
Media data 2021

[DE](#) [FR](#) [IT](#) [EN](#) [ES](#) [PS](#) [Community](#) [Schweizer Revue](#) [Kongress](#) [Jugendangebote](#) [News & Medien](#) [Über uns](#)



Auslandschweizer
Organisation

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Spenden

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Zusammen fern

SwissCommunity – besser informiert,
beraten und vernetzt mit der Anlaufstelle für
Schweizer im Ausland

From January 2021 we are making changes to our online presence with a new website and a new look!

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1 Introduction: What is the Organisation of the Swiss Abroad SwissCommunity?

The Organisation of the Swiss Abroad SwissCommunity is committed to maintaining links between Switzerland and its citizens abroad, in accordance with Article 40 of the Federal Constitution. It supports the Swiss in their cross-border mobility and promotes an exchange between the country and its diaspora. It is also aimed at young Swiss Abroad. It is an independent and neutral organisation that offers a wide range of services free of charge to the Swiss Abroad.

1.1 Represent, inform, network, advise

The Organisation of the Swiss Abroad SwissCommunity **represents** the interests of the Swiss living abroad vis-à-vis the authorities and the general public in Switzerland. The mouthpiece of the Swiss diaspora is the Council of the Swiss Abroad, which is made up of members of the Swiss communities abroad.

The Organisation of the Swiss Abroad SwissCommunity **informs** compatriots abroad about important events and developments in Switzerland. We provide voters abroad with the basic information they need to exercise their political rights in Switzerland.

The Organisation of the Swiss Abroad SwissCommunity **networks** Swiss Abroad with each other and with authorities, institutions and the general public in Switzerland. To this end, we work in particular with Swiss associations and Swiss institutions abroad.

The Organisation of the Swiss Abroad SwissCommunity **advises** the Swiss on issues relating to emigration, stays abroad and returning to Switzerland. Together with our partner organisations we offer the Swiss Abroad a wide range of services.

1.2 The target audience

Provide information and advice, represent and network all 770,900 Swiss Abroad (more than 11% of Swiss citizens) around the world.



1.3 The advantages for your company

- ✓ Personal access to the 770,900 Swiss people worldwide
- ✓ Diverse and effective communication channels and the best options for you and your company
- ✓ Image transfer through contacts and a lobby network of 80 parliamentarians in the federal parliament
- ✓ Direct contact to the SwissCommunity network, long-term collaboration and an exchange of experience
- ✓ Additional benefit for members of the Swiss Abroad community who value your services and business ethics

2 Partnership models

Use our network to make your brand, products and services known to all interested parties and members of the platform as well as your target group! You have the choice of working with us as a web partner with industry exclusivity and a broad-based presence, as an institutional partner or as a strategic project partner.

The Organisation of the Swiss Abroad SwissCommunity is the ideal partner if you wish to benefit from access to a global network and a unique target group. The 770,900 Swiss Abroad are strong ambassadors, multipliers and buyers for your Swiss products and services – worldwide.

Package	Website	Newsletter	Congress	Youth camp	CSA +	Review	Online Community	Social Media	Price in CHF
Institutional	X	X	X	X	X	X	X	X	50,000
Exclusive WEB	Exclusive	X	-	-	-	Discount	X	X	30,000
WEB	X	X	-	-	-	Discount	X	X	25,000
Full partner combo	X	X	-	-	-	X	X	-	15,000
Light partner combo	X	X	-	-	-	X	-	-	10,000
Congress	SAC**	SAC**	X	-	-	-	-	SAC**	10,000
Youth	YD*	-	-	X	-	-	-	-	10,000
Youth light	YD*	-	-	X	-	-	-	-	2,000

* YD = Youth offers from the Organisation of the Swiss Abroad, including digital/print presence

** SAC = Congress of the Swiss Abroad

+ CSA = Council of the Swiss Abroad meeting

2.1 Institutional partner

Website:	Banner on the home page of the new SwissCommunity.org website 1 sponsored piece of news content for 1 month
Listing as a partner:	In the relevant section of the new website and on the Community page
Newsletter:	4 articles per year
Community:	Logo in the partner section of the community 1-2 direct mailings per year to the community
Social media:	4 posts per year on Facebook, Twitter or Instagram
"Swiss Review":	Logo integrated in the SwissCommunity advertisement, 30% discount on an ad
Congress:	On-site stand + 4 VIP invitations + 4 invitations to the final evening event
CSA* sessions:	2 meetings per year, on-site stand + distribution of documents
Youth camp:	Giveaways
Consultation	

