

Organisation of the Swiss Abroad Media Data 2019



www.aso.ch

The Organisation of the Swiss Abroad (OSA) website, <http://www.aso.ch/en/>, is available in German, French, Italian and English. News about current topics is posted for Swiss citizens living abroad alongside information about the wide variety of services provided by the Organisation of the Swiss Abroad. The website is divided into four main sections: information, consultation, politics and offers.

The [ASO Info newsletter](#) is aimed at Swiss Abroad, Swiss clubs and societies, and representations around the world. The newsletter is published in German and French and will be distributed electronically six times in 2019. It informs approximately 37,000 readers about the OSA's activities and about domestic events concerning the "Fifth Switzerland".

[SwissCommunity.org](#) is a social media platform (Winner of the "Best of Swiss Web Award 2011") for Swiss living abroad. It was launched by the Organisation of the Swiss Abroad (OSA) on 21 August 2010, and is published in German, French and English. The website serves the 750,000 or so Swiss citizens who live all over the world. Interested Swiss living in Switzerland are also very welcome to visit. SwissCommunity.org aims to support Swiss Abroad in building up a worldwide network and to keep them abreast of current events in Switzerland.

The [website's public pages](#) contain information on the Organisation of the Swiss Abroad, Swiss cantons, Swiss societies and representations worldwide, the Youth Service and the latest news from our media partner [swissinfo.ch](#). The free [member area](#) lets members connect with others in forums, via chat and on the Pinboard, read the *SC-OnlineMagazine* and post events, pictures and videos.

The "[Swiss Review](#)" is published six times a year in French, German, English and Spanish. It has a total print and online circulation of 415,000, and can be read online at www.revue.ch and on the "Swiss Review" app. It is the only medium that reaches all 751,800 Swiss Abroad.

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www.aso.ch

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www.SwissCommunity.org

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“Swiss Review”

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Combinations

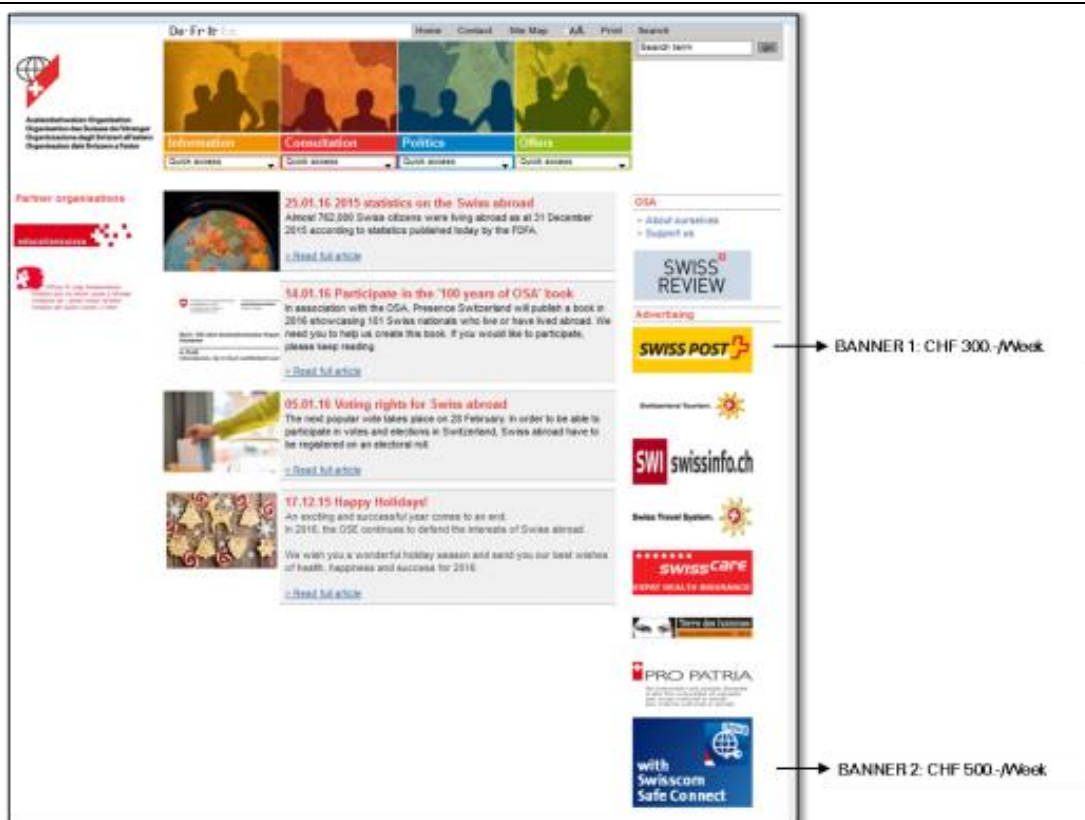
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www.aso.ch

