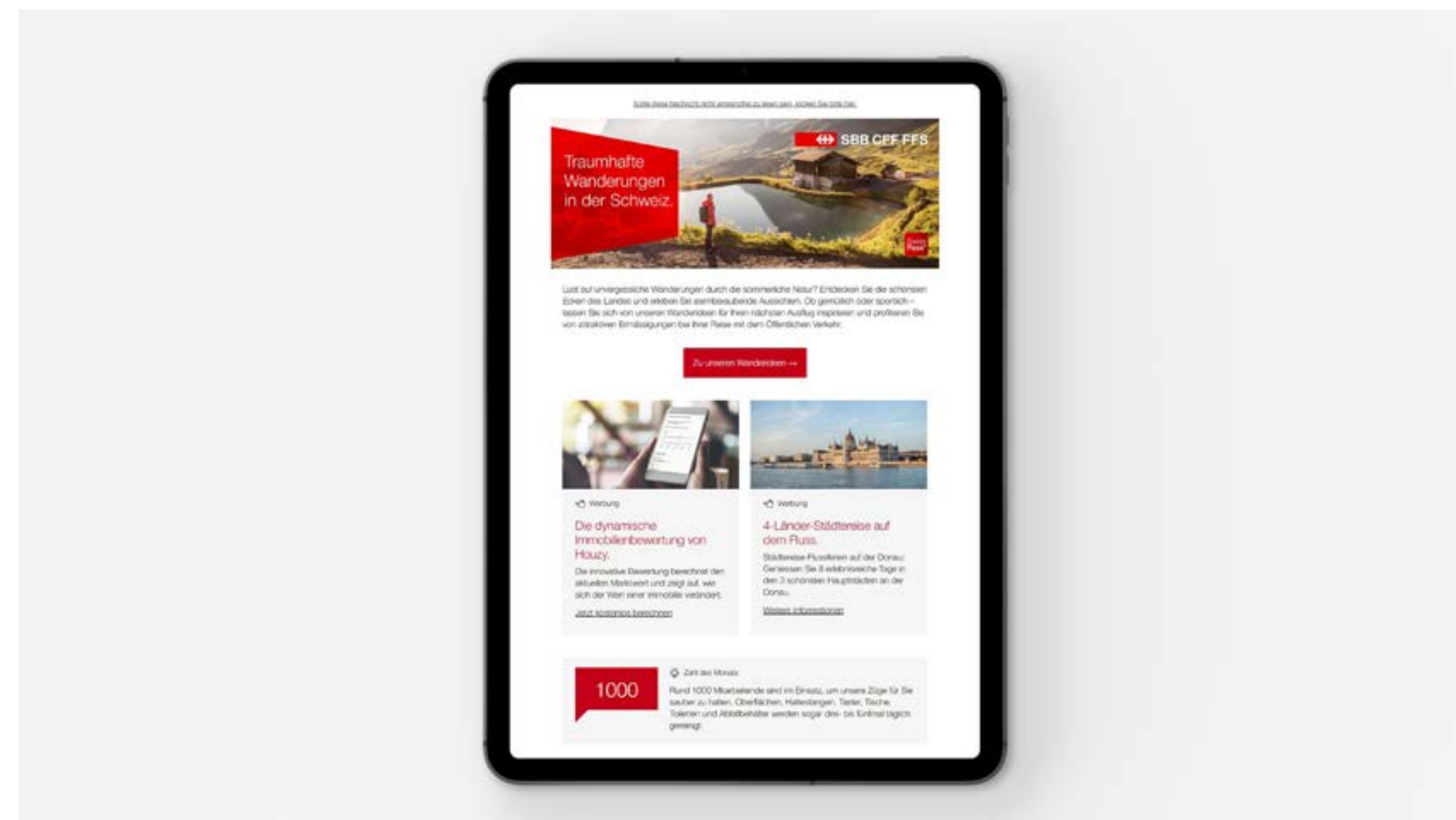


# SBB Newsletter.



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 2 million contact opportunities per issue
- SBB's editorial environment
- Average opening rate of 33%

