

smg

swiss
marketplace
group

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

Unsere Marken und Netzwerke





Portfolio & Preise

Februar 2025

SMG Netzwerke

Angebot gilt für das gesamte **SMG Netzwerk** sowie **Real Estate, Automotive und 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

CPM 36

CPC 6

MOBILE WIDEBOARD

320 x 160



RON

28

MEDIUM RECTANGLE

300 x 250



ROS

30

Viewability

70 %

WIDEBOARD

994 x 250



ROS

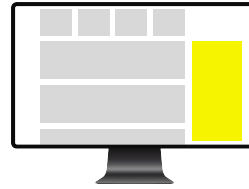
35

Viewability

46 %

SITEBAR

500 x 1000



ROS

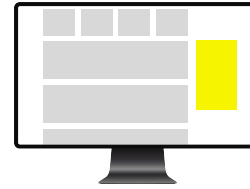
60

Viewability

96 %

HALFPAGE AD

300 x 600



ROS

45

Viewability

90 %

MOBILE RECTANGLE

300 x 250



ROS

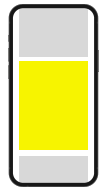
20

Viewability

55 %

MOBILE RICCHI

320 x 416



ROS

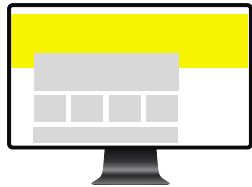
45

Viewability

45 %

SEARCH BACKGROUND DESKTOP

2465 x 320



Home

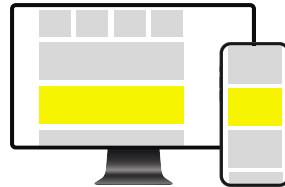
70

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

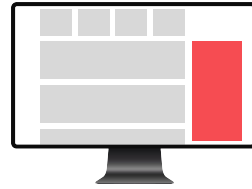
35

Viewability

53 %

SITEBAR

500 x 1000



ROS

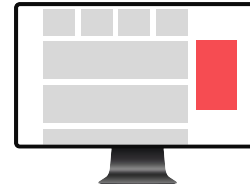
60

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

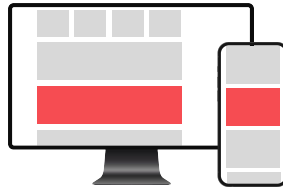
70

Viewability

84 %

NATIVE AD

Text + Bild



ROS

45

Viewability

71 %

SEARCH BACKGROUND MOBILE

1411 x 229

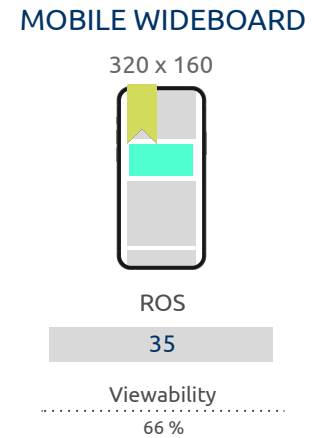
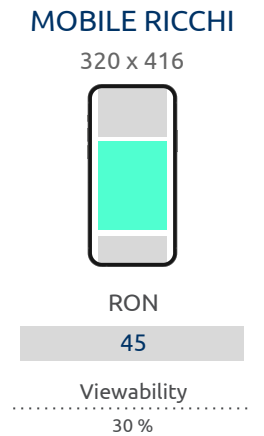
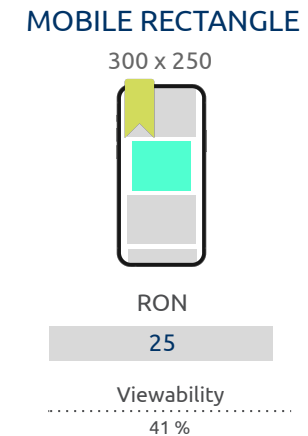
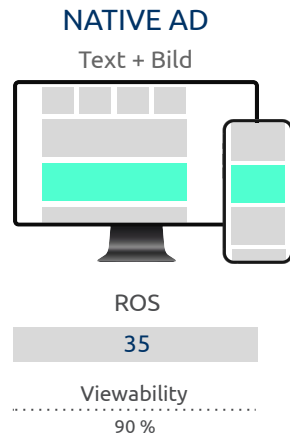
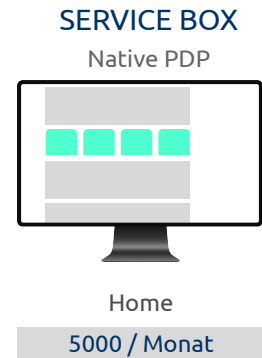
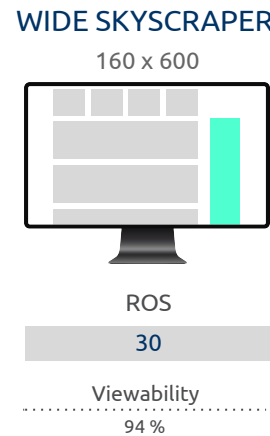
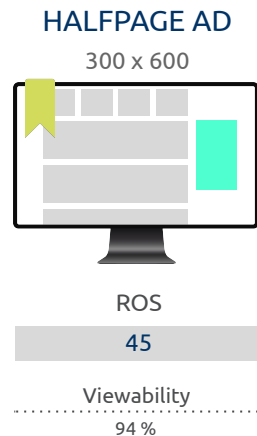
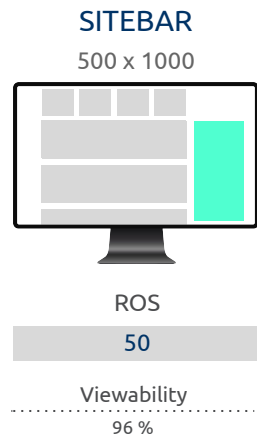
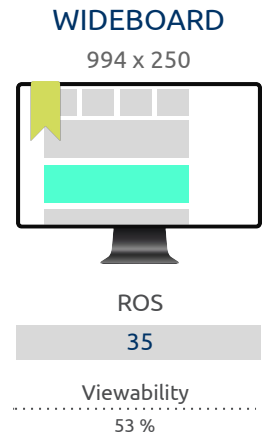


