

DRINKS.MEDIA

2023

MOMENTS THAT MATTER

DRINKS.CH is the largest Swiss online specialty retailer for spirits, glasses and bar accessories with over 7,000 products. Since November 2020, the range has also included a large selection of wines and champagnes and is constantly being expanded. DRINKS.CH supplies customers from all over Switzerland on a daily basis, including numerous restaurants and specialist retailers.



INDEX

1. DRINK HIT	S. 1
2. DRINK TREND	S. 2
3. DRINK DEAL	S. 3
4. BANNER	S. 4
5. BRANDPAGE	S. 5-6
6. SOCIAL MEDIA BOOST	S. 7
7. NEWSLETTER	S. 8
8. SAMPLING	S. 9
9. SERVICES	S. 10
9.1. MERCHANT CENTER PLATTFORM	S. 11
9.2. LEGAL REPORT & TERMS	S. 12
10. MEDIADATA	S. 13
10.1. WEBSITE	S. 14
10.2. SOCIAL MEDIA	S. 15
10.3. E-MAIL MARKETING	S. 16
11. CONTACT	S. 17

1. DRINK HIT

Place your products on the DRINKS.CH front page within the „Hit“ section and increase their sales.

Placement

- ⊕ Position 1-4 (dynamic)
- ⊕ Device: Mobile / Desktop
- ⊕ Publication: B2C / B2B
- ⊕ Languages: DE / FR
- ⊕ Duration: at least 1 week

Specifications

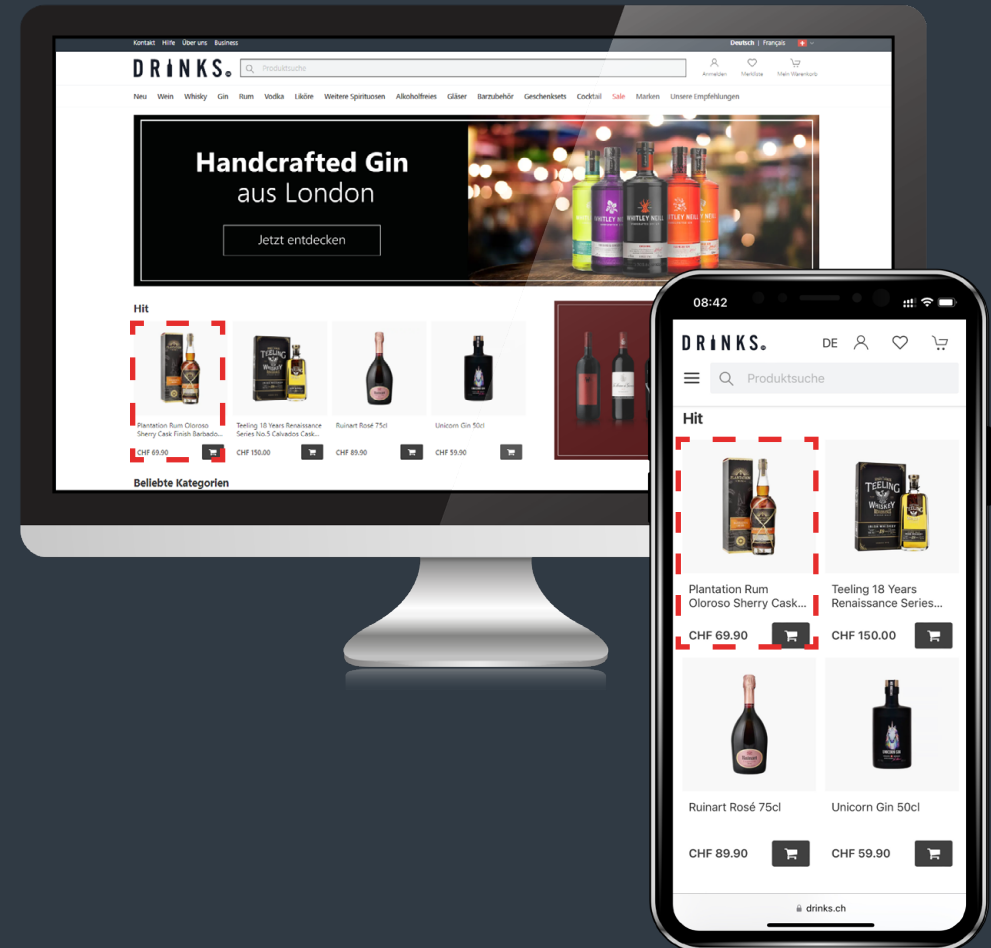
- ⊕ Price reductions not possible
- ⊕ Only single products possible (no bundles)
- ⊕ No delivery of advertising material required (product feed)

Other services

Access to DRINKS Merchant Center reporting platform

Cost (excl. VAT)

CHF 550.-



2. DRINK TREND

Place your products within the listed category and increase their sales.

