

wireltern

Für Mütter und Väter in der Schweiz

**Media Kit 2021
Print & Online**

“wir eltern” – the magazine for moms and dads in Switzerland. At the cutting edge with an almost hundred-year old tradition

When topics like sleeping through the night, distribution of roles and holidays with a child suddenly become interesting because a couple turns into a family, “wir eltern” is here to help. The carefully researched and attractively written articles in the magazine reflect the world in which modern parents live and raise their children.

As the digital world plays an important role nowadays, “wir eltern” is present online as well with a multitude of texts and videos. Both online and offline, «wir eltern» discusses social issues, gives advice about pregnancy, development, nutrition and education up until the age of adolescence. And last but not least it provides ideas from the fields of lifestyle and leisure time activities.

And right in the middle of it: your advertising message!

Publication

10 issues per year

Readership

175 000 readers
(MACH Basic 2020-2)

Circulation

52 000 copies

Distributed circulation

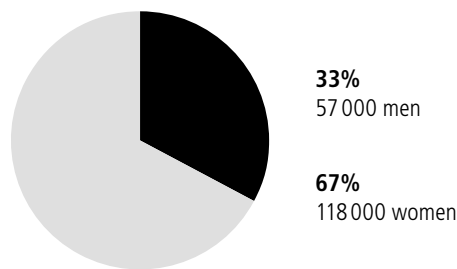
36 097 copies
WEMF/KS-certified 2020



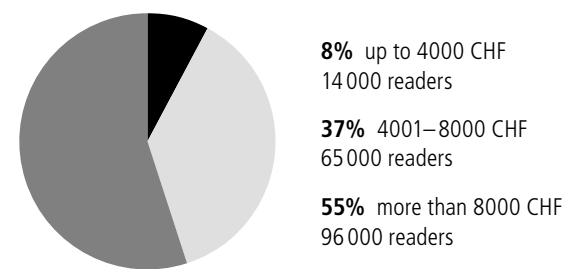
Annual subscription	CHF 98.–
Two-year subscription	CHF 160.–
Individual price	CHF 12.–

READERSHIP

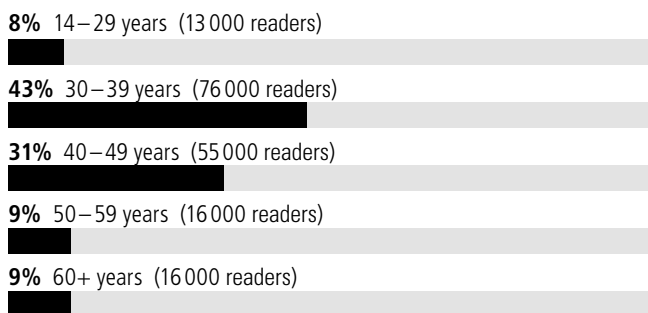
Gender



Monthly income in CHF

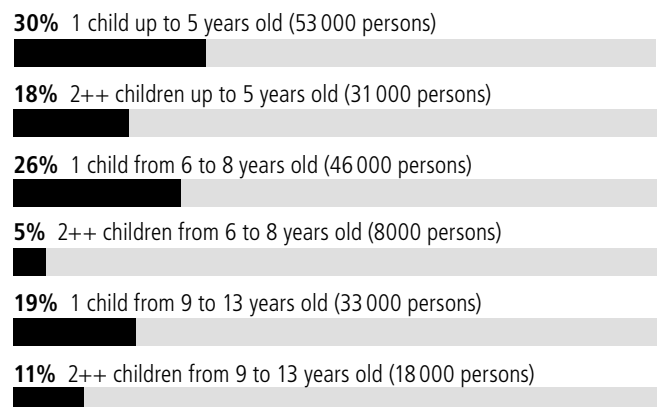


Age



Source: MACH-Basic 2020-2

Number of children in the same household




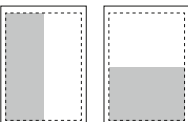
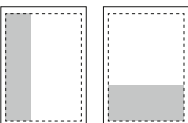
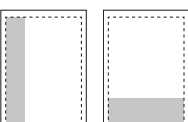
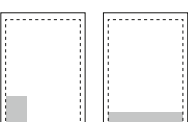
PUBLICATION DATES 2021

Issue	Publication date	Advertising deadline/data supply
2	27 January	11 January
3	24 February	08 February
4	24 March	08 March
5	28 April	12 April
6	26 May	06 May
7/8	30 June	14 June
9	25 August	09 August
10	22 September	06 September
11	27 October	11 October
12/1	01 December	15 November

