

# 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

*CORBIERE DEL TICINO*

finanzen.ch

ch media

somedia

ALLIANCES

NZZ

LE TEMPS

*CORBIERE DEL TICINO*

finanzen.ch

ch media

somedia

+

20 minuten

watson

iq digital

LE FIGARO

Nau.ch

smg | online 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

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

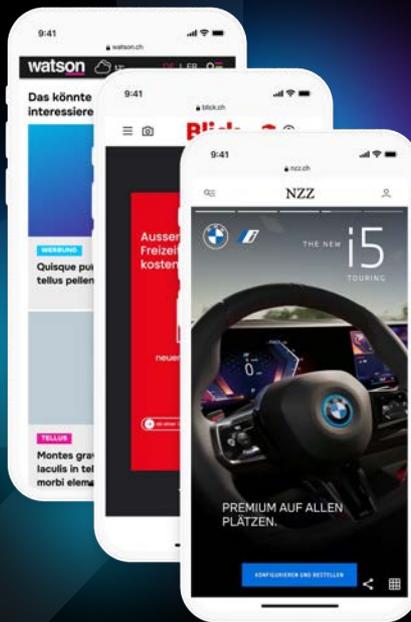
Le Nouvelliste

# Yaleo Advertising



Digital ads 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**



BRANDING



CONTENT



DISPLAY



NATIVE



VIDEO



