



comparis.ch

A strong brand that inspires confidence.

Online Advertising –
Prices & Products 2025

In effect as of January 2025

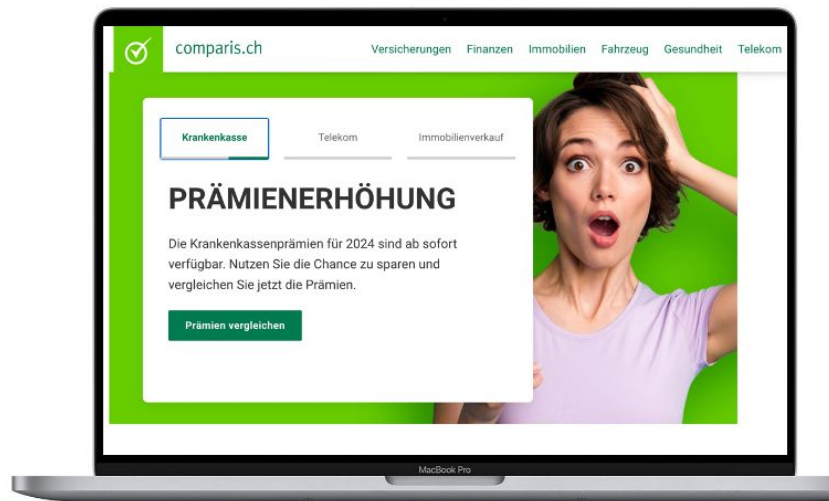


Comparis – Switzerland's leading online comparison service



comparis.ch monthly reach

- 3,000,000 users
- 250,000 app users
- 8,000,000 sessions
- 70 million page impressions
- 90% of hits from Switzerland
- DE (76%), FR (14%), IT and EN (each 5%)
- Approx. 53% female, 47% male

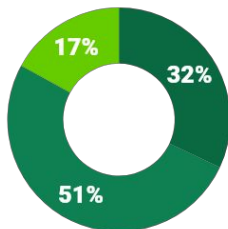


Three out of four users who get information about insurance online do so via comparis.ch.

95% of Swiss internet users are familiar with our comparisons*

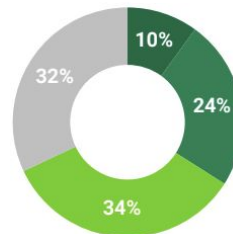
* Aided brand awareness in Switzerland

User profiles



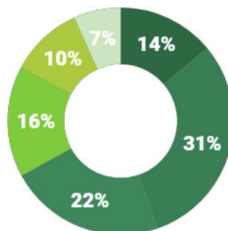
Education

■ High
■ Medium
■ Compulsory



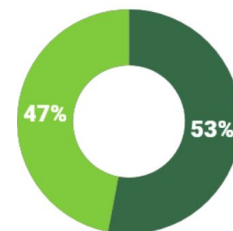
Household income

■ Up to CHF 4,000
■ CHF 4,000-8,000
■ Over CHF 8,000
■ n/a



Age

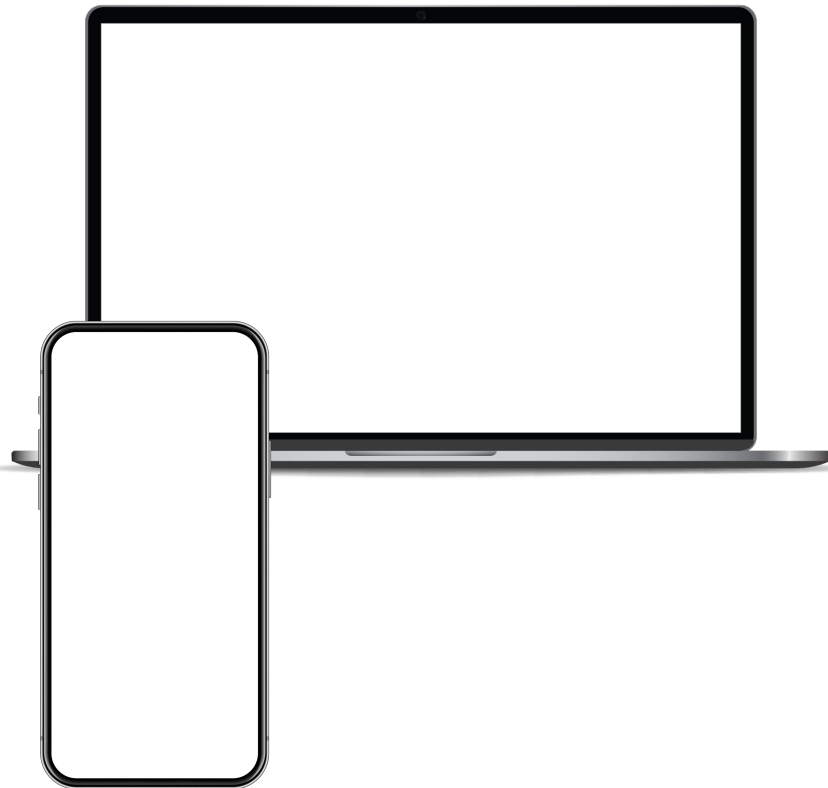
■ 18-24
■ 25-34
■ 35-44
■ 45-54
■ 55-64
■ 65+