Placement

- ⊕ Device: Mobile / Desktop
- ⊕ Publikation: B2C / B2B
- ⊕ Sprachen: DE / FR
- ⊕ Laufzeit: mind. 1 Woche

Specifications

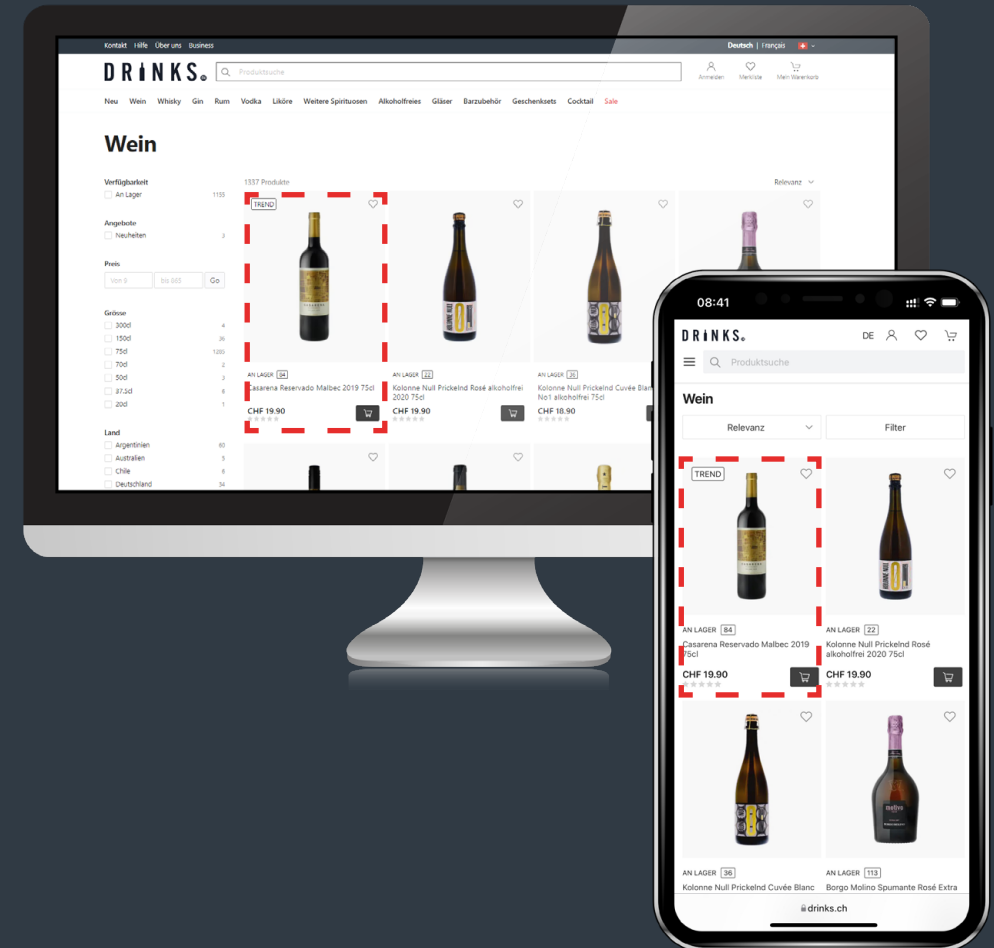
- ⊕ No delivery of advertising material required (product feed)

Other services

Access to DRINKS Merchant Center reporting platform

Cost (excl. VAT)

CHF 450.-



3. DRINK DEAL

Offer your products at a reduced purchase price and promote their sales. The discounted products appear in the respective category on the first level (analogous to Trend Placement) and are additionally listed in the Sales category. This measure can be ideally integrated into any campaign setup as an additional push.

Placement

⊕ Device: Mobile / Desktop

⊕ Publication: B2C

⊕ Languages: DE / FR

⊕ Duration: at least 2 weeks

Specifications

⊕ According to the Swiss Alcohol Law, discounts for all distilled waters (spirits, liqueurs, alcopops with spirits content) are not allowed. However, beer, wines, hard seltzer without spirits content, sparkling wines, champagne, other sparkling wines as well as glasses and bar accessories may be discounted.
No delivery of advertising materials required (product feed).

Other services

Access to DRINKS Merchant Center reporting platform

Cost (excl. VAT)

CHF 2'500 Placement + flat CHF discount per product sold



4. BANNER

Benefit from our reach and advertise your products within large banner formats on the DRINKS.CH homepage. You benefit from the best possible visibility on all devices.

