

daily.
media.

**MEDIA
PACK
2018**

Daily  Rock

Daily  Movies

DAILY PASSIONS!



Daily Media Sàrl is a publishing company based in Geneva, Switzerland, **covering all areas of modern culture of the 21st century**. Since 2004, the newspaper Daily Rock and the magazine Daily Movies are published and distributed by the company. Daily Media is also active in the area of **digital media** through its various websites. Our websites, whether they are standalone sites or supplement to our newspapers, **draw an ever growing number of engaged readers** of different ages, genders and social backgrounds.

With a young and passionate team, Daily Media Sàrl adapts its contents to new trends and may create **synergies between its different medias** in keeping with the increasingly transmedial evolution of cultural production.

Daily Media, your gateway to the world of today's... and tomorrow's culture!





The Daily Movies website is **the perfect complement** to the printed newspaper. Updated daily, the site offers additional articles, **complete interviews** (which are frequently shortened in the magazine), photo galleries, videos, **news, an agenda of release dates in theaters** and many other additional topics.

The Website benefits from a high visibility every month in the French-speaking part of Switzerland because of **the promotion of our magazine**. All old issues are **fully available online**, stored in pdf files.

Highlights:

- Daily updated website
- Regular competitions
- Great visibility through the company's various media
- Different movies styles are covered
- Focused on Swiss movies
- Social media distribution
- Average audience age: 15 to 55 years old
- 119 000 visitors per month
- 275 450 pages read per month on average

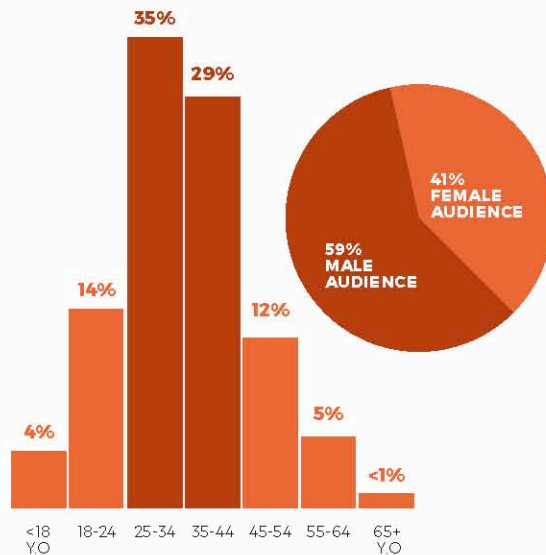
Contact: Carlos MÜHLIG // (+41)22 796 23 61 // marketing@daily-movies.ch

TARGET AUDIENCE



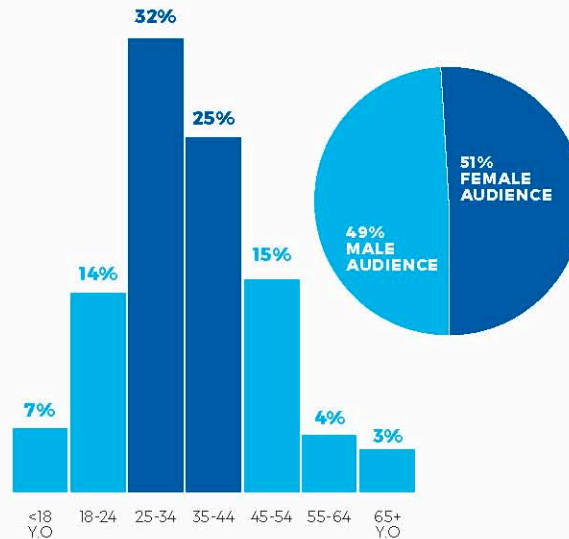
Of the total Daily Rock's audience 41% are females and 59% are males.

The majority are between 22 and 37 years old.



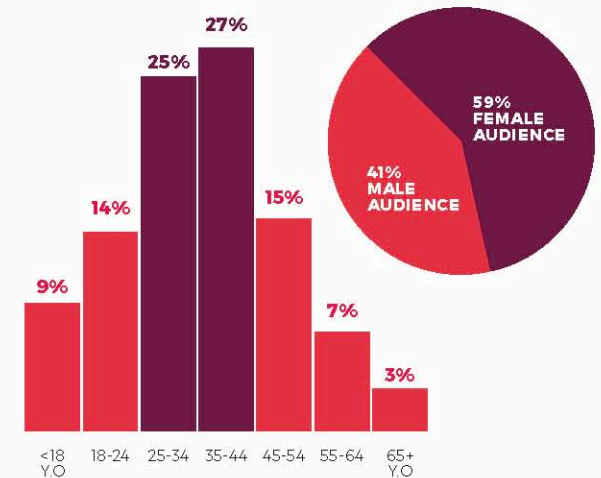
Of the total Daily Movies' audience 51% are females and 49% are males.

