

English Forum Information



english forum
switzerland
In association with





Monthly Stats:

- **1.4 million page views**
- **390,000 unique users**
- **Avg. session duration 4-minutes**

English Forum is the natural hub for expats in Switzerland.

English Forum is where English-speakers go for assistance, advice & services.

Welcome to your market.

Banner Formats



english forum
switzerland

Banners for every kind of campaign

Our goal is to ensure that our clients reach precisely the audience they are seeking, whether that is the full network or a carefully defined subsection, in the format that best suits the campaign.

Audience targeting

We can target our clients' campaigns by geography (down to city level, anywhere in the world), users' interests, time of the day and level of activity.

Pricing

Format	Banner Size	Cost per 1,000 (CPM)
Panorama	728*90 or 980*240	17 CHF
Block	300*250	17 CHF
Skyscraper	160*600	17 CHF
Carousel (80,000imps.)	160*120	200 CHF/month

The screenshot shows the English Forum Switzerland website interface. At the top is a 'PANORAMA' banner. Below it is the site logo and navigation menu. The main content area features a 'Discussion forum overview' with several article snippets. On the right side, there are three vertical banners: a 'CAROUSEL' banner at the top, a 'SKYSCRAPER' banner in the middle, and a 'BUTTON' banner at the bottom. At the bottom left, there is an 'MPU' banner. A 'BLOCK' banner is also visible in the middle left area.

Special Formats

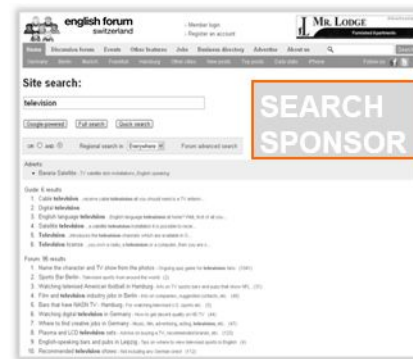


english forum
switzerland

Search sponsor banner

Most visitors come to English Forum for information. A banner here (420*170) links to your keywords and custom-made profile page. When readers use the site search box the listing appears alongside your banner ad

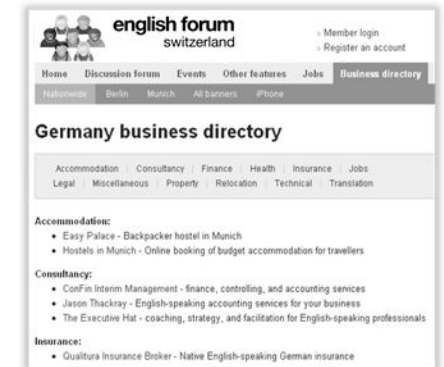
Price per month – 240 CHF



Business directory

Put your business on the map with an entry in English Forum's own directory. Under the relevant section within the directory, your company name and one line about what you do. When a reader clicks the link they are taken to your website.

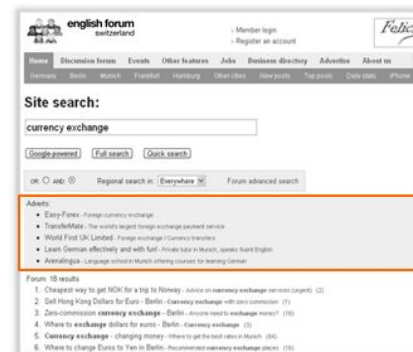
Price per month – 75 CHF



Keyword search results

You can have 15 or so keywords which are used in the site search box. Use words that relate to your business. Your company listing appears as a link which, when clicked by a reader, goes direct to your custom-made profile page.

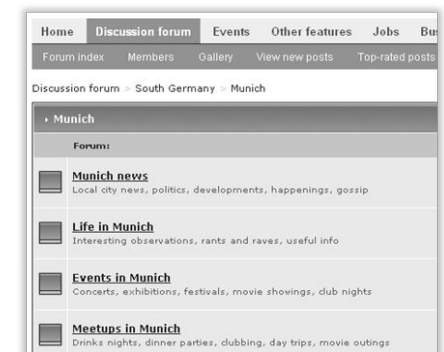
Price per month – 125 CHF



Pinned Thread

The pinned thread is highlighted and placed at the top of a forum sub-section. The headline links to your custom-made profile page. A Berlin-based company with a general offer would be featured under the 'Life in Berlin' sub-section, for example.

Price per month – 150 CHF





**There are more than a half million
English-speakers waiting to see your service.**

For further information or to place your booking, please contact

Liz.dennys@thelocal.com

*All invoices are issued from Sweden and are therefore subject to VAT at 25%. In order to receive a VAT free invoice we must be able to provide the Swedish tax authority with proof that you are operating as a business covered under the terms of a dual taxation treaty. This means that you must provide us with a valid VAT number. In a few specific cases we are able to accept a registered company number. If you are based in a non-EU country you must provide us with an registered organisation number or for US based organisations an ITIN number