The Organisation of the Swiss Abroad (OSA) website is available in German, French, Italian and English.

| | |
|-------------------------------|--|
| Target audience: | Approximately 775,000 Swiss citizens living abroad |
| Unique users per week: | Ø 3,600 |
| Visits per week: | Ø 5,000 |
| Page views per week: | Ø 10,200 |
| Pages per visit: | Ø 2.7 |
| Visiting time: | Ø 02:10 minutes |
| Click-through rate: | Ø 0.2% - 0.5% |

1. Banner



| Banner 1 | Banner 2 |
|--|---|
| Format <ul style="list-style-type: none"> • 146 x 55 pixels • Animated banner in GIF format • Static banner in JPG or GIF format • No larger than 30 KB | Format <ul style="list-style-type: none"> • 146 x 110 pixels • Animated banner in GIF format • Static banner in JPG or GIF format • No larger than 30 KB |
| Price: CHF 300 per week excluding VAT | Price: CHF 500 per week excluding VAT |

Note:

It is not possible to reserve a fixed spot for your banner; the banners will appear one below the other.

Languages

- You can choose one banner for all languages, or different banners in the languages of the website (French, German, English and Italian).
- There can be one link for all languages, or a different link per language.
- The above-mentioned prices are per placement and include any number of language options.
- We recommend publishing banners and links in German, French and English.

Repeat discount

For multiple placements within a calendar year we offer repeat discounts.

10% for 12 weeks+ 15% for 16 weeks+ 20% for 26 weeks+

Note: Special and combination discounts are available upon request.

2. ASO Info newsletter

ASO Info is aimed at Swiss Abroad, Swiss clubs and societies, and representations around the world. It informs readers about the OSA's activities and about domestic events concerning the "Fifth Switzerland".

Target audience: Approximately 750,000 Swiss citizens living abroad

Recipients: 37,000 people

Languages: German (21,600) and French (15,500)

Frequency: Published six times in 2019

The screenshot shows the ASO website homepage. At the top, there is a navigation bar with links for Home, Contact, Site Map, AA, Drucken, and Suchen. Below the navigation bar is a header with four colored sections: Information, Veranstaltung, Publik, and Anrechnung. The main content area features a large article titled "100 Jahre ASO" with a sub-heading "Zurück ins Überwelt". The article text describes the ASO as a non-profit, non-confessional, and independent organization that represents the interests of Swiss citizens abroad. It mentions that in 2018, ASO celebrated its 100th anniversary. The article also includes contact information for the ASO's communications and marketing department. To the right of the main article, there is a sidebar with various partner logos and advertisements, including "SWISSINFO.CH", "SWISSCARE", "Schützen Sie Ihre Privatsphäre", and "DIE POST".

2.1. ASO Info banner

Format: 146 x 55 pixels
Animated banner in GIF format, static banner as JPG or GIF; no larger than 30 KB

Price: CHF 750 per delivery excluding VAT

Languages

Ideally advertisers will deliver banners including links in German and French. The above-mentioned costs are per banner in both languages. It is possible to deliver a banner in just one language.

2.2. ASO Info advertorial

Format: Image 170 x 110 pixels, JPG; lead: 25 words; text: 1,300 characters including spaces

Price: CHF 3,500 per delivery excluding VAT

Languages

Advertisers will deliver advertorials including links in German and French. The above-mentioned costs are per advertorial in both languages. It is possible to deliver in just one language by arrangement.