** Council of the Swiss Abroad = Parliament of the Swiss Abroad with 140 participants (120 from abroad and 20 from Switzerland).*

2.2 WEB partner

Website:	Banner on the home page of the new SwissCommunity.org website and on the Community page
Listing as a partner:	In the relevant section of the new website and on the Community page
Newsletter:	3 articles per year, as desired
Community:	1 mailing per year directly to the community
Social media:	4 posts per year on Facebook, Twitter or as desired
"Swiss Review":	Logo integrated in the SwissCommunity advertisement an additional 30% discount on an ad
Consultation	

2.3 Exclusive WEB partner

In accordance with WEB partner services

Listing as a partner: **+ exclusivity** with no competitors **from a selected industry**

Contract duration of at least 1 year. Will be renewed automatically.

2.4 Full & light partner combos

Full partner combo

Website:	Banner on the new SwissCommunity.org website for 1 month
Newsletter:	1 article per year, as desired
"Swiss Review":	1 1/8 advertisement, choice of edition
Community:	1 mailing per year to members

Light partner combo

Website:	Banner on the new SwissCommunity.org website for 1 month
Newsletter:	1 article per year, as desired
"Swiss Review":	1 1/8 advertisement, choice of edition

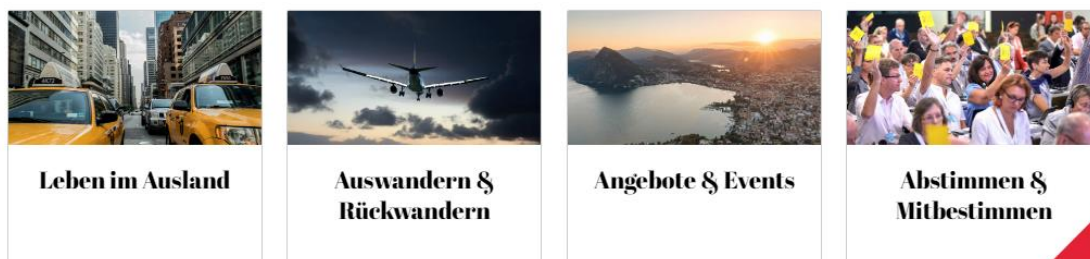
2.5 Congress partner

Website:	Banner on new SwissCommunity.org website for the duration of the congress (4 weeks)
Congress:	On-site stand, standard size 4 VIP invitations for Saturday and 4 invitations to the closing evening event Article in the June special congress newsletter Inclusion of documents in the congress documentation folder 1 full-page advertisement in the congress programme brochure

2.6 Youth partner

Website:	Banner on the website (Youth camp page)
Print - online flyer:	Listing as a partner with your logo
Youth camp:	Presentation of your company at a camp of your choice Mention as a partner at a camp of your choice

3 New SwissCommunity.org website



The new website www.SwissCommunity.org (from January 2021) is managed by the Organisation of the Swiss Abroad and appears in German, French, Italian and English. It contains advice for future Swiss nationals abroad, established Swiss people abroad, returnees and cross-border commuters. It publishes information about current topics affecting the Swiss Abroad, statements and press releases from the Council of the Swiss Abroad (the so-called Parliament of the Swiss Abroad). "Swiss Review" magazine articles also appear on the platform. The website is divided into different sections. Reach your target audience by placing your content on our website with over 40,000 online visitors per month.

Target audience:	around 770,900 Swiss Abroad
Unique users per week:	Ø 3,600 3,333
Visits per week:	Ø 5,000 4,658
Page views per week:	Ø 10,200 10,620
Pages viewed per visit:	Ø 2.7 2.28
Duration of visit:	Ø 2:10 minutes
Click-through rate	Ø 0.2%–0.5%

Statistics from mid-2020 (old website)

You may choose any of the following content on our website:

- Sponsored content
- Banner

3.1 Sponsored content

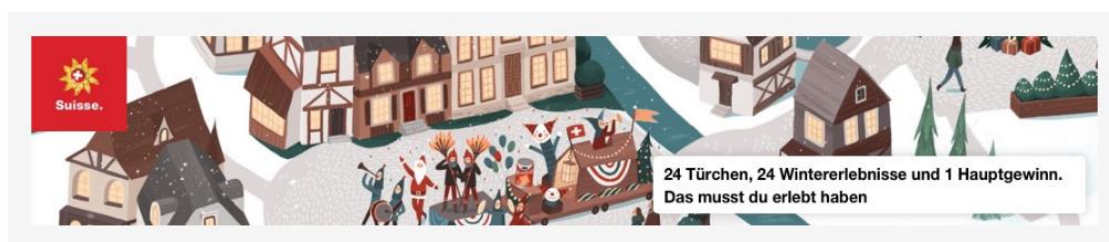
Format: As news on the start page
Title: 30 - 55 characters (with spaces)
Lead: 60 - 150 characters (with spaces)
Text: 1,300 characters
Language: DE / FR / EN / IT