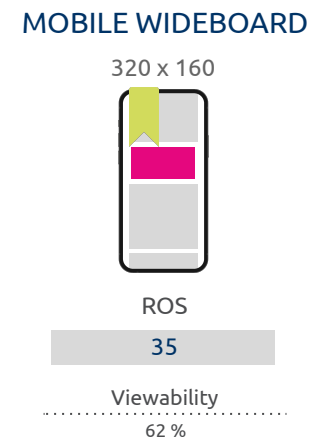
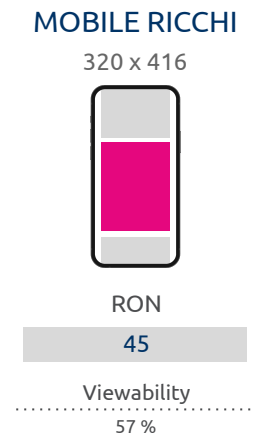
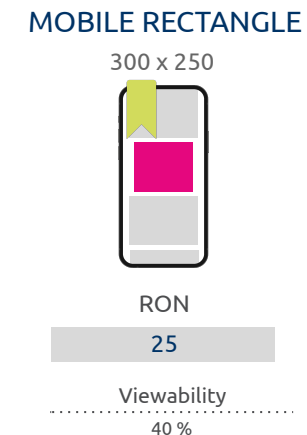
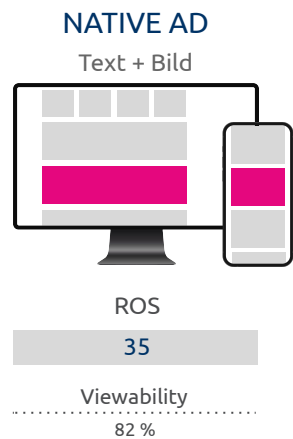
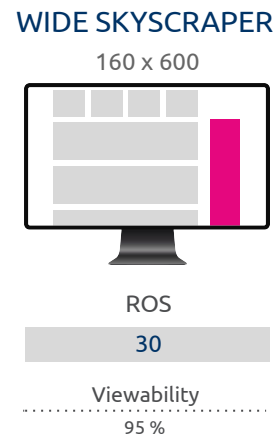
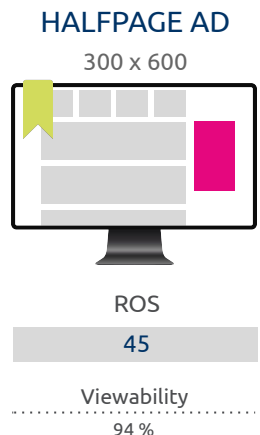
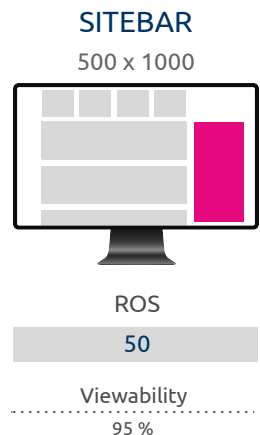
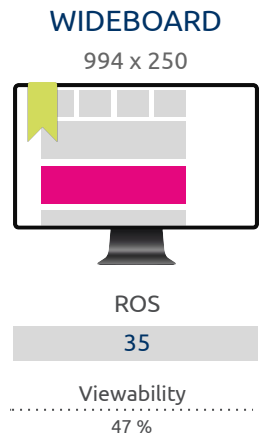
Home

