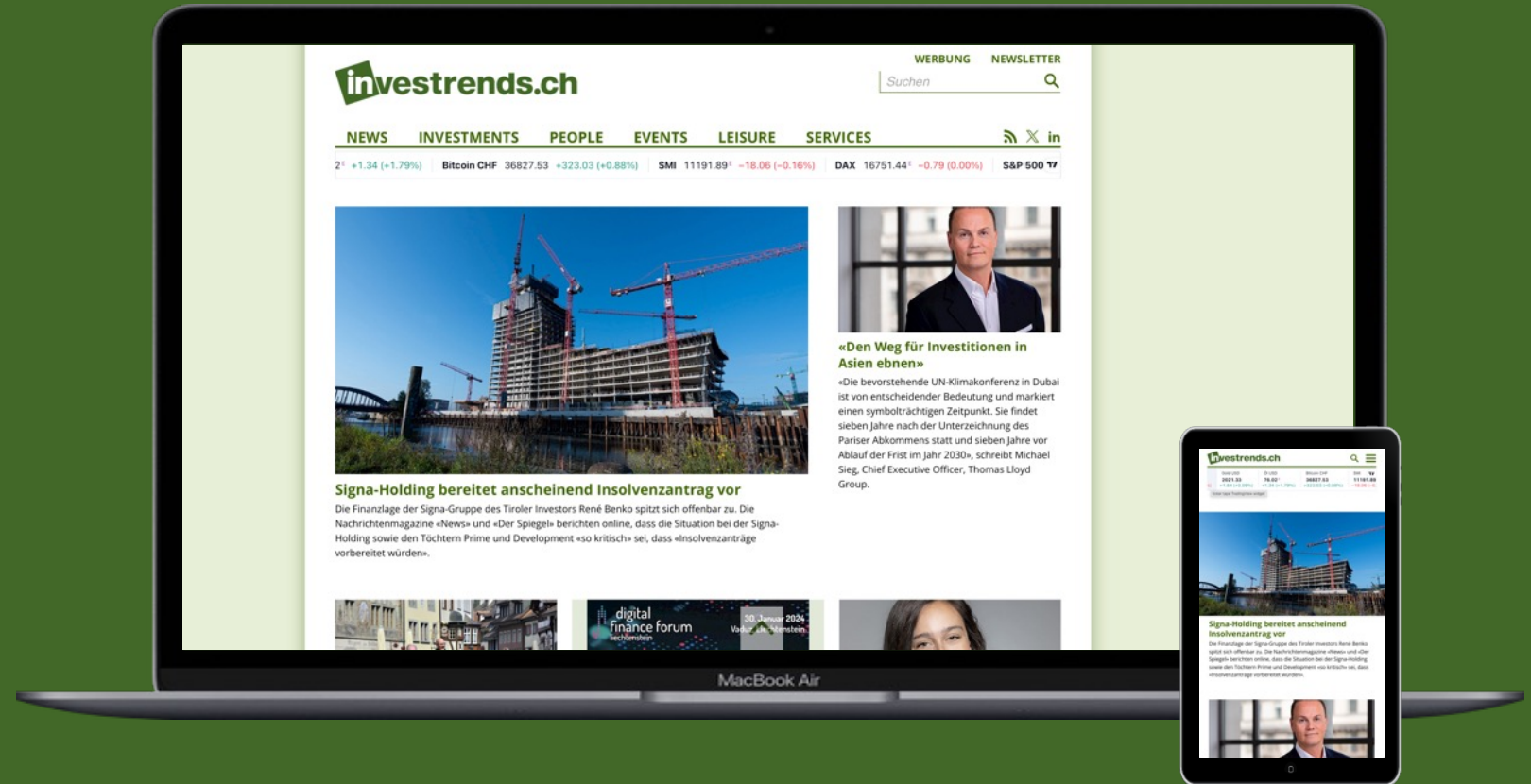


## Media Kit 2024



## **Nr 1 for professional investors**

For more than 15 years investrends.ch has been the leading B2B financial platform for professional investors in Switzerland.

Users benefit from valuable news from the financial industry, well-researched articles on relevant topics, exclusive interviews as well as first-hand insides.

*“Opinions and information on market and product developments are essential for financial professionals and interested private investors. As an independent platform, investrends.ch plays an important role in the Swiss market.”*

**Thomas Heller, CIO, Frankfurter Bankgesellschaft**



## **Your targets**

You address a clearly defined B2B target group in the financial sector.

You want to increase the awareness of your brand in the Swiss financial market.

Your expertise reaches professional investors without wastage.

## **Your target group**



More than 30,000 professional investors visit [investrends.ch](https://www.investrends.ch) each month: private bankers, asset managers, client advisors, family offices, selectors, analysts, institutional investors, entrepreneurs and consultants.

The twice-weekly newsletter reaches plus 4,300 subscribers.

