

**Advertising at home**



The advertising platform  
with impact.

# Hello Family Club

—  
**Facts &  
figures**





# Content

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**CONTACT**

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# Hello Family Club

## Family Magazine

### OVERVIEW OF SERVICES

#### Publication

The Hello Family Magazine is published twice a year.

#### Circulation

approx. 550,000 copies

- Supplement in the Coop Press
- Issue in Coop sales outlets
- Delivered separately to a selected target group.

Over 800,000 active Hello Family Club members



### SPECIFICATIONS

#### Issue format

210 × 280 mm (W × H)  
+5 mm bleed on all 4 sides

#### Print space

180 × 250 mm (B × H)

#### Data delivery

- PDF: 1.3 (only composite PDF), Acrobat Distiller: 4.x, 5.x, 6.x.
- Please mark your advertisement with the text “Hello Family Club” and the respective issue number.
- Print bookings required for German, French and Italian issues (change of subject possible)

#### Notes to editors and placements

By arrangement.

Complaints arising from incorrect submissions or data will not be considered.

# Hello Family Club

## Family Magazine

### SPECIFICATIONS

#### Advertorial

- Production: text and images are created by Coop retail media in close collaboration with the business partner.
- Components: two product or company photos, information box and body copy.
- Language & revision: will be translated and revised via Coop retail media.

### FORMATS ADVERTISEMENT\*

Format	Dimensions (W x H)	Print space (W x H)
1/1 page	210 x 280 mm	186 x 243 mm
1/2 page portrait	105 x 280 mm	93 x 243 mm
1/2 page landscape	210 x 140 mm	186 x 122 mm
1/3-page portrait	70 x 280 mm	60 x 243 mm
Individual pack shot integration		

### FORMATS ADVERTORIALS

Format	Dimensions (W x H)	Print space (W x H)
1/1 page Advertorials	210 x 280 mm	186 x 243 mm
2/1 page Advertorials	420 x 280 mm	396 x 243 mm

### BONS

Coupon in the coupon fold-out page & Supercard app

### PRICE\*\*

**CHF 22,000**

**CHF 14,800**

**CHF 14,800**

**CHF 10,000**

**CHF 6,000**

**CHF 22,000**

**CHF 39,000**

**CHF 7,000**

The General Terms and Conditions of Coop Press apply.

\* Supply all displays with 5 mm bleed on all sides.

\*\* All prices net/net, amount will be charged to total sales, not eligible for sales bonuses and agency commissions, excl. VAT.

# Hello Family Club

## hellofamily.ch

### OVERVIEW OF SERVICES

225,000 page impressions per week on the hellofamily.ch homepage.