Gender

■ Female
■ Male

Devices



Channels

Insurance, money, property, mobility,
health, telecom and new to Switzerland

Insurance

People
Vehicle
Property

Health

Find a doctor and treatments
Life in old age and Spitex
Psychotherapy
Health insurance

Mobility

Car marketplace
Finance & insure a vehicle
Vehicle usage
Electromobility
Travel

Property

Find and list
Finance
Value
Plan a move
Insure contents

Money

Borrow money
Finance a property
Plan for retirement
Compare taxes
Finance a vehicle
Find out about the economy

Telecom

Mobile
Home internet and TV

New to Switzerland

Emigrating
Work
Money
Living



Subsites

- People
- Vehicle
- Property

Ad-Formate

- Desktop half-page ad
- Desktop wideboard/maxiboard
- Mobile rectangle/wideboard
- Promo display ad



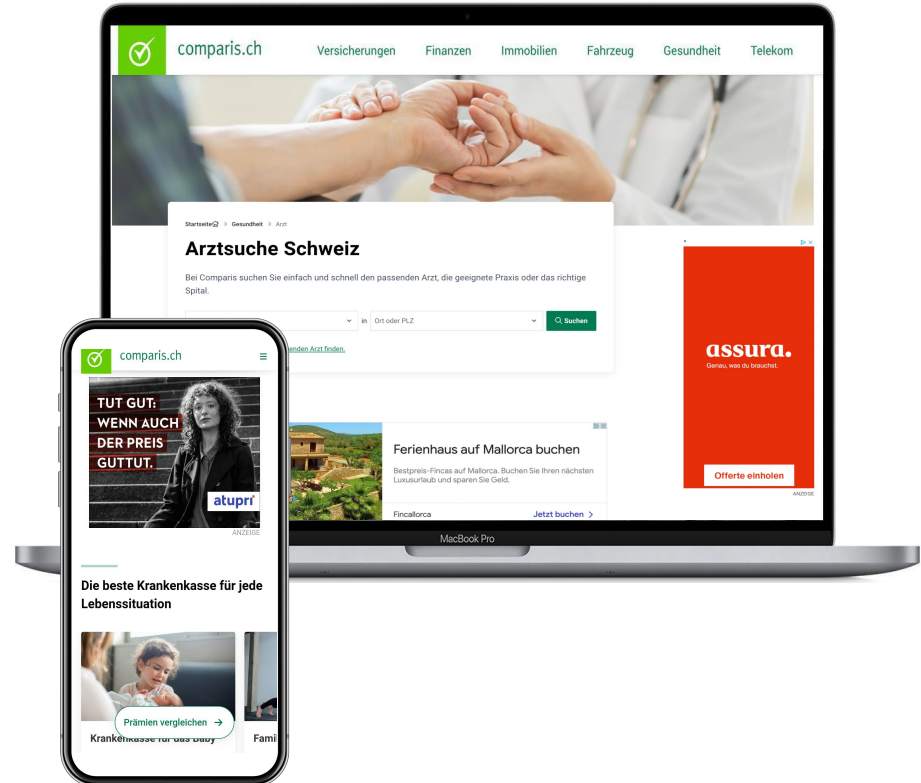


Subsites

- Find a doctor and treatments
- Life in old age and Spitex
- Psychotherapy
- Health insurance

Ad-Formate

- Desktop half-page ad
- Desktop wideboard/maxiboard
- Mobile rectangle/wideboard