Formats:

Maxi Banner

Medium Banner

Placement

- ⊕ Fixed placement on front
- ⊕ Device: Mobile / Desktop
- ⊕ Publication: B2C / B2B
- ⊕ Languages: DE / FR
- ⊕ Duration: at least 1 week

Specifications

Maxi Banner:	W: 3040	H: 760	JPEG, PNG	Max. 300 KB
	W: 1200*	H: 720*		
*Mobile Fallback				
Medium Banner	W: 1200	H: 720	JPEG, PNG	Max. 300 KB

Banner must have a CTA with frame and in Roboto font
 CTA Wording: DE: Jetzt entdecken, FR: Découvrez maintenant
 Delivery banner by zip file, Legal report via PDF

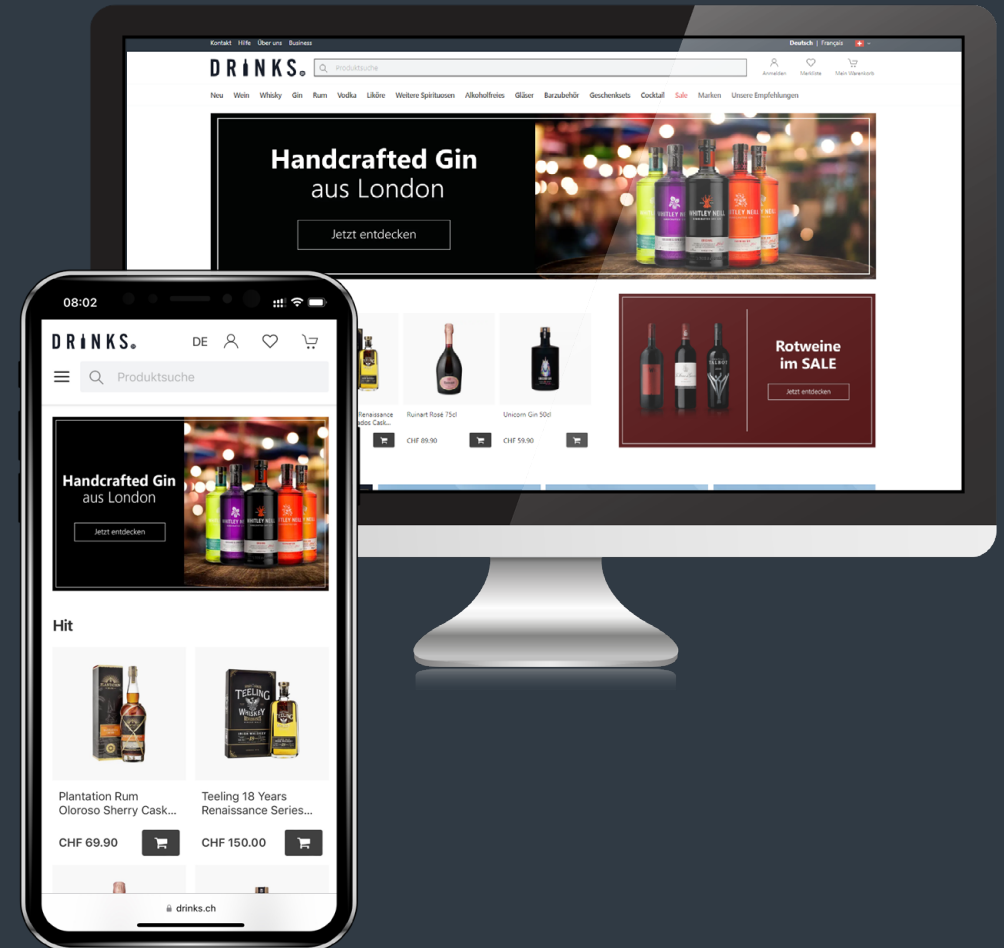
Other services

Access to DRINKS Merchant Center reporting platform

Cost (excl. VAT)

Maxi Banner: CHF 2'250

Medium Banner: CHF 1'450



5. BRANDPAGE

Provide your brand with the best possible visibility and tell its story.