## Your benefits at a glance



- You advertise without wastage, in a high quality editorial environment.
- You address a clearly defined B2B target group of professional investors.
- You place your ad starting from CHF 960 per month only.
- As a partner, you benefit from additional advantages and services in the editorial space.
- Do you have special requests or are you looking for efficient marketing out of the box? Please talk to us, we are flexible, have good ideas and look forward to realizing them.

# Overview

**Media Data** 

Unique Users  
**30,000**

Sessions  
**36,000**

Monthly Page Views  
**65,000**

Newsletter Subscribers  
**4,300**

**Devices** 

Desktop  
**70%**

Mobile  
**29%**

Tablet  
**1%**

**User Profile** 

Asset Management  
**48%**

Private Banking  
**25%**

Retail/Corporate/  
Investment Banking  
**10%**

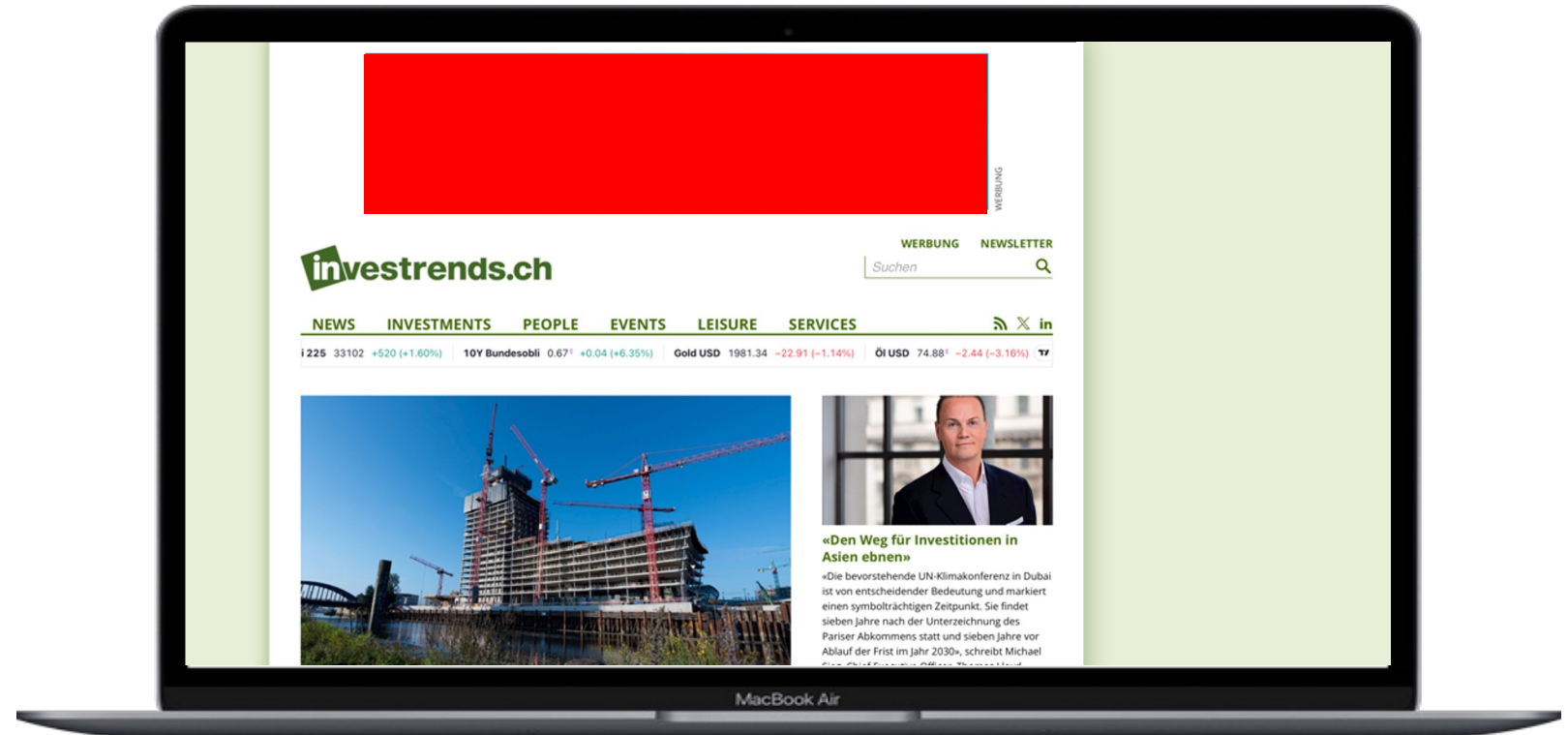
Services  
**10%**

Wealth Management  
**7%**

# Display - Desktop

## Wideboard

Dimension	994 x 250 px
Placement	Run of Site
SOV	100%
File size	max 70 kb
Format	HTML5, GIF, JPEG
Price net	CHF 480

