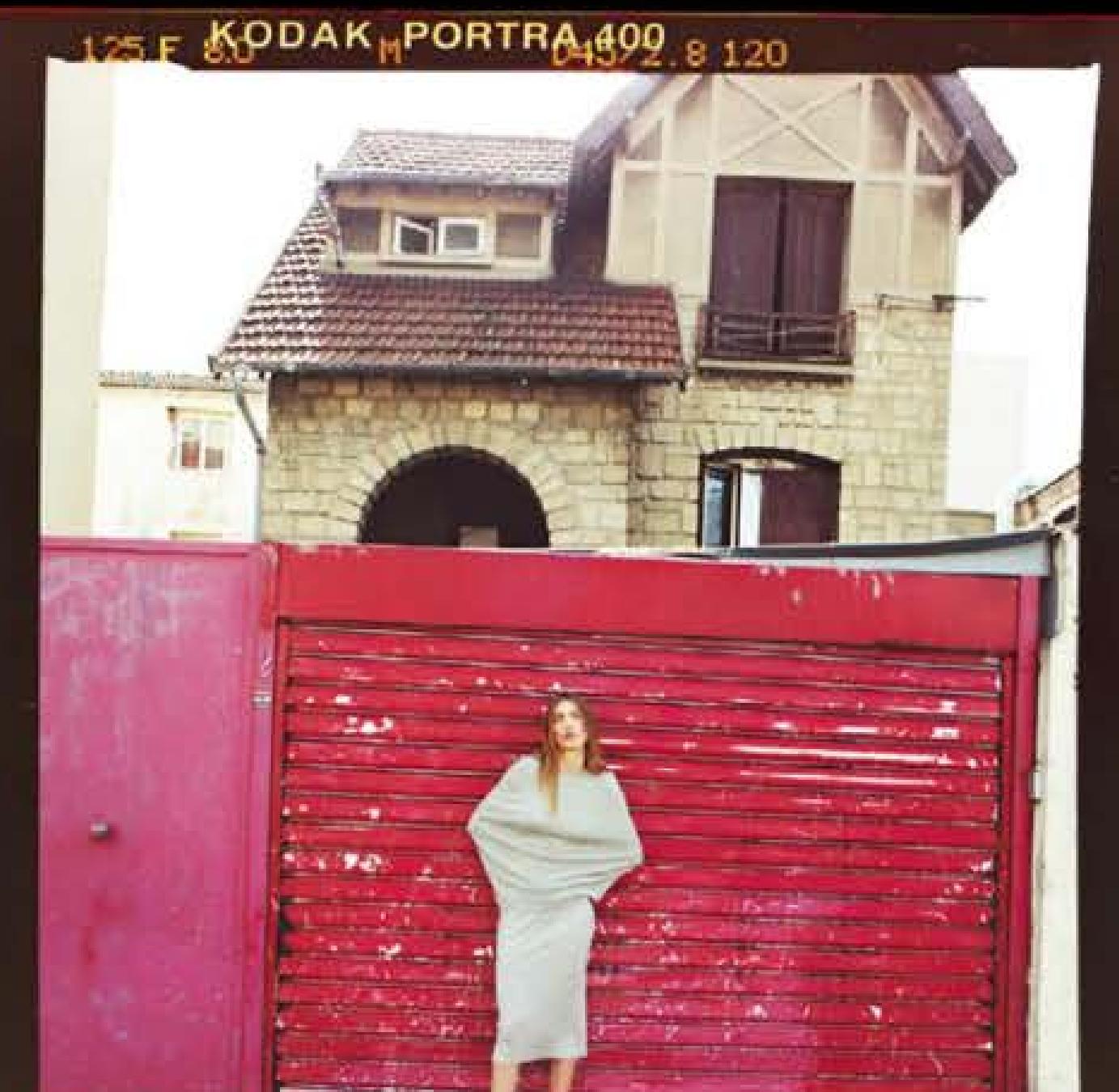