SPECIAL ISSUE

Topic	Issue	Publication date	Advertising deadline/data supply
Puzzle magazine 1	1/2021	April	17 March
Puzzle magazine 2	7-8/2021	June/July	29 May
Healthy feet	9/2021	August	21 July
Puzzle magazine 3	10/2021	September	18 August
Sleep well	11/2021	October	15 September
Winter activities	12-1/2021-22	November/December	20 October
Puzzle magazine 4	12-1/2021-22	November/December	20 October

PRICES/FORMATS

Size	Formats (width × height in mm)	4-colour
	TA 185 × 268 TP 220 × 297	10 605.–
	vert. TA 90 × 268 vert. TP 107,5 × 297 horiz. TA 185 × 132 horiz. TP 220 × 146,5	5 950.–
	vert. TA 59 × 268 vert. TP 76,5 × 297 horiz. TA 185 × 86 horiz. TP 220 × 100,5	4 450.–
	block TA 90 × 132 vert. TA 42,5 × 268 vert. TP 60 × 297 horiz. TA 185 × 64 horiz. TP 220 × 78,5	3 350.–
	block TA 90 × 64 block TP 107,5 × 78,5 vert. TA 59 × 98 horiz. TA 185 × 30 horiz. TP 220 × 44,5	1 865.–

Prices apply to single-colour and multi-colour advertisements.
TP = trimmed page (excl. 3 mm bleed), TA = type area. All prices given in CHF and quoted only on delivery of data to the publisher. Prices do not include 7.7% VAT.

SPECIAL PLACEMENTS

Panorama format	21 210.–
2nd cover page	11 650.–
4th cover page	12 705.–

Placement guarantee

Fixed placements of 1/2 page and larger will be accepted.

- 15% for display adverts
- 15% for placement in the first half of the edition
- 20% for fixed placement

Placement requests will be taken into account as far as possible, but cannot be guaranteed. Special formats available on request. Surcharges are based on the gross price. Prices do not include 7.7% VAT.

LOOSE INSERTS

Total gross cost in CHF

up to 50 g	18 966.–
up to 75 g	20 126.–
up to 100 g	21 286.–

Surcharge for splitting CHF 800.–; not eligible for a contract discount or AC/ASB. Prices include postage and technical costs. Variants upon request.

Specifications

Minimum format: 105 × 148 mm

Maximum format: 210 × 292 mm

Size: maximum 24 pages (higher number of pages on submission of a sample). Specifications: closed spine and gutter, product trimmed on 3 sides. No concertina fold.

DISCOUNTS

Repeat order discount

3 ×	3%
6 ×	5%
8 ×	10%
10 ×	12%

12-month acceptance period applies. Discounts may not be combined. Confirmed orders allow a change of text or theme, but not a change of size.

AC II / ASB II

Agency commission II

15% on all advertising agreements mediated by an advertising and/or media agency that is eligible for commission. 5% AC is granted for ad specials such as inserts, stitched inserts, glued inserts etc.

Annual sales bonus II

15% for a minimum purchase of 3 pages per year in one or more magazines published by CH Regionalmedien AG.

ZEWO discount

All ZEWO-certified customers receive a 35% discount.

For further advertising possibilities, combinations, advertorials and sponsored content we are at your disposal personally or under chmediawerbung.ch.

ONLINE STANDARD TYPES OF ADVERTISING

Wideboard



Position	Channel	CPM
top, center and bottom	Run of site*	70.–
Front/heading: freely selectable without surcharge. For mobile delivery the "wir eltern" app will be considered.		
Desktop size	994 × 250 pixels	
Tablet size	728 × 90 pixels	
Mobile phone size	320 × 160 pixels	
Format	GIF/JPEG/HTML	
Data weight	max. 100 KB	
With the lazy-loading technology the banners are only loaded in the visible area.		

Half page ad



Channel	CPM
Run of site*	90.–
Front/heading: freely selectable without surcharge. By arrangement, it is possible to extend the half page ad to mobile devices via Mobile Ricchi Ad: TKP/CHF 80.–.	
Size	300 × 600 pixels
Format	GIF/JPEG/HTML
Data weight	max. 100 KB

Multiscreen rectangle



Channel	CPM
Run of site*	65.–
Front/heading: freely selectable without surcharge. For mobile delivery the "wir eltern" app will be considered.	
Size	300 × 250 pixels
Format	GIF/JPEG/HTML
Data weight	max. 100 KB
Multiscreen delivery.	

