



Online Media Data (short version)
Valid from 1. 1. 2010



The positive sides of the digital revolution – That's DigitalLiving.ch

Content

Daily up-to-date trends and innovations for technology and design fans from the areas of consumer electronics, mobile communication, digital photography and videos as well as a separate area for computer games. The design, functionality and the entertainment offered by technology define the concept of this website with strong reference to the Swiss market.

Target group

Women and men of all age groups who enjoy technical equipment and have high purchasing power and a high level of brand consciousness. Are interested in new products and innovations, often buy the latest gadgets and not only want functional devices, they also want them to have a nice design too. Attach importance to design, have the necessary funds and regularly invest in new products.

Community

Active DigitalLiving community with participation in various online activities (photo competitions etc.).

Newsletter

33,000 registered newsletter subscribers. Newsletter published twice a week (Tuesday and Friday) with constantly up-to-date information on the latest developments in the digital world..

Ø Site traffic per month

Page impressions	120,000
Visits	50,000
Unique clients	30,000
2 x per week newsletter (Tues/Fri)	33,000 subscribers



Forms of advertising on DigitalLiving.ch

Classical

Full banner
Leader board
Skyscraper
Rectangle

Full banner expandable
Leader board expandable
Skyscraper expandable
Rectangle expandable

Floating Ad
Hockey Stick
Branding Day (exclusive)

Newsletter

Full banner
Leader board
Skyscraper
Rectangle
Text advertisements

Special

Advertorial
Mini Ad
Webcast
Cost Per Click (CPC)
Cost Per Lead (CPL)

Cross-platform

Game Pool
IDG Pool

Sub-sites

ICT press ticker



Formats and prices

Classical forms of advertising	Formats in pixels	CPM/CPT in CHF. Run of site	CPM/CPT in CHF Home/Channel	Max. Size in KB	Data format
Full banner	468 x 60	40.-	50.-	50	1 / 2 / 3 / 4 / 5 / 6
Leaderboard	728 x 90	50.-	60.-	50	1 / 2 / 3 / 4 / 5 / 6
Skyscraper	160 x 600	60.-	70.-	50	1 / 2 / 3 / 4 / 5 / 6
Rectangle	300 x 250	70.-	80.-	50	1 / 2 / 3 / 4 / 5 / 6

Expandable function possible (default closed). Expanded only with mouse-over. 40% supplement.

Floating Ad	800 x 600 (Frequency Capping)	140.-	-	50	4 / 6
Hockey Stick	728 x 90 + 160 x 600	110.-	-	50 + 50	1 / 2 / 3 / 4 / 5 / 6
Branding Day (exklusive)	728 x 90 + 160 x 600 + 300 x 250	3 000.-	-	50 + 50 + 50	1 / 2 / 3 / 4 / 5 / 6

Daily (workdays) newsletter	Formats in pixels/max. characters	Prices in CHF Per week	Max. Size in KB	Data format
Fullbanner	468 x 60 + 1 target URL	1,400.-	50	1 / 2 / 3
Leaderboard	728 x 120 + 1 target URL	1,400.-	50	1 / 2 / 3
Skyscraper	160 x 600 + 1 target URL	1,400.-	50	1 / 2 / 3
Rectangle	300 x 250 + 1 target URL	1,400.-	50	1 / 2 / 3
Text display	350 characters (incl. spaces) + 1 target URL	1,400.-		

Dispatched twice per week on Tuesday and Friday to 33,000 registered subscribers per day (yearly average); minimum booking 1 week.

Explanations

CPM/TCP = price per thousand ad impressions

Ad impressions = measurement of the number of times an advertising message is seen on the Internet

Run of site = The banner is displayed at random on the entire web site

Run of home/channel = The banner is displayed on the homepage or within the booked channel

Frequency capping = Restriction of the advertising medium contacts per user

Data format: 1 = Jpg / 2 = Gif / 3 = Animated Gif / 4 = Flash (supply alternative Gif) / 5 = DHTML (Rich Media) / 6 = TAG in TAG



Formats and prices

Special forms of advertising	Services and formats	Prices in CHF Run of site/Home	Term	Data format
Advertorial	Image, teaser text, full text, target URL, editorial promotion, newsletter	2,500.-	1 week	1 / 2
Mini-ad company link	Logo, target URL Maximum size of the logo: W 158 x H 158 pixels	1,500.-/1,000.-	4 weeks	1 / 2
Webcast	Webcast, teaser text, full text, target URL, editorial promotion, newsletter	3,500.-	1 week	4
Cost Per Click Digitalliving.ch (+PCtipp.ch)	All standard banner formats without logo/branding Supply at least 3 different advertising media Variable gross prices: CHF 1.- to CHF 3.-/click Depending on volume and term	Minimum booking From 3,000.-	Minimum term From 4 weeks	1 / 2 / 3 / 4 / 5 / 6
Cost Per Lead Digitalliving.ch (+PCtipp.ch)	All standard banner formats without logo/branding Supply at least 3 different advertising media Variable gross prices: CHF 5.- to CHF 60.-/Lead Depending on volume and complexity of the lead criteria	Minimum booking From 3,000.-	Minimum term From 4 weeks	1 / 2 / 3 / 4 / 5 / 6

Explanations

CPM/TCP = price per thousand ad impressions

Ad impressions = measurement of the number of times an advertising message is seen on the Internet

