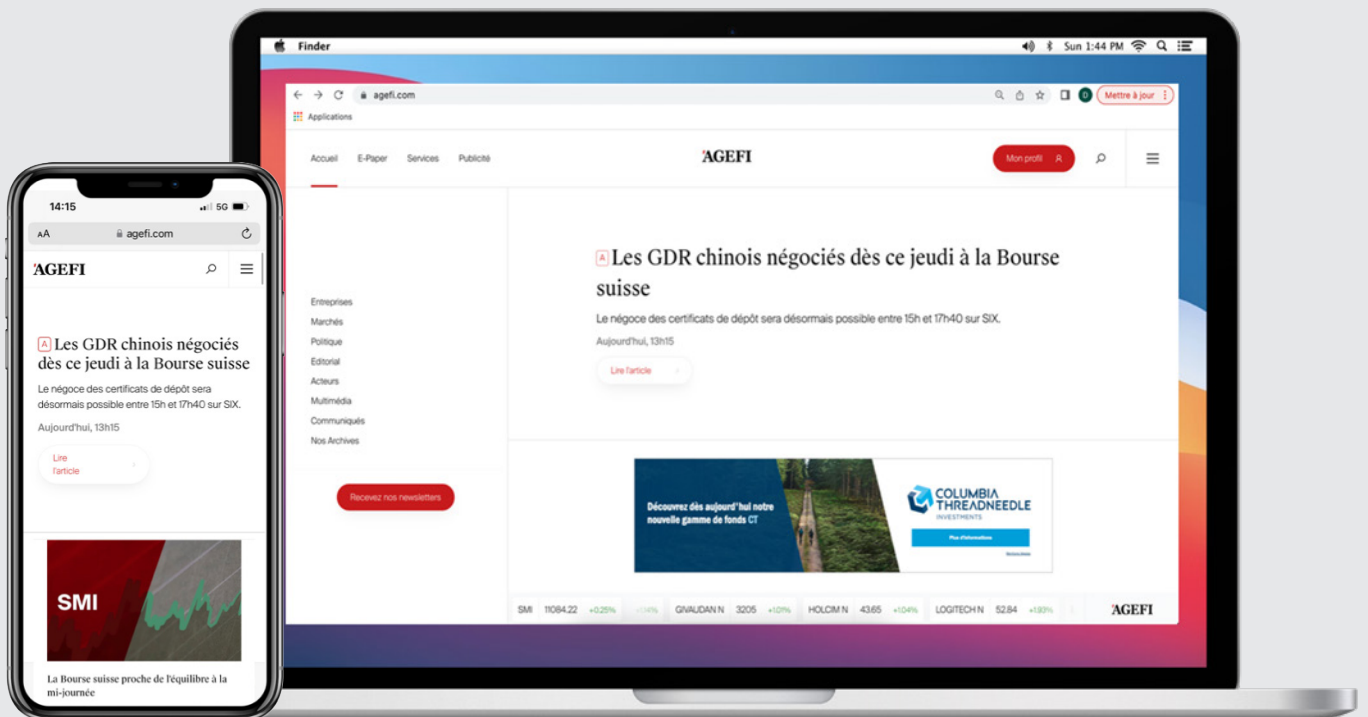


# 'AGEFI

– WEB MEDIA KIT 2023 –



'AGEFI

'AGEFIINDICES

'AGEFIIMMO

'AGEFILIFE

# 'AGEFI

**finance**  
**libre-échange**  
**entrepreneur**  
**information**  
**suisse**

■

**climat**  
**opinion**  
**numérique**

Reading «L'Agefi» is the guarantee that you won't miss out on any economic and financial news. «L'Agefi» is a true working tool which helps decision makers to follow their markets, the activity of their clients, competitors and suppliers, not to mention bigger trends and market regulations. Since 1950, the news specialist has also been a reliable source of information for investors and citizens.

«L'Agefi» offers a unique flow of information in French with a Swiss focus. Its content is available at all times on its digital platforms, computers, tablets or smartphones. Twice a week, on Wednesdays and Fridays, the paper and e-paper editions delve

into important topics and feature the most remarkable information of the moment. Economic debates also take place in its columns thanks to contributions from leading personalities and experts, and thanks to editorials defending the market economy.

«L'Agefi»'s readership is primarily made up of active people, members of company management or in managerial and human resources positions. It is the must-read paper of the financial centre in the French-speaking part of Switzerland. Its recognition rate in these target groups is close to 100% in Western Switzerland, and high in German-speaking Switzerland. It also serves as a reference in political circles.

Editor in Chief  
**FRÉDÉRIC LELIÈVRE**

'AGEFI

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www.agefi.com

# 'AGEFI

## DIFFUSION

### agefi.com

- 2'299'471 views / year

### Newsletters et Apps:

- 6'000 sent by newsletter

### Application:

- 12'120 applications installed
- 164'830 sessions / year
- 2'742'050 pushes send/year

## REGULAR COLUMNS

**agefi.com:** All along the day, the editorial staff enriches the economical and political news flow...

**E-Paper:** In this section, readers can find the e-paper version of the daily newspaper L'Agefi. They can also read the last editions and consult the archives which consist of nearly 400'000 articles.