NEWSLETTER

# High Impact Premium Ad Formats

with Focus on User Engagement and Top Performance

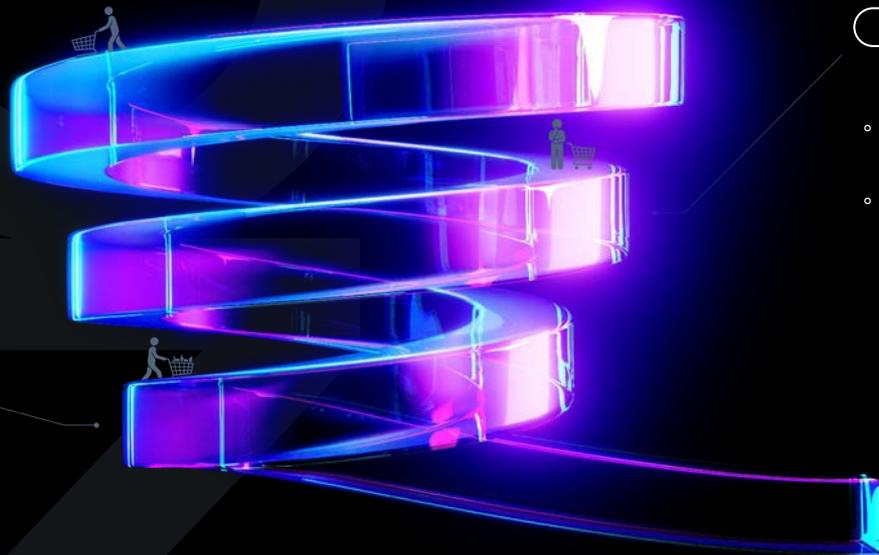
# Omni-Funnel Approach

## AWARENESS

- NZZnet
- Welcome Ad

## ENGAGEMENT

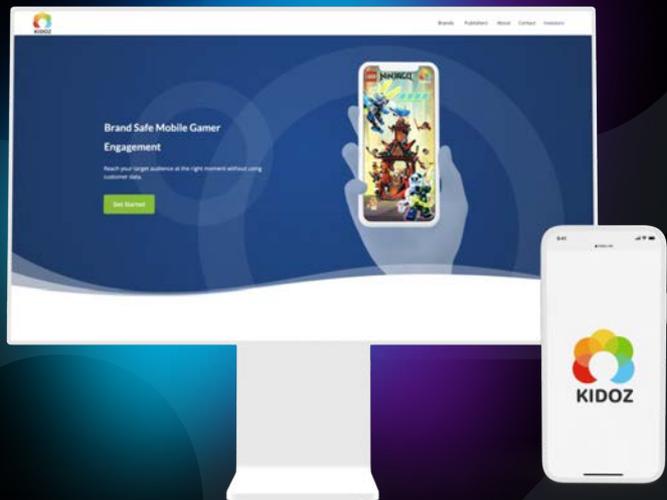
- Yaleo Native



## CONSIDERATION

- Yaleo CPC
- Content Formats

# Safe Gaming Engagement



**>3bn**  
MOBILE GAMERS

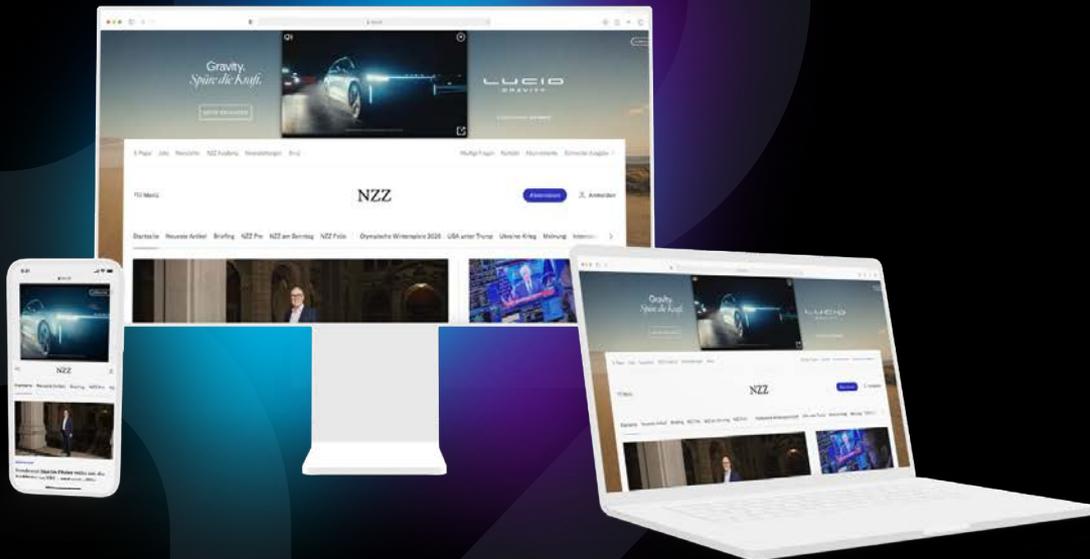
**5'000+**  
MOBILE APPS  
& GAMES

**>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**
- ✓ **Programmatic booking available**

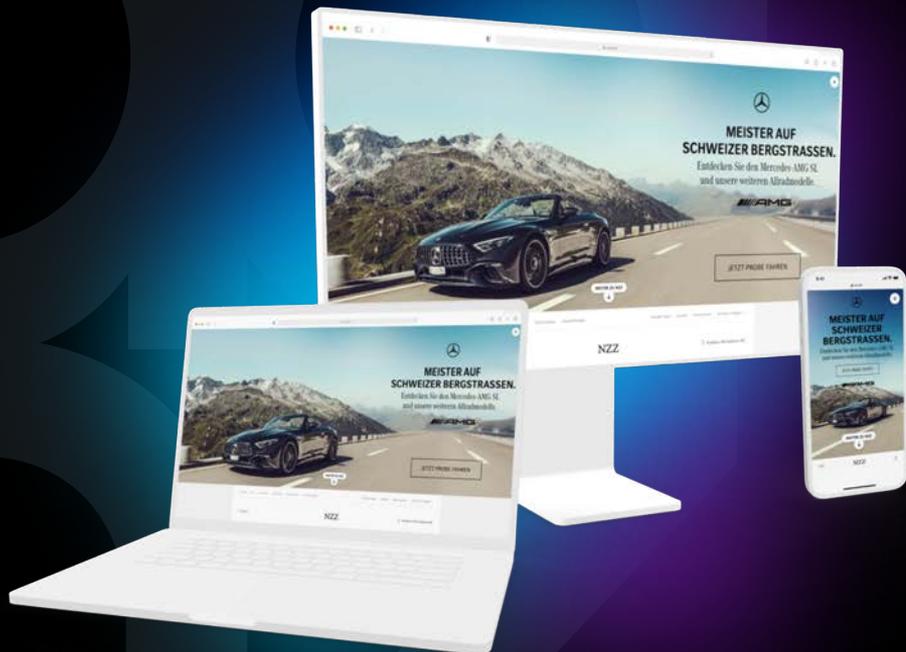


