



swiss
marketplace
group

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

Unsere Marken und Netzwerke





Portfolio & Preise

März 2025

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

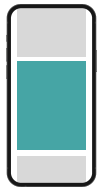


RON

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

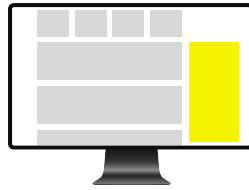
35

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

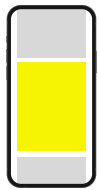
20

Viewability

55 %

MOBILE RICCHI

320 x 416



ROS

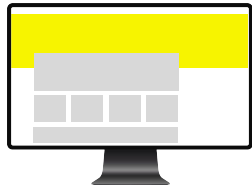
45

Viewability

45 %

SEARCH BACKGROUND DESKTOP

2465 x 320



Home

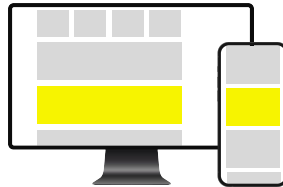
70

Viewability

82 %

NATIVE AD

Text + Bild



ROS

45

Viewability

71 %

SEARCH BACKGROUND MOBILE

1411 x 229



Home

20

Viewability

71 %

MEDIUM RECTANGLE

300 x 250



ROS

30

Viewability

76 %

WIDEBOARD

994 x 250



ROS

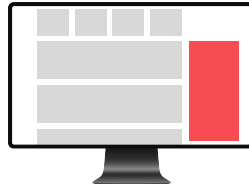
35

Viewability

53 %

SITEBAR

500 x 1000



ROS

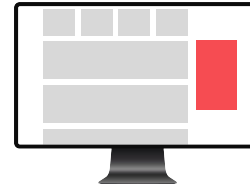
60

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

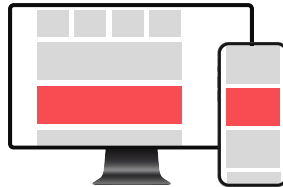
70

Viewability

84 %

NATIVE AD

Text + Bild



ROS

45

Viewability

71 %

SEARCH BACKGROUND MOBILE

1411 x 229

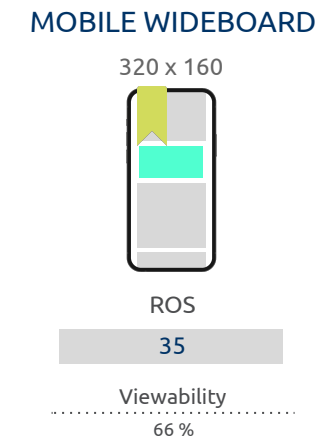
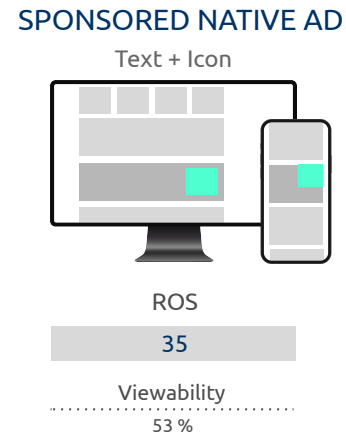
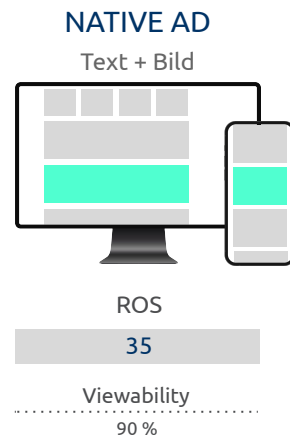
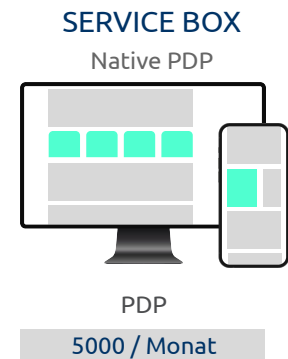
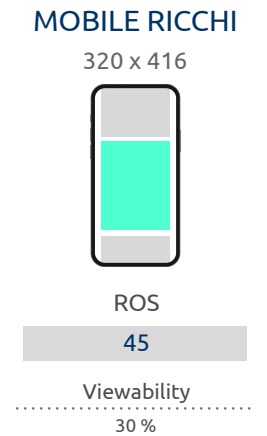
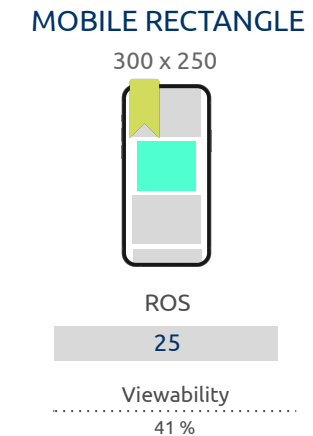
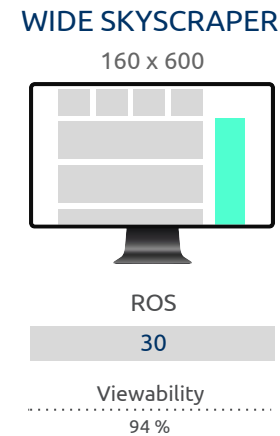
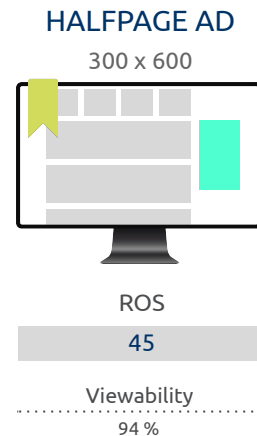
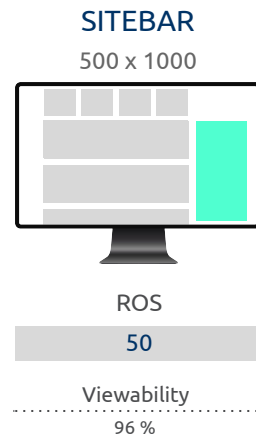
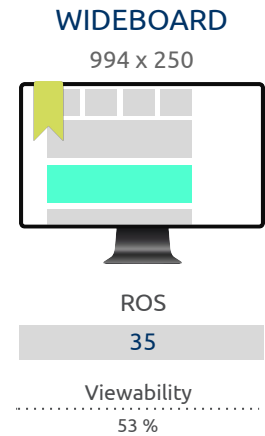


