

# Media data.



The NET-Matrix-Profile of our website is proof that you can benefit from the biggest reach in Switzerland by advertising with us. And our customers' interest profile shows that your target group is already travelling with us.

## Facts and figures.

As an advertising client, you can benefit from the biggest reach in Switzerland by advertising with us. Our apps and websites are some of the most widely used. We have the evidence to prove it – see for yourself:



### Our unique user reach<sup>1</sup>.

3,460,000 a month  
2,156,000 a week  
946,000 a day

With a reach of 54.6%, SBB tops the list in terms of websites and reaches the most users in Switzerland in an average month.



### Our usage time<sup>2</sup>.

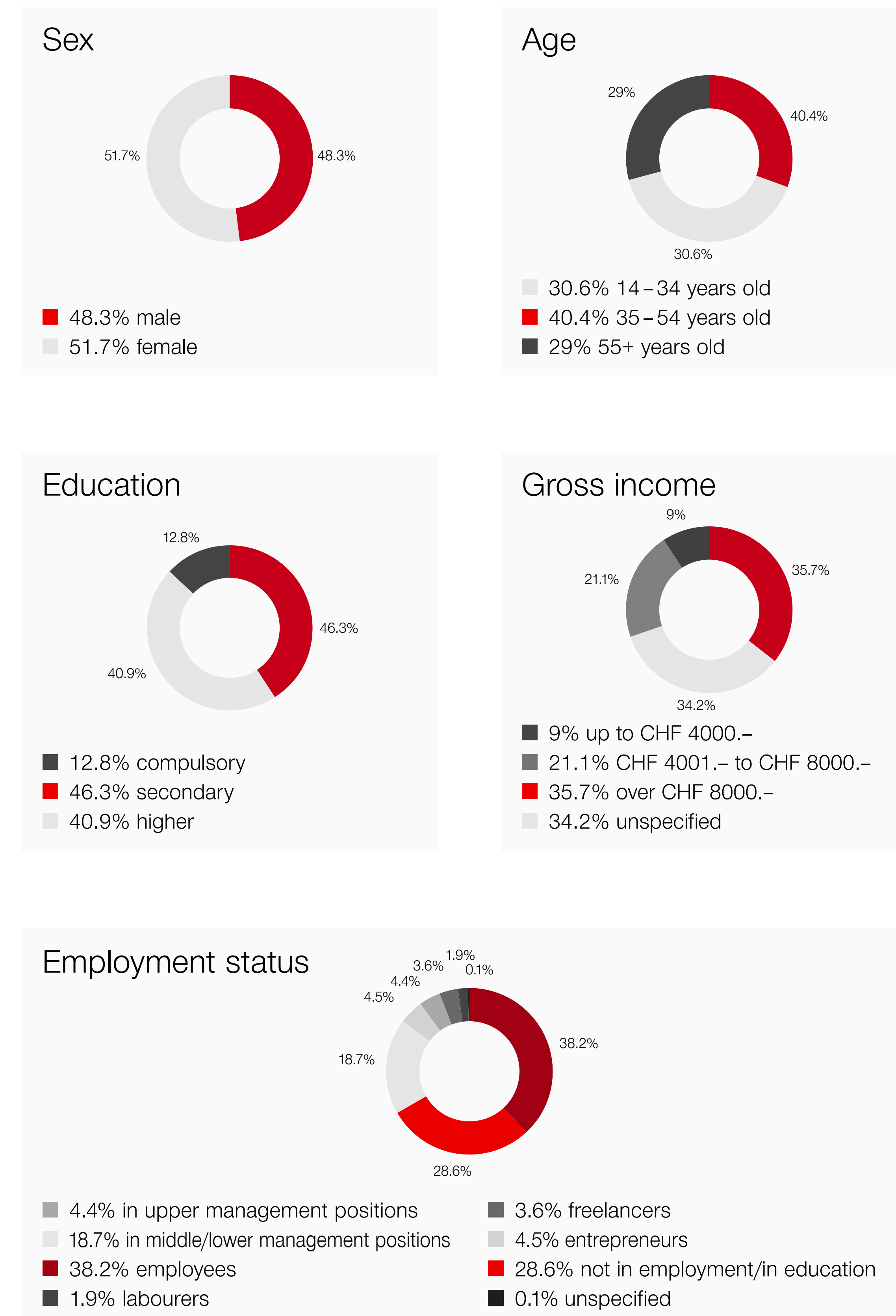
08:01 minutes per visit

<sup>1</sup> NET-Matrix-Profile 2020-1

<sup>2</sup> NET-Matrix-Audit 2019-4

## Our user profile.<sup>1</sup>

Sociodemographic characteristics.



Interests	Affinity
Education, further training	104
Art and culture	103
Domestic and international politics	103
Careers and the world of work	103
Economy	103
Film, cinema	103
Family, relationships	102
Homes, living, furniture	102
Local and regional information	102
Health, medicine, nutrition	102
Music	102
Faraway countries, travel	101
Clothes and fashion	101
Technology, Science, Research	101
Cosmetics, skincare, beauty	101
Animals and nature	100
Sport	100
Computer, computer science	100

Source: NET-Matrix-Profile 2020-1 / Interests, Extremely/quite interested

## Contact.

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Prices subject to change. Prices excl. VAT.  
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