# Take Center Stage



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

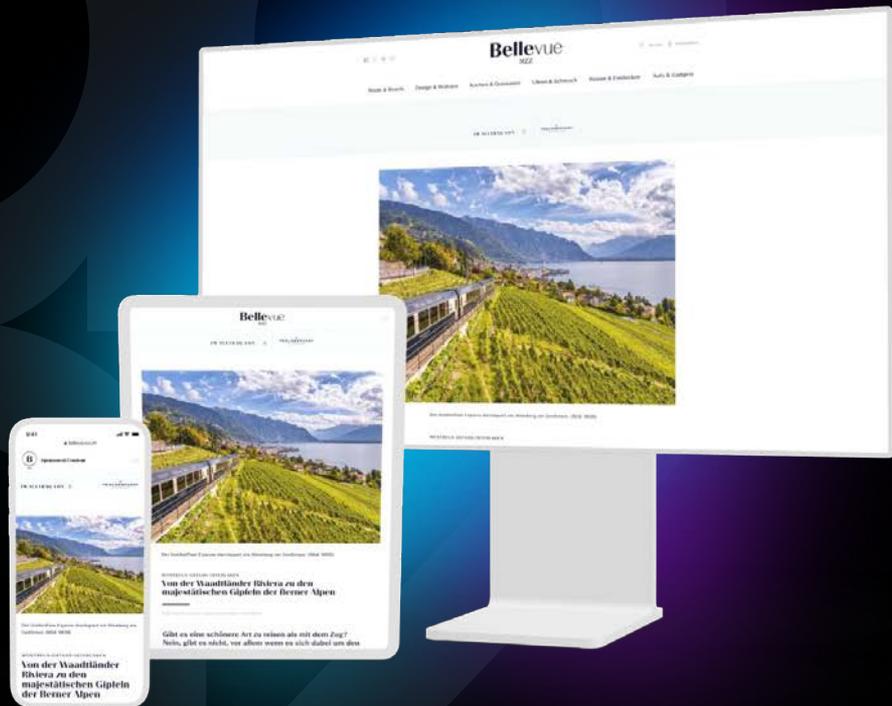
# Maximum Visibility Right Away



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

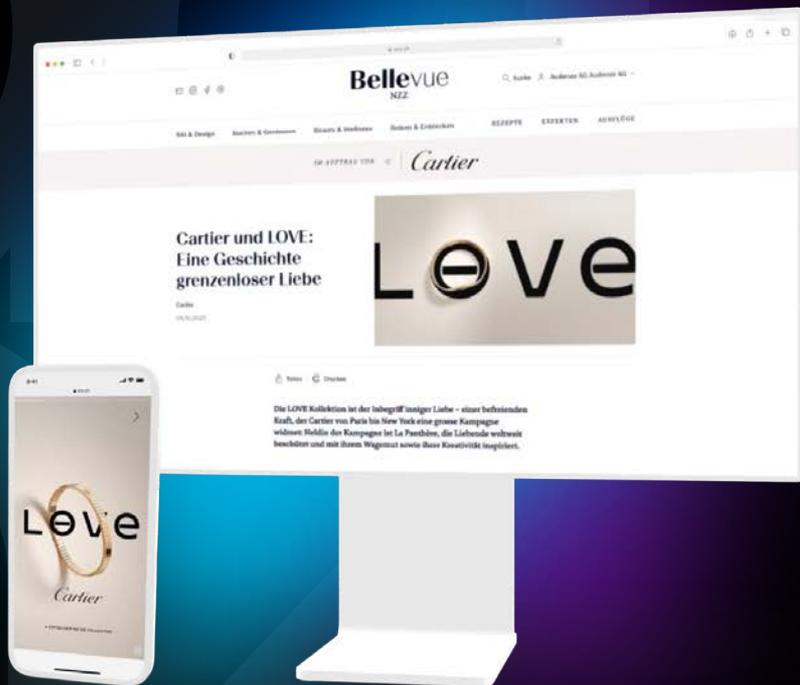
# Welcome Ad

# Storytelling with Substance



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

# Your Content Deserves Reach



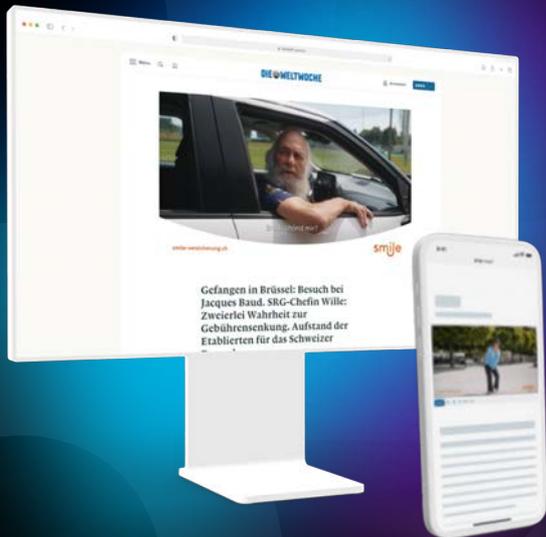
- ✓ High-reach distribution
- ✓ Precise targeting of relevant audiences
- ✓ Maximum visibility
- ✓ Optional: content creation support

