

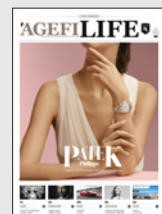
# AGEFI

DIGITAL

– MEDIKIT 2019 –



# 'AGEFI





L'Agefi modernise l'ensemble de son offre éditoriale. C'est parce que notre lecteur est à la fois actif, mobile, engagé dans la vie économique et financière suisse et internationale, soucieux de disposer à tout moment d'une information de qualité et complète, que L'Agefi propose un site et des applications pour smartphones et tablettes actualisés régulièrement.

Avec L'Agefi l'information ne s'arrête jamais.

C'est d'abord le quotidien sous sa forme papier et électronique, avec ses articles, analyses, commentaires, où l'on prend le temps de poser l'information, la contextualiser, l'expliquer, la décrypter.

C'est ensuite le flux d'informations en continu sur notre site internet et nos applications. L'actualité économique et financière, sélectionnée et enrichie, est mise en ligne tout au long de la journée. Viennent s'ajouter nos articles et dossiers destinés directement aux supports numériques: les nominations et départs dans les entreprises, le forum international pour les matières premières.

Une newsletter diffusée du lundi au vendredi complète le dispositif.

Les titres Agefi sont partenaires médias de nombreuses entreprises, associations ou fondations qui organisent régulièrement des événements. Nous relayons ces informations dans notre agenda et les pages «partenaires».

Cette présence sur tous les supports nous ouvre les portes à une large audience romande que nous souhaitons bientôt élargir à toute la Suisse et la Francophonie. Avec une audience aujourd'hui de plus de 840'000 visiteurs par an, le site de L'Agefi attire une clientèle particulièrement ciblée dans les domaines éco-financiers.

Numeric Editor in Chief  
**LUC PETITFRÈRE**

## REGULAR COLUMNS

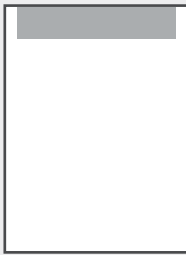
<b>AGEFI.COM</b>	All along the day, the editorial staff enriches the economical and political news flow.
<b>DAILY AGEFI</b>	In this section, readers can find the e-paper version of the daily newspaper L'Agefi. They can also read the last editions and consult the archives which consist of nearly 400'000 articles.
<b>SUPPLEMENTS AND MAGAZINES</b>	Pages of presentation and consultation of the magazine with economical and financial trends of L'Agefi: Agefi INDICES and Life Style magazines: Agefi LIFE et Agefi IMMO.

## AUDIENCE

1'670'371 pages views et 916'062 unique visitors per year

## ADVERTISING RATES

CPM – ROS – PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



**Leaderboard**

728 x 90 px / 40 ko max.

60.-



**Maxileaderboard**

994 x 118 px / 60 ko max.

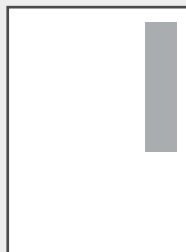
85.-



**Wideboard**

994 x 250 px / 60 ko max.

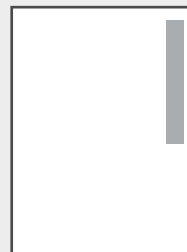
95.-



**Halfpage**

300 x 600 px / 60 ko max.

75.-



**Skyscraper**

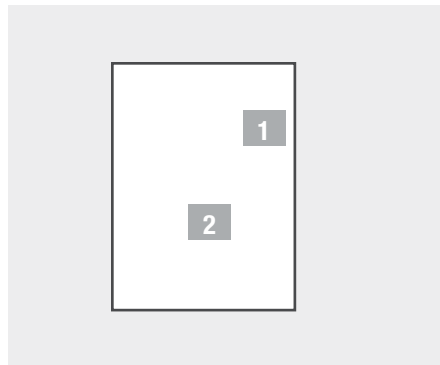
160 x 600 px / 40 ko max.

60.-

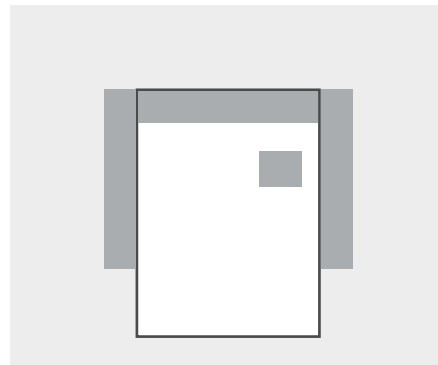
Size: width x height – For the description of the medias accepted according to the banner: cf p.5

