

RON ORP IN BRIEF

- THE urban lifestyle community in Switzerland
- Connects and inspires city people
- Authentic, unique, independent

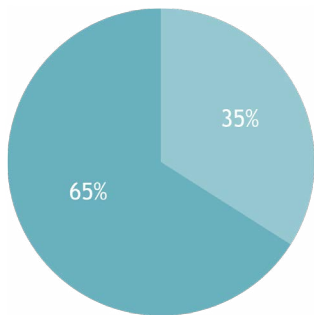
FACTS

- 210'000 newsletter subscribers, 212'000 UC, 2.3 million Page Impressions
- No. 1 amongst heavy social network users
- Ron Orp is the most urban medium in Switzerland.

RON ORP READERS

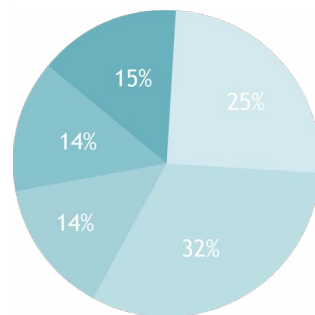
Gender

Male Female



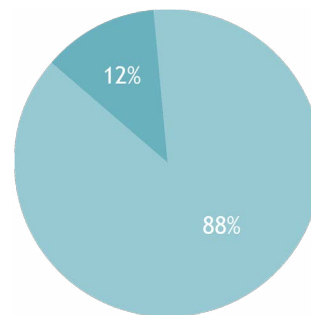
Age group

14-24 35-44 55+
25-34 45-54

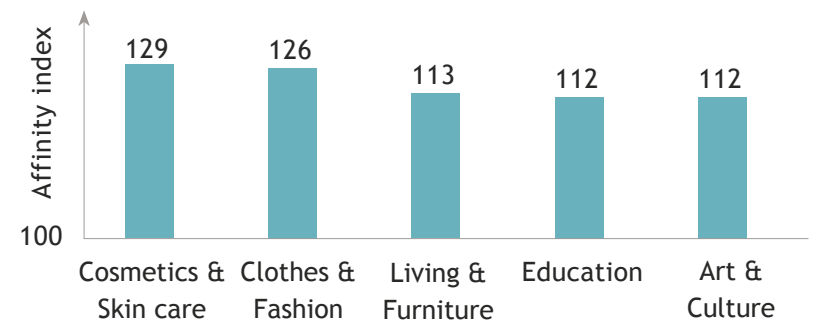


Location

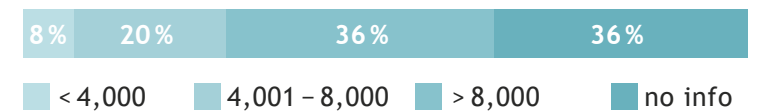
Country City



Topics of interest (Top 5)



Household income in CHF



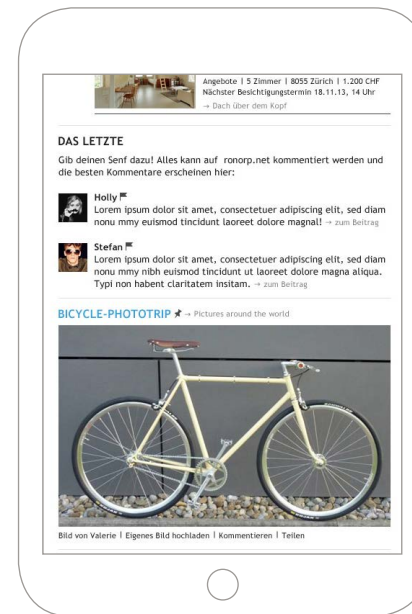
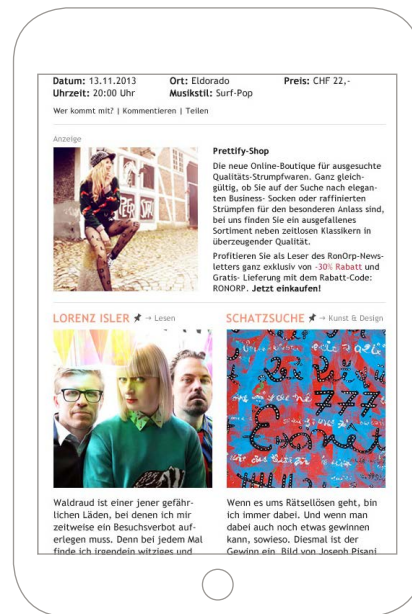
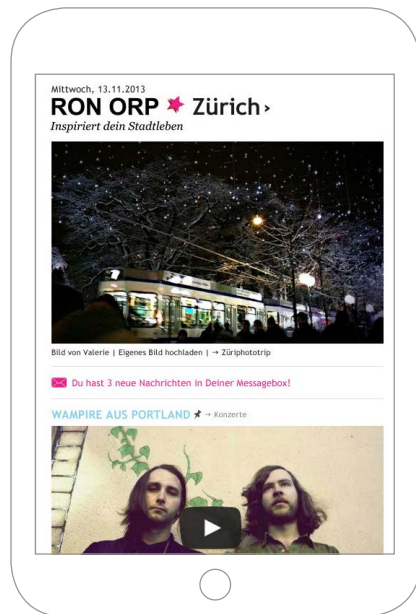
Basis: Unique User per month