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 WELTWOCH

seven.one ENTERTAINMENT GROUP

DAILYMOTION

viously

digiteka

We Media Movies FOR YOU FOR FREE

MED/A F/GARO CULTIVER L'INTERET

XYMATIC

traffactive

SHOWHEROES

# Instream Video

# Precision-Targeted Presence on the Big Screen



**>5m**  
MONTHLY VIEWS

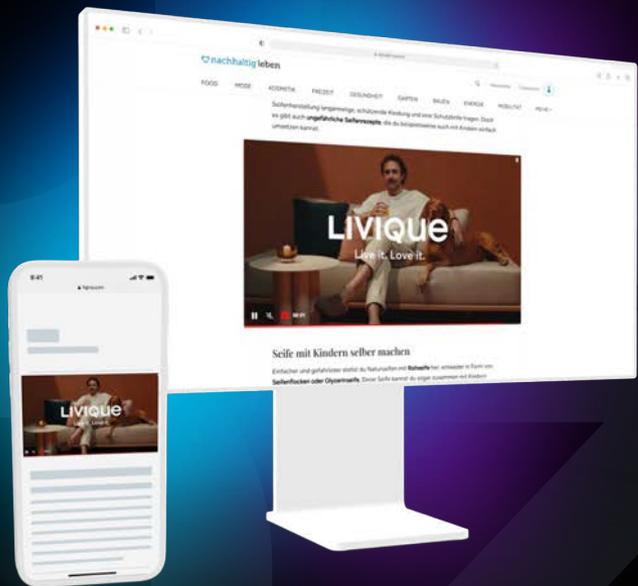
**>90%**  
VIEW-THROUGH-RATE

**>90%**  
VIEWABILITY-RATE

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



# Integrated into the Reading Experience



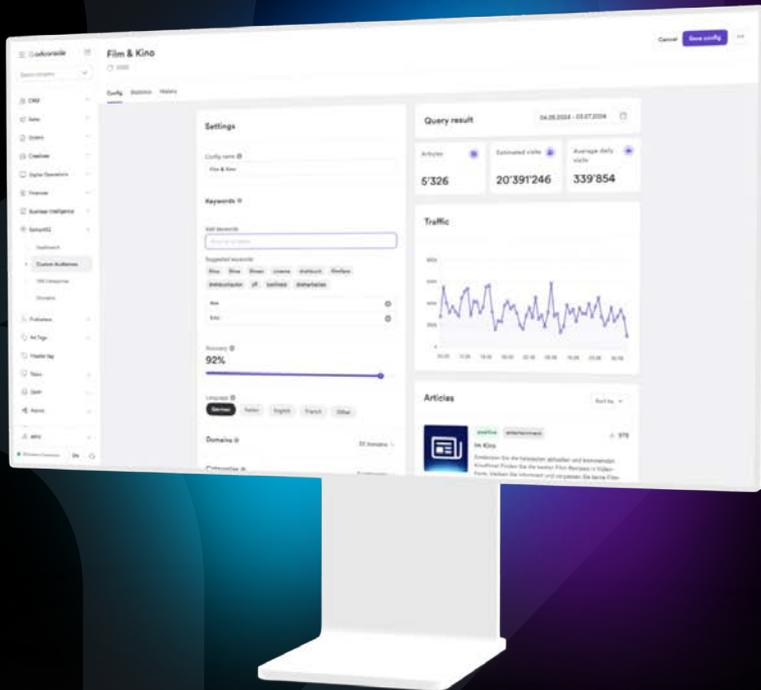
