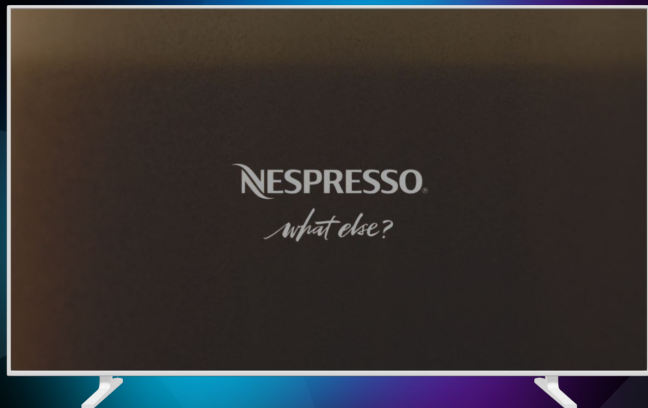
MED/A  
F/GARO  
CULTIVER L'INTERET

XYMATIC

traffactive

SHOWHEROES

# Precision-Targeted Presence on the Big Screen



**>5m**  
MONTHLY VIEWS

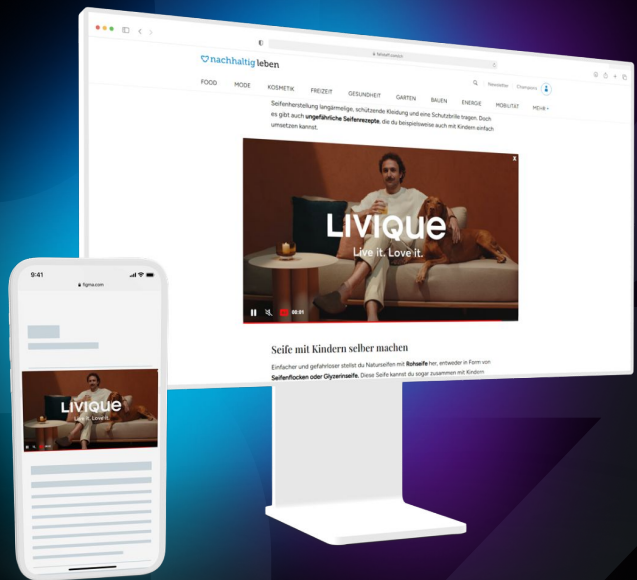
**>90%**  
VIEW-THROUGH-RATE

**>90%**  
VIEWABILITY-RATE

- ✓ Growing reach
- ✓ Precise results tracking
- ✓ High completion rate and viewability
- ✓ Maximised user engagement



# Integrated into the Reading Experience



>300m  
MONTHLY VIEWS

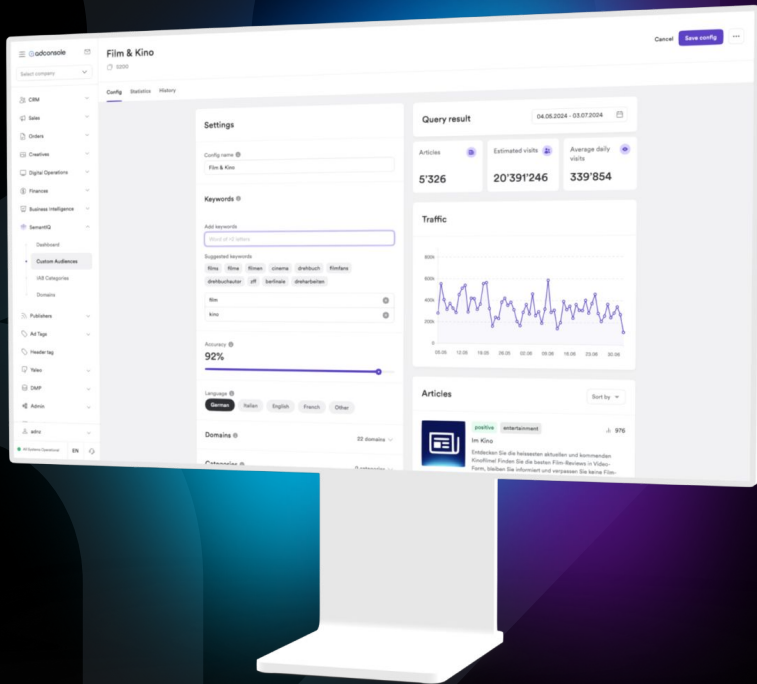
>60%  
VIEW-THROUGH-RATE

>60%  
VIEWABILITY-RATE





- ✓ Maximum **viewability**
- ✓ **Seamlessly integrated** into the reading experience
- ✓ **Automatic start** when visible
- ✓ Optimises **user engagement**

# Outstream Video

# Contextually Relevant Advertising

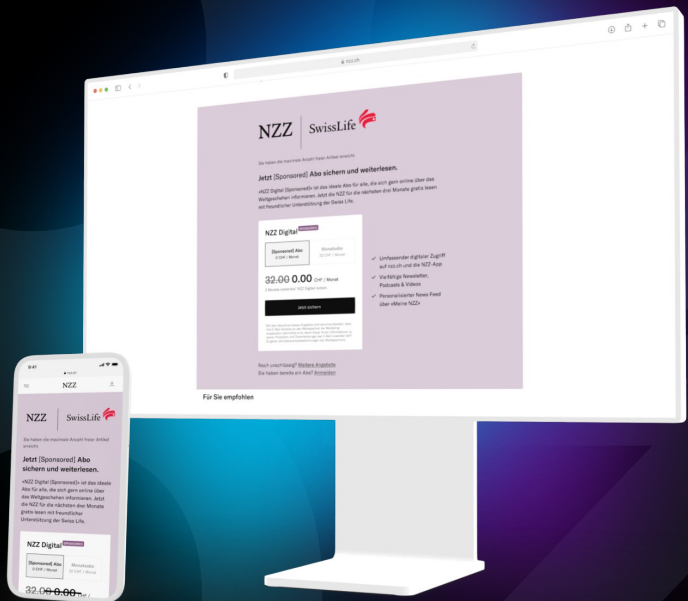



**semantIQ**  
 by audienz

-  **Cookieless Future-Ready**
-  **OpenAI-powered**
-  **IAB & custom taxonomies**
-  **Long-term cooperation**

# Contextual Intelligence

# Appear Alongside Trusted Brands



>22m  
PAGE VIEWS

8m  
MONTHLY  
VISITS

3.5m  
UNIQUE  
USERS

- ✓ Brand-safe environment
- ✓ Co-branded logo placement
- ✓ Brand mention within editorial content / acknowledgements
- ✓ 3-month or 6-month sponsorships available

NZZ | Digital

# Subscription Sponsorship

# Exclusive Community. Real Engagement.



**1.64m**  
PAGE VIEWS

**924k**  
MONTHLY VISITS

**600k**  
UNIQUE USERS

- ✔ Your own article on **bellevue.nzz.ch**
- ✔ **Homepage integration** for at least 48 hours.
- ✔ Promotion via **social media** and **newsletter**
- ✔ Optional **lead generation** (contact data)

**BelleVue**  
NZZ

# Sponsored Giveaway



Thank you

# For your Consideration

audiennz

AUDIENZZ AG FALKENSTRASSE 11 POSTFACH CH-8021 ZÜRICH