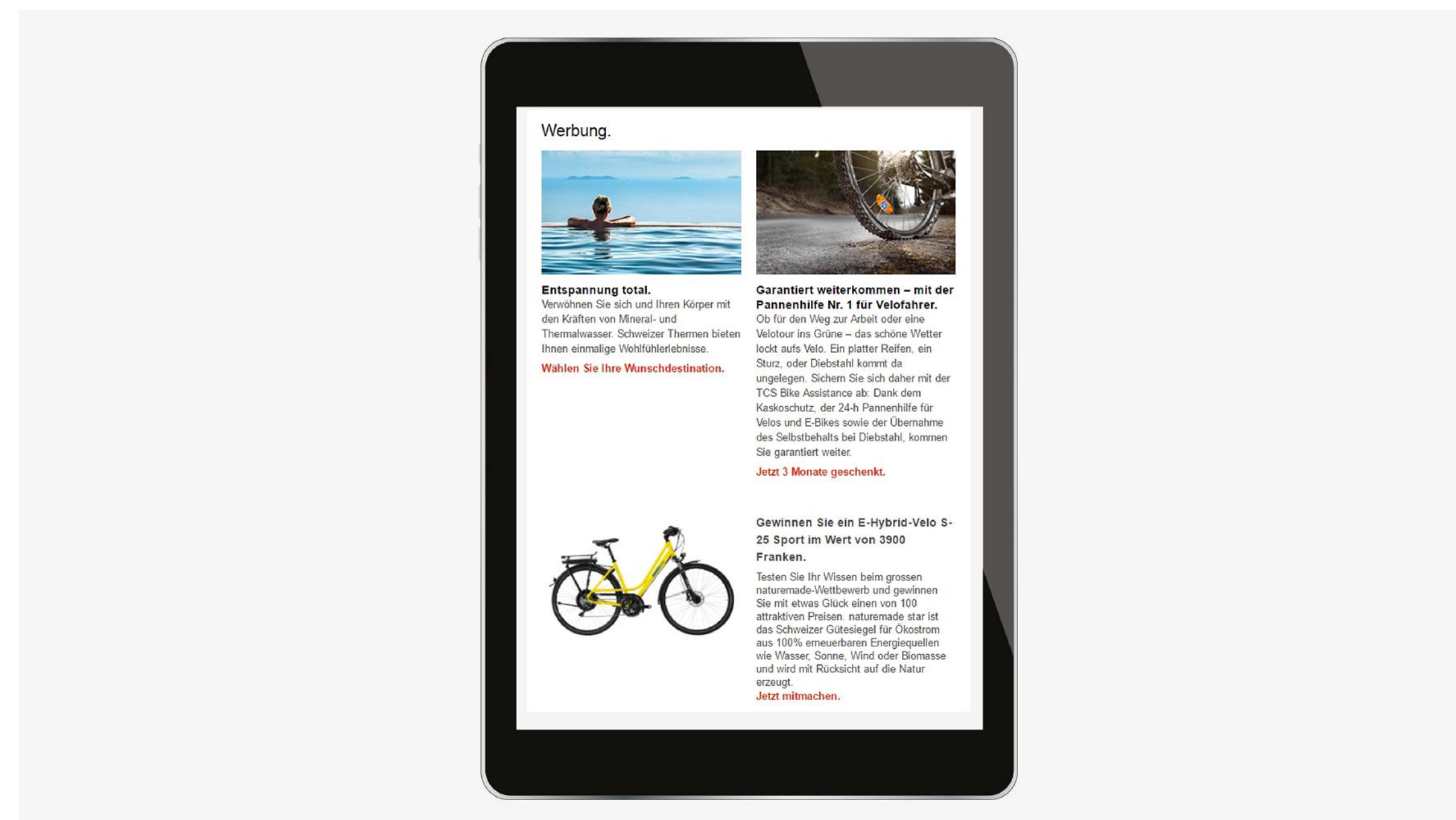


SBB Newsletter.



Each month, the SBB Newsletter is sent out to inform our passengers about the latest offers.

