

Digital specifications – valid from 1 January 2023

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General policies

All technical information is provided without guarantee and is subject to change at any time. The following information is valid from 1 January 2023.

Explanations

¹ VAST	MP4: Codec H.264 4.1/ACC
² GIF	GIF not animated
³ PNG	PNG – no text or logo, no animation
⁴ PNG	With transparent background, easily visible against white background, logo should not be white

General specifications – how it works

Delivery deadlines for advertising materials

Standard formats	3 working days
Special formats – including branding day, video, welcome ad, advertorials, native, sponsoring and similar	5 working days

A timely campaign start can only be guaranteed if the delivery deadlines are observed.

Where possible, delayed deliveries of advertising materials will be processed up to no later than 3 p.m. on the previous working day (standard formats) or one working day before the start of the campaign (special formats). If these final deadlines cannot be met, the start of the campaign will be postponed.

Delivery address for advertising materials

Display and newsletter	Must be provided in https
Advertorial and brand report	Must be provided in https

Specifications – audio

For display and video outstream

Must only be launched via user interaction – e.g. clicking the sound button on the advertisement.

For video instream formats

Formats are set to 'sound on'.

Physical delivery

Each campaign (flight/line item) has a limit of max. 3 subjects for a physical delivery. If more than three subjects are included, the delivery must be via a third-party tag.

Branding day (background images)

Background images and colouring	These can provide graphical support for a branding day. Background images must not contain any advertising messages in the form of illustrations and/or texts – these should be placed solely in the banners used for the campaigns in question.
Background image does not comply with specifications	If the background image does not comply with these specifications, it cannot be used.
Background image visibility	The visibility of the background image will depend on the screen resolutions used. If these are too low, some or all of the background image may not be displayed. As such, it is not possible to display the entire background image on all resolutions.
Background colour	If a background colour is to be used, we must be provided with this as a hex code (e.g.: #ED3B94).

Heavy ad intervention

The contracting party bears sole responsibility for complying with the heavy ad intervention criteria established by Chrome and Edge browsers. No reimbursements or compensation are available for advertisement deliveries blocked by this.

For further information: Chromium Blog.

Desktop

Advertising material	Pixels		Max. file size		Permitted file formats			
	Width	Height	KB	MB	JPG	PNG	GIF	HTML 5 / 3 rd party
Wideboard	994	250	150		x	x	x	x
Maxiboard	994	118	150		x	x	x	x
Billboard	970	250	150		x	x	x	x
Wideboard – MAX	994	500	150		x	x	x	x
Half-page ad	300	600	150		x	x	x	x
Skyscraper – MAXI	245	600	150		x	x	x	x
Skyscraper	160	600	150		x	x	x	x
Skyscraper	120	600	150		x	x	x	x
Leaderboard	728	90	150		x	x	x	x
Medium rectangle	300	250	150		x	x	x	x
Video head					Please contact us			
Double dynamic sitebar					Please contact us			
Poster ad					Please contact us			
Sitebar ad					Please contact us			
Video branding wall					Please contact us			
Universal ad package	Combination of leaderboard, skyscraper and medium rectangle. Important: At least two formats must be supplied, one of which must be medium rectangle.							

Mobile

Advertising material	Pixels		Max. file size		Permitted file formats			
	Width	Height	KB	MB	JPG	PNG	GIF	HTML 5 / 3 rd party
Mobile video head					Please contact us			
Mobile half-page ad	300	600	100		x	x	x	x
Mobile poster ad	320	480	100		x	x	x	x
Mobile poster ad	320	416	100		x	x	x	x
Mobile rectangle	300	250	150		x	x	x	x
Mobile wideboard	320	160	100		x	x	x	x
Mobile banner	320	50	100		x	x	x	x

Video

Advertising material	Pixels		Max. file size		Permitted file formats				
	Width	Height	KB	MB	MP4	MOV	AVI	VAST ¹	VPAID
Pre-roll – video: maximum 30 seconds									
Uncompressed video	1,280	720		100	x	x	x		
Compressed video – desktop	768	432		5				x	On request
Compressed video – mobile	512	288		2				x	On request
In-article									
Uncompressed video	1,280	720		100	x	x	x		
Compressed video – desktop	768	432		5				x	On request
Compressed video – mobile	512	288		2				x	On request
Pre-roll and in-article – bumper: maximum 6 seconds									
Uncompressed video	1,280	720		100	x	x	x		
Compressed video – desktop	768	432		5				x	On request
Compressed video – mobile	512	288		2				x	On request
Blick TV – live video ad: maximum 15 seconds (video)									
Uncompressed video	1,280	720		100	x	x	x		
Compressed video – desktop	768	432		5				x	
Compressed video – mobile	512	288		2				x	
In-article – interactive video					Please contact us				