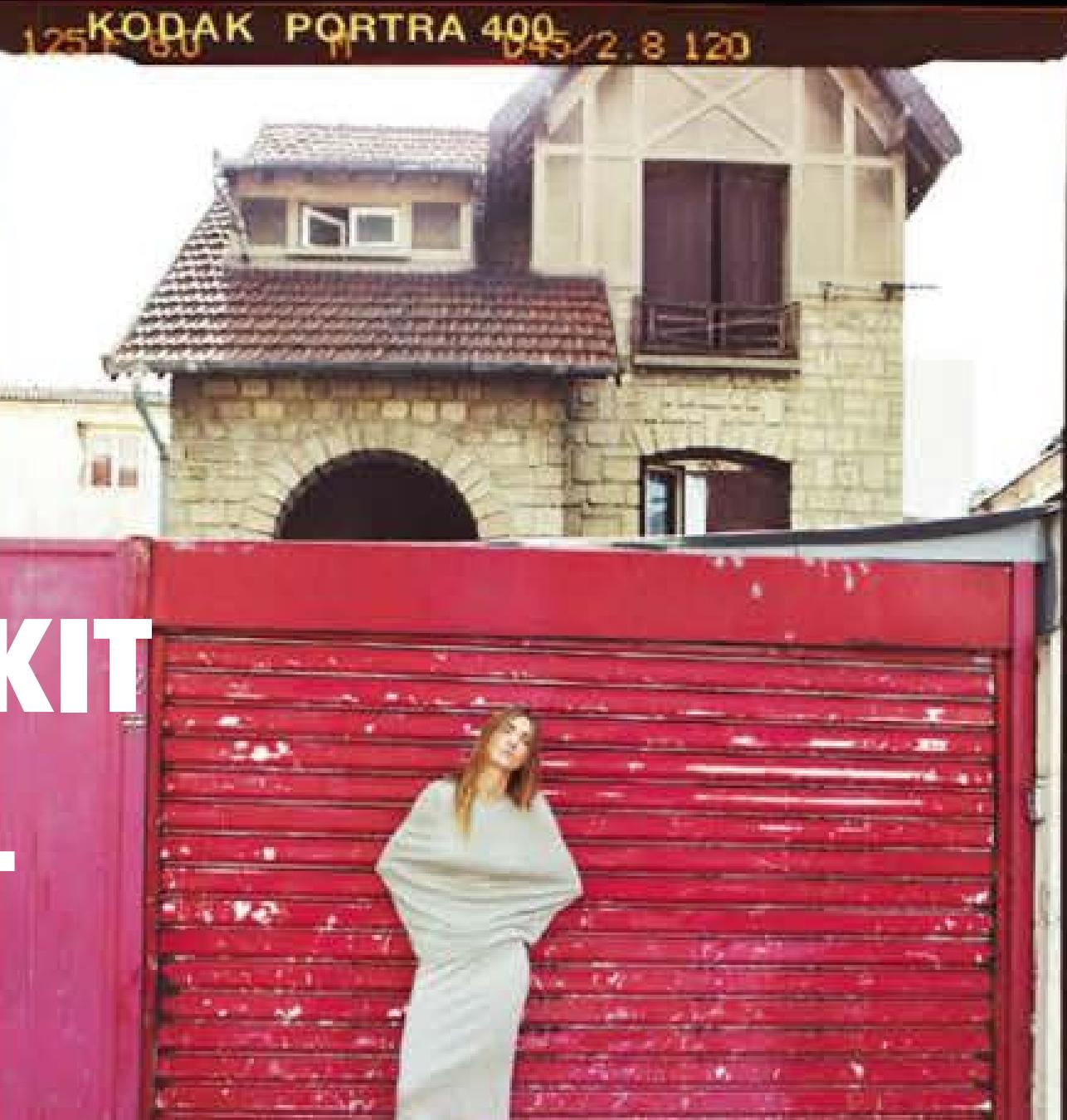