2.3. Publication dates

Note: Banners can be reserved on the website at any time. The following dates apply for advertisement banners in the ASO Info newsletter:

| Issue | Advertising deadline & deadline for receiving material | Newsletter delivery |
|-----------------|--|---------------------|
| ASO Info 1/2019 | 18/01/2019 | 04/02/2019 |
| ASO Info 2/2019 | 22/03/2019 | 08/04/2019 |
| ASO Info 3/2019 | 21/06/2019 | 08/07/2019 |
| ASO Info 4/2019 | 19/07/2019 | 05/08/2019 |
| ASO Info 5/2019 | 06/09/2019 | 23/09/2019 |
| ASO Info 6/2019 | 01/11/2019 | 18/11/2019 |

Repeat discount

For multiple placements within a calendar year we offer repeat discounts:

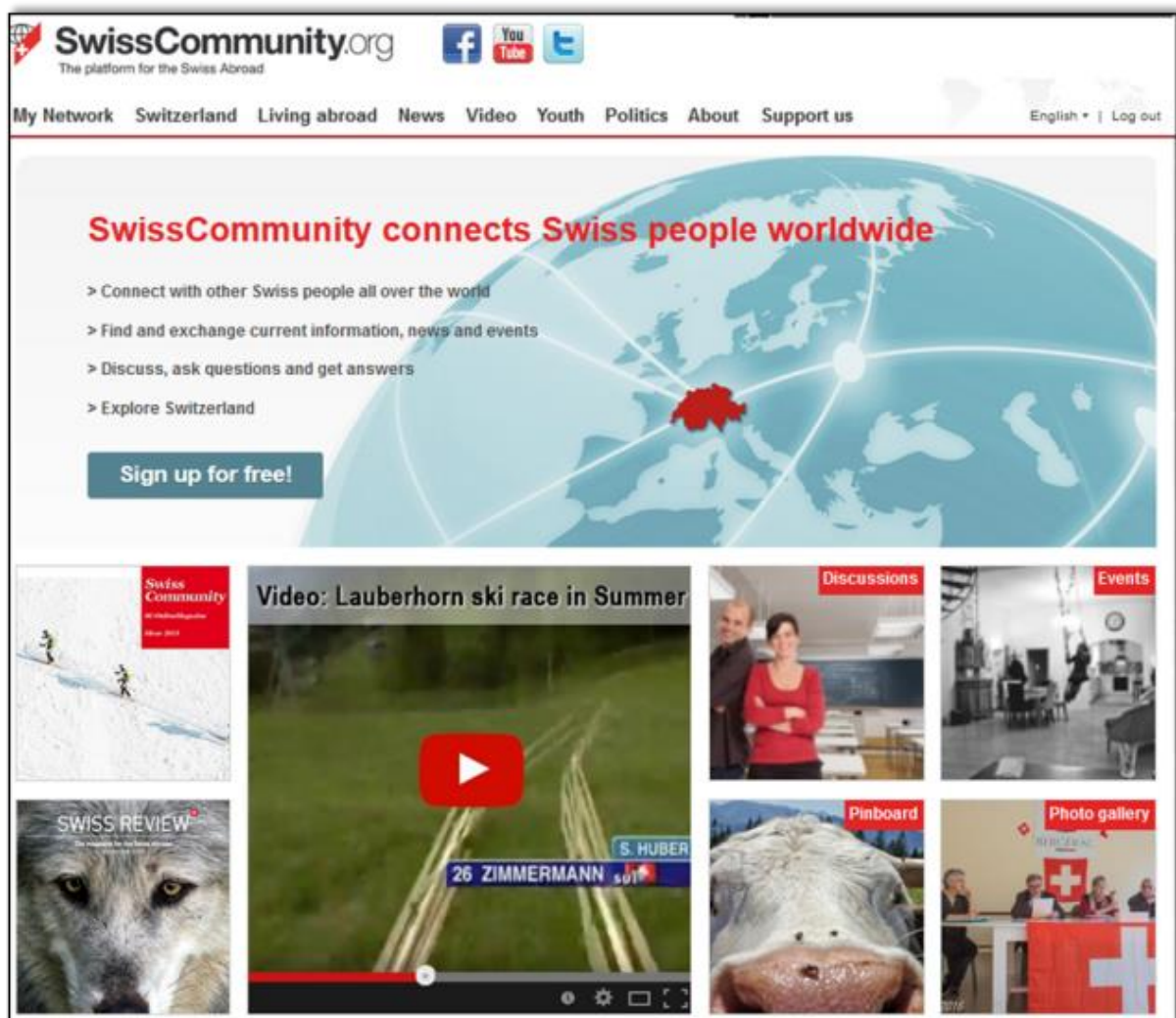
2 x 5 % 3 x 7.5 % 4 x 10 % 5 x 12.5 % 6 x 15 %

