

ADVERTISEMENTS PRINT AND ONLINE



GIARDINA SPECIAL SUPPLEMENT

SonntagsZeitung



Print run	152,566 copies
Size	12 pages
Publication date	Sunday, 3 March 2019
Advertising deadline	Friday, 15. February 2019
Readership	549,000 people
Home-owners	334,000 people
Garden-owners	231,000 people
Intend to buy furniture next 12 mths.	255,000 people

ADVERTISEMENTS (EXCL. VAT)

1/1 page (296 × 440 mm)	CHF 14,720.- (instead of 29,440.-)
1/2 page page text follow-on (296 × 220 mm)	CHF 12,254.- (instead of 24,508.-)
1/4 page page text follow-on (296 × 110 mm)	CHF 9,250.- (instead of 15,411.-)

PUBLIREPORTAGEN (EXCL. VAT)

1/1 page (296 × 440 mm)	CHF 17,664.- (instead of 35,328.-)
1/2 page page text follow-on (296 × 220 mm)	CHF 14,705.- (instead of 29,409.-)
1/4 page page text follow-on (296 × 110 mm)	CHF 10,175.- (instead of 18,493.-)



ONLINE ADVERTISING **Tages-Anzeiger**



Paid Post	Text (3000 characters) with photo series (1-4 images). In the look and feel of the editorial articles. The content of the paid post must be in connection with the Giardina presence.
Period	1 week
Device	Desktop + Tablet + Mobile
Channel	Teaser of article, rotating
Exhibitor offer	CHF 5,600.- (instead of CHF 7,000.-)



SCHWEIZER GARTEN SPECIAL 03/19

Schweizer
Garten

Print run	28,000 copies
Readership	211,000 people
Size	28 pages
Publication date	22 February 2019
Advertising deadline	14 January 2019

PRICES AND AND FORMATS (EXCL. VAT)

4 th inside page (210×297 mm + 3 mm trim)	CHF 4,800.–
3 rd inside page (210×297 mm + 3 mm trim)	CHF 4,200.–
2 nd inside page (210×297 mm + 3 mm trim)	CHF 4,600.–
1/1 page (210×297 mm + 3 mm trim)	CHF 4,000.–
1/2 page (185×124 mm)	CHF 2,200.–



INFORMATION AND BOOKING

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