

# RON ORP *rates Switzerland (January – June 2012)*

[www.ronorp.net](http://www.ronorp.net)



**I  
RON**

**RON ORP *inspires your life in the city***

# RON ORP *media Switzerland*

Facts & Figures



**2,2 Mio PI /  
100,000 UC  
per month,  
Ø 7 minutes use time**

>> To the website



**More than  
200,000 PI  
per month**

>> To the iPhone App



**150,000  
subscribers**

>> To the newsletter

## Ron Orp in brief

- THE urban lifestyle newsletter for Switzerland
- helps urban people network and be inspired
- credible, unique, independent
- 150,000 subscribers, 52 % female, 48 % male (newsletter)
- 100,000 unique clients, more than 2.2 million page impressions per month (website)
- 8 cities in Switzerland
- targeting by gender, age, city, category, weather etc.
- WEMF certified, awarded the "Digital Marketer of the year 2010" and "NZZ FOLIO Internetperle" (gem of the internet).

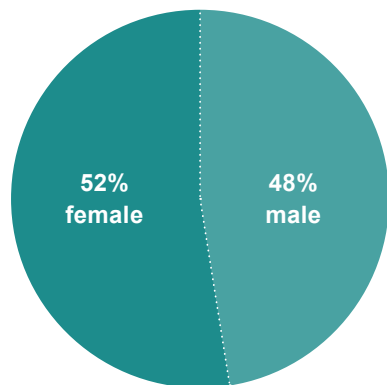
# RON ORP readership Switzerland

Facts & Figures

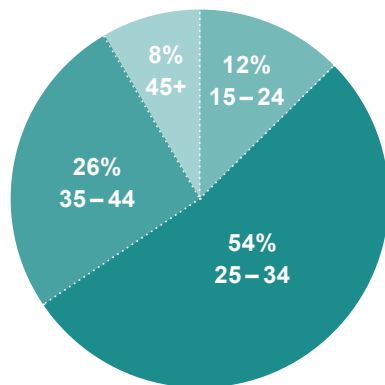
## Who reads / uses Ron Orp?

Ron Orp's readers are urban and trendy. They enjoy shopping / consumption, are active, culturally interested, cosmopolitan and open-minded. More than 97%\* rate Ron Orp's Mail as very good / rather good.

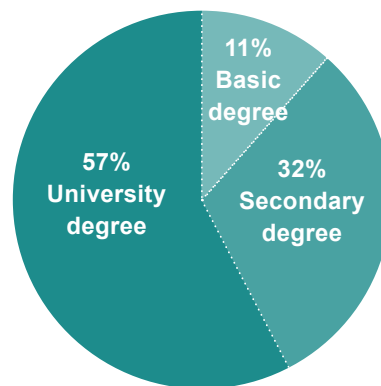
\* Ron Orp reader poll August 2010, 1640 participants.



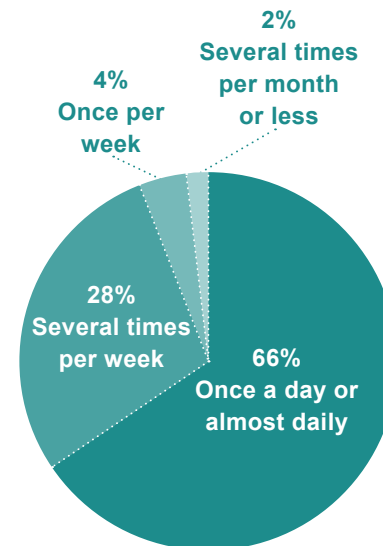
Sex



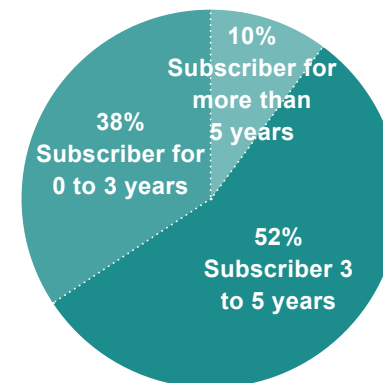
Age



Education



Reading habits  
Ron Orp's Mail



Loyalty to Ron Orp  
Since its inception 2004

# RON ORP e-mail newsletter

Facts & Figures

## Who is Ron Orp?

Ron Orp is the creator and publisher of Ron Orp's Mail. He's a connoisseur, a seeker, a jet-setter, a thinker and a creative who e-mails his very personal recommendations to urban people every day, connecting and inspiring them.

