

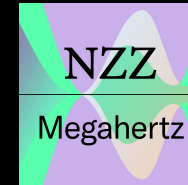
NZZ*one*

NZZ podcast

NZZ Akzent and NZZ Megahertz

NZZ podcast comparison

NZZ Akzent vs. NZZ Megahertz



	NZZ Akzent	NZZ Megahertz
User need	Understanding the background to world events	Understanding and reflecting on social issues, more depth
Thematic focus	Background to latent topicality	Society, well-being, psychology, lifestyle
Host-guest model	Podcast host interviews NZZ editor	Podcast host interviews external guest
Periodicity	Workdays	Weekly
Episode length	12–16 minutes	30–35 minutes
Listening routine of users	Morning routine	Can be individually embedded in the day

NZZone

500 tsd. Downloads/month

12-16 min. Listening pleasure per episode

Mo to Fr A new episode every day

NZZ correspondents and editors use our podcast to reveal what motivates them. Our hosts Nadine Landert and David Vogel ask the questions. Topics relevant to the week are analysed, classified and background information is provided. The focus is on international and economic issues, but we also have space for other topics that affect the lives of our target group.

The daily NZZ podcast

NZZ Akzent

Where we are audible

On all common streaming platforms

Castbox



Apple Music

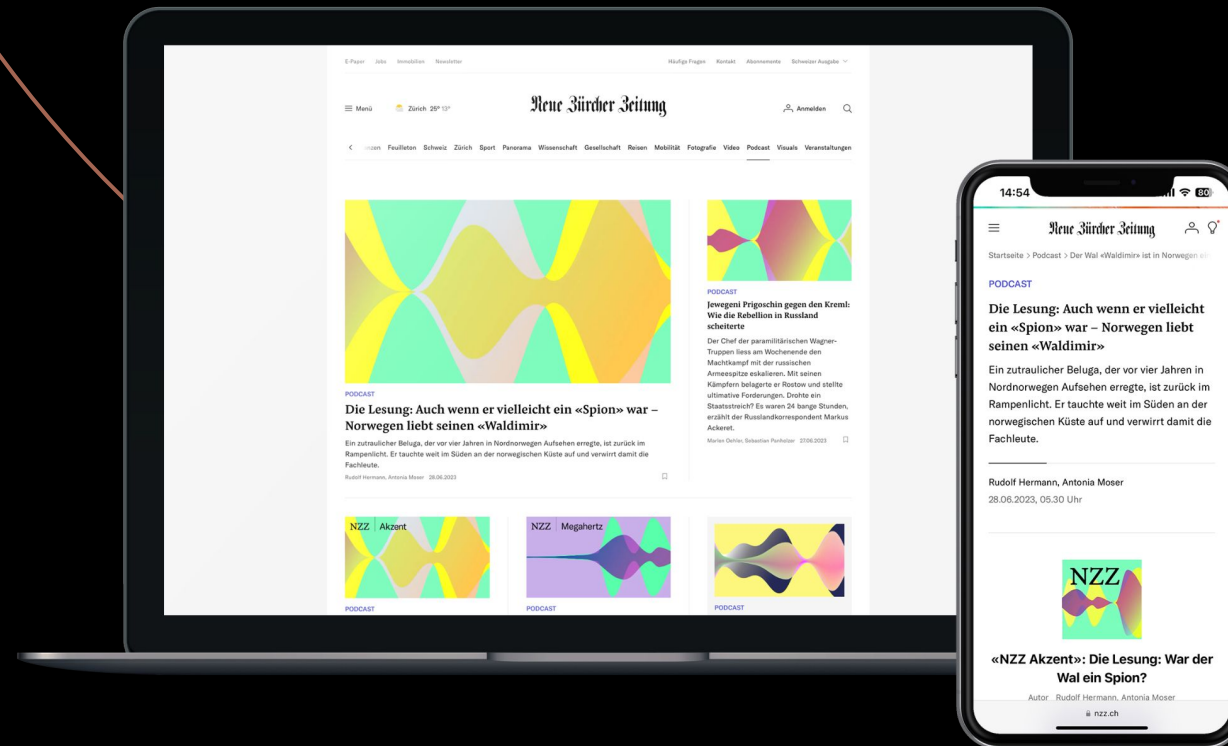


Spotify



The podcast is available free of charge at nzz.ch, in the NZZ app and on all popular streaming platforms.

