

smg

swiss  
marketplace  
group

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

# Our brands and networks



Our marketplaces are Digital Ad Trust certified.  
\*No advertising placement on these pages.



# Portfolio & Prices

May 2024

# SMG Network

Offer valid for the entire **SMG network** as well as **Real Estate, Automotive** and **General Marketplaces**

## 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



RON

16

## MOBILE RICCHI

320 x 416



RON

36

## WIDE SKYSCRAPER

160 x 600



RON

24

## NATIVE AD

Text + Bild



RON

36

## MOBILE WIDEBOARD

320 x 160



RON

28

## MEDIUM RECTANGLE

300 x 250



ROS

30

Viewability

70 %

## WIDEBOARD

994 x 250



ROS

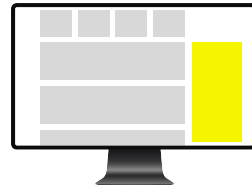
35

Viewability

46 %

## SITEBAR

500 x 1000



ROS

60

Viewability

96 %

## HALFPAGE AD

300 x 600



ROS

45

Viewability

90 %

## MOBILE RECTANGLE

300 x 250



ROS

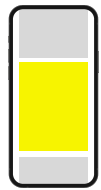
20

Viewability

55 %

## MOBILE RICCHI

320 x 416



ROS

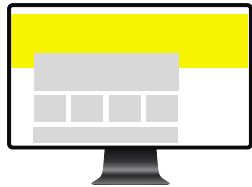
45

Viewability

45 %

## SEARCH BACKGROUND DESKTOP

2465 x 320



Home

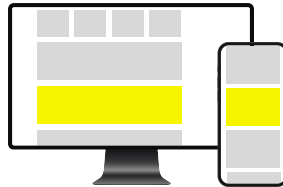
70

