



swiss
marketplace
group

SMG Advertising -
accurate advertising on the most
popular Swiss online marketplaces!

Premium Advertising with SMG

Cooperative Partner

As a personal contact partner, we jointly develop the solution for your advertising objectives - tailor-made and transparent!

Reach and Brand Safety

With over three million users, we offer advertising on the largest Swiss marketplaces. Cross-platform and in a secure environment in the areas of cars, real estate, classifieds and finance & insurance.

High quality target groups

We know our users with an affinity for the topic, who are characterised by a high willingness to take action: Compare, sell and buy! Through real-time data, we can activate your target group and address them precisely along the customer journey.

Partner network

Benefit from our strong partners Ringier Advertising and Goldbach Audience! The entire ad inventory is available to you for your network marketing.

Our brands and networks

Real Estate

 homegate.ch

 Immo
Scout24

 IAZI
CIFI *

 Acher-Louer.ch *

 PUBLIMMO *

 ImmoStreet.ch

home•ch

ALLE
IMMOBILIEN
.CH

CASASOFT *

Automotive

 Auto
Scout24

 Moto
Scout24

 CAR FOR YOU

General Marketplaces

 tutti.ch

anibis.ch

Ricardo

Finance und Insurance

 Finance
Scout24 *

Portfolio & Prices

June 2023

MEDIUM RECTANGLE

300 x 250



RON

24

WIDEBOARD

994 x 250



RON

28

SITEBAR

500 x 1000



RON

48

HALFPAGE AD

300 x 600



RON

36

MOBILE RECTANGLE

300 x 250



ROS

20

MOBILE RICCHI

320 x 416



RON

36

WIDE SKYSCRAPER

160 x 600



RON

24

NATIVE AD

Text + Bild



RON

36

CONTENT LINK*

Text



Detail

3 CPC

MOBILE WIDEBOARD

320 x 160



RON

28

MEDIUM RECTANGLE

300 x 250



ROS

30

Viewability

47 %

WIDEBOARD

994 x 250



ROS

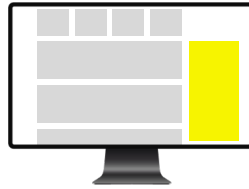
35

Viewability

71 %

SITEBAR

500 x 1000



ROS

60

Viewability

93 %

HALFPAGE AD

300 x 600



ROS

45

Viewability

80 %

MOBILE RECTANGLE

300 x 250



ROS

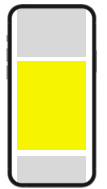
20

Viewability

50 %

MOBILE RICCHI

320 x 416



ROS

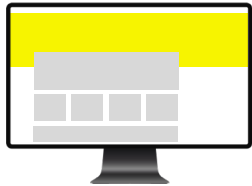
45

Viewability

49 %

SEARCH BACKGROUND DESKTOP

2465 x 400



Home

70

Viewability

81 %

NATIVE AD

Text + Bild



ROS

45

Viewability

75 %

SEARCH BACKGROUND MOBILE

1411 x 229



Home

20

Viewability

67 %

MEDIUM RECTANGLE

300 x 250



ROS

30

Viewability

80 %

WIDEBOARD

994 x 250



ROS

35

Viewability

32 %

SITEBAR

500 x 1000



ROS

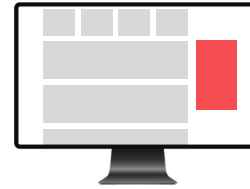
60

Viewability

95 %

HALFPAGE AD

300 x 600



ROS

45

Viewability

92 %

MOBILE RECTANGLE

300 x 250



ROS

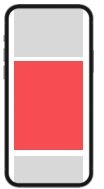
20

Viewability

53 %

MOBILE RICCHI

320 x 416



ROS

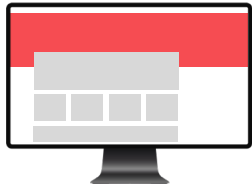
45

Viewability

49 %

SEARCH BACKGROUND DESKTOP

2465 x 400



Home

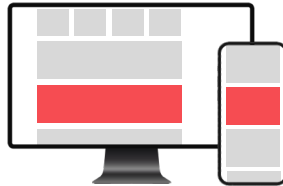
70

Viewability

84 %

NATIVE AD

Text + Bild



ROS

45

Viewability

80 %

SEARCH BACKGROUND MOBILE

1411 x 229



Home

20

Viewability

71 %

MEDIUM RECTANGLE

300 x 250



ROS

25

Viewability

87 %

WIDEBOARD

994 x 250



ROS

35

Viewability

50 %

SITEBAR

500 x 1000



ROS

50

Viewability

92 %

HALFPAGE AD

300 x 600



ROS

45

Viewability

80 %

MOBILE RECTANGLE

300 x 250



ROS

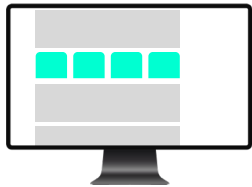