### SPECIFICATIONS

#### Format

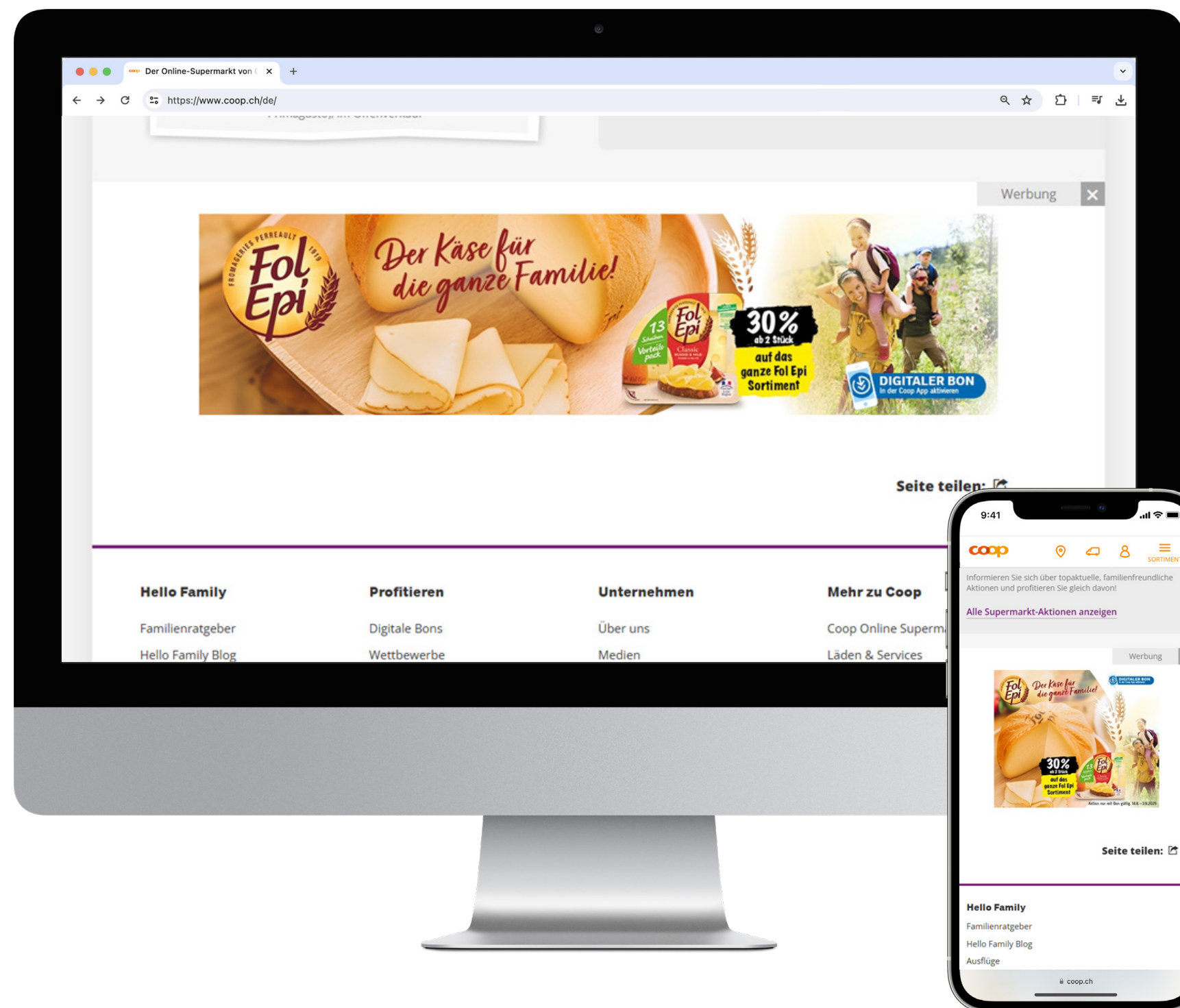
Desktop:	994 × 250 px
Tablet:	728 × 90 px
Mobile:	300 × 250 px

#### Labelling of file names

- KW-XX-wideboard-Geschaeftspartner-994x250\_de.jpg
- KW-XX-wideboard-Geschaeftspartner-728x90\_de.jpg
- KW-XX-wideboard-Geschaeftspartner-300x250\_de.jpg

#### Data delivery

- One file each for German, French, Italian and English
- File size: max. 200 KB per file
- File type: JPG



### PRICE

CHF 10,000

### DEADLINES

- On request
- Lead time: 4 weeks before publication
- Duration: 1 week, Tuesday–Monday

# Hello Family Club

## Newsletter

### DESCRIPTION

Prominent presence in the Hello Family Club newsletter to selected members with an exclusive offer for Hello Family Club members.