We have a very good readership among 21-27 years old and 32-38 years old.



Of the total Daily Passions' audience 59% are females and 41% are males.

The majority are between 29 and 38 years old.



ONLINE ADS PRICING

Ads prices are the same for our three Websites : Daily Rock, Daily Movies et Daily Passions.

They decrease according to display time and number of websites.

	1 WEBSITE		ADDITIONAL WEBSITE	3 WEBSITES
LEADERBOARD (728X90MM)				
1 week	200 CHF	+	170 CHF	500 CHF
2 weeks	340 CHF	+	290 CHF	850 CHF
3 weeks	460 CHF	+	390 CHF	1 150 CHF
4 weeks	560 CHF	+	475 CHF	1 400 CHF
SKYCRAPER (160X600MM)				
1 week	150 CHF	+	125 CHF	375 CHF
2 weeks	255 CHF	+	215 CHF	650 CHF
3 weeks	345 CHF	+	290 CHF	830 CHF
4 weeks	420 CHF	+	360 CHF	1 100 CHF
SUPER LEADERBOARD (970X90)				
1 week	300 CHF	+	250 CHF	700 CHF
2 weeks	500 CHF	+	350 CHF	1 000 CHF
3 weeks	650 CHF	+	450 CHF	1 350 CHF
4 weeks	800 CHF	+	600 CHF	1 650 CHF

The indicated prices are in Swiss francs (CHF) exclusive of the 7,7% VAT.

Ads files may be submitted via email in GIF or JPEG format. We can create your ad at an extra cost of 50 CHF.

ONLINE ADS PRICING

	1 WEBSITE		ADDITIONAL WEBSITE	3 WEBSITES
WIDEBOARD (994X250)				
1 week	300 CHF	+	250 CHF	700 CHF
2 weeks	500 CHF	+	350 CHF	1 000 CHF
3 weeks	650 CHF	+	450 CHF	1350 CHF
4 weeks	800 CHF	+	600 CHF	1650 CHF
SQUARE BANNER OUT OF ARTICLE (336X280MM)				
1 week	100 CHF	+	85 CHF	245 CHF
2 weeks	170 CHF	+	145 CHF	415 CHF
3 weeks	230 CHF	+	195 CHF	545 CHF
4 weeks	280 CHF	+	240 CHF	670 CHF
SQUARE BANNER IN EACH NEW ARTICLE (336X280MM)				
1 week	250 CHF	+	200 CHF	600 CHF
2 weeks	450 CHF	+	300 CHF	900 CHF
3 weeks	650 CHF	+	450 CHF	1 350 CHF
4 weeks	800 CHF	+	600 CHF	1 650 CHF

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ONLINE ADS PRICING

	1 WEBSITE		ADDITIONAL WEBSITE	3 WEBSITES
SIMPLE BANNER (336X280MM)				
IN THE WEEKLY NEWSLETTER :				
1 week	100 CHF	+	85 CHF	245 CHF
2 weeks	170 CHF	+	145 CHF	415 CHF
3 weeks	230 CHF	+	195 CHF	545 CHF
4 weeks	280 CHF	+	240 CHF	670 CHF
BACKGROUND ONLY (1500X1000MM)				
1 week	500 CHF	+	425 CHF	1 225 CHF
2 weeks	850 CHF	+	720 CHF	2 120 CHF
3 weeks	1 250 CHF	+	1 060 CHF	2 900 CHF
4 weeks	1 600 CHF	+	1 360 CHF	3 650 CHF
FULL DRESSING				
(LEADERBOARD + SKYCRAPER + BACKGROUND) :				
1 week	850 CHF	+	720 CHF	2 100 CHF
2 weeks	1 445 CHF	+	1 225 CHF	3 620 CHF
3 weeks	2 055 CHF	+	1 740 CHF	4 880 CHF
4 weeks	2 580 CHF	+	2 195 CHF	6 150 CHF

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CONTACT US



David MARGRAF
dave@daily-media.ch
+41 (0)22 796 23 61

Carlos MÜHLIG
carlos@daily-media.ch
+41 (0)22 796 23 61



David MARGRAF
marketing@daily-rock.com
+41 (0)22 796 23 61



Carlos MÜHLIG
marketing@daily-movies.ch
+41 (0)22 796 23 61



Claude TALABER
claudio@daily-media.ch
+41 (0)22 796 23 61