Source: Net-Matrix-Profile 2016-2

NEWSLETTER: PUBLICATION

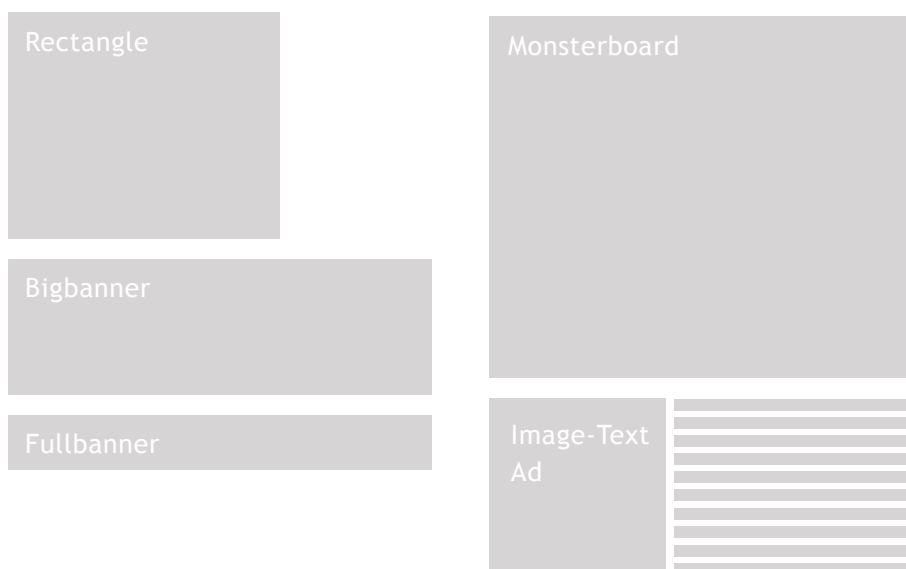
Newsletter	Monday	Tuesday	Wednesday	Thursday	Friday
D-CH	•	•	•	•	•
W-CH, Zug	•		•		•
Zurich (EN)				•	

D-CH: Basel, Bern, Luzern, St. Gallen, Winterthur, Zürich, Zug | W-CH: Genf, Lausanne
 Targeting according to gender, age, city, weather and other criteria upon request.



NEWSLETTER: ADVERTISING MEDIA

Advertising medium	Format (px)	Price per placement all cities DCH, DE	Price per placement all cities WCH, FR	Price per placement for Zurich, DE	Price per placement for Bern or Zurich EN	Price per placement for Basel, Geneva, Lausanne, Lucerne, St. Gallen, Zug, Winterthur
Rectangle	300 × 250	2 800.-	1 000.-	2 300.-	1 000.-	600.-
Bigbanner	468 × 150	2 300.-	900.-	2 000.-	900.-	500.-
Fullbanner	468 × 60	2 000.-	750.-	1 800.-	750.-	400.-
Monsterboard	468 × 400	3 500.-	2 500.-	3 000.-	2 500.-	1 000.-
Image-Text Ad	195 × 195 *	3 000.-	1 500.-	2 500.-	1 000.-	800.-
Video Ad	468 × div.*	3 500.-	2 500.-	3 000.-	2 500.-	1 000.-
Brandingday	various	9 000.-	4 000.-	upon request	upon request	upon request



* + max. 350 characters text

All prices in CHF (excl. VAT). Delivered in GIF/anim. GIF, JPG or Html5 format, max. 50 KB.
Target URL/ click command. No flash files, no tags. Delivery 2 working days prior to placement.

