

NZZone

Our podcasts

NZZ Akzent and NZZ Megahertz



NZZ podcast portfolio

NZZ Akzent and NZZ Megahertz

		
User need	Understanding the background to world events	Gain clarity, develop a deeper understanding, inspiration for your own actions
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 minutes
Listening routine of users	Morning routine	Can be individually embedded in the day

600 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. 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 podcast

NZZ Akzent



Podcasters who passionately and knowledgeably bring the spoken word to life are being honoured. They aim to reflect the full cultural and societal breadth of the podcast medium, encompassing all language regions. Thirty-six formats made the shortlist for the awards, with winners chosen across **nine categories**.

Key criteria included quality, uniqueness, relevance and reach. Our podcast «NZZ Akzent» proudly **won the «News» category** in 2024. This award recognises outstanding daily productions crafted with care and commitment to socially relevant topics. It acknowledges **a service to the public** and **a pursuit of enlightenment**.

Award for NZZ Akzent

Suisse Podcast Awards 2024



Where we are audible

On all common streaming platforms

Castbox



Apple Music

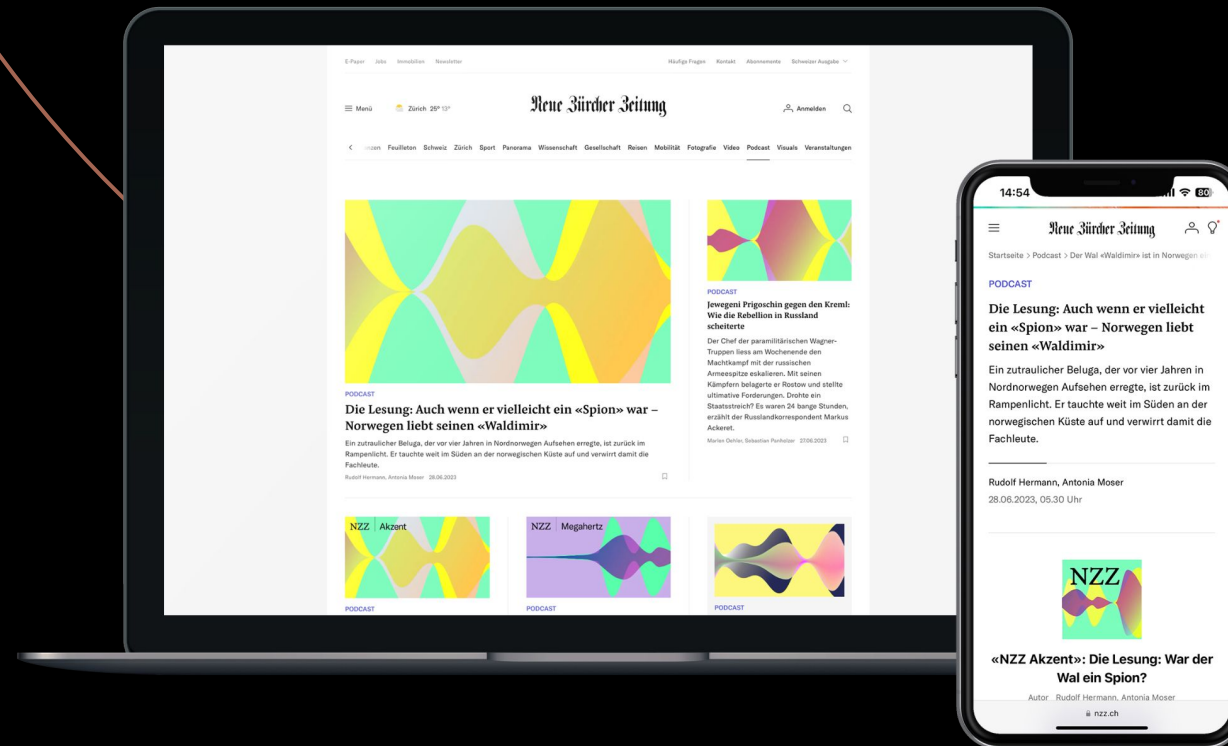


Spotify



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

Explore nzz.ch/akzent



Pre-roll



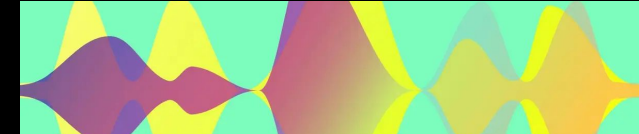
Podcast



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



Roy



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: Over 150 000 cumulative downloads per week

