

Media data 2022

DE FR IT **EN**

Community

Swiss Review

Congress

Youth offers

News & media ▾

About us ▾

What are you looking for?



Donations

Living abroad ▾

Emigration & return migration ▾

Politics & voting ▾

Offers & events ▾



Together since 1916

SwissCommunity – better informed, advised and networked Swiss Abroad thanks to SwissCommunity, your Organisation of the Swiss Abroad.

Seize the opportunity to make your organisation or company more visible to the Swiss abroad through our digital channels, events and publications!

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1 Introduction: What is the Organisation of the Swiss Abroad

SwissCommunity?

The Organisation of the Swiss Abroad SwissCommunity is committed to maintaining links between Switzerland and its citizens abroad, in accordance with Article 40 of the Federal Constitution. It supports the Swiss in their cross-border mobility and promotes an exchange between the country and its diaspora. It is also aimed at young Swiss Abroad. It is an independent and neutral organisation that offers a wide range of services free of charge to the Swiss Abroad.

1.1 Represent, inform, network, advise

The Organisation of the Swiss Abroad SwissCommunity **represents** the interests of the Swiss living abroad vis-à-vis the authorities and the general public in Switzerland. The mouthpiece of the Swiss diaspora is the Council of the Swiss Abroad, which is made up of members of the Swiss communities abroad.

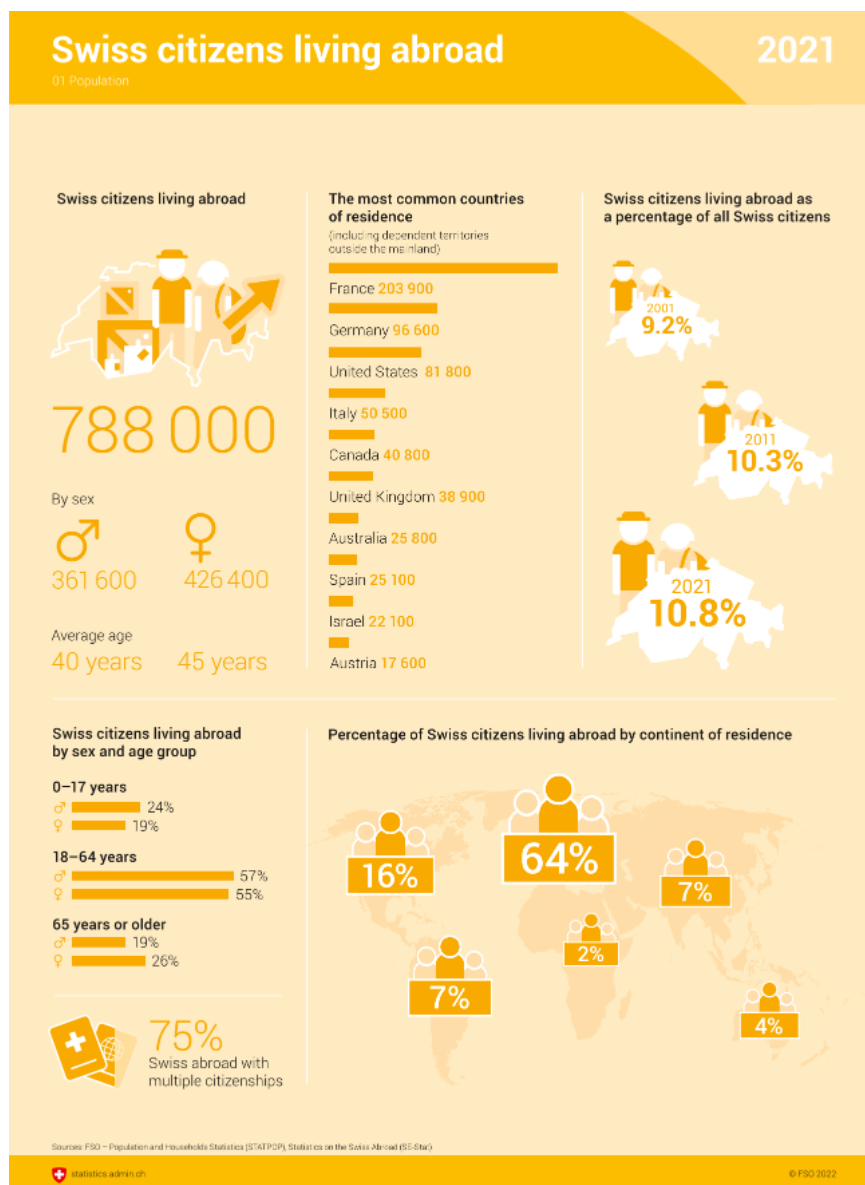
The Organisation of the Swiss Abroad SwissCommunity **informs** compatriots abroad about important events and developments in Switzerland. We provide voters abroad with the basic information they need to exercise their political rights in Switzerland.