Formats

- ⊕ Header Banner
- ⊕ Banner (large)
- ⊕ Wording mit CTA
- ⊕ Banner (medium)

Placement

- ⊕ Permanent fixed placement without duration
- ⊕ Mobile/Desktop
- ⊕ Publication: B2C / B2B
- ⊕ Languages: DE / FR



Brandpage

Specifications

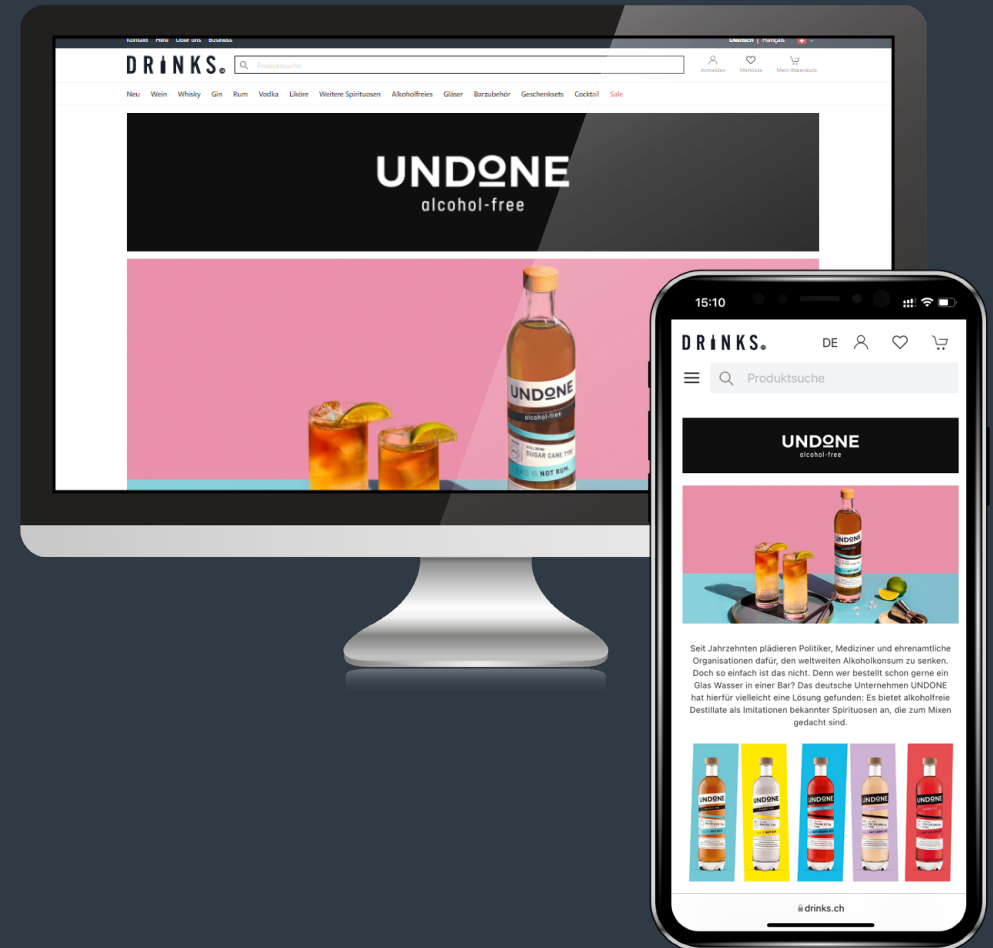
Header Banner:	W: 3040	H: 608	JPEG	Max. 300 KB
Banner 1:	W: 3200	H: 1600	JPEG	Max. 300 KB
Wording: text max. 350 characters without paragraphs, bullets, italic or bold font (CTA Wording: DE: Jetzt entdecken / FR: Découvrez maintenant)				
Banner 2:	W: 1600	H: 800	JPEG	Max. 300 KB
Delivery banner by zip file, Legal report via PDF				

Other services

Access to DRINKS Merchant Center reporting platform

Cost (excl. VAT)

CHF 1'250.-



6. SOCIAL MEDIA BOOST

Increase awareness of your product or brand with high-reach Facebook and Instagram placements. Use different formats to attract the attention of new or existing customers and boost their interaction.

Formats (FB/IG)

- + [Image Ads](#)
- + [Video Ads](#)
- + [Carousel Ads](#)

Placement (FB/IG)

- + Device: Mobile / Desktop
- + Languages: DE / FR
- + Duration: at least 1 week
- + Endreport

Specifications (FB/IG)

- + [Image Ads](#)
- + [Video Ads](#)
- + [Carousel Ads](#)