## What does Ron Orp's Mail have to offer?

Adverts in Ron Orp's Mail are integrated into the editorial content and reach people in the city – on the spot and effectively. You'll advertise where urban people network and get inspired.

## Strengths of Ron Orp's Mail

- daily impulse medium
- connects urban people
- high credibility, as it is independent and idiosyncratic

## Subscriptions

(prognosis 1 half year 2012)

Basel (German)	10,000
Bern (German)	12,000
Lucerne (German)	6,000
St Gallen (German)	5,000
Winterthur (German)	7,000
Zurich (German)	88,000
Zurich (English)	9,000
Geneva (French)	10,000
Lausanne (French)	3,000
Total CH	150,000

Ø 2,500 new subscriptions per month, Swiss-wide

Published each weekday,  
Zurich English each Thursday



>> To the newsletter



# RON ORP e-mail newsletter

## Formats & Prices

newsletter adverts	Format in Pixel	Swiss German * per issue	Suisse Romande (FR)* per issue	Zurich english (EN) per issue	just Zurich (GER) per issue	individual cities (excl. Zurich GER) per issue
Rectangle	300 × 250	2,800	1,500	1,000	2,300	1,000
Bigbanner	468 × 150	2,300	1,200	900	2,000	900
Fullbanner	468 × 60	2,000	1,000	750	1,800	750
Monsterboard	468 × 400	3,500	2,500	by request	3,000	by request
Picture-Text-Ad	Picture-Text-Ad	2,800	1,500	1,000	2,300	1,000

Special designs per request / adaption of German advertisement to English on request

\* Ron Orp's Mail is published daily from MON to FRI in Basel, Bern, Lucerne, Winterthur, St Gallen, Geneva and Zurich, Zurich English each Thursday. Deliver only 1 subject per language.

All rates per issue in CHF (excl. VAT). Delivery as GIF / anim. GIF, JPG or HTML5, max. 50 KB. Target URL / click-command. No flash files, no tags. Must be supplied 2 working days before issue. Download newsletter specifications [here](#). Rates apply from 1 January 2012 to 30 June 2012. All transactions are subject to our general [terms of business](#).

\*\* Text and image max 450 characters 195 × 195 pixels (JPG or GIF)

### Discounts / additional charges

- 20 % for targeting by gender and/or age (except city targeting)
- + 20 % for special placements
- for artistic/cultural sector and local small businesses (Swiss-German or Zurich)
- 50 % for organisations certified by ZEWO