The Organisation of the Swiss Abroad SwissCommunity **networks** Swiss Abroad with each other and with authorities, institutions and the general public in Switzerland. To this end, we work in particular with Swiss associations and Swiss institutions abroad.

The Organisation of the Swiss Abroad SwissCommunity **advises** the Swiss on issues relating to emigration, stays abroad and returning to Switzerland. Together with our partner organisations we offer the Swiss Abroad a wide range of services.

1.2 The target audience

Provide information and advice, represent and network all 788,000 Swiss Abroad (around 11% of Swiss citizens) around the world.



1.3 The advantages for your company

- ✓ Personal access to the 788,000 Swiss people worldwide
- ✓ Diverse and effective communication channels and the best options for you and your company
- ✓ Image transfer through contacts and a lobby network of 80 parliamentarians in the federal parliament
- ✓ Direct contact to the SwissCommunity network, long-term collaboration and an exchange of experience
- ✓ Additional benefit for members of the Swiss Abroad community who value your services and business ethics

2 Partnership models

Use our network to make your brand, products and services known to all interested parties and members of the platform as well as your target group! You have the choice of working with us as a web partner with industry exclusivity and a broad-based presence, as an institutional partner or as a strategic project partner.

The Organisation of the Swiss Abroad SwissCommunity is the ideal partner if you wish to benefit from access to a global network and a unique target group. The 788,000 Swiss Abroad are strong ambassadors, multipliers and buyers for your Swiss products and services – worldwide.

Package	Website	Newsletter	Congress	Youth camp	CSA +	Review	Online Community	Social Media	Price in CHF
Institutional	X	X	X	X	X	X	X	X	50,000
Exclusive WEB	Exclusive	X	-	-	-	Discount	X	X	30,000
WEB	X	X	-	-	-	Discount	X	X	25,000
Full partner combo	X	X	-	-	-	X	X	-	15,000
Light partner combo	X	X	-	-	-	X	-	-	10,000
Congress	SAC**	SAC**	X	-	-	-	-	SAC**	10,000
Youth	YD*	-	-	X	-	-	-	-	10,000
Youth light	YD*	-	-	X	-	-	-	-	2,000

* YD = Youth offers from the Organisation of the Swiss Abroad, including digital/print presence

** SAC = Congress of the Swiss Abroad

+ CSA = Council of the Swiss Abroad meeting

2.1 Institutional partner

Website:	Banner on the home page of the new SwissCommunity.org website 1 sponsored piece of news content for 1 month
Listing as a partner:	In the relevant section of the new website and on the Community page
Newsletter:	4 articles per year
Community:	Logo in the partner section of the community 1-2 direct mailings per year to the community
Social media:	4 posts per year on Facebook, Twitter or Instagram
"Swiss Review":	Logo integrated in the SwissCommunity advertisement, 30% discount on an ad
Congress:	On-site stand + 4 VIP invitations + 4 invitations to the final evening event
CSA* sessions:	2 meetings per year, on-site stand + distribution of documents
Youth camp:	Giveaways
Consultation	

** Council of the Swiss Abroad = Parliament of the Swiss Abroad with 140 participants (120 from abroad and 20 from Switzerland).*

2.2 WEB partner

Website:	Banner on the home page of the new SwissCommunity.org website and on the Community page
Listing as a partner:	In the relevant section of the new website and on the Community page
Newsletter:	3 articles per year, as desired
Community:	1 mailing per year directly to the community
Social media:	4 posts per year on Facebook, Twitter or as desired
"Swiss Review":	Logo integrated in the SwissCommunity advertisement an additional 30% discount on an ad
Consultation	

2.3 Exclusive WEB partner

In accordance with WEB partner services

Listing as a partner: **+ exclusivity** with no competitors **from a selected industry**

Contract duration of at least 1 year. Will be renewed automatically.