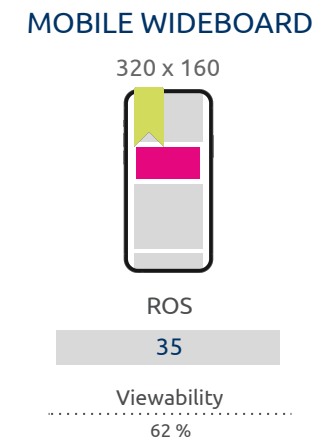
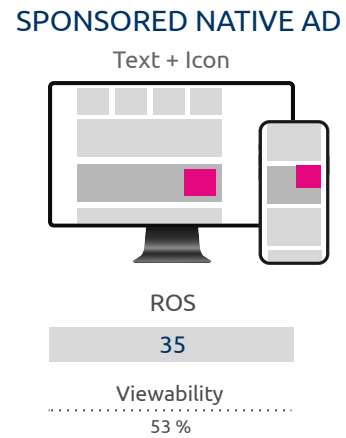
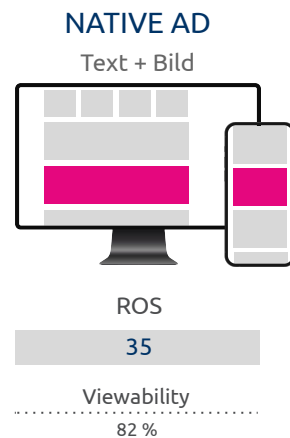
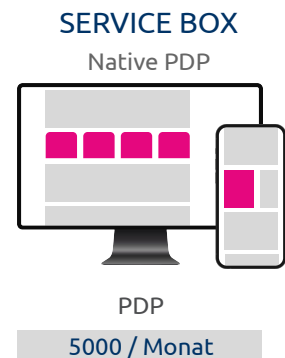
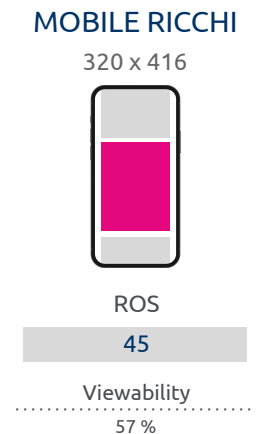
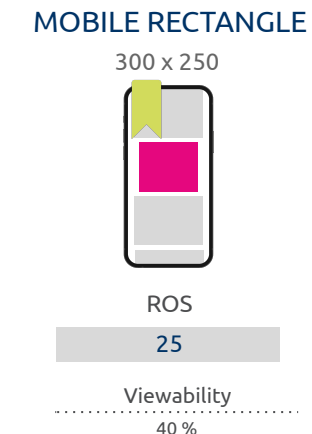
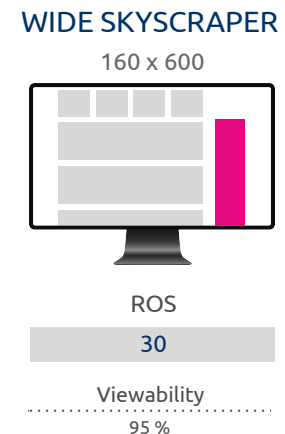
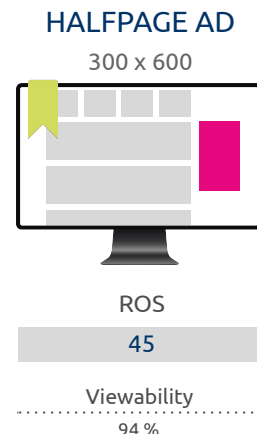
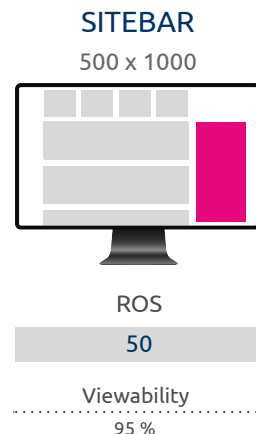
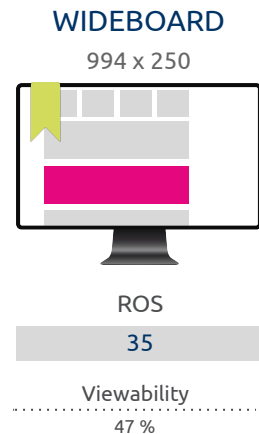
Home

