Portfolio and Pricing

Advertising on marketplaces where people make life changing decisions.

January 2026

swiss marketplace group

Real Life. Real Impact. Real Advertising.

Our Brands and Networks

REAL ESTATE

homegate.ch

ImmoStreet.ch

Immo Scout24

home•ch

IAZI CIFI *

ALLE IMMOBILIEN .CH

Acheter-Louer.ch *

CASASOFT *

PUBLIMMO *

Flatfox

AUTOMOTIVE

Auto Scout24

Moto Scout24

GENERAL MARKETPLACES

tutti.ch

anibis.ch

Ricardo

FINANCIAL & INSURANCE

Finance Scout24 *

moneyland.ch

*No advertising placements on these pages.

smg

Portfolio and Pricing

January 2026

smg

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

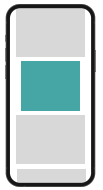
300 x 600

RON

36

MOBILE RECTANGLE

300 x 250

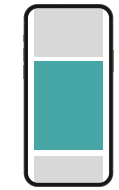


RON

16

MOBILE RICCHI

320 x 416



RON

36

WIDE SKYSCRAPER

160 x 600

RON

24

NATIVE AD

Text + Bild

RON

CPM 36

CPC 6*

MIDSCROLL**

Rich Media

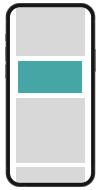
RON

Desktop 48

Mobile 43

MOBILE WIDEBOARD

320 x 160



RON

28

CPM & CPC gross prices in CHF, excl. 8.1% VAT; excl. data CPM; prices for thematic networks may vary; all formats available via programmatic.
*CPC available exclusively on the SMG network. Not available via programmatic.
Status: January 2026

MEDIUM RECTANGLE

300 x 250

ROS

30

Viewability

70 %

WIDEBOARD

994 x 250

ROS

35

Viewability

55 %

SITEBAR

500 x 1000

ROS

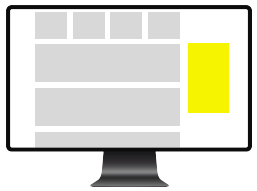
60

Viewability

92 %

HALFPAGE AD

300 x 600



ROS

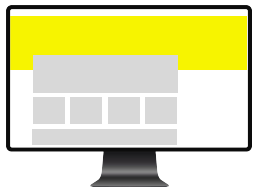
45

Viewability

80 %

SEARCH BACKGROUND DESKTOP

2465 x 320



Home

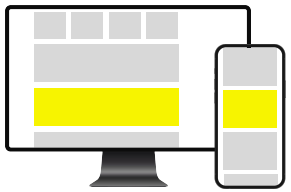
70

Viewability

75 %

NATIVE AD

Text + Bild



ROS

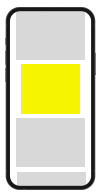
45

Viewability

75 %

MOBILE RECTANGLE

300 x 250



ROS

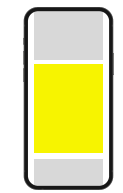
20

Viewability

55 %

MOBILE RICCHI

320 x 416



ROS

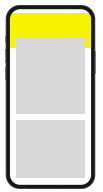
45

Viewability

45 %

SEARCH BACKGROUND MOBILE

1411 x 229



Home

20

Viewability

75 %

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM; all formats available via programmatic.
Status: January 2026

MotoScout24

MEDIUM RECTANGLE

300 x 250

ROS

30

Viewability

76 %

WIDEBOARD

994 x 250

ROS

35

Viewability

63 %

SITEBAR

500 x 1000

ROS

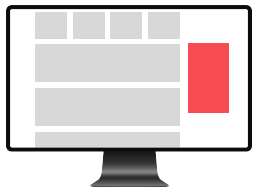
60

Viewability

92 %

HALFPAGE AD

300 x 600



ROS

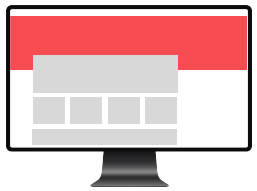
45

Viewability

85 %

SEARCH BACKGROUND DESKTOP

2465 x 320



Home

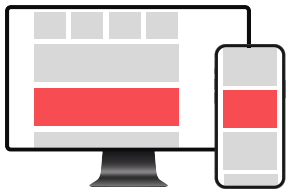
70

Viewability

84 %

NATIVE AD

Text + Bild



ROS

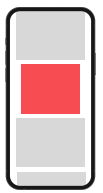
45

Viewability

80 %

MOBILE RECTANGLE

300 x 250



ROS

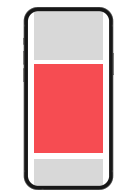
20

Viewability

65 %

MOBILE RICCHI

320 x 416



ROS

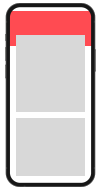
45

Viewability

45 %

SEARCH BACKGROUND MOBILE

1411 x 229



Home

20

Viewability

86 %

smg

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM; all formats available via programmatic.
Status: January 2026