**Supplements and magazines:** Pages of presentation and consultation of the magazine with economical and financial trends of L'Agefi: Agefi INDICES and Life Style magazines: Agefi LIFE et Agefi IMMO.

## NEWSLETTER

**Morning:** A la Une («Headlines»). This newsletter is sent at 6am every Wednesday and Friday. It features the key stories of the paper/e-paper edition of L'Agefi, the story of the night, the American and Asian stock exchanges, as well as the economic agenda in Switzerland for the coming days.

**Evening:** Sur le fil («News service of day»). This newsletter is sent at 6pm from Monday to Friday. It helps our readers to stay up to date with the main stories of the day. It also includes an Op-Ed section and the top job appointment of the day.

# 'AGEFI

## ADVERTISING RATES - 2023

CPM - ROS - PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



### Leaderboard

728 x 90 px / 40 ko max. .... 95.-



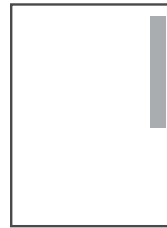
### Halfpage

300 x 600 px / 60 ko max. .... 100.-  
+ format mobile: 300 x 250 px / 40ko max.



### Maxileaderboard

994 x 118 px / 60 ko max. .... 105.-



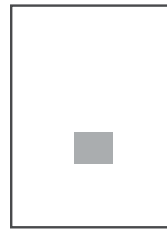
### Skyscraper

160 x 600 px / 40 ko max. .... 85.-



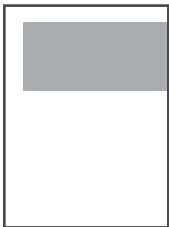
### Wideboard

994 x 250 px / 60 ko max. .... 115.-  
+ format tablette: 728 x 90 px / 60 ko max.  
+ format mobile: 320 x 160 px / 60 ko max.



### Box

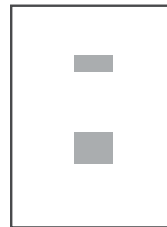
300 x 250 px / 40 ko max. .... 80.-



### Branding Skin + Box 2'800.- per day

#### Material to be provided:

- A horizontal PNG or JPG image 2560 x 1440 px (centred content W: 700px - H: 630px) / weight optimised for the web / do not put a CTA on the visual do not put a CTA on the visual
- A horizontal image PNG or JPG 2560x1440px (centered content 1675 x 1040 px / Max: 1920x1080px) / optimized weight for the web / put a CTA on the visual
- A PNG or JPG logo on a transparent background
- A pixel tracking url
- A "click tag" url



### Mobile banner

320 x 160 px / 40 ko max. .... 80.-  
300 x 250 px / 40 ko max. .... 80.-

# 'AGEFI

## ADVERTISING RATES – 2023

CPM – ROS – PRICE IN CHF QUOTED GROSS (+VAT 7.7%)

### ADVERTORIAL



#### Teaser (Homepage) + article

horizontal image's format: png or jpg.

1200x675px. weight: max. 1 Mo, transparent background png logo

125 characters for the title, 215 characters for the subtitle

6.000 characters for the text ..... **800.- per week**

### STOCK MARKET BAR



#### Logo

464x290px

in png with transparent background / 150ko max

URL: to provide

Price : ..... **5'000 per month**



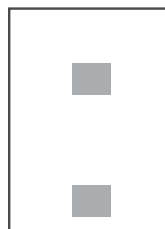
#### APP

##### Rectangle 1 (Teaser)

homepage's top: 300x50px / 100 ko max

in the site's feed: 300 x 250 px / 100 ko max

per week ..... **1'200.-**



#### NEWSLETTER

##### Rectangle

300 x 250 px / 40 ko max.

Morning..... **Package 600.- per week**

Evening..... **Package 1'200.- per week**

Morning & Evening.. **Package 1'600.- per week**

## TECHNICAL DATA AND DEADLINE

**Transmission of tags and material:** at the latest 7 open days prior publication, to c.nicollier@agefi.com + in copy to service-clients@agefi.com

#### Accepted formats:

**Leaderboard, wideboard, halfpage, skyscraper, maxileaderboard, rectangle 1, rectangle 2 (Low)**

redirect(tag) or HTML 5, Jpeg, Gif

#### Publi-reportage – Teaser (Homepage) + article:

png ou jpg.

#### Branding Skin + Box

png or jpg / Logo for left side in png with transparent background

/ URL and tracking pixels: to provide

#### Newsletter

png or jpg + url to provide

## PARTNER PACK

The Partner Pack is a communication tool developed specifically for companies. It offers many content formats that are an excellent complement to traditional advertising.

Includes:

- One Agefi Full Service Pack subscription
- A customizable company showcase page
- Unlimited accreditation to publish press releases and advertorials
- Space to post job offers
- Space to promote events / webinars
- Space to promote products / services
- Halfpage banner advertising

For more information, contact your advisor.

#### Attributions:

Spots and weeks are definitively attributed according to the order of arrival of the orders.

#### Specifications:

The website agefi.com follows IAB standards.

# 'AGEFI

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'AGEFI**INDICES**

'AGEFI**IMMO**

'AGEFI**LIFE**

'AGEFI

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