



swiss
marketplace
group

SMG Advertising -
treffgenaue Werbung auf den
beliebtesten Schweizer
Online-Marktplätzen!

Premium Advertising mit SMG

Kooperativer Partner

Als persönlicher Ansprechpartner entwickeln wir gemeinsam die Lösung für ihre Werbeziele - massgeschneidert und transparent!

Reichweite und Brand Safety

Mit über drei Millionen Usern bieten wir Werbung auf den beliebtesten Schweizer Marktplätzen. Plattformübergreifend und in einem sicheren Umfeld in den Bereichen Auto, Immobilien, Kleinanzeigen und Finanzen & Versicherungen.

Hochwertige Zielgruppen

Wir kennen unsere themenaffinen User, welche sich durch eine hohe Aktions-Bereitschaft auszeichnen: Vergleichen, Verkaufen und Kaufen! Durch Echtzeit Daten können wir ihre Zielgruppe aktivieren und entlang der Customer Journey präzise ansprechen.

Partner Netzwerk

Profitieren Sie von unseren starken Partnern Ringier Advertising und Goldbach Audience! Ihnen steht das gesamte Ad-Inventar für ihre Netzwerk-Vermarktung zur Verfügung.

Unsere Marken und Netzwerke

Real Estate



Automotive



General Marketplaces



Finance und Insurance



Portfolio & Preise

Stand: August 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

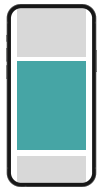


ROS

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

48 %

WIDEBOARD

994 x 250



ROS

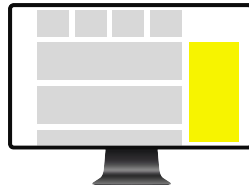
35

Viewability

32 %

SITEBAR

500 x 1000



ROS

60

Viewability

96 %

HALFPAGE AD

300 x 600



ROS

45

Viewability

80 %

MOBILE RECTANGLE

300 x 250



ROS

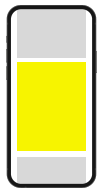
20

Viewability

54 %

MOBILE RICCHI

320 x 416



ROS

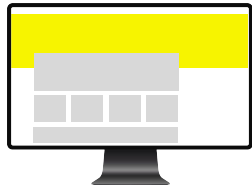
45

Viewability

46 %

SEARCH BACKGROUND DESKTOP

2465 x 400