>300m  
MONTHLY VIEWS

>60%  
VIEW-THROUGH-RATE

>60%  
VIEWABILITY-RATE

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

# Contextually Relevant Advertising

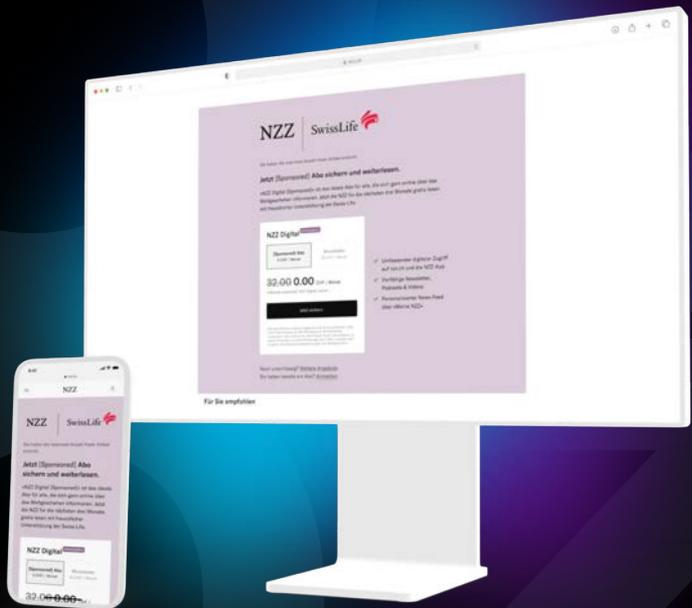


by **semantIQ**

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

# Contextual Intelligence

# Appear Alongside Trusted Brands



>**22m**  
PAGE VIEWS

**8m**  
MONTHLY  
VISITS

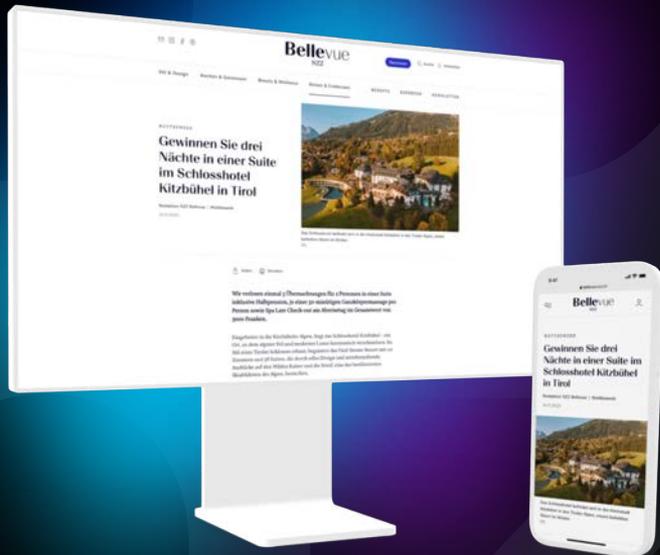
**3.5m**  
UNIQUE  
USERS

- ✓ **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