

# REAL ESTATE

**24 heures**

**24 Bons plans**

**Tribune de Genève Bons plans**

**ImmoStreet.ch**  
La Sélection

**Tribune de Genève**

**Le Matin**

**immoluxe**  
**Bilan**

**Le Matin**  
**Dimanche**



## RATES AND SERVICES 2017



24 heures | Mercredi 23 mars 2016 | Ce supplément ne peut être vendu séparément

# 24 Immobilier

## Le printemps fait-il fleurir les transactions?

INSÉREZ VOTRE ANNONCE IMMOBILIÈRE

**PARTICULIERS**

Pour insérer votre petite



## 24 HEURES



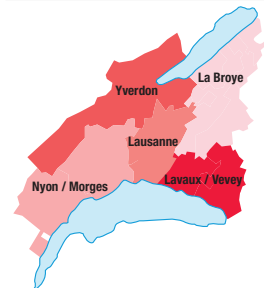
Monday to Saturday

## 24 IMMOBILIER



Every Wednesday

### Reach in %

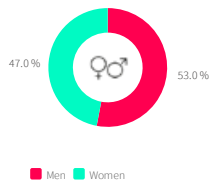


|                |       |
|----------------|-------|
| Lausanne       | 32.6% |
| Lavaux / Vevey | 31.1% |
| Yverdon        | 25.5% |
| Nyon / Morges  | 19.7% |
| La Broye       | 17.8% |

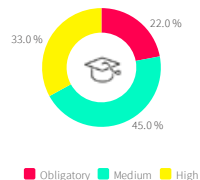
### Keyfacts

|                   |  |
|-------------------|--|
| Titel             | 24 heures  |
| Readership        | 176'000 readers (MACH Basic 2017-2)                                |
| Reach             | 11.1% in the French speaking part of Switzerland (ZE 12-VD: 31.1%) |
| Frequency         | Daily, Monday to Saturday  |
| Total circulation | 55'147 copies (WEMF Auflagebulletin 2017)                          |
|                   | Subscribers 89% / Newstands sales 11%                              |

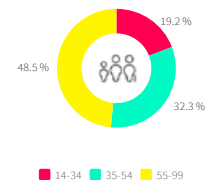
#### GENDER



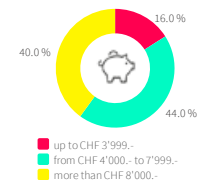
#### EDUCATIONAL LEVEL



#### AGE



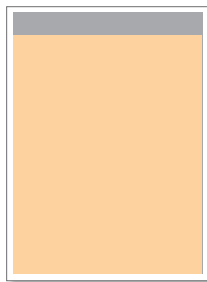
#### GROSS HOUSEHOLD INCOME



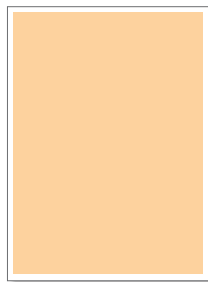
Sources: MACH Basic 2017-2 / WEMF Print-run bulletin 2017

# RATES AND FORMATS

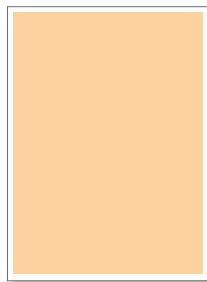
## 24 IMMOBILIER – SUPPLEMENT IN 24 HEURES EVERY WEDNESDAY



1/1 page 210 x 265 mm  
b/w CHF 5 860  
4c CHF 7 100



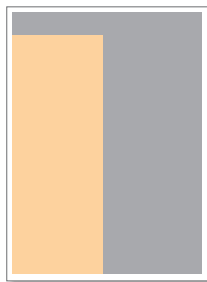
1/1 page Inside front cover  
210 x 290 mm  
b/w CHF 7 030  
4c CHF 8 520



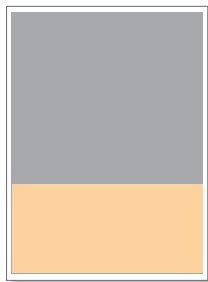
1/1 page Inside back cover  
210 x 290 mm  
b/w CHF 7 600  
4c CHF 9 200



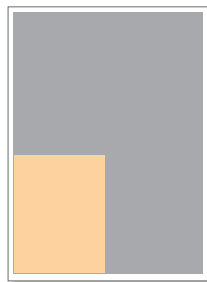
1/2 page landscape  
210 x 131 mm  
b/w CHF 2 930  
4c CHF 3 600



1/2 page portrait 103 x 265 mm  
b/w CHF 2 930  
4c CHF 3 600



1/3 page landscape 210 x 88 mm  
b/w CHF 1 980  
4c CHF 2 430

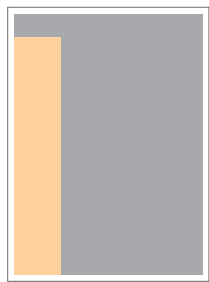


1/4 page rectangle 103 x 131 mm  
b/w CHF 1 470  
4c CHF 1 820

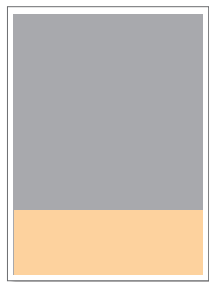
Gross rates valid for all 2017 editions.  
All rates in Swiss Francs, VAT (8%) not included.

