

Preisliste 2026 Nau.ch News



Desktop

Werbeformate	Grösse	Run of Site	Front/Channel/Regional
Leaderboard	728x90	CHF 40	CHF 50
Medium Rectangle	300x250	CHF 40	CHF 50
Skyscraper	160x600	CHF 40	CHF 50
Halfpage Ad	300x600	CHF 50	CHF 60
Wideboard	994x250	CHF 50	CHF 60
Wideboard XL	994x500	CHF 60	CHF 70
Sidebar Ad	500x1000	CHF 70	CHF 80
Dynamic Head	Spezialformat	CHF 80	CHF 90
Midscroll Ad	Spezialformat	CHF 80	CHF 90
Midbreak Ad	Spezialformat	CHF 80	CHF 90
Double Sidebar Ad	Spezialformat	CHF 100	CHF 110
Welcome Ad	Spezialformat	CHF 100	CHF 110

Mobile

Werbeformate	Grösse	Run of Site	Front/Channel/Regional
Medium Rectangle	300x250	CHF 40	CHF 50
Ricchie Ad	320x416	CHF 50	CHF 60
Halfpage Ad	300x600	CHF 50	CHF 60
Dynamic Head	Spezialformat	CHF 80	CHF 90
Midscroll	Spezialformat	CHF 80	CHF 90
Midbreak Ad	Spezialformat	CHF 80	CHF 90
Experience Ad	Spezialformat	CHF 80	CHF 90
Welcome Ad	Spezialformat	CHF 100	CHF 110

Desktop & Mobile

Werbeformate	Grösse	Run of Site	Front/Channel Regional
Ad Bundle (Halfpage, Wideboard, Rectangle)	300x600, 994x250, 300x250	CHF 50	CHF 60

Video

Werbeformate	Grösse	Run of Site
Pre-Roll	max. 30 Sek.	CHF 70

Preisliste 2026 Nau.ch News



Branding Specials

Werbeformate	Grösse	Front Brutto
Branding Day Front	Spezialformat	CHF 30'000
Full Page Takeover Front	Spezialformat	CHF 50'000

Content Advertising

Werbeformate	Laufzeit	Artikel	Nau.ch
Content Hub	1 Jahr	unbegrenzt	CHF 180'000
Themenwelt	1 Jahr	12 Stk.	CHF 100'000

Content Advertising

Werbeformate	Front Teaser Impresions	Front	Regio/Magazine
Sponsored Content (5 Tage)	1'000'000	CHF 10'000	CHF 4'000
Sponsored Content Premium (3. Position, 1 Tag)	200'000	CHF 5'000	-
Paid Post (5 Tage)	1'000'000	CHF 7'000	CHF 3'000

Rabatte & Konditionen Nau.ch News

Rabattstufe*	Rabatt
ab 10'000.-	10%
ab 20'000.-	20%
ab 50'000.-	30%
ab 100'000.-	50%

Spezialrabatte (nicht kumulierbar)	Rabatt
Neukundenrabatt	20%
Politik	30%
Kultur & Veranstaltungen	30%
NGO/NPO (ZEWO-Zertifiziert)	50%

*Mindestbuchungsvolumen von CHF 3'000.-