united internet media

PRICE LIST 2026
GMX SWITZERLAND

Including Multi-Screen Solutions!

Prices – Display Formats (Multi Screen)

Standard formats – the classics of online advertising

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations
Ad Bundle		728 x 90 & 120, 160 or 200 x 600 & 300 x 250 / 300 x 50 or 75 & 300 x 250	15
Leaderboard		728 x 90 / 300 or 320 x 50 or 75	15
Medium Rectangle		300 x 250	25
Skyscraper		120 x 600	15
Wide Skyscraper		160 or 200 x 60	20
Mobile Banner 4:1/6:1		300 x 75 or 300 / 320 x50	21

Video-compatible

Billing mode: CPM; prices in CHF and media gross

Premium formats – remarkable and successful

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations
Halfpage Ad		300 x 600 / 300 x 250	50
MaxiAD*		640 x 480 / 300 x 250	45
MaxiAD* XL		800 x 600 / 300 x 300	55
MaxiAD* Maximus		1260 x 690	70
Mobile Baseboard Ad		300 or 320 x 50	50
Mobile Carousel Ad		300 x 300	35
Mobile Exclusive Ad		300 x 100	70
Mobile Exclusive Ad (fixed)		300 x 100	upon request
Mobile Floor Ad		300 or 320 x 75, Expanded 300 x 300	90
Mobile Floor Ad XL		320 x 50 or 75, Expanded 320 x 480	100
Mobile Interstitial		300 x 300 & 300 or 320 x 50 or 75	80
Mobile In-Text Video Ad		640 x 360	60
Mobile Medium Rectangle		300 x 250	70
Mobile Pushdown Ad		300 or 320 x 75, Expanded 300 x 150	70
Sitebar		dynamic / 300 x 250	60
Understitial		640 x 960	70
Mobile Banner 2:1		300 x 150	44
Mobile Banner 1:1		300 x 300	90

Video-compatible

Billing mode: CPM; prices in CHF and media gross

Events

Event formats are booked as Multi Screen Event XL by default. This includes a Mobile WEB.Buster and an Inbox Ad Image Clickout.

Advertising format	Device	Description	Price
(Dynamic) Billboard		An impressive appearance in the direct field of the user's vision. At 970 x 250 pixels, the Billboard is directly below the homepage-header - on the mobile portal with 300 x 150 pixels above the homepage header. The latest bookable version, the Dynamic Billboard, now offers 40% more space, up to 1680 x 250 pixels.	upon request
Brandformance		The combination of Multi Screen Homepage Event and the Inbox Ad Clickout complements the previous reach of our daily fixed place-ments on big screen and MEW with the mail area in the apps. This allows you to reach all users with maximum reach on a single day. No matter if classic on desktop/tablet or in a mobile usage situation - large-scale formats with guaranteed high awareness are the ideal stage for your branding/performance campaigns! Billing is based on CPC.	upon request
Bridge Ad		The ultimate homepage event. A Billboard combined with two Skyscrapers for the big bang of your ad message. The Bridge Ad offers even more space with dynamic scaling.	upon request
Cinematic*		With our Cinematic Event, a great branding effect is guaranteed. The attention-grabbing format is located in the user's immediate field of vision and dynamically adapts to the entire page width, offering a fixed height of a full 380 pixels. This innovative feature always ensures maximum awareness of your ad message!	upon request
Content Event*		Achieve maximum attention with the Multi Screen Content Event thanks to the exclusive and topic-specific fixed placement within the magazines/channels. The Sitebar and Medium Rectangle formats are placed "sticky" and flank the article - other placements in the article text are hidden.	upon request
Double Sitebar*		The Sitebar on the homepage is now available twice! Get yourself and your advertising message the best presence and high attention. The entire left and right edges of the screen are yours, with plenty of space for creative content and dynamic adaptation of the ad to the respective screen size. Even when scrolling the page, the sitebar holds its position thanks to the "sticky effect".	upon request
Fireplace*		The popular format in the online industry can also be booked on GMX.ch. With the two dynamic sitebars on the sides and the Dynamic Billboard in the middle and in the XL version with the Super Banner in the middle, maximum attention is guaranteed. Depending on the viewport width, the individual elements scale like a kind of picture frame around the content area. The Dynamic Billboard is located near the login and therefore in the user's direct field of vision.	upon request
MaxiAD*		With the MaxiAD* you obtain an exclusive banner format on the prominent logout pages of GMX. Use the attractiveness and persuasive power of 640 x 480 pixels to put your ad message in the spotlight and attract the full attention of your target group. Book the MaxiAD* as an in-stream format without additional costs. You deliver your ad, we'll take care of the rest!	upon request
MaxiAD* Maximus		The biggest MaxiAD* ever and the biggest stage on the German web! The logout pages of GMX are the perfect breeding ground for your advertising message: Inbox checked, e-mails done - time to relax. This is the exact moment when the MaxiAD* Maximus event unfolds its full effect: The user is attentive, receptive and open to your advertisement. Moving images can also be optimally integrated here on a 1260 x 690 pixel screen.	upon request
MaxiAD* XL		The benefits of the MaxiAD* on the popular logout pages of GMX are also available one size larger: on impressive 800 x 600 pixels! This XL version offers endless space and attention, long-lasting impact and brand loyalty included!	upon request
Sitebar		100% viewability and optimal use of the ad space. The sitebar adapts to the user's screen resolution perfectly and always stays in the viewing area with the "sticky effect".	upon request
Welcome Back Layer		Our special event format: The Welcome Back Layer Event combines a large half-page ad and a layer that is always placed in the foreground. Full attention guaranteed! The format is also perfectly suited to extend the reach of your homepage event on all editorial environments.	upon request