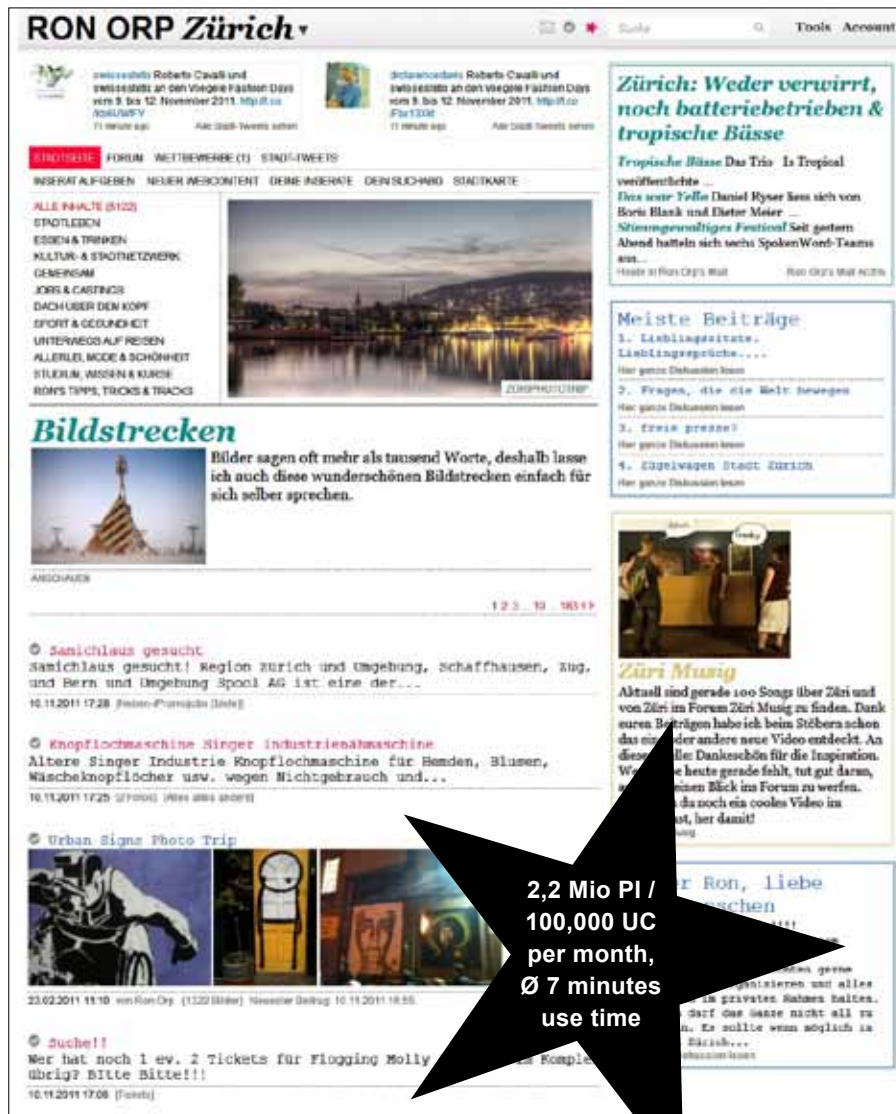
volume discounts see p. 9

### Targeting

- gender (female/male)
  - age
  - city
  - content (fashion, travel)
  - weather
- further targeting options on request

# RON ORP website

Facts & Figures



2,2 Mio PI /  
100,000 UC  
per month,  
Ø 7 minutes  
use time

>> To the website

**What does Ron Orp's Website have to offer?**

Ron Orp's website offers an individual platform for each city where users can communicate, meet and inspire each other. Ron Orp's website has everything urban people need, be it housing, work, romance, culture or company.

Strengths of Ron Orp's website

- more than 4,000 entries per month looking or offering something
- more than 250 discussions on everyday life, society, culture and politics per month
- more than 400 photo uploads by users per month
- 24/7 content coproduction between Ron Orp community and Ron Orp

**Performance per month**

- 100,000 unique clients
- 2.2 Mio page impressions
- 2 Mio ad impressions
- Ø 7 minutes use time

50 % of users are logged-in Ron Orp readers in a male-female relation of 3:2

**Categories**

- Urban life (people, shops, services)
- Together (projects, sports, romance)
- Culture and creative stuff (the city's creative network)
- Travel (recommendations, accommodations)
- Jobs & castings (careers and sidelines)
- A roof over your head (flats, studios)
- Misc, fashion & beauty (clothing, shoes & more)