Service	Gross price
Promotion: pre-roll and mid-roll in five broadcasts	CHF 10 000
Production costs: creation of at least one spot	CHF 600
Total gross price	CHF 10 600

Duration one month: Around 600 000 cumulative downloads per month

Service	Gross price
Promotion: pre-roll and mid-roll in approx. 20 broadcasts	CHF 36 000
Production costs: creation of at least two spots (CHF 450.– per spot)	CHF 900
Total gross price	CHF 36 900

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 min.	Listening pleasure per episode
Thursday	Weekly

The weekly podcast was launched on May 2023. «NZZ Megahertz» is dedicated to contemporary issues from various fields: Society, psychology, health, partnership, self-optimisation or well-being. Our host Jenny Rieger explores these topics with her respective dialogue partners in stages (5-8 episodes) and uncovers surprising perspectives and facts.

The weekly podcast

NZZ Megahertz



Where we are audible

On all common streaming platforms

Castbox



Apple Music

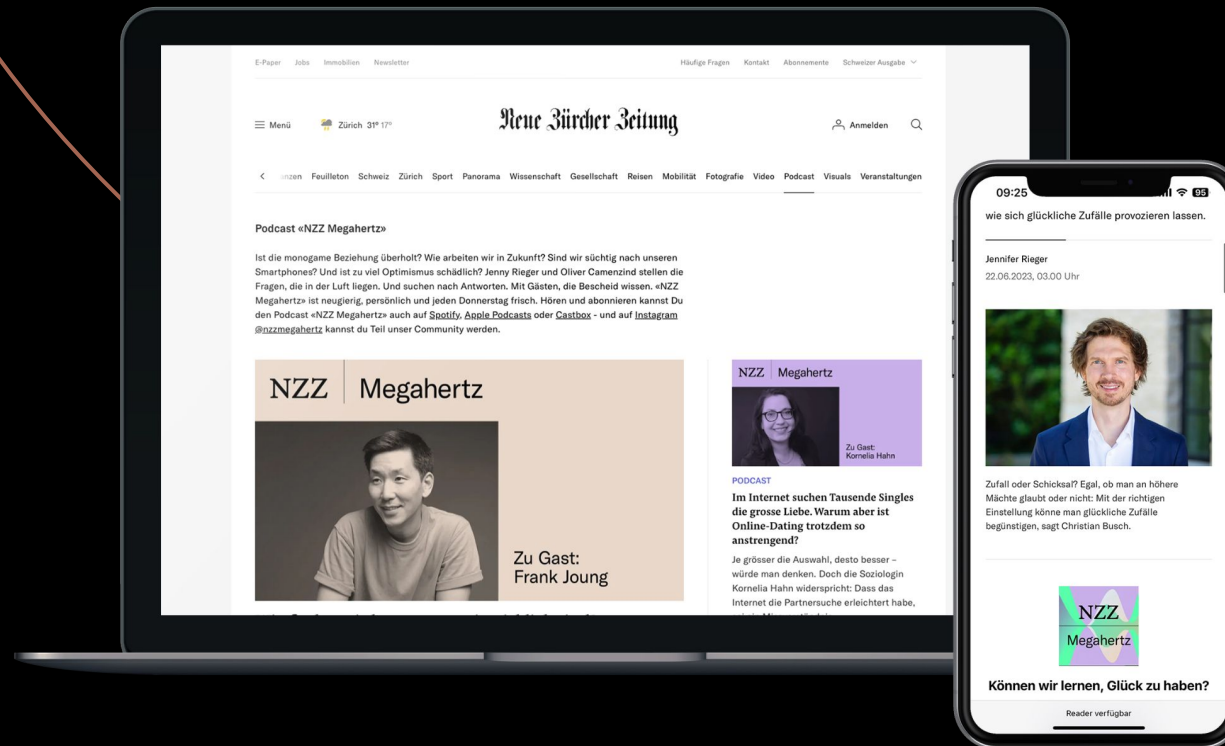


Spotify



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

Explore 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



Roy



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: 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