20

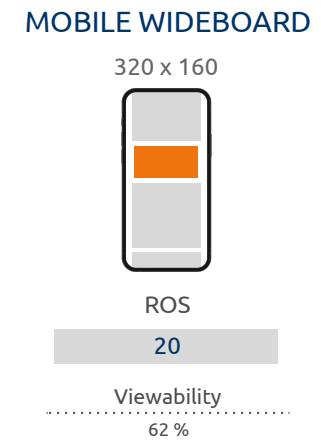
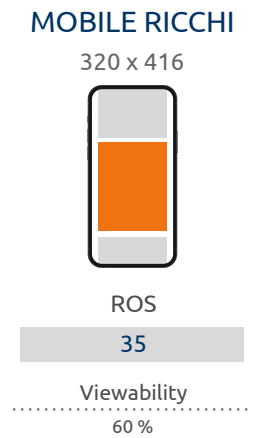
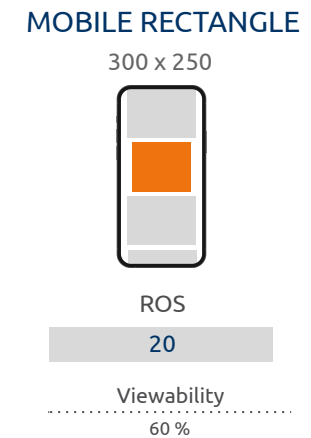
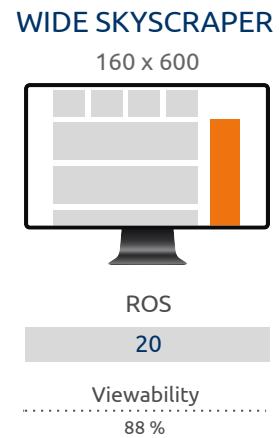
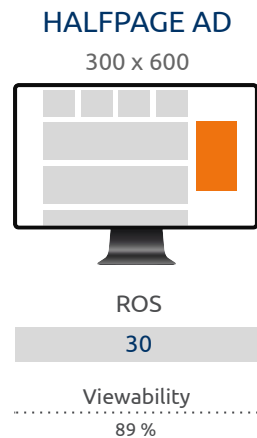
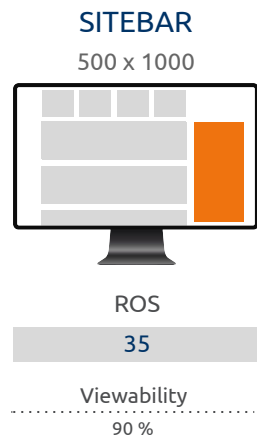
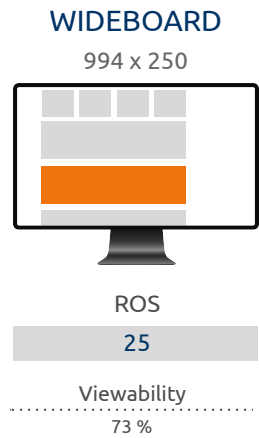
Viewability