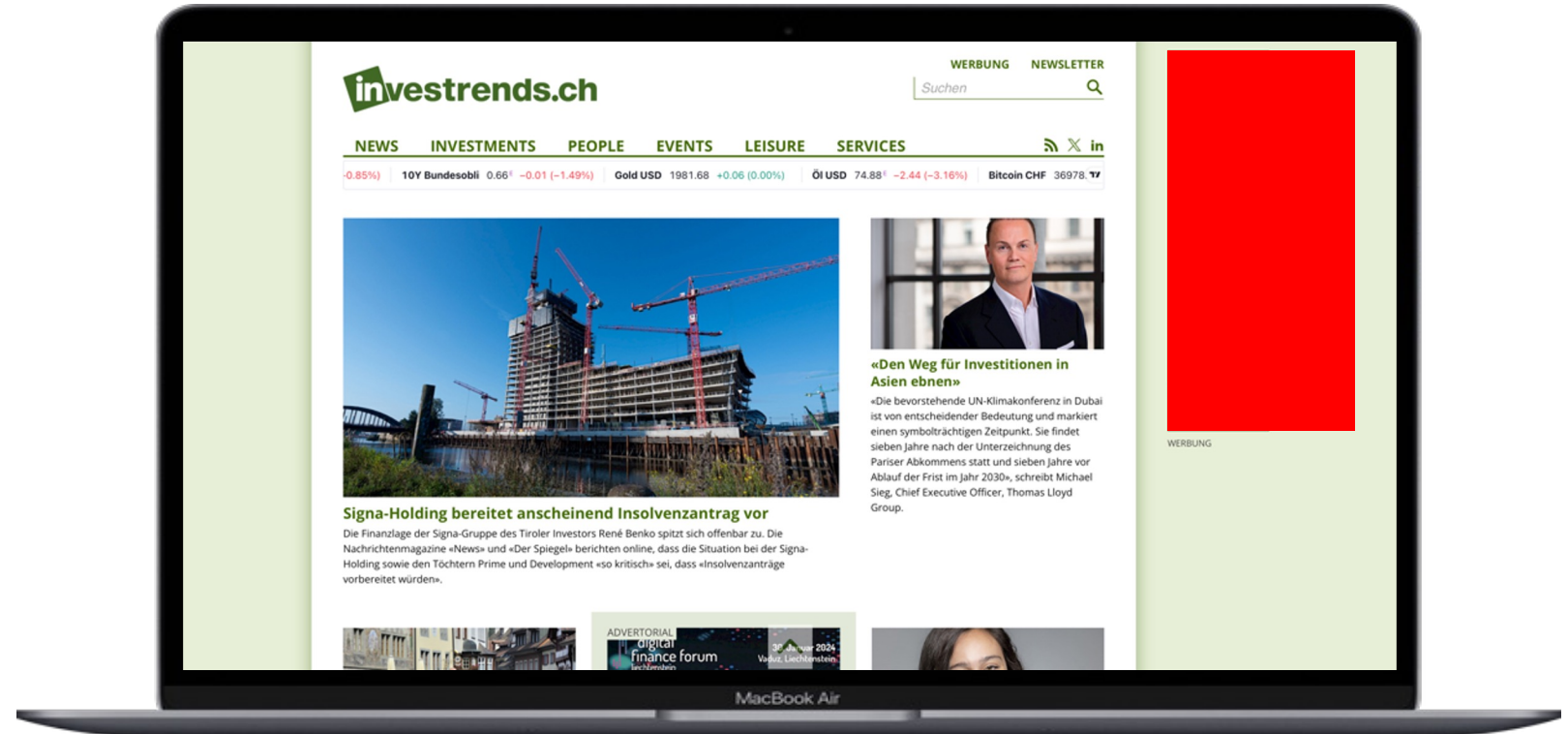


Net prices include a 20% discount, excl. VAT, and apply per week.  
Adviser commission 5%

# Display - Desktop

## Halfpage

Dimension	300 x 600 px
Placement	Run of Site, sticky
SOV	100%
File size	max 70 kb
Format	HTML5, GIF, JPEG
Price net	CHF 480



Net prices include a 20% discount, excl. VAT, and apply per week.  
Adviser commission 5%

# Display – Desktop and Mobile

## Rectangle

Dimension	300 x 250 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 70 kb
Format	HTML5, GIF, JPEG
Price net	CHF 240