Branding day

Advertising material	Pixels		Max. file size		Permitted file formats			
	Width	Height	KB	MB	JPG	PNG	GIF	HTML 5 / 3 rd party
Blick – branding day – desktop								
Background image	1,920	1,080	150		x	x	X2	
Background colour					Hex colour code			
Wideboard	994	250	150		x	x	x	x
Skyscraper – 2x	160	600	150		x	x	x	x
Wideboard – tablet	994	250	150		x	x	x	x

Blick – branding day PLUS – desktop								
Background image	1,920	1,080	150		x	x	X2	
Background colour					Hex colour code			
Wideboard	994	250	150		x	x	x	x
Skyscraper – 2x	160	600	150		x	x	x	x
Wideboard – tablet	994	250	150		x	x	x	x

Blick – branding day – multi-device								
Background image	1,920	1,080	150		x	x	X2	
Background colour					Hex colour code			
Wideboard – 4x	994	250	150		x	x	x	x
Skyscraper – 2x	160	600	150		x	x	x	x
Mobile poster ad	320	480						
Mobile poster ad	320	416						
Mobile wideboard	320	160	150		x	x	x	x
Mobile medium rectangle	300	250	100		x	x	x	x
Wideboard – tablet	994	250	150		x	x	x	x

Blick – branding day – mobile								
Mobile poster ad	320	480						
Mobile poster ad	320	416						
Mobile wideboard	320	160	150		x	x	x	x
Mobile medium rectangle	300	250	100		x	x	x	x

Blue – branding day – multi-device – national								
Background colour					Hex colour code			
Wideboard	994	250	150		x	x	x	x
Skyscraper – 2x	160	600	150		x	x	x	x
Mobile wideboard	320	160	100		x	x	x	x
Mobile medium rectangle	300	250	100		x	x	x	x

Blue – branding day – desktop – national								
Background colour					Hex colour code			
Wideboard	994	250	150		x	x	x	x
Skyscraper – 2x	160	600	150		x	x	x	x
Mobile medium rectangle	300	250	150		x	x	x	x

Branding day

Advertising material	Pixels		Max. file size		Permitted file formats			
	Width	Height	KB	MB	JPG	PNG	GIF	HTML 5 / 3 rd party
Cash – branding day								
Background image	1,920	1,080	150		x	x	X2	
Wideboard – 2x	994	250	150		x	x	x	x
Medium rectangle	300	250	150		x	x	x	x

Handelszeitung – branding day								
Background image	1,920	1,080	150		x	x	X2	
Wideboard – 2x	994	250	150		x	x	x	x

Das Wirtschaftsnetz – branding day								
Background image	1,920	1,080	150		x	x	X2	
Wideboard – 2x	994	250	150		x	x	x	x
Medium rectangle	300	250	150		x	x	x	x

Branding week

Advertising material	Pixels		Max. file size		Permitted file formats			
	Width	Height	KB	MB	JPG	PNG	GIF	HTML 5 / 3 rd party
Schweizer Illustrierte – branding week – multi-device								
Background image	1,920	1,080	150		x	x	X2	
Wideboard – 2x	994	250	150		x	x	x	x
Mobile wideboard	320	160	150		x	x	x	x
Mobile medium rectangle	300	250	100		x	x	x	x

Prime day

Advertising material	Pixels		Max. file size		Permitted file formats			
	Width	Height	KB	MB	JPG	PNG	GIF	HTML 5 / 3 rd party
Blick – prime day								
Wideboard and mobile wideboard								
Wideboard	994	250	150		x	x	x	x
Mobile wideboard	320	160	100		x	x	x	x
Half-page Ad and mobile poster ad								
Half-page ad	300	600	150		x	x	x	x
Mobile poster ad	320	480	100		x	x	x	x
Half-page ad	300	600	150		x	x	x	x
Wideboard	994	250	150		x	x	x	x
Poster ad	980	768	150		x	x	x	x
Sitebar ad					Please contact us			