# RATES AND FORMATS

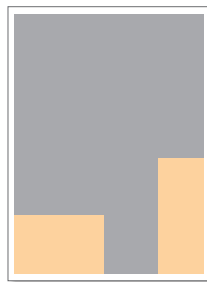
## 24 IMMOBILIER – SUPPLEMENT IN 24 HEURES EVERY WEDNESDAY



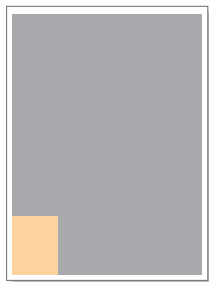
1/4 page portrait 50 x 265 mm  
b/w CHF 1470  
4c CHF 1820



1/4 page landscape  
210 x 65 mm  
b/w CHF 1470  
4c CHF 1820



1/8 page landscape 103 x 65 mm  
1/8 page portrait 50 x 131 mm  
b/w CHF 740  
4c CHF 920



1/16 page portrait 50 x 65 mm  
b/w CHF 370  
4c CHF 465



1/32 page landscape 50 x 32 mm  
b/w CHF 190  
4c CHF 240

Gross rates valid for all 2017 editions.  
All rates in Swiss Francs, VAT (8%) not included.

# RATES AND FORMATS

## 24 IMMOBILIER – SUPPLEMENT IN 24 HEURES EVERY WEDNESDAY

| Classified ads | Type of edition | Edition | Format                                     | Rate b/w | Colour(s) |
|----------------|-----------------|---------|--|----------|-----------|
| Real estate    | All editions    | Wed.    | 2 col. 20 mm to 8 col. 265 mm <sup>1</sup> | 2.97     | 3.71      |

|                      |              |      |                  |      |  |
|----------------------|--------------|------|------------------|------|--|
| Small text ads       |              |      |                  |      |  |
| Small commercial ads | All editions | Wed. | minimum 10 words | 4.20 |  |

| Fixed placements<br>(commercial ads in editorial environment) | Type of edition | Edition | Format | Rate b/w | Colour(s) |
|---|-----------------|---------|--------|----------|-----------|
|---|-----------------|---------|--------|----------|-----------|

|                             |              |               |              |       |       |
|-----------------------------|--------------|---------------|--------------|-------|-------|
| Box on cover                | all editions | Wed. <b>A</b> | 49 x 49 mm   | –     | 900   |
| Banner on cover             | all editions | Wed. <b>B</b> | 210 x 80 mm  | –     | 3600  |
| Box mini                    | all editions | Wed. <b>C</b> | 50 x 45 mm   | –     | 435   |
| Box maxi                    | all editions | Wed. <b>D</b> | 50 x 75 mm   | –     | 725   |
| Rectangle mini <sup>2</sup> | all editions | Wed.          | 103 x 100 mm | –     | 1 780 |
| Rectangle maxi <sup>2</sup> | all editions | Wed.          | 156 x 100 mm | –     | 2 670 |
| Banner mini <sup>2</sup>    | all editions | Wed.          | 103 x 70 mm  | –     | 1 250 |
| Banner maxi <sup>2</sup>    | all editions | Wed.          | 210 x 70 mm  | –     | 2 490 |
| Inside front cover          | all editions | Wed.          | 210 x 290 mm | 7 030 | 8 520 |

### Column formats of classified ads (mm)

|   |    |   |     |   |     |   |     |
|---|----|---|-----|---|-----|---|-----|
| 1 | 2  | 3 | 4   | 5 | 6   | 7 | 8   |
| – | 50 | – | 103 | – | 156 | – | 210 |

## 24 HEURES – REAL ESTATE

| Classified ads | Type of edition | Edition                 | Format                                      | Rate b/w | Colour(s) |
|----------------|-----------------|-------------------------|---|----------|-----------|
| Real estate    | All editions    | Mon.-Sat. (exc. Wed..)  | 1 col. 20 mm to 10 col. 360 mm <sup>3</sup> | 3.19     | 5.90      |
| Real estate    | Lausanne        | Mon.-Frid. (exc. Wed..) | 1 col. 20 mm to 10 col. 360 mm <sup>3</sup> | 1.72     | 3.18      |
| Real estate    | Regions         | Mon.-Frid. (exc. Wed..) | 1 col. 20 mm to 10 col. 360 mm <sup>3</sup> | 1.50     | 2.78      |

### Column formats of classified ads (mm)

|    |    |    |     |     |     |     |     |   |     |
|----|----|----|-----|-----|-----|-----|-----|---|-----|
| 1  | 2  | 3  | 4   | 5   | 6   | 7   | 8   | 9 | 10  |
| 26 | 55 | 84 | 114 | 143 | 172 | 202 | 231 | – | 290 |



### INFORMATION

Tamedia general franc settlement discount and repeat discount are valid according to the information on the page „Discounts“. Guaranteed placement: + 20% surcharge.