2.4 Full & light partner combos

Full partner combo

Website:	Banner on the new SwissCommunity.org website for 1 month
Newsletter:	1 article per year, as desired
"Swiss Review":	1 1/8 advertisement, choice of edition
Community:	1 mailing per year to members

Light partner combo

Website:	Banner on the new SwissCommunity.org website for 1 month
Newsletter:	1 article per year, as desired
"Swiss Review":	1 1/8 advertisement, choice of edition

2.5 Congress partner

Website:	Banner on new SwissCommunity.org website for the duration of the congress (4 weeks)
Congress:	On-site stand, standard size 4 VIP invitations for Saturday and 4 invitations to the closing evening event Article in the June special congress newsletter Inclusion of documents in the congress documentation folder 1 full-page advertisement in the congress programme brochure

2.6 Youth partner

Website:	Banner on the website (Youth camp page)
Print - online flyer:	Listing as a partner with your logo
Youth camp:	Presentation of your company at a camp of your choice Mention as a partner at a camp of your choice

3 New SwissCommunity.org website



The www.SwissCommunity.org is managed by the Organisation of the Swiss Abroad and appears in German, French, Italian and English. It contains advice for future Swiss nationals abroad, established Swiss people abroad, returnees and cross-border commuters. It publishes information about current topics affecting the Swiss Abroad, statements and press releases from the Council of the Swiss Abroad (the so-called Parliament of the Swiss Abroad). "Swiss Review" magazine articles also appear on the platform. The website is divided into different sections. Reach your target audience by placing your content on our website with over 30,000 online visitors per month.

Target audience:	around 788,000 Swiss Abroad
Unique users per month:	Ø 23,650
Pageviews per month:	Ø 68,850
Pages viewed per visit:	Ø 2.14
Duration of visit:	Ø 2:11 minutes

Average monthly statistics from 01.01.2021 to 01.01.2022

You may choose any of the following content on our website:

- Sponsored content
- Banner

3.1 Sponsored content

Format: As news on the homepage
Title: 40 – 80 characters (incl. spaces)
Lead: 100 – 200 characters (incl. spaces)
Text: 1,500 characters (incl. spaces)
Image : 1 main image and optional additional images 1120 x 604 px, JPEG or PNG direct link to website.
Possible to integrate a Youtube video.
Language: GE / FR / EN / IT



Price: CHF 2,000 / month (excl. VAT)

3.2 Banner

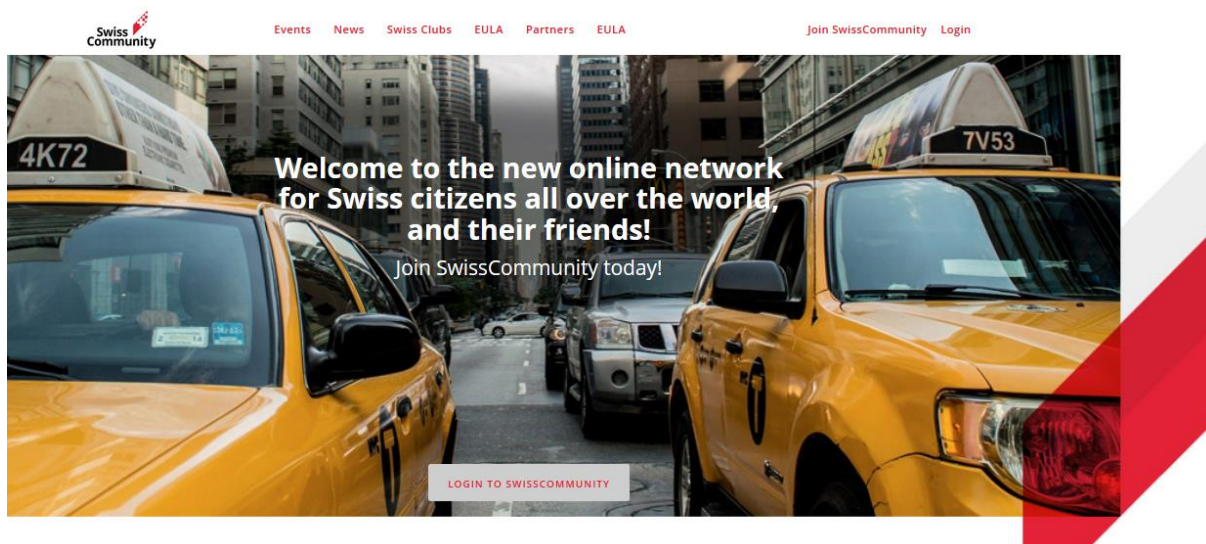


Format: Desktop 1072 x 191 px
Mobile 712 x 425 px
animated banners in GIF format,
static banners as JPG, PNG or GIF

Languages: Banners can be produced in German, French, English and Italian, including links. The listed costs are per banner in all languages. It is possible to produce a banner in a single language.

Price: CHF 1,200 / month (excl. VAT) on the start page
CHF 800 / month (excl. VAT) on subpages (excl. "Swiss Review" and Youth offers) for at least 1 month.

