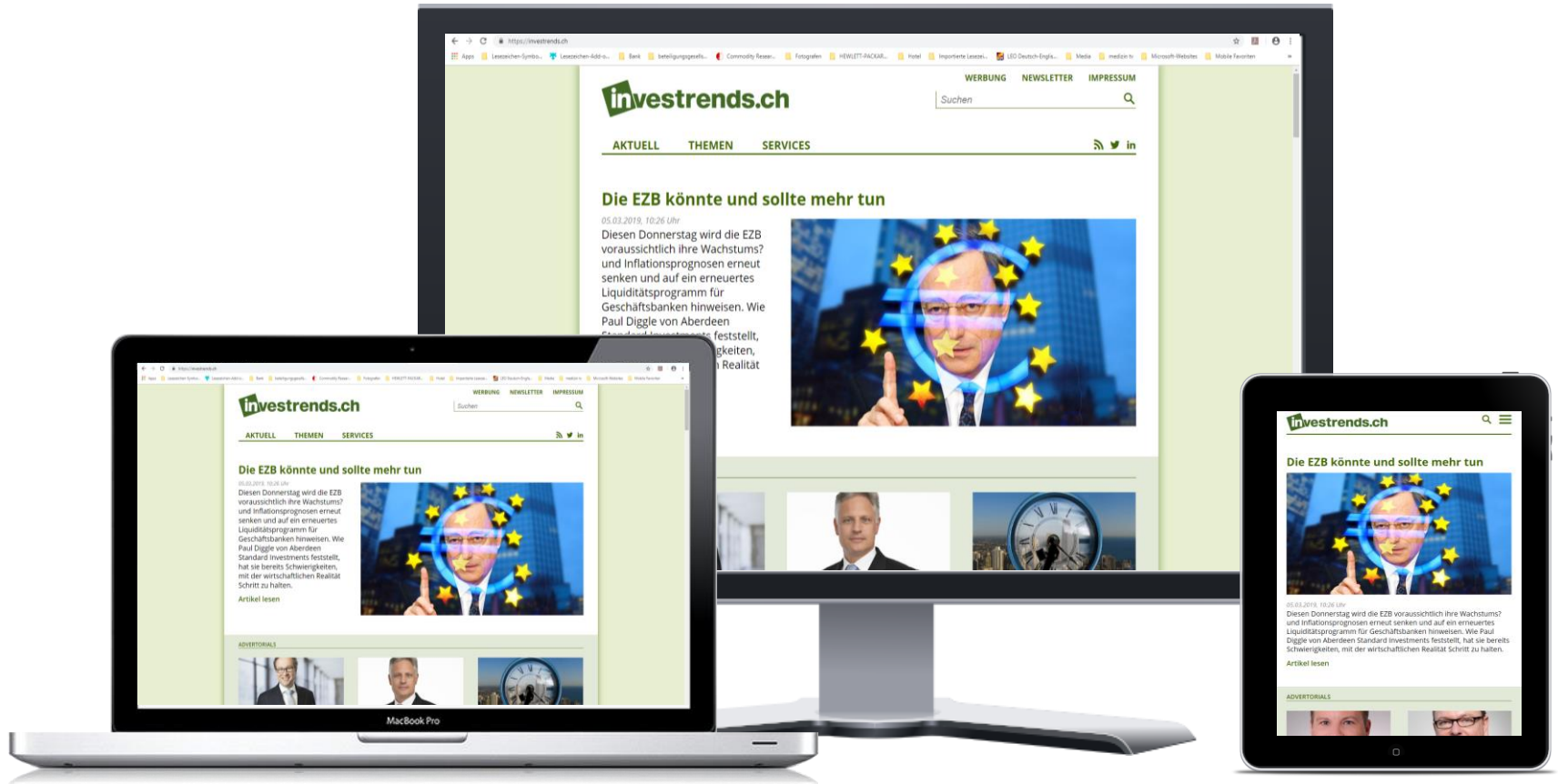


# Media Kit 2022



## **Your Targets**

- You address a clearly defined B2B target group in the financial industry.
- You want to increase the awareness of your brand in the Swiss financial market.
- Your asset management expertise reaches professional investors without waste coverage.