Explore nzz.ch/akzent



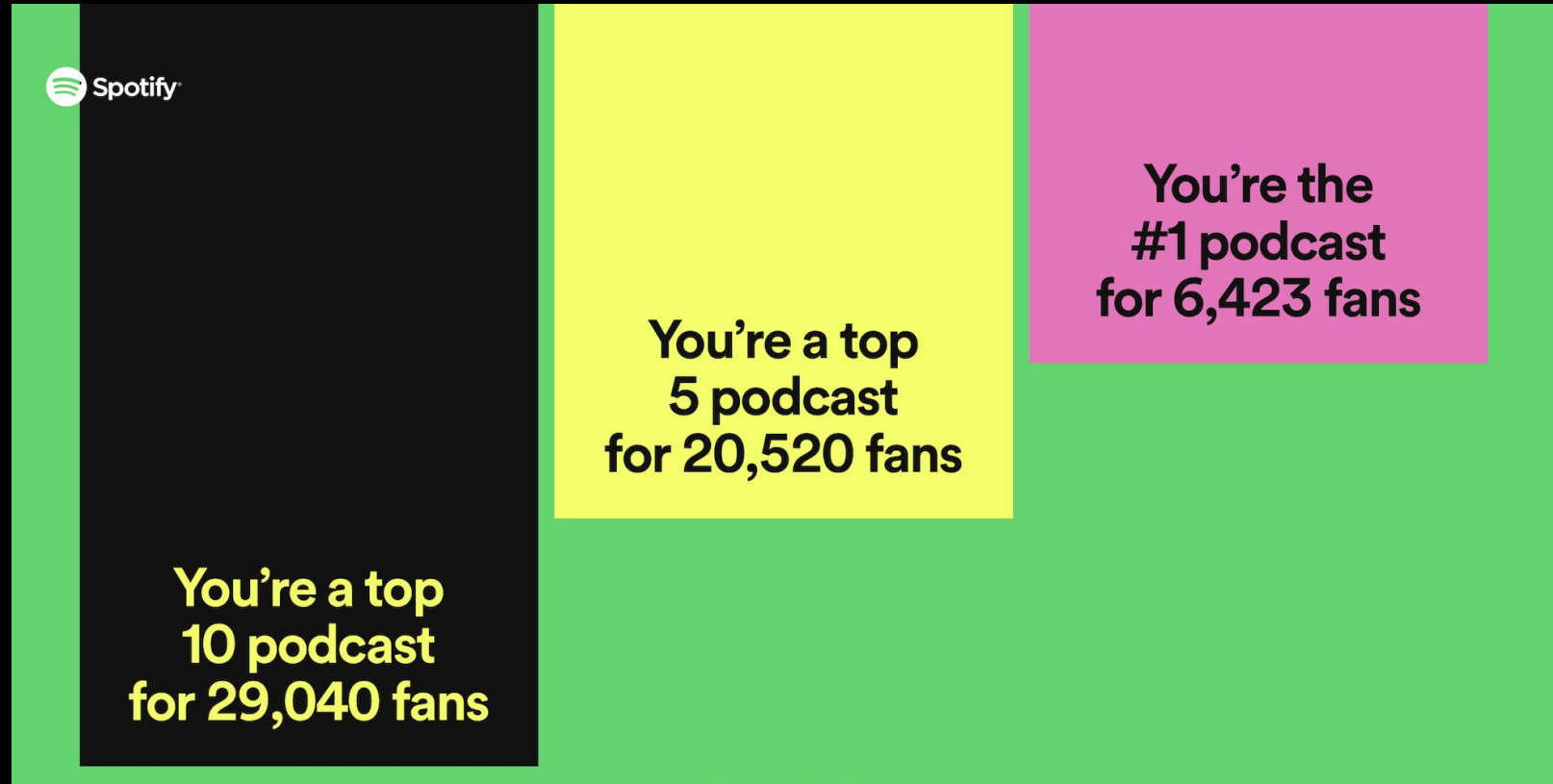
Annual Review 2022

Through which channels Spotify listeners share NZZ Akzent



Annual Review 2022

NZZ Akzent enjoys great popularity among many fans








Podcast Apple Music

NZZ Akzent is far ahead in the rankings