75 %





Ricardo



MEDIUM RECTANGLE

300 x 250



ROS

15

Viewability

73 %

WIDEBOARD

994 x 250



ROS

25

Viewability

28 %

SITEBAR

500 x 1000



ROS

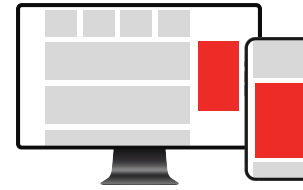
35

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

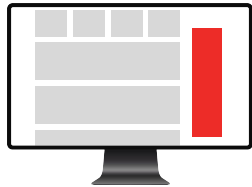
35

Viewability

46 %

WIDE SKYSCRAPER

160 x 600



ROS

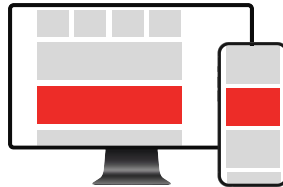
20

Viewability

81 %

NATIVE AD

Text + Bild



ROS

18

Viewability

88 %

VIDEO WALL*



SRP

85

LINK & BOX COMBO



ab 5000 CHF / Monat**

Viewability

69 %

MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

49 %

MOBILE VIDEO HEAD*



SRP

55

MEDIUM RECTANGLE

300 x 250



ROS

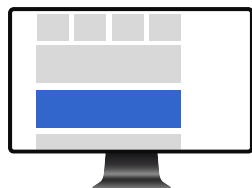
15

Viewability

66 %

WIDEBOARD

994 x 250



ROS

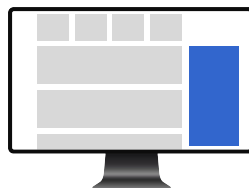
25

Viewability

33 %

SITEBAR

500 x 1000



ROS

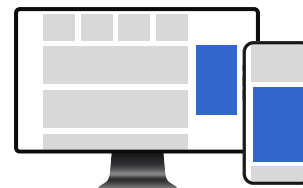
35

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

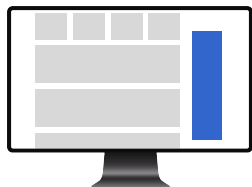
35

Viewability

48 %

WIDE SKYSCRAPER

160 x 600



ROS

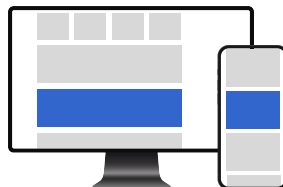
20

Viewability

82 %

NATIVE AD

Text + Bild



ROS

18

Viewability

80 %

VIDEO WALL*



SRP

85

LINK & BOX COMBO



ab 2500 CHF / Monat**

Viewability

74 %

MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

50 %

MOBILE VIDEO HEAD*



SRP

55



SMG Targetings

Stand: Februar 2025

Context Targeting



Automotive

Aufbauart (Kombi, Coupé, ...)

CO2-Emission

Fahrzeugart (Neuwagen, Occasion, ...)

Fahrzeugtyp (PKW, LKW, Wohnwagen, ...)

Inverkehrssetzungs-Jahr

Registrierungs-Jahr

Kilometerstand

Preis

Marke

Modell

Postleitzahl

Treibstoffart

MotoScout24: Kategorie

MotoScout24: kW

Real Estate

Angebotstyp (Mieten / Kaufen)

Region / Kanton / Bezirk / Stadt / Postleitzahl

Preis

Renovierungs-Jahr

Anzahl Zimmer

Baujahr

Fläche

Objektkategorie (Haus, Wohnung, ...)

General Marketplaces*

Kategorien (Kleidung, Haushalt, ...)

Zustand (neu, gebraucht, ...)

Preis

Postleitzahl

Angebotstyp (Angebot, Gesuch)

Automotive: Aufbauart

Automotive: Treibstoffart

Real Estate: Angebotstyp

Real Estate: Anzahl Zimmer

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 - Zustand - Neuwagen

SMG Automotive Intent - Zustand - Occasion

SMG Automotive Intent - Fahrzeugtyp - PKW

SMG Automotive Intent - Fahrzeugtyp - Nutzfahrzeug

SMG Automotive Intent - Fahrzeugtyp - LKW

SMG Automotive Intent - Fahrzeugtyp - Wohnmobil /
Camper

SMG Automotive Intent - Fahrzeugtyp - Motorrad

SMG Automotive Intent - Bautyp - Kleinwagen

SMG Automotive Intent - Bautyp - SUV

SMG Automotive Intent - Bautyp - Bus

SMG Automotive Intent - Bautyp - Van

SMG Automotive Intent - Treibstoffart - Hybrid

SMG Automotive Intent - Treibstoffart - Elektro

Real Estate Segments



Kategorien

SMG Real Estate - Geo - Kantone*

SMG Real Estate - Geo - Bezirke*

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 - Double Income No Kids

SMG Real Estate Intent - Mortgage Seekers / Hypotheken

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



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 Finance Intent - All categories

SMG Sociodemographics - Family

SMG Sociodemographics - Single

SMG Sociodemographics - Kids

SMG Sociodemographics - Gender - Female

SMG Sociodemographics - Gender - Male

SMG Sociodemographics - Age*

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

Spezifikationen finden Sie unter:

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



Stand: Februar 2025

Alle Preise in Schweizer Franken (CHF) zuzüglich 8.1% MwSt, inklusive Targeting
CPM: Cost per Mille (Tausend-Kontakt-Preis TKP); CPC: Cost per Click (Kosten pro Klick)

Kontakt SMG Swiss Marketplace Group:
<https://swissmarketplace.group/de/werbung/>

Disclaimer:

Alle Angaben ohne Gewähr. Die SMG Swiss Marketplace Group Schweiz AG behält sich das Recht vor, das Angebot und die Preise zu ändern.