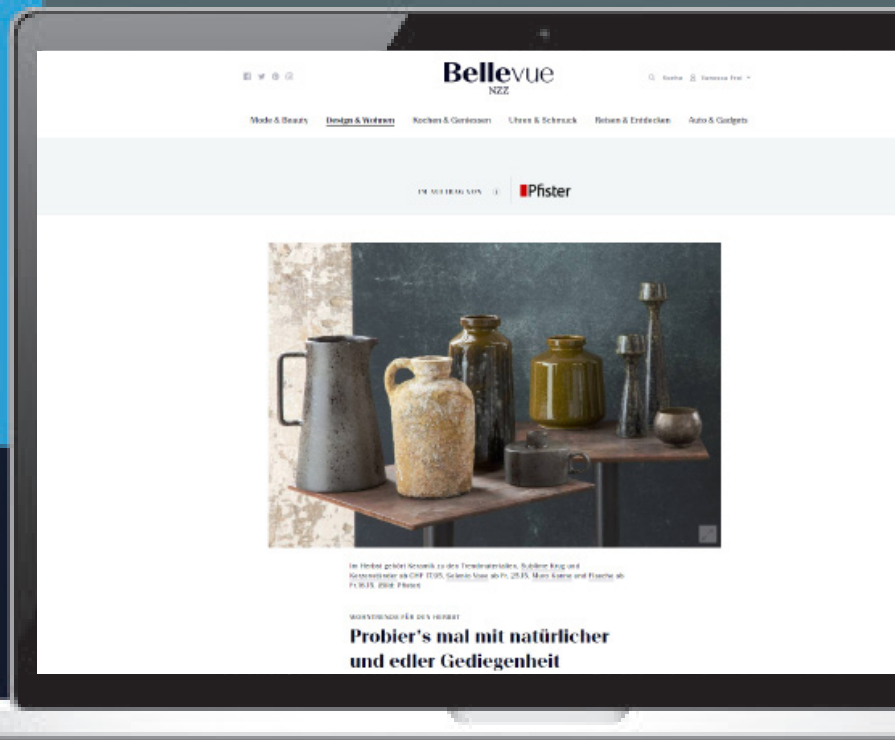


audienzz

# What's your story?

Sponsored  
Content on  
NZZ Bellevue



Would you like to infuse content into a theme with your brand or your product?

Then let the **sponsored content on NZZ Bellevue** speak for itself!

For our readers, sponsored content is a form of advertising that isn't intrusive and which suits the journalism of NZZ because of its relevance and high quality. Sponsored content is a credible form of advertising with great benefits for customers which enables a longer interaction with the target group.



## User data

Unique visitors	291'000
Visits	398'000



## Social media

Facebook fans	6'023
Instagram followers	5'468
Twitter followers	454

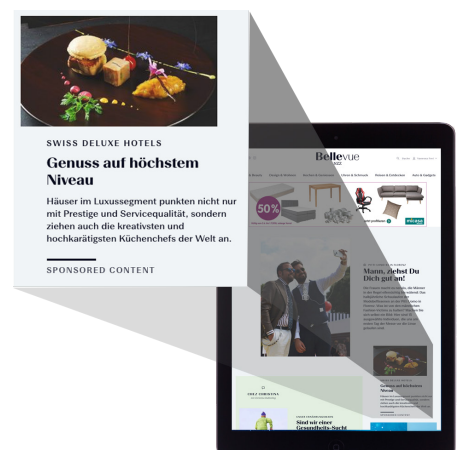
Services for sponsored content on NZZ.ch (only articles)	Story of the Day	Topic of the Month	Lifestyle dossier
Number of articles – Content realized by NZZ Content Solutions	1	5	10
Content creation (at least 4 weeks lead time), incl. concept and design*	✓	✓	✓
Duration according to number of articles	1 week	5 weeks	10 weeks
Placement of article teaser, 7 days in position 3, 5 or 7 on the homepage	✓	✓	✓
Article teaser parallel to that, 7 days in position 3 in the suitable section	✓	✓	✓
Story engagements (read, share, like) total guaranteed	2,000	10,000	20,000
Story placement including infeed teaser and social post	✓	✓	✓
Business Click Recommendation	✓	✓	✓
Social Media Branded Paid Posts	✓	✓	✓
Transparent reporting from audienzz	✓	✓	✓
Content stays on the portal after expiry	✓	✓	✓
Story archive under sponsored content via footer on NZZ Bellevue	✓	✓	–
Topic dossier under sponsored content via footer on NZZ Bellevue	–	–	✓
Ad display in an NZZ print edition (e.g. "Style")	–	–	✓
<b>Prices (in CHF, excl. VAT)</b>	<b>11,000.00</b>	<b>51,500.00</b>	<b>96,000.00</b>
Optional for an additional charge: Sector exclusivity during the entire term	–	–	✓
Optional for an additional charge: Multimedia processing of the channel	–	–	✓
Optional for an additional charge: Print supplement in an NZZ print edition	–	–	✓

Add-ons to the sponsored content on NZZ Bellevue (per article)	Prices (in CHF, excl. VAT)
One-time PR integration of a story in the "NZZ Bellevue" newsletter	750.00/ week
Video production "Short interview" (shooting time 2h, clip max. 120 seconds)**	from 7,500.00
Video production "Event report" (shooting time 3h, clip max. 120 seconds)**	from 10,000.00
Video production "Portrait feature" (shooting time 4h, clip max. 120 seconds)**	from 12,500.00

\* Image rights, photo shoots, interactive graphics and video productions are invoiced separately

\*\* Clips are incorporated in an article as an additional element; produced in cooperation with Tele1

Showcases at [bellevue.nzz.ch/sponsored-content](http://bellevue.nzz.ch/sponsored-content)



We will be glad to answer any questions you may have:

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