

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, 4,500 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 car and 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, a search bar with the placeholder "Firmensuche" and "Firmenname", and navigation buttons for "Handelsregister", "Bonität prüfen", "Firmen überwachen", and "Adressen kaufen". The main content area features a welcome message: "Schweizer Wirtschaftsinfos und Bonitätsprüfungen" and "Willkommen auf der Schweizer Firmen- und Personendatenbank! Hier finden Sie tagesaktuelle Handelsregister-Infos, Bonitätsauskünfte und vieles mehr zu Schweizer Firmen und erfahren mehr über die Vernetzung von Zeichnungsberechtigten." Below this, there are sections for "monetas-Dienstleistungen im Fokus", including "Auszug aus dem Betriebsregister" and "Bonitätsprüfung". On the right side, there are additional advertisements, including one for "Schweizer Wasser" and another for the Ford Kuga ST-Line 4x4.

Advertisement types & prices

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

<p>Half Page 300 x 600 px.</p> <p>CPM Run of site: CHF 50.- CPM Homepage: CHF 70.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 40 kB</p>	
<p>Rectangle 300 x 250 px.</p> <p>CPM Run of site: CHF 45.- CPM Homepage: CHF 65.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 40 kB</p>	
<p>Skyscraper (sticky) 160 x 600 px.</p> <p>CPM Run of site: CHF 45.- CPM Homepage: CHF 65.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Size: 40 kB</p>	

<p>Large format</p>	
<p>Liquid Ad 400-1000 x 700-980 px.</p> <p>CPM Run of site: CHF 80.- CPM Homepage: CHF 100.-</p> <p>Production fee one-off CHF 700 additional languages CHF 50 each</p>	

InRead/Video

inRead

1920-640 x 1080-360 px. (16:9)

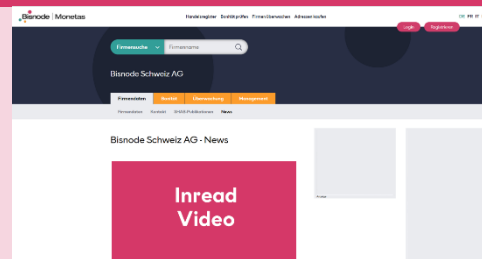
CPM run of site: CHF 80.-

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

Unique clients	123'000
Visits	155'597
Page impressions	327.088
Source	NET-Metrix
Date of measurement	15.01.2021



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.