Other services

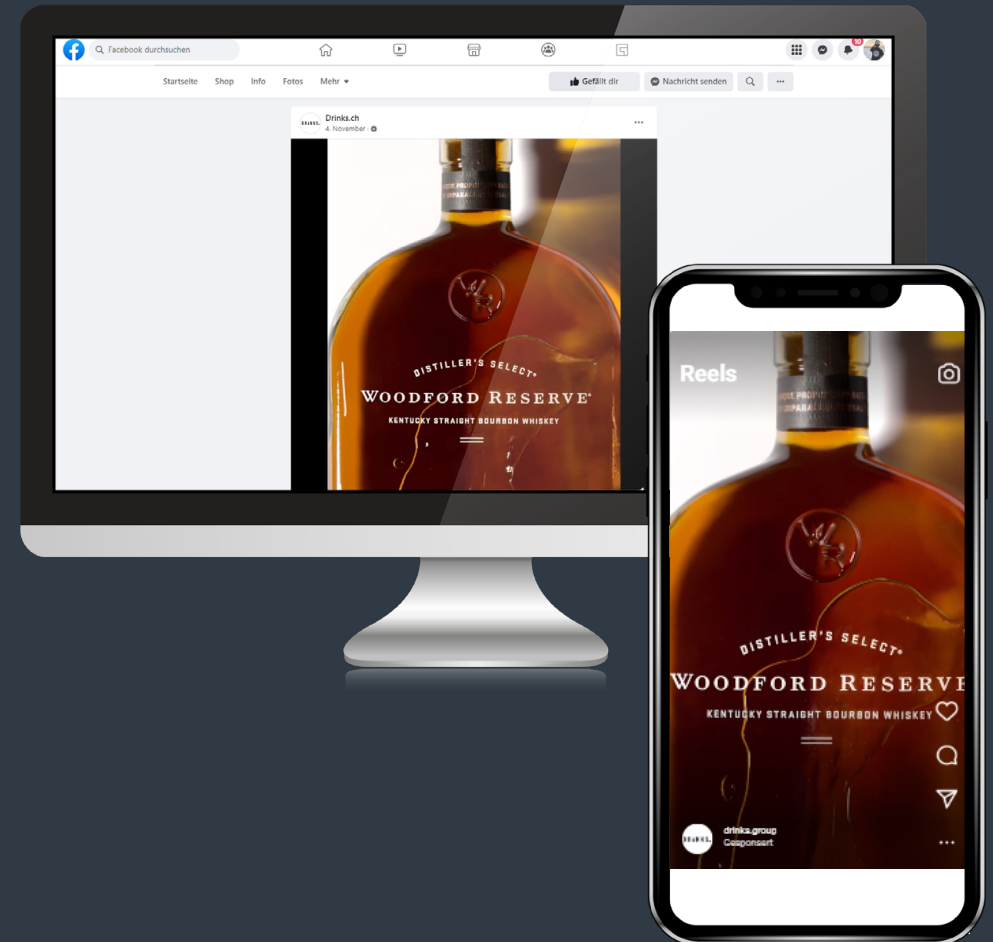
Endreport

Cost (excl. VAT)

CHF 1'500 Media Budget

CHF 750 Handling Fee

Total: CHF 2'250



7. NEWSLETTER

Integrate your products prominently in the DRINKS newsletter and reach your target group with minimum wastage.

The newsletter is sent once a week and includes the presentation of a brand and the illustration of 3 products.

The 80k subscribers include private, gastro and trade customers in German and French-speaking Switzerland.

Formats

- ⊕ Medium banner + 3 listed products

Placement

- ⊕ Banner fixed placement on newsletter with 3 additional products
- ⊕ Device: Mobile / Desktop
- ⊕ Publication: B2C / B2B
- ⊕ Languages: DE / FR
- ⊕ One-time delivery to > 80k subscribers

Specifications

Medium Banner:	W: 1200	H: 720	JPEG / PNG	Max. 150 KB
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Banner must have a CTA with frame and in Roboto font
CTA Wording: DE: Jetzt entdecken, FR: Découvrez maintenant
Delivery banner by zip file. Legal report via PDF

No physical advertising materials or texts need to be delivered for the product placements.

Other services

Access to DRINKS Merchant Center reporting platform

Cost (excl. VAT)
CHF 1'750.-



8. SAMPLING

To increase awareness of their product, we send samples to our private customers for tasting.

Specifications

The delivery to private persons of spirits with a size of more than 5cl is not allowed. However, beer, wines, hard seltzer without spirits, sparkling wines, champagne and other sparkling wines may be sent up to a maximum of 33cl.

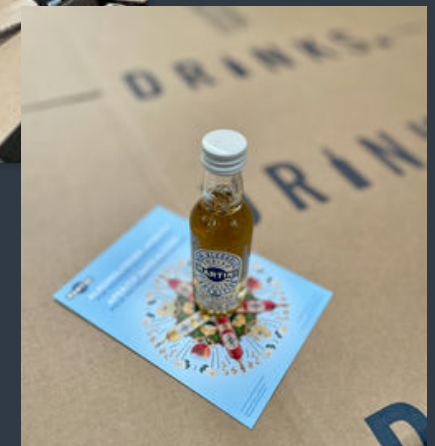
Circulation:	min. 1'000 pieces and max. 10'000
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Other services

Access to DRINKS Merchant Center reporting platform

Cost (excl. VAT)

CHF 1'000 + CHF 1 for each sampling



9. SERVICES



9.1 MERCHANT CENTER PLATTFORM

Evaluation

Evaluations of campaign data, internal ad-hoc requests from departments or management, and even product-related trend analyses traditionally take up a lot of time.