25

Viewability

34 %

SLIDER HOME

Text + Bild



Home

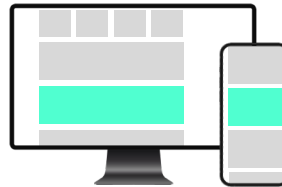
30

Viewability

37 %

NATIVE AD

Text + Bild



ROS

35

Viewability

67 %

CONTENT LINK*

Text



Detail

5 CPC

Viewability

92 %

WIDEBOARD

994 x 250



ROS

35

Viewability

47 %

SITEBAR

500 x 1000



ROS

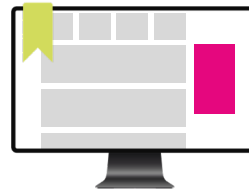
50

Viewability

90 %

HALFPAGE AD

300 x 600



ROS

45

Viewability

93 %

WIDE SKYSCRAPER

160 x 600



ROS

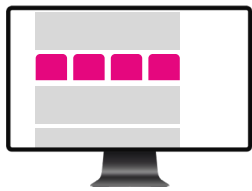
30

Viewability

95 %

SERVICE BOX

Native



Home

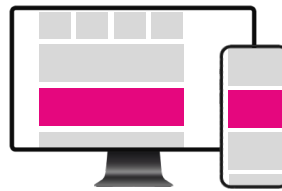
5000 / Monat

Viewability

37 %

NATIVE AD

Text + Bild



ROS

35

Viewability

77 %

MOBILE RECTANGLE

300 x 250



RON

25

Viewability

25 %

MOBILE RICCHI

320 x 416



RON

45

Viewability

38 %

MOBILE WIDEBOARD

320 x 160



ROS

35

Viewability

47 %

Ricardo

WIDEBOARD

994 x 250



ROS

25

Viewability

60 %

SITEBAR

500 x 1000



ROS

35

Viewability

87 %

HALFPAGE AD

300 x 600



ROS

30

Viewability

80 %

WIDE SKYSCRAPER

160 x 600



ROS

20

Viewability

87 %

NATIVE AD

Text + Bild



ROS

18

Viewability

39 %

MOBILE RECTANGLE

300 x 250



ROS

20

Viewability

65 %

MOBILE RICCHI

320 x 416



ROS

35

Viewability

60 %

MOBILE WIDEBOARD

320 x 160



ROS

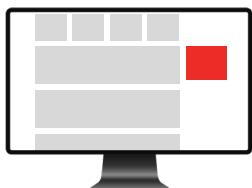
20

Viewability

62 %

MEDIUM RECTANGLE

300 x 250



ROS

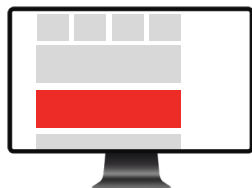
15

Viewability

45 %

WIDEBOARD

994 x 250



ROS

25

Viewability

33 %

SITEBAR

500 x 1000



ROS

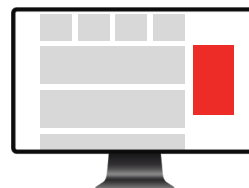
35

Viewability

85 %

HALFPAGE AD

300 x 600



ROS

30

Viewability

78 %

MOBILE RECTANGLE

300 x 250



ROS

20

Viewability

54 %

MOBILE RICCHI

320 x 416



ROS

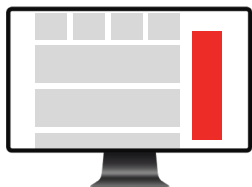
35

Viewability

48 %

WIDE SKYSCRAPER

160 x 600



ROS

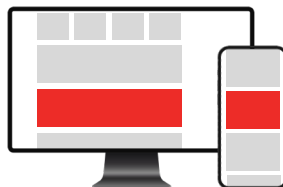
20

Viewability

85 %

NATIVE AD

Text + Bild



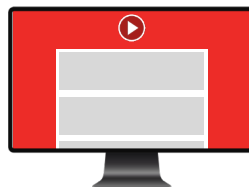
ROS

18

Viewability

86 %

VIDEO WALL*



Home

85

CONTENT AD & PARTNER BOX*



5000 / Monat

Viewability

67 %

MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

34 %

MOBILE VIDEO HEAD*



ROS

55

MEDIUM RECTANGLE

300 x 250



ROS

15

Viewability

64 %

WIDEBOARD

994 x 250



ROS

25

Viewability

29 %

SITEBAR

500 x 1000



ROS

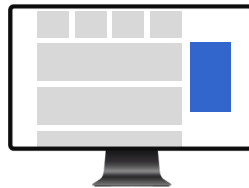
35

Viewability

94 %

HALFPAGE AD

300 x 600



ROS

30

Viewability

88 %

MOBILE RECTANGLE

300 x 250



ROS

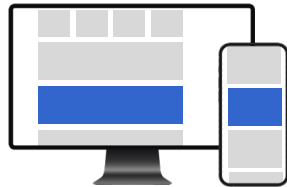
20

Viewability

48 %

NATIVE AD

Text + Bild



ROS

18

Viewability

77 %

CONTENT LINK*

Text



Detail

5 CPC

Viewability

87 %

Targeting segments

June 2023

Automotive Segments

Brands*	Additional categories
SMG Automotive Intent - Brand - Alfa Romeo	SMG Automotive Intent - Brand - Maserati
SMG Automotive Intent - Brand - Aston Martin	SMG Automotive Intent - Brand - Mazda
SMG Automotive Intent - Brand - Audi	SMG Automotive Intent - Brand - Mercedes Benz
SMG Automotive Intent - Brand - Bentley	SMG Automotive Intent - Brand - Mini
SMG Automotive Intent - Brand - BMW	SMG Automotive Intent - Brand - Mitsubishi
SMG Automotive Intent - Brand - Dodge	SMG Automotive Intent - Brand - Nissan
SMG Automotive Intent - Brand - DS Automobiles	SMG Automotive Intent - Brand - Peugeot
