Media Kit 2022

Finews AG | Basteiplatz 3 | 8001 Zurich
Phone +41 44 211 37 38 | advertising@finews.ch | www.finews.ch

Where Finance Meets
finews.ch

Where Finance Meets
finews.com
Introduction

Switzerland’s Leading News Website for All Professionals in the Financial Industry

- finews.ch was founded 2009 by a team of journalists and writers with extensive experience covering global financial services. The website provides real-time news about banks, asset and fund managers, insurance companies, consultants, recruiters and lawyers.

- It also features people, opinion pieces, industry developments and background reports. finews.ch has more than 980,000 unique users and 2.8 million page impressions per month.
More Than One Platform

Finews Offers Broadly Diversified Online Products and Services
Team

Multilingual Professionals With an International Scope

Claude Baumann
CEO & Founder

Sibylle Peter
Member of the Board

Fredy Greuter
Editor-in-Chief

Samuel Gerber
Deputy Editor-in-chief

Jade Cano
Senior Contributor

Marco Babic
Senior Contributor

Andrew Isbester
Editor-at-large

York Runne
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Thomas Pentsy
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Richard Otsuki
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Website Traffic in Europe

Growth Through Editorial Quality and Competence

Source: Google Analytics 2022
# Editorial Calendar 2022

## Main Topics

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<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Earnings Season</td>
<td>• Fintech Part I</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Family Business</td>
<td>• Lifestyle</td>
<td>• Asset Management</td>
<td>• Business Travel</td>
<td>• Wealth Management</td>
<td>• Financial Centers Around the World</td>
<td>• Investments 2022</td>
<td>• Family Offices</td>
<td>• Fintech Part II</td>
<td>• Outlook 2023</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Welcome Ad
- Wideboard
- Halfpage Ad
- Rectangle
- Impact Mix
- Finews Mix
- InRead
- InRead Video
- Website Teaser Ad
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- Branding Day Pro
- Category Sponsoring
- Site Search Sponsoring
- Advertorial with Teaser
- Advertorial Brand Story
- Newsletter Banner
- Newsletter Teaser Ad
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- Newsletter Sponsoring Weekly Review
- Webinars
- Terms, Conditions and Rebates
- Annex Reader Survey

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**Content**

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- Halfpage Ad
- Rectangle
- Impact Mix
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- Newsletter Teaser Ad
- Newsletter Sponsoring Daily
- Newsletter Sponsoring Weekly Review
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**Main Topics**

- January
  - Earnings Season
  - Fintech Part I

- February
  - Family Business
  - Lifestyle

- March
  - Asset Management
  - Business Travel

- April
  - Wealth Management
  - Financial Centers Around the World

- May
  - Investments 2022
  - Family Offices

- June
  - Fintech Part II
  - Outlook 2023

- July

- August

- September

- October

- November

- December
### Overview Advertising

**A Digital-Only and Highly Attractive Platform**

**Display – Desktop and Tablet**

<table>
<thead>
<tr>
<th>Display</th>
<th>Dimension (Pixel)</th>
<th>CPM (CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Ad</td>
<td>Banner 1400 x 500</td>
<td>125 or 7,500/day</td>
</tr>
<tr>
<td></td>
<td>Background 1920 x 1080</td>
<td></td>
</tr>
<tr>
<td>Wideboard</td>
<td>994 x 250</td>
<td>95</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600</td>
<td>95</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>95</td>
</tr>
<tr>
<td>Impact Mix</td>
<td>Wideboard, Halfpage Ad</td>
<td>95</td>
</tr>
</tbody>
</table>

**Display – Mobile**

<table>
<thead>
<tr>
<th>Display</th>
<th>Dimension (Pixel)</th>
<th>CPM (CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Ad</td>
<td>Banner 1400 x 500</td>
<td>125 or 7,500/day</td>
</tr>
<tr>
<td></td>
<td>Background 1920 x 1080</td>
<td></td>
</tr>
<tr>
<td>Wideboard</td>
<td>300 x 160</td>
<td>70</td>
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<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>85</td>
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<tr>
<td>InRead</td>
<td>300 x 250 or 300 x 160 px, Flow, Carousel, Scroller</td>
<td>95</td>
</tr>
<tr>
<td></td>
<td>Video 16:9</td>
<td>110</td>
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</tbody>
</table>