4 SwissCommunity Network



The SwissCommunity network is aimed at Swiss people abroad, Swiss associations and all interested parties. In the SwissCommunity network, members can connect, exchange information or express their opinions on various topics. The more than 650 Swiss associations worldwide present themselves and publish their worldwide events.

Target audience:	around 788'00 Swiss Abroad
Members:	8,840 people (online since January 2021, as of January 2022)
Languages:	German, French and English

4.1 Exclusive mailing to members of the community

Format:	Exclusive mailing to members
Title:	40 – 80 characters (incl. spaces)
Lead:	100 – 200 characters (incl. spaces)
Text:	1,500 characters (incl. spaces)
Image :	560 x 315 px JPEG or PNG
Language:	GE / FR / EN

Price: CHF 3,000.- per mailing (excl. VAT)



Grüezi bonjour ciao hello David

Hast Du das **grosse Pluszeichen (+)** neben Deinem Profilbild am oberen Bildrand der [Community](#) bemerkt? Klicke darauf, um **einen neuen Beitrag zu verfassen!** Stelle Dich vor, teile Deine Gedanken, Fotos oder einen Link.

Schau Dir die Beiträge der anderen Mitglieder an und kommentiere sie, um Hallo zu sagen, ihre Fragen zu beantworten oder mehr über ihre Interessen zu erfahren.

Wir sind gespannt auf Deinen ersten Beitrag!

Liebe Grüsse

SwissCommunity – die Auslandschweizer-Organisation

5 SwissCommunity newsletter

The SwissCommunity newsletter is aimed at the Swiss Abroad, Swiss clubs and associations and representations abroad. The newsletter is published in German and French and will be issued six times in 2021. It reports on domestic issues affecting the "Fifth Switzerland" as well as on activities and events organised by the Organisation of the Swiss Abroad SwissCommunity, and reaches 37,400 people.

Target audience:	around 788,000 Swiss Abroad
Recipients:	37,400 people
Opening rate:	DE: 26,2% FR: 27,6%
Click rate:	DE: 23,5% FR: 21,9%
Frequency:	7 x in 2022
Format:	Advertorial
Title:	40 – 80 characters (incl. spaces)
Lead:	100 – 200 characters (incl. spaces)
Subpage:	1000 – 2000 characters (incl. spaces)
Image:	1 main image and 1 optional additional image 1075 x 478 px as JPEG or PNG
Languages:	German (21,900) and French (15,500)
Price:	CHF 2,500 per issue (excl. VAT)

6 "Swiss Review"

["Swiss Review"](#) appears six times a year in French, German, English and Spanish. There are 442,000 subscribers to the paper and digital versions. The "Review" is also available digitally at www.SwissCommunity.org/revue or via the "Swiss Review" app. It is the only medium to reach all 788,000 Swiss people abroad.

Detailed media data can be found by following this link: [Media data 2022](#)

Circulation:	The magazine is distributed to all Swiss registered with a Swiss representation abroad as well as to individual subscribers. Recipients can choose to have it delivered by post or electronically.
Breakdown:	177,200 print copies, 265,000 electronic copies.
Languages:	French, German, English, Spanish

Publication: "Swiss Review" comes out six times a year.

Editions: 14 different regional editions (incl. "Gazzetta Svizerra" for Italy). As a supplement in the centre of the magazine, the regional pages provide important information from the Swiss representations as well as reports on activities and events organised by the Swiss associations in the given region.



6.1 "Swiss Review" advertisement data

Format:			Price excl. VAT)
1/1 page	Full bleed:	210 x 297 mm + 3 mm	CHF 19,800.–
1/1 page	Print space	194 x 269 mm	CHF 19,800 –
1/2 page	landscape	194 x 132 mm	CHF 10,890 –
1/2 page	portrait	94.5 x 269 mm	CHF 10,890 –
1/4 page	landscape	194 x 63.5 mm	CHF 5,990 –
1/4 page	portrait	94.5 x 132 mm	CHF 5,990 –
1/8 page	landscape	194 x 29.25 mm	CHF 3,295 –
1/8 page	portrait	94.5 x 63.5 mm	CHF 3,295 –
1/16 page	landscape	94.5 x 29.25 mm	CHF 1,812 –

6.2 "Swiss Review" publication dates

Edition	Deadline for ad submission	Data delivery	Dispatch
Revue 1/22 ^{R)}	09.02.2021	09.12.2021	04.02.2022
Revue 2/22 ^{R)}	10.02.2022	24.02.2022	01.04.2022
Revue 3/22 ^{R)}	12.05.2022	24.05.2022	01.07.2022
Revue 4/22	15.06.2022	29.06.2022	05.08.2022
Revue 5/22 ^{R)}	17.08.2022	31.08.2022	07.10.2022
Revue 6/22	20.10.2022	03.11.2022	09.12.2022

^{R)} Including regional section.

