

TimeOut

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SWITZERLAND

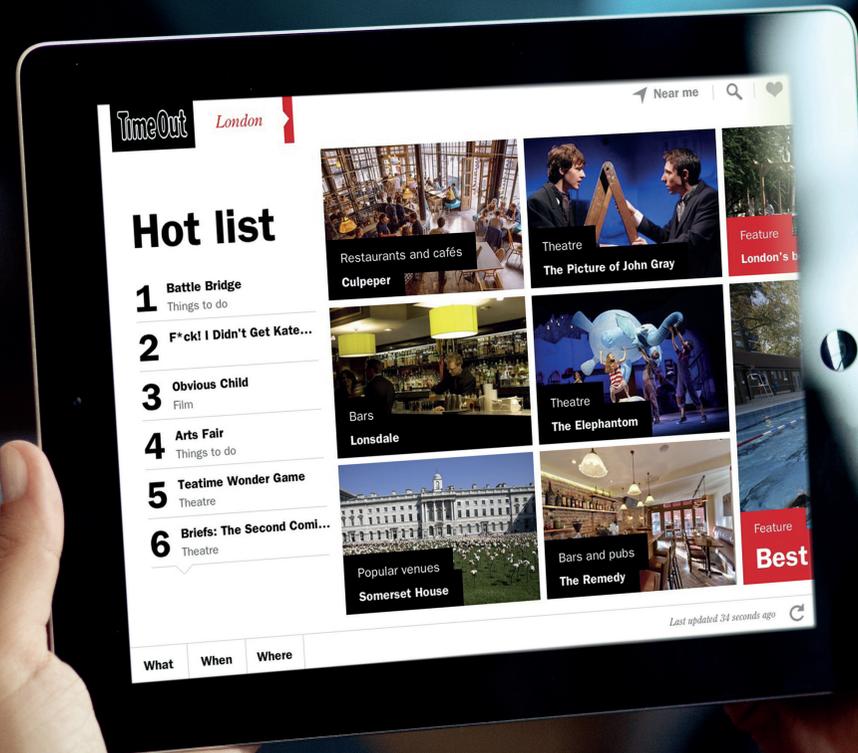
# Our Story.

## From London's iconic entertainment bible...

Founded in 1968 by Tony Elliott. Time Out is the iconic #1 trusted choice for consumers seeking inspiration and information relating to arts, entertainment and culture.

Time Out is now the global authority on entertainment, events and everything that's happening in the most exciting cities in the world.

Time Out enables users to do more of what they love, as well as tempting them to try something a little different.



...To a dynamic,  
fast-growing brand

33 million people  
in 67 cities and 37 countries  
reached every month through a range  
of different media channels



## → TARGET AUDIENCE



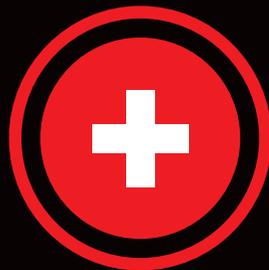
### **Users of Time Out digital**

Our existing user group of the digital platform.  
85,000 users a month.  
20,000 followers on social media.



### **Expats and international residents**

some 24% of the population living in  
Switzerland are from abroad.



### **Native Swiss**

many Swiss already use Time Out when  
planning their trips abroad and are familiar  
with the magazine brand.



### **Tourists**

both the domestic and international markets –  
Time Out is a popular, well-read established media  
brand name with those from the UK, USA, UAE and  
Russia, key markets for tourism in Switzerland.