ImmoScout24

Also available on the following Real Estate platforms:
immostreet.ch, home.ch, alle-immobilien.ch

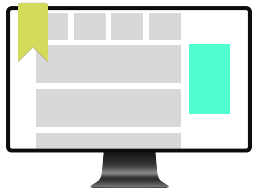
WIDEBOARD
994 x 250

ROS
35
Viewability
63 %

SITEBAR
500 x 1000

ROS
50
Viewability
96 %

HALFPAGE AD
300 x 600



ROS
45
Viewability
72 %

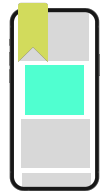
WIDE SKYSCRAPER
160 x 600

ROS
30
Viewability
83 %

SEARCH BACKGROUND DESKTOP
2048 x 1056

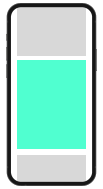
Home
70
Viewability
88 %

MOBILE RECTANGLE
300 x 250



ROS
25
Viewability
41 %

MOBILE RICCHI
320 x 416

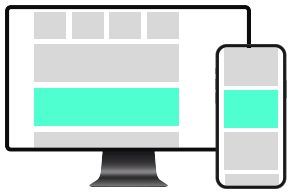


ROS
45
Viewability
41 %

SERVICE BOX*
Native PDP

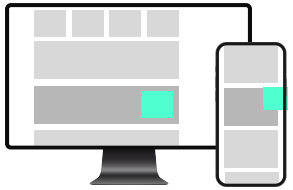
PDP
5000 / month

NATIVE AD
Text + Picture



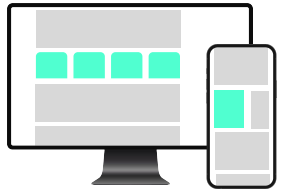
ROS
35
Viewability
60 %

SPONSORED NATIVE AD*
Text + Icon



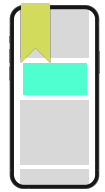
ROS
35
Viewability
53 %

SERVICE TEASER HOME*
Native Home



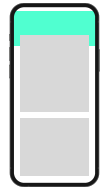
Home
7500 / month

MOBILE WIDEBOARD
320 x 160



ROS
35
Viewability
63 %

SEARCH BACKGROUND MOBILE**
2048 x 1056



Home
30
Viewability
80 %

smg

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM.
*Not available via programmatic. Search Background Mobile not available in app.
Status: January 2026

homegate.ch

Also available on the following Real Estate platforms:
immostreet.ch, home.ch, alle-immobilien.ch

