

BAG Bevölkerungsinformation Covid-19

Stand: 26.1.2023

Total Kampagnen pro Medium und Vermarkter 2020–2022

Alle Teilkampagnen Verhalten/Grundlagen und Impfen sowie Projekt Impfoffensive (Nationale Impfwoche Herbst 2021)
Aufwände in CHF, exkl. Honorar, exkl. techn. Kosten, exkl. MwSt.

Vermarkter	2020		2021		Impfoffensive 2021		2022		
	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	
Admeira	CHF	1'262'014	10.74%	CHF	724'297	10.69%	CHF	-	0.00%
Goldbach Media	CHF	638'865	5.44%	CHF	342'457	5.05%	CHF	-	0.00%
TOTAL TV	CHF	1'900'879	16.18%	CHF	1'066'754	15.74%	CHF	-	0.00%

TOTAL 2020–2022
verrechnet netto/netto
CHF 1'986'311
CHF 981'322
CHF 2'967'633

Vermarkter	2020		2021		Impfoffensive 2021		2022		
	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	
APG analog	CHF	116'642	0.99%	CHF	433'805	6.40%	CHF	344'978	15.65%
APG DOOH	CHF	1'630'763	13.88%	CHF	691'567	10.20%	CHF	298'772	13.56%
Neo Advertising	CHF	12'496	0.11%	CHF	163'592	2.41%	CHF	51'002	2.31%
Clear Channel	CHF	154'641	1.32%	CHF	296'658	4.38%	CHF	150'000	6.81%
Livesystems	CHF	269'569	2.30%	CHF	127'859	1.89%	CHF	36'840	1.67%
TPG	CHF	3'240	0.03%	CHF	-	0.00%	CHF	-	0.00%
Moving Media	CHF	9'337	0.08%	CHF	-	0.00%	CHF	-	0.00%
Excom Media	CHF	68'830	0.59%	CHF	73'728	1.09%	CHF	-	0.00%
TOTAL OOH/DOOH	CHF	2'265'518	19.29%	CHF	1'787'209	26.37%	CHF	881'592	40.00%

TOTAL 2020–2022
verrechnet netto/netto
CHF 895'425
CHF 2'828'501
CHF 227'090
CHF 601'299
CHF 464'268
CHF 3'240
CHF 9'337
CHF 156'162
CHF 5'185'322

