

Blick Weekend.

Ringier Advertising

Combine the SonntagsBlick with the Saturday or Monday edition of Blick for maximum advertising impact!



With Blick Weekend and Blick Weekend+, you benefit from a wide reach, unbeatable CPTs and attractive discounts of up to 55% – the perfect solution for your advertising campaign!

Weekend-Offer

Combination	1/2 page	1/1 page	2/1 page*
Blick Weekend+ Blick Saturday and Monday, SonntagsBlick	CHF 19,500 instead of CHF 43,000	CHF 27,600 instead of CHF 58,200	CHF 48,600 instead of CHF 107,700
Blick Weekend Blick Saturday, SonntagsBlick	CHF 17,500 instead of CHF 28,800	CHF 24,700 instead of CHF 38,900	CHF 44,500 instead of CHF 71,100

Conditions: The gross prices are entitled to a final and AC discount. Other discounts are not cumulative. The specials are excluded.

* not bundle centre

Key figures Weekend Press

With **Blick Weekend** and **Blick Weekend+** you benefit from the widest reach, the lowest CPT and attractive discounts of up to 55% - the ideal choice for your advertising campaign!

1/2 page				1/1 page				2/1 page **			
Title	Readers	Gross price CHF	CPT in CHF	Title	Readers	Gross price CHF	CPT in CHF	Title	Readers	Gross price CHF	CPT in CHF
Schweiz am Wochenende	1,015,000	32,900	32.41	Blick Weekend+ SA/SU/MO	588,000	27,600	46.93	Blick Weekend+ SA/SU/MO	588,000	48,600	82.64
Blick Weekend+ SA/SU/MO	588,000	19,500	33.16	Schweiz am Wochenende	1,015,000	52,200	51.43	Blick Weekend SA/SU	476,000	44,500	93.42
Blick Weekend SA/SU	476,000	17,500	36.74	Blick Weekend SA/SU	476,000	24,700	51.85	Schweiz am Wochenende	1,015,000	104,400	102.85
NZZ am Sonntag	307,000	14,400	46.92	Blick	300,000	19,300	64.38	Blick	300,000	39,400	131.43
SonntagsZeitung	368,000	17,402	47.24	SonntagsBlick	265,000	19,600	73.91	SonntagsBlick	265,000	39,300	148.20
Blick	300,000	14,200	47.37	NZZ am Sonntag	307,000	24,100	78.53	NZZ am Sonntag	307,000	48,200	157.05
SonntagsBlick	265,000	14,600	55.06	SonntagsZeitung	368,000	30,028	81.51	SonntagsZeitung	368,000	62,874	170.67