20

Viewability

75 %





MEDIUM RECTANGLE

300 x 250



PDP

30

LEADERBOARD

728 x 90



SRP

35

MOBILE RECTANGLE

300 x 250



ROS

25

MOBILE RICCHI

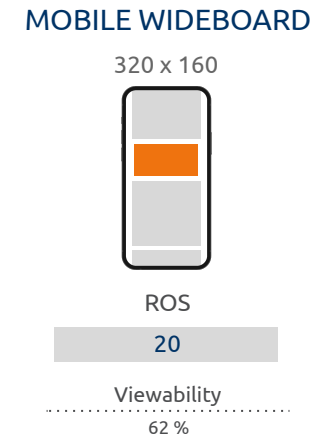
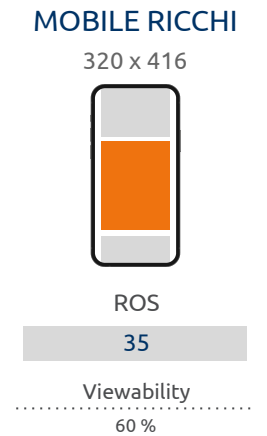
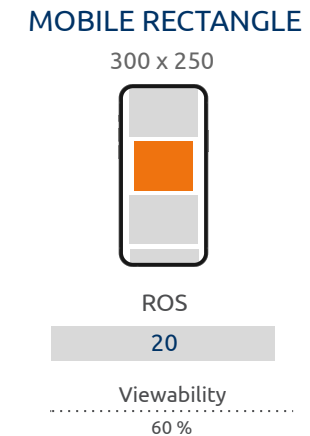
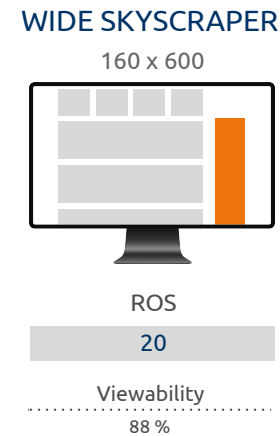
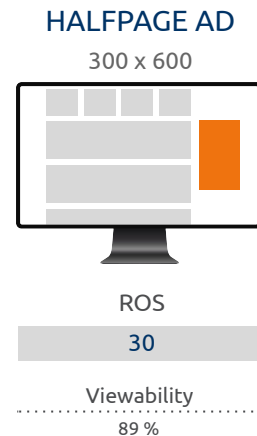
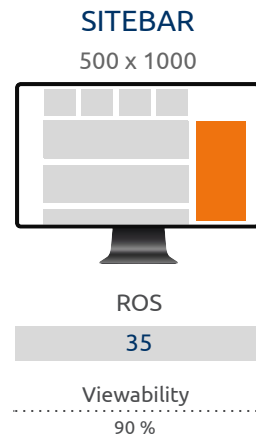
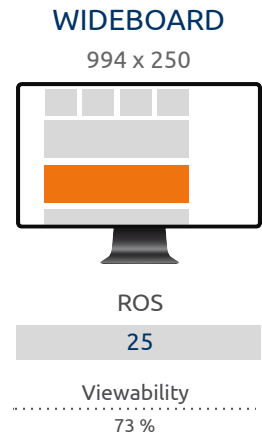
320 x 416



