

A person wearing a red shirt is holding a tablet computer. The tablet screen is white and displays the 'GMX' logo in large, bold, black, sans-serif capital letters. The background behind the person is a wooden table.

**GMX**

**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 x 50  | 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 placements 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 or 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                      |
| Flagship*           |        | It doesn't get any larger than this! The Flagship is the star among our event placements. The perfect combination of the proven premium formats Billboard and Sitebar guarantees maximum awareness. The Sitebar features a "sticky effect" and dynamic scaling. The Billboard adjusts to the screen size in three steps.  | upon request                      |
| HomeFrame*          |        | Everything in one single frame: With the HomeFrame Event you can creatively design all areas surrounding the homepages on the GMX portal. Secure full visibility for 24 hours, because even when scrolling, Skyscraper and Sitebar never fall out of the frame with the "sticky effect".  | 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                      |
| Wallpaper           |        | The Wallpaper Event is a prominent element placed next to the editorial content on the GMX homepages. The effect of this classic Super Banner and Skyscraper combination is further emphasized thanks to possible background coloring and a "sticky effect" - for guaranteed awareness.   | 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                              |
|--------------------|--------|--|--|
| <b>In-Stream</b>   |        |  |  |
| Pre-Roll           |        | 1024 x 576 / 1920 x 1080               | 80   |
| Post-Roll          |        | 1024 x 576 / 1920 x 1080               | 60   |
| Shoppable Video Ad |        | 1024 x 576 / 1920 x 1080               | 80   |
| Shuffle Roll       |        | 1024 x 576 / 750 x 576                 | 70   |
| <b>Out-Stream</b>  |        |  |  |
| In-Text Video Ad   |        | 16:9-Format, mind. 640x360             | 60   |
| Video-compatible   |        |  | Billing mode: CPM; prices in CHF and media gross |

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| Inbox Ad   |        |                        |   |
|--|--------|------------------------|---|
| Advertising format                               | Device | Minimum booking volume | Price   |
| Inbox Ad Template                                |        | 5,000 CHF              | 47 CHF - 67 CHF CPM<br>(depending on targeting or screen) |
| Inbox Ad Clickout                                |        | 5,000 CHF              | 47 CHF - 67 CHF CPM<br>(depending on targeting or screen) |
| Inbox Ad Image Clickout                          |        | 5,000 CHF              | 70 CHF - 95 CHF CPM<br>(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          |
|                            |        | Billing mode (without Branded Content integration): CPM; prices in CHF and media gross  |            |

## 1st Party Data Audiences incl. Frequency Capping

| Frequency Capping  | Targeting TGP  | Targeting TGP <i>Plus</i>   |
|--|--|---|
| Frequency Capping or cross device<br>Frequency Capping only on range<br>and rotation assignments | Proven Internet target group<br>products and classic media<br>and marketing target groups:<br><br>TGP Age<br>TGP Gender<br>TGP Socio<br>TGP Interest<br>TGP Habits & Values<br>TGP Technical | Combinations of TGP target groups<br>and / or Frequency Capping:<br><br>TGP Geo<br>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 available 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 <i>Plus</i> 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.                           | 1.50 CHF                              |
| TGP Audience Segments are available in the Data Marketplaces of the following DSPs/SSPs:<br>Active Agent, Adform, Equativ, Xandr, The Trade Desk, Google DV360, Pubmatic. |  |                                       |

## Research

| 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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## 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 |              |                 |



## E-Mail-Marketing

| Advertising format                          | Minimum booking volume | Description   | Price      |
|---|------------------------|---|------------|
| Direct E-Mail                               | 2,500 CHF              | With our direct e-mail, you can optimize your newsletter distribution and reach targeted users. Benefit from over two million FreeMail users with advertising consent and use flexible design options. Thanks to limited mailing frequency, your direct marketing receives maximum attention. | 89 CHF CPM |
| 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 mailboxes of WEB.DE, GMX, 1&1, freenet 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:

**GMX**



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Das Örtliche



**Gelbe Seiten**