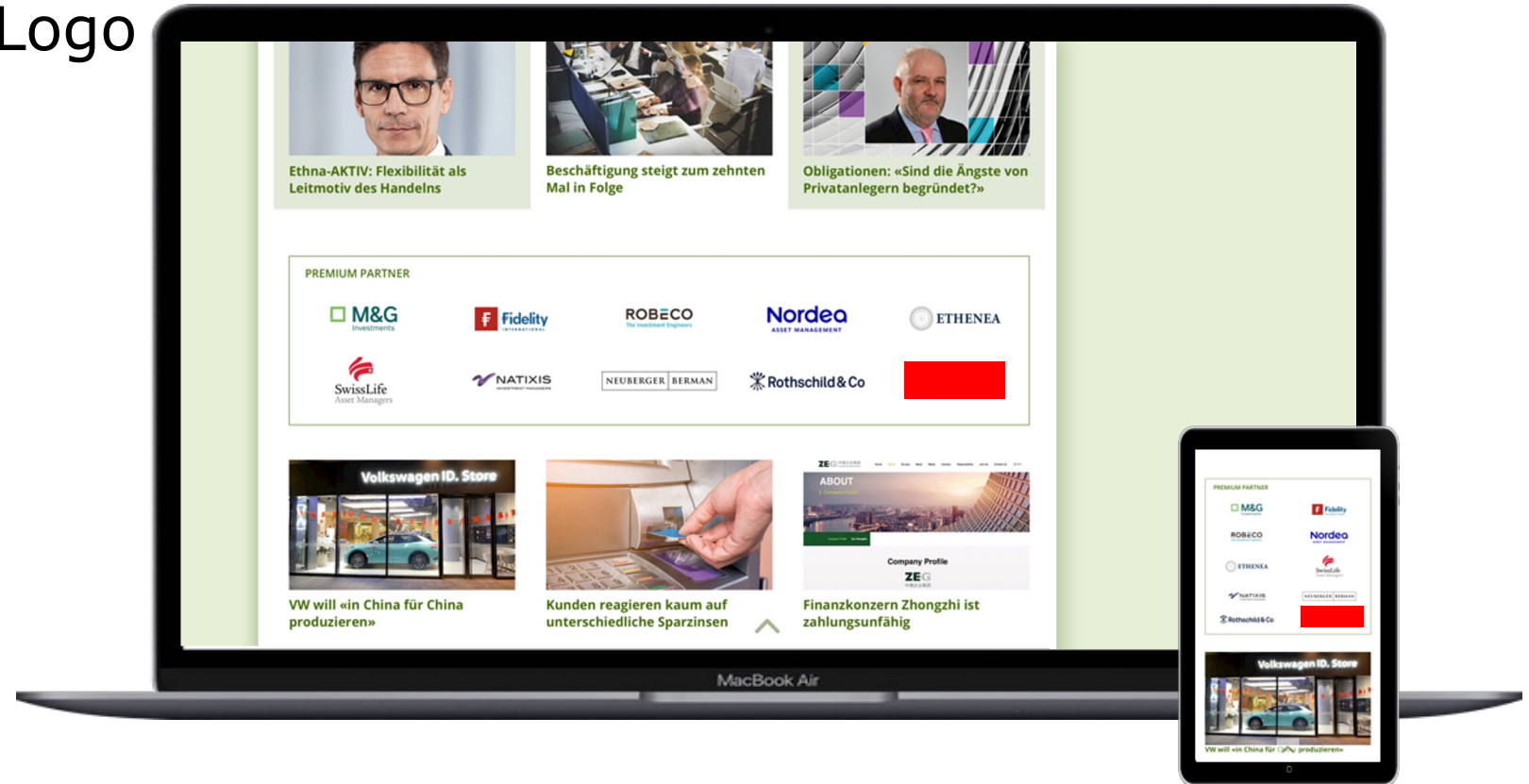
Net prices include a 20% discount, excl. VAT, and apply per week.  
Adviser commission 5%



# Display – Desktop and Mobile

## Premium Partner Logo

Placement	Run of Site, Mobile
SOV	100%
File size	max 70 kb
Format	HTML5, GIF, JPEG
Price net	CHF 2,500