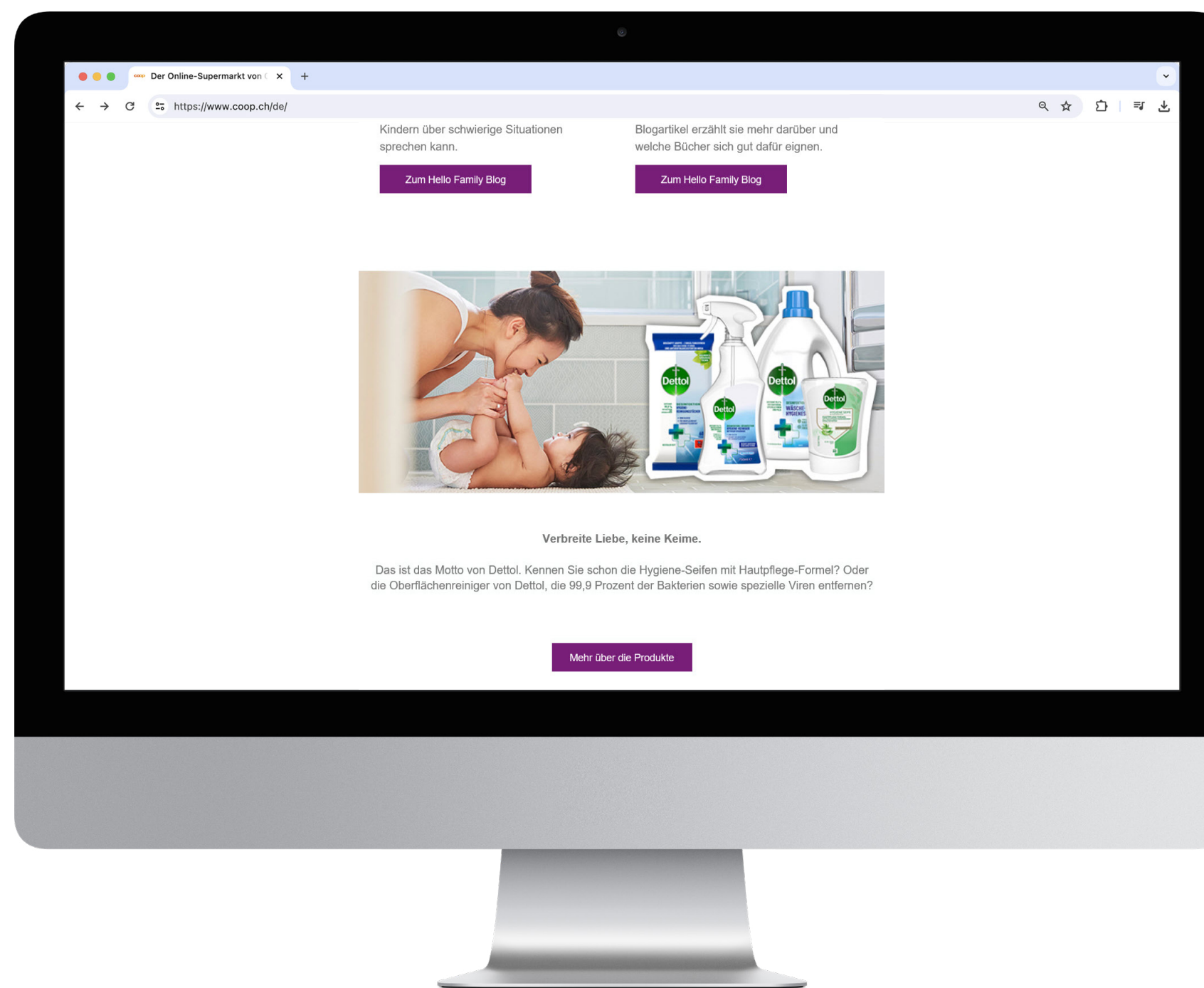
### OVERVIEW OF SERVICES

Approx. 540,000 NL subscribers.

### SELECTION OPTIONS FOR HELLO FAMILY CLUB\*

- Buying behaviour: e. g. products/product ranges, sales, frequencies, POS/time of sale
- Customer segments: e. g. new customers, exclusive buyers, organic affinity, price sensibility
- Language, place of residence, region
- Gender of member and/or children
- Age (date of birth) of member and/or children
- Family size/number of children in family
- Pregnancy incl. expected due date

\*The modules can only be implemented in consultation with the Category and the Hello Family Club Team.



### PRICE

**CHF 120** CPT  
**CHF 6,000** minimum investment

### DEADLINES

- On request
- Lead time: 6 weeks before publication
- Duration: per dispatch

# Hello Family Club

## Direct Mailing

### DESCRIPTION

Direct mailings sent by post to selected members with exclusive content for Hello Family Club members.