Realtime Performance Insides

The Merchant Center developed by DRINKS.CH gives you insight into real-time performance values with just a few clicks and thus helps you to create complex campaign and sales reports.

This gives more time for other things.

ACCESS ON REQUEST



9.2 LEGAL REPORT & TERMS

Legal Reports

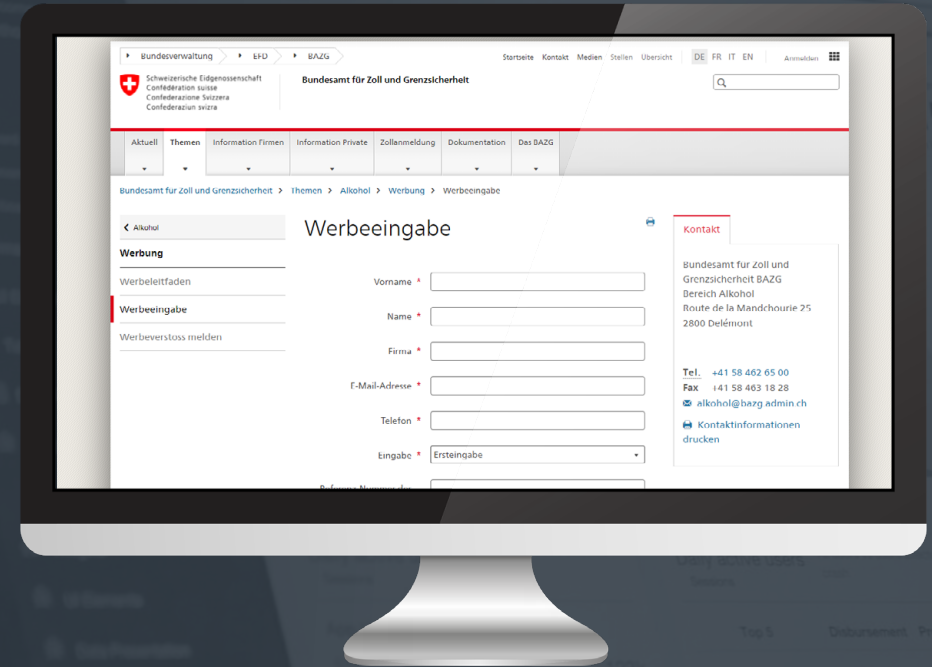
All advertising material incl. wording for publications within Switzerland must be submitted by the customer/partner to the Swiss Federal Customs Administration for inspection. The positive inspection report must be delivered to the respective Campaign Manager of Silverbogen AG before the start of the campaign. If this is not the case, the agreed service will not be published according to the detailed planning.

https://www.ezv.admin.ch/ezv/de/home/themen/alkohol/spirituosen_werbung/werbeeingabe.html