Note: Special and combination discounts are available upon request.

SwissCommunity.org

SwissCommunity.org is the social networking platform launched by the OSA on 21 August 2010. The aim is to promote networking among the Swiss Abroad and to inform them about national news

| | |
|-------------------------------|--|
| Target audience: | Approx. 750,000 Swiss Abroad and all interested Swiss in Switzerland |
| Launch: | 21 August 2010 (Winner of "Best of Swiss Web Award 2011") |
| Members: | 37,000 members from more than 140 countries (last updated: 1 October 2018) |
| Unique users per week: | Ø 2,800 |
| Visits per week: | Ø 4,000 |
| Page views per week: | Ø 11,000 |
| Pages per visit: | Ø 2.75 |
| Visiting time: | Ø 02:30 minutes |
| Click-through rate: | Ø 0.2% - 0.5% |



Overview of advertising options on SwissCommunity.org

SwissCommunity.org offers you different ways to advertise, both on the internet platform itself and in the *SC-OnlineMagazine*. Here is a brief overview:

| Ad format | Placement | Details | Price in CHF, excluding VAT |
|---------------------------|---|--|--|
| 1. Banner | Website / public pages & member area | 196 x 77 pixels, JPG or GIF, no larger than 30 KB | 300 per week |
| 2. Special offer | Website / member area | Banner plus text (no more than 1,000 characters*) and 4 images; must include a special offer for members | 300 per week |
| 3.1. Special offer | SC- <i>OnlineMagazine</i> / member area | Banner plus text (no more than 1,000 characters*), no images; must include a special offer for members | 1,200 per issue; online on the landing page for at least two months |
| 3.2. Advertisement | SC- <i>OnlineMagazine</i> / member area | 1212 x 713 pixels, JPG, text no more than 600 characters*; up to ¼ of ad | 2,500 per issue; on the landing page for at least two months and publicly available at any time in the archive |
| 3.3. Advertorial | SC- <i>OnlineMagazine</i> / member area | Page with two columns: one column image (606 x 713 pixels), one column text (1,200 characters*), title no more than 50 characters* | 3,500 per issue; on the landing page for at least two months and publicly available at any time in the archive |

*Including blanks.

1. Banner

Placement: Website/public pages and member area
Details: 196 x 77 pixels, JPG or GIF, no larger than 30 KB
Price: CHF 300 per week

Screenshot 1: Banner on public page



Special offers

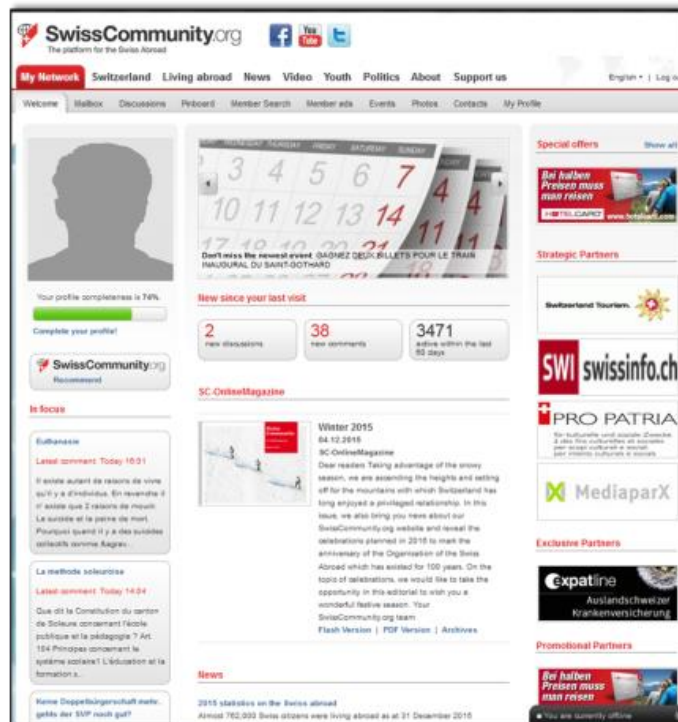
This type of advertisement gives members of the platform real added value. If you wish to offer the Swiss Abroad special conditions for your products or services for a limited period of time, we will publish your special offers for you on SwissCommunity.org. Your special offer can be published both on the website and in the SC-OnlineMagazine.