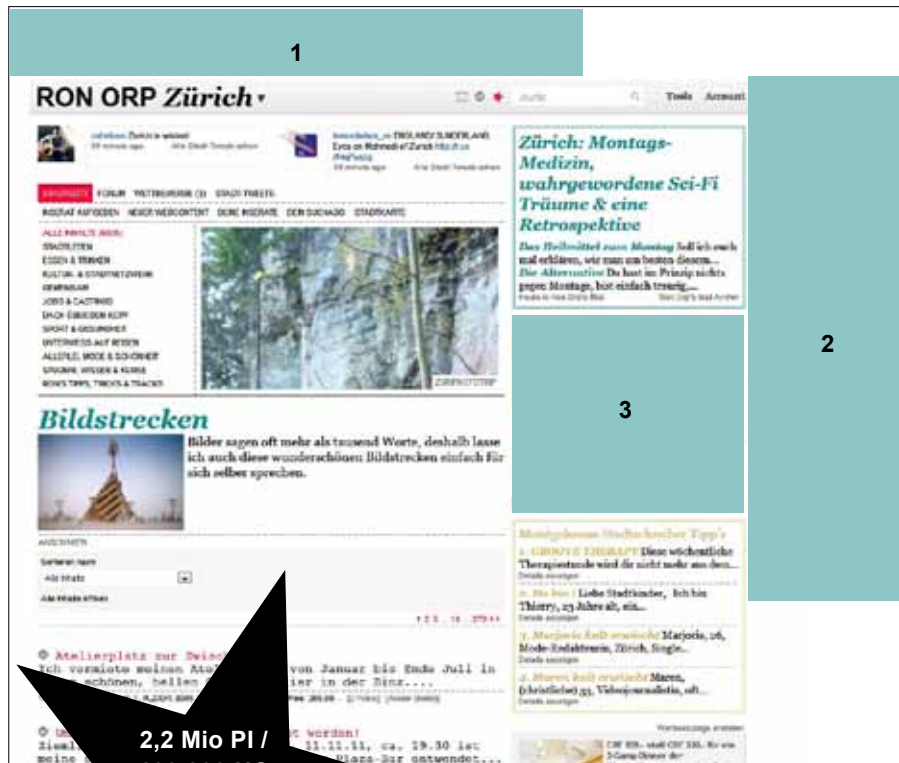
Further categories on request

**Cities**

- Basel
- Bern
- Geneva
- Lausanne
- Lucerne
- St Gallen
- Winterthur
- Zurich
- Zurich (English)

# RON ORP website

Formats & Prices



>> To the website

2,2 Mio PV /  
100,000 UC  
per month,  
Ø 7 minutes  
use time

Advertising	format in pixel	CPM (RoS) in CHF
Leaderboard (1)	728 × 90	70
Maxi Leaderboard	994 × 118	80
Skyscraper (2)	160 × 600	70
Halfpage Ad	300 × 600	80
Rectangle (3)	300 × 250	60
Wallpaper	728 × 90 / 994 × 118 and 120 × 600 / 160 × 600	100
Brandingboard	612 × 200	100

## Online advertisement

Create, plan and book online, targeted to city and category.  
Create you own advert [here](#).

Special formats: ad-spot, push-down, floating ad, interstitial, branding day, branding week and other special formats on request.

All rates quoted in CHF (excl. VAT). Must deliver as tag or flash-file, JPG or GIF, max. 50 KB. Delivery: 2 working days prior to issue. Download specifications for website special formats [here](#). Rates apply from 1 January 2012 to 30 June 2012. All transactions are subject to our general [terms of business](#).

## Targeting

- gender (male/female)
  - age
  - city
  - categories
  - weather
- Further targeting options on request.

## Discounts / Additional charges

- + 20% for targeting by gender/age/category etc.
- + 20% for expandable
- 50% for organisations certified by ZEWO