Viewability

82 %

## NATIVE AD

Text + Bild



ROS

45

Viewability

71 %

## SEARCH BACKGROUND MOBILE

1411 x 229



Home

20

Viewability

71 %

# Moto Scout24

## MEDIUM RECTANGLE

300 x 250



ROS

30

Viewability

76 %

## WIDEBOARD

994 x 250



ROS

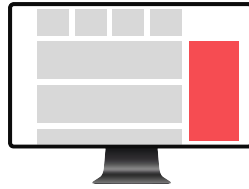
35

Viewability

53 %

## SITEBAR

500 x 1000



ROS

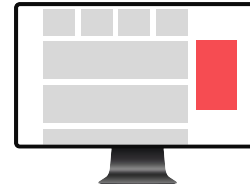
60

Viewability

92 %

## HALFPAGE AD

300 x 600



ROS

45

Viewability

91 %

## MOBILE RECTANGLE

300 x 250



ROS

20

Viewability

58 %

## MOBILE RICCHI

320 x 416



ROS

45

Viewability

45 %

## SEARCH BACKGROUND DESKTOP

2465 x 320



Home

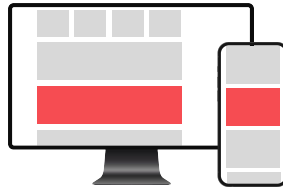
70

Viewability

84 %

## NATIVE AD

Text + Bild



ROS

45

Viewability

71 %

## SEARCH BACKGROUND MOBILE

1411 x 229



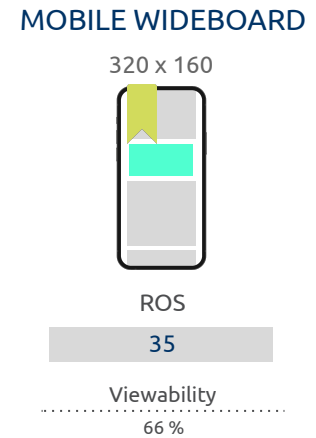
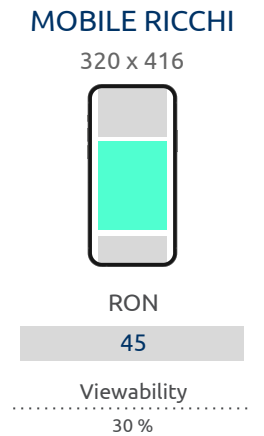
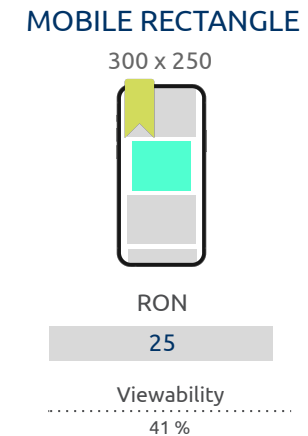
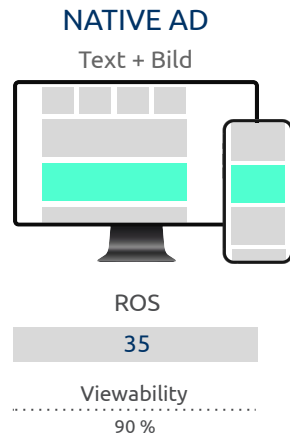
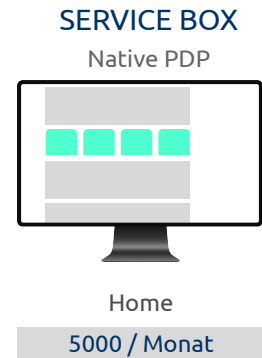
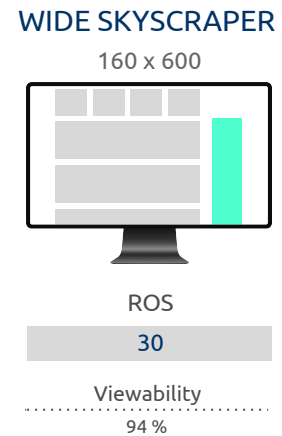
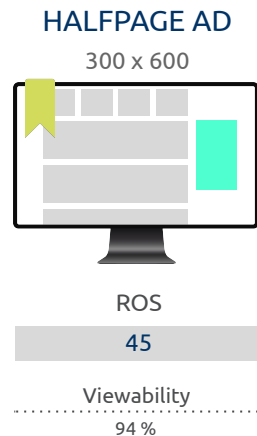
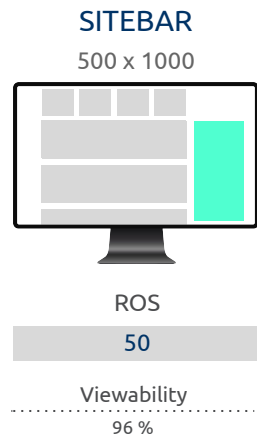
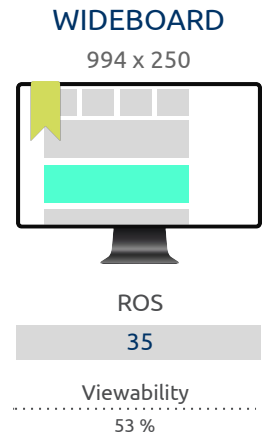
Home