Top podcasts 2022

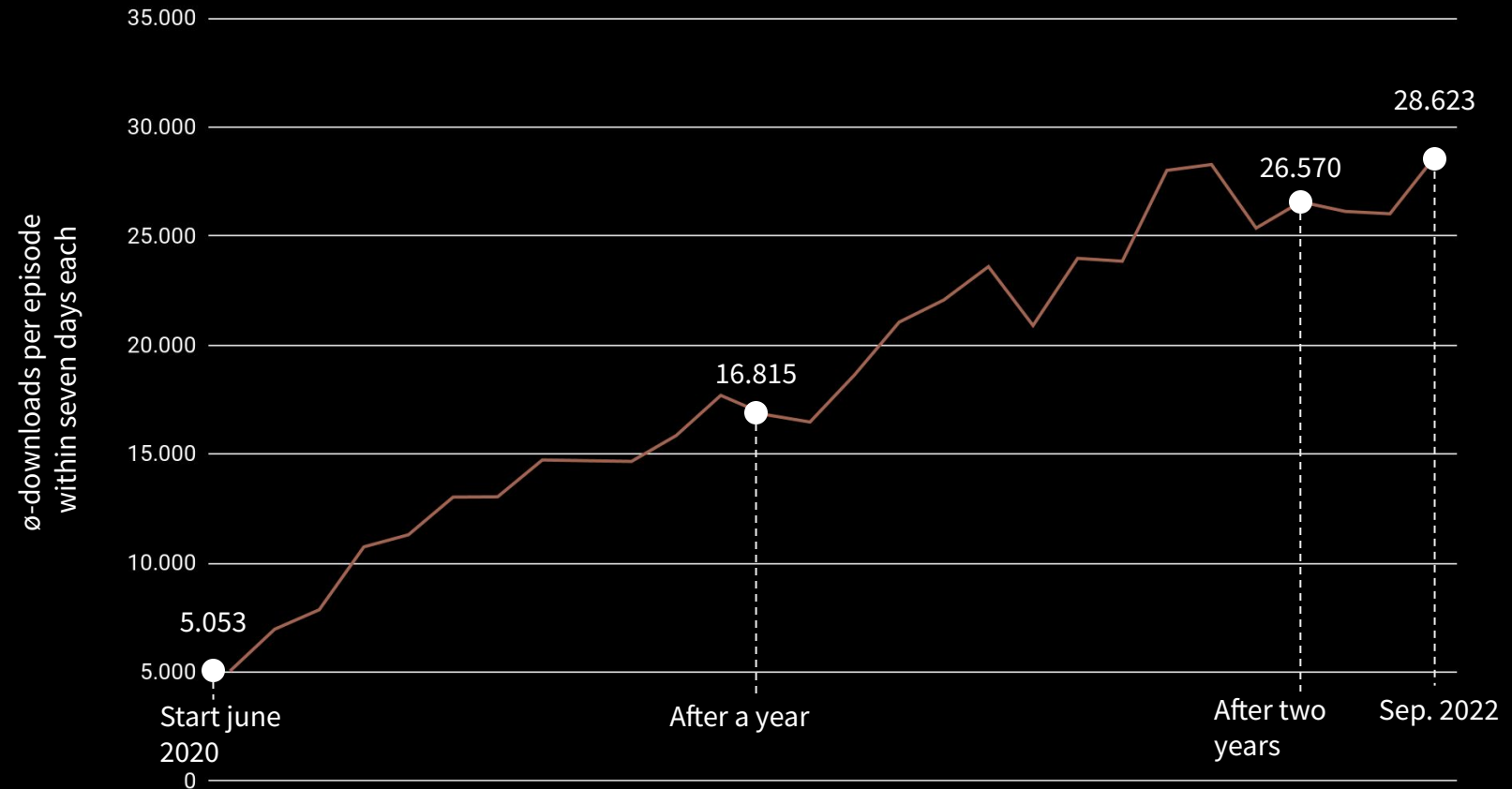
1		Schweizer Radio und Fernsehen Echo der Zeit
2		Sabine Meyer & Feli Ambauen Beziehungs Kosmos
3		NZZ – täglich ein Stück Welt NZZ Akzent
4		Schweizer Radio und Fernsehen Input
5		Schweizer Radio und Fernsehen Focus: Ein Gast – eine Stunde