Vermarkter	2020		2021		Impfoffensive 2021		2022		
	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	
Admeira Blick	CHF	183'400	1.56%	CHF	131'000	1.93%	CHF	39'300	1.78%
Admeira Sonntagsblick	CHF	53'740	0.46%	CHF	40'305	0.59%	CHF	26'870	1.22%
Admeira Le Temps	CHF	165'446	1.41%	CHF	66'421	0.98%	CHF	34'628	1.57%
Admeira Schweizer Illustrierte	CHF	10'524	0.09%	CHF	13'155	0.19%	CHF	-	0.00%
Admeira Beobachter	CHF	-	0.00%	CHF	35'745	0.53%	CHF	-	0.00%
Admeira Landleibe	CHF	-	0.00%	CHF	10'950	0.16%	CHF	-	0.00%
Admeira Glücspost	CHF	-	0.00%	CHF	19'350	0.29%	CHF	6'450	0.51%
Admeira Illustrierte	CHF	-	0.00%	CHF	9'350	0.14%	CHF	-	0.00%
Admeira PME Magazine	CHF	-	0.00%	CHF	4'275	0.06%	CHF	-	0.00%
Admeira Handelszeitung	CHF	-	0.00%	CHF	6'750	0.10%	CHF	-	0.00%
Goldbach 20 Min.	CHF	277'627	2.36%	CHF	227'787	3.36%	CHF	75'000	3.40%
Goldbach 24 Heures (Top 2)	CHF	156'769	1.33%	CHF	82'894	1.22%	CHF	48'214	2.19%
Goldbach Metropool	CHF	460'911	3.92%	CHF	164'408	2.43%	CHF	97'231	4.41%
Goldbach Sonntagszeitung	CHF	54'200	0.46%	CHF	28'759	0.42%	CHF	28'527	1.29%
Goldbach Le matin dimanche	CHF	63'373	0.54%	CHF	33'354	0.49%	CHF	30'324	1.38%
Goldbach Annabelle	CHF	-	0.00%	CHF	8'033	0.12%	CHF	-	0.00%
Goldbach Femina	CHF	-	0.00%	CHF	9'771	0.14%	CHF	-	0.00%
Goldbach Das Magazin	CHF	-	0.00%	CHF	12'578	0.19%	CHF	-	0.00%
CH Media Nordwestschweiz	CHF	271'185	2.31%	CHF	97'685	1.44%	CHF	37'590	1.71%
CH Media Luzerner Zeitung	CHF	239'200	2.04%	CHF	80'500	1.19%	CHF	32'200	1.46%
CH Media St. Galler Tagblatt	CHF	227'420	1.94%	CHF	81'200	1.20%	CHF	32'480	1.47%
CH Media Schweiz am Wochenende	CHF	128'800	1.10%	CHF	60'900	0.90%	CHF	73'829	3.35%
CH Media Wir Eltern	CHF	-	0.00%	CHF	7'423	0.11%	CHF	-	0.00%
CH Media Luzerner Anzeiger	CHF	-	0.00%	CHF	-	0.00%	CHF	4'690	0.21%
Weltwoche	CHF	18'480	0.16%	CHF	18'480	0.27%	CHF	-	0.00%
Media Ti Corriere	CHF	62'703	0.53%	CHF	22'729	0.34%	CHF	14'203	0.64%
Media Ti Illustrazione Ticinese	CHF	-	0.00%	CHF	4'652	0.07%	CHF	-	0.00%
Media Ti La Domenica / Il cafe	CHF	16'151	0.14%	CHF	-	0.00%	CHF	4'038	0.18%
Regiopresse La Regione	CHF	83'200	0.71%	CHF	26'900	0.40%	CHF	16'800	0.76%
Gassmann Zeitungspool	CHF	137'984	1.17%	CHF	42'689	0.63%	CHF	25'872	1.17%
Impact Media Romandie Combi	CHF	289'539	2.47%	CHF	98'823	1.46%	CHF	83'581	3.79%
Somedia Südostschweiz	CHF	83'790	0.71%	CHF	35'855	0.53%	CHF	12'255	0.56%
NZZ	CHF	164'713	1.40%	CHF	70'450	1.04%	CHF	50'683	2.30%
Schaffhauser Nachrichten	CHF	60'338	0.51%	CHF	17'871	0.26%	CHF	10'254	0.47%
Gammeter Engadiner Post	CHF	63'272	0.54%	CHF	17'693	0.26%	CHF	10'220	0.46%
IMS Medien Bärner Bär	CHF	17'775	0.15%	CHF	10'820	0.16%	CHF	-	0.00%
Biel / Bienne	CHF	36'300	0.31%	CHF	13'500	0.20%	CHF	-	0.00%
Génerations	CHF	-	0.00%	CHF	8'037	0.12%	CHF	-	0.00%
Zeitlupe	CHF	-	0.00%	CHF	15'552	0.23%	CHF	-	0.00%
50plus	CHF	-	0.00%	CHF	10'080	0.15%	CHF	-	0.00%
Magazin SRK Krankenpflege	CHF	-	0.00%	CHF	2'500	0.04%	CHF	-	0.00%
Fritz + Fränzi	CHF	-	0.00%	CHF	6'110	0.09%	CHF	-	0.00%
Ki Media Ma Santé	CHF	-	0.00%	CHF	5'440	0.08%	CHF	-	0.00%
Ki Media Gesundheitstipp	CHF	-	0.00%	CHF	8'772	0.13%	CHF	-	0.00%
Sept.mook	CHF	4'000	0.03%	CHF	-	0.00%	CHF	-	0.00%
Schaffhauser Bock	CHF	5'113	0.04%	CHF	-	0.00%	CHF	-	0.00%
Coopzeitung	CHF	-	0.00%	CHF	-	0.00%	CHF	28'921	2.28%
Migros Magazin	CHF	-	0.00%	CHF	-	0.00%	CHF	22'409	1.77%
Leman Combi	CHF	-	0.00%	CHF	-	0.00%	CHF	14'982	1.18%
Diverse Print	CHF	-	0.00%	CHF	-	0.00%	CHF	70'652	3.21%
Gutschriften Print	CHF	-	0.00%	CHF	-6'242	-0.09%	CHF	-	0.00%
TOTAL Print	CHF	3'335'952	28.40%	CHF	1'663'304	24.54%	CHF	859'441	39.00%

