

TEILNAHME

2021



swissallergy

The Swiss Network for allergies

Our aim is to improve the quality of life for people who have allergies by connecting allergy professionals and give access to latest research

Swissallergy.ch is the first Swiss Digital Platform for B2B & B2C for allergy professionals and consumers.

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The Swiss Network for Allergies



FOOD
CELIAC DISEASE
POLLEN
MITES / ANIMALS
MOLD
INSECTS
MEDECINES
ECZEMA
URTICARIA
ATOPIIC DERMATITIS
SUN
FRAGRANCES
COSMETICS
ASTHMA
HAY FEVER
RHINITIS

A Meeting Point for Patients and Doctors

“A Unique Powerful Article Environment”

On this platform, you will find some tips and as you learn more, managing allergies will become part of your daily life!

*In collaboration with our expert team, you will learn the most common allergy symptoms. **Swissallergy.ch** covers **allergies** and **intolerances** such as food allergies, pollen, mold/fungi, asthma, rhinitis, dust mites, animal dander, pet allergies, insects & venoms, skin allergy, hay fever, sun allergy, atopic dermatitis, drug and medication, latex, gluten & lactose, (celiac) intolerances, eczema, urticaria, asthma, rhinitis, rhino-sinusitis, eye allergies, desensitization, anaphylaxis & angioedema, cosmetic allergies...*

The **B2B**, through secure access, covering **more than 20.000 Health Professionals** sharing links to articles, news, and videos. On **B2C**, consumers have the possibility to get connected with their Doctors.



5,000

AVERAGE MONTHLY
UNIQUE VISITORS

1'20

PAGES / SESSION

90%

NEW USERS

10%

RETURNING USERS

85%

FEMALE

15%

MALE

DEVICES:

83% Mobile

12% Tablet

5% Desktop



PRICE LIST DIGITAL

DIGITAL RATES

BANNER – 3 MONTHS

CHF 500 + CHF 3 per CPM

BANNER – 12 MONTHS

CHF 1'800 + CHF 3 per CPM

ARTICLE – 3 MONTHS

CHF 2'000

VIDEO 1 MONTH

CHF 1'000

LOGO + URL LINK

Complimentary

DIGITAL SPECIFICATIONS

BANNER

980 x 180 pixel, 300 x 250 pixel
for mobile + URL Links

ARTICLE

800-3000 words & image size
max. 25Mb in total

BANNER + ARTICLE PACKAGE

3 MONTHS

CHF 2'500 + CHF 3 per CPM

12 MONTHS

CHF 9'000 + CHF 3 per CPM

MONTHLY NEWSLETTER

MAIN BANNER

CHF 45 CPM / month

SECONDARY BANNER

CHF 25 CPM / month

HIGHLIGHTED ARTICLE

CHF 50 CPM / month

SECONDARY ARTICLE

CHF 40 CPM / month



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We approach every new challenge with the same enthusiasm as when we were young, giving brands the opportunity to determine their value.