Most followed podcasts 2022

1		Sabine Meyer & Feli Ambauen Beziehungs Kosmos
2		Schweizer Radio und Fernsehen Echo der Zeit
3		ZDF, Markus Lanz & Richard D. Precht Lanz & Precht
4		NZZ – täglich ein Stück Welt NZZ Akzent
5		Schweizer Radio und Fernsehen Sternstunde Philosophie

Development since launch

The average number of downloads per episode has increased almost sixfold within two years



Pre-roll



Podcast



Mid-roll



Podcast



Promotional opportunities

Audio message at pre-roll and mid-roll

Pre-roll

- Position before the actual podcast
- Approx. 15-20 words
- Wording: «**This podcast is brought to you by...**»

Mid-roll

- Position after the first third of the content (approx. between minutes 3 and 5)
- Max. 350 characters incl. spaces; max. 20 seconds
- Wording: **TBD with the promotional partner**

Production of the spot

- The production of the commercials is always carried out by NZZone
- Third-party produced spots are possible in consultation (voice only: without background music, without further sound effects, etc.)
- «Native integrations» are not possible

Voice-over artists

Professional speakers are available to record the audio message

Selection of voices

- From a running time of three weeks, at least two spot texts must be supplied
- We recommend that you use one female and one male voice

Aurel



Ben



Emma



Karl



Laura



Robert



Susanne



Yael



Pricing for advertisers

Bookable by the week or month

Number and approval of spots:

- Bookings for a maximum of two weeks:
at least one spot
- Bookings for three weeks and more:
at least two different spots
- If requested, the promotional partner will receive three versions (voice timbre) of each spot/text for selection and approval of the finished spot
- Change requests after the start of production will incur additional costs of at least CHF 250.–

Duration one week: Forecast over 120,000 cumulative downloads per week

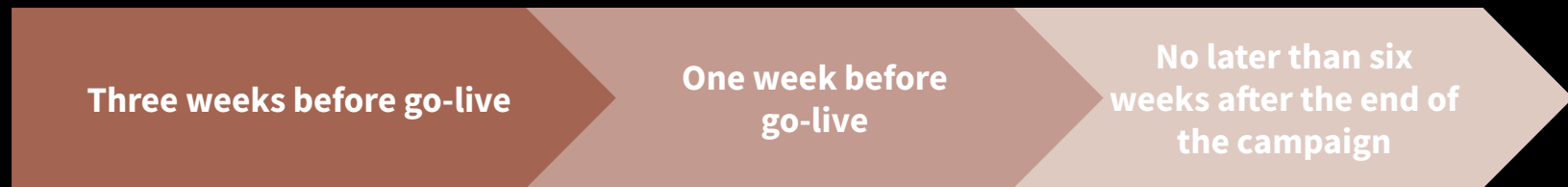
Service	Gross price
Promotion: pre-roll and mid-roll in five broadcasts	CHF 9,000.–
Production costs: creation of at least one spot	CHF 600.–
Total gross price	CHF 9,600.–

Duration one month: Forecast around 500,000 cumulative downloads per month

Service	Gross price
Promotion: pre-roll and mid-roll in approx. 20 broadcasts	CHF 30,000.–
Production costs: creation of at least two spots (CHF 450.– per spot)	CHF 900.–
Total gross price	CHF 30,900.–

Guidelines timeline

The following schedule must be maintained to meet booked dates



1. Selection of voice(s) by the advertising partner
2. Selection of advertising text
3. Production of the spots
4. Selection/release of the spots by advertising partners
5. Reporting

50 tsd.	Downloads/month
30-35 min.	Listening pleasure per episode
Thursday	Weekly

The weekly podcast was launched on 11 May 2023. «NZZ Megahertz» is dedicated to contemporary issues from various fields: Society, psychology, health, partnership, self-optimisation or well-being. The two hosts Jenny Rieger and Oliver Camenzind explore these topics with their respective interlocutors, go in search of new answers and give space for the personal.