## Prices.

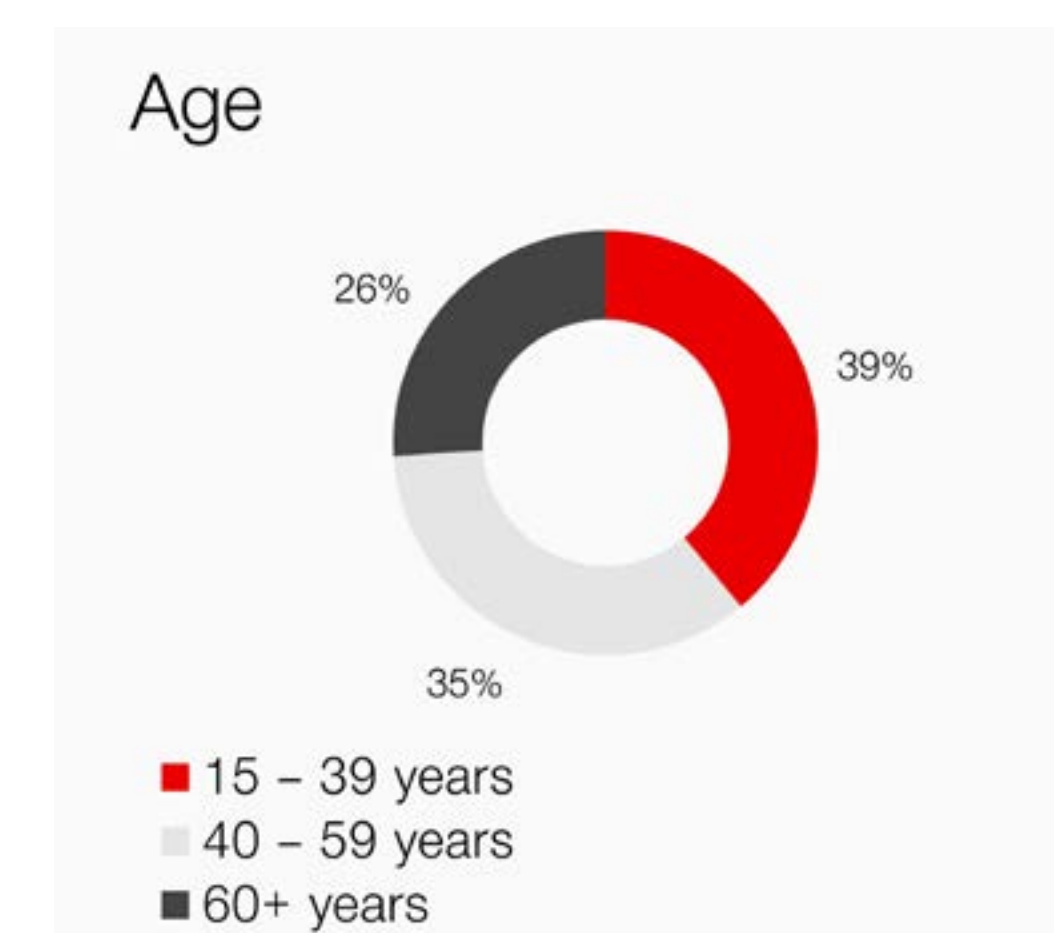
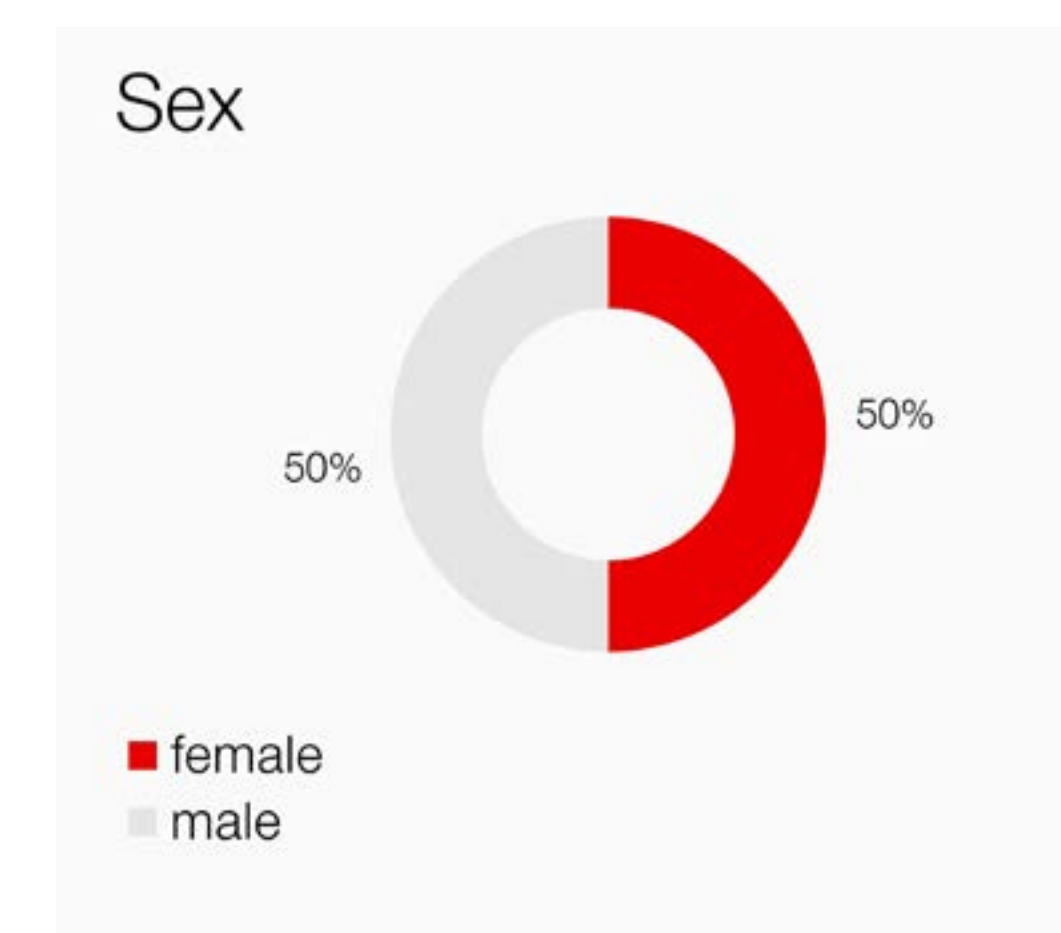
Language	Standard article Per issue in CHF (gross)*
German	11 500.-
French	3 500.-
Italian	1 200.-
English	2 000.-

\* 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	1 500 000
French	400 000
Italian	70 000
English	200 000

## Media Data.



## Specifications.

Advertising format	Size in pixels	Max. file size
Standard article*	1200 × 600	500 KB

\* Title: max. 45 characters incl. spaces  
Text: max. 120 characters incl. spaces  
Call-to-action link: max. 25 characters incl. spaces

## Formats.

JPEG

## Lead times.

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

## Contact.



**SBB AG**  
Digital Advertising  
Trüsselstrasse 2  
CH-3000 Bern 65  
sbb.ch/en/digitaladvertising  
advertising@sbb.ch

Prices subject to change.  
10.2021