SRP

45

Ricardo



MEDIUM RECTANGLE

300 x 250



ROS

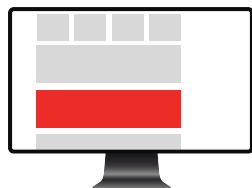
15

Viewability

73 %

WIDEBOARD

994 x 250



ROS

25

Viewability

28 %

SITEBAR

500 x 1000



ROS

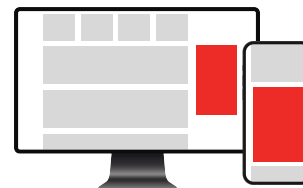
35

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

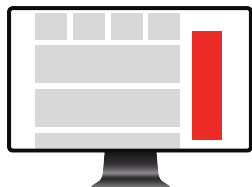
35

Viewability

46 %

WIDE SKYSCRAPER

160 x 600



ROS

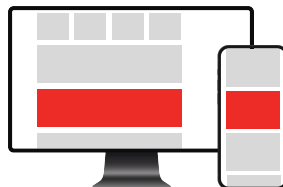
20

Viewability

81 %

NATIVE AD

Text + Bild



ROS

18

Viewability

88 %

VIDEO WALL*



SRP

85

LINK & BOX COMBO



PDP

ab 5000 CHF / Monat**

Viewability

69 %

MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

49 %

MOBILE VIDEO HEAD*

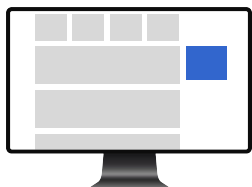


SRP

55

MEDIUM RECTANGLE

300 x 250



ROS

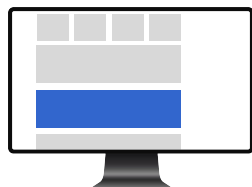
15

Viewability

66 %

WIDEBOARD

994 x 250



ROS

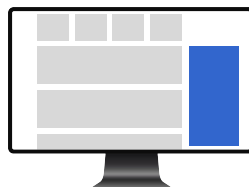
25

Viewability

33 %

SITEBAR

500 x 1000



ROS

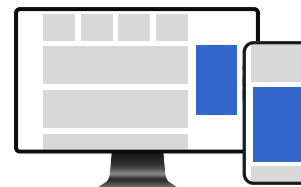
35

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

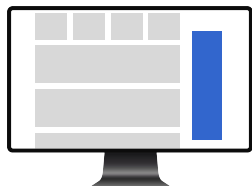
35

Viewability

48 %

WIDE SKYSCRAPER

160 x 600



ROS

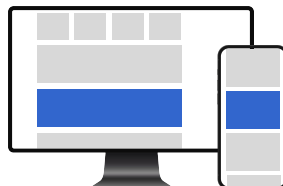
20

Viewability

82 %

NATIVE AD

Text + Bild



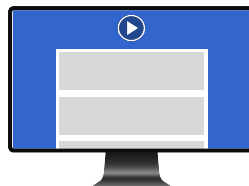
ROS

18

Viewability

80 %

VIDEO WALL*



SRP

85

LINK & BOX COMBO



PDP

ab 2500 CHF / Monat**

Viewability

74 %

MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

50 %

MOBILE VIDEO HEAD*



SRP

55

MEDIUM RECTANGLE

300 x 250



ROS

65

SITEBAR

500 x 1000



ROS

110

HALFPAGE AD

300 x 600

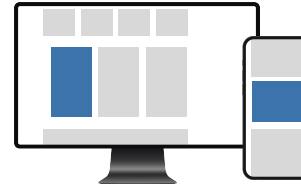


ROS

90

COMMERCE BOX

Native



ROS

CPC ab 7

MOBILE RECTANGLE

300 x 250



ROS

65

ADVERTORIAL

Content Integration &
Newsletter



7500 CHF

App Brand Weeks

Auslieferungszeitraum	Automotive		Real Estate		General Marketplaces		
	AutoScout24	MotoScout24	ImmoScout24	Homegate	anibis.ch	tutti.ch	Ricardo
100% SoV							
Preis Januar - Juli	CHF 32'000	CHF 1'900	CHF 9'500	CHF 9'500	CHF 18'000	CHF 70'000	CHF 31'000
Preis August - Dezember	CHF 36'000	CHF 2'500	CHF 12'500	CHF 12'500	CHF 25'000	CHF 115'000	CHF 36'000
50% SoV							
Preis Januar - Juli	CHF 12'900	CHF 900	CHF 4'900	CHF 4'900	CHF 11'900	CHF 19'900	CHF 14'900
Preis August - Dezember	CHF 18'500	CHF 1'200	CHF 7'000	CHF 7'000	CHF 17'000	CHF 28'500	CHF 21'500
Formate	Mobile Search Background (1411x229 px), Mobile Rectangle (300x250 px), Native Ad; optional: Mobile Ricchi (320x416 px)	Mobile Search Background (1411x229 px), Mobile Rectangle (300x250 px), Native Ad; optional: Mobile Ricchi (320x416 px)	Mobile Rectangle (300x250 px), optional: Mobile Ricchi (320x416 px)	Mobile Rectangle (300x250 px), optional: Mobile Ricchi (320x416 px)	Mobile Rectangle (300x250 px), Native Ad; optional: Mobile Ricchi (320x416 px)	Mobile Rectangle (300x250 px), Native Ad; optional: Mobile Ricchi (320x416 px)	Mobile Rectangle (300x250 px), optional: Mobile Ricchi (320x416 px)

Weitere Informationen

Laufzeit	7 Tage, jeweils Montag-Sonntag
Targeting	Schweizweit; alle Sprachen (DE, FR, IT); iOS und Android, kein Frequency Capping
Formate	Kein Austausch der Werbemittel während einer einwöchigen Kampagne.
Info	Bei Buchungen von vier und mehr aufeinanderfolgenden Wochen oder vier und mehr Apps zum gleichen Zeitraum werden jeweils 5 % Rabatt gewährt, maximaler Rabatt in Kombination 10 %. App Brand Weeks können unabhängig vom SoV-Modell nur 1x pro Woche gebucht werden.

