

A yellow dart is shown hitting the bullseye of a target. The target has concentric rings of black, white, and blue. The background is a warm, bokeh-style light pattern in shades of yellow, orange, and red. The text "Marketing solutions for event promoters 2026" is overlaid on the left side of the image.

Marketing solutions for event promoters 2026

ticketcorner 

Contents



Free services

Personalised and editorial recommendations, ticket alerts, SEA/SEO

Ticketcorner.ch

Wallpapers, posters, teasers, theme pages

Ticketcorner app

Posters, billboards, app push notifications

Newsletter

Ticketcorner newsletter, sports newsletter, targeted newsletter, etc.

Magazines

Possibly online magazine

Partner channels

Prices

from page 3

from page 6

from page 17

from page 21

from page 33

from page 36

from page 44

A person's hands are shown typing on a laptop keyboard. The laptop screen and surrounding area are overlaid with various digital marketing icons and data visualizations, including a 3D bar chart, a line graph, a target icon, a gear, a mail icon, and a group of people icon. The background is dark with bokeh light effects. A yellow starburst icon is in the top right corner.

Free marketing services

for all events.

At Ticketcorner, every event is promoted prominently

Thanks to our wide reach and comprehensive database, your event will reach the ideal target group. All events on sale at [ticketcorner.co.uk](https://www.ticketcorner.co.uk) benefit from the following marketing power:



Exclusive recipient lists



Ticket alert & buyer mailing

- Message to subscribers of artist/event when advance sales start – depending on subscription, by email and as app push
- Mailing to buyers of previous events where the artist was the sole act



Exclusive database



Personalised recommendations

- Optimal targeting thanks to large database
- Prominent placement on various Ticketcorner channels
- By far the largest share of impressions and ad clicks across all channels
- Part of marketing packages



Search engine marketing

- Standard advertising in search engines (SEO & SEA)
- Ranking in top positions



Editorial recommendations

- Prominent placements
- Teasers, posters and billboards on various channels



Exclusive to
Ticketcorner

Personalised recommendations

Each event is automatically displayed to the appropriate target group on various channels.

- Personalised recommendations ("Recos") are event teasers that are **displayed to users based on their interests**.
- They are based on Ticketcorner's exclusive database (region, purchasing and clicking behaviour, subscriptions, likes and bookmarks).
- **High click rates** thanks to optimal targeting
- They are also displayed on all artist pages. These **generate over five times more views** than the home page.

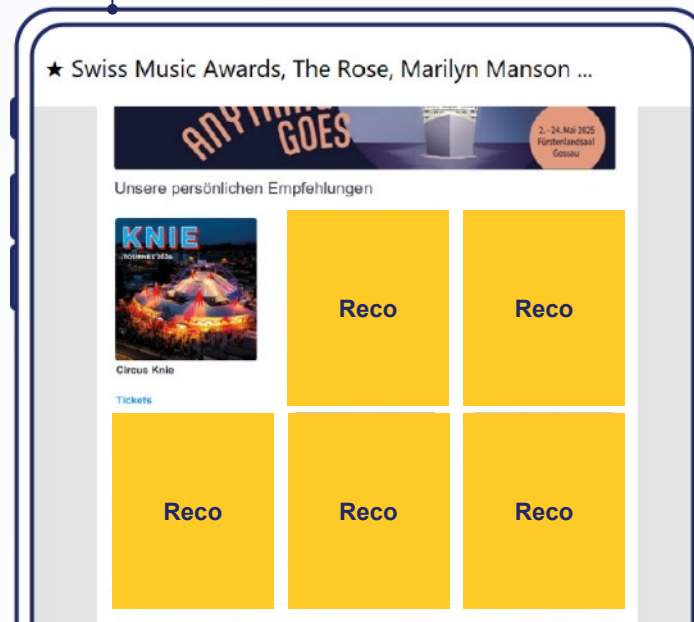


As a fundamental component of the marketing mix, Recos are integrated into marketing packages.

1

Mailings and app pushes

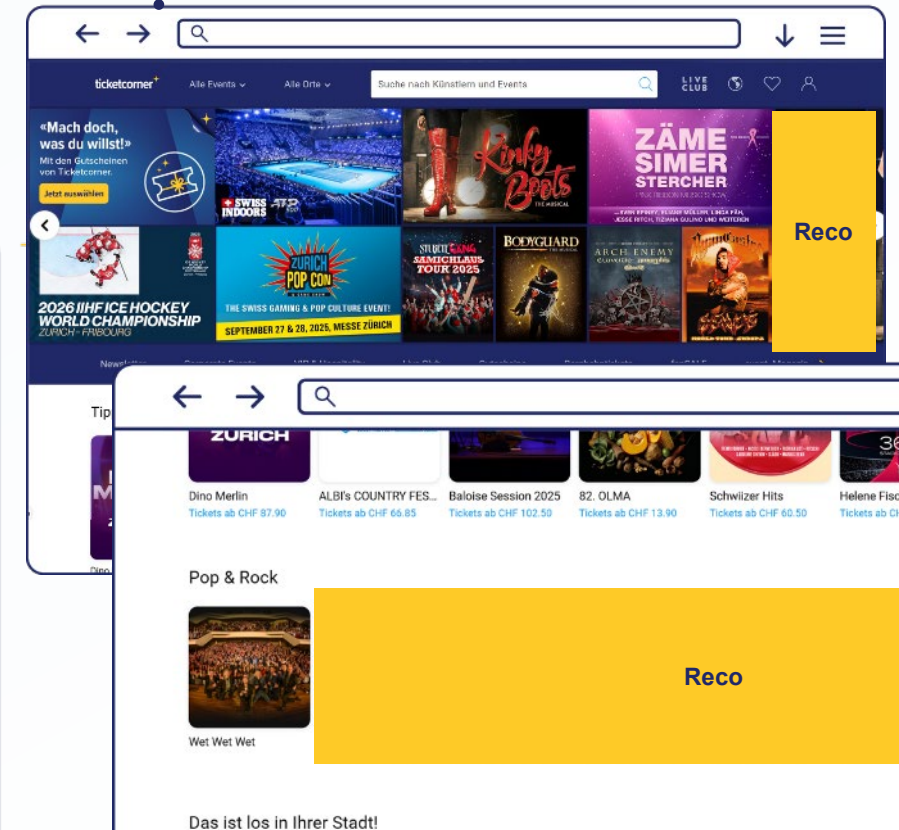
Personalised recommendations in newsletters and app notifications



2

ticketcorner.ch

Personalised recommendations on home and overview pages of ticketcorner.ch

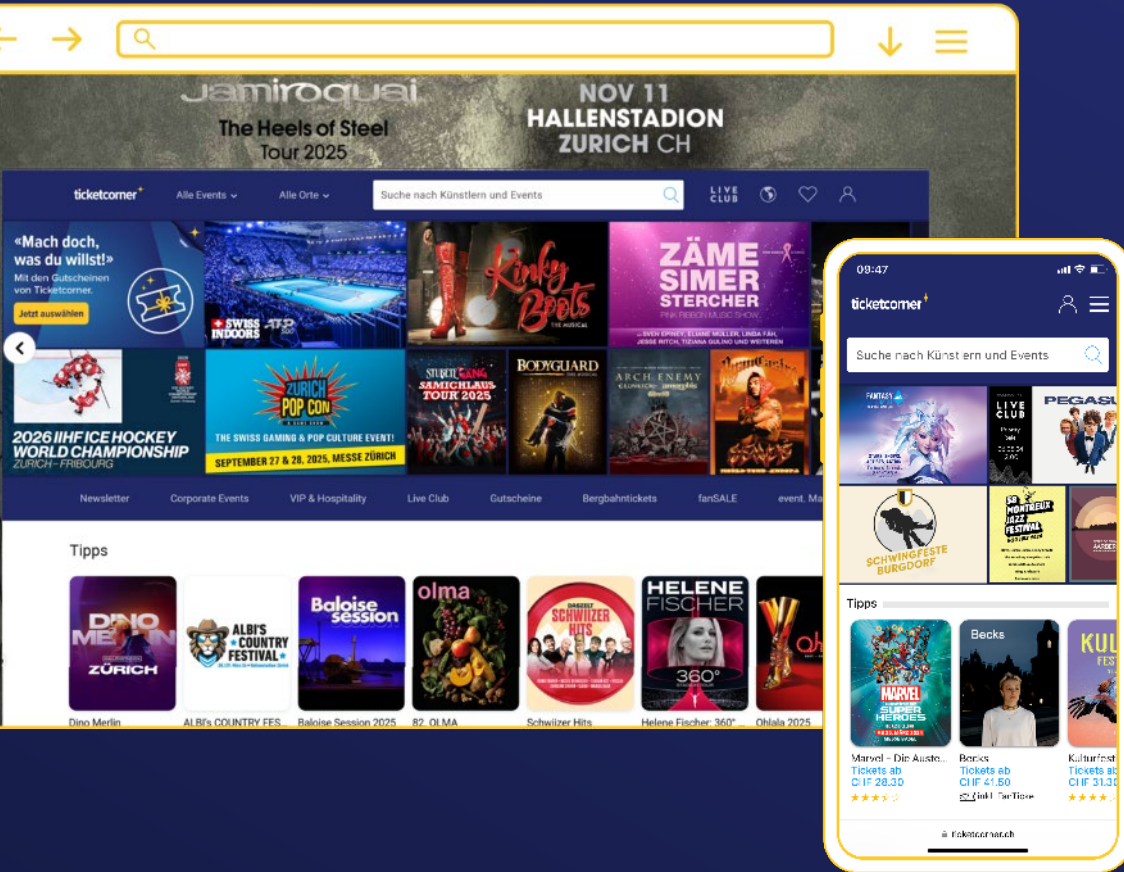




Ticketcorner Webshop

Ticketcorner.ch

The web shop with reach.



Ø more than
11.3 million
page views per month



Ø more than
2.5 million
visits/month



Ø more than
1.7 million
unique visitors per month



Ø
19:00 min
Average visit duration

Peak
in
Q4

ticketcorner.ch – Wallpaper

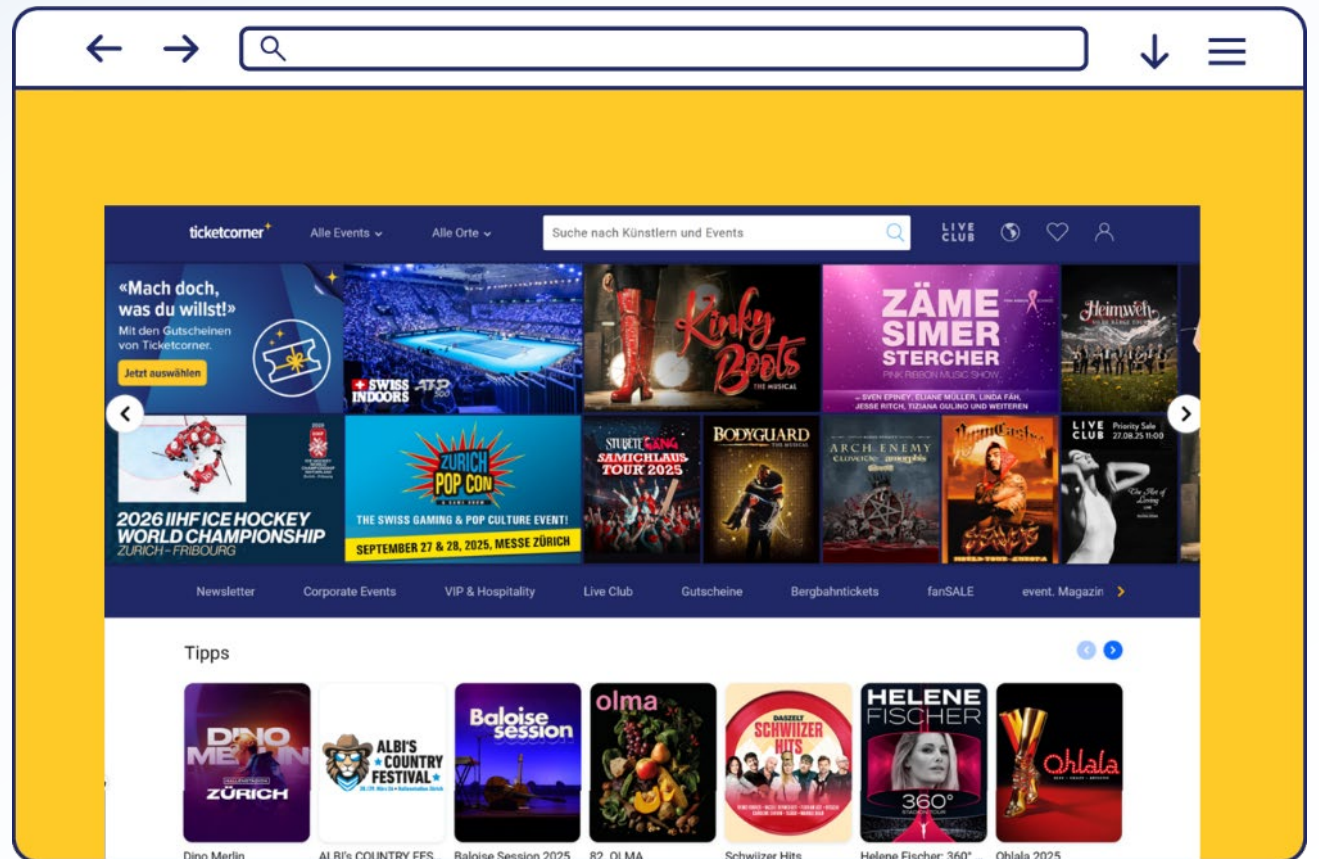
Use the reach of the ticketcorner.ch homepage to inspire people interested in events.