### DEADLINES 2017

| Publication date          | Deadline          |
|---------------------------|-------------------|
| Monday                    | Friday 8:30 am    |
| Tuesday                   | Monday 8:30 am    |
| Wednesday (24 Immobilier) | Monday 12 pm      |
| Thursday                  | Wednesday 8:30 am |
| Friday                    | Thursday 8:30 am  |
| Saturday                  | Friday 8:30 am    |

<sup>1</sup> Format max. 1300 mm or entire page. Colour ad minimum 100 mm.

<sup>2</sup> Depending on availability and acceptance by the editor.

<sup>3</sup> Minimum height 20 mm and maximum height 360 mm or entire height of page (440 mm). Colour ads: minimum charged 100 mm.

Gross rates valid for 2017.

All rates in Swiss Francs, VAT (8%) not included.



## TRIBUNE DE GENÈVE



Monday to Saturday

## TRIBUNE IMMOPLUS

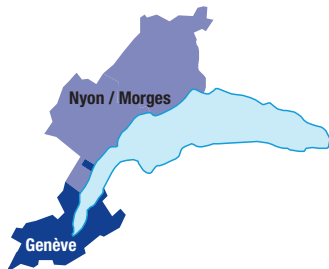


Every Saturday

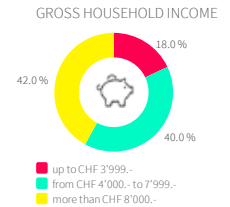
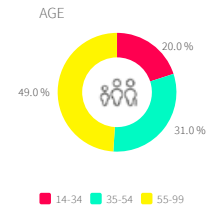
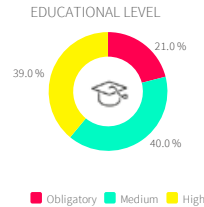
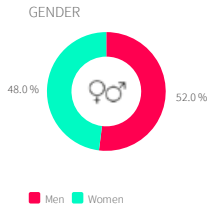
### Keyfacts

|                   |   |
|-------------------|---|
| Titel             | Tribune de Genève   |
| Readership        | 107'000 readers (MACH Basic 2017-2)                               |
| Reach             | 6.8% in the French speaking part of Switzerland (ZE 11-GE: 26.4%) |
| Frequency         | Daily, Monday to Saturday   |
| Total circulation | 36'100 copies (WEMF Auflagebulletin 2017)                         |
|                   | Subscribers 72% / Newstands sales 28%                             |

### Reach in %



Genève 29.5%  
Nyon / Morges 4.2%



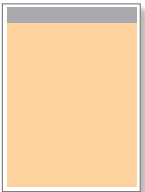
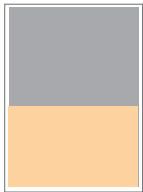
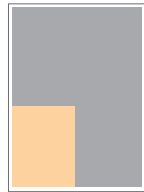

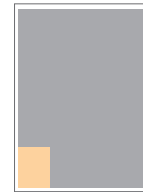

Sources: MACH Basic 2017-2 / WEMF Print-run bulletin 2017

# RATES AND FORMATS

## TRIBUNE DE GENÈVE IMMOPLUS – 3rd SECTION SATURDAY EDITION

| Classified ads           | Edition | Format   | Rate b/w | Colour(s) |
|--------------------------|---------|--|----------|-----------|
| Real estate <sup>2</sup> | Sat.    | Min. height 25 mm and max. height 320 mm or page height (440 mm). Minimum charged 100 mm | –        | 2.00      |

### FORMATS FOR „IMMOBILIER“ (EXAMPLES, FOR REFERENCE ONLY)

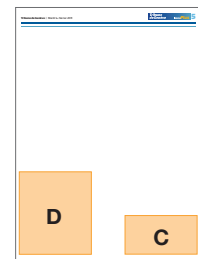
|  |   |   |   |   |   |
|--|---|---|---|---|---|
|  |  |  |  |  |  |
| 1/1 page 290 x 400 mm<br>4c CHF 8000   | 1/2 page 290 x 200 mm<br>4c CHF 4000  | 1/4 page 143 x 200 mm<br>4c CHF 2000  | 1/8 page 143 x 100 mm<br>4c CHF 1000  | 1/16 page 55 x 125 mm<br>4c CHF 500   | 1/32 page 55 x 50 mm<br>4c CHF 200  |