Prime week

Advertising material	Pixels		Max. file size		Permitted file formats			
	Width	Height	KB	MB	JPG	PNG	GIF	HTML 5 / 3 rd party
Boleromagazin – prime weeks								
Wideboard multi-device								
Wideboard – desktop	994	250	150		x	x	x	x
Mobile wideboard	320	160	100		x	x	x	x
PME – prime weeks								
Wideboard								
Wideboard – desktop	994	250	150		x	x	x	x
Mobile wideboard	320	160	100		x	x	x	x
Half-page ad								
Half-page ad – desktop	300	600	150		x	x	x	x
Mobile half-page ad	300	600	100		x	x	x	x

Newsletter

Advertising material	Pixels		Max. file size KB	Characters max.	Permitted file formats				
	Width	Height			JPG	PNG	GIF	DOC	
PME – newsletter									
'L'actualité des PME' – banner and rectangle									
Banner	560	180	100		x	x	X2		
Rectangle	300	250	100		x	x	X2		
Calendar – banner and rectangle									
Banner	560	180	100		x	x	X2		
Rectangle	300	250	100		x	x	X2		
Cash – newsletter									
'Insider Briefing' – image and text									
Image	280	187	100	50 300	x	x	X2		
Title									x
Text									x
'Call to action' (e.g. read more / find out more)									x
'Insider Briefing' – rectangle	300	250	100		x	x	X2		
'Das Wichtigste vom Morgen' – image and text									
Image	280	187	100	50 300	x	x	X2		
Title									x
Text									x
'Call to action' (e.g. read more / find out more)									x
'Das Wichtigste vom Morgen' – rectangle	300	250	100		x	x	X2		
'Update' – image and text									
Image	280	187	100	50 300	x	x	X2		
Title									x
Text									x
'Call to action' (e.g. read more / find out more)									x
'Update' – rectangle	300	250	100		x	x	X2		
'Headlines der Woche' – image and text									
Image	280	187	100	50 300	x	x	X2		
Title									x
Text									x
'Call to action' (e.g. read more / find out more)									x
'Headlines der Woche' – rectangle	300	250	100		x	x	X2		

Newsletter

Advertising material	Pixels		Max. file size KB	Charact ers max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Handelszeitung – newsletter								
'Lunch' – banner or rectangle								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'Lunch' – image and text								
Image	280	187	100		x	x	X2	
Title				50				x
Text				300				x
Call to action (e.g. read more / find out more)								x
'Lunch' – logo and link								
Logo	150	55	100		x	x	X2	
Link – destination URL								x
'Invest' – banner or rectangle								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'Invest' – image and text								
Image	280	187	100		x	x	X2	
Title				50				x
Text				300				x
Call to action (e.g. read more / find out more)								x
'Insurance' – banner or rectangle								
Banner	560	180	100		x	x	X2	
'Insurance' – image and text								
Image	280	187	100		x	x	X2	
Title				50				x
Text				300				x
Call to action (e.g. read more / find out more)								x
'Banking' – banner or rectangle								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'Banking' – image and text								
Image	280	187	100		x	x	X2	
Title				50				x
Text				300				x
Call to action (e.g. read more / find out more)								x

Newsletter

Advertising material	Pixels		Max. file size KB	Charact ers max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Handelszeitung – newsletter								
'Immobilien' – banner or rectangle								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'Meistgelesen' – banner or rectangle								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
Bilanz – newsletter								
'Briefing' – banner or rectangle								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'Briefing' – image and text								
Image	280	187	100		x	x	X2	
Title				50				x
Text				280				x
Call to action (e.g. read more / find out more)								x
'Watches' – banner or rectangle								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'Watches' – image and text								
Image	280	187	100		x	x	X2	
Title				50				x
Text				280				x
Call to action (e.g. read more / find out more)								x