Format	Price from DE	Price from FR	Price from IT	Price from EN
1 leaderboard 1 background	5,600	1,400	800	800

Prices in CHF | Price per week | "Starting price" based on seasonal pricing



Cash payment in November/December



Wallpaper Design Manual

The wallpaper advertisement consists of two elements.

General Terms

- Wallpapers can be booked for a maximum of two weeks at a time
- The wallpaper must be approved by Ticketcorner
- Data delivery: two weeks before publication. We cannot guarantee publication if delivery is delayed.

Notes on image design

- No Ticketcorner, sponsor or organiser logos (media partner logos permitted) or URLs.
- No animated content
- **Leaderboard:**
 - The leaderboard should have a transparent background so that it blends seamlessly into the background image.
 - If the screen width is narrow (e.g. tablet), the background will be cropped at the sides. Therefore, all important information should be included on the leaderboard.
 - A link to ticketcorner.co.uk will take users to the web shop for your tickets. The corresponding tracking link is created by Ticketcorner.
- **Background image**
 - The background image should be as neutral as possible.
 - The background image is not clickable.

1

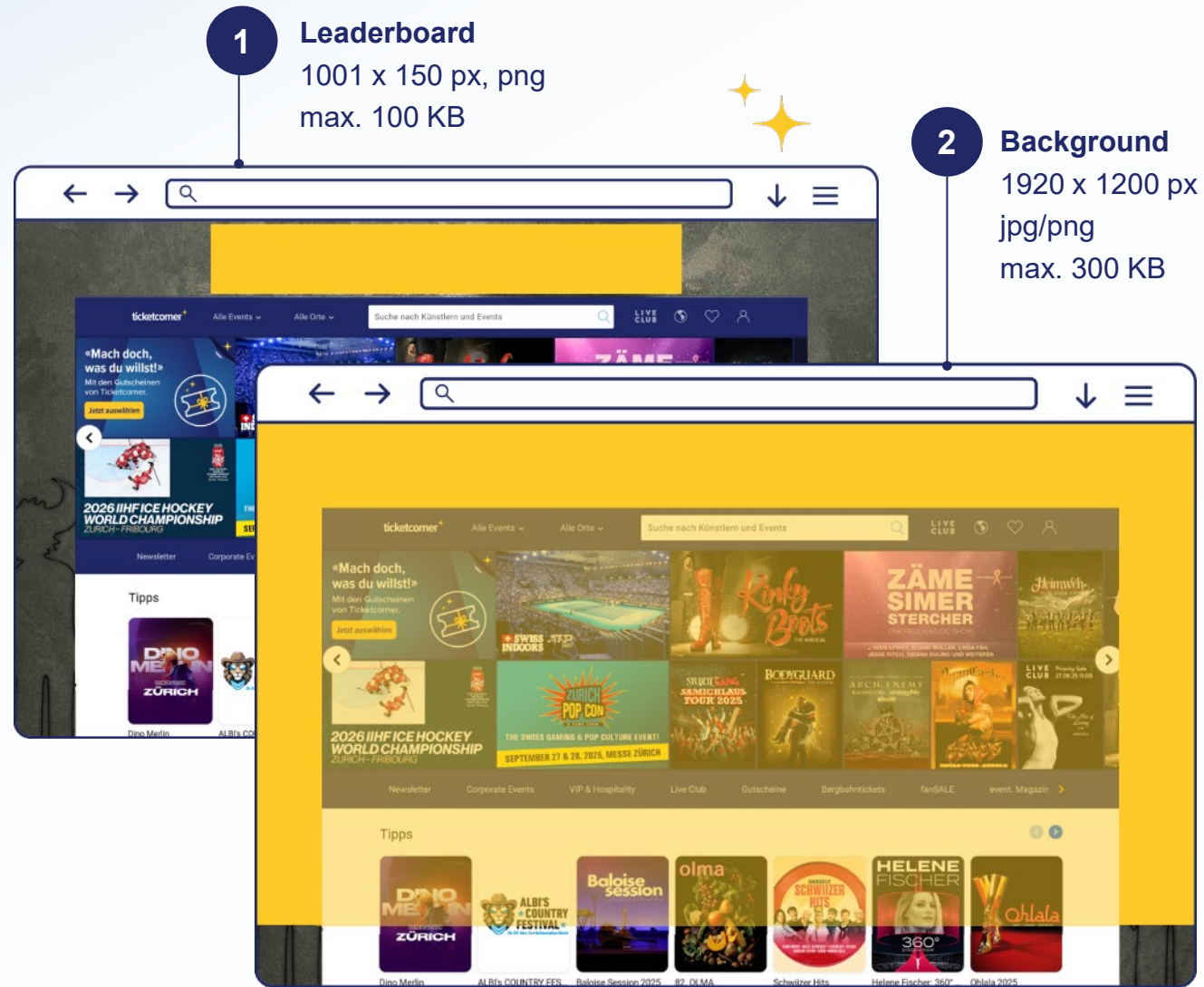
Leaderboard

1001 x 150 px, png
max. 100 KB

2

Background

1920 x 1200 px
jpg/png
max. 300 KB



ticketcorner.co.uk – Mobile leaderboard

Prominent placement guarantees maximum visibility on the high-reach mobile channel.

- Placement on the mobile home page of ticketcorner.co.uk above the header
- Displayed for one week

Format	Price from DE	Price from FR	Price from IT	Price from EN
Mobile leaderboard (320x100 px)	9,000	2,400	1,100	1,100

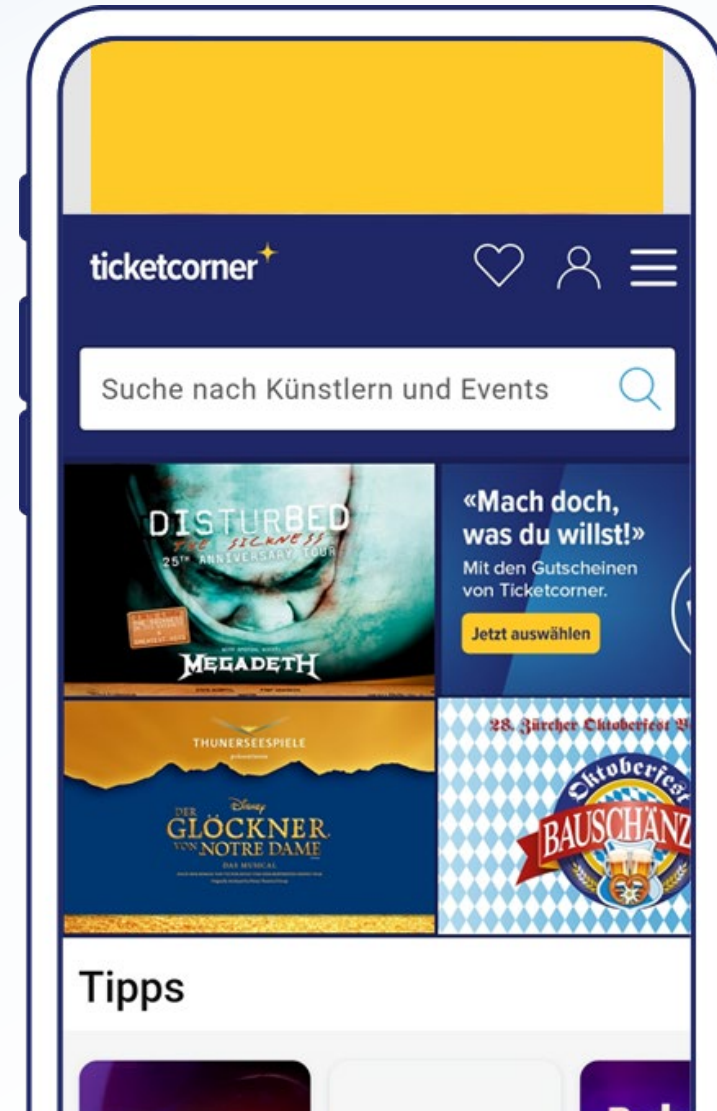
Prices in CHF | Price per week | "Starting price" based on seasonal pricing

Specifications



- As little text as possible to ensure readability
- No external logos, URLs or data. No animation.
- Link to the corresponding event on ticketcorner.co.uk. The corresponding tracking link is created by Ticketcorner.
- Max. 1 week per campaign bookable
- Data delivery: 2 weeks before publication. We cannot guarantee publication if delivery is delayed.



Cash performance in November/December



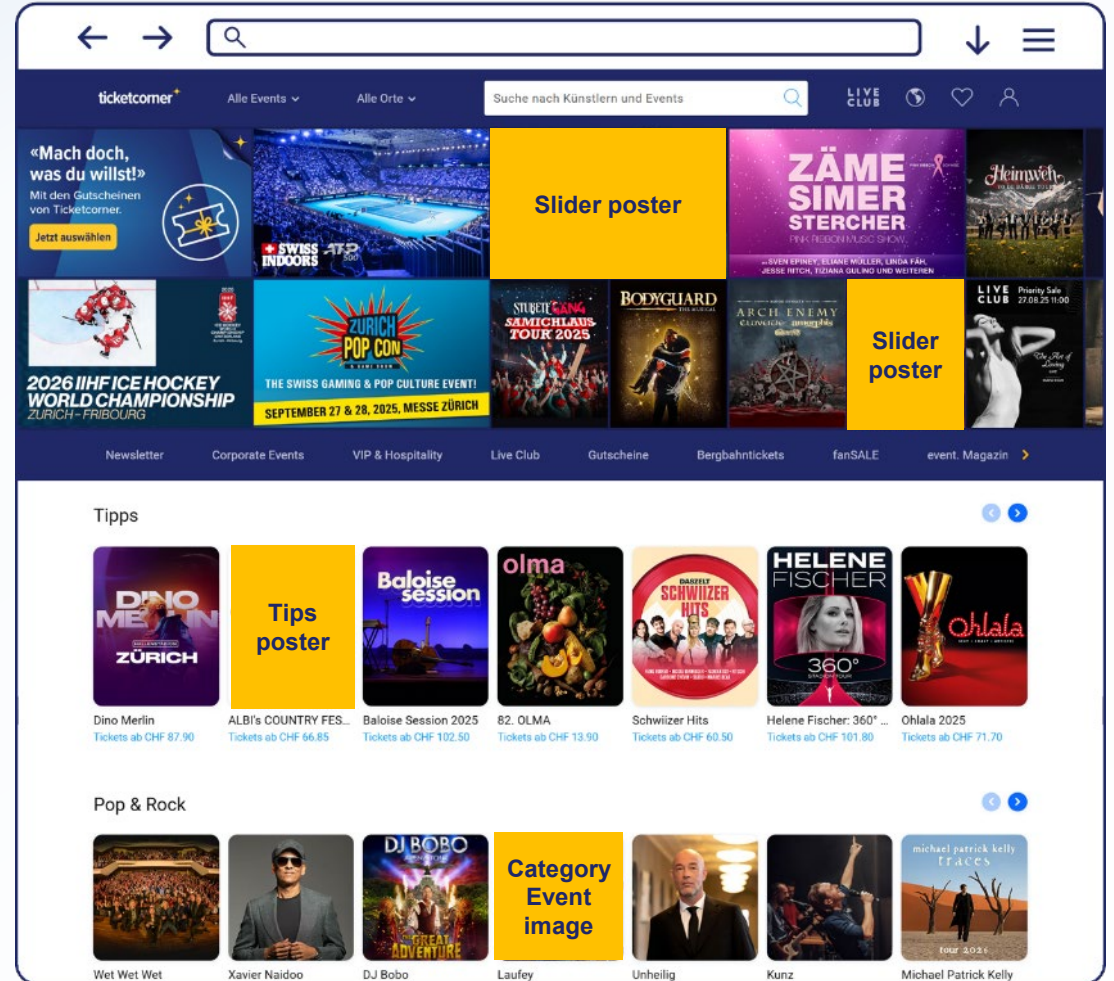
ticketcorner.ch – Home

Format		Price from DE	Price from FR	Price from IT	Price from EN
Slider poster (632x396 px)	 ONLY FOR EXCLUSIVE PROMOTERS	6,200	1,100	50	500
Slider poster (312x396 px)	 ONLY FOR EXCLUSIVE PROMOTERS	4,100	700	500	500
Tips poster (312x396 px) Front row		3,400	600	300	300
Category Event image		1,700	300	200	200

Prices in CHF | Price per week | "Starting price" based on seasonal pricing

Specifications

- Images must be delivered in the correct format, fully designed and ready for use.
- As little text as possible to ensure readability
- No external logos, URLs or data. Not animated.
- Category Event image is used by the web shop
- Placement within the slider/tips is at the discretion of the editorial team.
- Data delivery: 2 weeks before publication. We cannot guarantee publication if delivery is delayed.



ticketcorner.ch – Event categories teaser

The event category teaser appears on the overview page of an event category of your choice.