- Standard mailing (letter) or
- Standard self-mailer in accordance with [business partner mailing guidelines](#)
- Download the self-mailer template [here](#)

### OVERVIEW OF SERVICES

647,000 active member households,  
over 1.6 m people registered.

### SELECTION OPTIONS FOR HELLO FAMILY CLUB\*

- Buying behaviour: e. g. products/product ranges, sales, frequencies, POS/time of sale
- Customer segments: e. g. new customers, exclusive buyers, organic affinity, price sensibility
- Language, place of residence, region
- Gender of member and/or children
- Age (date of birth) of member and/or children
- Family size/number of children in family
- Pregnancy incl. expected due date

### PRICE

**CHF 7,000** Fixed costs  
**CHF 2.20** plus per address

Prices incl. printing and shipping costs and basic checking. Creation (artwork) is not included.

Enhanced checking is available on request.

### DEADLINES

- **On request**
- **Lead time:** 12 weeks before publication
- **Duration:** by agreement

\*The modules can only be implemented in consultation with the Category and the Hello Family Club Team.

# Hello Family Club

## Digital coupon/physical coupon

### DESCRIPTION

Appearance on the Hello Family Club website and in the Supercard app (digital coupon section).

**Important:** Purely digital vouchers are only available as part of the Hello Family Club (Hello Family website and Supercard app). All other digital coupons can only be booked along with physical coupons in print advertising materials.

The grid contains the following coupon details:

- 25% SPAREN:** 25% Rabatt auf die Apertivetti, 220g oder Apertivetti Kräftig Würzig, Portion ca. 200g ab 2 Stück nach Wahl. EAN: 8 800 000 125 125. Valid until 31.03.2026.
- 20% SPAREN:** 20% Rabatt auf das gesamte Sortiment von Nivea Glätt. EAN: 8 800 000 125 125. Valid until 31.03.2026.
- 50% SPAREN:** 50% Rabatt auf Barilla Piccolini Mini Penne Rigate, 200g oder Piccolini Penne Rigate, 500g. EAN: 8 800 000 125 125. Valid until 31.03.2026.
- 1+1:** 1 + 1 Niveas Pyjama Pants nach Wahl (inkl. Gürtelband). EAN: 8 800 000 125 125. Valid until 31.03.2026.
- 20% SPAREN:** 20% Rabatt auf das ganze Danonino Sortiment. EAN: 8 800 000 125 125. Valid until 31.03.2026.
- 30% SPAREN:** 30% Rabatt auf das gesamte French Baby-Réclé Sortiment. EAN: 8 800 000 125 125. Valid until 31.03.2026.
- 30% SPAREN:** 30% Rabatt auf das gesamte Emme Essenser Sortiment ab 2 Stück nach Wahl. EAN: 8 800 000 125 125. Valid until 31.03.2026.
- Promotional Card:** Jetzt digitale Bons in der Supercard App aktivieren. Includes QR code and text: 'Noch keine Supercard App? Jetzt gratis downloaden!'.

The grid contains the following coupon details:

- Card 1:** Einlösbar in Ihren Coop Supermärkten oder in Ihrem Coop City Warenhaus. EAN: 2 063924 919221.
- Card 2:** Einlösbar in Ihren Coop Supermärkten oder in Ihrem Coop City Warenhaus. EAN: 2 063961 233771.
- Card 3:** Einlösbar in Ihren Coop Supermärkten. EAN: 2 063699 645091.
- Card 4:** Einlösbar in Ihren Coop Supermärkten oder in Ihrem Coop City Warenhaus. EAN: 2 063699 276661.
- Card 5:** Einlösbar in Ihren Coop Supermärkten. EAN: 2 063699 637931.
- Card 6:** Einlösbar in Ihren Coop Supermärkten oder in Ihrem Coop City Warenhaus. EAN: 2 063699 036821.

### PRICE

**CHF 7,000**

in addition for each EAN code generated

### DEADLINES

- On request
- Lead time: 4 weeks before publication
- Duration: 1 week