**Native Advertising**

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM (CHF)</th>
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</thead>
<tbody>
<tr>
<td>Teaser Ad</td>
<td></td>
</tr>
<tr>
<td>Advertorial</td>
<td>55</td>
</tr>
</tbody>
</table>

**Newsletter, > 13,000 Subscribers**

<table>
<thead>
<tr>
<th>Sponsoring</th>
<th>CPM (CHF)</th>
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</thead>
<tbody>
<tr>
<td>Banner</td>
<td>Delivery days Mon - Fri</td>
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<tr>
<td></td>
<td>1,300/day</td>
</tr>
<tr>
<td>Teaser Ad</td>
<td>Delivery days Mon - Fri</td>
</tr>
<tr>
<td></td>
<td>1,300/day</td>
</tr>
<tr>
<td>Daily</td>
<td>Sponsoring Delivery days Mon - Fri</td>
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<tr>
<td></td>
<td>50,000/year</td>
</tr>
<tr>
<td>Sponsoring Weekly Review</td>
<td>Every Saturday</td>
</tr>
<tr>
<td></td>
<td>30,000/year</td>
</tr>
</tbody>
</table>

**Specifications**

- **Banner**
  - GIF, JPG, PNG, Third Party Ad Tag/Redirect (in https), HTML5 (zip-File), Third Party Ad Tag/Redirect, file size max. 150 KB
- **Video**
  - File formats AVI, MOV, MP4, video 16:9 with 24 FPS, file size max. 4 MB, duration max. 30 seconds, sound off, autoplay, dimensions 1280 x 720 px (responsive), delivery 1x1, VAST, VPAID JS (SSL only)
- **Teaser Ad**
  - Headline up to 50 characters, lead up to 160 characters, image 300 x 180 px, color, JPG
  - Placement on all pages desktop and tablet in the right column or mobile directly below the articles
  - Optional placement in newsletters for CHF 500 per delivery
- **Advertorial**
  - Headline up to 50 characters, lead up to 160 characters, text up to 4,000 characters, images and graphics 500 x 300 px, color, JPG and PNG
  - Placement of the teaser during one week alternating with other teasers on the homepage within the news articles (desktop, tablet and mobile), on category and article pages in the right column (desktop and tablet) or below the articles (mobile)
  - Appearance during one week in the newsletter
  - Appearance on social media (Twitter, LinkedIn, Facebook, Xing)
  - Publication of the article on the website for an unlimited period of time
  - Please find here our factsheet

## Advertisements Based on CPM

**Welcome Ad**
- Wideboard
- Halfpage Ad
- Rectangle
- Impact Mix
- Finews Mix
- InRead
- InRead Video
- Website Teaser Ad

**Mobile**
- Welcome Ad
- Mobile Rectangle
- Mobile Wideboard
- InRead

**Advertising Based on Flat Rates**

- **Branding Day/Branding Day Pro**
- Category Sponsoring
- Site Search Sponsoring
- Advertorial with Teaser
- Advertorial Brand Story

**Newsletter**
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**Webinars**

**Terms, Conditions and Rebates**

**Contact**

**Annex Reader Survey**
Advertising Based on CPM

Online Prices and Formats. Further Forms of Advertising Available on Request

Welcome Ad

<table>
<thead>
<tr>
<th>CPM</th>
<th>CHF 125</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement</td>
<td>Homepage</td>
</tr>
</tbody>
</table>

Specifications Desktop & Mobile

Banner
Dimensions: 1400x500 Pixel
Format: PNG, GIF, HTML5 (physical file)
Remarks: If background with image or gradient, banner must be transparent, HTML5 must be responsive
File size: max 150 KB

Background (image or color)
Dimensions: 1920x1080 pixels
Format: PNG, JPG, GIF
Notes: No text or logos, no safe zone, background may be only partially visible depending on screen, or browser window size. Alternatively to an image, a color can be chosen for the background.
File size: max. 500 KB