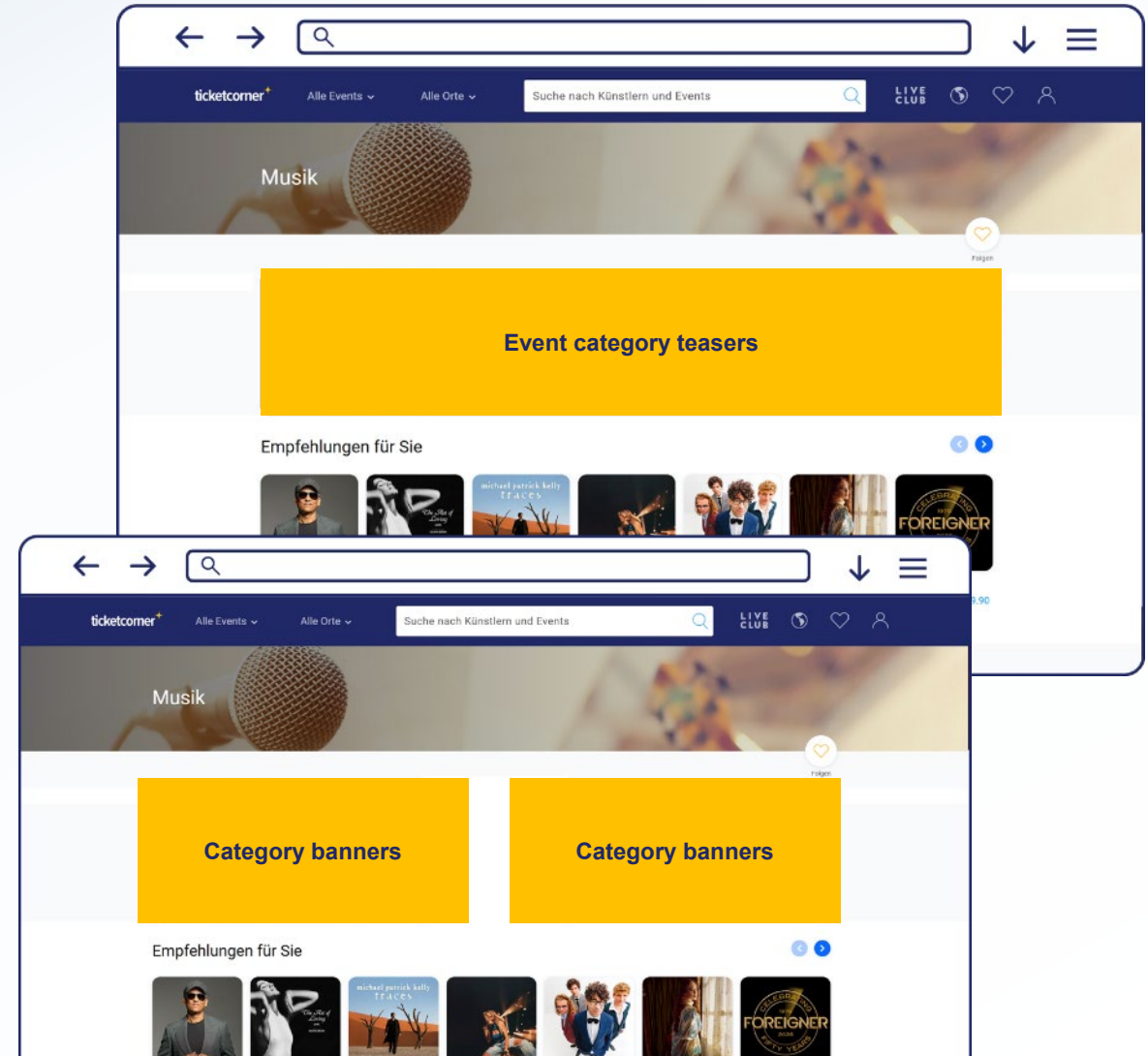
- Online for two weeks
- The ad will be displayed in all language versions (DE, FR, IT, EN).
No voice control possible.

Event category	Prices from
Music	2,000
Entertainment	300
Sport	700
Culture	300

Prices in CHF | Price per week | "Starting price" based on seasonal pricing

Specifications

- Size: Big Teaser 1040 x 204 px
or two Double Small Teasers, 659 x 264 px, jpg
- No URLs or logos in the images.
- As little text as possible in the image.
- The banners must be delivered in the correct format and ready to use.
- Data delivery: weeks before publication. We cannot guarantee publication if delivery is delayed.



ticketcorner.ch – Location teaser

The location teaser appears on the region overview page.

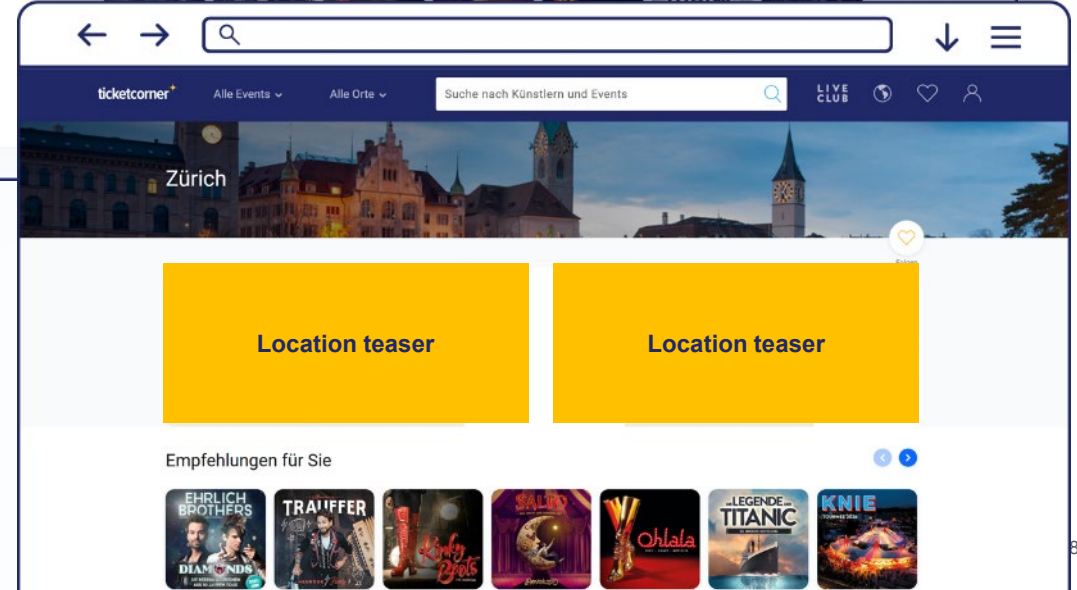
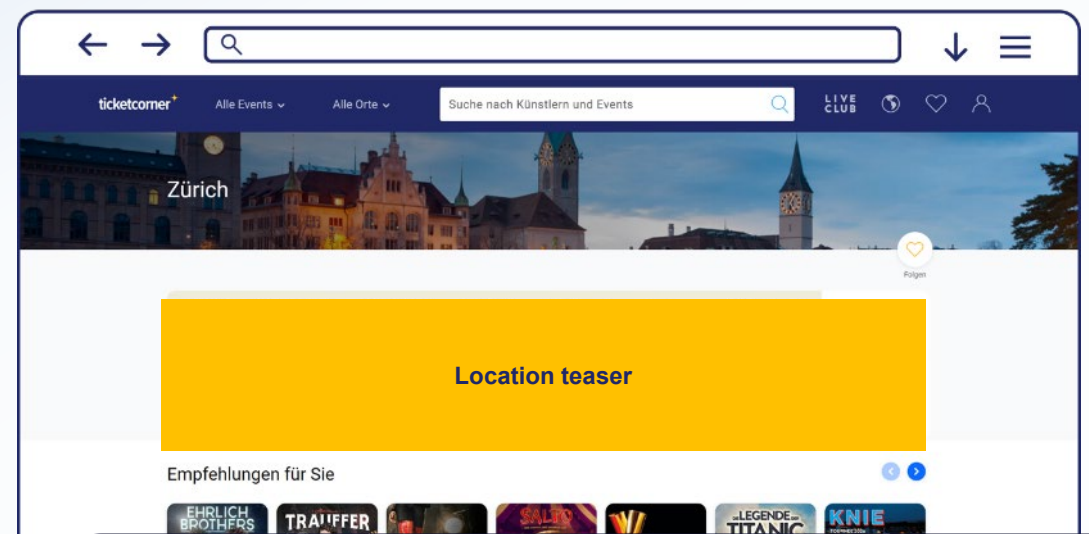
- Online for two weeks
- The teaser will be displayed in all language versions (DE, FR, IT, EN).
No voice control possible.

Event location	Prices from
Zurich	2,100
Basel, Bern or Geneva	400
Winterthur, Lucerne, Lausanne, St. Gallen, Lugano or Biel	300

Prices in CHF | Price per week | "Starting price" based on seasonal pricing

Specifications

- Size: Big teaser 1040 x 204 px or two Double Small Teasers, 659 x 264 px, jpg
- No URLs or logos in the images.
- As little text as possible in the image.
- The banners must be delivered in the correct format and ready to use.
- Data delivery: weeks before publication. We cannot guarantee publication if delivery is delayed.



Theme page Open-air concerts & festivals

Image-text advertisement for open-air festivals

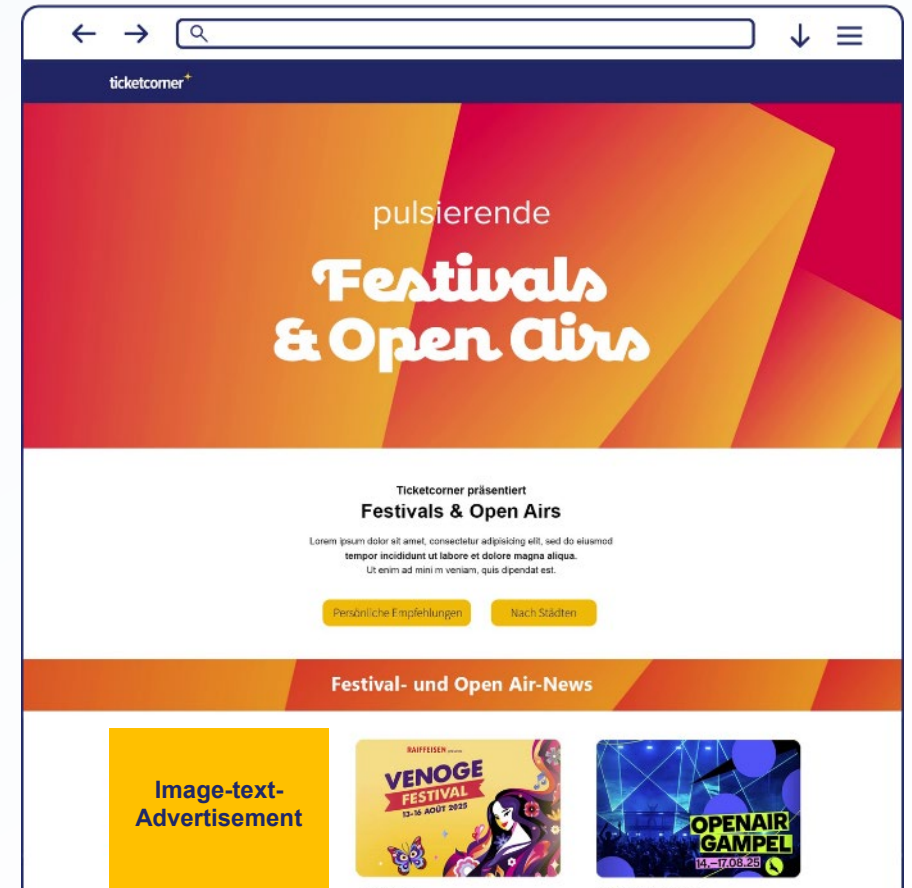
Ticketcorner's SEO-optimised festival page gets you in the mood for the 2026 festival summer. The page is promoted via our internal channels, giving it the visibility it deserves.

Period	Price DE	Price FR	Price IT	Price EN
4 May 2026 to 31 May 2026	6,000	2,000	500	500
1 June 2026 to 28 June 2026	6,000	2,000	500	500
29 June 2026 to 26 July 2026	6,000	2,000	500	500
27 July 2026 to 23 August 2026	6,000	2,000	500	500

Prices in CHF | Price quoted for four weeks

Specifications

- The advertised event must take place at least until the end of the booked period
- A contribution consists of 2 elements:
 - At least two and no more than four images: 562 x 405 px, png, max. 300 KB
 - Text: 400–600 characters
- No Ticketcorner, sponsor or organiser logos, no URLs.
- A link will be provided to ticketcorner.co.uk to the web shop for your tickets.
- Data delivery: 2 weeks before publication. We cannot guarantee publication if delivery is delayed.



