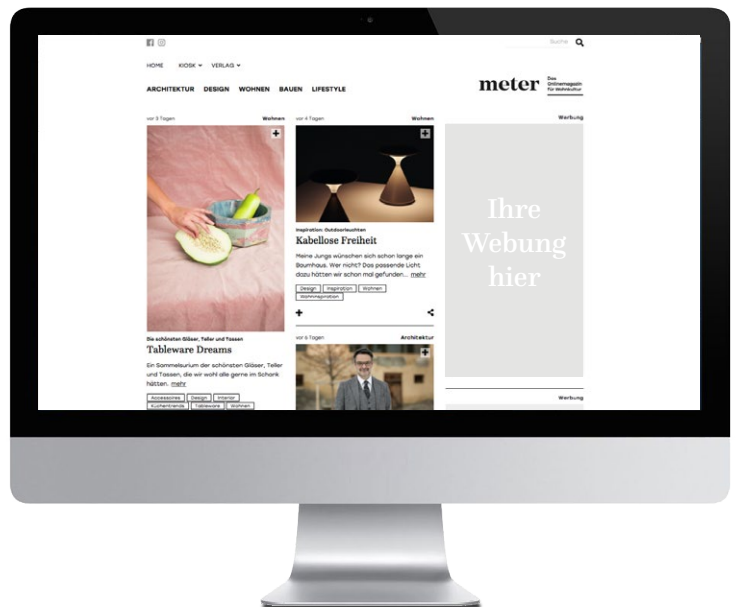


Online advertising on metermagazin

«With metermagazin, we have created a platform for a variety of topics connected to architecture, design and interiors; the aim – separately from our magazines – is to provide a space for personal opinions, criticism and new, surprising points of view.»

Carina Iten, editor-in-chief of metermagazin



Formats:



Maxiboard



Half Page Ad



Medium Rectangle



Advertorials

Width x height in pixels

994 x 118

300 x 600

300 x 250

Price (per month) / placement on:

metermagazin.ch
CHF

metermagazin.de
EUR

Placement:

| | Placement: | metermagazin.ch CHF | metermagazin.de EUR |
|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------|------------------------|
| Maxiboard: | on all channels (architecture, design, home living, building & lifestyle) and article pages | 500.- | 420.- |
| Half-page ad: | Home, plus on all channels | 800.- | 670.- |
| Medium rectangle 1: | Home, on all channels and article pages, ROS | 800.- | 670.- |
| Medium rectangle 2/3: | Home, plus on all channels | 600.- | 500.- |
| Advertorials: (editorial-style copy prepared by our editorial team according to the specified topic) | Home, plus selected channel | 1200.- | 1000.- |
| Paid post: (content provided by client) | Home, plus selected channel | 800.- | 670.- |

Monthly user data

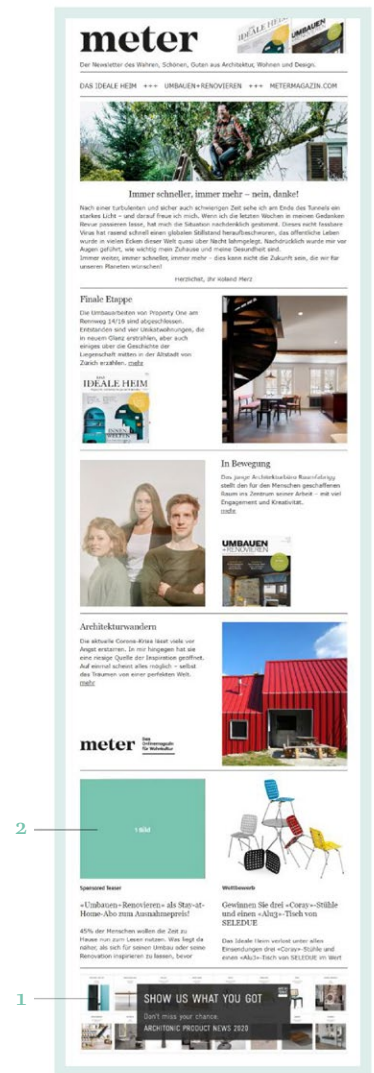
| | |
|-----------------|--------|
| Page Views | 49 362 |
| Page Visits | 18 767 |
| Unique Visitors | 13 625 |

Average values October 2019 - September 2020

metermagazin Newsletter

Our newsletter of what is true, beautiful and good in architecture, interiors and design appears 10 times a year and is received by 7200 readers (B2B and B2C, Switzerland only).

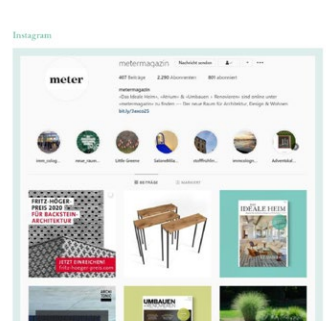
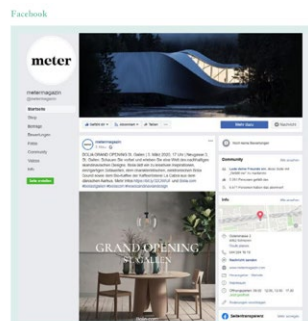
| Advertising options | Formats | Price in EUR |
|------------------------|-------------------------------------------------------------------------------|--------------|
| 1 Banner ad | 1600 x 480 px | 690,- |
| 2 Sponsored Teaser | | 740,- |
| Image | 1000 x 800 px | |
| Headline | max. 65 characters including spaces | |
| Text | max. 185 characters including spaces | |
| Link | of your choice | |
| Recipients | 7200 (as of September 2020) | |
| Open rate | 35% | |
| Publication dates 2021 | 28.1. / 25.2. / 25.3. / 22.4. / 27.5. / 1.7. / 19.8. / 23.9. / 21.10. / 2.12. | |
| Delivery of material | 5 business days before publication | |



Advertising opportunities on social media

| Platform | Subscribers | Price in EUR |
|------------|-------------|--------------|
| Facebook* | 5921 | 450,- |
| Instagram* | 2700 | 350,- |

*individual targeting according specific region or target audience possible for an additional fee



If you're interested in developing native advertising and brand stories, please get in touch.