Rich Media Formate

	Automotive		Real Estate				General Marketplaces			Finance	Cross SMG
	AutoScout24	MotoScout24	ImmoScout24	Homegate	Flatfox	RE Satellites**	anibis.ch	tutti.ch	Ricardo	moneyland.ch	RON
Video Wall Desktop*	x	x	x	x	x	x	85	85	x	x	x
Mobile Video Head*	x	x	x	x	x	x	55	55	x	x	x
Scroll Reactive	35	35	40	40	40	x	35	35	35	80	31
Mobile Swipe Cube	35	35	40	40	40	x	35	35	35	80	31
Drag to reveal (Panorama)	35	35	40	40	40	x	35	35	35	80	31

Newsletter

	Homegate Content Teaser				ImmoScout24	AutoScout24	Finance
	Mieter Newsletter	Vermieter Newsletter	Finanzieren Newsletter	Moving Push-Mailing	B2C Newsletter	B2C Newsletter	moneyland Advertorial Teaser*
Preis (alle Sprachen)	CHF 14'500 pro Versand	CHF 12'000 pro Versand	CHF 2'000 pro Versand	CHF 1'250 pro Monat	CHF 3'900 pro Versand	CHF 7'500 pro Versand	CHF 7'500*
Abonnenten	233'000	216'000	17'500	Ø 1'600 pro Monat	51'500	115'000	45'000
Versand	alle zwei Monate	alle zwei Monate	alle zwei Monate	täglich	vier mal jährlich	Monatlich	1-2x / Monat
Buchungsbedingungen				Mindestbelegung vier Monate; alle Sprachen			*Teil des Advertorials, nicht einzeln als Newsletter-Platzierung buchbar
Sprachen	DE/FR/IT/EN	DE/FR/IT/EN	DE/FR	DE/FR/IT/EN	DE/FR/IT	DE/FR/IT/EN	DE/FR/EN
Spezifikationen	Detail-Spezifikationen sind unter SMG Mediadaten zu finden.						

Link & Box Combo

General Marketplaces			
	anibis.ch Preis je Kategorie pro Monat	tutti.ch Preis je Kategorie pro Monat	Kategorien
Power Category	CHF 5'000	CHF 15'000	Automotive Haushalt Kleidung Sport & Outdoor Immobilien Garten Baby Tiere & Tierbedarf Spielzeug Computer & Zubehör
Basic Category	CHF 2'500	CHF 5'000	TV & Audio Antiquitäten & Kunst Stellenangebote Musik Dienstleistungen Büro & Gewerbe Telefon & Navigation Sammeln Foto & Video Bücher Tickets & Gutscheine

A high-angle photograph of two men in a modern, minimalist cafe or lounge. The man on the left, with grey hair and wearing a grey suit, is leaning forward on a wooden table, gesturing with his hands as he speaks. The man on the right, with brown hair and a beard, wearing a blue denim shirt and green trousers, is sitting in a teal armchair, listening attentively. The table is rustic wood and holds a cup of coffee, a slice of chocolate cake, a salt shaker, a sugar dispenser, and a tablet. In the background, there are more wooden tables and cushions, and a large window letting in natural light. A blue curved graphic element is at the bottom right.

SMG Targetings

Stand: März 2025

Context Targeting



Automotive

Aufbauart (Kombi, Coupé, ...)

CO2-Emission

Fahrzeugart (Neuwagen, Occasion, ...)

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

Inverkehrsetzungs-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

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*

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 - Aufbautyp - Kleinwagen

SMG Automotive Intent - Aufbautyp - SUV

SMG Automotive Intent - Aufbautyp - Bus

SMG Automotive Intent - Aufbautyp - 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

Context Targeting moneyland.ch

Bereich Banken

Banken allgemein
Anlegen
Hypothek
Kredit
Kreditkarten
Säule 3a
Vorsorge
Sparen
Trading
Zahlen
Individuelle Themen

Bereich Telekom

Telekom allgemein
Handy-Abo
Internet
Streaming
TV
Wireline
Individuelle Themen

Bereich Versicherungen

Versicherungen allgemein
Krankenkasse
Lebensversicherung
Rechtsschutz
Reisen
Individuelle Themen

Diverse Themen und Zielgruppen

Auto
Expats
Familie
Firma
Gesundheit
Jugendliche
Recht
Reisen
Senioren
Steuern
Tiere
Vorsorge
Wohnen
Individuelle Themen

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: März 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)

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