SMG Automotive Intent - Brand - Fiat	SMG Automotive Intent - Brand - Porsche
SMG Automotive Intent - Brand - Ford	SMG Automotive Intent - Brand - Seat
SMG Automotive Intent - Brand - Hyundai	SMG Automotive Intent - Brand - Subaru
SMG Automotive Intent - Brand - Jaguar	SMG Automotive Intent - Brand - Suzuki
SMG Automotive Intent - Brand - Jeep	SMG Automotive Intent - Brand - Tesla
SMG Automotive Intent - Brand - Kia	SMG Automotive Intent - Brand - Toyota
SMG Automotive Intent - Brand - Land Rover	SMG Automotive Intent - Brand - Volvo
SMG Automotive Intent - Brand - Lexus	SMG Automotive Intent - Brand - VW

Automotive Segments

Additional categories
SMG Automotive Intent - Condition – New car
SMG Automotive Intent - Condition - Occasion
SMG Automotive Intent - Vehicle type - Passenger car
SMG Automotive Intent - Vehicle type - Commercial vehicle
SMG Automotive Intent - Vehicle type - Truck
SMG Automotive Intent - Vehicle type - Camper
SMG Automotive Intent - Vehicle type - Motorcycle
SMG Automotive Intent - Body type - Small car
SMG Automotive Intent - Body type - SUV
SMG Automotive Intent - Body type - Bus
SMG Automotive Intent - Body type - Van
SMG Automotive Intent - Fuel Type - Hybrid
SMG Automotive Intent - Fuel Type - Electric

Real Estate Segments

Real Estate

SMG Real Estate - Geo - Canton*

SMG Real Estate - Geo - MS Region*

SMG Real Estate Intent - Type of property - Office

SMG Real Estate Intent - Object type - House

SMG Real Estate Intent - Object type - Apartment

SMG Real Estate Intent - Object type - Garage/parking space

SMG Real Estate Intent - Object type - Building land

SMG Real Estate Intent - category - Purchase

SMG Real Estate Intent - category - Renting

SMG Real Estate Intent - Category - Purchase < 500.000 CHF

SMG Real Estate Intent - Category - Purchase 500.001 - 1.000.000

SMG Real Estate Intent - Category - Buy 1.000.000 - 2.000.000

SMG Real Estate Intent - Category - Buy > 2.000.000

General Segments

Intent	Intent & Sociodemographics
SMG Intent - Luxury	SMG Intent - Hobby - Antiques & Art
SMG Intent - Automotive	SMG Intent - Shopping
SMG Intent - Real Estate	SMG Intent - Events
SMG Intent - Household - Furniture	
SMG Intent - Household - Garden	
SMG Intent - Hobby - DIY	
SMG Intent - Family - Toys	
SMG Intent - Sustainability	
SMG Intent - Secondhand	SMG Sociodemographics - Family
SMG Intent - Fashion & Clothes	SMG Sociodemographics - Single
SMG Intent - Hobby - Music	SMG Sociodemographics - Kids
SMG Intent - Hobby - Bicycles	SMG Sociodemographics - Gender - Female
SMG Intent - Hobby - Pets, Cats & Dogs	SMG Sociodemographics - Gender - Male
SMG Intent - Telecommunication - Smartphones	SMG Sociodemographics - Age*

If you have a question or need more information, please do not hesitate to contact us!

Find our specifications here:

<https://swissmarketplace.group/advertising-media-data/>



Status: June 2023

All prices in Swiss francs (CHF) plus 7.7% VAT, including targeting CPM: Cost per Mille (thousand-contact price CPM); CPC: Cost per Click

Contact SMG Swiss Marketplace Group:

+41 (0)31 744 21 77

<https://swissmarketplace.group/advertising/>

Disclaimer:

All information without guarantee. SMG Swiss Marketplace Group Schweiz AG reserves the right to change the offer and prices.