| Fixed placements, editorial environment  | Edition | Format                | Rate b/w | Colour(s) |
|--|---------|-----------------------|----------|-----------|
| Head on cover                            | Sat.    | <b>A</b> 93 x 50 mm   | –        | 850       |
| Banner on cover                          | Sat.    | <b>B</b> 290 x 45 mm  | –        | 2200      |
| Banner on back cover                     | Sat.    | <b>B</b> 290 x 80 mm  | –        | 2650      |
| Box mini <sup>1</sup>                    | Sat.    | <b>C</b> 113 x 69 mm  | –        | 750       |
| Box maxi <sup>1</sup>                    | Sat.    | <b>D</b> 113 x 140 mm | –        | 1500      |
| 1/1 page                                 | Sat.    | 290 x 440 mm          | –        | 8500      |
| 1/1 page inside front cover <sup>2</sup> | Sat.    | 290 x 440 mm          | –        | 10200     |

### OTHER FORMATS ON REQUEST

Column formats of classified ads (mm)

| 1  | 2  | 3  | 4   | 5   | 6   | 7   | 8   | 9 | 10  |
|----|----|----|-----|-----|-----|-----|-----|---|-----|
| 26 | 55 | 84 | 114 | 143 | 172 | 202 | 231 | – | 290 |



### DEADLINES 2017

| Publication date        | Deadline        |
|-------------------------|-----------------|
| Saturday (TdG ImmoPlus) | Wednesday 12 pm |

### INFORMATION

- Tamedia general franc settlement discount and repeat discount are valid according to the information on the page „discounts“.
- Guaranteed placement: + 20% surcharge.

<sup>1</sup> The boxes mini and maxi are placed on page 2 and 3.

<sup>2</sup> Depending on availability and acceptance by the editor.

Gross rates valid for all editions 2017.

All rates in Swiss Francs, VAT (8%) not included.

# RATES AND FORMATS

## TRIBUNE DE GENÈVE – REAL ESTATE (Monday to Friday)

| Classified ads | Edition     | Format                                      | Rate b/w | Colour(s) |
|----------------|-------------|---|----------|-----------|
| Real estate    | Mon. – Fri. | 1 col. 20 mm to 10 col. 360 mm <sup>1</sup> | 1.98     | 3.90      |
| Small text ads |             | minimum 10 words                            | 3.30     |           |

### Column formats of classified ads (mm)

| 1  | 2  | 3  | 4   | 5   | 6   | 7   | 8   | 9 | 10  |
|----|----|----|-----|-----|-----|-----|-----|---|-----|
| 26 | 55 | 84 | 114 | 143 | 172 | 202 | 231 | – | 290 |

## DEADLINES 2017

| Publication date | Deadline          |
|------------------|-------------------|
| Monday           | Friday 8:30 am    |
| Tuesday          | Monday 8:30 am    |
| Wednesday        | Tuesday 8:30 am   |
| Thursday         | Wednesday 8:30 am |
| Friday           | Thursday 8:30 am  |

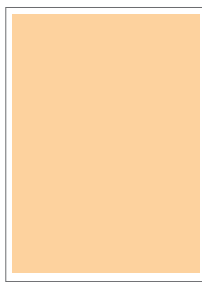
## INFORMATION

- Tamedia general franc settlement discount and repeat discount are valid according to the detailed information on the page „Discounts“.
- Guaranteed placement: + 20% surcharge.

<sup>1</sup> Minimum height 20 mm and maximum height 360 mm or entire page height (440 mm). Colour ads: minimum charged 100 mm.

Gross rates valid for all editions 2017. All rates in Swiss Francs, VAT (8%) not included.





1/1 page 280 x 400 mm  
 b/w – 4c CHF 3500



1/2 page 280 x 195 mm  
 b/w – 4c CHF 2000

Repeat discount: 2x=10%, 4x=15%

#### Covers

|                    |          |
|--------------------|----------|
| Inside front cover | CHF 4000 |
| Back cover         | CHF 5000 |

## SCHEDULE 2017

| Publication | Deadline   |
|-------------|------------|
| 15.03.2017  | 02.03.2017 |
| 10.05.2017  | 27.04.2017 |
| 07.06.2017  | 24.05.2017 |
| 08.11.2017  | 26.10.2017 |

## CONDITIONS

Tamedia general franc settlement discount and repeat discount are valid according to the information on the page „Discounts“.

4 real estate objects maximum per page (maximum 750 characters).

2 real estate objects maximum per halfpage (maximum 350 characters).

The offer is exclusively valid for real estate agencies. General conditions apply according to the brochure „Rates and Services 2017“ of Bilan.

Gross rates valid for 2017. All rates in Swiss Francs, VAT (8%) not included.