## **Your Target Group**

More than 30,000 professional investors visit investrends.ch every month: private bankers, asset managers, client advisors, family offices, selectors, analysts, institutional investors and consultants.

The newsletter, which appears twice a week, reaches around 4,700 subscribers.

## Media Data

Website <sup>1)</sup>	
Unique User	33 742
Sessions	37 773
Page Views	56 265
Newsletter <sup>2)</sup>	Published Tuesdays and Fridays
Subscribers	4 468

Devices <sup>1)</sup>	
Desktop	75.8%
Mobile	22.8%
Tablet	1.4%

<sup>1)</sup> Source: Google Analytics January 2022

<sup>2)</sup> January 2022

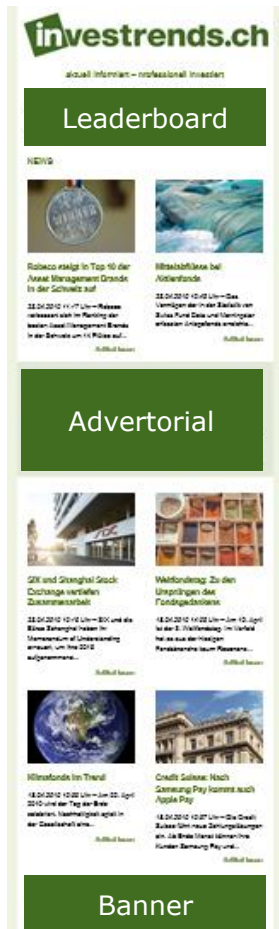
## Advertising on the Website

Banner	Size in Px	Price gross in CHF	Price net in CHF	Advertorial in «News»-Section	Price gross in CHF	Price net in CHF	
Skyscraper	160 x 600	330	264	Title	50 characters	1 500	1 200
Half Page	300 x 600	400	320	Lead	250 characters		
Leaderboard	728 x 90	360	288	Length	5000 characters		
Wideboard	994 x 250	460	368	Picture	9 x 5		
Rectangle	300 x 250	260	208	Graph	Max. 2		
All banners are ROS; SOV: 100% File size: max. 70 KB File format: HTML5, GIF, JPEG				Published in both newsletters of the booked week Characters incl. blanks Minimum width of pictures: 850 Px			

Search Function	Price gross in CHF	Price net in CHF
Your logo next to the search function (for 3 months)	990	792

Booking Details
Adviser Commission: 5%; Partner discount: 10%; Minimum advertising volume: CHF 500.- All net prices include a 20% discount, excl. VAT, and apply per week (except search function).

## Advertising in the Newsletter



Banner	Size in Px	Price gross in CHF	Price net in CHF
Leaderboard	600 x 70-200	990	792
Banner	600 x 70-200	620	496

SOV: 100%. File size: max. 70 KB. File format: HTML5, JPEG, GIF

Advertorial		Price gross in CHF	Price net in CHF
Title	50 characters incl. blanks	400	320
Lead	250 characters incl. blanks		
Picture	9 x 5, minimum width 850 Px		

The advertorial is directly linked to the landing page on your website.

Booking Details
<p>Adviser commission: 5%; Partner discount: 10%; Minimum advertising volume: CHF 500.-            All net prices include a 20% discount, excl. VAT, and apply for one edition.            The newsletter is published on Tuesdays and Fridays.</p>

## Contact

Investrends.ch is edited by Publicontext AG, an independent Swiss publishing house. Investrends.ch (formerly fondstrends.ch) has been online since 2008.

For bookings and offers for editorial partnership, please contact:

### **Publicontext AG**

Stauffacherstrasse 16  
CH-8004 Zürich

Phone +41 44 265 40 10

[info@publicontext.com](mailto:info@publicontext.com)

[www.publicontext.com](http://www.publicontext.com)

### **Publishing Director**

René Maier

[rene.maier@publicontext.com](mailto:rene.maier@publicontext.com)