2. Special offer on the website

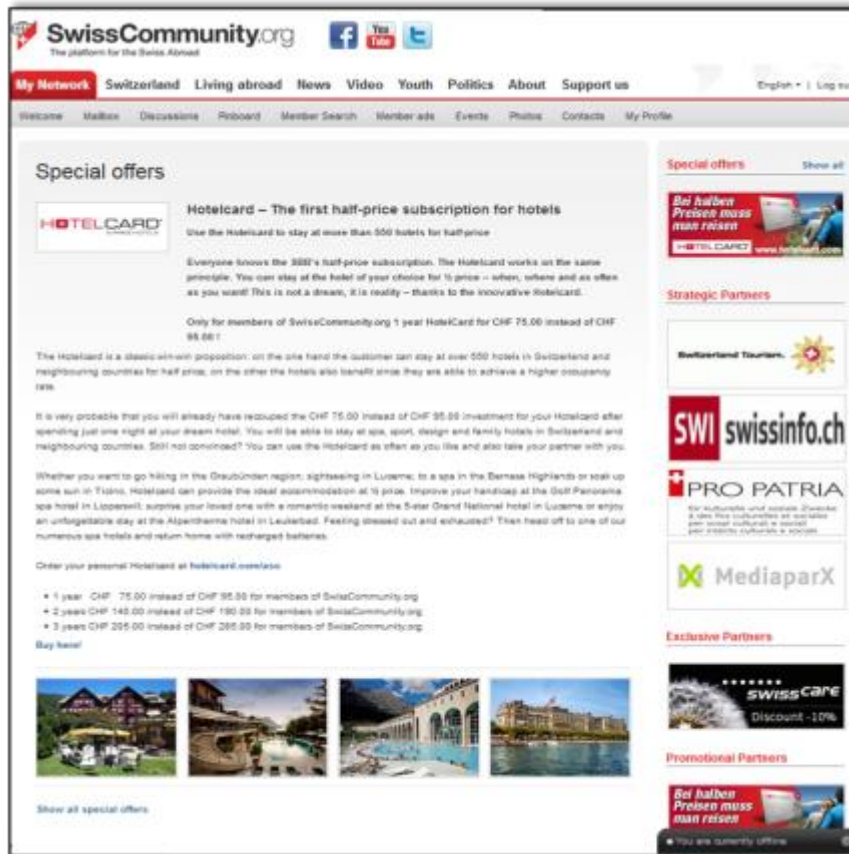
The special offer is displayed in the member area of the platform and is prominently placed in the right column at the top of each page in the member area (see screenshot 2). Your banner ad will appear in rotation with other ads. Clicking on the banner will redirect the member to a detailed description of your special offer (see screenshot 3).

| | |
|--------------------|--|
| Placement: | Website / member area |
| Price: | CHF 300 per week |
| Details: | Banner plus text (no more than 1,000 characters*) and 4 images; must include a special offer for members (e.g. discount, free initial consultation, etc.) |
| Guidelines: | Title (no more than 60 characters*), lead (no more than 240 characters*), text (no more than 1,000 characters*), link. Logo: 146 x 57 pixels; banner: 196 x 77 pixels; images: 156 x 117 pixels, JPG *Including spaces. |

Screenshot 2: Banner of a special offer on the welcome page in the member area of the platform



Screenshot 3: Detail view of a special offer in the member area of the platform



Repeat discount

For multiple placements within a calendar year we offer repeat discounts:

10% for 12 weeks 15% for 16 weeks 20% for 26 weeks

Note: Special and combination discounts are available upon request.