Newsletter

Advertising material	Pixels		Max. file size KB	Characters max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Beobachter – newsletter								
'Gesundheit' – image and text								
Image	480	288	100		x	x	x ²	
Title				30				x
Text				200				x
Call to action (e.g. read more / find out more)								x
'Haupt-Newsletter' – image and text								
Image	480	288	100		x	x	x ²	
Title				30				x
Text				200				x
Call to action (e.g. read more / find out more)								x
'Edition' – image and text								
Image	480	288	100		x	x	x ²	
Title				30				x
Text				200				x
Call to action (e.g. read more / find out more)								x
Blick – newsletter								
'Blick' – banner – positions 1 to 3 (each)	600	200	100		x		x ²	
'Gewinnspiel' – image and text								
Image	280	187	100		x	x	x ²	
Title				50				x
Text				300				x
Call to action (e.g. read more / find out more)								x
'Gewinnspiel' – banner	600	200	100		x		x ²	x

Newsletter

Advertising material	Pixels		Max. file size KB	Charact ers max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Schweizer Illustrierte – newsletter								
'People' – banner or rectangle (rectangle can also be in position 2)								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'People' – image and text (position 2)								
Image	280	187	100		x	x	X2	
Title				60				x
Text				200				x
Call to action (e.g. read more / find out more)								x
'Style' – banner								
Banner – position 1	600	200	100		x	x	X2	
'Style' – image and text								
Image	280	187	100	50	x	x	X2	x
Title				60				x
Text				200				x
Call to action (e.g. read more / find out more)								x
'Royals' – banner or rectangle (rectangle can also be in position 2)								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'Royals' – image and text (position 2)								
Image	280	187	100		x	x	X2	
Title				60				x
Text				200				x
Call to action (e.g. read more / find out more)								x
'Family' – banner or rectangle (rectangle can also be in position 2)								
Banner	560	180	100		x	x	X2	
Rectangle	300	250	100		x	x	X2	
'Family' – image and text (position 2)								
Image	280	187	100		x	x	X2	
Title				60				x
Text				200				x
Call to action (e.g. read more / find out more)								x

Newsletter

Advertising material	Pixels		Max. file size KB	Charact ers max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
LandLiebe – newsletter								
'Blumengruss' – image and text								
Image	250	173	100		x	x	X2	
Title				50				x
Text				280				x
Call to action (e.g. read more / find out more)								x
'Blumengruss' – banner								
Banner	560	180	100		x	x	X2	
Gault Millau – newsletter								
'Gault Millau – GERMAN' – image and text								
Image	480	480	100		x	x	X2	
Title				45				x
Text				110				x
Call to action (e.g. read more / find out more)								x
'Gault Millau – GERMAN' – banner								
Banner	600	200	100		x	x	X2	
'Gault Millau – FRENCH' – image and text								
Image	480	480	100		x	x	X2	
Title				45				x
Text				110				x
Call to action (e.g. read more / find out more)								x
'Gault Millau – FRENCH' – banner								
Banner	600	200	100		x	x	X2	
Blue News – newsletter								
'Sport' – banner top and banner bottom								
Banner – top	600	155	100		x	x	X2	
Banner – bottom	600	155	100					x

Welcome ad

Advertising material	Pixels		Max. file size KB	Charact ers MB	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Blick - blue - Handelszeitung - Cash								
Background image								
Image - desktop	1,920	1,080	400		x	X3		
Image - mobile	1,080	1,920	400		x	X3		
Foreground image								
Image - desktop	1,920	910	400			X3		
Image - mobile	1,080	1,280	400			X3		

Day deal

Advertising material	Pixels		Max. file size KB	Charact ers max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
blue								
Image	994	576	100		x	x	X2	
Title - including spaces				29				x
Text - including spaces				270				x

Native flex L

Advertising material	Pixels		Max. file size KB	Characters max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Blick - blue - Handelszeitung - Cash - Beobachter - Schweizer Illustrierte - L'illustré - PME - RDN								
Image and text (etc.)								
Title – including spaces				25				X
Text – including spaces				75				X
'Call to action' (e.g. read more) – including spaces				21				X
Image	1,200	627	400		X	X3		
Logo – format 16:9	320	180				X4		
Safe area – for display reasons, part of the image may be covered by text or cropped completely								
Desktop	275 px left and right							
	165 px top and bottom							
Mobile	440 px left and right							
	165 px top and bottom							