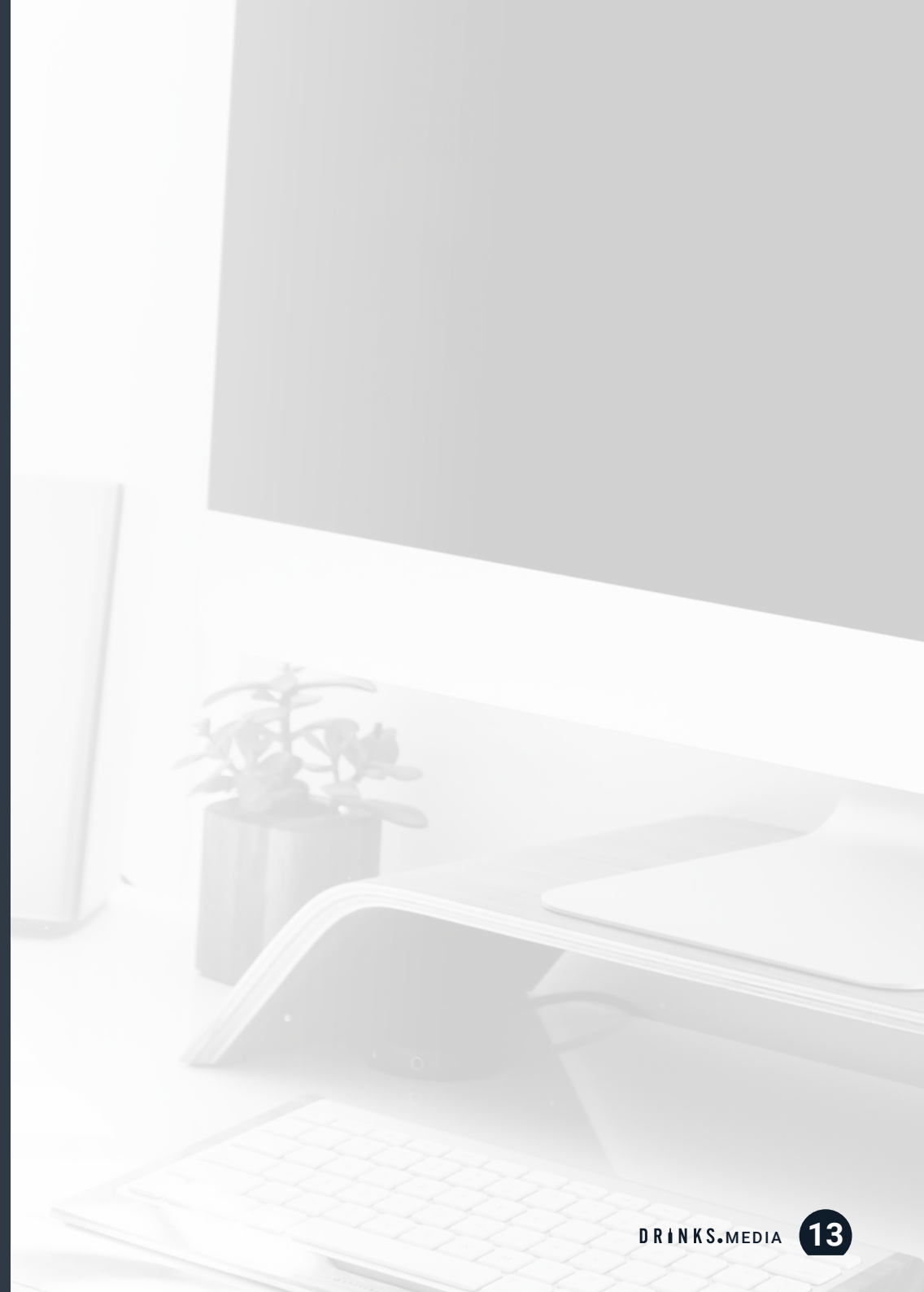
Which products are affected: All distilled waters (spirits, liqueurs, alcopops containing spirits). Excluded are: Beer, wines, hard seltzer without spirits content, sparkling wines, champagne and other sparkling wines.

Terms

In case of non-delivery of the advertising material, 80% of the costs will be charged according to the detailed planning. DRINKS.CH reserves the right to check the advertising material for its visual statement and advertising message and to reject it if necessary.



10. MEDIADATA



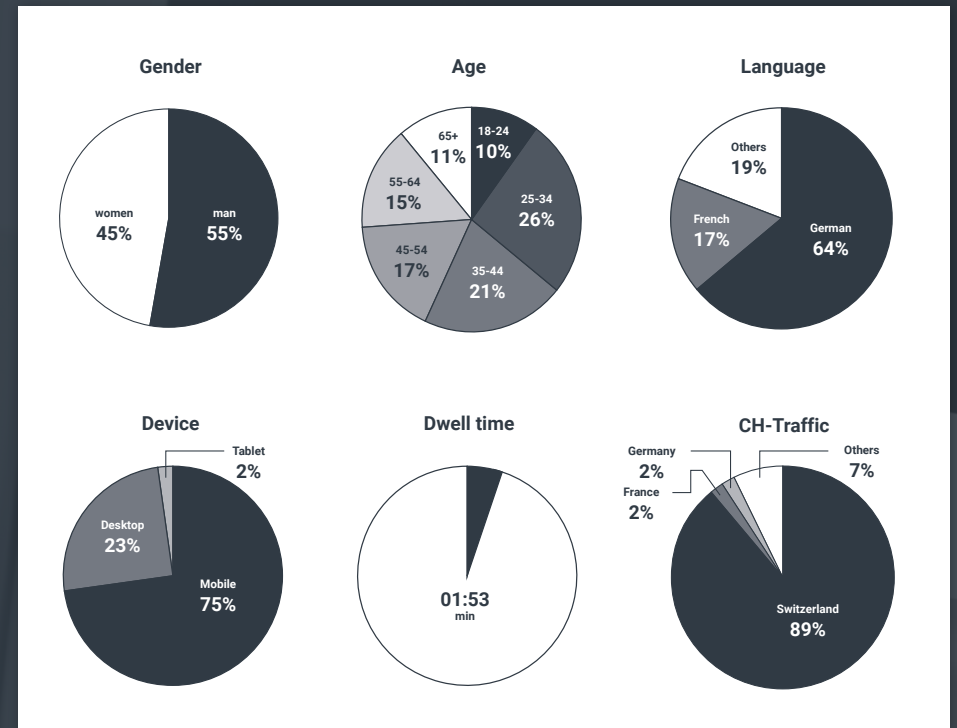
10.1 WEBSITE

With over 10.5 million page views and 3 million sessions, DRINKS.CH is one of the Swiss online specialist retailers for spirits with the highest reach.