3. SC-OnlineMagazine from SwissCommunity.org

| | |
|-------------------------|---|
| Target audience: | Approximately 37,000 members of SwissCommunity.org |
| Languages: | German (12,778), French (9,617) and English (11,316) |
| Period and size: | 12–16 pages; remains in the archive online (publicly available) |

SC-OnlineMagazine from SwissCommunity.org



3.1. Special offer in the *SC-OnlineMagazine*

You can also advertise your special offer in the *SC-OnlineMagazine* from SwissCommunity.org. You may choose a text-only advertisement to appear with a banner (without images).

- Placement:** *SC-OnlineMagazine* / member area
- Price:** CHF 1,200 per issue
- Details:** Banner plus text (no more than 1,000 characters*), no images; must include a special offer for members (e.g. discount, free initial consultation, etc.).
- Guidelines:** Title (no more than 60 characters*), lead (no more than 240 characters*), text (no more than 1,000 characters*), link. Banner: 196 x 77 pixels, JPG.

*Including spaces.

Screenshot 4: Special offers in the *SC-OnlineMagazine*



3.2. Advertisement in the *SC-OnlineMagazine*

The *SC-OnlineMagazine* is available to all members of the platform. It will be published four times in 2019 in German, French and English and will contain 12–16 pages. It will remain in the archive online.

- Placement:** *SC-OnlineMagazine* / member area
- Price:** CHF 2,500 per issue
- Details:** 1212 x 713 pixels, JPG; link.
- Text:** no more than 600 characters*; up to ¼ of ad

*Including spaces.

Screenshot 5: Advertisement in the *SC-OnlineMagazine*



3.3. Advertorial in the *SC-OnlineMagazine*

Placement: *SC-OnlineMagazine* / member area
Price: CHF 3,500 per issue
Details: Page layout with text and image (606 x 713 pixels, JPG)

Print screen 6: Advertorial in the *SC-OnlineMagazine*



3.4. Publication dates

Orders for the publication of banners (1.) and special offers on the website (2.) can be made at any time.

The *SC-OnlineMagazine* from SwissCommunity.org will appear four times in 2019. The following deadlines apply to special offers in the *SC-OnlineMagazine* (3.1.), advertisements (3.2.) and advertorials (3.3.):

| Issue | Topics | Advertising deadline & deadline for receiving material | Publishing date |
|---------------|--|--|-----------------|
| Spring | International Year of Indigenous Languages | 15/02/2019 | 18/03/2019 |
| Summer | What a world for tomorrow | 03/05/2019 | 03/06/2019 |
| Autumn | Swiss elections 2018 | 02/08/2019 | 02/09/2019 |
| Winter | All connected? | 01/11/2019 | 02/12/2019 |

Repeat discount

For multiple placements within a calendar year we offer repeat discounts.

2 x 5 % 3 x 10 % 4 x 15 %

Note: Special and combination discounts are available upon request.

“Swiss Review”

In addition to its website www.aso.ch, ASO Info newsletter and the social network www.SwissCommunity.org, the OSA publishes the **magazine “Swiss Review”** and the online version www.revue.ch as well as the **“Swiss Review” app**. You will find our complete media data by following this [link](#) :

Total circulation **415,000** The magazine is distributed to all Swiss Abroad registered with a Swiss representation abroad and to individual subscribers. The reader can choose between receiving it electronically and receiving it by post.

Publication cycle **Six times a year, four times with regional news**

Languages **English, German, French, Spanish**

Regional issues **14 different regional issues (including the “Gazzetta Svizzera” for Italy)** This section is found in the middle of the magazine. In particular, it provides a platform for important announcements by the Swiss representations as well as reports on the activities and events of the regional Swiss associations.