Run of site = The banner is displayed at random on the entire web site

Run of home/channel = The banner is displayed on the homepage or within the booked channel

Data format: 1 = Jpg / 2 = Gif / 3 = Animated Gif / 4 = Flash (supply alternative Gif) / 5 = DHTML (Rich Media) / 6 = TAG in TAG



Formats and prices

Cross-platform form of advertising	Single channel and/or Run of Site On one or more websites	CPM/CPT in CHF Run of Channel	Prices in CHF Run of Channel	Minimum number Ad Impressions
Game-Pool	PCtipp.ch/spiele + /downloadshop			
With variable weighting	Digitalliving.ch/spiele + /downloadshop GBASE.ch	25.-	5,000.-	200,000
Minimum term	2 weeks			
Advertising media	Full Banner, leader board, skyscraper, rectangle			
Delivery	At least 2 different advertising media			
Planning IDG/weighting	Variable between 30/70% to 70/30% Gbase/IDG			
Information	The capacity of the pool game is limited. If overbooked the Ad Impressions will Run of Site.			

Cross-platform form of advertising	Run of Site/Pool On one or more websites	CPM/CPT in CHF Run of Site/Pool	Prices in CHF Run of Site/Pool	Minimum number Ad impressions
IDG pool	PCtipp.ch + Computerworld.ch + DigitalLiving.ch	40.-	5,000.-	125,000
Without weighting		35.-	6,125.-	175,000
Minimum term	1 week	30.-	7,050.-	235,000
Advertising media	Full banner, leader board, skyscraper, rectangle	25.-	8,000.-	320,000
Delivery	At least 3 different advertising media	20.-	9,000.-	450,000
Planning IDG/weighting	According to availability without weighting	15.-	10,000.-	666,666

Cross-platform Sub-sites	Run of Top 5 Box On all Swiss IDG websites	Individual ads in CHF	Subscriptions in CHF	Term
ICT press ticker	Guaranteed publication of press releases	280.-	900.- to 3,500.-	3 – 12 months

Explanations

CPM/TCP = price per thousand ad impressions

Ad impressions = measurement of the number of times an advertising message is seen on the Internet

Run of site = The banner is displayed at random on the entire web site

Run of home/channel = The banner is displayed on the homepage or within the booked channel

Formats and prices

Form of advertising	Type of discount	Number	Turnover in CHF	Discount
Classical form of advertising	Volume discount		5,000.-	6 %
Minimum booking	30,000 ad impressions		10,000.-	8 %
Price information	Price information applies per 1,000 ad impressions		15,000.-	10 %
			20,000.-	13 %
Newsletter/Text ad	Repeat discount	3 x		7 %
Frequency	Valid on advertisements within 12 months	6 x		11 %
		12 x		15 %
Special forms of advertising	Not eligible for discount			
Game- and IDG-Pool	Not eligible for discount			
Agency commission	5 % (15 % international) media/advertising agencies entitled to commission			
VAT	All prices are in CHF plus 7.6 % VAT.			

Technical details

Newsletter text ads

Clearly define title and link text as no URLs are published in the HTML version. Example for link text: 'You can find more information here.'

There are no design options. View TAGs/pixels will not be accepted.

Delivery of advertising media: At the latest by Thursday of the previous week, 12.00 noon.

Site advertising

Delivery of advertising media classical forms of advertising: at the latest 3 working days before start of campaign.

Delivery of advertising media Expandable, Floating Ad, Hockey Stick, Branding Day and special forms of advertising: at the latest 5 working days before start of campaign.

Advertising media with sound are only accepted with default setting 'sound switched off'.

Minimum capping floating ad: 1 user within 24 hours. Please enquire about availabilities.

Expandables

Enlargement of the expandables with mouse-over. Automatic reduction of the expandables with mouse-out. Default closed.

The following JavaScript functions must be called up from ActionScript code of the Flash banner:

- Before the banner is enlarged during mouse-over, a request to the JavaScript function `adition_expand_layer()` must be made.
- After reduction by mouse-out of the banner, the JavaScript function `adition_collapse_layer()` must always be called up.

Possible targetings

Exclusion, operating system, browser, domain, Flash, IP, country, referrer, resolution, time targeting

Flash player version

We recommend supplying all the Flash banners in the Flash player version 8.

Other technical data sheets can be found as a PDF for downloading on our website <http://www.DigitalLiving.ch> under media data.



Contacts

Publishing house

IDG Communications AG
Witikonstrasse 15
P.O. Box 1570
CH-8032 Zürich
Telephone +41 44 387 44 44
Telefax +41 44 387 45 83
www.DigitalLiving.ch

Sales

André Reichenbach

Sales Director
Telephone +41 44 387 45 35
andre.reichenbach@idg.ch

Kurt Strebel

Key Account Manager
Telephone +41 44 387 44 36
kurt.strebel@idg.ch

Werner Ortler

Key Account Manager
Telephone +41 44 387 44 06
werner.ortler@idg.ch

Christoph Mayer

Column Sales
Telephone +41 44 387 44 02
christoph.mayer@idg.ch

Daniel Frey

Head of Sales Support
Telephone +41 44 387 45 74
daniel.frey@idg.ch

Leonardo Rapisarda

Administrator
Telephone +41 44 387 45 38
leonardo.rapisarda@idg.ch

Overall management IDG Communications AG

Michael Hermann

Country Manager
Telephone +41 44 387 44 44
michael.hermann@idg.ch