Format: GIF, PNG, JPG, HTML5, Redirect/Third Party Tag
Advertising Based on CPM

Online Prices and Formats. Further Forms of Advertising Available on Request

Wideboard
- Dimension: 994 x 250 px
- CPM: CHF 95
- Placement: Run of Site

Halfpage Ad
- Dimension: 300 x 600 px
- CPM: CHF 95
- Placement: Run of Site

Format: GIF, PNG, JPG, HTML5, Redirect/Third Party Tag

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June 2022
Advertising Based on CPM

Online Prices and Formats. Further Forms of Advertising Available on Request

<table>
<thead>
<tr>
<th>Rectangle</th>
<th>Dimension</th>
<th>300 x 250 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPM</td>
<td>CHF 50</td>
<td></td>
</tr>
<tr>
<td>Placement</td>
<td>Run of Site</td>
<td></td>
</tr>
</tbody>
</table>

Format: GIF, PNG, JPG, HTML5, Redirect/Third Party Tag
Advertising Based on CPM

Online Prices and Formats. Further Forms of Advertising Available on Request

**Impact Mix**
- Ad Units: Wideboard, Halfpage Ad, Rectangle
- CPM: CHF 95
- Placement: Run of Site

The impact mix is made up of **two rotating high impact ad units**, **Wideboard and Half-Page Ad**. Optimized for Performance

**Finews Mix**
- Ad Units: Various Formats
- CPM: CHF 85
- Placement: Run of Site

The finews mix is made up of **three rotating ad units on two different sites**, e.g. finews.ch and/or finews.com, finews.asia

Format: GIF, PNG, JPG, HTML5, Redirect/Third Party Tag

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June 2022
Advertising Based on CPM

Online Prices and Formats. Further Forms of Advertising Available on Request

**InRead**
- **Dimension**: 600 x 360 px, 300 x 250 px, Flow, Carousel, Scroller
- **CPM**: CHF 95
- **Placement**: Articles

**InRead Video**
- **Dimension**: Ratio 16:9, Max. 20 FPS
- **CPM**: CHF 110
- **Placement**: Articles

**Format**: GIF, PNG, JPG, HTML5, Redirect/Third Party Tag

**InReadVideo**
- **Dimension**: Ratio 16:9, Max. 20 FPS
- **CPM**: CHF 110
- **Placement**: Articles

**Format**: AVI, MPEG, MOV, WMA, 3PG

*Please contact us for further specifications*

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**Advertising Based on Flat Rates**
- **Welcome Ad**
- **Branding Day**
- **Branding Day Pro**
- **Category Sponsoring**
- **Site Search Sponsoring**
- **Advertorial with Teaser**
- **Advertorial Brand Story**

**Newsletter**
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Annex Reader Survey

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Media Kit finews.ch | finews.com

June 2022
Advertising Based on CPM

Online Prices and Formats. Further Forms of Advertising Available on Request

Teaser Ad Specifications

Headline up to 50 characters, front-page copy up to 160 characters, image 300 x 180 px, in color, JPG

- Placement on homepage desktop and tablet within news flow, on all other pages desktop and tablet above columns on the right; mobile on all pages beneath content
- Optional placement within newsletter at CHF 500 per distribution

Format: According to specifications
Mobile Prices and Formats

Online Prices and Formats. Further Forms of Advertising Available on Request

Mobile Welcome Ad
CPM Cost per Day Placement
CPM CHF 125 CHF 7,500 Homepage

Specifications Mobile & Desktop
Banner
Dimensions: 1400x500 Pixel
Format: PNG, GIF, HTML5 (physical file)
Remarks: If background with image or gradient, banner must be transparent, HTML5 must be responsive
File size: max 150 KB

Background (image or color)
Dimensions: 1920x1080 pixels
Format: PNG, GIF
Notes: No text or logos, no safe zone, background may be only partially visible depending on screen, or browser window size. Alternatively to an image, a color can be chosen for the background.
File size: max. 500 KB