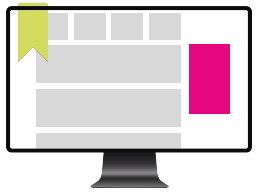
WIDEBOARD
994 x 250

ROS
35
Viewability
58 %

SITEBAR
500 x 1000

ROS
50
Viewability
95 %

HALFPAGE AD
300 x 600

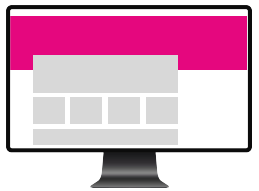


ROS
45
Viewability
85 %

WIDE SKYSCRAPER
160 x 600

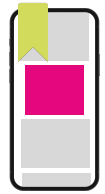
ROS
30
Viewability
70 %

SEARCH BACKGROUND DESKTOP
2048 x 1056



Home
70
Viewability
85 %

MOBILE RECTANGLE
300 x 250

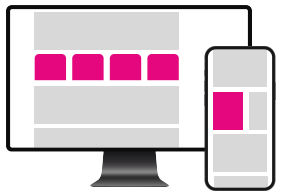


ROS
25
Viewability
41 %

MOBILE RICCHI
320 x 416

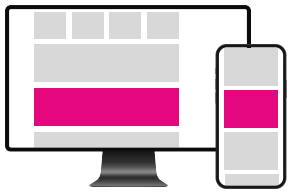
ROS
45
Viewability
35 %

SERVICE BOX*
Native PDP



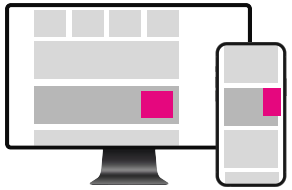
PDP
5000 / month

NATIVE AD
Text + Picture



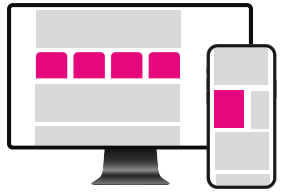
ROS
35
Viewability
64 %

SPONSORED NATIVE AD*
Text + Icon



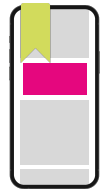
ROS
35
Viewability
53 %

SERVICE TEASER HOME*
Native Home



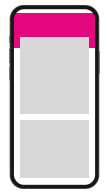
Home
7500 / month

MOBILE WIDEBOARD
320 x 160



ROS
35
Viewability
60 %

SEARCH BACKGROUND MOBILE**
2048 x 1056



Home
30
Viewability
80 %

smg

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM.
*Not available via programmatic. Search Background Mobile not available in app.
Status: January 2026

Flatfox

Also available on the following Real Estate platforms:
immostreet.ch, home.ch, alle-immobilien.ch

MEDIUM RECTANGLE

300 x 250

PDP

30

Viewability

50 %

LEADERBOARD

728 x 90

SRP

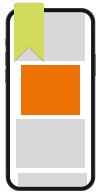
35

Viewability

76 %

MOBILE RECTANGLE

300 x 250



ROS

25

Viewability

70 %

MOBILE RICCHI

320 x 416

SRP

45

Viewability

51 %

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM; all formats available via programmatic.
Status: January 2026

Ricardo

WIDEBOARD

994 x 250

ROS

25

Viewability

55 %

SITEBAR

500 x 1000

ROS

35

Viewability

90 %

HALFPAGE AD

300 x 600

ROS

30

Viewability

85 %

WIDE SKYSCRAPER

160 x 600

ROS

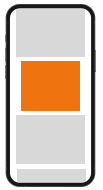
20

Viewability

6r %

MOBILE RECTANGLE

300 x 250



ROS

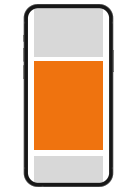
20

Viewability

65 %

MOBILE RICCHI

320 x 416



ROS

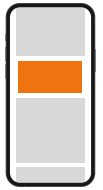
35

Viewability

60 %

MOBILE WIDEBOARD

320 x 160



ROS

20

Viewability

66 %

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM; all formats available via programmatic.
Status: January 2026

tutti.ch

MEDIUM RECTANGLE

300 x 250

ROS

15

Viewability

76 %

WIDEBOARD

994 x 250

ROS

25

Viewability

42 %

SITEBAR

500 x 1000

ROS

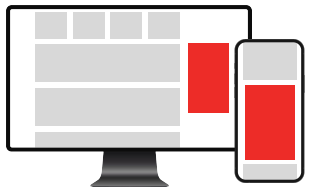
35

Viewability

91 %

HALFPAGE AD

300 x 600



ROS

30

Viewability

80 %

WIDE SKYSCRAPER

160 x 600

ROS

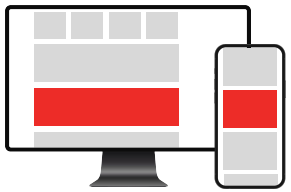
20

Viewability

77 %

NATIVE AD

Text + Bild



ROS

18

Viewability

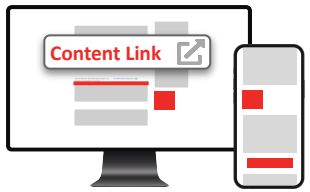
90 %

VIDEO WALL*

SRP

85

LINK & BOX COMBO*



PDP

ab 5000 CHF / month**

Viewability

69 %

MOBILE RECTANGLE

300 x 250

ROS

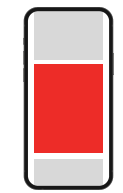
20

Viewability

40 %

MOBILE RICCHI

320 x 416



ROS

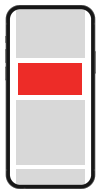
35

Viewability

65 %

MOBILE WIDEBOARD

320 x 160



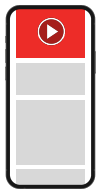
ROS

20

Viewability

55 %

MOBILE VIDEO HEAD



SRP

55

smg

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM.
*Not available via programmatic. Price depends on the selected category; see separate slide.
Status: January 2026

