

Medienmitteilung
Communiqué de presse
Media release

Admeira takes over marketing of cash.ch

Bern, 27 April 2017. As of 1 May, Admeira will take over marketing of the cash website and of the cash VALUE magazine, thus further expanding its position as a leading marketer of Swiss business platforms.

cash is the first multimedia business and finance portal in Switzerland. It combines information with banking, and links relevant financial and business news from its own independent editorial team with an online banking platform.

cash.ch has 266,000 unique users and, with 3 million visits per month, is the most frequently used business portal in Switzerland. It targets decision-makers and its audience includes people who have an above-average interest in topics such as finance, cars, computers and IT as well as consumer electronics (source: NET-Metrix profile 2016-2 and NET-Metrix audit 2017-3).

With cash.ch in its portfolio, Admeira is also expanding its digital business network, which currently comprises bilanz.ch, handelzeitung.ch and finanzen.ch. This means that in future a single booking can reach over 860,000 unique users via the relevant Swiss financial titles – the business network can thus increase its net reach to over 14 percent of the total Swiss Internet population (source: NET-Metrix profile 2016-2).

Arne Bergmann, Chief Sales Officer at Admeira: “We very much look forward to working with cash. This will offer our advertising customers greater access to advertising possibilities in exclusive finance and business environments.”

Urban Scherrer, CEO of cash, comments as follows on the cooperation with Admeira: “I am convinced that the only way to succeed in this rapidly changing advertising climate is by joining forces and using cutting-edge technology.”

The cash print magazine VALUE is published twice a year with a print run of 25,000. It is geared to private and institutional investors interested in business and finance-related topics.

The cash sales team, comprising three employees, will move to the media park in Zurich-Altstetten in early May and will be integrated into Admeira's sales organisation.

About Admeira

Admeira is the largest marketing company in Switzerland and has a multimedia portfolio with advertising opportunities in around 80 strong media brands. The company was founded in 2016 following an entrepreneurial initiative between Ringier, SRG and Swisscom. Admeira is Switzerland's answer to the digital revolution and the new requirements of the Swiss advertising

industry that are arising as a result. The latest technology – in conjunction with data and marketing expertise – paves the way for new perspectives for innovative forms of advertising. The services are open to all advertisers, agents and other providers of advertising inventories. Admeira employs more than 280 staff at its offices in Zurich, Bern, Lausanne, Geneva and Lugano.

Informations

Corporate Communications

Phone +41 58 909 91 04

media@admeira.ch

About cash

cash combines everything from one source on its portal "Information" and "Banking". It represents independent journalism and personal banking advice. cash delivers the most important economic news, issues editorial comments and publishes financial data on a daily basis. Private investors can perform stock exchange transactions directly at cash.ch at a flat rate. Ringier, a diverse media group that operates in 19 countries, and bank zweiplus each hold 50 percent of the shares in the cash zweiplus ag joint venture.

Informations

Media Relations, Ringier AG, Phone +41 44 259 64 44, media@ringier.ch