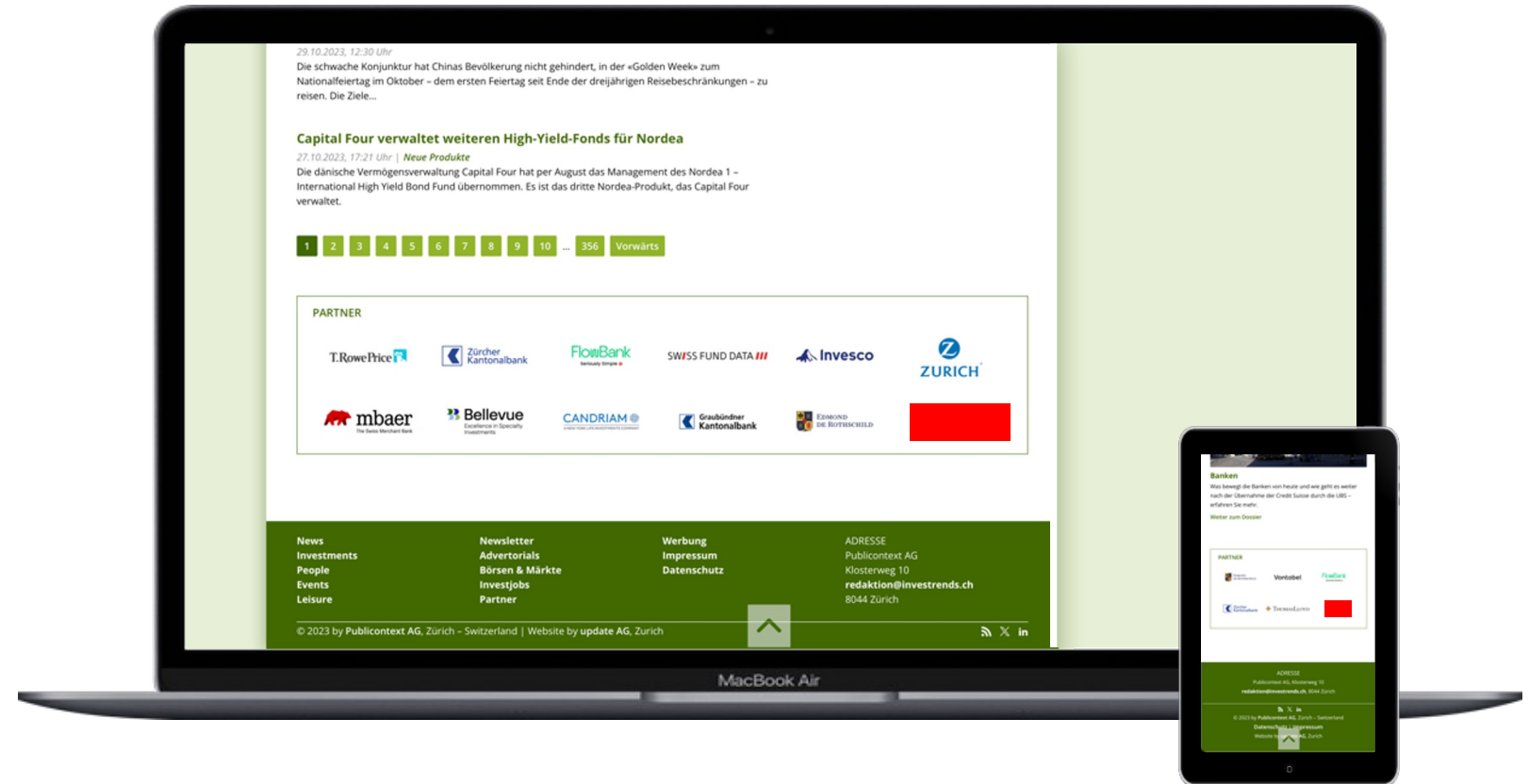


Net prices include a 20% discount, excl. VAT, and apply per year.  
Adviser commission 5%

# Display – Desktop and Mobile

## Partner Logo

Placement	Run of Site, Mobile
SOV	100%
File size	max 70 kb
Format	HTML5, GIF, JPEG
Price net	CHF 1,000