Advertising media not displayed in their original size. This is for purposes of orientation and for a better understanding of the proportions.

WEBSITE: ADVERTISING MEDIA

All prices in CHF (excl. VAT). Delivered as tag or flash file or in HTML5, JPG or GIF format.

Advertising medium	Format (px)	CPM	Desktop	Tablet	Mobile
Leaderboard	728 × 90	40.-	•	•	
Maxi Leaderboard	994 × 118	40.-	•		
Wideboard	994 × 250	55.-	•		
Skyscraper	160 × 600, sticky	40.-	•		
Halfpage Ad	300 × 600, sticky	50.-	•		
Rectangle	300 × 250	40.-	•	•	•
Wallpaper	various	80.-	•	•	
Brandingboard	460 × 155	70.-	•	•	
AdSpot *	various	upon request	•		
Sitebar	500 × 1000	70.-	•		
Prestitial/Interstitial	various	70.-			•
Mobile Banner	320 × 50/640 × 100	45.-			•
Swipe Cube Ad *	various	50.-			•
AdSpot Mobile *	various	upon request			•

* incl. 1 prod./techn. costs upon request

ADVERTORIAL & SPONSORED POSTS

On Ron Orp, brands, service providers and organizers can share their content with the city. By themselves or in a conceptual collaboration with Ron Orp.

Services

- * Editorial meeting and development of thematic frame
- * Research, realisation & production of the article & teaser
- * Top placement of teaser in Ron Orp newsletter (free choice of days and cities)
- * Post teaser on Facebook
- * Sponsored post in own category on Ron Orp Website
- * Sponsored post teaser on Ron Orp website in kioskbox
- * Reporting with number of storyviews and interactions (comments, shares, likes)

From CHF 7'000.-

Lead time at least 1-2 weeks



USER-GENERATED EVENT

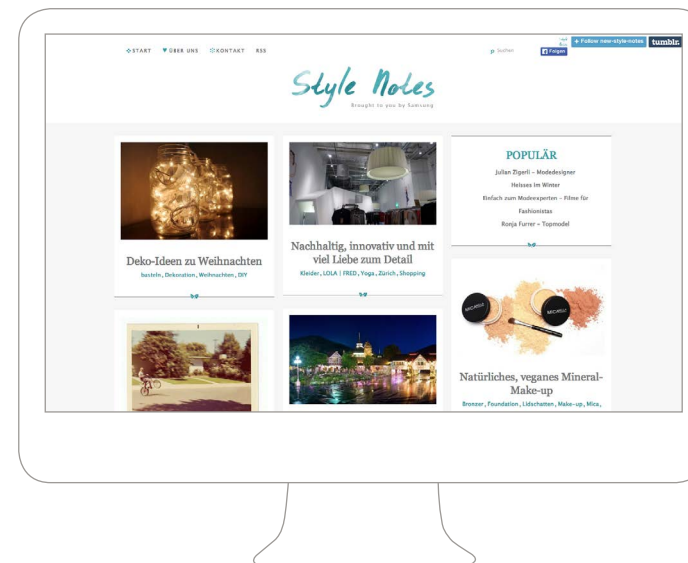
Ron Orp stages the Dachterrassen Day (Rooftop Day) every year and invites users to open up their rooftops to the general public for one day. Be a part of this event with your brand.

The Ron Orp team coordinates the announcement of the event, participation, editorial work, mapping, media, social channels, sponsoring, PR & reporting.



CORPORATE MEDIA CHANNELS

Ron Orp designs and implements corporate media channels for brands. Our editorial team takes care of development, topics, trends, and daily contributions from the Ron Orp network. Ron Orp offers design, consultation, editorial services, networking, media and implementation from a single source.



CONTACT

Further information
or bookings:

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