

Publicità online su monetas.ch

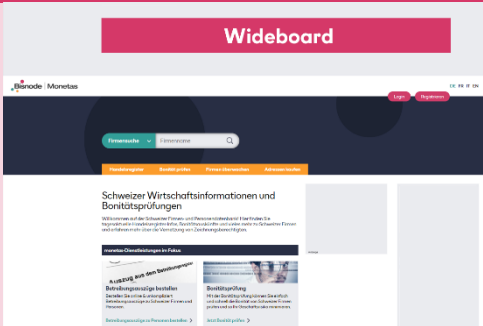
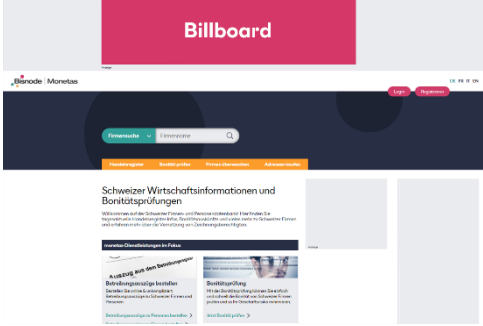
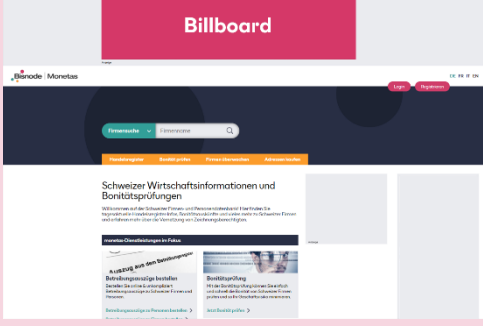
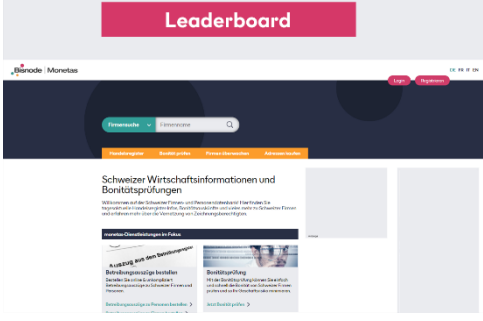
Raggiungete il vostro gruppo target in modo selettivo!

Monetas.ch mette a vostra disposizione una vivace piattaforma con la quale potete orientare in modo mirato le vostre offerte B2B ai responsabili delle decisioni ed ai lettori appassionati di argomenti economici.

Ogni giorno, su questo portale svizzero di informazioni economiche, oltre 4.500 visitatori richiamano i dati del registro delle imprese e utilizzano le nostre informazioni sulla solvibilità.

The screenshot displays the website's layout. At the top, there is a large banner for a Ford Kuga ST-Line 4x4, featuring the text "Ford Kuga ST-Line 4x4" and "Jetzt mit Fr. 10'000.- Prämie". Below the banner, the "Bisnode | Monetas" logo is visible on the left, and "DE FR IT EN" language options are on the right. A navigation bar contains a search bar labeled "Firmensuche" with a search icon and a dropdown arrow, and a search input field labeled "Firmenname". Below the search bar are four buttons: "Handelsregister", "Bonität prüfen", "Firmen überwachen", and "Adressen kaufen". The main content area is divided into several sections. On the left, there is a section titled "Schweizer Wirtschaftsinformationen und Bonitätsprüfungen" with a welcome message and a sub-section "monetas-Dienstleistungen im Fokus" containing two cards: "Auszug aus dem Betriebsregister" and "Bonitätsprüfung". On the right, there is a "NEU" badge, a "Fühle bis zu 0% IRRITATION" advertisement for "Vivian" water, and another Ford Kuga advertisement.

Moduli di richiesta e prezzi

Formati standard	
<p>Wideboard 994 x 250 px.</p> <p>CPM Run of site: CHF 70.- CPM Homepage: CHF 90.-</p> <p>Format: gif, jpeg, flash, third party tag, html</p> <p>Dimensione: 60 kB</p>	 <p>The image shows a wideboard advertisement placed at the top of the Bisnode website. The ad has a white background with a pink header containing the word 'Wideboard'. Below the header, there is a search bar and a navigation menu. The main content area of the website is visible below the ad.</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>Dimensione: 60 kB</p>	 <p>The image shows a billboard advertisement placed at the top of the Bisnode website. The ad has a white background with a pink header containing the word 'Billboard'. Below the header, there is a search bar and a navigation menu. The main content area of the website is visible below the ad.</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>Dimensione: 40 kB</p>	 <p>The image shows a maxiboard advertisement placed at the top of the Bisnode website. The ad has a white background with a pink header containing the word 'Billboard' (likely a typo for Maxiboard). Below the header, there is a search bar and a navigation menu. The main content area of the website is visible below the ad.</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>Dimensione: 40 kB</p>	 <p>The image shows a leaderboard advertisement placed at the top of the Bisnode website. The ad has a white background with a pink header containing the word 'Leaderboard'. Below the header, there is a search bar and a navigation menu. The main content area of the website is visible below the ad.</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>Dimensione: 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>Dimensione: 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>Dimensione: 40 kB</p>	

<p>Format grande</p>	
<p>Liquid Ad 400-1000 x 700-980 px.</p> <p>CPM Run of site: CHF 80.- CPM Homepage: CHF 100.-</p> <p>I costi di produzione unici : CHF 700,00 per ogni lingua aggiuntiva: CHF 50,00</p>	

InRead/Video

inRead

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

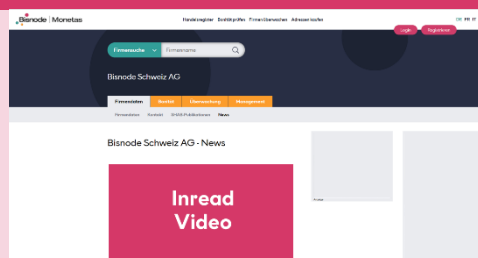
CPM run of site: CHF 80.-

CPM homepage: CHF 100.-

Durata: max. 30 seconds

Format: mov, flv, mpeg4, avi, ect.

Dimensione: 200 MB



Special types

Fixed price

Newsletter-contributo alla newsletter mensile

250 righe, 1 immagine e 2 URL

490.-

Articolo / Publireportage

Presenza di 1 settimana sulla pagina web e permanente nell'archivio delle notizie

990.-

Bulk discounts

a partire da CHF 10'000.-

2 %

a partire da CHF 25'000.-

4 %

a partire da CHF 50'000.-

6 %

a partire da CHF 100'000.-

10 %

I soci Bisnode hanno diritto ad uno sconto aggiuntivo del 20%!

Informazioni su monetas.ch

Caratteristiche degli utenti / gruppi target

I visitatori provengono principalmente dalla Svizzera (65 - 69%).

L'utilizzo è essenzialmente a scopo affaristico.

Gli utenti variano dalle micro-imprese alle piccole-medie imprese.

Dati numerici (mensili)

Clienti singoli	123'000
Visite	155'597
Numero di visite in pagine specifiche	327.088
Fonte	NET-Metrix
Punto temporale della misurazione	15.01.2021



www.monetas.ch/publicita

Naturalmente siamo sempre a vostra disposizione in caso di ulteriori domande relative alla pubblicità su monetas.ch: 044 735 64 64 oppure monetas.ch@bisnode.com

Tutti i prezzi in CHF, esclusa IVA 7.7%