# FACES\*



# MEDIA KIT DIGITAL 2023



01

# DISPLAY ADS FORMATS CPM'S

Formats:

Desktop Wideboard (994x250)  
Desktop Videohead (994x663)  
Halfpage Ad sticky (300x600)  
mobile Wideboard (320x160)  
mobile Videohad (320x213)

Price:

CPM 80,-  
CPM 100,-  
CPM 90,-  
CPM 80,-  
CPM 100,-

Other formats on request

File format: GIF, JPG, PNG

Third party tag/redirect (in https)

HTML5:

Delivery via third party tag/redirect: Your ad server's specifications will apply.

Physical delivery: Package all assets in a ZIP file.

Videos will be converted by us into an HTML5 formatted ad. Cost: 500,-

Delivery: At least 3 days before campaign launch

02

# NATIVE DIGITAL MAILING INSTAGRAM

## Organic formats

Online Advertorial

Stand Alone Newsletter

Instagram Story (2 slides)

Facebook post

## Price:

3'000,-

2'000,-

1'500,-

2'000,-

## Boosted formats

boosted online advertorial

(see separate presentation)

## Price:

1.80 per view (min. 5'000 views) or

8,- per proven interested user

Instagram dark post

Instagram dark Story

4'000,- per 100k guaranteed views\*.

4,000,- per 100k guaranteed impressions\*.

\*The target group defined by the client must be at least 2 million people.

**03**

## **BOOSTED ADVERTORIAL**

According to a Nielson study, a prior recommendation from a reputable online magazine can increase purchase decisions by up to 68%.

We create an article on a topic related to your products or services from the perspective of a credible lifestyle magazine.

The article is then promoted by our professional partner agencies across multiple platforms. In this way, people are addressed and made aware of the article.

FACEs, as a "neutral", competent lifestyle magazine, is more likely to be clicked on by interested parties in this information phase than a direct link to a provider. This allows you to acquire new customers at an early stage in the decision-making process.

Pricing models:

Traffic: 1.80 per view

Engagement: 8,- per proven interested user (spent at least 8 seconds actively on the article)

For more information, please see our separate presentation.

04

# PACKAGES

## **INSTAGRAM BOOST**

We stage your brand in the right environment with an editorial-style story on our Instagram channel. Supplemented by an additional story and a dark post advertising campaign, you will achieve maximum reach.

### Services:

Instagram organic story (2 slides), including production  
Instagram Dark Story (100k impressions guaranteed)  
Instagram Dark Post (100k impressions guaranteed)

Total media value: 12'550,-

Package price: 7'500,-

## **NATIVE DIGITAL PACKAGE**

An online advertorial serves as the basis to which all social media activities are linked.

### Services:

Online advertorial, incl. production  
Organic Instagram Story (2 slides), incl. production  
Instagram dark post (100k impressions guaranteed)  
Facebook organic post

Total media value: 14'500,-

Package price: 8'900,-



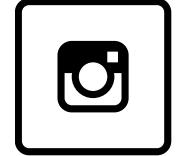
# CHANNELS



## FACEBOOK

[www.facebook.com/faces](https://www.facebook.com/faces)

Follower: 61'500\*



## INSTAGRAM

@facesmag

Follower: 47'700\*



## DIGITAL MAILING

Our weekly newsletter is sent to over 7,700\* registered users.



## WEBSITE

Visits per month: 150k\*  
Reach: 120k\*  
Page impressions: 300k\*  
Organic reach per article: approx. 2'500

\*September 2023

# GET IN TOUCH WITH US

Fairlane Consulting GmbH  
FACES MAGAZIN  
Bertastrasse 1  
CH-8003 Zürich

PHONE Publishing Office  
+41 43 322 05 37

PHONE Editorial Office  
+41 43 322 05 23

-  FACES.CH / FACESMAG.DE
-  FACESMAG
-  FACES

BANKING DETAILS  
Zürcher Kantonalbank  
CHF: IBAN CH34 0070 0110 0074 2137 2  
EUR: IBAN CH27 0070 0130 0090 7602 6

Patrick Pierazzoli  
Editor in chief  
[pierazzoli@faces.ch](mailto:pierazzoli@faces.ch)

Stefan Berger  
Publisher / Managing Director  
[berger@faces.ch](mailto:berger@faces.ch)

Julia Gelau  
Managing Director Germany  
[julia@faces.ch](mailto:julia@faces.ch)

Marina Warth  
Deputy Editor in Chief  
[marina@faces.ch](mailto:marina@faces.ch)

Joana Chopard  
Head of Graphik Design  
[grafik@faces.ch](mailto:grafik@faces.ch)