# User Profile

## How many Time Out users in Switzerland?

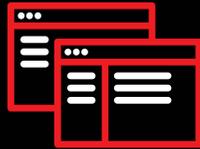
Since we launched in December 2014:



20,000 social media followers



85,000 monthly unique visitors



650,000 monthly site page views

## Who is a Time Out user?

Affluent and influential AB readership.  
80% aged 25-45

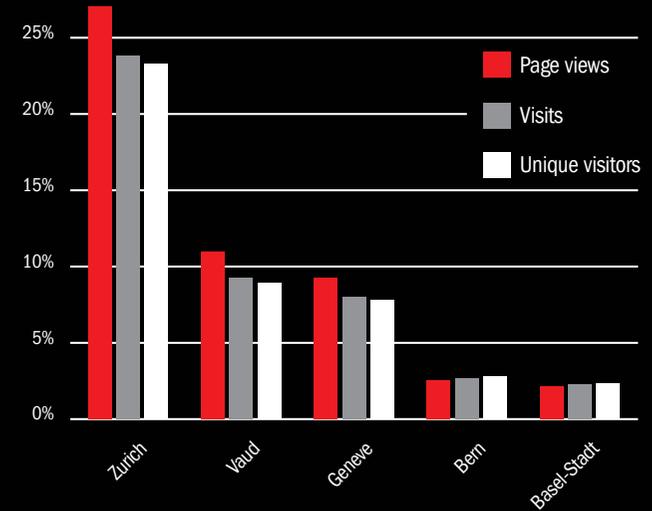


## Where do they live?

40% of our users live in Switzerland and 60% are international.

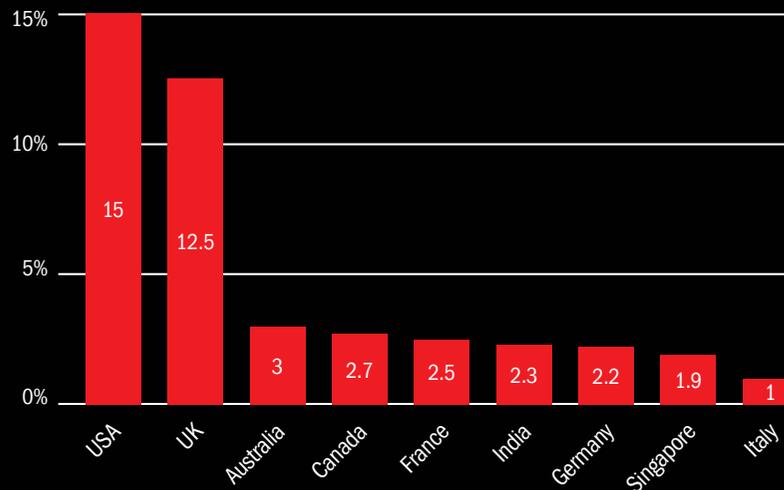
Local residents live in the main urban areas of Switzerland, with the majority of users in:

- 1 Zurich
- 2 Vaud
- 3 Geneva
- 4 Bern
- 5 Basel



## Where are our international users from?

International users split



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# User Behaviour

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## Why Time Out works

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Because every visitor to our website is looking to spend money, online ads are clicked up to 4 times more than the industry average for relevant campaigns

## As a result of using Time Out:

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**71%** went to a bar/restaurant