4.1 Advertising rates

| Format | | | Prices excluding VAT |
|-----------|-----------|--------------------------|----------------------|
| 1/1 page | bled-off | 210 x 297 mm + 3 mm each | CHF 19 800.00 |
| 1/1 page | type area | 194 x 269 mm | CHF 19 800.00 |
| 1/2 page | landscape | 194 x 132 mm | CHF 10 890.00 |
| 1/2 page | portrait | 94,5 x 269 mm | CHF 10 890.00 |
| 1/4 page | landscape | 194 x 63.5 mm | CHF 5 990.00 |
| 1/4 page | portrait | 94,5 x 132 mm | CHF 5 990.00 |
| 1/8 page | landscape | 194 x 29,25 mm | CHF 3 295.00 |
| 1/8 page | portrait | 94,5 x 63,5 mm | CHF 3 295.00 |
| 1/16 page | landscape | 94,5 x 29,25 mm | CHF 1 812.00 |

4.2 Publication dates

| Issue | Advertising deadline & deadline to receive material | Delivery |
|--|---|------------|
| Swiss Review 1/19 ^{R)} | 19/11/2018 | 31/01/2019 |
| Swiss Review 2/19 ^{R)} | 21/01/2019 | 28/03/2019 |
| Swiss Review 3/19 ^{R)} | 18/03/2019 | 28/05/2019 |
| Swiss Review 4/19 | 13/05/2019 | 18/07/2019 |
| Swiss Review 5/19 ^{R)} | 22/07/2019 | 26/09/2019 |
| Swiss Review 6/19 | 07/10/2019 | 29/11/2019 |

R) Including regional pages.

Advertising rates for regional issues are available on our website revue.ch > Regions > Select a region > Schedule & Advertising

Combinations

1. Combination discount

If you order two adverts on www.aso.ch or www.SwissCommunity.org we offer a 15% discount on the placement of adverts in "**Swiss Review**".

2. Price packages

Take advantage of preferential rates and a presence on the various communication channels of www.aso.ch, www.SwissCommunity.org and "**Swiss Review**":

2.1. Package 1

Placements: One advertorial in the SC-OnlineMagazine
One banner no. 1 for four weeks on www.aso.ch
One banner no. 1 in the OSA newsletter (one issue)
¼ page advert in "Swiss Review"

Package price: **CHF 9,500** instead of CHF 11,440.

2.2. Package 2

Placements: One advertorial in the SC-OnlineMagazine
One banner no. 1 for four weeks on www.aso.ch
¼ page advert in "Swiss Review"
One banner no. 2 on www.revue.ch for two weeks

Package price: **CHF 8,500** instead of CHF 11,290.

2.3. Package 3

Placements: One-page advert in the SC-OnlineMagazine
One banner no. 1 for four weeks on www.aso.ch
¼ page advert in "Swiss Review"

Package price: **CHF 7,000** instead of CHF 9,690.

Partnerships

There is a possibility to work together as an exclusive partner, promotional partner, advertising partner or strategic partner. Further details are available upon request.

Annual Congress

Be present as an exhibitor and/or sponsor.

- 300 - 400 participants, next dates: 16-18 August 2019, in **Montreux** (Canton of Vaud).

Visit www.aso-kongress.ch. Further information is available upon request.

General Terms and Conditions for Advertisements

Terms of payment: 30 days after receipt of the invoice. Customers in Switzerland are subject to VAT of 7.7 % on the prices given. Customers abroad are not subject to any additional taxes.

Liability: The OSA rejects any liability for the content of sites whose links are provided by advertising banners.

Prices are subject to change.

Delivery: The banners must be produced in the above-mentioned formats and sent to the OSA before the deadline if they are to be displayed (sponsoring@aso.ch).

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

Languages: SwissCommunity.org is currently published in German, French and English. The prices given are for advertisements in all of the languages used on the platform. This means that the advertising material must be provided in each language. The Organisation of the Swiss Abroad also handles translation services for special offers and advertorials. Prices are available upon request.

Contact

Are you interested? We are available if you need further information or personal advice.

Philipp Gerber, Sponsoring & Fundraising Manager, Communications & Marketing,
Organisation of the Swiss Abroad (OSA), Alpenstrasse 26, CH – 3006 Berne

☎ +41 (0)31 356 61 00 ✉ sponsoring@aso.ch

Sign up now at www.swisscommunity.org



January 2019