Theme page Musicals & Shows

Image-text advertisement for musical and show events

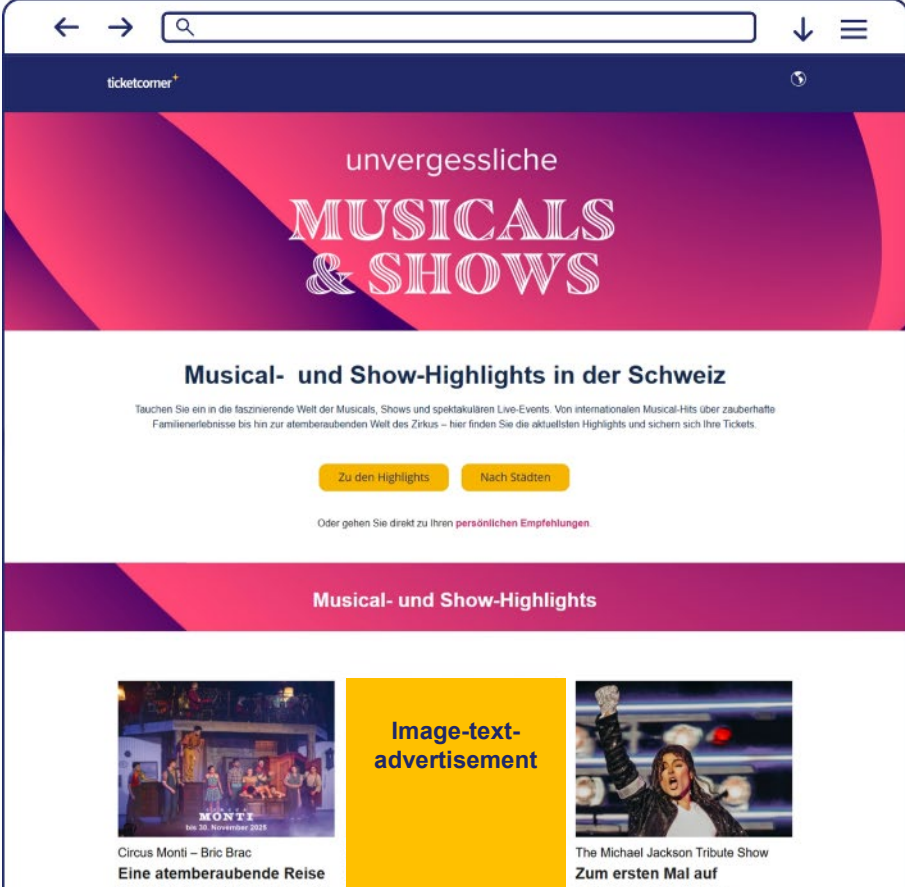
The SEO-optimised musical & show page is aimed specifically at a target group with high purchasing power who are actively enthusiastic about performances in this segment and regularly purchase tickets. Thanks to promotion via Ticketcorner's internal channels, the page enjoys high visibility and reach.

Period	Price DE	Price FR	Price IT	Price EN
7 September – 4 October 2026	6,000	2,000	500	500
5 October – 1 November 2026	6,000	2,000	500	500
2 November – 29 November 2026	6,000	2,000	500	500

Prices in CHF | Price quoted for four weeks

Specifications

- The advertised event must take place at least until the end of the booked period
- A post consists of 2 elements:
 - At least two and no more than four images: 562 x 405 px, png, max. 300 KB
 - Text: 400–600 characters
- No Ticketcorner, sponsor or organiser logos, no URLs.
- A link will be provided to ticketcorner.co.uk to the web shop for your tickets.
- Data delivery: 2 weeks before publication. We cannot guarantee publication if delivery is delayed.



The screenshot displays the Ticketcorner website interface. At the top, there is a navigation bar with a search bar and a menu icon. Below this is a large banner with a pink and purple background, featuring the text 'unvergessliche MUSICALS & SHOWS'. Underneath the banner, the heading 'Musical- und Show-Highlights in der Schweiz' is followed by a short paragraph of text. Two yellow buttons labeled 'Zu den Highlights' and 'Nach Städten' are visible. Below this, a section titled 'Musical- und Show-Highlights' contains three event cards. The first card shows a scene from 'Circus Monti - Bric Brac' with the text 'Eine atemberaubende Reise'. The second card is a yellow box with the text 'Image-text-advertisement'. The third card shows a performer from 'The Michael Jackson Tribute Show' with the text 'Zum ersten Mal auf'.

Exhibition & Experiences theme page

Image-text display for exhibitions, museums and trade fairs

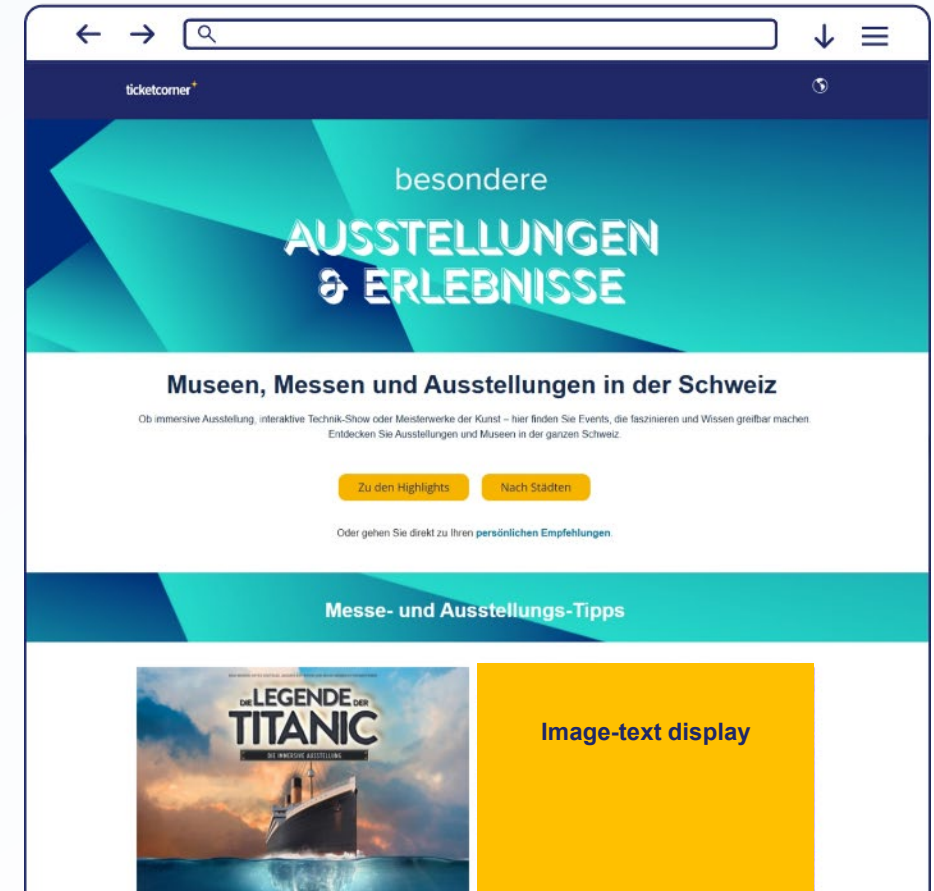
Through targeted SEO optimisation, the Exhibitions page reaches precisely the target group that is actively interested in trade fairs and exhibitions.

Period	Price DE	Price FR	Price IT	Price EN
7 September – 4 October 2026	6,000	2,000	500	500
5 October – 1 November 2026	6,000	2,000	500	500

Prices in CHF | Price quoted for four weeks

Specifications

- The advertised event must take place at least until the end of the booked period
- A post consists of 2 elements:
 - At least two and no more than four images: 562 x 405 px, png, max. 300 KB
 - Text: 400–600 characters
- No Ticketcorner, sponsor or organiser logos, no URLs.
- A link will be provided to ticketcorner.co.uk to the web shop for your tickets.
- Data delivery: 2 weeks before publication. We cannot guarantee publication if delivery is delayed.

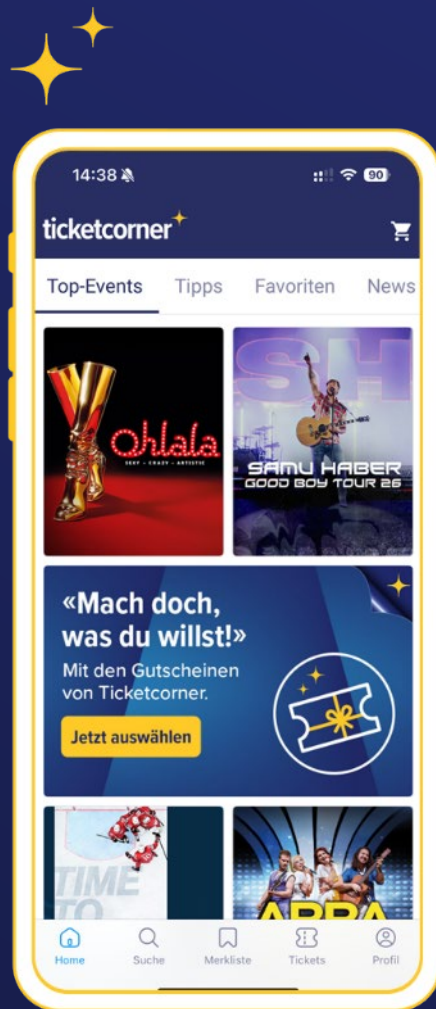




Ticketcorner app

Ticketcorner app

An active audience discovers and books events directly in the app, where they can also find an overview of all their orders.



Ø more than
620 thousand
visits per month



Ø more than
220 thousand
unique users per month

Ticketcorner app

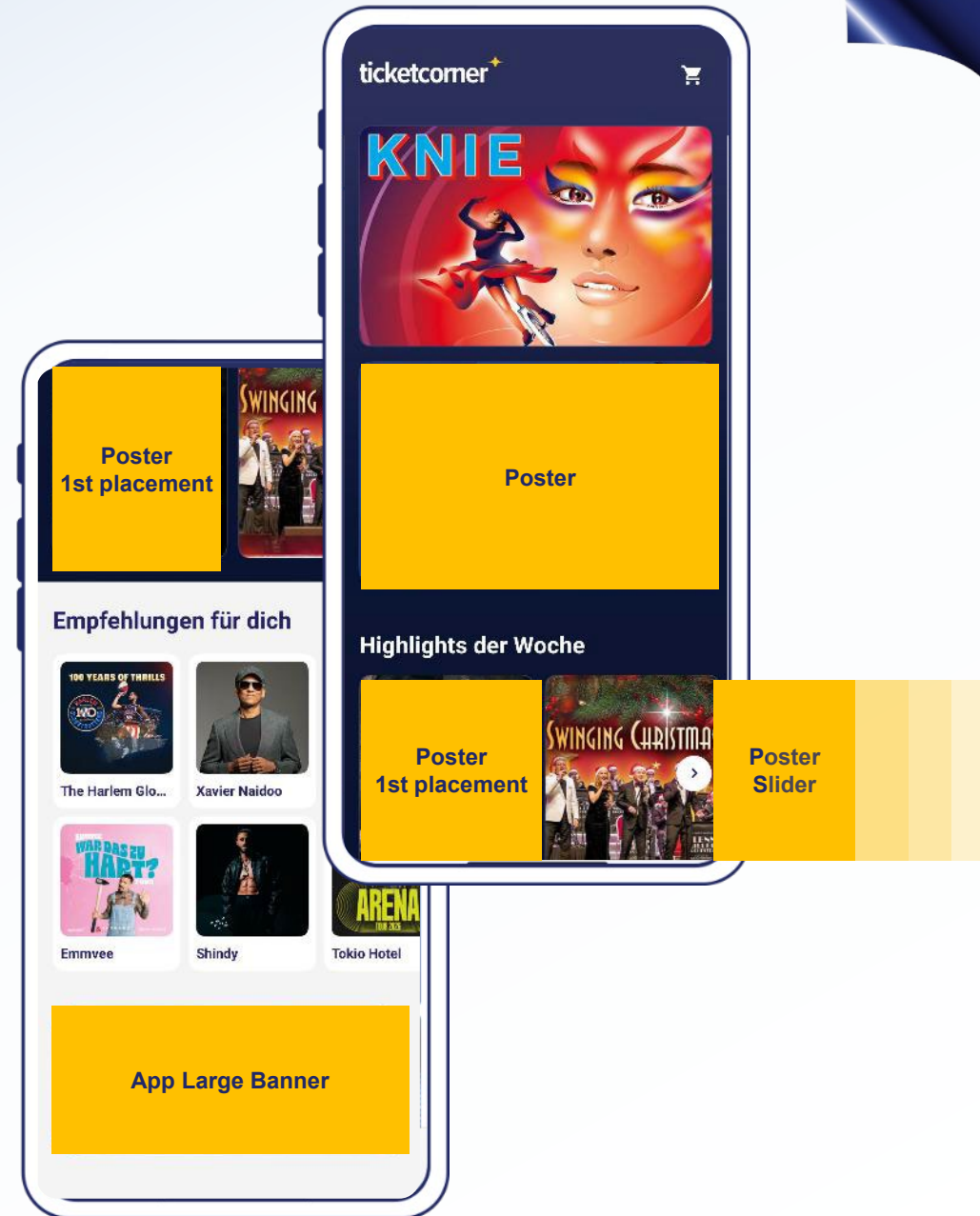
The app home page offers space for prominent teasers

Format (DE / FR / IT / EN)	Price from DE	Price from FR	Price from IT/EN
Top events poster (717x437 px)	5,300	1,500	400
Highlights of the week poster (312x396 px)			
1st placement	3,500	900	300
Slider	2,000	600	200
App large banner 640x256 px	2,700	700	300

Prices in CHF | Price per week | "Starting price" due to seasonal pricing

Specifications

- Placement max. 2 consecutive weeks
- Images must be delivered in the correct format, fully designed and ready for use.
- As little text as possible to ensure readability
- No external logos, URLs or data. No animation.
- Placement within the top events is at the discretion of the editorial team.
- Data delivery: 2 weeks before publication. We cannot guarantee publication if delivery is delayed.



App pushes

Push notifications with target group-specific targeting attract a particularly high level of attention.

