

smg

swiss
marketplace
group

SMG Advertising -
accurate advertising on the most
popular Swiss online marketplaces!

Premium Advertising with SMG

Cooperative Partner

As a personal contact partner, we jointly develop the solution for your advertising objectives - tailor-made and transparent!

Reach and Brand Safety

With over three million users, we offer advertising on the largest Swiss marketplaces. Cross-platform and in a secure environment in the areas of cars, real estate, classifieds and finance & insurance.

High quality target groups

We know our users with an affinity for the topic, who are characterised by a high willingness to take action: Compare, sell and buy! Through real-time data, we can activate your target group and address them precisely along the customer journey.

Partner network

Benefit from our strong partners Ringier Advertising and Goldbach Audience! The entire ad inventory is available to you for your network marketing.

Our brands

Real Estate

 homegate.ch

 ImmoStreet.ch

 Acheter-Louer.ch

 CASASOFT

 Immo
Scout24

 home.ch

 IAZI
CIFI

  PUBLIMMO

Automotive

 CAR FOR YOU

 Auto
Scout24

 Moto
Scout24

General

Marketplaces

 tutti.ch

 anibis.ch

 Ricardo

Financial &

Insurance

 Finance
Scout24

Portfolio & Prices

October 2022

Auto Scout24

MEDIUM RECTANGLE*

300 x 250



ROS

30

Viewability

78 %

WIDEBOARD*

994 x 250



ROS

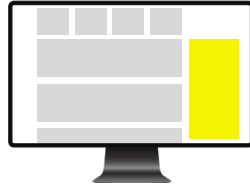
35

Viewability

50 %

SITEBAR*

500 x 1000



ROS

60

Viewability

96 %

HALFPAGE AD*

300 x 600



ROS

45

Viewability

94 %

MOBILE RECTANGLE*

300 x 250



ROS

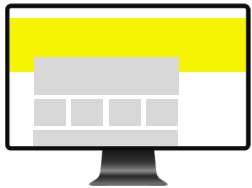
20

Viewability

38 %

SEARCH BACKGROUND DESKTOP*

2465 x 400



Home

70

Viewability

84 %

NATIVE AD*

1200 x 627



ROS

45 CPM

Viewability

83 %

SEARCH BACKGROUND MOBILE & APP*

1411 x 229



Home

20

Viewability

42 %

Moto Scout24

MEDIUM RECTANGLE*

300 x 250



ROS

30

Viewability

78 %

WIDEBOARD*

994 x 250



ROS

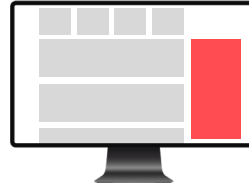
35

Viewability

50 %

SITEBAR*

500 x 1000



ROS

60

Viewability

96 %

HALFPAGE AD*

300 x 600



ROS

45

Viewability

94 %

MOBILE RECTANGLE*

300 x 250



ROS

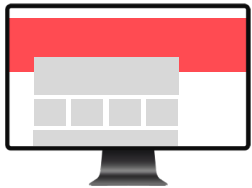
20

Viewability

38 %

SEARCH BACKGROUND DESKTOP*

2465 x 400



Home

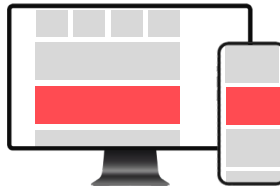
70

Viewability

84 %

NATIVE AD*

1200 x 627



ROS

45

Viewability

83 %

SEARCH BACKGROUND MOBILE & APP*

1411 x 229



Home

20

Viewability

42 %

MEDIUM RECTANGLE*

