

PRICES 2012

01.01.2012-31.12.2012 - aufeminin.ch (F) gofeminin.ch (D) alfemminile.ch (I)

FORMATS	Gross CPM in CHF
STANDARD FORMATS	
Skyscraper (120*600 or 160*600)- Editos + Forums	CHF 70.00
Skyscraper (120*600 or 160*600) - ROS	CHF 60.00
Leaderboard (728*90) - Editos + Forums	CHF 70.00
Leaderboard (728*90) - ROS	CHF 60.00
Rectangle (300*250)- Editos + Forums	CHF 85.00
Rectangle (300*250) - ROS	CHF 80.00
Megabanner 1001*45 - Edito	CHF 84.00
Megabanner 1001*45 push down (expand) 1001*90 - Edito	CHF 97.00
ADVERTORIAL	
Editorial Teaser (50*50 + 31 characters max.) only with Advertorial - HP -100% SOV per week	CHF 30.00
Editorial Teaser (50*50 + 31 characters max.) only with Advertorial - Edito + Forums	CHF 25.00
<i>Technical costs for realisation and implementation (to choose the editorial section for the placement). To promote the advertorial you can book editorial teasers or / and standard formats or/and special formats</i>	CHF 2'500 (first language) , CHF 1'250.- (second language)
SPECIAL FORMATS - EXCLUSIVE PLACEMENT	
Video Stretch Fromat - ROS /Edito/Forums	CHF 90.00
Tandem Ad (Leaderboard or skyscraper or Rectangle or Cover premium or Cover premium plus + Flash) - ROS /Edito/Forums	CHF 180.00
Cover (260*360) - ROS /Edito/Forums	CHF 90.00
Cover Premium (300*415) - ROS /Edito/Forums	CHF 95.00
Cover Premium Plus (300*600) - ROS /Edito/Forums	CHF 110.00
Wallpaper 728*90 +120*600 - ROS /Edito/Forums	CHF 120.00
French Door - ROS /Edito/Forums - Capping 1	CHF 150.00
Interstitial (650*400) - ROS /Edito/Forums - Capping 1	CHF 150.00
Opening Double Page Spread (300*600 -> 951*600) - ROS /Edito/Forums - Capping 1	CHF 150.00
Full Screen (Interstitial + OBC (650*400 + 300*415)) - ROS /Edito/Forums - Capping 1	CHF 180.00
Expandable format	+15%
Homepage or specific section requested. Home page: only Rectangle, Cover premium, Cover premium plus	+20%
INTEGRATION - BRANDING WEEK	
Branding Homepage	
Skin (background) + Rectangle 100% SOV per week. Never 2 consecutive weeks.	Forfait aufeminin.ch - CHF 3'280.- Forfait gofeminin.ch - CHF 1'830.- Forfait alfemminile.ch - CHF 885.-
Skin (background) + Cover premium or premium plus 100% SOV per week. Never 2 consecutive weeks. Cover premium or premium plus Expand: Charge + 15%	Forfait aufeminin.ch - CHF 3'760.- Forfait gofeminin.ch - CHF 2'115.- Forfait alfemminile.ch - CHF 1'035.-
+ Technical Costs	Technical costs: JPEG or PSD intégration CHF 500.- per language
Branding section + permanent media - Max. 3 sections	
Skin (background) + Rectangle	CHF 150.-
Skin (background) + Cover premium	CHF 190.-
Skin (background) + Cover premium plus	CHF 220.-
+ Technical Costs	Technical costs: JPEG or PSD intégration CHF 500.- per section and per language
DEDICATED WEBSITE	
Micro-Site	
Technical costs for realisation and implementation + Media to promote the micro-site	Contact us Booked seperately / CPM
Sponsored Newsletter	
Standard sponsoring accepted 300*250 or 300*415 formats.	Sent every week to the Club members CPM : CHF 200.- aufeminin.ch = 12'900 contacts / gofeminin.ch = 3'900 contacts / alfemminile = 1'700 contacts
Emailing	
	CPM : CHF 120.-
Volume - Discount / per booking	
Order from CHF 10'000.- gross	5%
Order from CHF 20'000.- gross	10%
Order from CHF 50'000.- gross	15%
Order from CHF 100'000.- gross	20%
Order from CHF 250'000.- gross	25%
Com. Agency 5%	
Order min. CHF 500.- (gross)	
+ VAT 8%	