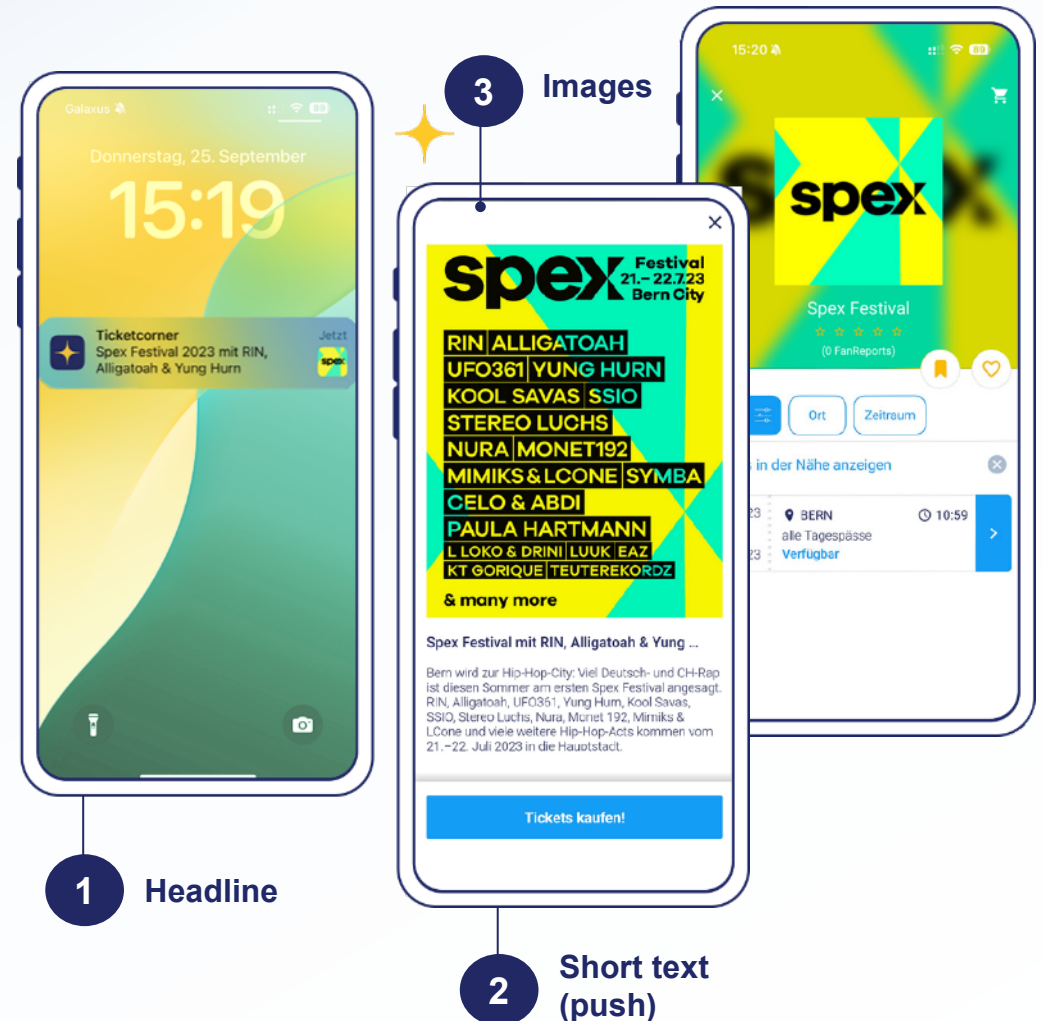
- Address pool with over 260,000 registered app users who allow push notifications
- Only bookable on request
- Only for events with more than 2,000 tickets

Elements	Format	Price
Headline 1	Max. 50 characters	
Short text (push) 2	Recommended 200–350 characters	£1.10 per user
Images 3	jpg in various sizes: 632 x 800 pixels, 444 x 222 pixels	

Prices in CHF | Price per push

Specifications

- Images must be delivered in the correct format, fully designed and ready for use.
- No URLs or logos in the images. As little text as possible.
- The texts should be written using the formal form of address.
- All texts must be delivered in four languages (DE, FR, IT, EN).
- Ticketcorner reserves the right to edit submitted text drafts.
- Data delivery: 1 week before the push. We cannot guarantee publication if delivery is delayed.

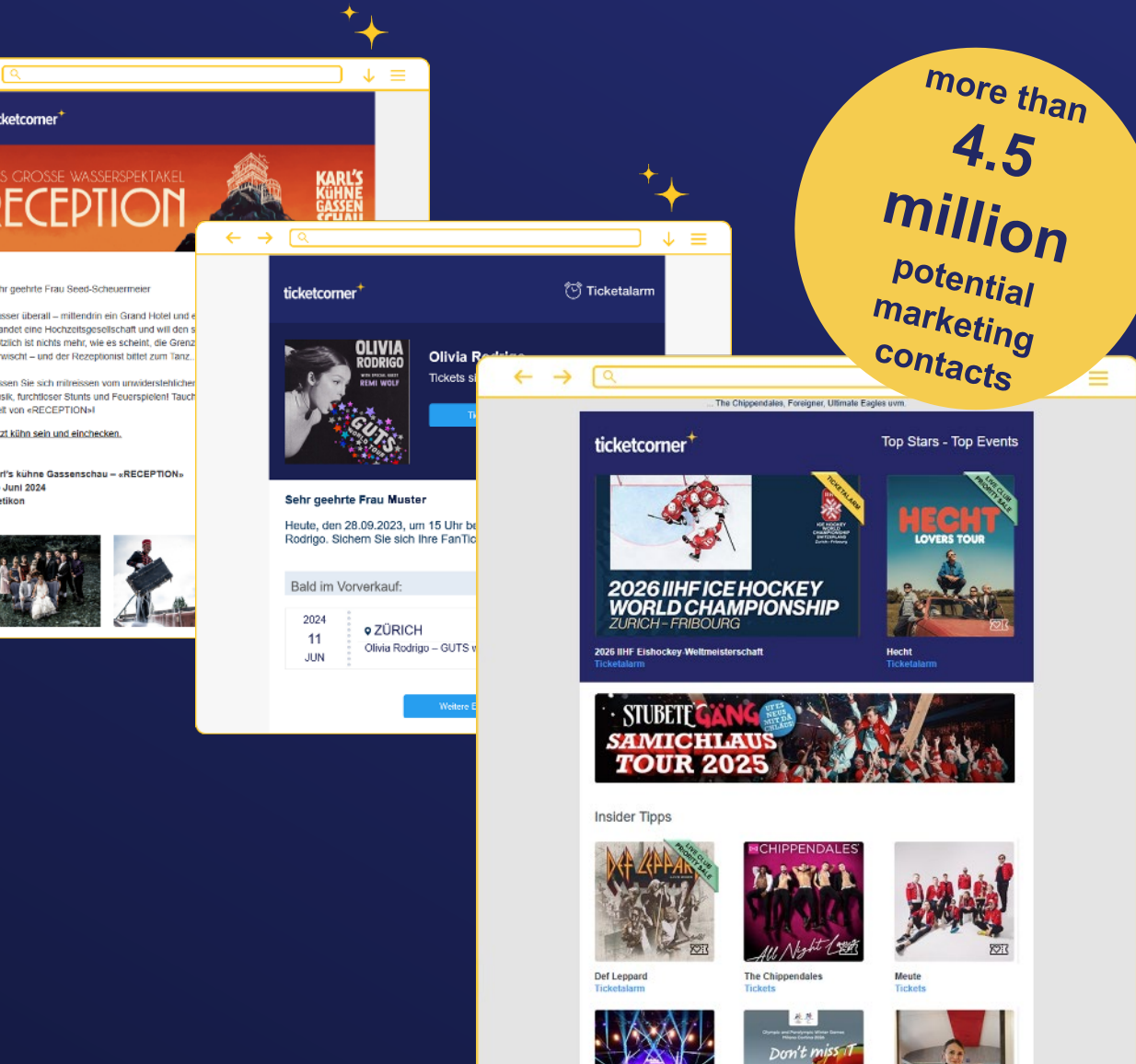




Newsletter

Ticketcorner newsletters & mailings

A large number of target group-specific mailings ensure that each event reaches the right audience.



257 thousand
active Ticketcorner newsletter subscribers



533 thousand
active category newsletter subscribers with 1.78 million subscriptions



1.37 million
ticket alert subscribers with 3.16 million subscriptions



4.14 million
Customers with purchase and affinity-based marketing permissions

Ticketcorner newsletter

Loyal newsletter subscribers receive weekly updates on current events.

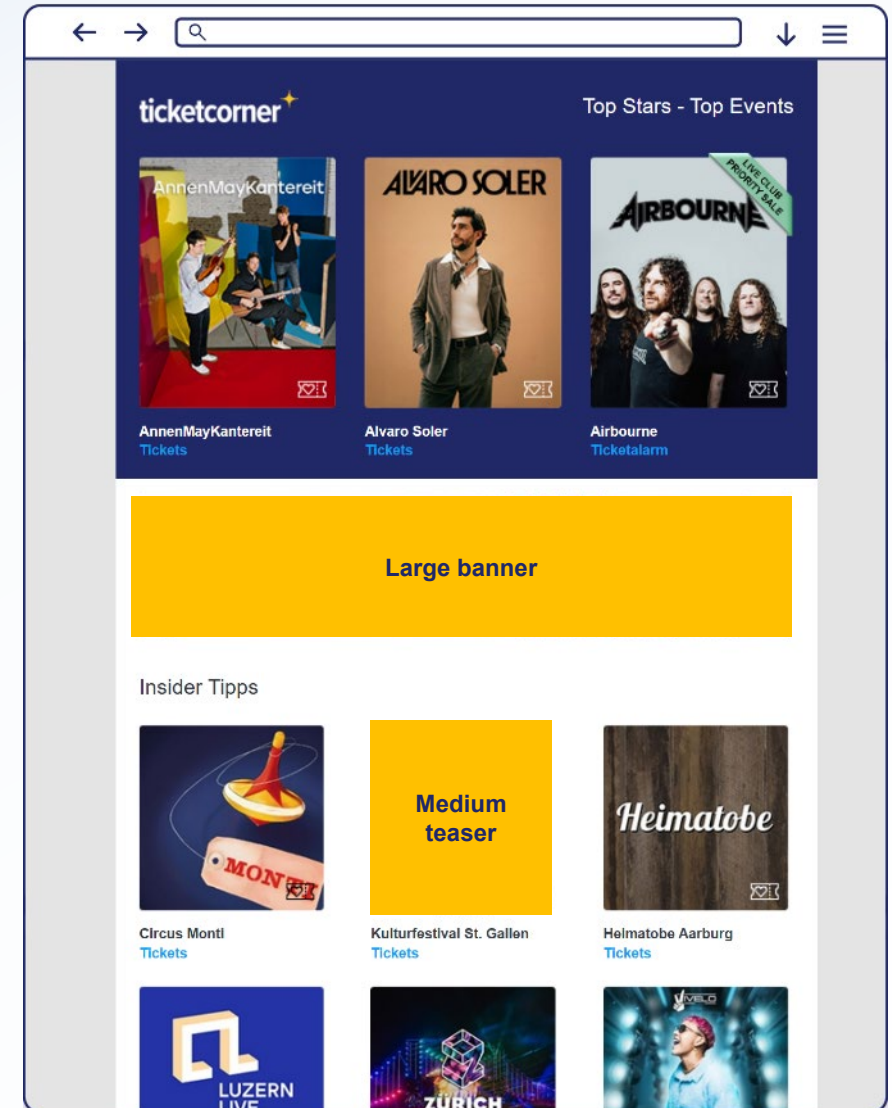
- Sent weekly on Wednesdays (German), every two weeks (French)
- Over 257,000 active subscribers

Format	Price from DE	Price from FR
Large banner, 1120x240 px, jpg 600x370 px, jpg (for mobile viewing)	6,000	1,400
Medium teaser, 222x222 px, jpg	3,900	900

Prices in CHF | Price quoted for one shipment | "Starting price" due to seasonal pricing

Specifications

- Large banners must be delivered in the correct format, fully designed and ready for use.
- When placing text in the images, please note that the images will only be displayed at half size.
- Not animated, no URL, no third-party logos
- Data delivery: 1 week before publication. We cannot guarantee publication if delivery is delayed.
- Medium teasers are taken from the web shop.