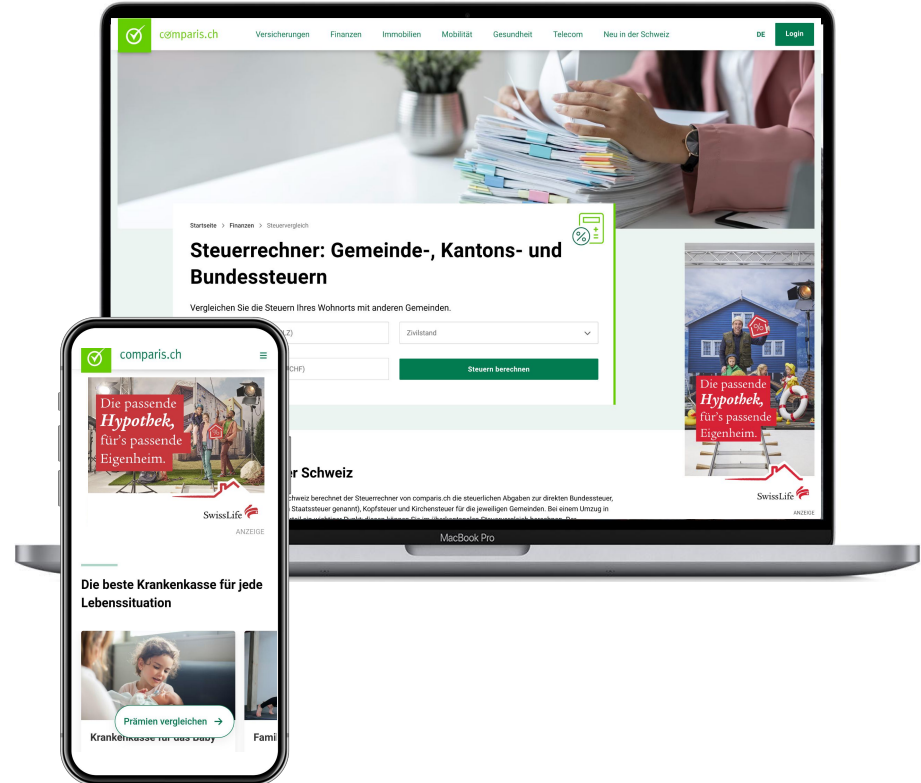


Subsites

- Borrow money
- Finance a property
- Plan for retirement
- Compare taxes
- Finance a vehicle
- Find out about the economy

Ad-Formats

- Desktop half-page ad
- Desktop wideboard/maxiboard
- Mobile rectangle/wideboard



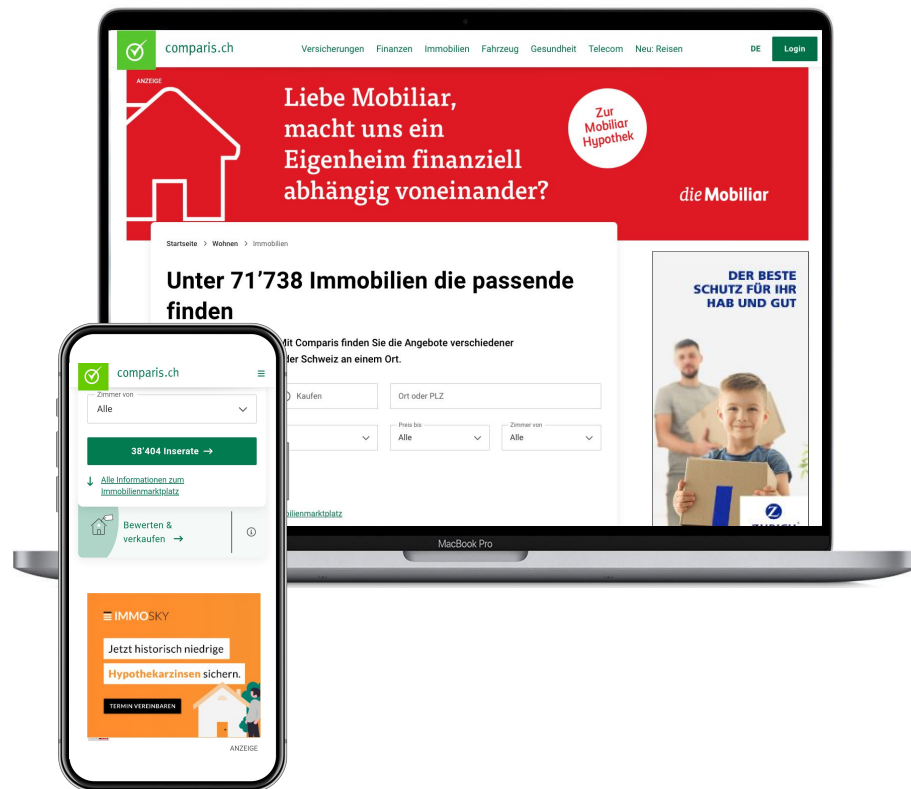


Subsites

- Find and list
- Finance
- Value
- Plan a move
- Insure home contents

Ad-Formats

- Desktop half-page ad/rectangle
- Desktop wideboard/maxiboard
- Desktop rectangle
- Mobile rectangle/wideboard
- Promo display ad
- Native search ad