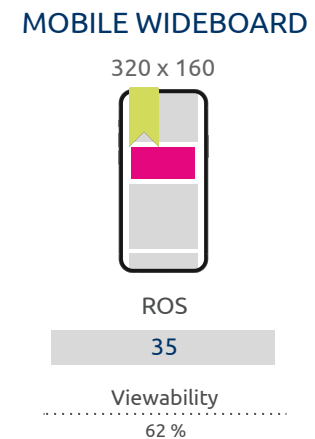
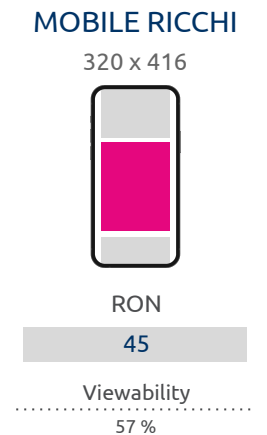
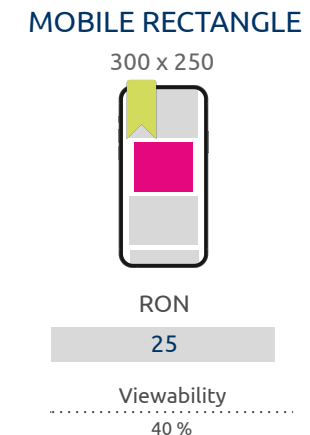
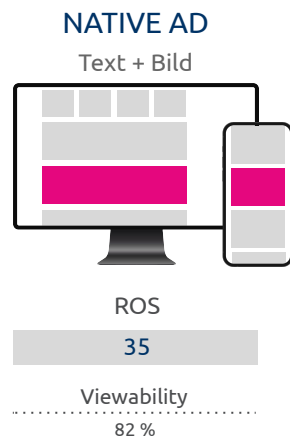
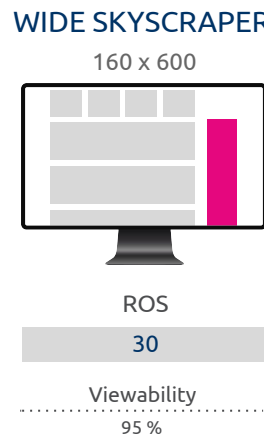
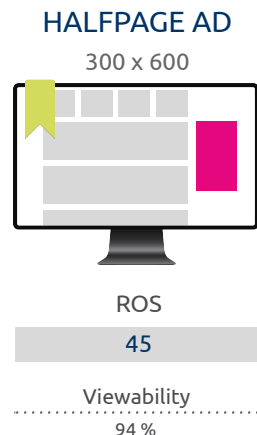
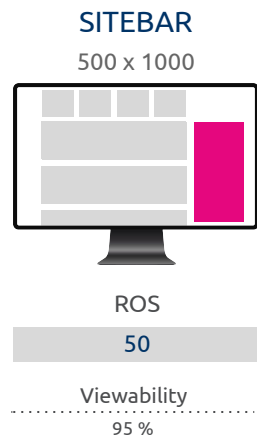
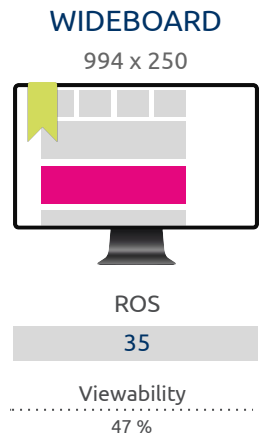
20

Viewability

75 %

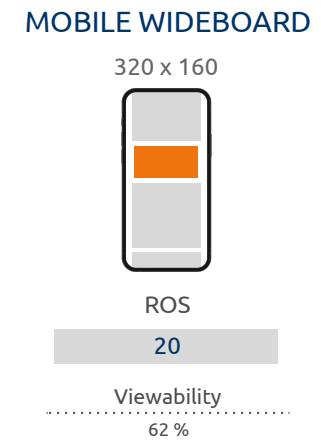
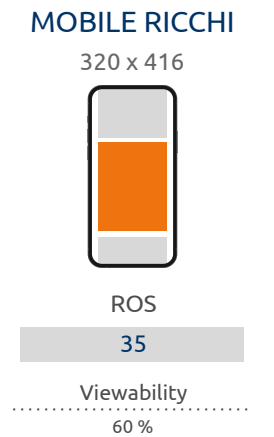
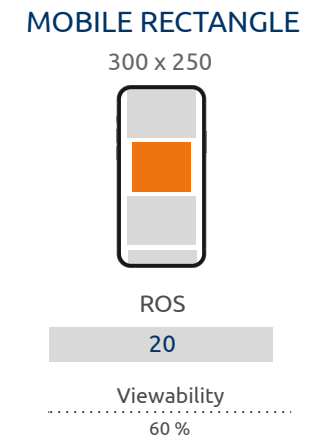
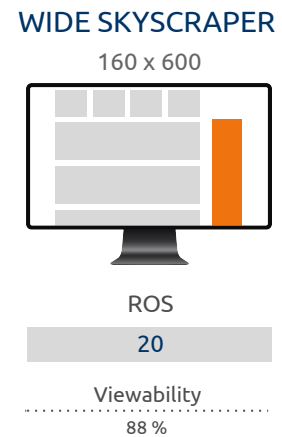
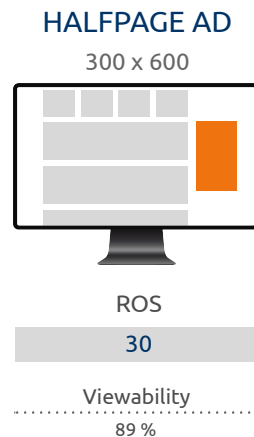
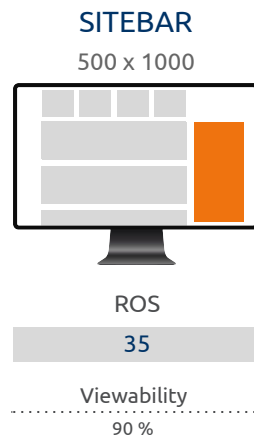
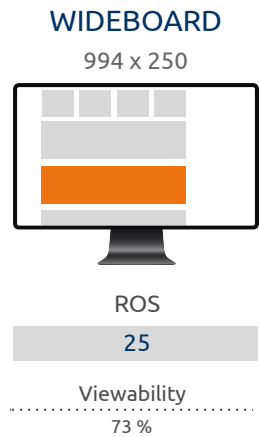