Sports newsletter

The latest news from football, ice hockey and sport in general

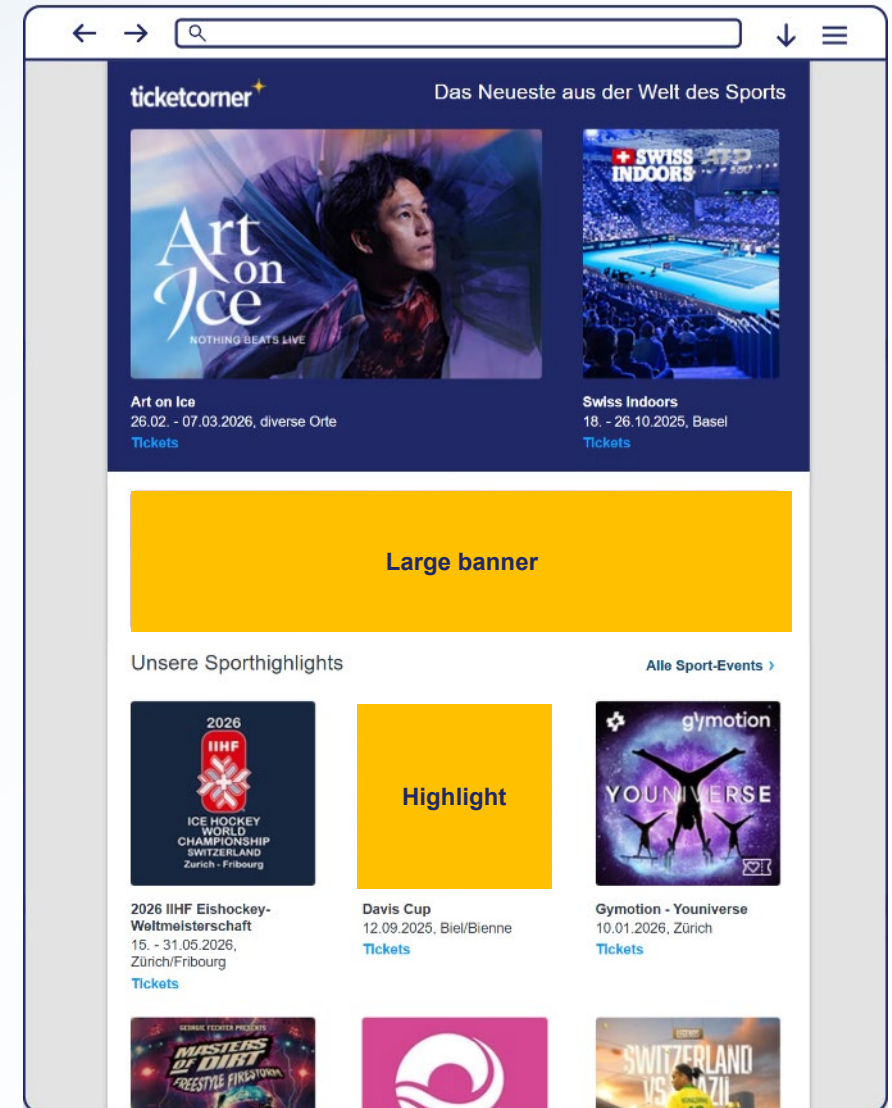
- Sent every two weeks on Mondays in German and French
- Over 232,000 subscribers

Format	Price from DE	Price from FR
Large banner, 1120x240 px, jpg 600x370 px, jpg (for mobile view)	3,300	600
Highlight, 222x222 px, jpg Only bookable for sporting events	3,300	600

Prices in CHF | Price quoted for one shipment | "Starting price" due to seasonal pricing

Specifications

- Large banners must be delivered in the correct format, fully designed and ready for use.
- When placing text in the images, please note that the images will only be displayed at half size.
- Not animated, no URL, no third-party logos
- Data delivery: 1 week before publication. We cannot guarantee publication if delivery is delayed.
- Medium teasers are taken from the web shop.



Topics newsletter

Theme-specific newsletter for a target group with an affinity for specific topics:

- Topics: Live on stage, classical music & culture, musicals & shows, humour & entertainment, hard & heavy, folk music & pop.
- See next page for dates.
- Subscribers to relevant event categories, some buyers in the categories

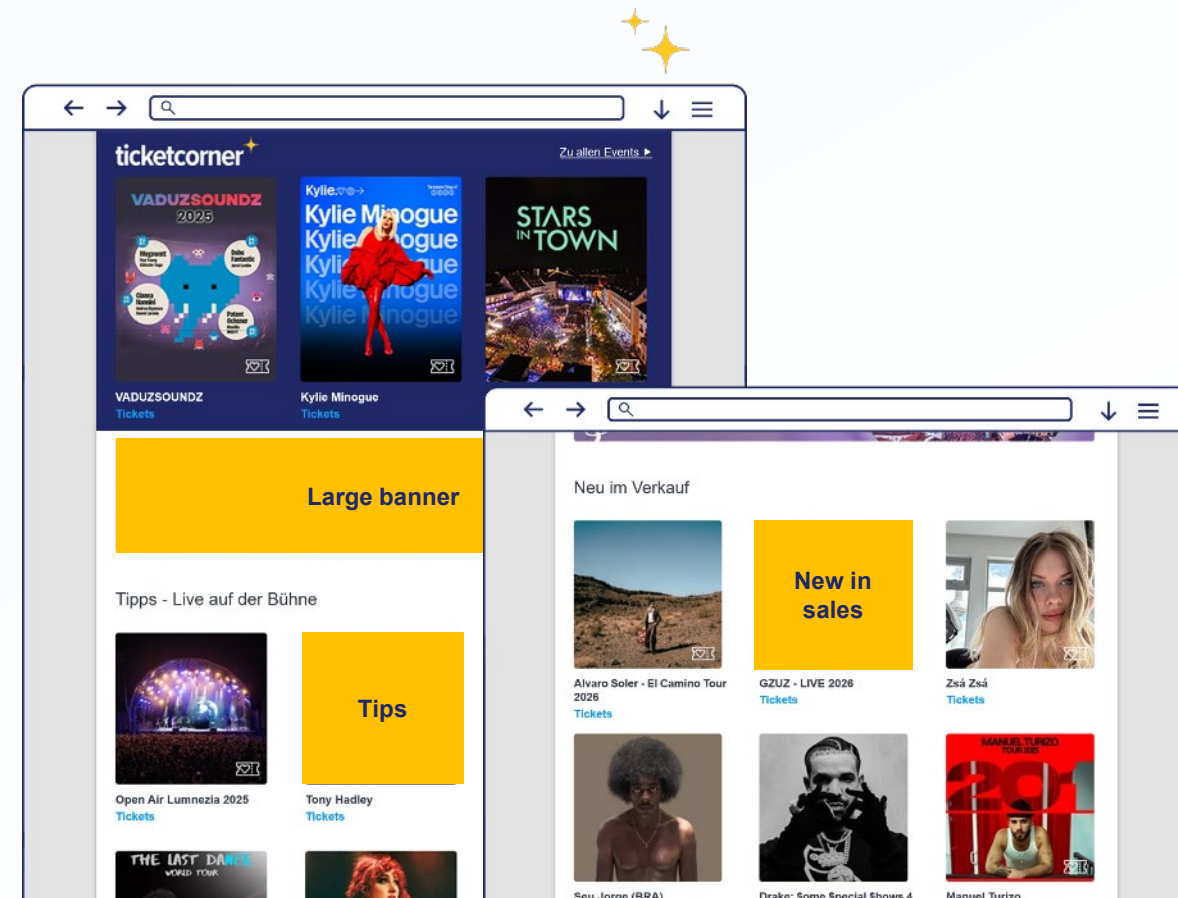
- Number of recipients per mailing: approx. 20,000 in Germany, approx. 2,000 in France.
- Mailings sent on Fridays.
- Only thematically relevant events can be advertised.

Format	Price from DE	Price from FR
Tips, 222x222 px, jpg	1,400	40
Large banner, 1120x240 px, jpg 600x370 px, jpg (for mobile view)	1,400	400
New in sale, 222x222 px, jpg	900	200

Prices in CHF | Price quoted for one shipment | "Starting price" due to seasonal pricing

Specifications

- Large banners must be delivered in the correct format, fully designed and ready for use. Not animated, without URL, without third-party logos.
- When placing text in the images, please note that the images will only be displayed at half size.
- Data delivery: 1 week before dispatch. We cannot guarantee publication in the event of late delivery.
- The images for "Tips" and "New in sale" come from the web shop.



Topics newsletter

Topics and dates



Subject	Shipping dates (every Friday)		
Live on stage Categories: Rock, pop, jazz, blues, funk, folk, gospel, Hip-hop/Rap, Latin, Country/Folk, Reggae/Dancehall	9 January 2026 6 February 2026 27 March 2026 29 May 2026	26 June 2026 24 July 2026 21 August 2026 11 September 2026	16 October 2026 27 November 2026 18 December 2026
Classical Music & Culture	23 January 2026 15 May 2026 10 July 2026	7 August 2026 20 November 2026	
Musical & Show	13 February 2026 13 March 2026 19 June 2026	14 August 2026 4 September 2026 2 October 2026	6 November 2026 11 December 2026
Humour & Entertainment	20 February 2026 6 March 2026 17 July 2026	25 September 2026 13 November 2026	
Hard & Heavy	16 January 2026 10 April 2026	3 July 2026 9 October 2026	
Folk Music & Schlager	27 February 2026 5 June 2026	28 August 2026 30 October 2026	

Seasonal mailings

Seasonal mailings on specific topics

- Mailings for seasonal events: Valentine's Day, Easter, Mother's Day, open-air events/festivals, happy holidays, family, Halloween/autumn, public holidays
- Sent out on Fridays. See next page for dates.
- Only thematically appropriate events can be advertised.

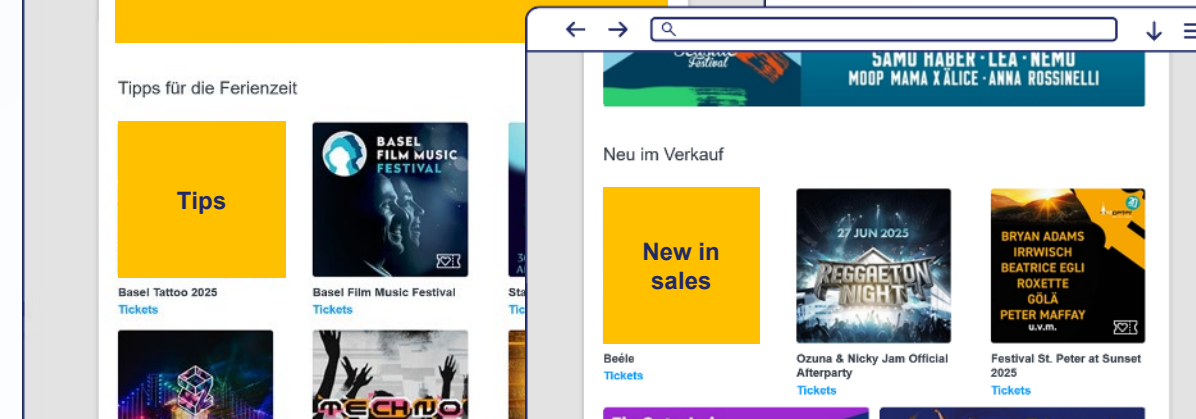
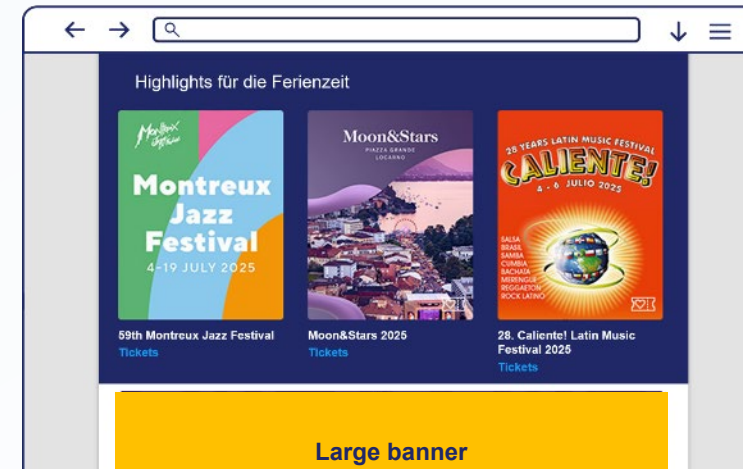
- Subscribers and purchasers of thematically relevant event categories
- Number of recipients per mailing:
Halloween/autumn: German approx. 50,000, French approx. 10,000
All other mailings: German approx. 90,000, French approx. 15,000

Format	Price from DE	Price from FR
Tips, 222x222 px, jpg	4,800	2,100
Large banner, 1120x240 px, jpg 600x370 px, jpg (for mobile view)	4,800	2,100
New in sale, 222x222 px, jpg	3,100	1,400

Prices in CHF | Price quoted for one shipment | "Starting price" due to seasonal pricing

Specifications

- Large banners must be delivered in the correct format, fully designed and ready for use. Not animated, without URL, without third-party logos.
- When placing text in the images, please note that the images will only be displayed at half size.
- Data delivery: 1 week before dispatch. We cannot guarantee publication in the event of late delivery.
- The images for "Tips" and "New in sales" come from the web shop.