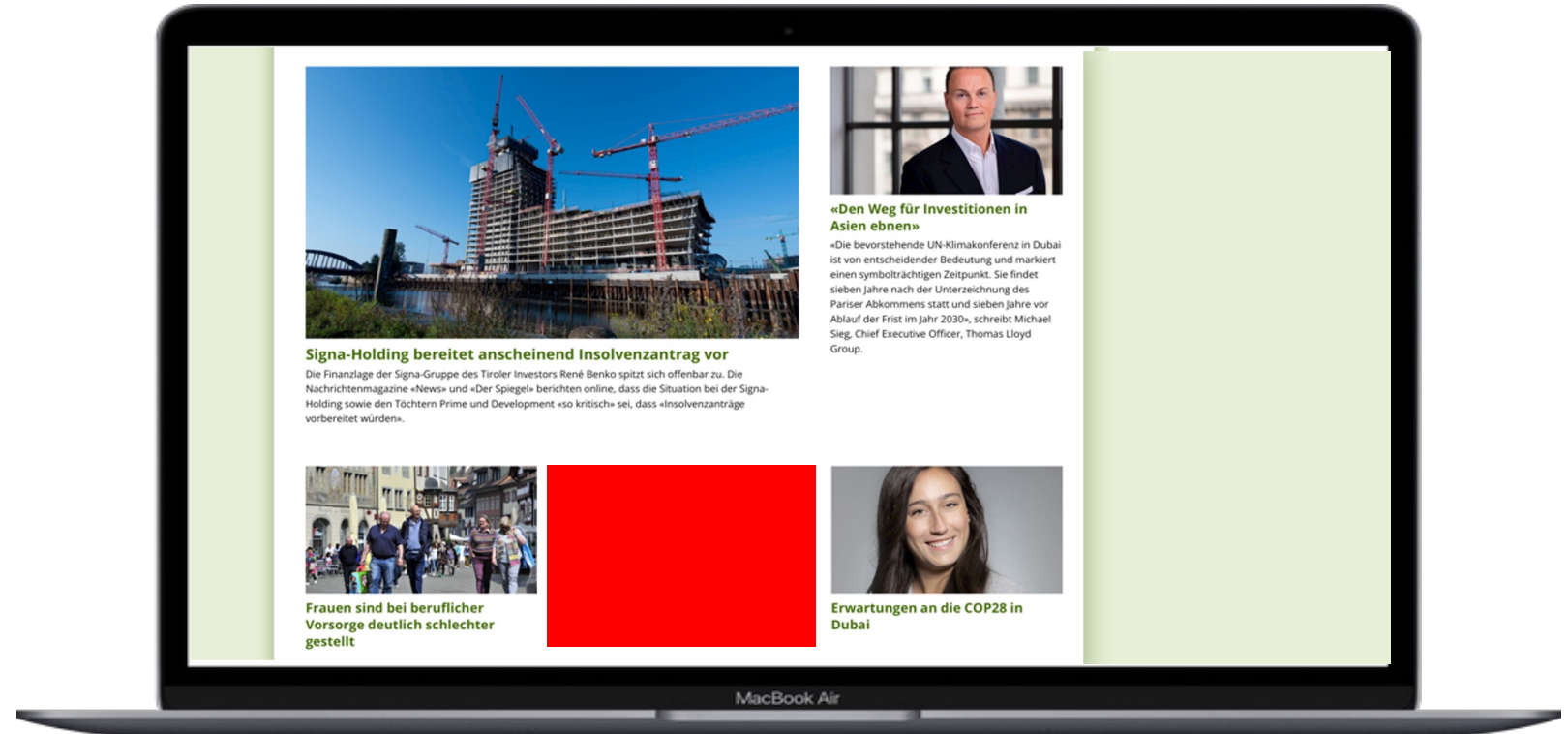


Net prices include a 20% discount, excl. VAT, and apply per year.  
Adviser commission 5%

# Display – Desktop

## Native Advertorial

Placement	Run of Site
Title	75 letters incl. blancs
Lead	250 letters incl. blancs
Image	900 x 500 px
Price net	CHF 1,200