300 x 250



ROS

25

Viewability

75 %

WIDEBOARD*

994 x 250



ROS

35

Viewability

80 %

SITEBAR*

500 x 1000



ROS

50

Viewability

96 %

HALFPAGE AD*

300 x 600



ROS

45

Viewability

96 %

MOBILE RECTANGLE*

300 x 250



ROS

25

Viewability

34 %

SLIDER HOME*

388 x 218



Home

30

Viewability

65 %

NATIVE AD*

1200 x 627



ROS

35

Viewability

67 %

CONTENT LINK



Detail

5 CPC

Viewability

80 %

WIDEBOARD*

994 x 250



ROS

35

SITEBAR*

500 x 1000



ROS

50

HALFPAGE AD*

300 x 600



ROS

45

WIDE SKYSCRAPER*

160 x 600

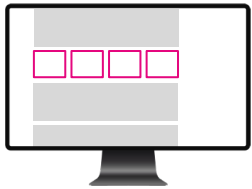


ROS

30

SERVICEBOX

Native

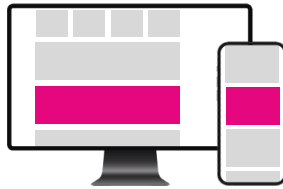


Home

5000 / Monat

NATIVE AD*

1200 x 627

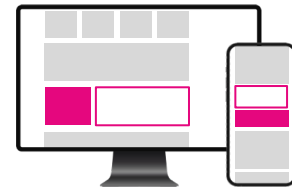


ROS

35

**SPONSORES AD
CROSSDEVICE**

Native



SRP

35

MOBILE RECTANGLE*

300 x 250



ROS

25

MOBILE RICCHI*

320 x 416



ROS

45

MOBILE WIDEBOARD*

320 x 160



ROS

35

Ricardo

WIDEBOARD*

994 x 250



ROS

25

SITEBAR*

500 x 1000



ROS

35

HALFPAGE AD*

300 x 600



ROS

30

NATIVE AD*

1200 x 627



ROS

18

WIDE SKYSCRAPER*

160 x 600



ROS

20

MOBILE RECTANGLE*

300 x 250



ROS

20

MOBILE RICCHI*

320 x 416



ROS

35

MOBILE WIDEBOARD*

320 x 160



ROS

20

MEDIUM RECTANGLE*
300 x 250



ROS
15

WIDEBOARD*
994 x 250



ROS
25

SITEBAR*
500 x 1000



ROS
35

HALFPAGE AD*
300 x 600



ROS
30

MOBILE RECTANGLE*
300 x 250



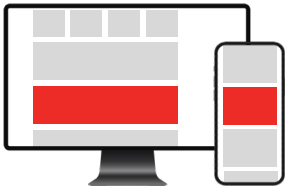
ROS
20

MOBILE RICCHI*
320 x 416



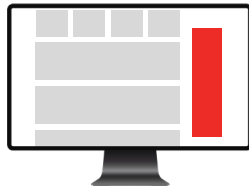
ROS
35

NATIVE AD*
1200 x 627



ROS
18

WIDE SKYSCRAPER*
160 x 600



ROS
20

VIDEO WALL



Home
85

MOBILE WIDEBOARD*
320 x 160



ROS
20

MOBILE VIDEO HEAD



ROS
30

MEDIUM RECTANGLE*

300 x 250



ROS

15

Viewability

63 %

WIDEBOARD*

994 x 250



ROS

25

Viewability

38 %

SITEBAR*

500 x 1000



ROS

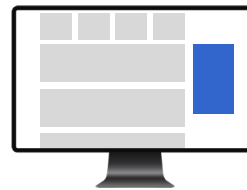
35

Viewability

86 %

HALFPAGE AD*

300 x 600



ROS

30

Viewability

86 %

MOBILE RECTANGLE*

300 x 250



ROS

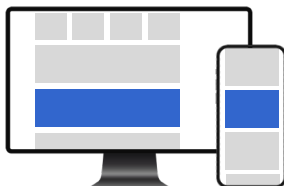
20

Viewability

38 %

NATIVE AD*

1200 x 627



ROS

18

Viewability

62 %

CONTENT LINK



18

Viewability

63 %

If you have a question or need more information, please do not hesitate to contact us!



Status: October 2022

CPM gross prices in CHF, plus 7.7% VAT; CPM: Cost per Mille

Contact SMG Swiss Marketplace Group:
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swissmarketplace.group/advertising

Disclaimer:

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