

MEDIAKIT

2022



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.

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

The Swiss Network for Allergies

A woman with long blonde hair, wearing a white dress, is smiling and holding a brown butterfly with white spots on its wings. She is standing in a lush green field with tall grass. The background is a soft-focus green landscape.

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.



+50'000

AVERAGE MONTHLY
UNIQUE VISITORS

4:30

PAGES / SESSION

90%

NEW USERS

10%

RETURNING USERS

85%

FEMALE

15%

MALE

DEVICES:

63% Desktop

34% Mobile

3% Tablet



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 jpg or png + 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



MIKAEL RANGNITT

CEO and Editor

Mikael.Rangnitt@swissallergy.ch

MONICA ROLDAN

Sales Manager

Monica.Roldan@swissallergy.ch

ONNA CAJACOB

Sales Manager

Onna.Cajacob@rang-group.ch

ROLF VERAGUTH

Sales Consultant

Rolf.Veraguth@rang-group.ch

KARIN MAVILIA

Graphist

Karin@atelierzed.ch

Rang Group SA

Chemin des Ecaravez 14a

Belmont-sur-Lausanne CH-1092

Switzerland

+41 79 217 23 77

info@rang-group.ch