Home

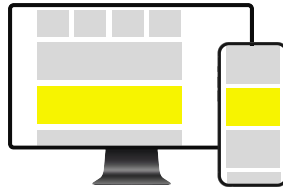
70

Viewability

82 %

NATIVE AD

Text + Bild



ROS

45

Viewability

62 %

SEARCH BACKGROUND MOBILE

1411 x 229



Home

20

Viewability

69 %

MEDIUM RECTANGLE

300 x 250



ROS

30

Viewability

80 %

WIDEBOARD

994 x 250



ROS

35

Viewability

44 %

SITEBAR

500 x 1000



ROS

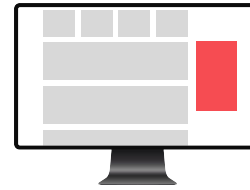
60

Viewability

95 %

HALFPAGE AD

300 x 600



ROS

45

Viewability

89 %

MOBILE RECTANGLE

300 x 250



ROS

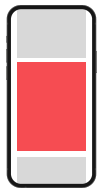
20

Viewability

58 %

MOBILE RICCHI

320 x 416



ROS

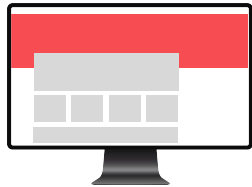
45

Viewability

47 %

SEARCH BACKGROUND DESKTOP

2465 x 400



Home

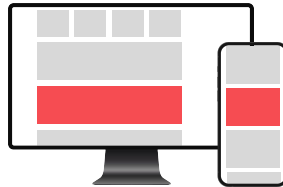
70

Viewability

85 %

NATIVE AD

Text + Bild



ROS

45

Viewability

62 %

SEARCH BACKGROUND MOBILE

1411 x 229



Home

20

Viewability

73 %

MEDIUM RECTANGLE

300 x 250



ROS

25

Viewability

82 %

WIDEBOARD

994 x 250



ROS

35

Viewability

50 %

SITEBAR

500 x 1000



ROS

50

Viewability

97 %

HALFPAGE AD

300 x 600



ROS

45

Viewability

81 %

MOBILE RECTANGLE

300 x 250



ROS

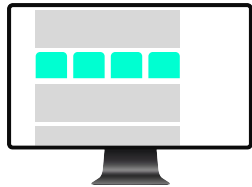
25

Viewability

37 %

SLIDER HOME

Text + Bild



Home

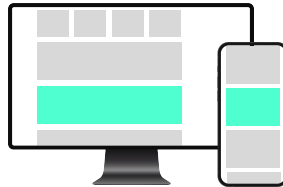
30

Viewability

30 %

NATIVE AD

Text + Bild



ROS

35

Viewability

54 %

CONTENT LINK*

Text

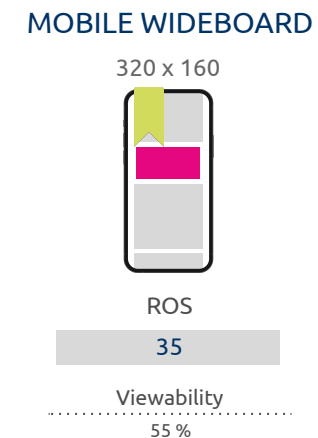
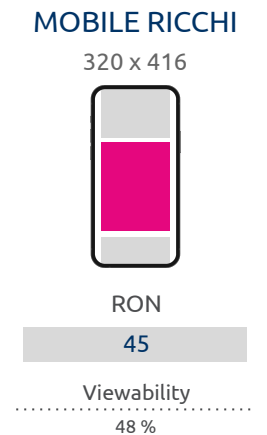
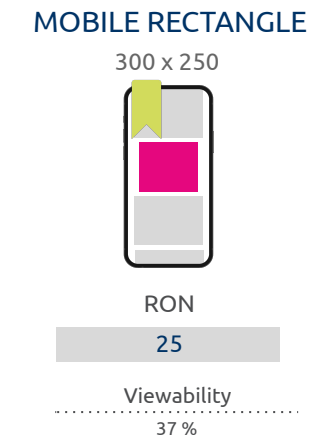
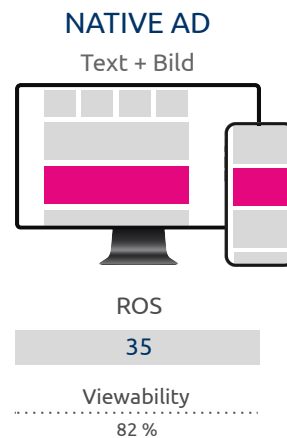
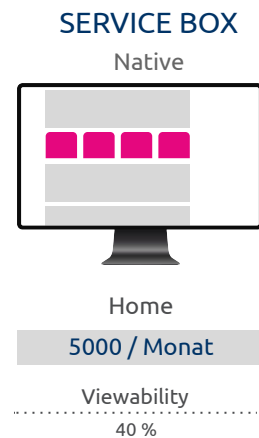
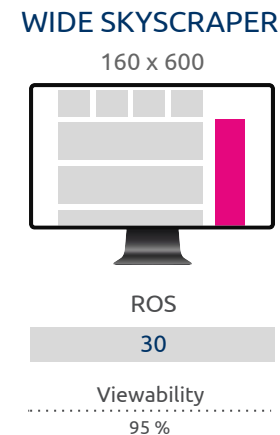
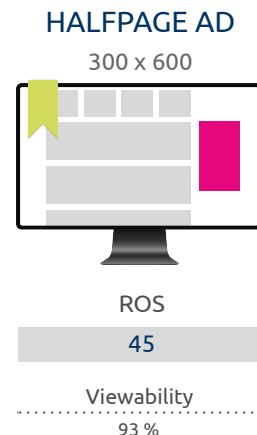
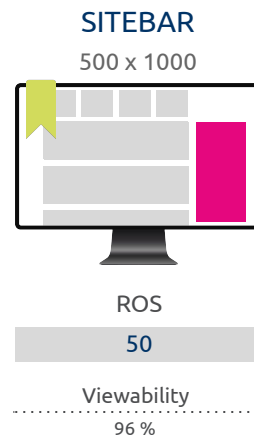
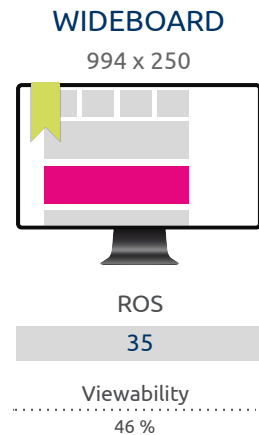