The professionally edited SBB Newsletter contains excursion ideas, tips for savings, competitions and prize draws. By advertising in the SBB Newsletter, you can reach your customers with an inspiring, targeted platform

Your benefits.

- Over 1,8 million contact opportunities per issue
- SBB's editorial environment
- Average opening rate of 27 per cent

Prices.

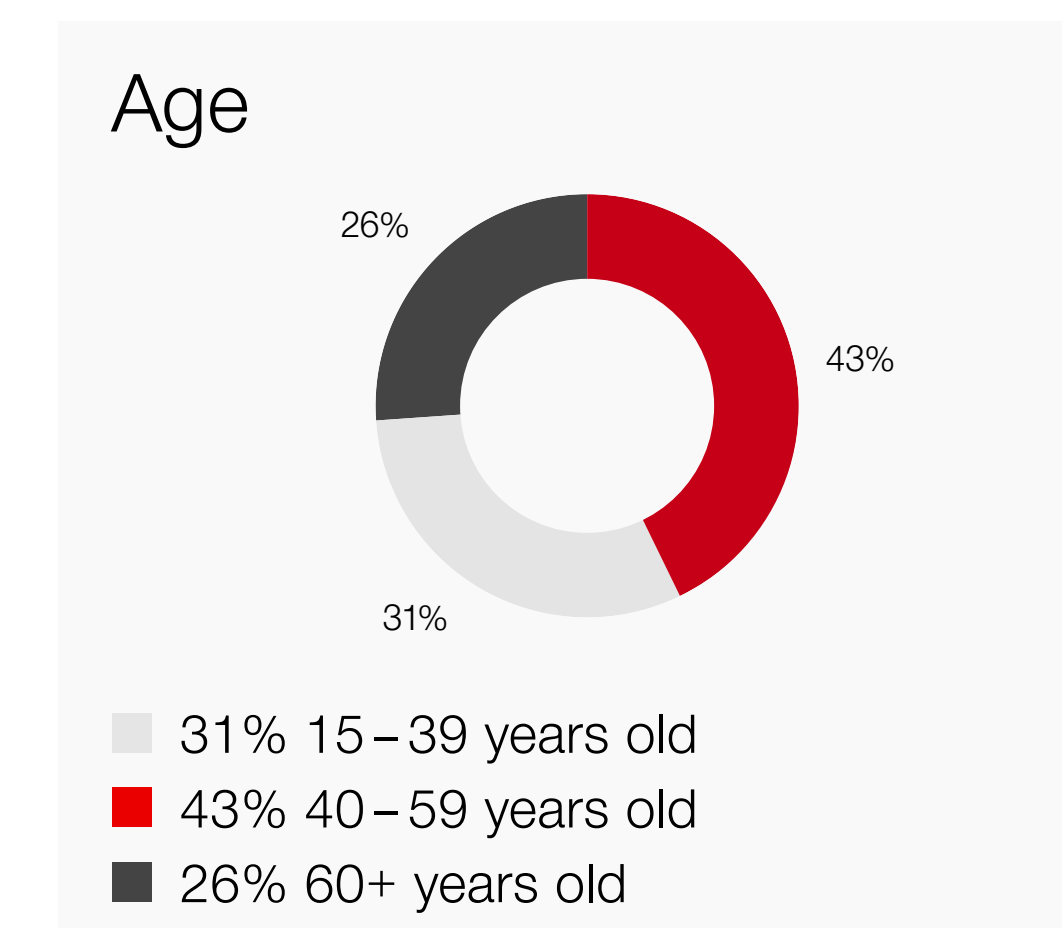
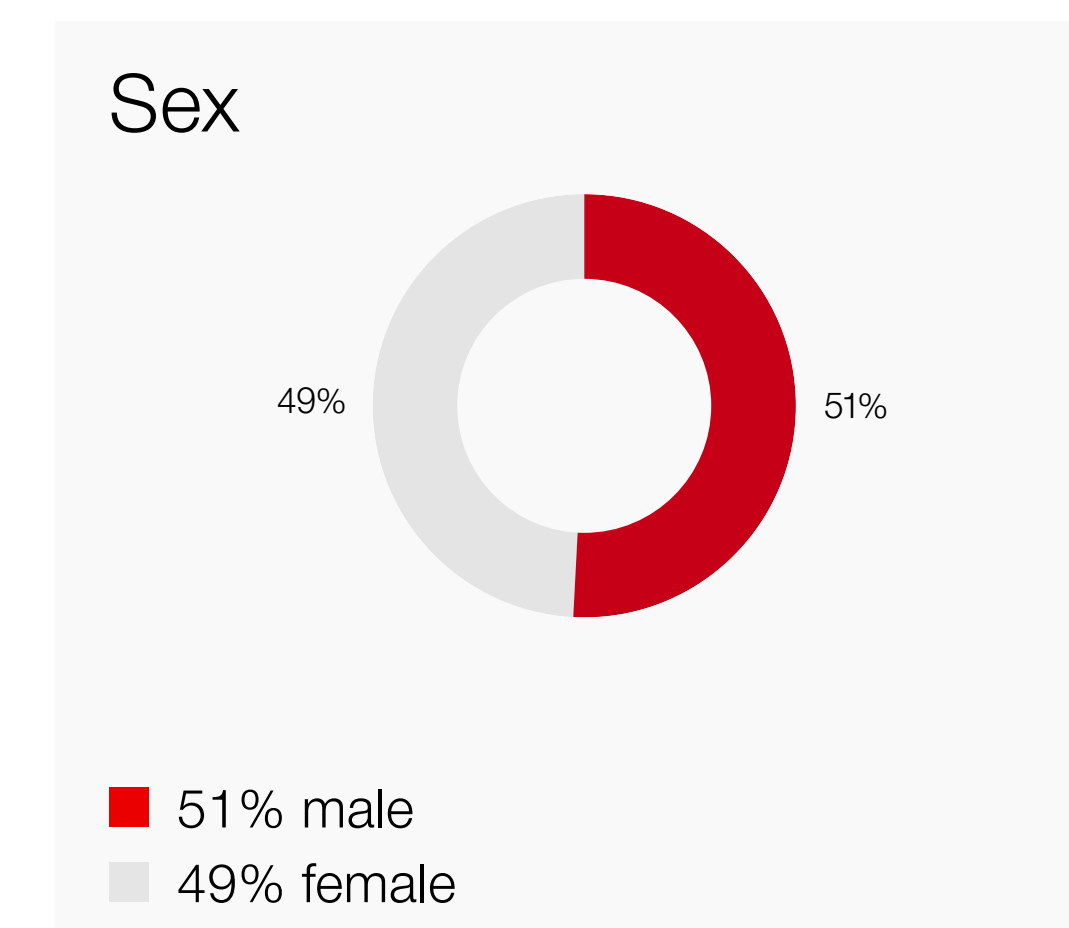
Edition	Medium Rectangle Content Teaser Per issue in CHF (gross)
German	11,500.-*
French	3500.-*
Italian	1200.-*
English	2000.-*

* We would be pleased to provide you with a personal offer including discount and indication of the net amount.

Edition.

Language	Number of recipients
German	1,250,000
French	350,000
Italian	60,000
English	240,000

Media Data.



Average age: 43 years old

Specifications.

Advertising format	Size in pixels	Max. file size
Medium Rectangle	300 × 250	50 KB
Content Teaser*	480 × 298 / 270 × 168	50 KB

* Title: max. 70 characters incl. spaces
Text: max. 380 characters incl. spaces
Call-to-action link: max. 35 characters incl. spaces

Formats.

JPEG

Lead times.

Delivery of advertising media to advertising@sbb.ch in accordance with agreed-upon schedule.

Contact.

SBB AG
Passenger Traffic – Digital Advertising
Wylterstrasse 123/125
CH-3000 Berne 65
sbb.ch/en/digitaladvertising
advertising@sbb.ch

Prices subject to change. Prices excl. VAT.
01.2021