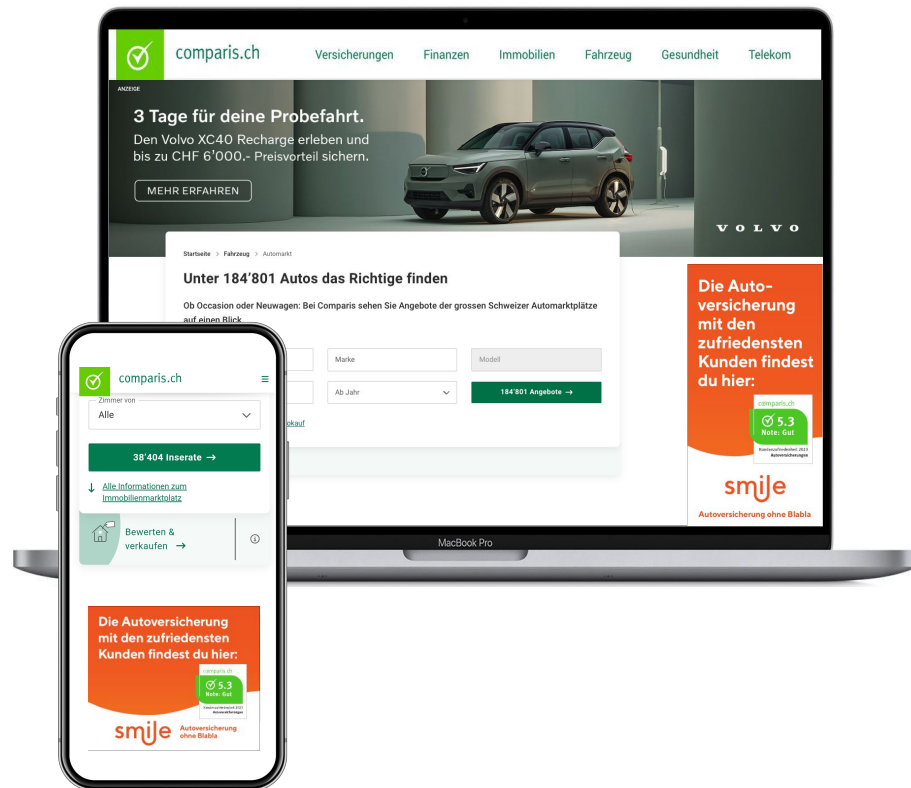


Subsites

- Car marketplace
- Finance & insure a vehicle
- Vehicle usage
- Electromobility
- Travel

Ad-Formats

- Desktop half-page ad/rectangle
- Desktop wideboard/maxiboard
- Desktop rectangle
- Mobile rectangle/wideboard
- Promo display ad
- Native search ad



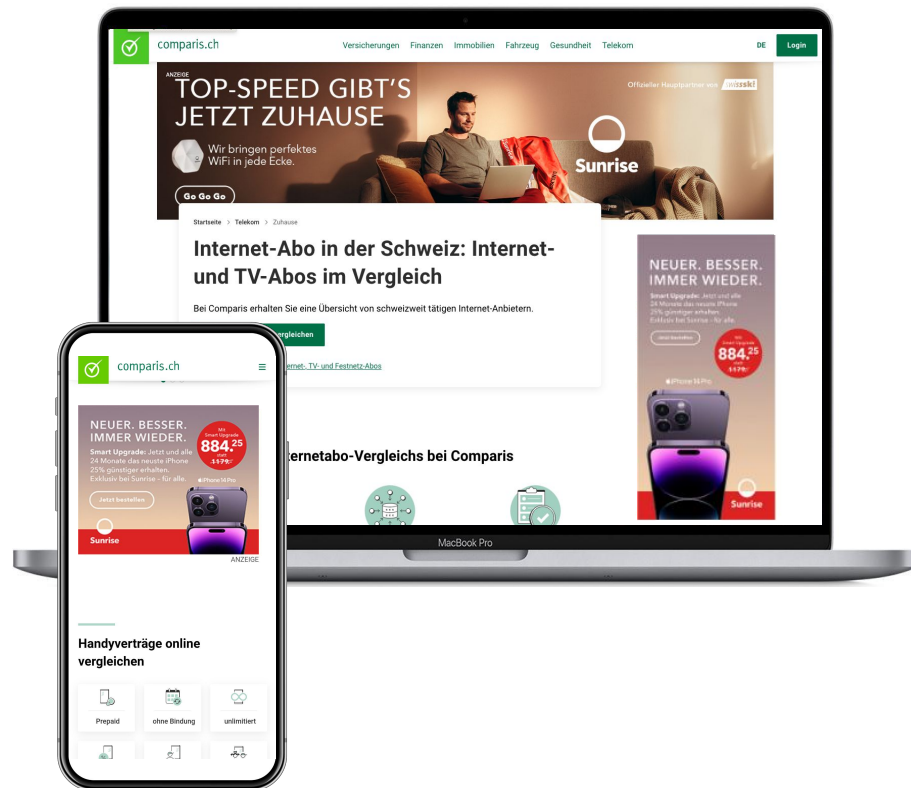


Subsites

- Mobile
- Home internet and TV

Ad-Formate

- Desktop half-page ad
- Desktop wideboard/maxiboard
- Mobile rectangle/wideboard
- Promo display ad
- Native search ad