Format: GIF, PNG, JPG, HTML5, Redirected/Third Party Tag
Mobile Prices and Formats

Online Prices and Formats. Further Forms of Advertising Available on Request

Mobile Rectangle
- Dimension: 300 x 250 px
- CPM: CHF 70
- Placement: Run of Site

Mobile Wideboard
- Dimension: 300 x 160 px
- CPM: CHF 85
- Placement: Run of Site

InRead
- Dimension: 300 x 250 px or 300 x 160 px
- CPM: CHF 95
- Placement: Run of Site

Format: GIF, PNG, JPG, HTML5, Redirected/Third Party Tag
Advertising Based on Flat Rates

Online Prices and Formats. Further Forms of Advertising Available on Request

Welcome Ad
Cost per Day CHF 7,500
Placement Homepage

Specifications Desktop & Mobile

Banner
Dimensions: 1400x500 Pixel
Format: PNG, GIF, HTML5 (physical file)
Remarks: If background with image or gradient, banner must be transparent, HTML5 must be responsive
File size: max 150 KB

Background (image or color)
Dimensions: 1920x1080 pixels
Format: PNG, GIF
Notes: No text or logos, no safe zone, background may be only partially visible depending on screen, or browser window size. Alternatively to an image, a color can be chosen for the background.
File size: max. 500 KB

Format: GIF, PNG, JPG, HTML5, Redirect/Third Party Tag

Media Kit finews.ch | finews.com
June 2022
Advertising Based on Flat Rates

Online Prices and Formats. Further Forms of Advertising Available on Request

Branding Day
Ad Units: Wideboard, Halfpage Ad and Branding Banner
Cost per Day Placement: CHF 8,500 Homepage

Branding Day Pro
Ad Units: Branding Day and Welcome Ad
Cost per Day Placement: CHF 11,500 Homepage

Format: According to specifications

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Finews Mix
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InRead Video
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Mobile Wideboard
InRead

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Advertising Based on Flat Rates

Online Prices and Formats per Year. Further Forms of Advertising Available on Request

Category Sponsoring
Please contact us for further information

Site Search Sponsoring
Dimension: 200 x 40 px
Cost: CHF 33,000
Placement: Header

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- Rectangle
- Impact Mix
- Finews Mix
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- InRead Video
- Website Teaser Ad

Mobile
- Welcome Ad
- Mobile Rectangle
- Mobile Wideboard
- InRead

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Advertising Based on Flat Rates

Online Prices and Formats. Further Forms of Advertising Available on Request

**Advertorial with Teaser**

- Elements: Article and Teaser (Headline, Image)
- Flat Rate Placement: CHF 3,200
  - Homepage / Article

Format: According to specifications
Advertising Based on Flat Rates

Online Prices and Formats. Further Forms of Advertising Available on Request

Inspired by finews' journalism and innovation, we develop stories that help brands and products make a lasting impression.

Click here for example

Please contact us for further informations.

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Advertising Based on Flat Rates

Online Prices and Formats. Further Forms of Advertising Available on Request

**Newsletter Banner**
- Dimension: 659 x 200 px
- Cost per day: CHF 1,300
- Delivery days: Mon - Fri

**Newsletter Teaser Ad**
- Elements: Headline, Text, Image, Link to External Landing Page
- Cost per day: CHF 1,300
- Delivery days: Mon - Fri