## LE MATIN



Monday to Saturday

## IMMOBILIER

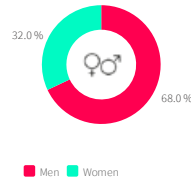


Every Thursday

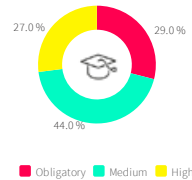
## Keyfacts

|                   |  |
|-------------------|--|
| Titel             | Le Matin (lu - sa)                               |
| Readership        | 234'000 readers (MACH Basic 2017-2)              |
| Reach             | 14.8% in the French speaking part of Switzerland |
| Frequency         | Daily, Monday to Saturday                        |
| Total circulation | 37'634 copies (WEMF Auflagebulletin 2017)        |
|                   | Subscribers 38% / Newstands sales 62%            |

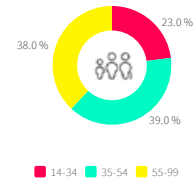
### GENDER



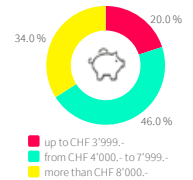
### EDUCATIONAL LEVEL



### AGE



### GROSS HOUSEHOLD INCOME



## Reach in %



|             |       |
|-------------|-------|
| Bas-Vallais | 21.3% |
| Vaud        | 16.3% |
| Fribourg    | 15.4% |
| Jura        | 14.9% |
| Neuchâtel   | 14.0% |
| Genève      | 9.5%  |

Sources: MACH Basic 2017-2 / WEMF Print-run bulletin 2017

# RATES AND FORMATS

## LE MATIN – IMMOBILIER (Monday to Saturday, except Thursday)

| Classified ads | Edition                   | Format                                | Rate b/w | Colour(s) |
|----------------|---------------------------|---------------------------------------|----------|-----------|
| Real estate    | Mon. – Sat. (except Thu.) | 2 col. 20 mm to 8 col. <sup>1,2</sup> | 1.88     | 3.48      |

## LE MATIN – SECTION IMMOBILIER (Thursdays)

| Classified ads | Edition | Format                                | Rate b/w | Colour(s) |
|----------------|---------|---------------------------------------|----------|-----------|
| Real estate    | Thu.    | 2 col. 20 mm to 8 col. <sup>1,2</sup> | 1.88     | 3.48      |

| Small text ads       | Edition | Format                        | Rate b/w | Colour(s) |
|----------------------|---------|-------------------------------|----------|-----------|
| Small commercial ads | Thu.    | minimum 10 words <sup>3</sup> | 2.40     | + 50      |

<sup>1</sup> Minimum height 20 mm, maximum height 240 mm or entire page height (290 mm). Colour ad minimum charged 100 mm.

<sup>2</sup> Maximum format accepted: 1 480 mm (except for the cover).

<sup>3</sup> Maximise the impact of your ad with a colour photograph of your property. Surcharge: CHF 50.–.

### Column formats of classified ads (mm)

| 2  | 4   | 6   | 8   |
|----|-----|-----|-----|
| 50 | 103 | 156 | 210 |

## COMBINATIONS

A small ad (without or with photograph) placed in the supplement of 24/Tribune de Genève BONS PLANS = 50% discount on the same small ad in Le Matin, published in the same week.

## INFORMATION

Tamedia general franc settlement discount and repeat discount are valid according to the detailed information on the page „Discounts“. Guaranteed placement: + 20% surcharge.

Gross rates valid for all editions 2017. All rates in Swiss Francs, VAT (8%) not included.



## DEADLINES 2017

| Publication date | Deadline  |         |
|------------------|-----------|---------|
| Monday           | Friday    | 8:30 am |
| Tuesday          | Monday    | 8:30 am |
| Wednesday        | Tuesday   | 8:30 am |
| Thursday         | Wednesday | 8:30 am |
| Friday           | Thursday  | 8:30 am |

## LE MATIN DIMANCHE



Every Sunday

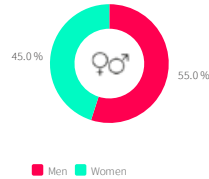
## IMMOBILIER



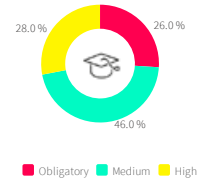
## Keyfacts

|                   |  |
|-------------------|--|
| Titel             | Le Matin Dimanche                                |
| Readership        | 395'000 readers (MACH Basic 2017-2)              |
| Reach             | 24.9% in the French speaking part of Switzerland |
| Frequency         | Weekly, Sunday                                   |
| Total circulation | 100'059 copies (WEMF Auflagebulletin 2017)       |
|                   | Subscribers 3% / Newstands sales 97%             |

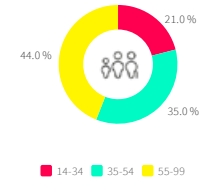
### GENDER



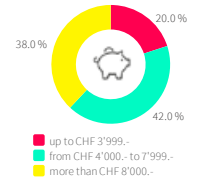
### EDUCATIONAL LEVEL



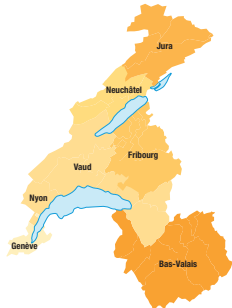
### AGE



### GROSS HOUSEHOLD INCOME



## Reach in %



|            |       |
|------------|-------|
| Bas-Valais | 35.4% |
| Fribourg   | 29.7% |
| Jura       | 27.1% |
| Neuchâtel  | 24.8% |
| Vaud       | 24.0% |
| Genève     | 17.7% |