Detail

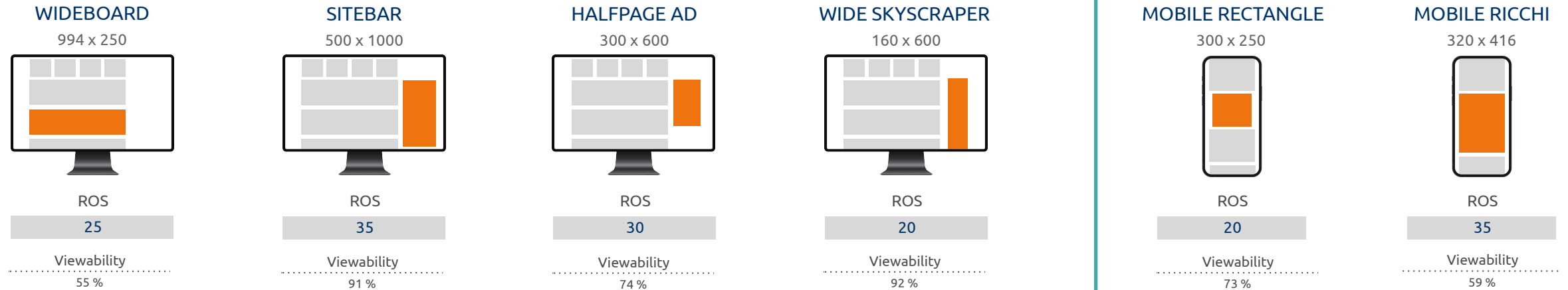
5 CPC

Viewability

93 %



Ricardo



MEDIUM RECTANGLE

300 x 250



ROS

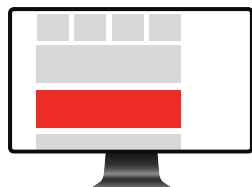
15

Viewability

70 %

WIDEBOARD

994 x 250



ROS

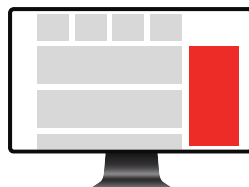
25

Viewability

41 %

SITEBAR

500 x 1000



ROS

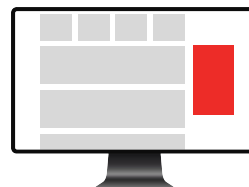
35

Viewability

75 %

HALFPAGE AD

300 x 600



ROS

30

Viewability

73 %

MOBILE RECTANGLE

300 x 250



ROS

20

Viewability

63 %

MOBILE RICCHI

320 x 416



ROS

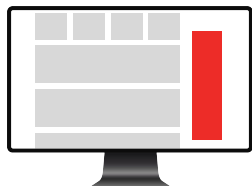
35

Viewability

54 %

WIDE SKYSCRAPER

160 x 600



ROS

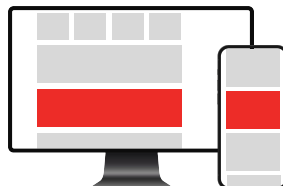
20

Viewability

90 %

NATIVE AD

Text + Bild



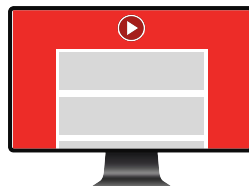
ROS

18

Viewability

92 %

VIDEO WALL*



Home

85

CONTENT AD & PARTNER BOX*



5000 / Monat

Viewability

74 %

MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

23 %

MOBILE VIDEO HEAD*

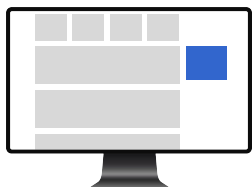


ROS

55

MEDIUM RECTANGLE

300 x 250



ROS

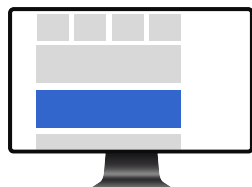
15

Viewability

60 %

WIDEBOARD

994 x 250



ROS

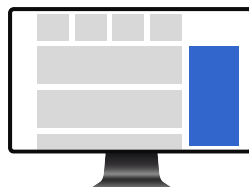
25

Viewability

27 %

SITEBAR

500 x 1000



ROS

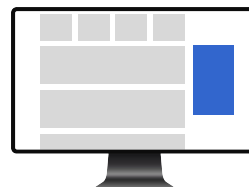
35

Viewability

96 %

HALFPAGE AD

300 x 600



ROS

30

Viewability

87 %

MOBILE RECTANGLE

300 x 250



ROS

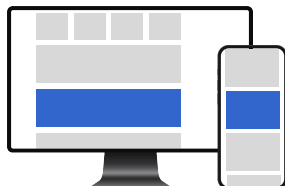
20

Viewability

43 %

NATIVE AD

Text + Bild



ROS

18

Viewability

69 %

CONTENT LINK*

Text



Detail

5 CPC

Viewability

77 %

Targeting Segmente

Stand: August 2023

Automotive Segments



Brands*	Weitere Kategorien	
SMG Automotive Intent - Brand - Alfa Romeo	SMG Automotive Intent - Brand - Maserati	SMG Automotive Intent - Zustand - Neuwagen
SMG Automotive Intent - Brand - Aston Martin	SMG Automotive Intent - Brand - Mazda	SMG Automotive Intent - Zustand - Occasion
SMG Automotive Intent - Brand - Audi	SMG Automotive Intent - Brand - Mercedes Benz	SMG Automotive Intent - Fahrzeugtyp - PKW
SMG Automotive Intent - Brand - Bentley	SMG Automotive Intent - Brand - Mini	SMG Automotive Intent - Fahrzeugtyp - Nutzfahrzeug
SMG Automotive Intent - Brand - BMW	SMG Automotive Intent - Brand - Mitsubishi	SMG Automotive Intent - Fahrzeugtyp - LKW
SMG Automotive Intent - Brand - Dodge	SMG Automotive Intent - Brand - Nissan	SMG Automotive Intent - Fahrzeugtyp - Wohnmobil / Camper
SMG Automotive Intent - Brand - DS Automobiles	SMG Automotive Intent - Brand - Peugeot	SMG Automotive Intent - Fahrzeugtyp - Motorrad
SMG Automotive Intent - Brand - Fiat	SMG Automotive Intent - Brand - Porsche	SMG Automotive Intent - Aufbauart - Kleinwagen
SMG Automotive Intent - Brand - Ford	SMG Automotive Intent - Brand - Seat	SMG Automotive Intent - Aufbauart - SUV