Native flex XL

Advertising material	Pixels		Max. file size KB	Characters max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Blick - blue - Handelszeitung - Cash - Beobachter - Schweizer Illustrierte - L'illustré - PME - RDN								
Image and text (etc.)								
Title – including spaces				25				X
Text – including spaces				75				X
'Call to action' (e.g. read more) – including spaces				21				X
Image	1,200	627	400		X	X3		
Logo – format 16:9	320	180				X3		
Safe area – for display reasons, part of the image may be covered by text or cropped completely								
Desktop	275 px left and right							
	50 px top and bottom							
Mobile	440 px left and right							
	50 px top and bottom							

In-article story

Advertising material	Pixels		Max. file size MB	Characters max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Blick - image and text								
Teaser								
Teaser image – content 1 to 3	400	300			x	x		
Title – content 1 to 3				<90 each				x
Teaser text – content 1 to 3				<350 each				x
Call to action (e.g. read more / find out more)				<60 each	Free choice of wording			
Expand								
Text block – up to 3 text blocks permitted					x	x		
Text block 1 – title (headline)				<50				x
Text block 2 – text				<500				x
Text block 3 – image (optional)	400	300	<50		x	x		
Logo – optional dimensions	100	Auto	<50		x	x		
Call to action (e.g. read more) – destination URL with option of tracking link				<60	Free choice of wording			
Layer								
Additional information / mandatory details optional								
Wording for button to open layer				<60				
No character limits for running text					In-text links available			
Blick - hero graphic								
Teaser								
Teaser image – content 1 to 3	400	300			x	x		
Title – content 1 to 3				<90 each				x
Teaser text – content 1 to 3				<350 each				x
Call to action (e.g. read more / find out more)				<60 each	Free choice of wording			
Expand								
Text block – up to 3 text blocks permitted					x	x		
Text block 1 – title (headline)				<50		x		
Text block 2 – text				<500		x		
Text block 3 – image (optional)	400	300	<50		x	x		
Logo – optional dimensions	100	Auto	<50		x	x		
Call to action (e.g. read more) – destination URL with option of tracking link				<60	Free choice of wording			
Layer								
Additional information / mandatory details optional								
Wording for button to open layer				<60				
No character limits for running text					In-text links available			

In-article story

Advertising material	Pixels		Max. file size MB	Characters max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Blick - gallery								
Teaser								
Teaser image – content 1 to 3	400	300			x	x		
Title – content 1 to 3				<90 each				x
Teaser text – content 1 to 3				<350 each				x
Call to action (e.g. read more / find out more)				<60 each	Free choice of wording			
Expand								
Text block – up to 3 text blocks permitted					x	x		
Text block 1 – title (headline)				<50				x
Text block 2 – text				<500				x
Text block 3 – image (optional)	400	300	<50		x	x		
Logo – optional dimensions	100	Auto	<50		x	x		
Call to action (e.g. read more) – destination URL with option of tracking link				<60	Free choice of wording			
Layer								
Additional information / mandatory details optional								
Wording for button to open layer				<60				
No character limits for running text					In-text links available			
Blick - video								
Teaser								
Teaser image – content 1 to 3	400	300			x	x		
Title – content 1 to 3				<90 each				x
Teaser text – content 1 to 3				<350 each				x
Call to action (e.g. read more / find out more)				<60 each	Free choice of wording			
Expand								
Text block – up to 3 text blocks permitted					x	x		
Text block 1 – title (headline)				<50				x
Text block 2 – text				<500				x
Text block 3 – image (optional)	400	300	<50		x	x		
Video – 5+ gallery slides (video files)								
Title (headline) – 1				<50				x
Text – 1				<450				x
Logo – optional dimensions	100	Auto	<50		x	x		
Call to action (e.g. read more) – destination URL with option of tracking link				<60	Free choice of wording			
Layer								
Additional information / mandatory details optional								
Wording for button to open layer				<60				
No character limits for running text					In-text links available			

In-article story

Advertising material	Pixels		Max. file size MB	Characters max.	Permitted file formats			
	Width	Height			JPG	PNG	GIF	DOC
Blick - direct clickout teaser								
Teaser								
Teaser image – content 1 to 3	400	300			x	x		
Title – content 1 to 3				<90 each				x
Teaser text – content 1 to 3				<350 each				x
Call to action (e.g. read more) – destination URL with option of tracking link				<60	Free choice of wording			
Layer								
Additional information / mandatory details optional								
Wording for button to open layer				<60				
No character limits for running text					In-text links available			