Comparis NEW TO SWITZERLAND

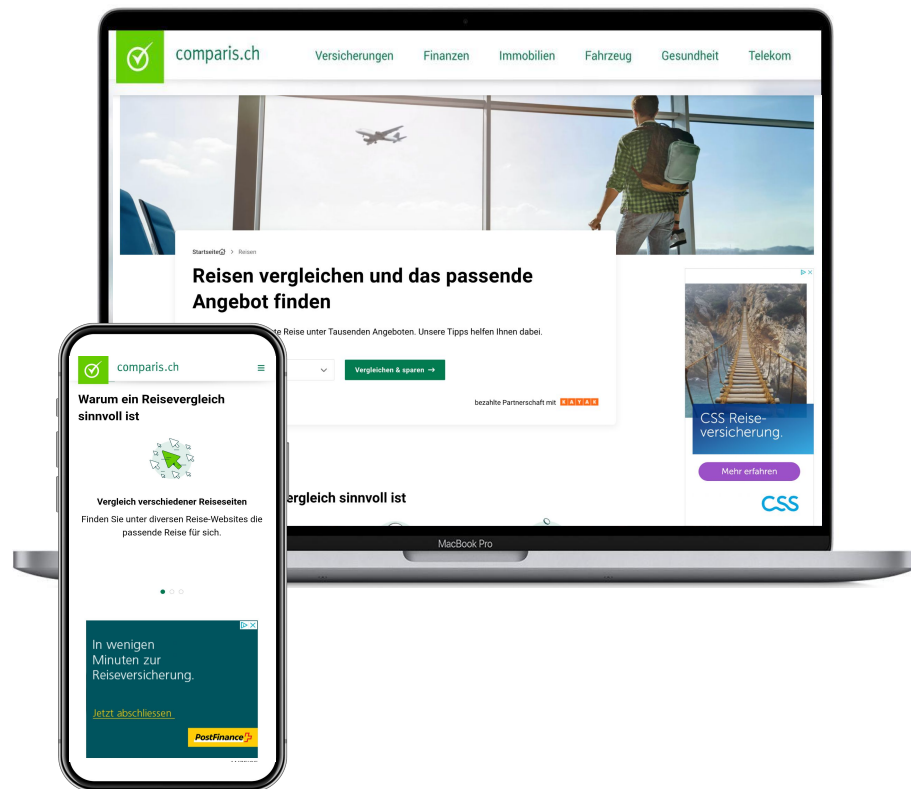


Subsites

- Emigrating
- Work
- Money
- Living

Ad-Formate

- Desktop half-page ad
- Desktop wideboard/maxiboard
- Mobile rectangle/wideboard





Comparis.ch

Special formats



Promo display ad



100% attention

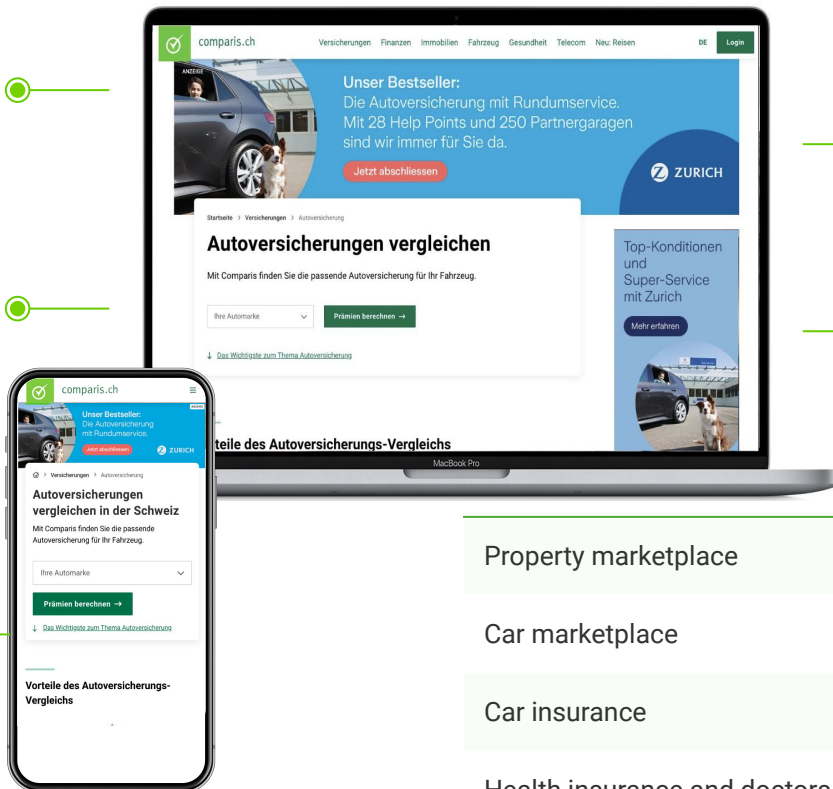
Give your company and your new product/service the right focus – with our special format.

Top visibility

Prominent placement above-the-fold.

On all screens

Desktop, tablet and smartphone.



Exclusive fixed placement

Bookable on a weekly basis at a fixed price with 100% SOV.

Strong performance

Above-average high click-through rates.