Video-compatible

*not bookable on the logout pages

For all fixed placements a lead time of 5 working days applies for the delivery of the advertising material!

Video formats – versatile, creative, effective and innovative

Advertising format	Device	Format desktop / Mobile (incl. tablet)	Reach and rotations
In-Stream			
Pre-Roll		1024 x 576 / 1920 x 1080	80
Post-Roll		1024 x 576 / 1920 x 1080	60
Shuffle Roll		1024 x 576 / 750 x 576	70
Out-Stream			
In-Text Video Ad		16:9-Format, mind. 640x360	60

Video-compatible

Billing mode: CPM; prices in CHF and media gross

For bookings that are made through an advertising or media agency we grant 15% commission on the net amount of the invoice. All prices are net, without deduction, plus VAT.

Subject to changes and errors. Price changes and the General Terms and Conditions of United Internet Media GmbH can be found at www.united-internet-media.ch

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Prices – Native Advertising

Inbox Ad

Advertising format	Device	Minimum booking volume	Price
Inbox Ad Template		5,000 CHF	47 CHF - 67 CHF CPM (depending on targeting or screen)
Inbox Ad Clickout		5,000 CHF	47 CHF - 67 CHF CPM (depending on targeting or screen)
Inbox Ad Image Clickout		5,000 CHF	70 CHF - 95 CHF CPM (depending on targeting or screen)
			Billing mode: CPM; prices in CHF and media gross

Editorial

Advertising format	Device	Description	Price
Branded Content		Information transfer, lead generation or branding and brand loyalty - with Branded Content integration in the appropriate section, you can pursue a variety of goals. A media package is included, and traffic is targeted via Native Teasers to ensure maximum reach and visibility.	from 5,000
Mobile Video Native Teaser		With one click on the teaser image, the ad enlarges to the medium rectangle format and presents your video content.	15
Native Teaser		Editorial-style image-text teasers on the logout lounge, homepage or in the magazines.	6
Video-compatible			Billing mode (without Branded Content integration): CPM; prices in CHF and media gross

1st Party Data Audiences incl. Frequency Capping

Frequency Capping

Frequency Capping or cross device Frequency Capping only on range and rotation assignments

Targeting TGP

Proven Internet target group products and classic media and marketing target groups:

- TGP Age
- TGP Gender
- TGP Socio
- TGP Interest
- TGP Habits & Values
- TGP Technical

Targeting TGP *Plus*

Combinations of TGP target groups and / or Frequency Capping:

- TGP Geo
- TGP Business to Business

Data & Targeting

Targeting format	Device	Description	Price
Retargeting		Personalised and media-efficient targeting of conversion dropouts with interest-based product or brand messages.	-
CRM Onboarding		Successful development of your existing customers or efficient acquisition of new customers similar to your existing customers with the highest purchasing power. Matching avalable with DCR or SFTP.	-
Customised Targeting		Creating an individual target group that is precisely tailored to your needs.	-
Prospecting		Prospecting is based on user insights, first-party data and AI models developed by United Internet Media: This ensures the precise delivery of your advertising materials - with maximum relevance and without the use of cookies! With this advertising setup comprising display ads and native inbox ads, you can achieve maximum reach across all devices.	upon request
Retargeting Display Ad		Special formats with maximum engagement: Precise retargeting turns the classic display ad into a personalized and dynamic advertising medium that specifically addresses users on their customer journey and creates an effective incentive to buy.	upon request
Retargeting Inbox Ad		Native advertising directly in the FreeMail inbox: thanks to native integration in the email list, your products receive special attention. Precise retargeting creates a real incentive to buy.	upon request

Extras: Surcharge on gross CPM

+ Frequency capping	+ Targeting TGP	+ Targeting TGP *Plus* or combined bookings	+ Targeting solutions
+ 2 CHF	+ 5 CHF	+ 10 CHF	upon request

Data Only

Targeting format	Description	Price from
TGP Age	This feature can be used to address individual age groups.	0.70/0.85 CHF
TGP Gender	This feature can be used to target specific gender groups.	0.70/0.85 CHF
TGP Geo	The postcode can be used to target users from individual regions.	0.70 CHF
TGP Socio	This feature allows users to be targeted based on their socio-demographic characteristics.	0.80 CHF
TGP Interest	This feature can be used to target users based on their interests and affinities.	0.80 CHF / Finance & Mobility - 1 CHF
TGP Intent	This feature can be used to target users who have a strong interest in the product.	1.10 CHF
TGP Habits & Values	This feature can be used to target users based on their purchasing behaviour and values.	0.80 CHF
TGP Business to Business	This feature can be used to target decision-makers in companies.	5.00 CHF

TGP Audience Segments are available in the Data Marketplaces of the following DSPs/SSPs:
Active Agent, Adform, Equativ, Xandr, The Trade Desk, Google DV360, Pubmatic.

Research

Attention Analysis	Description	Price
Creative Attention Prediction (KI)	Predicting the attention potential of creative assets using scientifically grounded	1,000
Brand Lift Study	**Advertising impact study**	**Preis**
Brand Lift Study	Survey of the complete brand funnel based on a one-stage survey.	3,000
		Billing mode: CPM; prices in CHF and media gross

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Prices Dialog and E-Mail

Lead & Cashback

Advertising format	Minimum booking volume	Price
Inbox Ad Lead	min. 5,000 CHF	CPL on request
Lead Contest		CPL on request
Thank you page	–	CPL on request
Sponsoring	min. 5,000 CHF	CPL on request

Billing mode: prices in CHF and media gross

Referral Marketing

Advertising format	Minimum term	CPM/fixed price
Vorteilswelt Integration	min. 4 weeks	upon request

Billing mode: prices in CHF and media gross

Digital Flyers

Advertising format	Device	Minimum booking volume	Price
Digital Flyers		5,000 CHF	upon request

Billing mode: prices in CHF and media gross

trustedDialog

Advertising format	Device	Description	Price
trustedDialog		Protection against phishing, spam and viruses: with trustedDialog, all commercial e-mails sent to mail-boxes of WEB.DE, GMX, 1&1, freenet Mail and Telekom Mail pass a multi-stage authenticity and integrity check and are marked with an e-mail seal and customer logo in the mailbox.	upon request
trustedDialog Preview		Visual upgrade with trustedDialog Preview: The integration of up to three images and a voucher code creates maximum awareness even before the newsletter is opened.	upon request

Billing mode: prices in CHF and media gross

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Unser Markenportfolio:

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Das Örtliche

DasTelefonbuch
Alles in einem

Gelbe Seiten