Price: CHF 2,000 / month (excl. VAT)

3.2 Banner

Anzeige

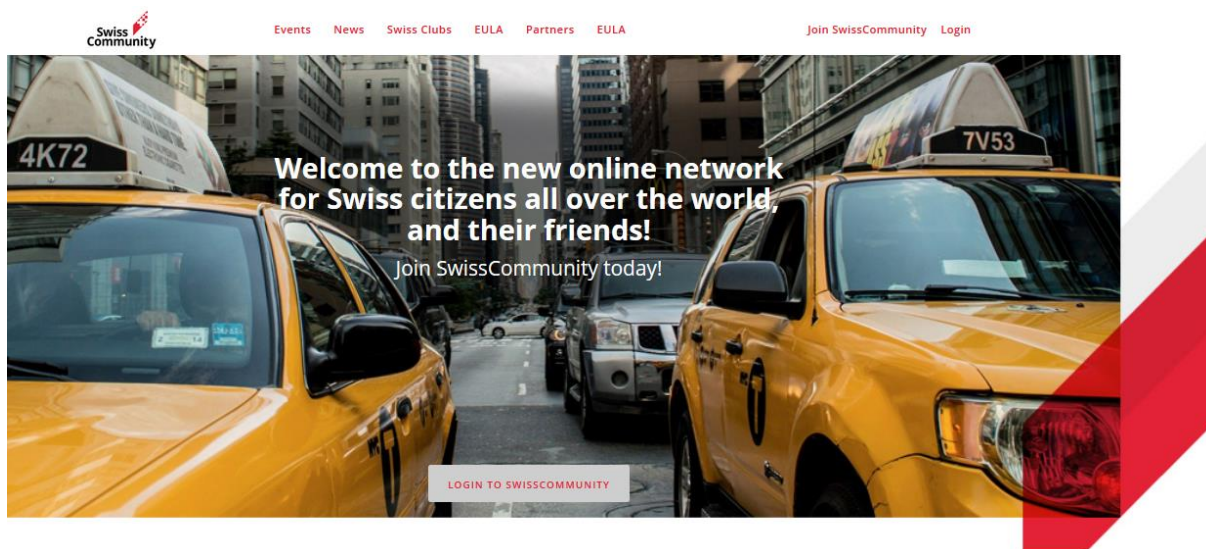


Format: Desktop 1072 x 191 pixel
Mobile 712 x 425 pixel
animated banners in GIF format,
static banners as JPG or GIF

Price: CHF 1,200 / month (excl. VAT) on the start page
CHF 800 / month (excl. VAT) on subpages (excl. "Swiss Review" and Youth offers) for at least 1 month.

Languages: Banners can be produced in German, French, English and Italian, including links. The listed costs are per banner in all languages. It is possible to produce a banner in a single language.

4 SwissCommunity Network



The SwissCommunity network is aimed at Swiss people abroad, Swiss associations and all interested parties. In the SwissCommunity network, members can connect, exchange information or express their opinions on various topics. The more than 400 Swiss associations worldwide present themselves and publish their worldwide events.

Target audience: around 770'900 Swiss Abroad
Members: 3,000 people (online since January 2021, as of January 2021)
Languages: German, French and English

4.1 Exclusive mailing to members of the community

Format: Exclusive mailing to members

Special instructions: To be specified when the order is placed

Languages: DE/FR/EN

Price: CHF 3'000.- per mailing (excl. VAT)



Grüezi bonjour ciao hello David

Hast Du das **grosse Pluszeichen (+) neben Deinem Profilbild** am oberen Bildrand der **Community** bemerkt? Klicke darauf, um **einen neuen Beitrag zu verfassen!** Stelle Dich vor, teile Deine Gedanken, Fotos oder einen Link.

Schau Dir die Beiträge der anderen Mitglieder an und kommentiere sie, um Hallo zu sagen, ihre Fragen zu beantworten oder mehr über ihre Interessen zu erfahren.

Wir sind gespannt auf Deinen ersten Beitrag!