Fixed price per week

Property marketplace

CHF 3,500.-

Car marketplace

CHF 2,200.-

Car insurance

CHF 1,400.-

Health insurance and doctors

CHF 1,400.-*

Mobile and internet, TV and landline

CHF 500.-

* September - November CHF 12,000.-

Native search ad



100% branding

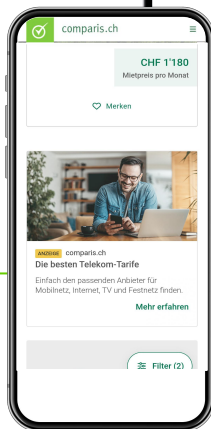
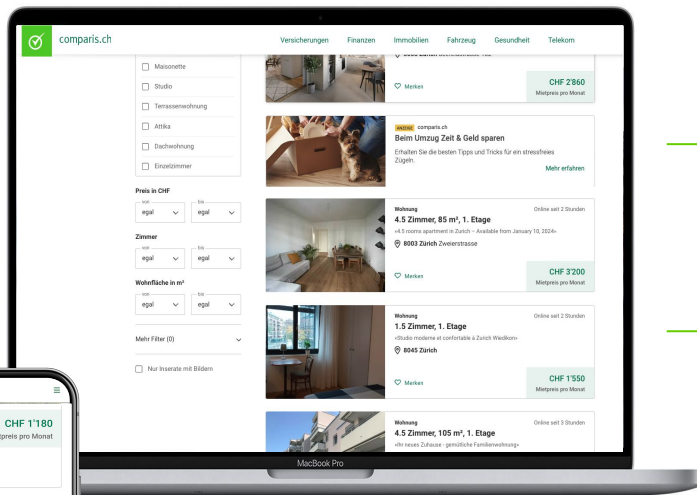
A native ad with the “look and feel” of Comparis is the optimal product for your branding-oriented campaign.

Top placement

Optimally embedded in the Comparis search results.

On all screens

Desktop, tablet and smartphone.



Reach

Native ads run in our high-traffic marketplaces.

Billing based on CPM

Branding-based for successful views on your ad.

CPM (Cost per mille)

Property marketplace

CHF 20.-

Car marketplace

CHF 25.-

Mobile phone plan

CHF 30.-

Internet, TV and landline

CHF 30.-

Top Box



100% visibility

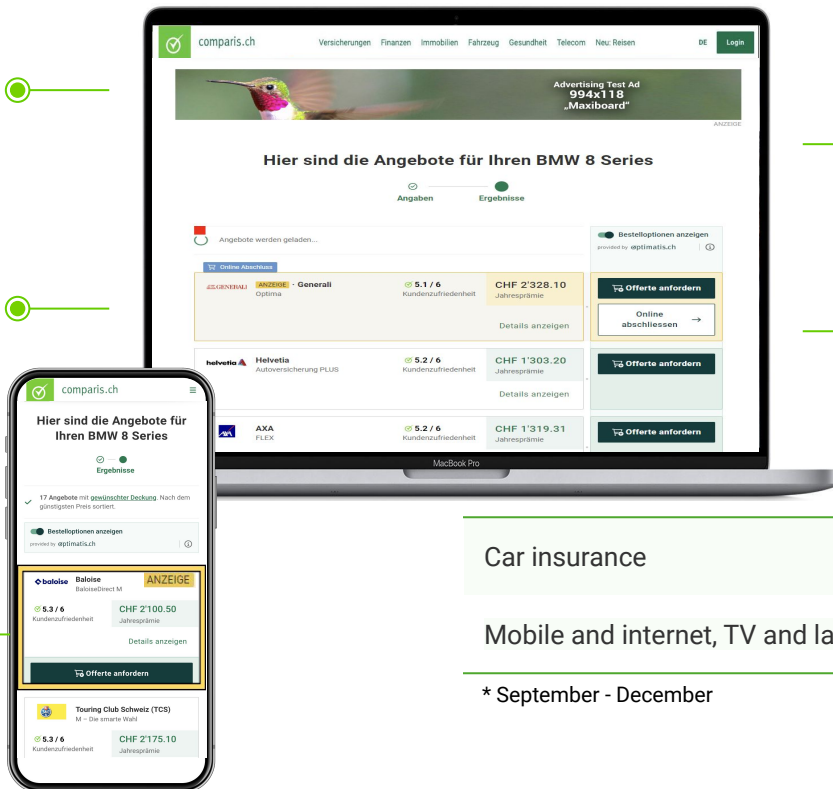
Give your product/service a prominent position with our special product.

Top placement

First placement in the Comparis search results.

On all screens

Desktop, tablet and smartphone.



Exclusive fixed placement

Bookable on a weekly basis at a fixed price with 100% SOV in our high-traffic marketplaces.

Strong performance

Very high click-through rates.