Volume discounts see p. 9

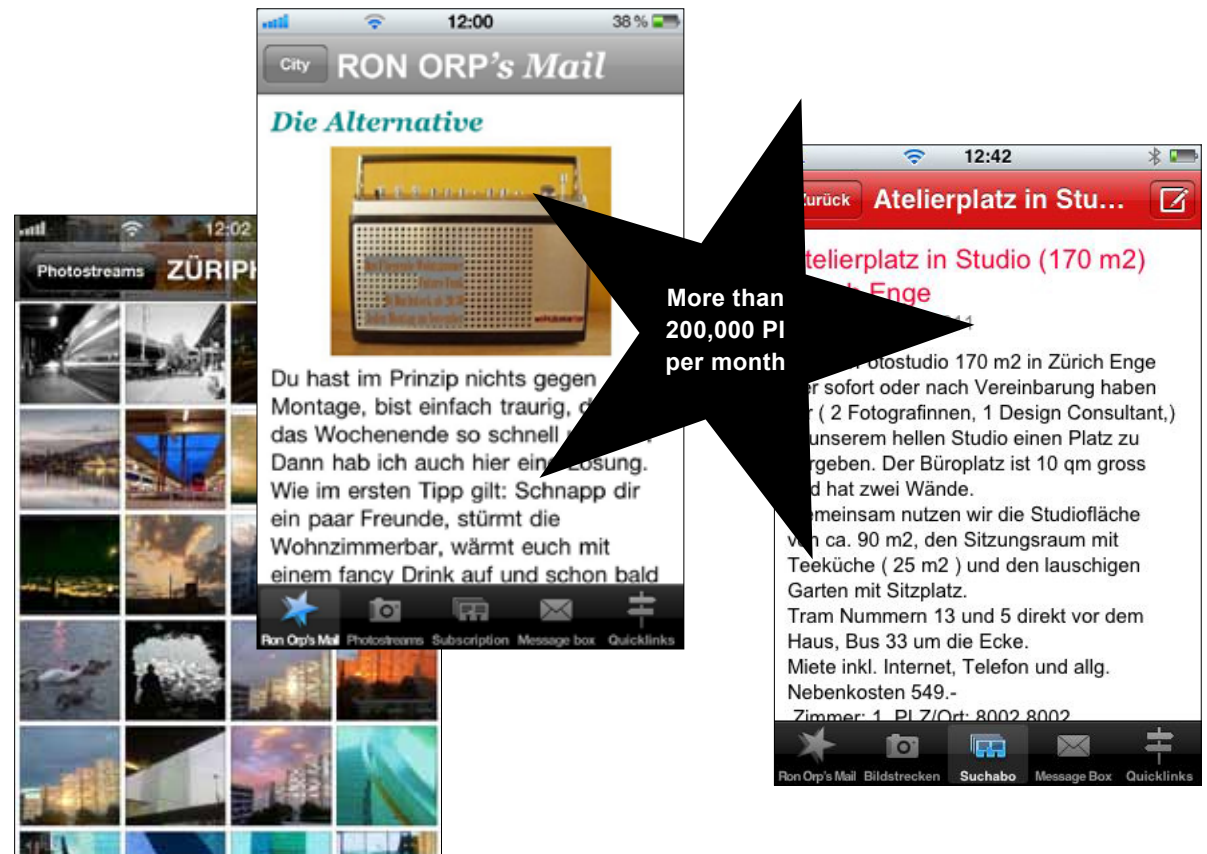
# RON ORP iPhone App

Mobile adverts	format in pixel	flat (RoS) in CHF
iPhone Banner	320 × 80 iPhone 3 640 × 160 iPhone 4 + link	1 week 2,000
iPhone prestitial or interstitial	320 × 470 iPhone 3 640 × 940 iPhone 4 + Link	on request
iPhone quicklinks	Picture: 110 × 110 + Link	price per month / city by request

iPhone Banner: will be displayed as a layer over the content.

All prices in CHF (excl. VAT). Formats: GIF, JPG, 72 dpi, max. 50 KB.

Delivery: 5 work days before publishing. Prices are valid from 1 Jan 2012 until 30 Jun 2012. [General Terms & Conditions](#) apply.



 **Daily selected tips for 14 cities.**

 **Messagebox for personal news.**

 **Entry to local classifieds and offers, defined by interest.**

 **Take pictures and publish them live on the website.**

 **Quicklinks for a quick access to useful addresses in town.**

**Strengths Ron Orp's App.**

- The mobile urban companion
- More than 200,000 page impressions per month
- More than 80,000 newsletter openings per month

# RON ORP

Ron Orp GmbH / St. Jakobstr. 54a / CH-8004 Zurich  
booking@ronorp.net / Tel +41(0)43 322 08 83 / www.ronorp.net

*Have you been inspired?*

*Ron's team will be glad to help you design, plan and realise your integrated creative campaign.*

*Give my love to the city,  
Ron & team*

#### Volume discount per job

from CHF 10,000	3%
from CHF 15,000	5%
from CHF 20,000	7%
from CHF 25,000	10%
from CHF 30,000	12%
from CHF 35,000	15%
from CHF 40,000	17%

Further discounts on request.

Prices are valid from 1 January until 30 June 2012. Download the current version here.