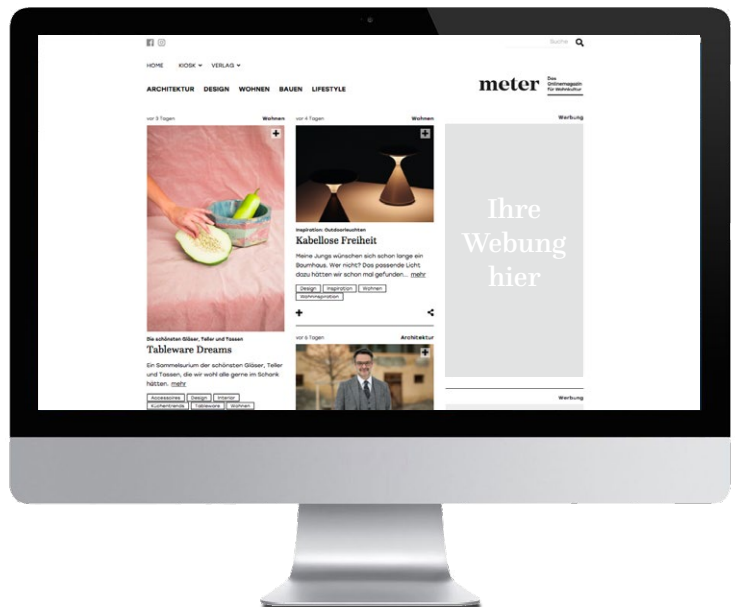


## Online advertising on metermagazin

«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:

Maxiboard:	on all channels (architecture, design, home living, building & lifestyle) and article pages	500.–	470.–
Half-page ad:	Home, plus on all channels	800.–	750.–
Medium rectangle 1:	Home, on all channels and article pages, ROS	800.–	750.–
Medium rectangle 2/3:	Home, plus on all channels	600.–	550.–
Advertorials: (editorial-style copy prepared by our editorial team according to the specified topic)	Home, plus selected channel	1200.–	1100.–
Paid post: (content provided by client)	Home, plus selected channel	800.–	750.–

### Monthly user data

Page Views	49 188
Page Visits	21 931
Unique Visitors	17 944

Average values September 2020 – August 2021

## metermagazin Newsletter

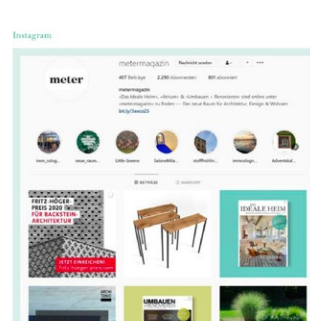
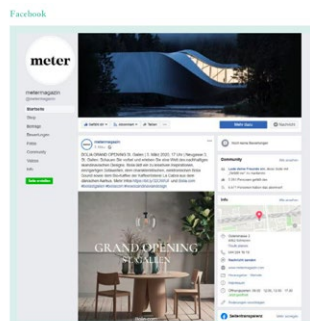
Our newsletter of what is true, beautiful and good in architecture, interiors and design appears 10 times a year and is received by 9100 readers (B2B and B2C, in Germany, Austria and Switzerland).

Advertising options	Formats	Price in EUR
1 Banner ad	1600 x 480 px	700,-
2 Sponsored Teaser		750,-
Image	1000 x 800 px	
Headline	max. 65 characters including spaces	
Text	max. 185 characters including spaces	
Link	of your choice	
Recipients	9100 (as of October 2021)	
Open rate	35%	
Publication dates 2022	27.1. / 24.2. / 24.3. / 28.4. / 26.5. / 7.7. / 25.8. / 29.9. / 27.10. / 1.12.	
Delivery of material	5 business days before publication	

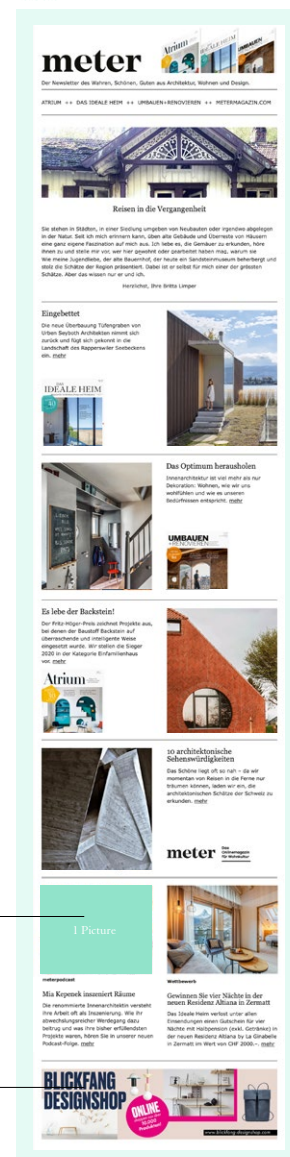
## Advertising opportunities on social media

Platform	Subscribers	Price in EUR
Facebook*	6700	450,-
Instagram*	4200	350,-

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



Newsletter



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