anibis.ch

MEDIUM RECTANGLE

300 x 250

ROS

15

Viewability

75 %

WIDEBOARD

994 x 250

ROS

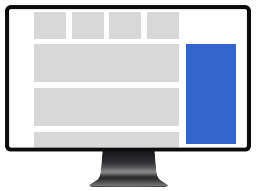
25

Viewability

50 %

SITEBAR

500 x 1000



ROS

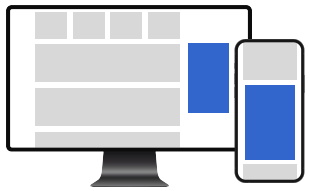
35

Viewability

90 %

HALFPAGE AD

300 x 600



ROS

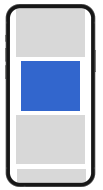
30

Viewability

85 %

MOBILE RECTANGLE

300 x 250



ROS

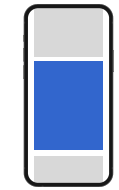
20

Viewability

49 %

MOBILE RICCHI

320 x 416



ROS

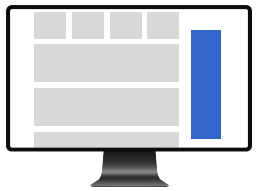
35

Viewability

65 %

WIDE SKYSCRAPER

160 x 600



ROS

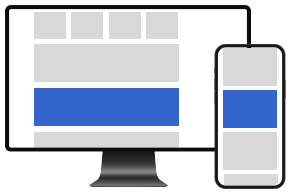
20

Viewability

60 %

NATIVE AD

Text + Bild



ROS

18

Viewability

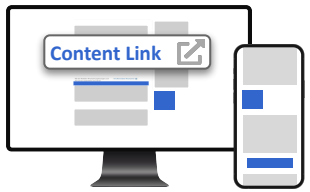
75 %

VIDEO WALL*

SRP

85

LINK & BOX COMBO*



PDP

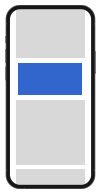
ab 2500 CHF / month**

Viewability

74 %

MOBILE WIDEBOARD

320 x 160



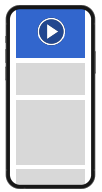
ROS

20

Viewability

65 %

MOBILE VIDEO HEAD



SRP

55

smg

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM.
*Not available via programmatic. Price depends on the selected category; see separate slide.
Status: January 2026

moneyland.ch

MEDIUM RECTANGLE

300 x 250

ROS

65

Viewability

72 %

SITEBAR

500 x 1000

ROS

110

Viewability

60 %

HALFPAGE AD

300 x 600

ROS

90

Viewability

91 %

COMMERCE BOX*

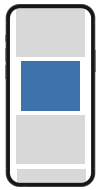
Native

ROS

CPC from 7

MOBILE RECTANGLE

300 x 250



ROS

65

Viewability

60 %

ADVERTORIAL*

Content Integration & Newsletter

7500 CHF

smg

CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM.
*Not available via programmatic.
Status: January 2026

Rich Media Formats

	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	✘	✘	✘	✘	✘	✘	85	85	✘	✘	✘
Video Head Mobile	✘	✘	✘	✘	✘	✘	55	55	✘	✘	✘
Midscroll Desktop	60**	60**	60	60	✘	✘	40	40	40	✘	48
Midscroll Mobile	55**	55**	55	55	✘	✘	35	35	35	✘	43
Scroll Reactive	35	35	40	40	40	✘	35	35	35	80	31
Mobile Swipe Cube	35	35	40	40	40	✘	35	35	35	80	31
Drag to reveal (Panorama)	35	35	40	40	40	✘	35	35	35	80	31

Specifications can be found in the SMG media data.
CPM gross prices in CHF, excl. 8.1% VAT; excl. data CPM, production costs and or technical CPM. Status: January 2026.
*immostreet.ch, home.ch, alle-immobilien.ch; **available on request.

