

Advertising at home



The advertising platform
with impact.

Subject magazines

—
**Facts &
figures**





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CONTACT

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Content

Subject magazines

Facts & figures

OVERVIEW OF SERVICES

Print run

- Approx. 2.6 m copies
- 3.4 m readers

Length

- Depends on the magazine
- Content: 72 - 100 pages
- 4-page cover + coupon fold-out

Languages

- G/F/I

Distribution

- Special supplement in the Coop member press
- Displayed in Coop sales outlets



Feel Good

Easter

BBQ



Italy

Advent

Christmas

Subject magazines

Advertisement and advertorials

SPECIFICATIONS

Format

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

Data delivery

- Different for each magazine. Must be requested separately.
- Data in German, French and Italian required
(Change of subject possible).

Advertorials

- 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.

Complaints due to incorrect templates or data cannot be accepted.

ADVERTISEMENTS

Format

Dimensions (W × H)

2/1 page (incl. 2 packshots)	420 × 280 mm
1/1 page (incl. 1 packshot)	210 × 280 mm
1/2 page, portrait (incl. 1 packshot)	105 × 280 mm
1/2 page, landscape (incl. 1 packshot)	210 × 140 mm

ADVERTORIALS

Format

Dimensions (W × H)

2/1 page (incl. 2 packshots)	420 × 280 mm
1/1 page (incl. 1 packshot)	210 × 280 mm

PRICE*

CHF 68,000
CHF 45,000
CHF 23,000
CHF 23,000

PRICE*

CHF 68,000
CHF 45,000

DEADLINES

- ➔ On request
- ➔ At the start of each campaign
(week confidential)

* Will be charged against total sales, but not eligible for sales or agency commission, excl. VAT

Subject magazines

Digital coupon/physical coupon

DESCRIPTION

The EAN code is made available to an extended target group online in an additional channel. The coupon is always applied.

Consumers receive coupons via the Supercard app or website that they can activate. Activated coupons are automatically applied at the till when the relevant product is purchased and the Supercard presented.

Important: Digital coupons can only be booked in addition to physical coupons for printed advertising materials. Digital-only coupons are not provided.



PRICE*

CHF 7,000
in addition for each EAN code generated

DEADLINES

- ➔ On request
- ➔ At the start of each campaign (week confidential)

* Will be charged against total sales, but not eligible for sales or agency commission, excl. VAT