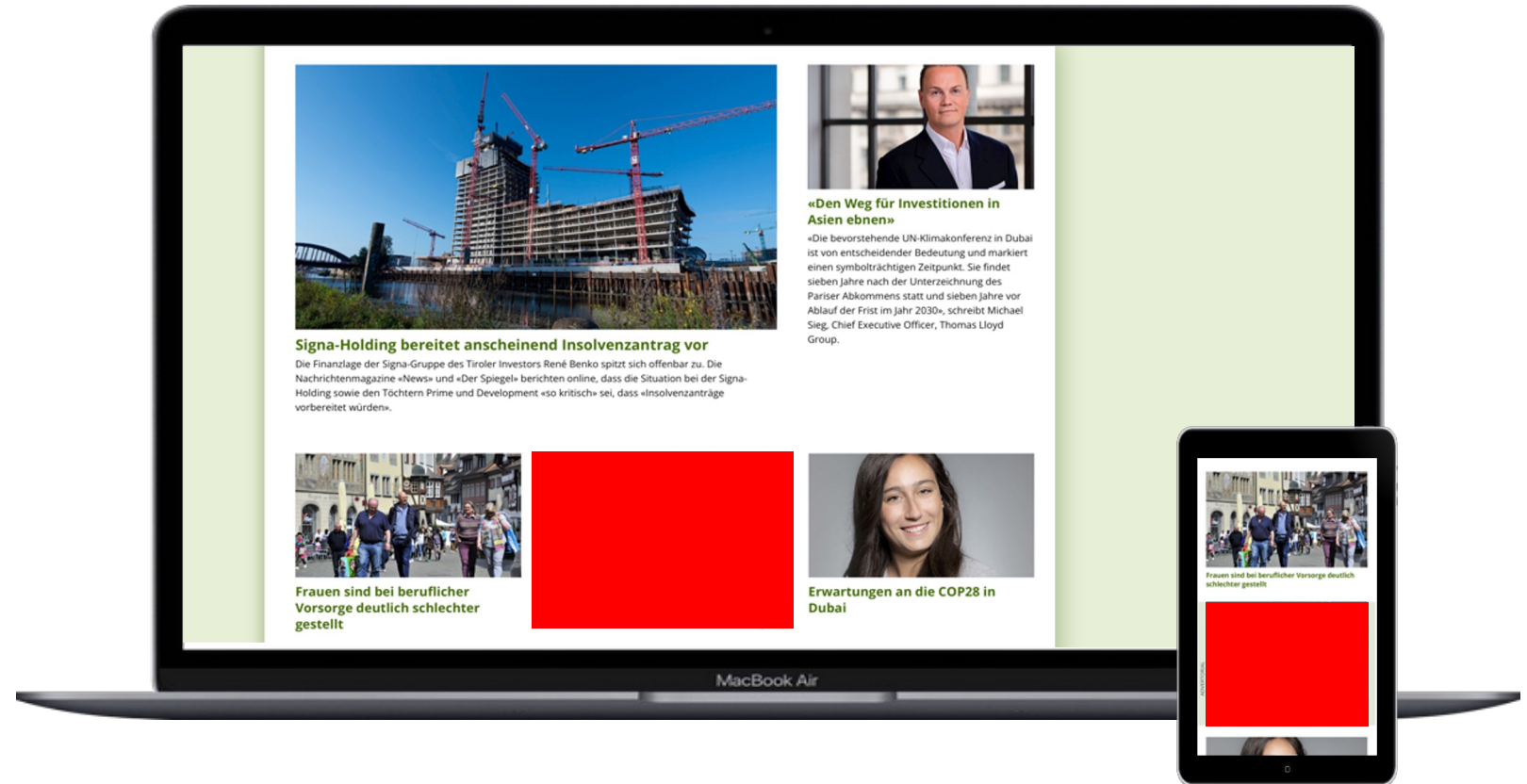


Net prices include a 20% discount, excl. VAT, and apply per week.  
The Native Advertorial is directly linked to the customer's homepage  
Adviser commission 5%

# Display – Desktop and Mobile

## Advertorial

Placement	Run of Site
Title	75 letters incl. blancs
Lead	250 letters incl. blancs
Copy	5,000 letters
Image	900 x 500 px
Graph	max 2
Price net	CHF 1,200



Net prices include a 20% discount, excl. VAT, and apply per week.  
The Advertorial appears once in the newsletter of the booked week.  
Adviser commission 5%

# Display – Newsletter

## Leaderboard

Dimensions	600 x 200 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 70 kb
Format	HTML5, GIF, JPEG
Price net	CHF 640

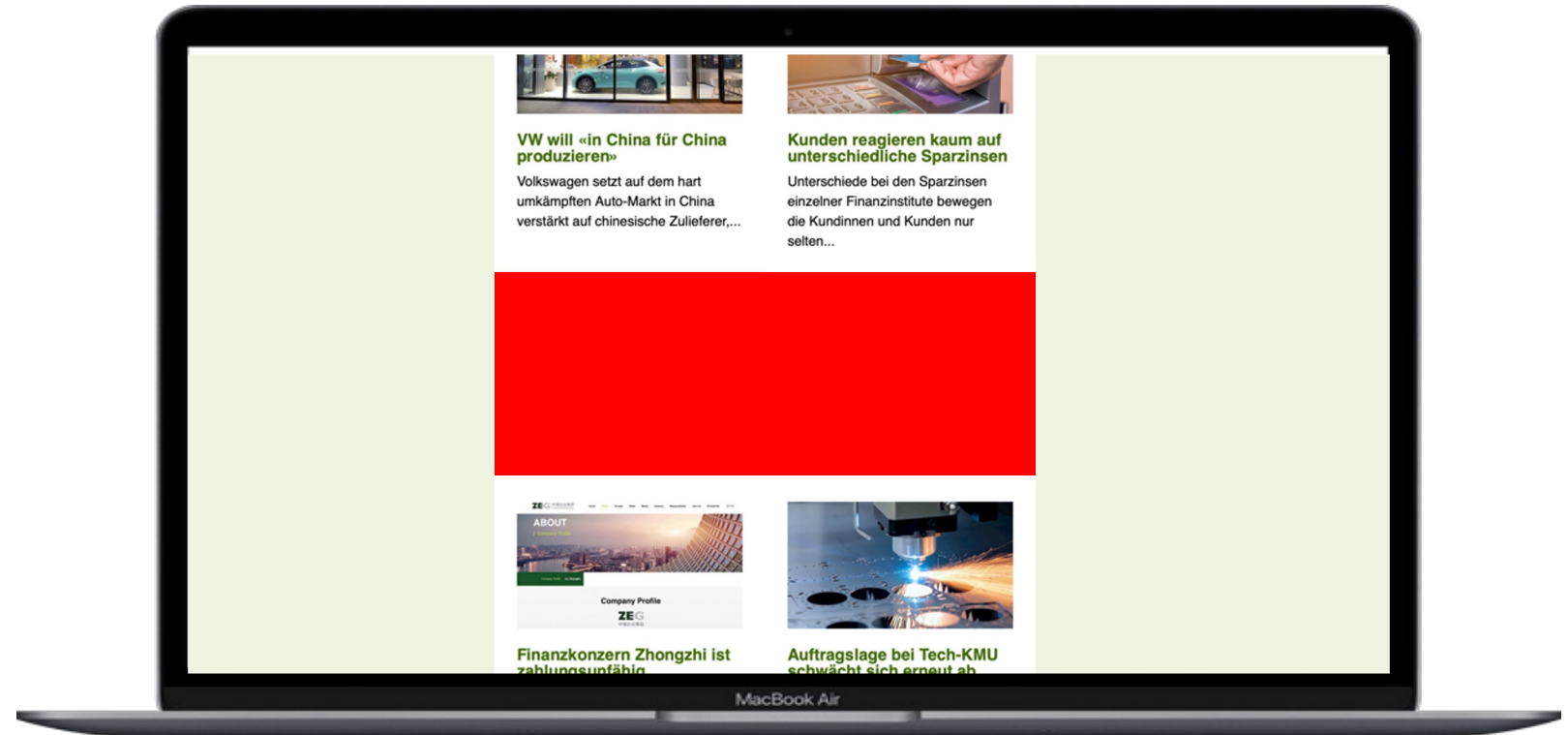


Net prices include a 20% discount, excl. VAT, and apply per edition.  
The newsletter is published on Tuesdays and Fridays.  
Adviser commission 5%