Traffic

⊕ Monthly sessions: 250'000

⊕ Monthly page views: 890'000



10.2 SOCIAL MEDIA

The following average benchmark values (FB/IG) are expected to be achieved with a campaign budget of **CHF 1,500** (excl. VAT):

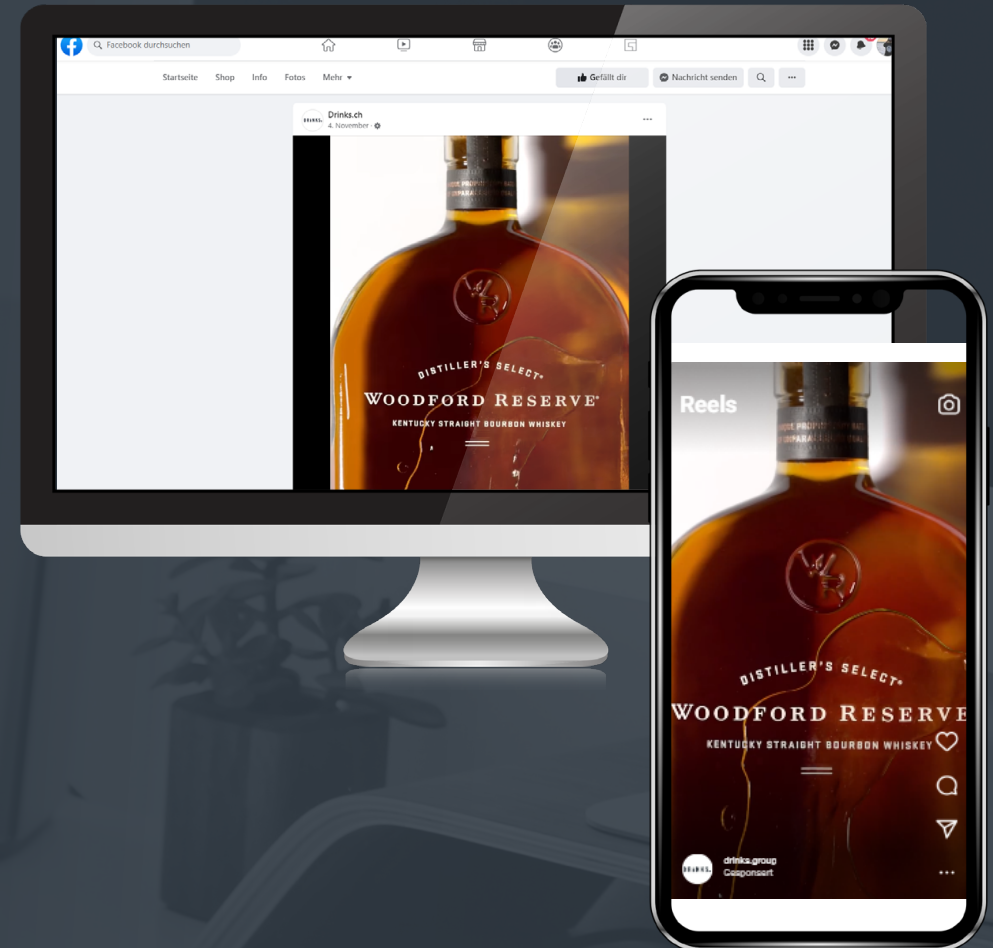
Benchmarks

- ⊕ Reach: 300'000
- ⊕ Impressions: 345'000
- ⊕ Link Clicks: 350

Delivery ads

Plattform: 70% Instagram / 30% Facebook

Device: 80% Mobile / 20% Desktop



10.3 E-MAIL MARKETING

Our newsletter audience of more than 80,000 active subscribers is made up of the following segments:

Segments

- ⊕ Private customer DE (B2C): 64'000
- ⊕ Private customer FR (B2C): 14'800
- ⊕ Gastronomy DE (B2B): 1'000
- ⊕ Trading companies DE (B2B): 700

Overall Benchmarks

- ⊕ Openrate Overall: 35%
- ⊕ Clickrate Overall: 1.5%

11. CONTACT



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DRINKS.

MOMENTS THAT MATTER