Multiscreen advertorial



Term of validity	2 Weeks 100% SOV*	1 600.–
	4 Weeks 100% SOV*	2 800.–
Placement	Run of site	
Teaser image	1200 × 800 pixels	
Teaser text	Title: max. 25 characters incl. blank spaces Text: max. 150 characters incl. blank spaces	
Advertorial image	1200 × 800 pixels	
Advertorial	Title: max. 25 characters incl. blank spaces Text: max. 6000 characters incl. blank spaces plus CHF 500.– for participants' data	
Prize draw		
100% SOV correspond to approximately 45000 teaser ads per month (not guaranteed). Multiscreen delivery. *Percentage of total number of displays during the booked term.		

Newsletter



Banner	Image and text	Fixed price
	mind. 1000 × 250 pixels	1 500.–
	Image: 600 × 400 pixels	
	Title: max. 30 characters incl. blank spaces	
	Text: max. 150 characters incl. blank spaces	
Delivery of newsletter fortnightly, every second Friday (even calendar weeks)		
Number of subscribers: 7000		

Facebook advertising



Offer S		
Guaranteed reach	10 000 persons	650.–*
Offer M		
Guaranteed reach	15 000 persons	950.–*
Specifications: If an extra image is requested, the following dimensions must be observed: 1080 × 1080 pixels Only one tracking is possible (one URL with one UTM-tracking). The Facebook post will be written and edited by the editors. It will be adapted to your advertorial or prize draw. In case of a simultaneously running advertorial, the Facebook post will be linked to it. *The offer is only valid in combination with the booking of the website.		

SPECIAL DISCOUNTS

Political advertising	15 %
Culture and events	30 %
Training and further education	15 %
Charity institutions (ZEWO certified)	35 %
Agency commission	5 %

DISCOUNTS

5 000	3 %
10 000	5 %
15 000	7 %
20 000	9 %
25 000	12 %
30 000	15 %
more than 30 000	on request

For further advertising possibilities, combinations, advertorials and sponsored content we are at your disposal personally or under chmediawerbung.ch.

TECHNICAL DATA/PRINT MATERIAL

Guidelines print material

For efficient and error-free data transfer of your print data, please note the following:

File format

You send us preferably only PDF X1a, X3 or X4 files. Additional information about the PDF/X standard can be found at: www.pdfx-ready.ch

Colour space

"wir eltern" is printed using the "ISO Coated v2 300% (ECI)" colour space profile. Please note that any colours used that do not correspond to this colour space will be converted by means of relative colorimetric rendering.

Image resolution/transparencies

Images should have a resolution of 70 l/cm to ensure the highest possible image quality. Transparent elements should first be flattened with a resolution of at least 500 l/cm.

Geometry/bleed

In order to avoid additional costs, please ensure that the print data you provide us with complies with the advertisement sizes published in the media data. Advertisements with bleed require a bleed edge of 3 mm on all sides.

Delivery of print material

When the PDF is ready for printing send it to us by e-mail to:

corinne.daetwiler@chmedia.ch

with the following information in the subject line: magazine/issue/client/theme/size (please do not send files of more than 20 MB by e-mail).

DELIVERY OF INSERTS

Terms and conditions for inserts

Before making a binding commitment, two binding samples (approved for production) have to be supplied to us in good time, along with a sketched layout for glued inserts. Special designs require a test run, allowing for 200 original samples.

Inserts/stitched inserts with third-party adverts: 20% of gross price of one advertisement page.

Delivery

Collated, unbound, and stored on pallets, 14 days before publication at the latest, directly to:

Vogt-Schild Druck AG
Insert "wir eltern" (+ no. of issue)
Gutenbergstrasse 1
CH-4552 Derendingen

Any costs for customs clearance/transport shall be charged to the customer. Vogt-Schild Druck AG is only the delivery address.

Print run/delivery quantity

52 000 copies. All prices quoted are advertising costs excluding printing costs. All special orders are eligible for a contract discount and commission; AC/ASB: 5% of special orders.

Special formats on request.

Prices excl. 7.7% VAT.

Bookings of leaflet inserts by clients from abroad are charged including 7.7% value added tax. Decision: Federal Tax Administration/VAT revision, Autumn 2017.

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SELECTION OF OUR MAGAZINE PORTFOLIO



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Ein Unternehmen der **ch media**