Sources: MACH Basic 2017-2 / WEMF Print-run bulletin 2017

# RATES AND FORMATS

## LE MATIN DIMANCHE – RENDEZ-VOUS PAGE IMMOBILIER (10 x per year)

Modules placed on an editorial page relating to real estate

| Placements        |          | Format      | Rate b/w – 4 colours |
|-------------------|----------|-------------|----------------------|
| Module            | <b>A</b> | 94 x 62 mm  | 1 220                |
| Modules landscape | <b>B</b> | 192 x 62 mm | 2 440                |
| Modules portrait  | <b>C</b> | 94 x 127 mm | 2 440                |
| Modules banner    | <b>D</b> | 290 x 62 mm | 3 660                |

## SCHEDULE 2017

| Publication |            |
|-------------|------------|
| 22.01.2017  | 03.09.2017 |
| 12.02.2017  | 01.10.2017 |
| 12.03.2017  | 05.11.2017 |
| 02.04.2017  | 03.12.2017 |
| 07.05.2017  |            |
| 18.06.2017  |            |

## INFORMATION

Tamedia general franc settlement discount and repeat discount are valid according to the detailed information on the page „Discounts“.

Modules are limited to 15 ads per edition. Please reserve your placement.  
Deadline: Wednesday 12 pm before publication.

Gross rates valid for all 2017 editions. All prices in Swiss Francs, VAT (8%) not included.

# RATES AND FORMATS

## LE MATIN DIMANCHE – SECTION IMMOBILIER (Sundays)

| Classifieds | Edition | Format                                     | Rate b/w | Colour(s) |
|-------------|---------|--|----------|-----------|
| Real estate | Tue.    | 2 col. 20 mm to 10 col.360 mm <sup>1</sup> | 4.41     | 8.40      |

<sup>1</sup> Minimum height 20 mm and maximum height 360 mm or entire page height (440 mm). Colour ads, minimum charged 100 mm.

### Column formats of classified ads (mm)

| 2  | 4   | 6   | 8   | 10  |
|----|-----|-----|-----|-----|
| 55 | 114 | 172 | 231 | 290 |

## DEADLINE 2017

| Publication date | Deadline        |
|------------------|-----------------|
| Sunday           | Wednesday 12 pm |

## INFORMATION

Tamedia general franc settlement discount and repeat discount are valid according to the detailed information on the page „Discounts“.

Guaranteed placement: + 20% surcharge.

Gross rates valid for all 2017 editions. All rates in Swiss Francs, VAT (8%) not included.

# RATES AND FORMATS

## BONS PLANS – EVERY MONDAY IN 24 HEURES AND THE TRIBUNE DE GENÈVE

| Classified ads | Edition | Format                        | Rate b/w | Colour(s) |
|----------------|---------|-------------------------------|----------|-----------|
| Cost per mm*   | Mon.    | 1 col. 20 mm to 4 col. 200 mm | 7.30     | 9.20      |

### Small commercial ads per word

|                   |      |                  |      |      |
|-------------------|------|------------------|------|------|
| Cost per word     | Mon. | minimum 10 words | 4.75 |      |
| – highlighted     | Mon. |                  |      | + 50 |
| – Plus photograph | Mon. |                  |      | + 50 |

\*Colour ads, minimum charged 50 mm.

### Column formats of classified ads (mm)

|    |     |     |     |
|----|-----|-----|-----|
| 1  | 2   | 3   | 4   |
| 49 | 103 | 156 | 210 |

## COMBINATIONS

A small ad (without or with photograph) placed in the supplement of 24/Tribune de Genève BONS PLANS = 50% discount on the same ad placed in Le Matin.

Gross rates valid for 2017. All rates in Swiss Francs, VAT (8%) not included.

## DEADLINE 2017

| Publication date | Deadline       |
|------------------|----------------|
| Monday           | Thursday 12 pm |

## INFORMATION

Tamedia general franc settlement discount and repeat discount are valid according to the information on the page „Discounts“.

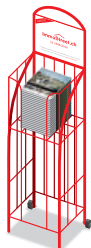
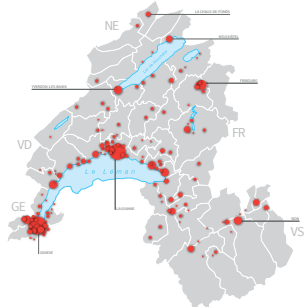
Guaranteed placement: + 20% surcharge.

