



Online Advertising on monetas.ch

Reach your target group with accuracy!

Monetas.ch gives you a highly frequented platform that you can use to target your B2B products and services to decision-makers and readers with business acumen.

Every day, 5,000 visitors use the public portal for Swiss business information to access data from the commercial register and to view our credit reports.

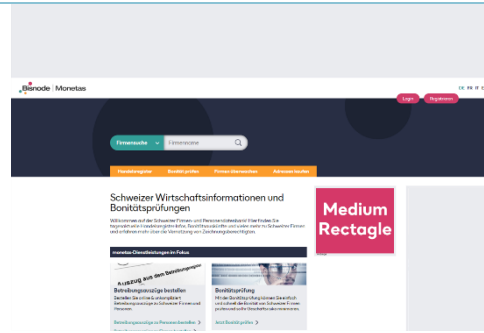
The screenshot displays the monetas.ch website interface. At the top, there is a large advertisement for the Ford Kuga ST-Line 4x4, featuring the text "Ford Kuga ST-Line 4x4" and "Jetzt mit Fr. 10'000.- Prämie". Below the advertisement, the website header includes the "Bisnode | Monetas" logo and navigation links for "Handelsregister", "Bonität prüfen", "Firmen überwachen", and "Adressen kaufen". A search bar with the placeholder "Firmensuche" and "Firmenname" is prominently displayed. The main content area features several tiles: a large tile for "Schweizer Wirtschaftsinformationen und Bonitätsprüfungen" with a welcome message, a smaller tile for "monetas-Dienstleistungen im Fokus" with a sub-section for "Auszug aus dem Betreibungsregister" (orderable online), and another tile for "Bonitätsprüfung" (credit check). On the right side, there are two smaller advertisements: one for "Skin-Glücken" (skin care) and another for the Ford Kuga ST-Line 4x4, repeating the "Jetzt mit Fr. 10'000.- Prämie" offer. The top right corner of the website includes "Login" and "Registrieren" buttons and a language selector "DE FR IT EN".

Advertisement types & prices

Standard formats	
<p>Wideboard 994 x 250 px. CPM Run of site: CHF 70.- CPM Homepage: CHF 90.- Formats: gif, jpeg, flash, third party tag, html Size: 60 kB</p>	
<p>Billboard 970 x 250 px. CPM Run of site: CHF 65.- CPM Homepage: CHF 85.- Format: gif, jpeg, flash, third party tag, html Size: 60 kB</p>	
<p>Maxiboard 994 x 118 px. CPM Run of site: CHF 60.- CPM Homepage: CHF 80.- Format: gif, jpeg, flash, third party tag, html Size: 40 kB</p>	
<p>Leaderboard 728 x 90 px. CPM Run of site: CHF 45.- CPM Homepage: CHF 65.- Format: gif, jpeg, flash, third party tag, html Size: 40 kB</p>	
<p>Half Page 300 x 600 px. CPM Run of site: CHF 50.- CPM Homepage: CHF 70.- Format: gif, jpeg, flash, third party tag, html Size: 40 kB</p>	

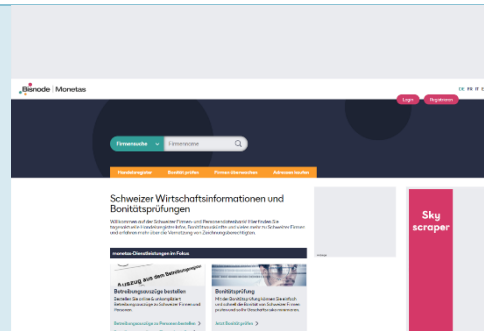
Rectangle

300 x 250 px.
 CPM Run of site: CHF 45.-
 CPM Homepage: CHF 65.-
 Format: gif, jpeg, flash, third party tag, html
 Size: 40 kB



Skyscraper (sticky)

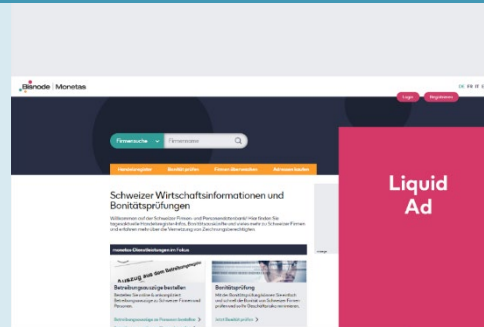
160 x 600 px.
 CPM Run of site: CHF 45.-
 CPM Homepage: CHF 65.-
 Format: gif, jpeg, flash, third party tag, html
 Size: 40 kB



Large format

Liquid Ad

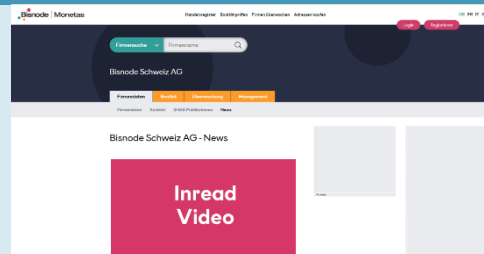
400-1000 x 700-980 px.
 CPM Run of site: CHF 80.-
 CPM Homepage: CHF 100.-
 Production fee one-off CHF 700
 additional languages CHF 50 each



InRead/Video

inRead

1920-640 x 1080-360 px. (16:9)
 CPM run of site: CHF 80.-
 CPM homepage: CHF 100.-
 Duration: max. 30 seconds
 Format: mov, flv, mpeg4, avi, ect.
 Size: 200 MB



Special types	Fixed price
Newsletter entry in the monthly newsletter 250 characters, 1 image and 2 URLs included	490.-
News article/advertorial 1 week on homepage and permanently available in the news archive	990.-

Bulk discounts	
from CHF 10'000.-	2 %
from CHF 25'000.-	4 %
from CHF 50'000.-	6 %
from CHF 100'000.-	10 %
Bisnode members receive an additional 20% discount!	

About monetas.ch

User characteristics / Target Group
Visitors are mainly from Switzerland (65 - 69%).
The portal is predominantly used for business purposes.
The users mainly range from micro-companies to SMEs.

Key figures per month	
Total Visits	166'000
Average Visits per Day	5'400
Average IDs per Day	5'000
Average Duration per Visit (in min)	1.5
Source	Mediapulse Online Traffic Data
Date of measurement	July 2021



www.monetas.ch/advertising

If you have any further questions regarding monetas.ch advertising options, please do not hesitate to contact us: +41 44 735 64 64 or monetas.ch@bisnode.com

All prices are given in CHF. 7.7% VAT also applies.