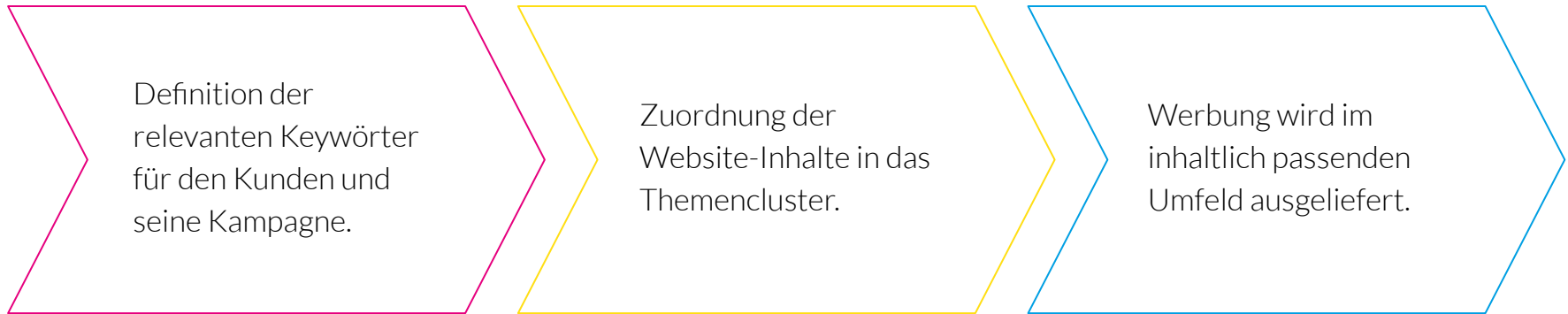


Contextual Targeting

Contextual Targeting

Platzieren Sie Ihre Werbung im thematisch passenden Umfeld von definierten Schlagwörtern!



Details zum Contextual Targeting

Content Centric

Ausgewertet wird nicht das Surfverhalten des Nutzers, sondern der Inhalt der Webseite.

Individuell

Custom-Themen möglich – mit vielfältigen Ein- und Ausschlussmöglichkeiten.

Brand Safety

Sichere Umfeldler für Ihre Werbung durch Ausschluss von Keywörtern.

Display Contextual Targeting Segmente (1/4)

Arts & Crafts

Drawing, sketching, painting
Music
Photography
Textiles and accessories
Wood, metal, glasscrafts

Automotive

4 wheel drive
Commercial
Diesel
Electric vehicles
Family
Hybrid
Interior, Media, Components
Luxury
Maintenance
Motorbikes

Business

Agriculture
Careers
Construction
Energy
HR
IT
Logistics
Management
Marketing
SME
Startups

Economy

Markets

Education

University
Preschool

Display Contextual Targeting Segmente (2/4)

Entertainment

Arts
Books
Celebrities
Comedy
Gambling
Games
Hobbies
Movies
Music
Performing arts
Radio
TV
Videogames

Events

Back to school
Black Friday
Christmas
Christmas Shopping
Cyber Monday
Easter
Father's day
Mother's day
New Year
Olympics
Singles day
Valentine's Day

Family

Babies
Children
Elderly
Marriage
Pregnancy
Teenager

Food & Drinks

Alcohol
Baking
Barbecues & Grilling
Coffee & Tea
Cuisine
Diet
Drink
Establishment
Food allergies
Kitchen
Vegan
Vegetarian

Health

Allergies
Alternative
Cold and flu
Dentistry
Dermatology
Diet, weight loss
Disability
Exercise
Headaches & migraines
Sexuality
Vision

Display Contextual Targeting Segmente (3/4)

Home & Garden

News

Politics

Finance & real estate

Safety (Ausschluss-Keywörter)

Gardening

News & weather

American

Banking

Adults

Interiors

French

Buying & selling homes

Arms

Pets

German

Credit

Crime

Property

Italian

Insurance

Death & injury

Swiss

Investments

Download

Loans

Drugs

Pensions

Hatespeech

Military

Obscenity

Terrorism

Tobacco

Display Contextual Targeting Segmente (4/4)

Science

Environ

Space

Society

Charity

Dating

LGBT

Religion

Sports

Athletics

Ball sports

Fitness

Formula 1

Hockey

Hockey WC 2020

Outdoor

Ski

Soccer

Soccer EC 2020

Tennis

Water sports

Winter sports

Style & fashion

Accessoires

Beauty

Jewellery

Men

Women

Shopping

Tech

Cameras

Computing

Phones

Social

Travel

Air

Business

Camping

Cruise

Family

Holidays

Rail



Advertising

Data Development

data@ringier.ch

+ 41 44 259 88 44