App Brand Weeks

	Automotive		Real Estate		General Marketplaces		
Delivery time frame	**AutoScout24**	**MotoScout24**	**ImmoScout24**	**Homegate**	**anibis.ch**	**tutti.ch**	**Ricardo**
100% SoV							
Price January - July	CHF 32'000	CHF 1'900	CHF 9'500	CHF 9'500	CHF 18'000	CHF 70'000	CHF 31'000
Price August - December	CHF 36'000	CHF 2'500	CHF 12'500	CHF 12'500	CHF 25'000	CHF 115'000	CHF 36'000
50% SoV							
Price January - July	*CHF 12'900*	*CHF 900*	*CHF 4'900*	*CHF 4'900*	*CHF 11'900*	*CHF 19'900*	*CHF 14'900*
Price August - December	*CHF 18'500*	*CHF 1'200*	*CHF 7'000*	*CHF 7'000*	*CHF 17'000*	*CHF 28'500*	*CHF 21'500*
Formats	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)

Additional information	
Runtime	7 days, Monday-Sunday
Targeting	Switzerland-wide; all languages (GE, FR, IT); iOS and Android, no frequency capping
Formats	No exchange of advertising material during a one-week campaign.
Information	For bookings of four or more consecutive weeks or four or more apps for the same period, a 5% discount is granted in each case, with a maximum discount of 10% in combination. App Brand Weeks can only be booked once a week, regardless of the SoV model.

SoV = Share of Voice; specifications for the individual formats can be found under SMG media data.
Gross prices in CHF, plus 8.1% VAT; CW44 - CW52 can only be booked at the full service price. Status: January 2026

Newsletter

	Homegate Content Teaser				ImmoScout24	AutoScout24	Finance
	Rent Newsletter	**Landlord Newsletter**	**Finance Newsletter**	**Moving Push-Mailing**	**B2C Newsletter**	**B2C Newsletter**	**moneyland Advertorial Teaser***
Price (all languages)	CHF 14’500 per dispatch	CHF 12’000 per dispatch	CHF 2’000 per dispatch	CHF 1’250 per month	CHF 3’900 per dispatch	CHF 7’500 per dispatch	CHF 7’500*
Subscribers	250'000	94'000	24'000	Ø 1'600 per month	80'000	94'300	45'000
Dispatch	every two months	every two months	every two months	daily	monthly	monthly	1-2x / month
Booking conditions				Minimum occupancy four months; all languages			*Part of the advertorial, cannot be booked individually as a newsletter placement
Languages	GE/FR/IT/EN	GE/FR/IT/EN	GE/FR	GE/FR/IT/EN	GE/FR/IT	GE/FR/IT/EN	GE/FR/EN
Specifications	Detailed specifications can be found under SMG media data.						

Lead time 10 days; Specifications for the individual formats can be found under SMG media data.
Gross prices in CHF, plus 8.1% VAT; Status: January 2026

Link & Box Combo

	General Marketplaces		
	anibis.ch **Price per category per month**	**tutti.ch** **Price per category per month**	**Categories**
Power Category	CHF 5’000	CHF 15’000	Car Household Clothing Sport & Outdoor Real Estate Garden Baby Animals Toys & Crafts Computer & Accessoires
Basic Category	CHF 2’500	CHF 5’000	TV & Audio Art Jobs Music Services Office & Business Phone & Navigation Collect Photo & Video Books Tickets & Vouchers