Format: JPG, GIF, Text
Advertising Based on Flat Rates

Online Prices and Formats. Further Forms of Advertising Available on Request

Format: JPG, GIF, Text
Advertising Based on Flat Rates

Online Prices and Formats. Further Forms of Advertising Available on Request

**Webinar Teaser**
Elements for 7 days
- Advertorial
- Teaser Banner (Desktop and Mobile, each 20,000 Impressions)

Price: From CHF 6,300

**Webinar Story**
Elements for 7 days
- Elements of Webinar Teaser
- Pop-up Banner
- Editorial Moderation

Price: From CHF 12,500

**Advertorial**

**Pop-up Campaign on the Main Page**

**Teaser Banner (Halfpage Ad) on the Homepage**

**Teaser Banner (Rectangle) on the Mobile Homepage**

**Moderation**

**Advertising Based on Flat Rates**

**Online Prices and Formats. Further Forms of Advertising Available on Request**

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June 2022

Media Kit finews.ch | finews.com
Terms, Conditions and Rebates

A Digital-Only and Highly Attractive Platform

### CHF Contractual Discounts

<table>
<thead>
<tr>
<th>CHF</th>
<th>Discount</th>
</tr>
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<tbody>
<tr>
<td>&lt;5,000</td>
<td>–</td>
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<tr>
<td>5,000</td>
<td>5%</td>
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<tr>
<td>100,000</td>
<td>25%</td>
</tr>
</tbody>
</table>

### Booking Terms and Conditions

- All prices are in CHF, excl. VAT
- CPM means cost per 1,000 ad impressions
- Rates are subject to change
- Advertising materials must be received 3 business days prior to campaign start
- Change of advertising materials within one business day
- Minimum amount per campaign CHF 2'500.-

### Sponsoring and Cooperation

- Information upon request

### Consulting Commission

- 5% for commercial advertising

### Cost of Service

- Technical Service: 160 per hour
- Editorial Service: 200 per hour
- Translation Service: On request

### Consulting Fees:

- Functional targeting*: free of charge
- Other forms of targeting: CPM 10
- Expandable formats: CPM 15

### Services

- Deeply-reported features
- Pre-reporting as well as during and after the campaign
- Permanent improvement of your campaign
- Debriefing at the end of the campaign

* Geo-, weekday- or time-targeting, etc.
Annex Reader Survey
Which Characteristics Apply to Finews?

What Readers Appreciate

- Always up-to-date: 60.3%
- Close to the action: 58.1%
- Reports on relevant topics: 58.1%
- Timely: 52.2%
- Authoritative in its analysis: 48.1%
- Exclusive contributions: 24.9%
- Absolutely reliable: 24.8%
- Identifies new trends: 14.4%

*Multiple answers

Source: Reader Survey 2020
Who Reads Finews? (1)

A Growing Female Audience

- Male: 38.6%
- Female: 61.4%

Source: Reader Survey 2020
Who Reads Finews? (2)

Age Diversity

- 18-24 years: 1.9%
- 25-34 years: 14.1%
- 35-44 years: 21.6%
- 45-54 years: 26.4%
- 55-64 years: 19.7%
- 65+ years: 16.3%

Source: Reader Survey 2020
How Often Do You Read Finews?

Frequent Reading

Per day

- 2x a day: 30.8%
- 5x a day: 0.5%
- 10x a day: 6.4%

Per week

- 1x a week: 7.4%
- 2x a week: 14.1%
- 5x a week: 40.8%

Source: Reader Survey 2020
Where Do You Read Finews?

A Permanent Companion

- At work: 66.5%
- At home: 64.8%
- During spare time: 33.1%
- On the way to work: 31.5%

*Multiple answers

Source: Reader Survey 2020
In Which Line of Business Are You Active?

Where Finance Meets (3)

- Wealth Management: 38.7%
- Asset Management: 11.3%
- Investment Banking: 9.2%
- IT, Data Science: 8.1%
- Retail Banking: 7.8%
- Corporate Banking: 7.0%
- Back Office: 7.0%
- Marketing, Communication: 6.0%
- HR, Legal, Compliance: 4.9%

Source: Reader Survey 2020

June 2022
What Line of Business Are You in?

Where Finance Meets (1)

Banking 44.8%
Asset Management, EAM, FO 20.0%
Consultancy, Auditing 8.8%
Media, Communication 6.6%
Fintech 5.9%
Insurance, Pension Fund 5.8%
Education, Academy 3.4%
Trust Office, Law Firm 2.8%
Administration, Politics 1.9%

Source: Reader Survey 2020
What Is Your Function?

Where Finance Meets (4)

- 24.4% Owner, Partner, Entrepreneur
- 21.1% Directors and Corporate Executives
- 20.2% Middle Management
- 34.3% Others

Source: Reader Survey 2020