# Ricardo



### MEDIUM RECTANGLE

300 x 250



ROS

15

Viewability

73 %

### WIDEBOARD

994 x 250



ROS

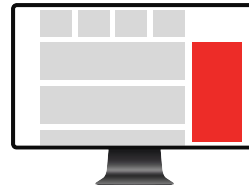
25

Viewability

28 %

### SITEBAR

500 x 1000



ROS

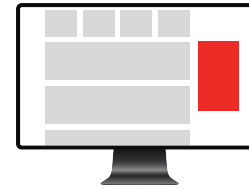
35

Viewability

81 %

### HALFPAGE AD

300 x 600



ROS

30

Viewability

66 %

### MOBILE RECTANGLE

300 x 250



ROS

20

Viewability

48 %

### MOBILE RICCHI

320 x 416



ROS

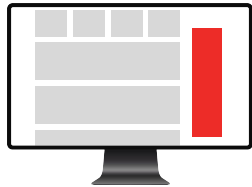
35

Viewability

46 %

### WIDE SKYSCRAPER

160 x 600



ROS

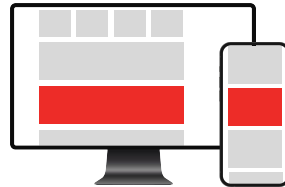
20

Viewability

81 %

### NATIVE AD

Text + Bild



ROS

18

Viewability

88 %

### VIDEO WALL\*



SRP

85

### CONTENT LINK & PARTNER BOX\*



5000 / month

Viewability

69 %

### MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

49 %

### MOBILE VIDEO HEAD\*

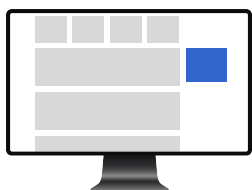


SRP

55

## MEDIUM RECTANGLE

300 x 250



ROS

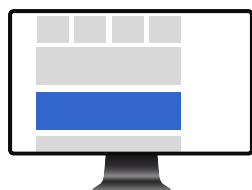
15

Viewability

66 %

## WIDEBOARD

994 x 250



ROS

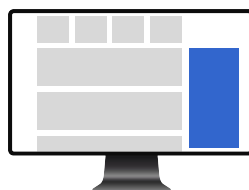
25

Viewability

33 %

## SITEBAR

500 x 1000



ROS

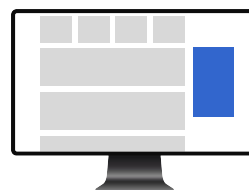
35

Viewability

79 %

## HALFPAGE AD

300 x 600



ROS

30

Viewability

78 %

## MOBILE RECTANGLE

300 x 250



ROS

20

Viewability

49 %

## MOBILE RICCHI

320 x 416



ROS

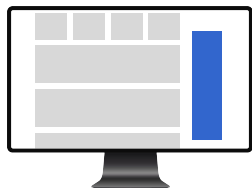
35

Viewability

48 %

## WIDE SKYSCRAPER

160 x 600



ROS

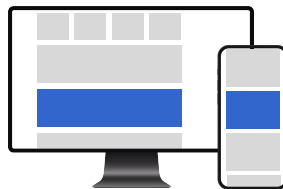
20

Viewability

82 %

## NATIVE AD

Text + Bild



ROS

18

Viewability

80 %

## VIDEO WALL\*



SRP

85

## CONTENT LINK & PARTNER BOX\*



5000 / month

Viewability

74 %

## MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

50 %

## MOBILE VIDEO HEAD\*



SRP

55



# SMG Targetings

January 2024



# Context Targeting



## Automotive

Body type (station wagon, coupé, ...)