# Display – Newsletter

## Banner

Dimensions	600 x 200 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 70 kb
Format	HTML5, GIF, JPEG
Price net	CHF 480

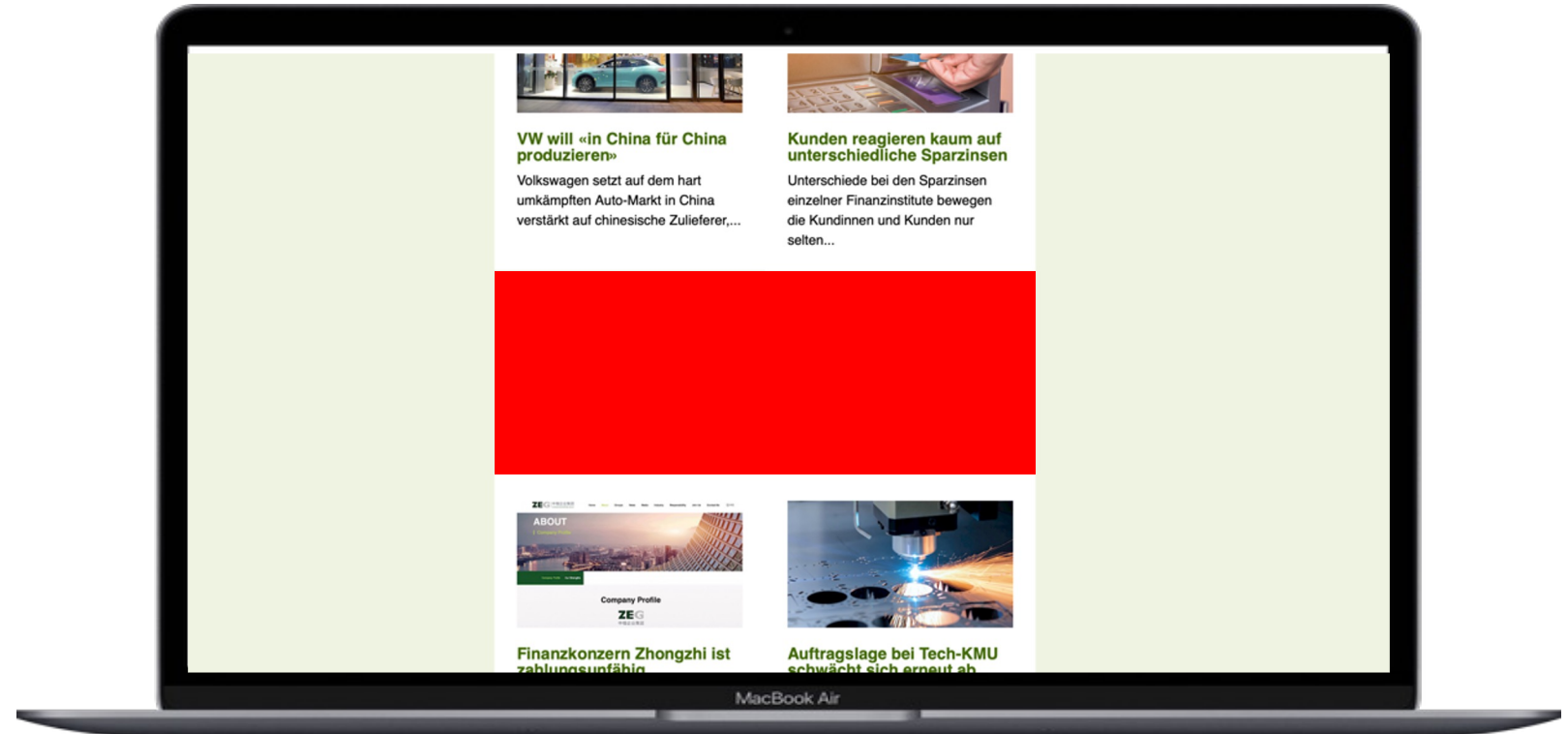


Net prices include a 20% discount, excl. VAT, and apply per edition.  
The newsletter is published on Tuesdays and Fridays.  
Adviser commission 5%

# Display – Newsletter

## Native Advertorial

Title	75 letters incl. blancs
Lead	250 letters incl. blancs
Image	900 x 500 px
Price net	CHF 480



Net prices include a 20% discount, excl. VAT, and apply per edition.  
The Native Advertorial is directly linked to the customer's homepage.  
The newsletter is published on Tuesdays and Fridays.  
Adviser commission 5%

## Contact

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