



Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit

06.01.2020 - 31.05.2020

Datum 24.06.2020

					MEDI	A- UND KOST	EN PLANLING	à							FINS	AT77FITR A	JM LIND WE	RBEDRUCK	VFRTFII LING	G				
TEL	THEMA / PLATZIERUNG	SPRACH	E FORMAT	INSERATE	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	KOSTEN NET-NET	KW 02 (06.01)	KW 03 (13.01)	KW 04 (20.01)	KW 05	KW 06	KW 07	KW 08 (17.02)	KW 09	KW 10 (02.03)	KW 11	KW 12 (16.03)	KW 13	KW 14	KW 15	
					BK01		NEI		INE I -INE I	(00.01)	(13.01)	(20.01)	(27.01)	(03.02)	(10.02)	(17.02)	(24.02)	(02.03)	(09.03)	(10.03)	(23.03)	(30.03)	(06.04)	
Vochenzeitungen																								
vef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
	wef																							
wef	wef wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
	wef																							
wef	wef wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
	wef																							
wef	wef wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40															
Total Wochenzeitungen				559	416.00	416.00	283	559.00	161.24															
Sonderbeilagen																								
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58															
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58															
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58															
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58															
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58															
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58															
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58															
wef	ef	D-CH	wech, s/w	23		32.00	45	43.00	25.58															
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58															
Total Sonderbeilagen			V V C C I I, J/ V V	207		288.00	404		230.23															
Special-Interest																								
wef		D-CH	Skyscraper 160x600																					
		'	'		0.00		0		0.00			I							I	I		· · · · · · · · · · · · · · · · · · ·		

SPRACHE	SCHALTUNGEN	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %
D-CH	207	27.02	230	58.81
F-CH	559	72.98	161	41.19
Total	766	100.00	391	100.00

anung & Setup	0.00 %	CHF 0
ewirtschaftung	0.00 %	CHF 0
echnische Kosten	97.75 %	CHF 511
ledia-Honorar	2.25 %	CHF 11.74
otal Servicekosten exkl. MWST	0.04 %	CHF 522.74
otal Media- & Servicekosten exkl. MWST.	100.00 %	CHF 1'182'866.03





Kampagne

Media-Planung

Laufzeit

Family Kampagne, 2. HJ 2019

06.01.2020 - 31.05.2020

				EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG										
TITEL	THEMA / PLATZIERUNG	SPRACHE	FORMAT	INSERATE	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	KOSTEN NET-NET	KW 18 (27.04)	KW 19 (04.05)	KW 20 (11.05)	KW 21 (18.05)	KW 22 (25.05)
Wochenzeitungen														
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
wef	wef	F-CH	test	43	32.00	32.00	22	43.00	12.40					
Total Wochenzeitungen	wef			559	416.00	416.00	283	559.00	161.24					
Sonderbeilagen														
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
wef	ef	D-CH	wech, s/w	23	66.00	32.00	45	43.00	25.58					
Total Sonderbeilagen		'		207	594.00	288.00	404	387.00	230.23					
Special-Interest														
wef		D-CH	Skyscraper 160x600											
Total Special-Interest				0	0.00	0.00	0	0.00	0.00					

766 1'010.00 704.00 687 946.00 391.48

SwissLife

24.06.2020

Datum

Total	766	100.00	391	100.00
F-CH	559	72.98	161	41.19
D-CH	207	27.02	230	58.81
SPRACHE	SCHALTUNGEN	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %

Total Media- & Servicekosten exkl. MWST.	100.00 %	CHF 1'182'866.03
Total Servicekosten exkl. MWST	0.04 %	CHF 522.74
Media-Honorar	2.25 %	CHF 11.74
Technische Kosten	97.75 %	CHF 511
Bewirtschaftung	0.00 %	CHF 0
Planung & Setup	0.00 %	CHF 0