**70%** referred a friend  
(discussed an article or referred someone to it)

**63%** went to an event

**58%** purchased a ticket

**55%** took action after reading an article

**51%** visited a specific store

**38%** took action from an ad

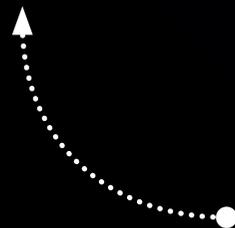
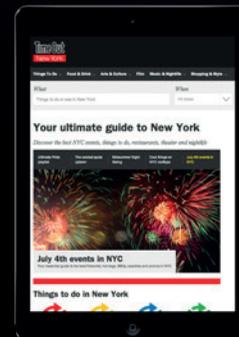
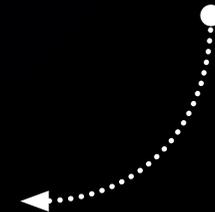
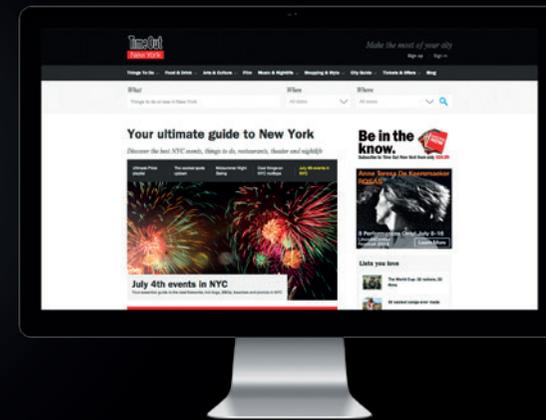
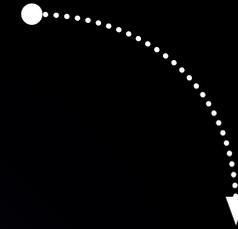
**34%** tried a new product

**33%** visited an advertiser's website

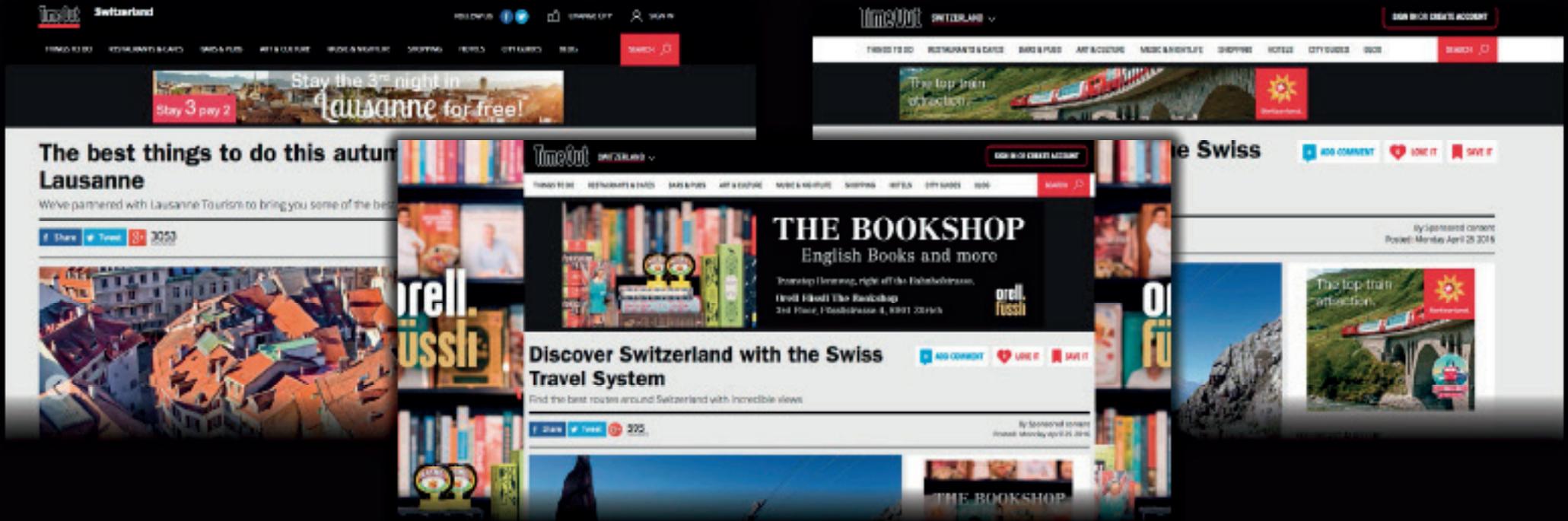


# User journey

Time Out owns a discerning audience by delivering relevant, respected and useful content to them – wherever, whenever and in whatever format they choose.



## → THE MAGAZINE TO SUIT YOUR BRAND OBJECTIVES



### FULL AND FRACTIONAL ADS

Traditional advertising layouts target readers alongside content that makes sense for your brand messaging.