	Fixed price per week	High season
Car insurance	CHF 5,000.-	CHF 7,500.-*
Mobile and internet, TV and landline	CHF 3,500.-	CHF 5,000.-*

* September - December

Content newsletter ad



100% informed

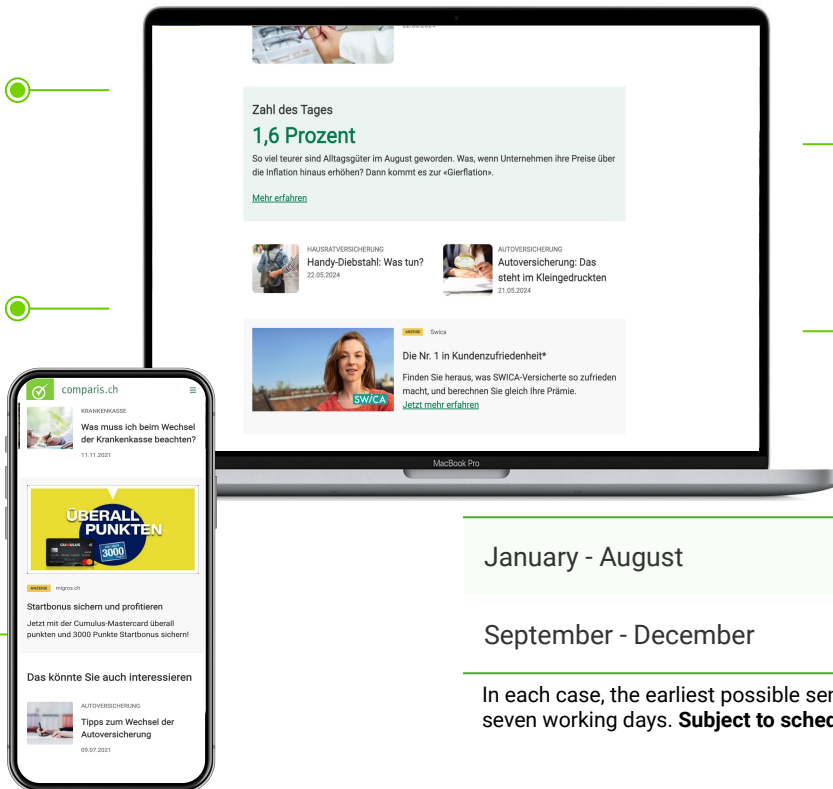
Expert tips on insurance, mobility, housing, health and finance.

Top visibility

Your advertising message as native advertising in the “look and feel” of Comparis with a clearly visible placement.

On all screens

Desktop, tablet and smartphone.



High reach

More than 1 million users in Switzerland receive the Comparis newsletter monthly.

Regular send-out

Monthly 14 per year.

Fixed price per send-out

January - August

CHF 8,000.-

September - December

CHF 10,000.-

In each case, the earliest possible send-out date. We reserve the right to postpone send-out by up to seven working days. **Subject to schedule adjustments.**



comparis.ch

Price list for standard
formats



Display ads price list



	Half-page ad 300x600	Wideboard 994x250	Maxiboard 994x118	Rectangle/Mobile Wideboard 300x250 320x160
	Desktop	Desktop	Desktop	Mobile
comparis.ch Run of site	CHF 30	CHF 25	CHF 20	CHF 20
Marketplaces Property Car marketplace	CHF 40	CHF 30	CHF 25	CHF 25
Marketplaces Mobile phone plan Internet, TV and landline	CHF 60	CHF 50	CHF 40	CHF 40
Insurance and doctors Health insurance Car insurance Motorcycle insurance Home contents and personal liability Legal protection insurance	CHF 60	CHF 50	CHF 40	CHF 40
Health Medical directory/Spitex	CHF 60	CHF 50	CHF 40	CHF 40

- **Targeting:** Surcharge 1 x targeting +10% and 2 x targeting +20%
- **CPM** prices (price for one thousand insertions)
- All prices are in Swiss francs
- Plus 8.1% VAT.
- Minimum booking per campaign: CHF 2,500.-

Audience targeting



Reach your target group with our audience targeting for the following target groups.

	Half-page ad 300x600	Wideboard 994x250	Maxiboard 994x118	Rectangle/Mobile Wideboard 300x250 320x160
	Desktop	Desktop	Desktop	Mobile
New to Switzerland/expats Users in the "New to Switzerland" channel, users who calculate withholding tax and users who visit Comparis several times from abroad.	CHF 60	CHF 50	CHF 40	CHF 40
Mortgages Users who calculate mortgages, compare interest rates and/or read articles on mortgages	CHF 60	CHF 50	CHF 40	CHF 40
Pensions Users who find out information about pensions, pillar 3a, taxes, life insurance and life in old age.	CHF 60	CHF 50	CHF 40	CHF 40
Car leasing Travel insurance Pet insurance	CHF 60	CHF 50	CHF 40	CHF 40

- CPM prices (price for one thousand insertions)
- All prices are in Swiss francs
- Plus 8.1% VAT.
- Minimum booking per campaign: CHF 2,500.-



Use our targeting to reach your target group even more directly and minimize ad waste.