For the heart and head

NZZ Megahertz



Where we are audible

On all common streaming platforms

Castbox



Apple Music

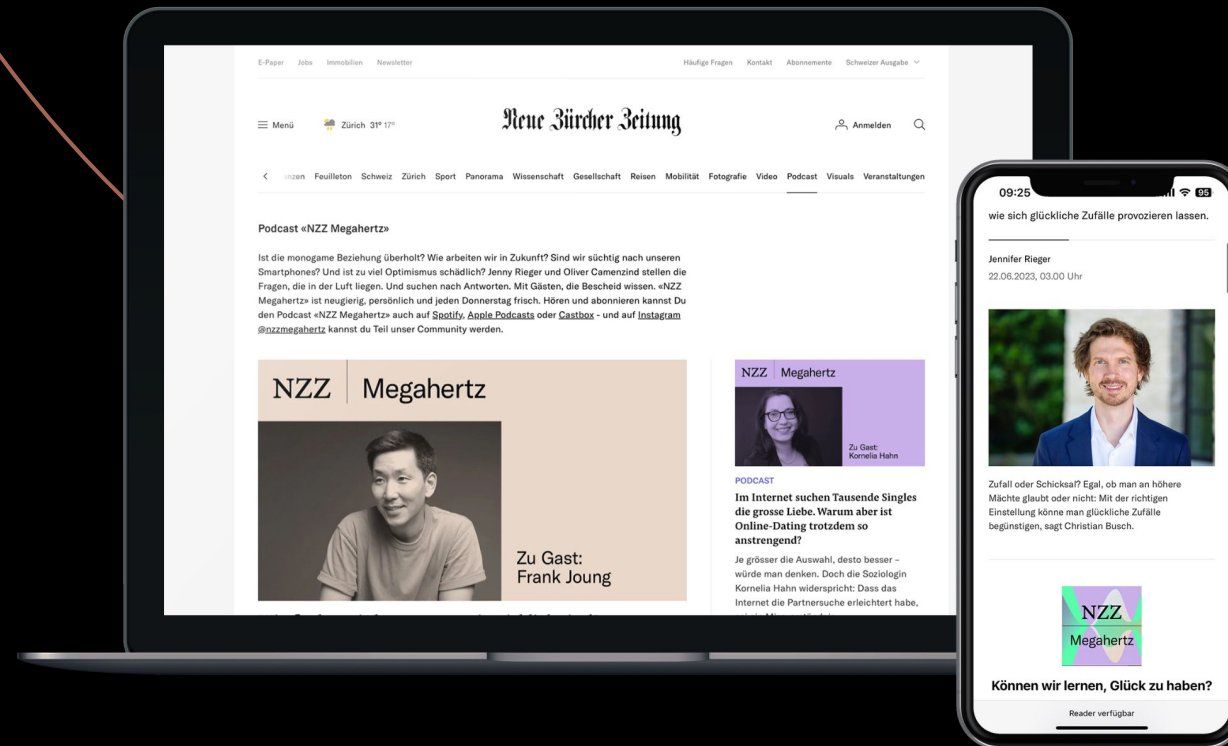


Spotify



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Explore www.nzz.ch/megahertz



Pre-roll



Podcast



Mid-roll



Podcast



Promotional opportunities

Audio message at pre-roll and mid-roll

Pre-roll

- Position before the actual podcast
- Approx. 15-20 words
- Wording: «**This podcast is brought to you by...**»

Mid-roll

- Position after the first third of the content (approx. between minutes 10 and 12)
- Max. 350 characters incl. spaces; max. 20 seconds
- Wording: **TBD with the promotional partner**

Production of the spot

- The production of the commercials is always carried out by NZZone
- Third-party produced spots are possible in consultation (voice only: without background music, without further sound effects, etc.)
- «Native integrations» are not possible

Voice-over artists

Professional speakers are available to record the audio message

Selection of voices

- From a running time of five weeks, at least two spot texts must be supplied
- We recommend that you use one female and one male voice

Aurel



Ben



Emma



Karl



Laura



Robert



Susanne



Yael



Pricing for advertisers

Bookable monthly

Number and approval of spots:

- Bookings for a maximum of four weeks:
at least one spot
- Bookings for five weeks and more:
at least two different spots
- If requested, the promotional partner will receive three versions (voice timbre) of each spot/text for selection and approval of the finished spot
- Change requests after the start of production will incur additional costs of at least CHF 250.–

Duration one month: Forecast over 50,000 cumulative downloads per month

Service	Gross price
Promotion: pre-roll and mid-roll for 4-5 broadcasts	CHF 6,000.–
Production costs: creation of at least one spot	CHF 600.–
Total gross price	CHF 6,600.–

Guidelines timeline

The following schedule must be maintained to meet booked dates



1. Selection of voice(s) by the advertising partner
2. Selection of advertising text
3. Production of the spots
4. Selection/release of the spots by advertising partners
5. Reporting