Seasonal mailings

Topics and dates

Mailing	Topics	Shipping dates (every Friday)
Valentine's Day	Theatre, ballet, musicals, shows, pop/rock, jazz/blues/funk, folk/gospel, country/folk	30 January 2026
Easter	Circus, cinema, children's events, specials	20 March 2026
Mother's Day	Theatre, classical music, trade fair, exhibition, musical, show, rock, pop, jazz, blues, funk, folk, gospel, country, folk, circus, dance, festival, tourism, pop music, folk music	24 April 2026
Open-air concerts & festivals	Open-air, festival	8 May 2026
Electronic Summer	Party, House, Electro, Drum 'n' Bass, Clubs, Techno, Trance	22 May 2026
Happy Holidays	Trade fair, exhibition, festival, Latin, celebrations, tourism	12 June 2026
Family	Circus, cinema, children, specials	18 September 2026
Halloween / Autumn	Party, house, electro, drum 'n' bass, clubs, techno, trance	23 October 2026
Happy Holidays	Theatre, Opera, Operetta, Classical Music, Drama, Ballet, Reading, Lecture, Fair, Exhibition	4 December 2026

Insider Newsletter

Personal recommendations for subscribers to the Ticketcorner newsletter based on your customer profiles

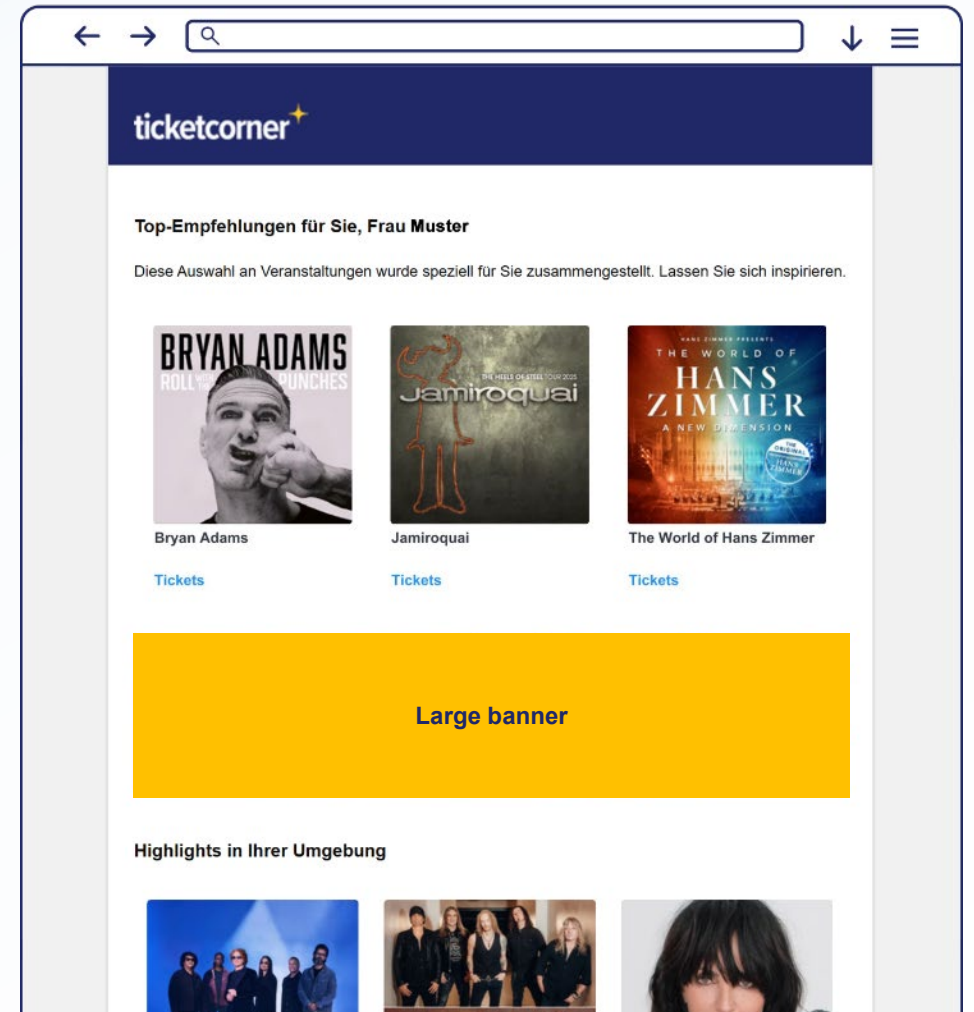
- Sent every two weeks on Thursdays (German, French, Italian, English)
- Over 258,000 active subscribers

Format	Price from DE	Price from FR	Price from IT	Price from EN
Large banner, 1120x240 px, jpg 600x370 px, jpg (for mobile view)	3,800	900	500	500

Prices in CHF | Price quoted for one shipment | "Starting price" due to seasonal pricing

Specifications

- Large banners must be delivered in the correct format, fully designed and ready for use.
- When placing text in the images, please note that the images will only be displayed at half size.
- Not animated, without URL, without third-party logos.
- Data delivery: 1 week before dispatch. We cannot guarantee publication if delivery is delayed.



Targeted mailing

Targeted event recommendations to an affinity target group – better success rates at lower costs.

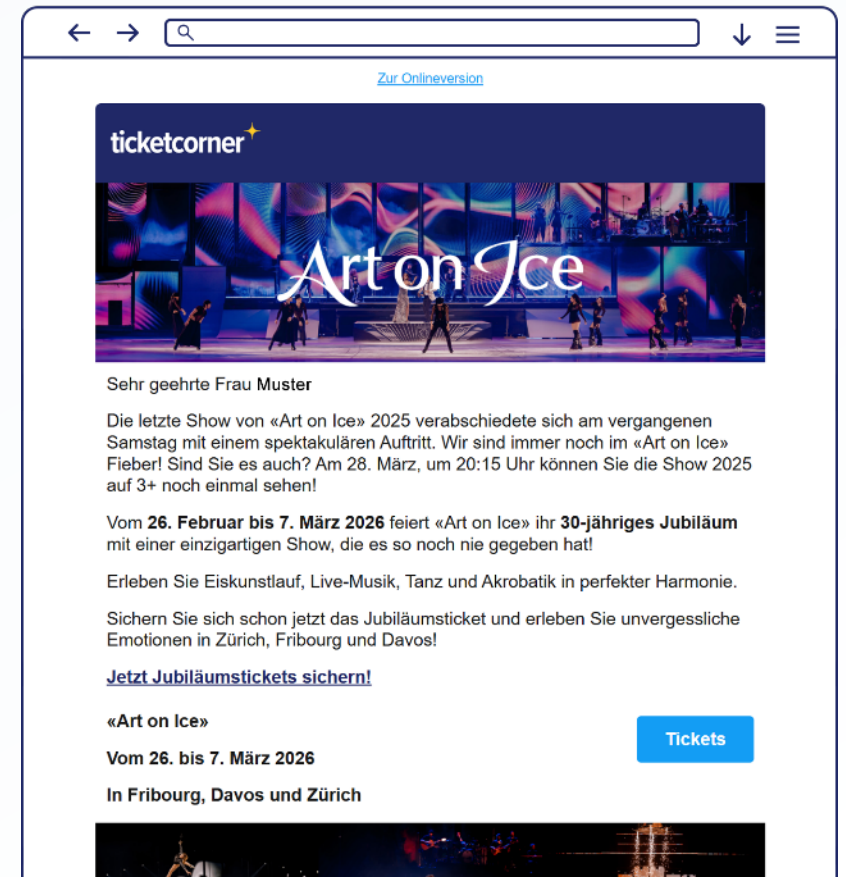
- Address pool with over 4 million recipients
- Addresses are prepared according to target groups: former buyers of similar events and ticket alert subscribers for similar artists or events.
- Mailings sent on Monday, Tuesday, Thursday and Friday
- Four languages – language selectable (DE, FR, IT, EN)
- We send a maximum of one targeted mailing per event.

Elements	Format	Price
Header image	1200x320 px & 1200x800 px (for mobile view), jpg.	
Short text	Subject line: max. 80 characters Main text: approx. 500 characters including spaces	CHF 1.00 per user
Images	0–3 images, 800x616 px, jpg	

Prices in CHF | Price quoted for one shipment

Specifications

- Images and text must be finalised and ready for use when delivered.
- Images:
 - When integrating text, choose a large font size – images will only be displayed at half size.
 - The organiser's logo must not take up more than 1/8 of the image.
 - No animation, no URL, no third-party logos
- Text: no press releases
- Data delivery: 1 week before dispatch. In the event of late delivery, timely delivery cannot be guaranteed.



Buyer mailings

Event-related information

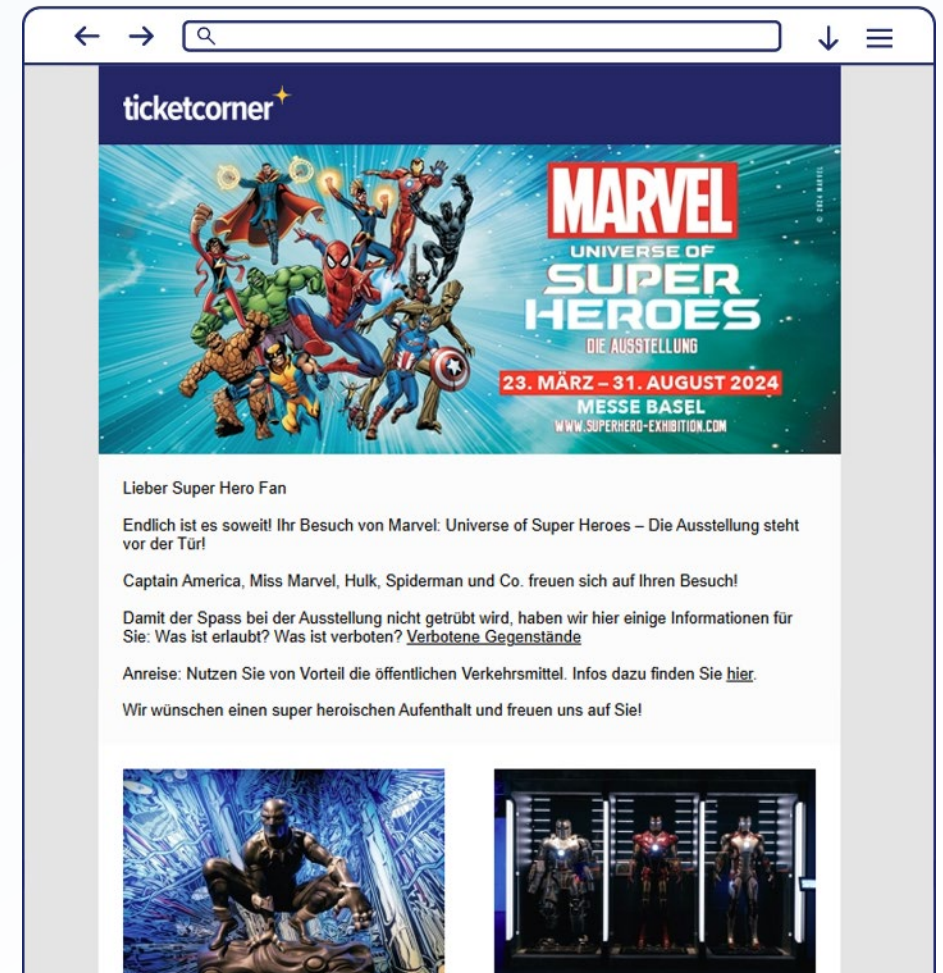
- Visitor information such as security, directions, parking, etc.
- Upgrades such as VIP, meet & greet, etc. (via Ticketcorner)
- Post-event surveys
- Thank you mailings

Elements	Format	Price
Header image	1200x320 px, jpg 1200x800 px, jpg (for mobile view)	
Short text	Subject line: max. 80 characters Main text: approx. 500 characters including spaces	CHF 50
Images	0–3 images (optional) 800x616 px, jpg	

Prices in CHF | Price quoted for one shipment

Specifications

- Images and text must be fully designed and ready for use when delivered.
- Images:
 - When integrating text, choose a large font size – images will only be displayed at half size.
 - The organiser's logo must not take up more than 1/8 of the image.
 - No animation, no URL, no third-party logos
- Text: no press releases
- Data delivery: 1 week before dispatch. In the event of late delivery on-time delivery cannot be guaranteed.





Ticketcorner Magazine

event. – Online Edition

The live entertainment portal

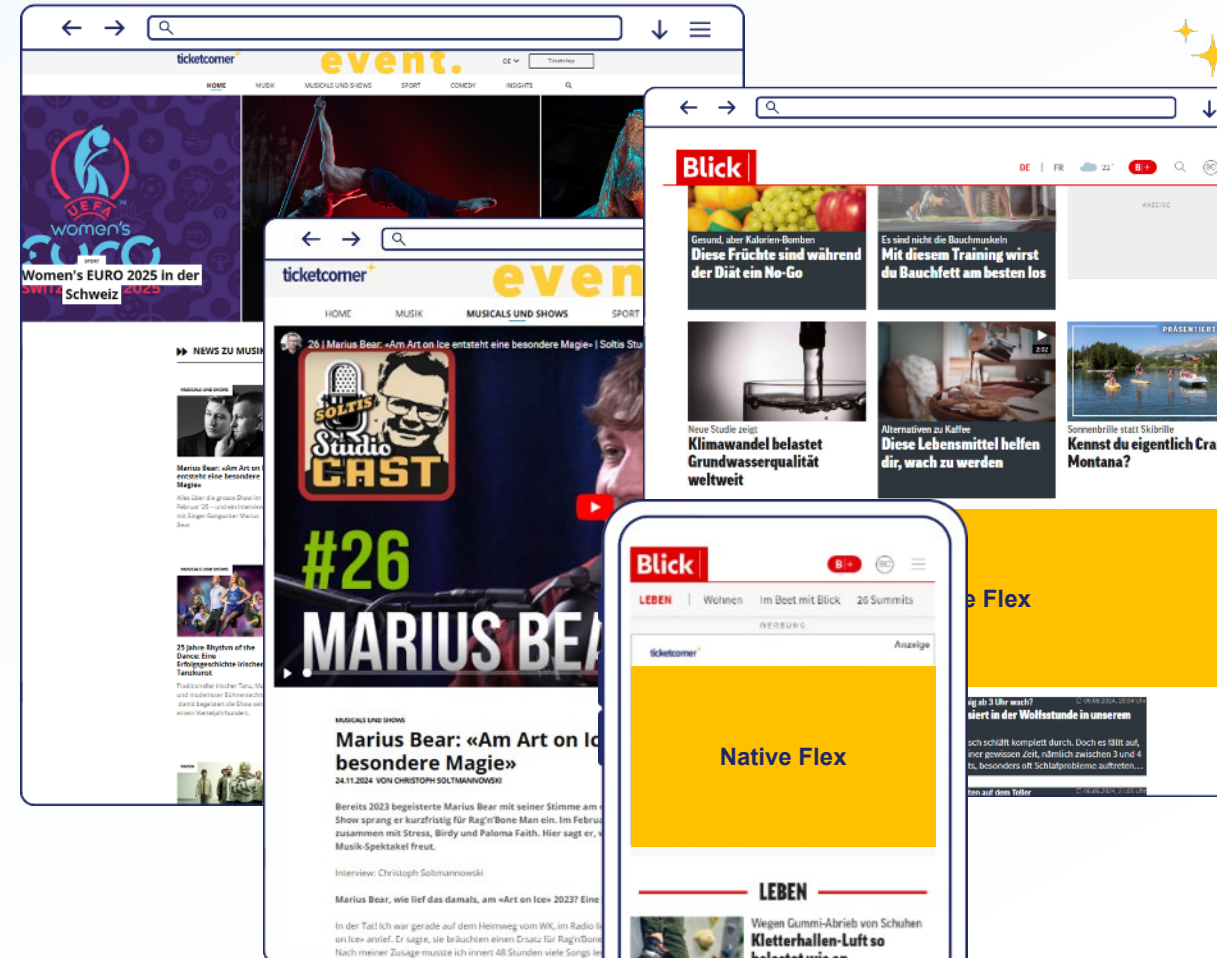
event. is Ticketcorner's online magazine for concerts, shows, sports and comedy. Readers are immersed in a world full of emotions and experiences. It is published in four languages.