## ADVERTISING RATES

CPM – ROS – PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



<b>Box 1</b> 300 x 250 px / 40 ko max.	<b>75.-</b>
<b>Box 2 (Low)</b> 300 x 250 px / 40 ko max.	<b>65.-</b>



<b>Branding skin + Box</b> 1400 x 1000 px / 150 ko max.	<b>2'500.- par jour</b>
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### NEWSLETTER

**Box**  
300 x 250 px / 40 ko max.

**Flat rate 1'000.- per week**

### ADVERTORIAL

<b>Picture – of the teaser</b> 488 x 235 px 75 marks for the title / 256 marks for the lead	<b>Picture – in the article</b> 1000 x 563 px Text until 3'000 marks
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**Flat rate 650.- per week\***

Size: width x height – For the description of the medias accepted according to the banner: cf p.5

\*For any picture or video (Youtube or Vimeo) supplementary integration, an additional flat rate of CHF 80.- quoted net per element is to foresee.

<b>VIEWS ESTIMATION PER WEEK</b>	SOV 100%, For information only, about 4'000/4'500 views of the teaser
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<b>MINIMUM ORDER</b>	4 weeks (consecutive or separate)
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## TECHNICAL DATA AND TRANSMISSION

<b>SENDING OF THE TAGS AND MATERIAL</b>	Latest 3 business days before the insertion to n.fouchault@agefi.com + a copy to traffic@romandie-network.com	
<b>ACCEPTED MEDIAS</b>	Leaderboard, wideboard, halfpage, skyscraper, maxileaderboard, Box 1, Box 2 (Low)	redirect(tag) ou HTML 5, Jpeg, Gif (no Flash neither Java)
	Branding skin	Jpeg / back-ground color (optional): HEX code
	+ Box	redirect(tag) or HTML 5, Jpeg, Gif
	Newsletter (rectangle)	Jpeg, Gif, animated Gif, redirect with a picture behind the Gif, Jpeg
	Advertorial Picture – of the teaser/in the article	Jpeg, tiff, eps
<b>MINIMUM ORDER</b>	CHF 1'500.- quoted gross/per order Places/views and weeks, are definitely assigned according to the arrival order of insertion/publication orders.	
<b>CANCELLATION DEADLINE</b>	15 days before the Monday starting the broadcast.	

## SPECIFICATIONS CHART

- All format specifications (dimensions, weight, etc...) are based on the IAB recommendations
- In some cases, specific features could be required
- If the material is not compliant with our specifications, Romandie Network does not guarantee the delivery and could apply additional costs to solve the problem
- Banners must be submitted at least 3 business days before the campaign launch
- Banners with audio must be loaded in sound-off mode
- Banners must open a new window to link the user to the redirect URL

## EXPANDABLE SPECIFICATIONS

- Expandable banners must be open only via mouse-over, automatic opening is considered as RichMedia
- Expandable banners must close via mouse-out
- Automatic closing must be set to 10 seconds
- The expandable part of the banner must contain a close button

## HOSTING

Our aderving tool provides only basic features for hosted expandable banners. We recommend that these formats are hosted on a dedicated RichMedia tool (third-party ad tool) and you provide us with redirect (tag). In case the expandable banner is hosted by Romandie Network, you must provide us 2 files: one for the closed part, and one for the expanded part.

## FLASH BANNERS

Specifications for all banners developed in Flash format and hosted by our adserver

- Version: the banners must be exported in Flash version 9 or 10
- ClickTag: the ActionScript must contained the following function:

### ACTIONSCRIPT 2

```
on (release)
{
  getURL (_root.clickTAG, «_blank»);
}
```

### ACTIONSCRIPT 3

```
// ActionScript 3.0
/* Requires
 * - Button symbol on Stage with instance name «myButton»
 */
myButton.addEventListener(MouseEvent.CLICK, buttonSymbol_click);
function buttonSymbol_click (evt:MouseEvent):void {var clickTAG:String = loaderInfo.parameters.clickTAG;
// Check for malicious code injections, only use URLs if they begin with http: or https:
if ((clickTAG.substr(0, 5) == «http:») || (clickTAG.substr(0, 6)
== «https:»))
{
  var req:URLRequest = new URLRequest(clickTAG);
  navigateToURL(req, «_blank»);
}
```

## CONDITIONS

**GENERAL SALES CONDITIONS**

[agefi.com/cgv](http://agefi.com/cgv)

**GENERAL ASSP CONDITIONS**

[vsw-assp.ch](http://vsw-assp.ch)

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OTHER MEDIA AGEFI - [WWW.AGEFI.COM/PUBLICATIONS](http://WWW.AGEFI.COM/PUBLICATIONS)

**AGEFI**

**AGEFI INDICES**

**AGEFI IMMO**

**AGEFI LIFE**