

Country: Switzerland

Info: Total population 7,500,000 – Internet population 5,200,000 - % of population 70%

Introduction

Background

- Nr. 1 ISP and Swiss Market Leader
- Subsidiary of Swisscom Fixnet

General Info

- Business segments: Internet Access & Mobile Services
- General interest portals (German, French and Italian)

Key Metrics

- **Reach:** 1,4 million unique users; 27% Reach (net users) per month (source: Netratings 08/2006)
- **Page impressions:** 149 million per month
- **Socio-demographics:** Gender: 59% men / 41% women; age: Under 18: 11%, 18 to 34: 39%, 35 to 49: 32%, over 50: 18%; high incomes: 40%



Advertising Metrics

Ad formats: Leaderboard 728 x 90, Fullbanner 468 x 60, Medium Rectangle 300 x 250, Rectangle: 180 x 150, Skyscraper / Wideskyscraper 120 x 600 or 160 x 600, Pop-Under 800 x 600, DHTML Rich Media (Layering, HTML, JavaScript und Flash)

Channels: Homepage, News, Sport, Business, Lifestyle, Music, Travel, Cinema, TV, Games, Marketplace, E-Mail, Chat, Mobile, Search

Special: "Beilage"/ Pop-Under 800 x 600, "Roadblock"/ Leaderboard 728x90 und WideSky 160x600

Benefits / USP

- Targeting on Segment based campaigns by marital status, children, buying power, economic territories, housing situation, age and gender.
- Only 1 advertising format per page for better results

Links:

<http://www.bluewin.ch/>