Socio-demographic targeting

- ✓ Age
- ✓ Gender
- ✓ Family and children
- ✓ Home ownership
- ✓ Place of residence (canton and postcode)

Car marketplace

- ✓ New and used cars
- ✓ Classic cars, accident vehicles
- ✓ Car make and model
- ✓ Purchase price
- ✓ Vehicle body
- ✓ First registration
- ✓ Drive type/transmission

Technical targeting

- ✓ Location (IP address)
- ✓ Type of device
- ✓ Operating system
- ✓ Browser
- ✓ Network operator (mobile)

Health insurance

- ✓ Basic/supplemental insurance
- ✓ Insurance models
- ✓ Selected deductible

Property marketplace

- ✓ Rent | Buy
- ✓ Location (canton and postcode)
- ✓ Property type (house, apartment, etc.)
- ✓ Object size (rooms and area)
- ✓ Rent/Purchase price

Medical directory

- ✓ Location (canton and postcode)
- ✓ Medical field

Programmatic Advertising



Please contact us if you are interested in programmatic advertising.



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Specifications



Specifications



Standard formats

Advert	Pixel width x height	Max. file size	Possible file formats	Tracking
Half-page ad (Desktop)	300 x 600	150 KB	GIF, JPG, PNG & HTML5 Third party ad tag Google Ad Manager Tag (internal redirect)	Target URL or ClickCommand, tracking pixels
Maxiboard (Desktop)	994 x 118	150 KB		
Wideboard (Desktop)	994 x 250	150 KB		
Wideboard (Mobile)	320 x 160	100 KB		
Rectangle (Cross-device)	300 x 250	100 KB		

Note: Subjects with a white background must contain a 1px strong border line.

Special formats

Advert	Pixel width x height	Max. file size	Possible file formats	Tracking
Native search ad* (Cross-device)	480 x 270 (16:9) - Title: max. 35 characters (including spaces) - Text: max. 90 characters (including spaces) - No special characters or exclamation marks	60 KB	JPG or PNG (not animated)	Target URL or ClickCommand. No tracking pixels possible.
Newsletter** (Cross-device)	480 x 270 (16:9) - Title: max. 35 characters (including spaces) - Text: max. 120 characters (including spaces) No special characters or exclamation marks.	60 KB	JPG or PNG (not animated)	Target URL or ClickCommand. Optional: tracking pixels.

Note:

* No text or logos in the image. / **A maximum of 3 subjects per language.**

** No text or logos in the image. / **A maximum of 1 subjects per language (DE, FR and IT).** The text must not give the impression that it is a Comparis magazine article. Pure content topics without reference to a product or service are not allowed. Comparis reserves the right to request adjustments or to reject the text and assumes no liability for the translation of delivered texts.

Specifications

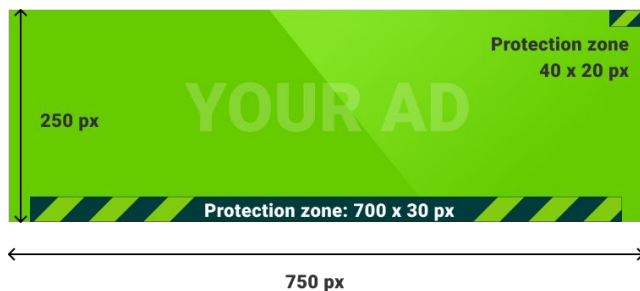


Special formats

Advert	Pixel width x height	Max. file size	Possible file formats	Tracking
Promo display ad (Cross-device)	Desktop/tablet: 1,612 x 403 (4:1) Mobile: 750 x 250 (3:1)	300 KB	JPG or PNG (not animated). Two physical files (1x desktop and 1x mobile) must be delivered.	Target URL or ClickCommand (1 per language), tracking pixels (1 per language). No difference between desktop and mobile possible.

Note: No elements in Comparis style. Do not use the colour codes #017B4F and #66CC02. No white background (#FFFFFF). Parts of the graphic are not visible (see also separate specifications). / **A maximum of 3 subjects per language.**

Mobile



Desktop / Tablet



General specifications



General information

- The advertiser is responsible for the smooth functioning of the advertising material.
- A campaign may be held back if it does not meet the specifications.

Delivery deadlines

- Standard formats: 3 working days before the start of the campaign.
- Special formats: 5 working days before the start of the campaign.
- Newsletter: 14 working days before send-out.



Secure

- All third-party ad tags and references delivered in an HTML5 file must be delivered via SSL (https://).
- [HTML5 requirements for Ad Manager.](#)

Audio

- Audio files are no longer supported.

Adtags

- If possible, Google Ad Manager tags (internal redirect) are preferred.

If delivery is late, a timely campaign start cannot be guaranteed.



Have any questions ?

The Advertising Team at comparis.ch is happy to answer any questions you may have about our advertising options, or to put together a non-binding quote for you.

Contact via email

Write to us at ads@comparis.ch

Would you like to speak to us directly?

You can reach us at +41 44 559 53 34

Address

comparis.ch, Birmensdorferstrasse 108, CH-8003 Zurich



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