CO2 emission

Vehicle type (new car, used car, ...)

Vehicle type (car, truck, caravan, ...)

Year of placing in the market

Registration year

Mileage

Price

Brand

Model

Zip Code

Fuel Type

MotoScout24: category

MotoScout24: kW

## Real Estate

Offer type (Rent / Buy)

Region / Canton / District / City / Zip Code

Price

Renovation year

Number of rooms

Year of construction

Area

Object category (house, apartment, ...)

## General Marketplaces\*

Categories (clothing, household, ...)

Condition (new, used, ...)

Price

Zip Code

Offer type (offer, request)

Automotive: body type

Automotive: fuel type

Real Estate: offer type

Real Estate: number of rooms

Activation of further key values possible. We would be happy to advise you individually!

\*Availability partly not limited to the respective platform

# Automotive Segments



## Brands

SMG Automotive Intent - Brand - Alfa Romeo

SMG Automotive Intent - Brand - Aston Martin

SMG Automotive Intent - Brand - Audi

SMG Automotive Intent - Brand - Bentley

SMG Automotive Intent - Brand - BMW

SMG Automotive Intent - Brand - Dodge

SMG Automotive Intent - Brand - DS Automobiles

SMG Automotive Intent - Brand - Fiat

SMG Automotive Intent - Brand - Ford

SMG Automotive Intent - Brand - Hyundai

SMG Automotive Intent - Brand - Jaguar

SMG Automotive Intent - Brand - Jeep

SMG Automotive Intent - Brand - Kia

SMG Automotive Intent - Brand - Land Rover

SMG Automotive Intent - Brand - Lexus

SMG Automotive Intent - Brand - Maserati

SMG Automotive Intent - Brand - Mazda

SMG Automotive Intent - Brand - Mercedes Benz

SMG Automotive Intent - Brand - Mini

SMG Automotive Intent - Brand - Mitsubishi

SMG Automotive Intent - Brand - Nissan

SMG Automotive Intent - Brand - Peugeot

SMG Automotive Intent - Brand - Porsche

SMG Automotive Intent - Brand - Seat

SMG Automotive Intent - Brand - Subaru

SMG Automotive Intent - Brand - Suzuki

SMG Automotive Intent - Brand - Tesla

SMG Automotive Intent - Brand - Toyota

SMG Automotive Intent - Brand - Volvo

SMG Automotive Intent - Brand - VW

## Weitere Kategorien

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



## Kategorien

---

SMG Real Estate - Geo - Canton\*

---

SMG Real Estate - Geo - District\*

---

SMG Real Estate Intent - Object type - 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 - Buy

---

SMG Real Estate Intent - Category - Rent

---

SMG Real Estate Intent - Category - Buy < 500.000 CHF

---

SMG Real Estate Intent - Category - Buy 500.001 - 1.000.000

---

SMG Real Estate Intent - Category - Buy 1.000.000 - 2.000.000

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SMG Real Estate Intent - Category - Buy > 2.000.000

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# General Segments



## Kategorien

SMG Intent - Luxury

SMG Intent - Automotive

SMG Intent - Real Estate

SMG Intent - Household - Furniture

SMG Intent - Household - Garden

SMG Intent - Hobby - DIY

SMG Intent - Family - Toys

SMG Intent - Sustainability

SMG Intent - Secondhand

SMG Intent - Fashion & Clothes

SMG Intent - Hobby - Music

SMG Intent - Hobby - Bicycles

SMG Intent - Hobby - Pets, Cats & Dogs

SMG Intent - Telecommunication - Smartphones

SMG Sociodemographics - Family

SMG Sociodemographics - Single

SMG Sociodemographics - Kids

SMG Sociodemographics - Gender - Female

SMG Sociodemographics - Gender - Male

SMG Sociodemographics - Age\*

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

## Prices, Terms of use & contact



Status: May 2024

All prices in Swiss francs (CHF) plus 8.1% VAT, including targeting  
CPM: Cost per Mille (thousand-contact price CPM); CPC: Cost per Click

Contact SMG Swiss Marketplace Group:  
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<https://swissmarketplace.group/advertising/>

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