### COVER WRAPS AND COVER TAKEOVERS

Massive exposure surrounding an entire issue that suits your brand. The high-visibility wrap ensures you reach readers first – before they even open the issue.

### REVERSE COVERS

Buy the outside back cover and design your own creative which runs upside down. Followed by a run of 4-8 advertorial pages.

### MINI MAGAZINES

Your own branded magazine can be inserted into the print issue or created as a run of pages.

### CUSTOM ADVERTORIALS

Our talented editors will work with you to write and design content that enhances your brand and engages readers. Single- or multiple-page formats are available.

### CUSTOM INSERTS

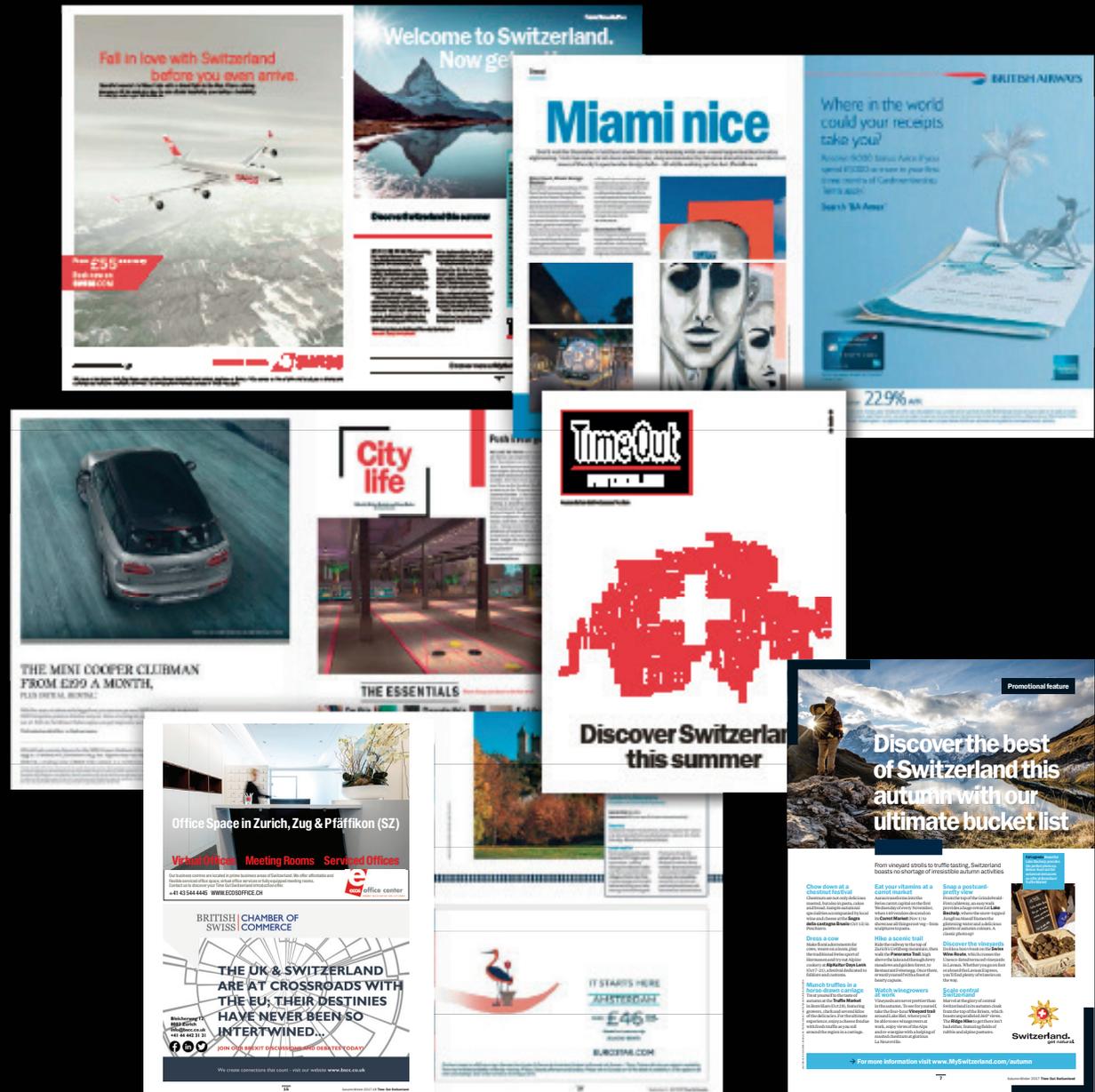
A prominent showcase for your brand in an issue of your choice. We can advise on topics and themes or use your existing branded materials for turnkey execution.