Liebe Grüsse

SwissCommunity – die Auslandschweizer-Organisation

5 SwissCommunity newsletter

The SwissCommunity newsletter is aimed at the Swiss Abroad, Swiss clubs and associations and representations abroad. The newsletter is published in German and French and will be issued six times in 2021. It reports on domestic issues affecting the "Fifth Switzerland" as well as on activities and events organised by the Organisation of the Swiss Abroad SwissCommunity, and reaches 37,400 people.

Target audience:	around 770,900 Swiss Abroad
Recipients:	37,400 people
Click rate:	DE: 10%, FR: 7.5%
Languages:	German (21,900) and French (15,500)
Frequency:	6 × in 2021
Format:	Advertorial
Special instructions:	To be specified when the order is placed
Price:	CHF 2,500 per issue (excl. VAT)

5.1 Publication dates

Edition	Article submission	Dispatch
February 2021 newsletter	Monday 18 January	Tuesday 2 February
March 2021 newsletter (focus on SwissCommunity congress)	Monday 15 March	Tuesday 30 March
May 2021 newsletter	Monday 26 April	Tuesday 11 May
June 2021 newsletter (focus on SwissCommunity congress)	Friday 4 June	Tuesday 22 June
September 2021 newsletter	Monday 23 August	Tuesday 7 September
November 2021 newsletter	Monday 18 October	Tuesday 2 November

6 "Swiss Review"

"Swiss Review" appears six times a year in French, German, English and Spanish. There are 430,000 subscribers to the paper and digital versions. The "Review" is also available digitally at www.SwissCommunity.org/revue (from January 2021) or via the "Swiss Review" app. It is the only medium to reach all 770,900 Swiss people abroad.

Detailed media data can be found by following this link: [Media data 2021](#)

Circulation: The magazine is distributed to all Swiss registered with a Swiss representation abroad as well as to individual subscribers. Recipients can choose to have it delivered by post or electronically.

Breakdown: 177,000 print copies, 253,000 electronic copies.

Languages: French, German, English, Spanish

Publication: "Swiss Review" comes out six times a year.

Editions: 14 different regional editions (incl. "Gazzetta Svizzera" for Italy). As a supplement in the centre of the magazine, the regional pages provide important information from the Swiss representations as well as reports on activities and events organised by the Swiss associations in the given region.



6.1 "Swiss Review" advertisement data

Format:			Price excl. VAT)
1/1 page	Full bleed:	210 x 297 mm + 3 mm	CHF 19,800
1/1 page	Print space	194 x 269 mm	CHF 19,800 –
1/2 page	landscape	194 x 132 mm	CHF 10,890 –
1/2 page	portrait	94.5 x 269 mm	CHF 10,890 –
1/4 page	landscape	194 x 63.5 mm	CHF 5,990 –
1/4 page	portrait	94.5 x 132 mm	CHF 5,990 –
1/8 page	landscape	194 x 29.25 mm	CHF 3,295 –
1/8 page	portrait	94.5 x 63.5 mm	CHF 3,295 –
1/16 page	landscape	94.5 x 29.25 mm	CHF 1,812 –

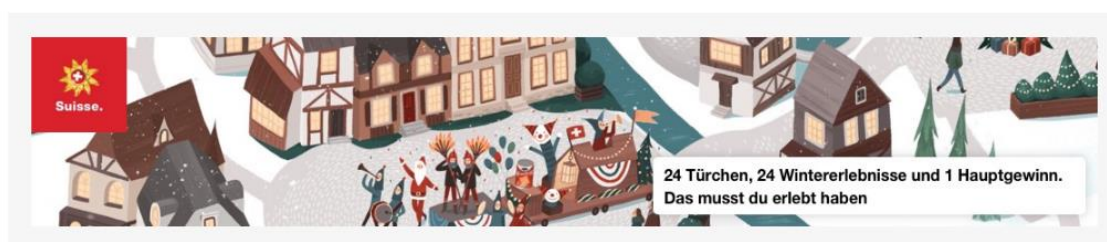
6.2 "Swiss Review" publication dates

Edition	Deadline for ad submission	Data delivery	Dispatch
Review 1/21 ^{R)}	03/12/2020	17/12/2020	11/02/2021
Review 2/21 ^{R)}	10/02/2021	24/02/2021	20/04/2021
Review 3/21 ^{R)}	30/03/2021	13/04/2021	11/06/2021
Review 4/21	17/06/2021	01/07/2021	11/08/2021
Review 5/21 ^{R)}	12/08/2021	26/08/2021	08/10/2021
Review 6/21	21/10/2021	04/11/2021	15/12/2021

^{R)} Including regional section.