SMG Automotive Intent - Brand - Hyundai	SMG Automotive Intent - Brand - Subaru	SMG Automotive Intent - Aufbauart - Bus
SMG Automotive Intent - Brand - Jaguar	SMG Automotive Intent - Brand - Suzuki	SMG Automotive Intent - Aufbauart - Van
SMG Automotive Intent - Brand - Jeep	SMG Automotive Intent - Brand - Tesla	SMG Automotive Intent - Treibstoffart - Hybrid
SMG Automotive Intent - Brand - Kia	SMG Automotive Intent - Brand - Toyota	SMG Automotive Intent - Treibstoffart - Elektro
SMG Automotive Intent - Brand - Land Rover	SMG Automotive Intent - Brand - Volvo	
SMG Automotive Intent - Brand - Lexus	SMG Automotive Intent - Brand - VW	

Real Estate Segments



Real Estate

SMG Real Estate - Geo - Kantone*

SMG Real Estate - Geo - MS-Region*

SMG Real Estate Intent - Objektart - Büro, Gewerbe, Industrie

SMG Real Estate Intent - Objektart - Haus

SMG Real Estate Intent - Objektart - Wohnung

SMG Real Estate Intent - Objektart - Garage/Parkplatz

SMG Real Estate Intent - Objektart - Bauland

SMG Real Estate Intent - Rubrik - Kaufen

SMG Real Estate Intent - Rubrik - Mieten

SMG Real Estate Intent - Rubrik - Kaufen < 500.000 CHF

SMG Real Estate Intent - Rubrik - Kaufen 500.001 - 1.000.000

SMG Real Estate Intent - Rubrik - Kaufen 1.000.000 - 2.000.000

SMG Real Estate Intent - Rubrik - Kaufen > 2.000.000

General Segments



Intent	Intent & Soziodemografie
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*

Context Targeting



Automotive	Real Estate	General Marketplaces*
Aufbauart (Kombi, Coupé, ...)	Angebotstyp (Mieten / Kaufen)	Kategorien (Kleidung, Haushalt, ...)
CO2-Emission	Region / Kanton / Bezirk / Stadt / Postleitzahl	Zustand (neu, gebraucht, ...)
Fahrzeugart (Neuwagen, Occasion, ...)	Preis	Preis
Fahrzeugtyp (PKW, LKW, Wohnwagen, ...)	Renovierungs-Jahr	Postleitzahl
Inverkehrssetzungs-Jahr	Anzahl Zimmer	Angebotstyp (Angebot, Gesuch)
Registrierungs-Jahr	Baujahr	Automotive: Aufbauart
Kilometerstand	Fläche	Automotive: Treibstoffart
Preis	Objektkategorie (Haus, Wohnung, ...)	Real Estate: Angebotstyp
Marke		Real Estate: Anzahl Zimmer
Modell		
Postleitzahl		
Treibstoffart		
MotoScout24: Kategorie		
MotoScout24: kW		

Wenn Sie eine Frage haben oder weitere Informationen benötigen, dann zögern Sie bitte nicht und kontaktieren Sie uns!

Preise, Werbebedingungen, Spezifikationen und Kontakt

Stand: August 2023

Alle Preise in Schweizer Franken (CHF) zuzüglich 7.7% MwSt, inklusive Targeting
CPM: Cost per Mille (Tausend-Kontakt-Preis TKP); CPC: Cost per Click (Kosten pro Klick)

Kontakt SMG Swiss Marketplace Group:

+41 (0)31 744 21 77

<https://swissmarketplace.group/de/werbung-mediadaten/>

Disclaimer:

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