6.3 Banner for "Swiss Review" online articles



Format: To be specified at the time of ordering (desktop and mobile)
animated banners in GIF format,
static banners as JPG or GIF

Prices: Our prices do not include VAT

1 banner in an editorial lead article:

CHF 200 per week

CHF 400 for two weeks

CHF 500 per month (1 month = weekly rate x 2.5)

2 banners in an editorial lead article:

CHF 400 per week

CHF 800 for two weeks

CHF 1,000 per month (1 month = weekly rate x 2.5)

3 banners in an editorial lead article:

CHF 500 per week

CHF 1,000 for two weeks

CHF 1,250 per month (1 month = weekly rate x 2.5)

4 banners in an editorial lead article:

CHF 650 per week

CHF 1,300 for two weeks

CHF 1,550 per month (1 month = weekly rate x 2.5)

5 banners in an editorial lead article:

CHF 800 per week

CHF 1,600 for two weeks

CHF 2,000 per month (1 month = weekly rate x 2.5)

Banners in all reservable editorial content of an issue: price on request

The positioning of the banners is the decision of the editor.

Languages: Banners can be produced in German, French, English and Spanish, including links. The listed costs are per banner in all languages. It is possible to produce a banner in a single language.

7 SwissCommunity congress

Since 1922, the Organisation of the Swiss Abroad has organised a congress in Switzerland every August for up to 400 Swiss citizens from all over the world. This has since become a popular meeting point for all those with an interest in international mobility and key issues concerning the "Fifth Switzerland".

- ✓ 3-day event at selected locations in Switzerland
- ✓ Exchange and direct contact between partners and congress participants
- ✓ Participation of a member of the Federal Council
- ✓ Broad coverage in the regional and national media

The next edition of the Congress of the Swiss Abroad will take place from Friday 19 August to Sunday 21 August 2022 in Lugano.

7.1 Programme brochure:

The conference programme offers you an opportunity to present the uniqueness of your business and your offer. This increases awareness of your brand and strengthens your image in Switzerland and worldwide.

1/1 back page advertisement	CHF 2,000
1/1 page advertisement	CHF 1,000
½ page advertisement	CHF 500

7.2 On-site stand

Main sponsor	CHF 10,000
Premium sponsor	CHF 5,000
Default size	CHF 3,000

7.3 Special congress newsletter

Target audience:	around 788,000 Swiss Abroad
Recipients:	37,400 people
Opening rate:	DE: 18,1% FR: 20.15%
Click rate:	DE: 19% FR:22,13%
Format:	Advertorial
Title:	40 – 80 characters (incl. spaces)
Lead:	100 – 200 characters (incl. spaces)
Subpage:	1000 – 2000 characters (incl. spaces)
Image:	1 main image and 1 additional image 1075 x 478 px as JPEG or PNG
Languages:	German (21,900) and French (15,500)
Price:	CHF 2,500 per issue (excl. VAT)

Presence as an exhibitor and/or sponsor

[More information](#)

7.4 Discount

Combination discount

If you select two advertising options, you will receive a 15% discount on the "Swiss Review" advertisement price.

"Swiss Review" repeat discount

We offer repeat discounts where several advertisements are placed in "Swiss Review" within one calendar year:

2x: 5%	3x: 7.5%	4x: 10%	5x: 12.5%	6x: 15%
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8 Contact details

Interested? Please do not hesitate to contact us for more information and a personal consultation.

Organisation of the Swiss Abroad (OSA)

Alpenstrasse 26

CH-3006 Bern

☎ +41 (0) 31 356 61 00

✉ sponsoring@swisscommunity.org



APPENDIX

Advertising terms and conditions

Payment terms: 30 days following receipt of our invoice. Advertisers from Switzerland are charged 7.7% VAT on the listed prices. Advertisers from abroad are charged no additional tax.

Liability: The OSA rejects any liability for content on pages linked to by advertising banners.

Rates are subject to change.

Delivery: Banners must be finalised and delivered to the OSA for publication in the above-defined formats (sponsoring@swisscommunity.org)

Publication: The client is responsible for the content of advertisements. The Organisation of the Swiss Abroad reserves the right to refuse to publish advertisements or to request changes.

Languages: The SwissCommunity website is currently available in German, French, English and Italian versions. The prices quoted are for an advertisement in all languages. This requires the advertiser to deliver the data in all the languages of the platform. Where required, the OSA can organise for advertorials to be translated. Prices on request.

Details correct as of January 2022