6.3 Banner for "Swiss Review" online articles

Anzeige



Format: To be specified at the time of ordering (desktop and mobile)
animated banners in GIF format,
static banners as JPG or GIF

Prices: Our prices do not include VAT

1 banner in an editorial lead article:

CHF 200 per week

CHF 400 for two weeks

CHF 500 per month (1 month = weekly rate x 2.5)

2 banners in an editorial lead article:

CHF 400 per week

CHF 800 for two weeks

CHF 1,000 per month (1 month = weekly rate x 2.5)

3 banners in an editorial lead article:

CHF 500 per week

CHF 1,000 for two weeks

CHF 1,250 per month (1 month = weekly rate x 2.5)

4 banners in an editorial lead article:

CHF 650 per week

CHF 1,300 for two weeks

CHF 1,550 per month (1 month = weekly rate x 2.5)

5 banners in an editorial lead article:

CHF 800 per week

CHF 1,600 for two weeks

CHF 2,000 per month (1 month = weekly rate x 2.5)

Banners in all reservable editorial content of an issue: price on request

The positioning of the banners is the decision of the editor.

Languages: Banners can be produced in German, French, English and Spanish, including links. The listed costs are per banner in all languages. It is possible to produce a banner in a single language.

7 SwissCommunity congress

Since 1922, the Organisation of the Swiss Abroad has organised a congress in Switzerland every August for up to 400 Swiss citizens from all over the world. This has since become a popular meeting point for all those with an interest in international mobility and key issues concerning the "Fifth Switzerland".

- ✓ 3-day event at selected locations in Switzerland
- ✓ Exchange and direct contact between partners and congress participants
- ✓ Participation of a member of the Federal Council
- ✓ Broad coverage in the regional and national media

The next edition of the Congress of the Swiss Abroad will take place from Friday 20 August to Sunday 22 August 2021 in Lugano.

7.1 Programme brochure:

The conference programme offers you an opportunity to present the uniqueness of your business and your offer. This increases awareness of your brand and strengthens your image in Switzerland and worldwide.

1/1 back page advertisement CHF 2,000

1/1 page advertisement CHF 1,000

½ page advertisement CHF 500

7.2 On-site stand

Main sponsor CHF 10,000

Premium sponsor CHF 5,000

Default size CHF 3,000

7.3 Special congress newsletter

Target audience: around 770,900 Swiss Abroad

Recipients: 37,400 people

Click rate: DE: 10%, FR: 7.5%

Languages: German (21,900) and French (15,500)

Format: Advertorial

Special instructions: To be specified when the order is placed

Price: CHF 2,500 per issue (excl. VAT)

Edition	Deadline for advertisements & data delivery	Dispatch
Special congress newsletter March 2021	Monday 15 March	Tuesday 30 March
Special congress newsletter June 2021	Friday 4 June	Tuesday 22 June

Presence as an exhibitor and/or sponsor

Information at: <https://beta2.revue.ch/de/ueber-uns/spenden-und-unterstuetzen/kongress-partner>

7.4 Discount

Combination discount

If you select two advertising options, you will receive a 15% discount on the "Swiss Review" advertisement price.

"Swiss Review" repeat discount

We offer repeat discounts where several advertisements are placed in "Swiss Review" within one calendar year:

2x: 5"

3x: 7.5%

4x: 10%

5x: 12.5%

6x: 15%

8 Contact details

Interested? Please do not hesitate to contact us for more information and a personal consultation.

Organisation of the Swiss Abroad (OSA)

Alpenstrasse 26

CH-3006 Bern

☎ +41 (0) 31 356 61 00

✉ sponsoring@aso.ch



APPENDIX

Advertising terms and conditions

Payment terms: 30 days following receipt of our invoice. Advertisers from Switzerland are charged 7.7% VAT on the listed prices. Advertisers from abroad are charged no additional tax.

Liability: The OSA rejects any liability for content on pages linked to by advertising banners.

Rates are subject to change.

Delivery: Banners must be finalised and delivered to the OSA for publication in the above-defined formats (sponsoring@aso.ch)

Publication: The client is responsible for the content of advertisements. The Organisation of the Swiss Abroad reserves the right to refuse to publish advertisements or to request changes.

Languages: The SwissCommunity website is currently available in German, French, English and Italian versions. The prices quoted are for an advertisement in all languages. This requires the advertiser to deliver the data in all the languages of the platform. Where required, the OSA can organise for advertorials to be translated. Prices on request.

Details correct as of November 2020