Placement on cover or on back cover: + 20% surcharge

## IMMOSTREET.CH LA SÉLECTION



## DISTRIBUTION AREAS



## MEDIA DATA



## 2017 PUBLICATION CALENDAR

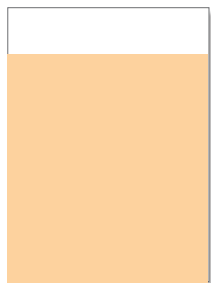
12 issues featuring a wide range of topics to maintain the interest of readers. This schedule is for information purposes only, and may be modified during the year.

| Publication date | Topic                         | Deadline for reservations and material |
|------------------|-------------------------------|--|
| 01.02.2017       | Lausanne and surrounding area | 20.01.2017                             |
| 01.03.2017       | Home & garden                 | 17.02.2017                             |
| 29.03.2017       | Promotions                    | 17.03.2017                             |
| 26.04.2017       | Neuchâtel real estate fair    | 13.04.2017                             |
| 17.05.2017       | Geneva                        | 05.05.2017                             |
| 07.06.2017       | Promotions                    | 26.05.2017                             |
| 28.06.2017       | Gros-de-Vaud/Nord Vaudois     | 16.06.2017                             |
| 19.07.2017       | Riviera                       | 07.07.2017                             |
| 06.09.2017       | Promotions/Fribourg           | 25.08.2017                             |
| 27.09.2017       | Geneva                        | 15.09.2017                             |
| 25.10.2017       | Valais                        | 13.10.2017                             |
| 15.11.2017       | Geneva                        | 03.11.2017                             |
| 13.12.2017       | Mountain                      | 01.12.2017                             |

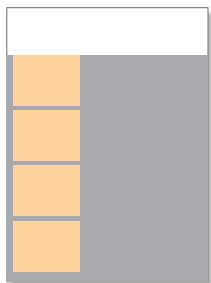


# RATES AND FORMATS

## PREMIUM ADVERTISING SPACE



Front cover photo + banner  
210 x 243 mm (+ 3 mm bleed)  
b/w - 4c CHF 2000



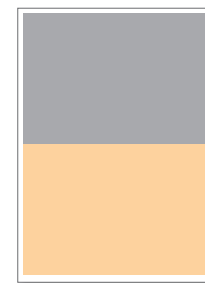
1 cover thumbnail  
46 x 54 mm  
b/w - 4c CHF 500



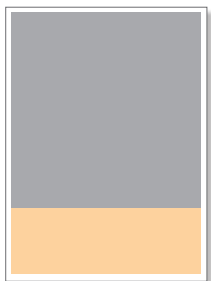
Inside front or back cover  
210 x 297 mm (+ 3 mm bleed)  
b/w - 4c CHF 4000



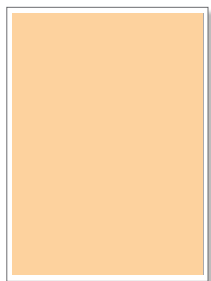
Outside back cover  
210 x 297 mm (+ 3 mm bleed)  
b/w - 4c CHF 4500



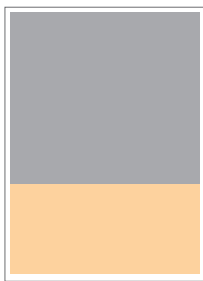
1/2 of contents page  
190 x 136 mm  
b/w - 4c CHF 2500



1/4 of contents page  
190 x 63 mm  
b/w - 4c CHF 1250



1 page advertorial  
190 x 277 mm  
b/w - 4c CHF 2000



Banner under editorial  
190 x 80 mm  
b/w - 4c CHF 1750

## INFORMATION

Tamedia general franc settlement discount is valid according to the information on the page "Discounts". Standard franc discounts and repeat order discounts may not be accumulated.

All rates in Swiss Francs, VAT (8%) not included.

# RATES AND FORMATS

## RATES WITH REPEAT DISCOUNT

|                            | Format (mm) | Rates | Repeat Discount |         |          |
|----------------------------|-------------|-------|-----------------|---------|----------|
|                            |             |       | 4 x 10%         | 8 x 15% | 12 x 20% |
| Double pages VD/GE         | 400 x 277   | 5500  | 4950            | 4675    | 4400     |
| 1 page VD/GE               | 190 x 277   | 3000  | 2700            | 2550    | 2400     |
| 1/2 page VD/GE             | 190 x 136   | 1800  | 1620            | 1530    | 1440     |
| 1/4 of page VD/GE          | 92 x 136    | 1100  | 990             | 935     | 880      |
| Outside back cover         | 210 x 297*  | 4500  | 4050            | 3825    | 3600     |
| Front cover photo + banner | 210 x 243*  | 2000  | 2000            | 2000    | 2000     |
| 1 cover thumbnail          | 46 x 54     | 500   | 450             | 425     | 400      |
| 1/2 of contents page       | 190 x 136   | 2500  | 2250            | 2125    | 2000     |
| 1/4 of contents page       | 190 x 63    | 1250  | 1125            | 1060    | 1000     |
| Inside front cover         | 210 x 297*  | 4000  | 3600            | 3400    | 3200     |
| Inside back cover          | 210 x 297*  | 4000  | 3600            | 3400    | 3200     |
| 1 page advertorial         | 190 x 277   | 2000  | 1800            | 1700    | 1600     |
| Banner under editorial     | 190 x 80    | 1750  | 1575            | 1485    | 1400     |

\* + 3 mm bleed on each side

Gross rates valid for all 2017 editions. All rates in Swiss Francs, VAT (8%) not included.