SMG Targetings

January 2026

Standard Audience Targetings

Standard segments included

Segment Name	Description
SMG Automotive Interest - All Vehicles	Users who browse car listings or automotive content, regardless of brand or vehicle type
SMG Real Estate Interest - All Properties	Users who browse real estate categories or listings, including both buying and renting
SMG Real Estate Interest - Renters	Users who view rental property listings
SMG Real Estate Interest - Buyers	Users who view listings in the buying category
SMG Household Interest - Furniture & Interior	Users with an interest in furniture, home accessories, and interior design
SMG Household Interest - Garden & Outdoor	Users who browse garden furniture, outdoor equipment, or plants
SMG Household Interest - DIY & Tools	Interest in tools, renovation, or building materials
SMG Electronics Interest - General Electronics	Users who browse electronics such as TVs, computers, or accessories
SMG Electronics Interest - Smartphones & Telecom	Users who browse mobile phones, tablets, or telecommunications listings
SMG Fashion Interest - Fashion & Apparel	Users with an interest in clothing, shoes, or fashion accessories
SMG Lifestyle Interest - Luxury	Users who browse premium or high end product categories such as watches, jewellery, or luxury vehicles
SMG Hobby Interest - Sports & Fitness	Users who browse fitness equipment, sportswear, or sporting goods
SMG Hobby Interest - Bicycles	Users who browse bicycles, e bikes, or related accessories
SMG Hobby Interest - Pets	Interest in pet products or pet related listings such as dogs, cats, etc.
SMG Family Interest - Family & Kids	Users who browse toys, baby products, or family related categories
SMG Hobby Interest - Travel & Holiday	Users who browse travel related products or vehicles such as campers or caravans
SMG Marketplace Interest - Secondhand	General activity in second hand goods categories on tutti.ch, anibis.ch, and Ricardo
SMG Lifestyle Interest - Sustainability & Green Living	Users with interactions in sustainable, eco friendly, or circular economy categories
SMG Hobby Interest - Music & Instruments	Users who view listings for musical instruments or audio equipment
SMG Household Interest - Home Electronics & Appliances	Users who browse household appliances, smart home products, or kitchen electronics
SMG Finance Interest - General Finance & Insurance	Users who view finance related listings or content on SMG platforms. No specific product interest required, purely thematic interaction

smg

Premium Segments Automotive Intent

Recency: ≤ 30–60 days
Frequency: ≥ 2 interactions (ad views, use of filters, etc.)
Data CPM: CHF 5

Segment Name	Description
SMG Automotive Intent - Active Car Buyers	Users who repeatedly view car listings
SMG Automotive Intent - Condition - New Cars	Users who browse new car listings
SMG Automotive Intent - Condition - Used Cars	Users with a focus on used cars or pre owned vehicles
SMG Automotive Intent - Vehicle type - SUV	Potential buyers who view SUV listings
SMG Automotive Intent - Vehicle type - Bus & Van	Potential buyers who browse vans or minibuses
SMG Automotive Intent - Vehicle type - Small car	Potential buyers who browse small cars
SMG Automotive Intent - Vehicle type - car	Potential buyers who view small cars or city cars
SMG Automotive Intent - Vehicle type - Truck	Potential buyers who view truck listings
SMG Automotive Intent - Vehicle type - Camper	Potential buyers who view camper or motorhome listings
SMG Automotive Intent - Vehicle type - Motorcycle	Repeated activity in motorcycle categories
SMG Automotive Intent - Fuel Type - Electric	Users with interactions with electric vehicle listings
SMG Automotive Intent - Fuel Type - Hybrid	Users with an interest in hybrid vehicles
SMG Automotive Intent - Fuel Type - Diesel / Petrol	Classic car buyers
SMG Automotive Intent – Price Range – < 5 000 CHF	Entry level buyers focused on used cars with high price sensitivity
SMG Automotive Intent – Price Range – 5 000-20 000 CHF	Core market with high volume in new cars and young used cars
SMG Automotive Intent – Price Range – 20 000–50 000 CHF	Premium segment with strong purchase intent and higher budgets
SMG Automotive Intent – Price Range – > 50 000 CHF	Luxury and performance segment with very high purchasing power

smg

Premium Segments Real Estate Intent

Recency: ≤ 30–60 days
Frequency: ≥ 2 interactions (ad views, use of filters, etc.)
Data CPM: CHF 5

Segment Name	Description
SMG Real Estate Intent - Active Seekers	Users who repeatedly view real estate listings
SMG Real Estate Intent - Category - Buy	Active buyers browsing purchase listings
SMG Real Estate Intent - Category - Rent	Active renters searching for rental properties
SMG Real Estate Intent - Object Type - Apartment	Apartment seekers
SMG Real Estate Intent - Object Type - House	House seekers
SMG Real Estate Intent - Object Type - Office / Commercial	Users searching for commercial properties
SMG Real Estate Intent - Object Type - Building Land	Users searching for land or building plots
SMG Real Estate Intent - Category - Buy < 500.000 CHF	Buyers in the lower price segment
SMG Real Estate Intent - Category - Buy 500.001 - 1.000.000	Buyers in the mid market segment
SMG Real Estate Intent - Category - Buy 1.000.000 - 2.000.000	Buyers in the upper segment
SMG Real Estate Intent - Category - Buy > 2.000.000	Users searching for luxury properties

smg

Premium Segments General Intent

Recency: ≤ 30–60 days
Frequency: ≥ 2 interactions (ad views, use of filters, etc.)
Data CPM: CHF 5

