



Advertising



Welcome Ad

Blick.ch

Innovation in the Swiss advertising market: blick.ch launches the exclusive welcome ad for mobile and desktop

The large-format and high-performance welcome ad offers advertisers an exclusive premium placement, which can only be booked once a week or 52 times a year on blick.ch for mobile and desktop. This innovative ad reaches users at every access point on blick.ch and guarantees high visibility on all screen sizes.

The Blick Group is constantly expanding its digital presence and also offers blick.ch, Switzerland's digital news channel. More than a million users visit blick.ch every day (42.3% more than in 2019, NET Metrix profile 2020-2) to read the latest business, politics, sports, culture, society, insight and lifestyle stories.

Welcome Ad



Desktop and mobile view of the Welcome Ad from Sunrise on Blick.ch



Preview link:
[Welcome Ad](#)

The preview of the welcome ad is only displayed once per day and per user.

Key data, pricing and specifications



Placement

Blick desktop and mobile

Duration

1 day

SOV

Exclusive

Frequency Capping

1 per user and day

AI indicative

550 000

Pricing

Multidevice CHF 55 000.– gross

Background image

max. 400 KB

JPG or PNG

without text and logo

no animation

Desktop

1920 x 1080 px

Mobile

1080 x 1920 px

Foreground image

max. 400 KB

PNG

with text, CTA and logo

transparent

Desktop

1920 x 910 px

Mobile

1080 x 1280 px



Advertising



Michael Rohner

Head of Blick Sales

+41 44 259 89 18

michael.rohner@ringier.ch