# → RATE CARD

- Front inside cover CHF 7 000
- Back inside cover CHF 5 000
- Back outside cover CHF 6 000
- Double page spread (DPS) CHF 9 000
- 1/1 page CHF 5 000
- 1 x page advertorial CHF 5 000
- 2 x page advertorial CHF 6 000
- Half page CHF 2 500
- Quarter page CHF 1 500

- Branded cover wraps Upon request
- Cover takeovers
- Custom inserts

Flexible, intergrated solutions in the magazine to suit your brand objectives



# Time Out Switzerland

## Formats run of site

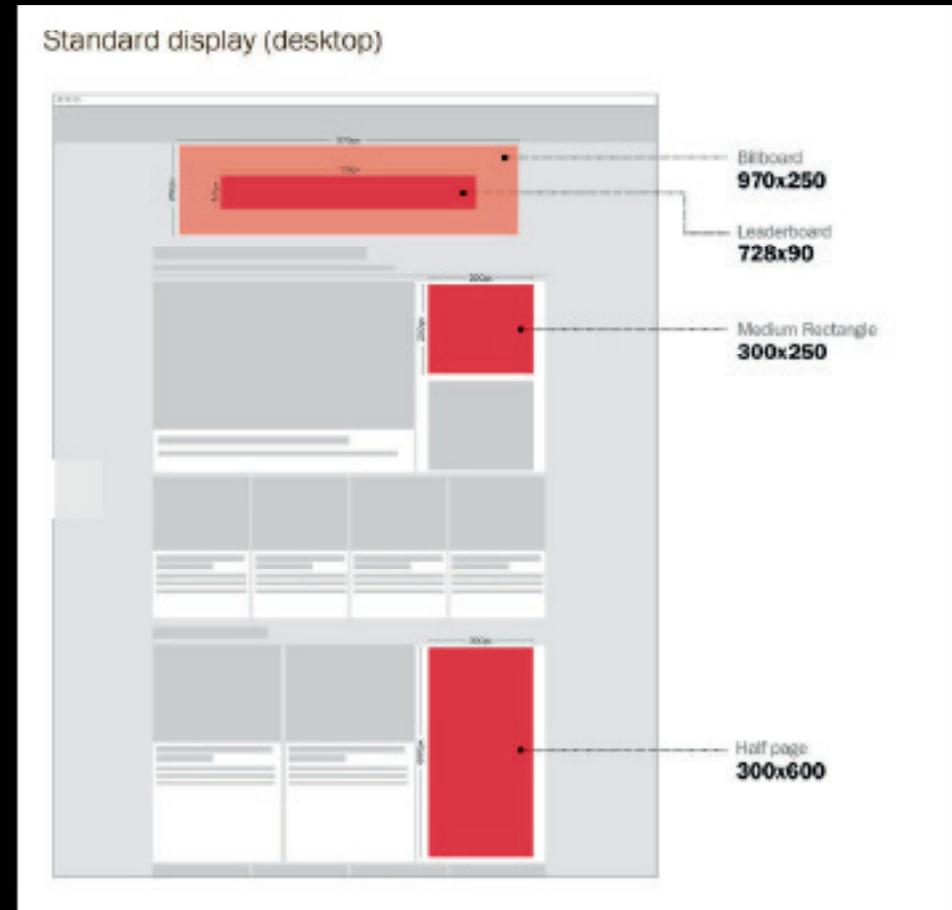
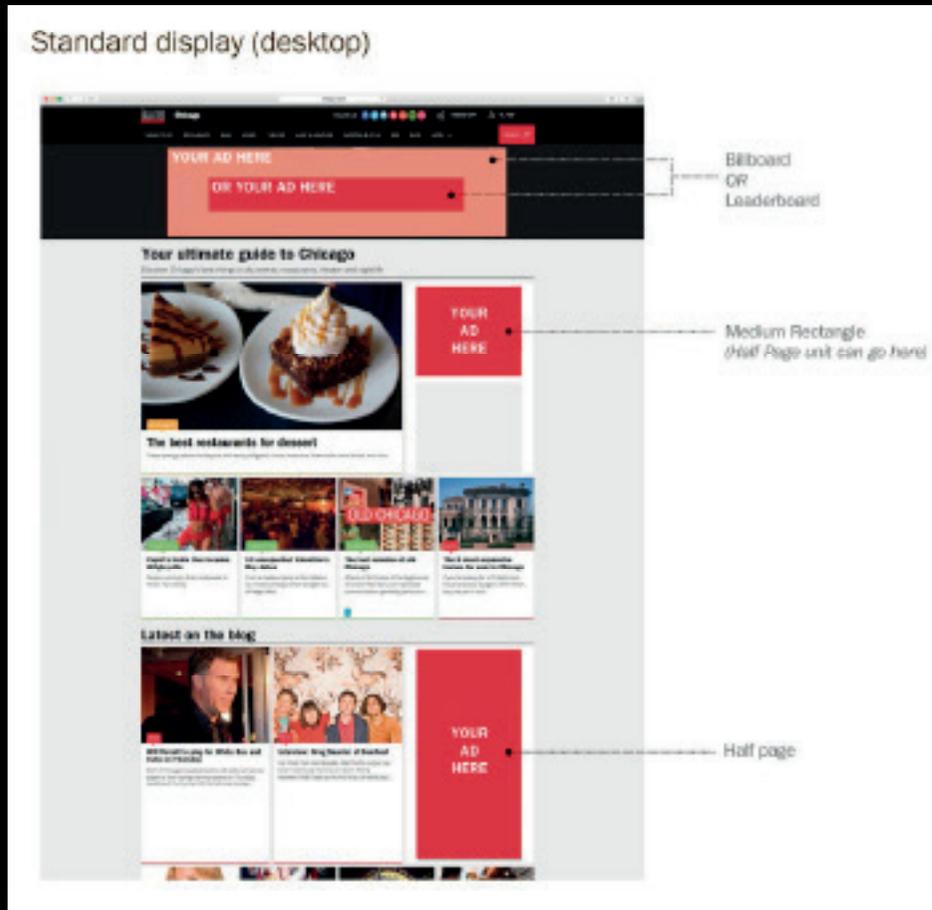
Billboard: 970x50

Leaderboard/Wideboard: 728x90

Rectangle: 300x250

Skyscraper/Halfpage: 300x600

Branding week / Sponsored story / Native advertising campaign





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# Print & Digital Packages Rate Card

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## **PACKAGE 1** **CHF 6 000**

- 1 full print page
- 1 sponsored article
- Your logo + url

## **PACKAGE 2** **CHF 8 000**

- Inside cover or back outside cover
  - 2 sponsored articles
  - Social media integration
  - Your logo + url

## **PACKAGE 3** **CHF 10 000**

- Double page
- 2 sponsored article
- Dedicated Hub
- Social media integration
- Your logo + url

# TimeOut

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