V 12.10.2017



# RATES AND FORMATS

## RATES WITH REPEAT DISCOUNT

|                            | Format (mm) | Rates | Repeat Discount |         |          |
|----------------------------|-------------|-------|-----------------|---------|----------|
|                            |             |       | 4 x 10%         | 8 x 15% | 12 x 20% |
| Double pages VS/FR/NE      | 400 x 277   | 2900  | 2610            | 2465    | 2320     |
| 1 page VS/FR/NE            | 190 x 277   | 1600  | 1440            | 1360    | 1280     |
| 1/2 page VS/FR/NE          | 190 x 136   | 1000  | 900             | 850     | 800      |
| 1/4 of page VS/FR/NE       | 92 x 136    | 600   | 540             | 510     | 480      |
| Outside back cover         | 210 x 297*  | 4500  | 4050            | 3825    | 3600     |
| Front cover photo + banner | 210 x 243*  | 2000  | 2000            | 2000    | 2000     |
| 1 cover thumbnail          | 46 x 54     | 500   | 450             | 425     | 400      |
| 1/2 of contents page       | 190 x 136   | 2500  | 2250            | 2125    | 2000     |
| 1/4 of contents page       | 190 x 63    | 1250  | 1125            | 1060    | 1000     |
| Inside front cover         | 210 x 297*  | 4000  | 3600            | 3400    | 3200     |
| Inside back cover          | 210 x 297*  | 4000  | 3600            | 3400    | 3200     |
| 1 page advertorial         | 190 x 277   | 2000  | 1800            | 1700    | 1600     |
| Banner under editorial     | 190 x 80    | 1750  | 1575            | 1485    | 1400     |

\* + 3 mm bleed on each side

Gross rates valid for all 2017 editions. All rates in Swiss Francs, VAT (8%) not included.

V 12.10.2017



# DISCOUNTS

## TAMEDIA GENERAL FRANC SETTLEMENT DISCOUNT

Discount Delivery within 12 months  
Applicable to all Tamedia Advertising titles\*

| CHF     | %   | CHF     | %   |
|---------|-----|---------|-----|
| 3000    | 2%  | 2000000 | 12% |
| 9000    | 3%  | 2500000 | 13% |
| 20000   | 4%  | 3000000 | 14% |
| 40000   | 5%  | 3500000 | 15% |
| 80000   | 6%  | 4000000 | 16% |
| 160000  | 7%  | 4500000 | 17% |
| 320000  | 8%  | 5000000 | 18% |
| 640000  | 9%  | 5500000 | 19% |
| 1000000 | 10% | 6000000 | 20% |
| 1500000 | 11% |         |     |

\*All the printed media titles from Tamedia Advertising will be cumulated, with the exception of the Tagblatt der Stadt Zürich and the Journal de Morges. The marketplace and personal sections are not eligible for a franc settlement discount and do not qualify for agency commission.

All rates in Swiss Francs, VAT (8%) not included.

## REPEAT DISCOUNT

|                          |            |            |            |            |
|--------------------------|------------|------------|------------|------------|
| <b>24 heures</b>         | 2 x = 3%   | 3 x = 5%   | 6 x = 10%  | 13 x = 12% |
| <b>Tribune de Genève</b> | 26 x = 15% | 39 x = 17% | 48 x = 20% |            |

### Le Matin

### Le Matin Dimanche

|                          |            |           |            |            |
|--------------------------|------------|-----------|------------|------------|
| <b>24 Bons Plans</b>     | 3 x = 5%   | 6 x = 10% | 12 x = 15% | 26 x = 20% |
| <b>Tribune de Genève</b> | 50 x = 25% |           |            |            |

### Bons Plans

#### Conditions:

Standard franc discounts and repeat order discounts may not be accumulated. Cross-publication repeat discounts are not permitted. One order, same format: content exchangeable.

| Package PA            | Number of placements | Discount |
|-----------------------|----------------------|----------|
| <b>Small text ads</b> | 50 – 99              | 10%      |
|                       | 100 – 199            | 15%      |
|                       | 200 – 499            | 23%      |
|                       | 500 – 999            | 32%      |
|                       | 1000 +               | 40%      |

#### Conditions:

Exclusive Tamedia SA offer, bookable only by firm orders for 2017. Offer exclusively valid for small text ads. Cannot be combined with other discounts.

## AGENCY COMMISSION/RACHA

Agency commission and RACHA are not applicable.



# CONTACT

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