TOTAL 2020–2022
verrechnet netto/netto
CHF 379'900
CHF 132'465
CHF 289'580
CHF 23'679
CHF 35'745
CHF 10'950
CHF 25'800
CHF 9'350
CHF 4'275
CHF 6'750
CHF 580'414
CHF 320'020
CHF 787'445
CHF 125'749
CHF 142'213
CHF 8'033
CHF 9'771
CHF 12'578
CHF 444'050
CHF 384'100
CHF 373'580
CHF 303'709
CHF 7'423
CHF 4'690
CHF 36'960
CHF 107'473
CHF 4'652
CHF 24'227
CHF 138'100
CHF 223'793
CHF 504'884
CHF 144'155
CHF 315'819
CHF 95'299
CHF 98'273
CHF 28'595
CHF 49'800
CHF 8'037
CHF 22'221
CHF 10'080
CHF 2'500
CHF 6'110
CHF 5'440
CHF 8'772
CHF 4'000
CHF 5'113
CHF 28'921
CHF 22'409
CHF 14'982
CHF 70'652
CHF -6'242
CHF 6'397'293

Vermarkter	2020		2021		Impfoffensive 2021		2022		
	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	
Swissradioworld kl. Radio	CHF	365'800	3.11%	CHF	295'100	4.35%	CHF	-	0.00%
Swissradioworld Spotify	CHF	15'000	0.13%	CHF	-	0.00%	CHF	-	0.00%
TOTAL Radio	CHF	380'800	3.24%	CHF	295'100	4.35%	CHF	-	0.00%

TOTAL 2020–2022
verrechnet netto/netto
CHF 660'900
CHF 15'000
CHF 675'900

Vermarkter	2020		2021		Impfoffensive 2021		2022		
	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	verrechnet netto/netto	in %	
Admeira Blick.ch	CHF	274'250	2.33%	CHF	56'093	0.83%	CHF	15'000	0.68%
Admeira Bluewin	CHF	8'000	0.07%	CHF	20'000	0.30%	CHF	-	0.00%
Goldbach 20min.ch	CHF	404'539	3.44%	CHF	54'765	0.81%	CHF	14'629	0.66%
Goldbach Newsnet	CHF	187'433	1.60%	CHF	87'473	1.29%	CHF	10'000	0.45%
Goldbach Branding Day 20min	CHF	122'687	1.04%	CHF	-	0.00%	CHF	-	0.00%
Goldbach Branding Day Newsnet	CHF	92'258	0.79%	CHF	-	0.00%	CHF	-	0.00%
Goldbach Replay Ads	CHF	-	0.00%	CHF	-	0.00%	CHF	7'770	0.61%
Google Youtube	CHF	778'089	6.62%	CHF	212'384	3.13%	CHF	139'429	6.33%
Google GDN	CHF	68'561	0.58%	CHF	369'342	5.45%	CHF	-	0.00%
Google Search	CHF	-	0.00%	CHF	163'447	2.41%	CHF	-	0.00%
Google Masthead	CHF	35'000	0.30%	CHF	-	0.00%	CHF	-	0.00%
Adgo Mobile	CHF	-	0.00%	CHF	25'028	0.37%	CHF	-	0.00%
Facebook / Instagram	CHF	442'567	3.77%	CHF	443'808	6.55%	CHF	114'499	5.20%
Snapchat	CHF	136'076	1.16%	CHF	33'019	0.49%	CHF	26'433	1.20%
Teads	CHF	192'000	1.63%	CHF	45'001	0.66%	CHF	35'716	1.62%
Livesystems Nau.ch	CHF	261'368	2.23%	CHF	15'000	0.22%	CHF	10'000	0.45%
Audienzz NZZ	CHF	87'000	0.74%	CHF	15'000	0.22%	CHF	-	0.00%
Zattoo Web-TV	CHF	40'500	0.34%	CHF	40'000	0.59%	CHF	-	0.00%
Hoy Programmatic	CHF	259'101	2.21%	CHF	157'023	2.32%	CHF	34'968	1.59%
Fixxpunkt Watson	CHF	268'510	2.29%	CHF	49'927	0.74%	CHF	-	0.00%
SBB.ch	CHF	130'000	1.11%	CHF	-	0.00%	CHF	10'000	0.45%
Digital Twist	CHF	16'800	0.14%	CHF	-	0.00%	CHF	-	0.00%
Twitch	CHF	10'918	0.09%	CHF	-	0.00%	CHF	-	0.00%
Tinder	CHF	25'000	0.21%	CHF	-	0.00%	CHF	-	0.00%
Apple Search	CHF	18'231	0.16%	CHF	-	0			