Segment Name	Description
SMG Household Intent - Active Furniture Buyers	Users who repeatedly browse furniture listings
SMG Household Intent - Interior Design Enthusiasts	Users who browse home accessories and design related conten
SMG Household Intent - DIY Buyers	Users with frequent activity in DIY and tools categories
SMG Household Intent - Garden Equipment Buyers	Repeated activity in outdoor and garden categories
SMG Household Intent - Moving-Related Buyers	Cross vertical signal based on real estate and furniture activity
SMG Electronics Intent - Smartphone Buyers	Users who compare smartphones or click on multiple listings
SMG Electronics Intent - Computer / Laptop Buyers	Repeated activity in computer and IT categories
SMG Electronics Intent - Audio / TV Seekers	Users who browse consumer electronics
SMG Electronics Intent - Gaming Enthusiasts	Frequent interaction with console or gaming accessories categories
SMG Fashion Intent - Apparel Shoppers	Users who frequently view fashion and apparel listings
SMG Fashion Intent - Luxury Buyers	Interest in premium brands or high quality products
SMG Lifestyle Intent - Sustainability Advocates	Users with purchase intent for sustainable or eco friendly products
SMG Family Intent - Toy Buyers	Users who repeatedly view children and toy listings
SMG Family Intent - Baby Product Seekers	Repeated activity in baby categories
SMG Hobby Intent - Sports Equipment Buyers	Active interaction with sports and fitness listings
SMG Hobby Intent - Bicycle Buyers	Repeated browsing of bicycle and e bike listings
SMG Hobby Intent - Music Instrument Buyers	Repeated activity in instruments and audio categories
SMG Hobby Intent - Pets, Cats & Dogs	Repeated interaction with pet products
SMG Hobby Intent - Travel Enthusiasts	Repeated browsing of travel and camper categories
SMG Lifestyle Intent - DINK (Double Income No Kids)	Lifestyle based intent segment derived from cross marketplace signals to identify double income households without children, with a focus on high quality of life, flexibility, and purchasing power

smg

Premium Segments Sociodemographics

SMG Sociodemographics - Age 18-24

SMG Sociodemographics - Age 18+

SMG Sociodemographics - Age 25-34

SMG Sociodemographics - Age 35-44

SMG Sociodemographics - Age 45-55

SMG Sociodemographics - Age 55-64

SMG Sociodemographics - Age 65+

SMG Sociodemographics - Gender Men

SMG Sociodemographics - Gender Women

SMG Sociodemographics - Gender Other

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, ...)
- Subcategories (bicycles, toys, furniture, etc.)*
- 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 additional key values possible. Individual consulting available on request.
*Premium targeting, data CPM CHF 5
**Availability may not be limited to the respective platform in all cases

Context Targeting moneyland.ch

moneyland.ch

Banks division

- Banks in general
- Investing*
- Mortgage*
- Loan*
- Credit cards*
- Pillar 3a*
- Pension provision*
- Savings*
- Trading*
- Payments*
- Individual topics*

Telecoms division

- Telecom in general
- Mobile phone subscription*
- Internet*
- Streaming*
- TV*
- Wireline*
- Individual topics*

Insurance division

- Insurance in general
- Health insurance*
- Life insurance*
- Legal protection*
- Travelling*
- Individual topics*

Various topics and target groups*

- Car
- Expats
- Family
- Company
- Health
- Teenagers
- Legal
- Travelling
- Seniors
- Taxes
- Animals
- Provision
- Living
- Individual topics

Premium targeting, data CPM CHF 5

smg

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

Prices, Terms of use & contact

Status: January 2026

All prices in Swiss francs (CHF), excl. 8.1% VAT, excl. data CPM
CPM: cost per mille (thousand impressions); CPC: cost per click

Contact SMG Swiss Marketplace Group:
advertising@swissmarketplace.group

+41 (0)31 744 21 21
www.swissmarketplace.group/advertising

Disclaimer:
All information provided without guarantee. SMG Swiss Marketplace Group Schweiz AG reserves the right to change the offering and prices at any time.

smg

Real Life. Real Impact. Real Advertising.