Online package for event promoters	Prices from
1 article in the online magazine event. in four languages (DE/FR/IT/EN)	9,900
1 week top teaser on the event. homepage (ticketcorner.ch/magazine)	
Advertising material "Native Flex L" on Blick.ch with link to the event. article (139,000 ad impressions, DE or FR, optionally with regional targeting).	

Prices in CHF

Specifications

- The articles and teasers in the newsletter and on Blick.ch are written by the event. editorial team
- An article contains a text of around 2,000 characters, at least 1 image, event details (if available), a link to the Ticketcorner web shop or the Ticket Alarm registration page, and optional videos, Spotify playlists or social posts.
- Images and optional videos must be delivered by the organiser two weeks in advance: see next page for requirements.



event. – online edition

Image/video requirements

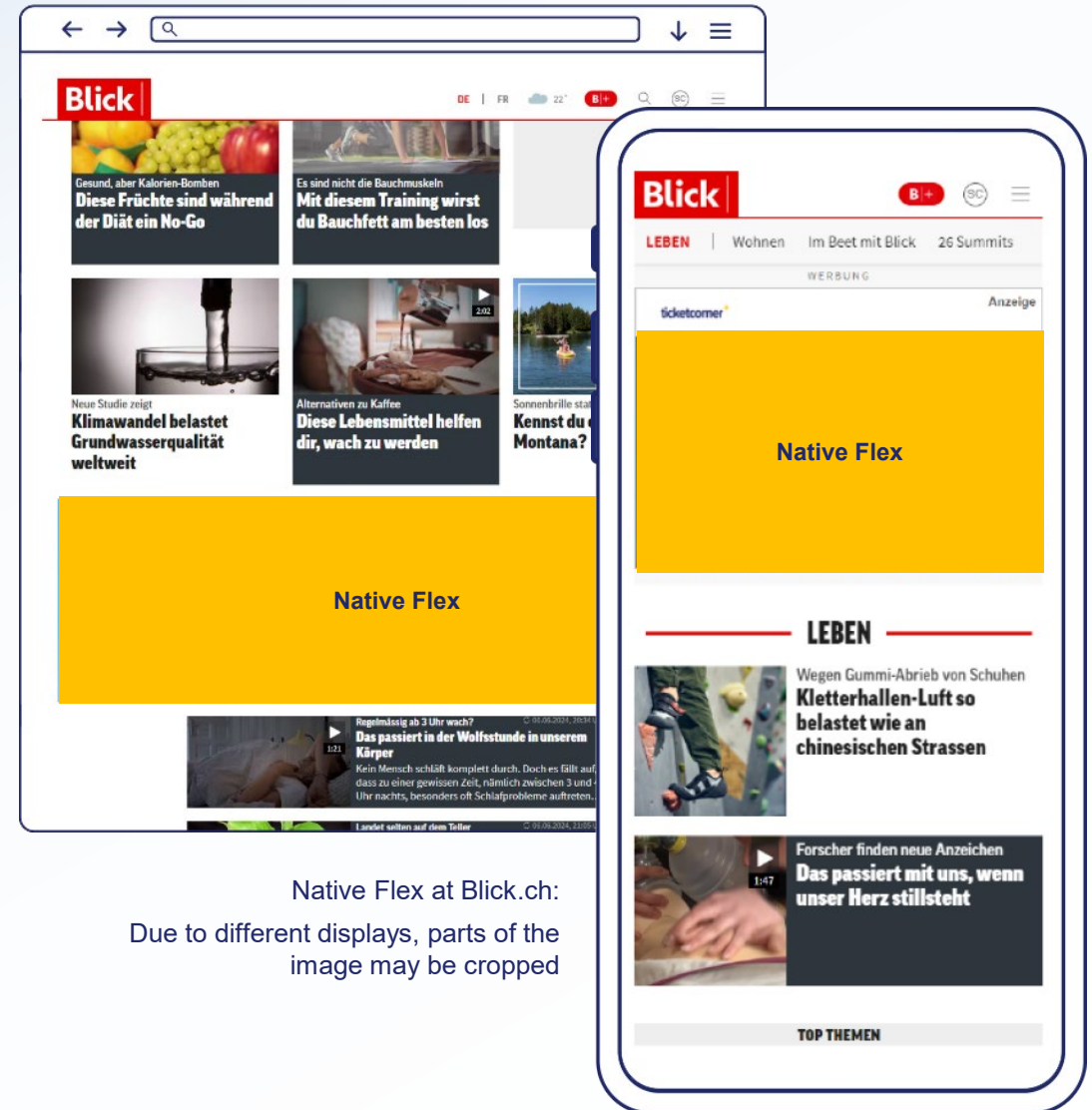
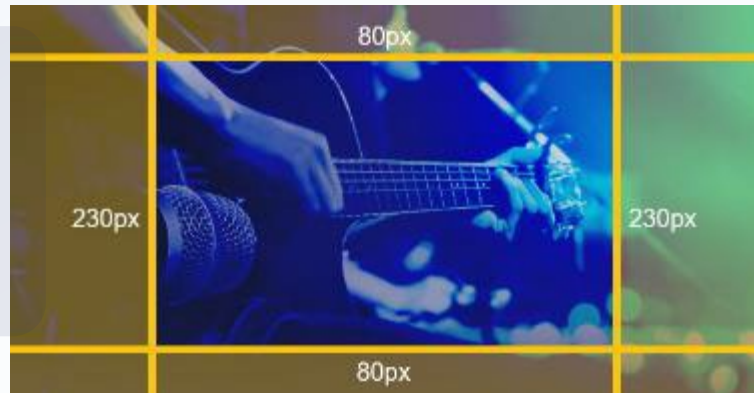
To ensure that the process runs as smoothly as possible, we ask you to provide the following image material immediately after booking:

- Neutral images (no text, no logo, no animation) in three sizes:
- 1164 x 600 px
- 556 x 400 px
- 1200 x 627 px ⇒ please take the "safe area" into account for this format

Optionally, a video or a link to a YouTube video can be provided. The video should offer editorial added value and not appear too promotional.

Safe area

Outside the safe area, parts of the image may be covered by text or cropped entirely for display reasons.





Partner channels



"Tips of the week" – social story

The ever-growing, event-savvy Ticketcorner community can find out about the highlights from the world of entertainment in the "Tips of the Week".

- The story shows a dynamic sequence of approximately five event tips, each with a call to action (link to the Ticketcorner web shop).
- Published every Monday
- Channels: Instagram and Facebook
- Bookable for events with 5,000 tickets or more / French-speaking Switzerland on request
- Maximum of one placement per month per organiser. Each event can be featured once.
- Languages: German / French

Format	Price from DE	Price from FR
1080x1920 px	4,000	2,000
<i>Prices in CHF</i>		
Specifications		
<ul style="list-style-type: none">• Static, neutral image without text, without URL, without third-party logos• Image size min. 1080x1920 px, jpg• Optional separate artist logo with transparent background• The order of placement is at the discretion of the social media editorial team• Data delivery: 1 week before publication. In the event of late delivery delivery, we cannot guarantee publication.		



Spotlight – Social Video

The "Spotlight" video format provides the Ticketcorner community with fresh and authentic information about selected events.

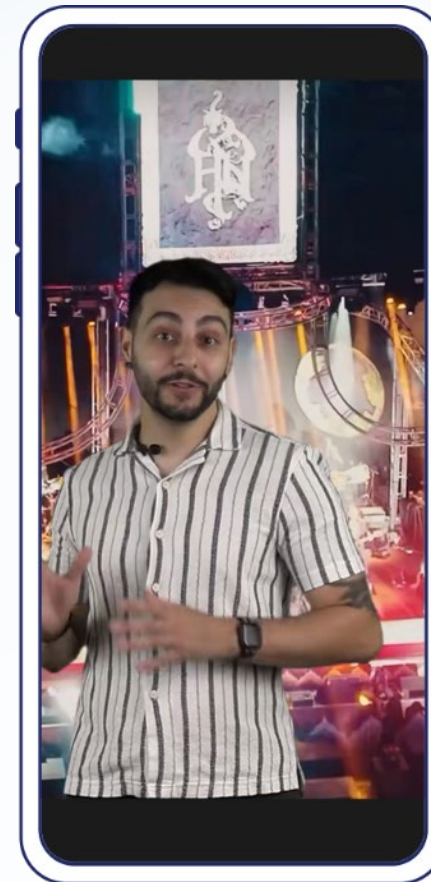
- In the video, Danilo, Letizia (German-speaking Switzerland) or Karo (French-speaking Switzerland) present three events (approx. 15 seconds per event).
- Publication: two to three weeks before the event (at the beginning or end of the month)
- German-speaking Switzerland channel: TikTok (organic and paid traffic)
- Channel for French-speaking Switzerland: Instagram (organic and paid traffic)
- Bookable for events with 10,000 tickets or more / French-speaking Switzerland on request
- Maximum of two slots per year bookable per organiser
- Language: German / French

Format	Price from DE	Price from FR
Slot in "Spotlight"	8,000	4,000

Prices in CHF

Specifications

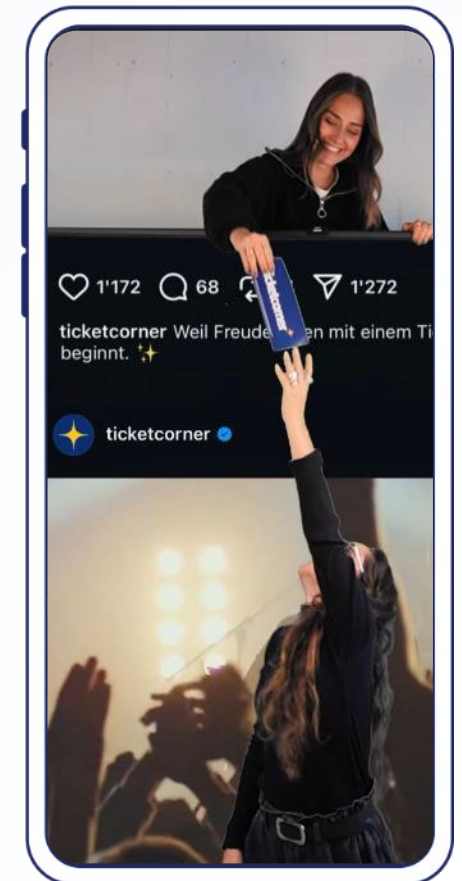
- Editorial freedom: The storyboard, content preparation and order of events are left to the discretion of the social media editorial team.
- Booking of the slot at least four months before publication



"Have you heard?!" - Social video

The video format "Scho ghört?!" informs the Ticketcorner community about a selected event in a fresh and authentic way.

- In the video, the hosts present the event in around 30 seconds.
- Publication: On request, in coordination with the social media editorial team
- Channel for German-speaking Switzerland: Instagram & TikTok (organic and paid traffic)
- Bookable for events with 10,000 tickets or more
- Maximum of two slots per year bookable per organiser
- Language: German



Format

"Scho ghört?!"

Price from DE

10,000

Prices in CHF

Specifications

- Editorial freedom: The storyboard, content preparation and order of events are left to the social media editorial team.
- Booking of the slot at least 2 weeks before publication

Ticketcorner.Edge

Optimal targeting on paid media

Ticketcorner.Edge promotes your event individually using paid media formats. Advantages of Ticketcorner.Edge:

- Unique data pool (first-party data such as ticket purchases, clicks, newsletter subscriptions)
- Tools and resources for expanding the core target group (similar artists, lookalike audience)
- Exclusive tracking on ticketcorner.co.uk enables data-driven advertising.
- The sender of the advertisements is the organiser
- Over 10 years of experience in performance marketing
- Many years of industry knowledge

Channels

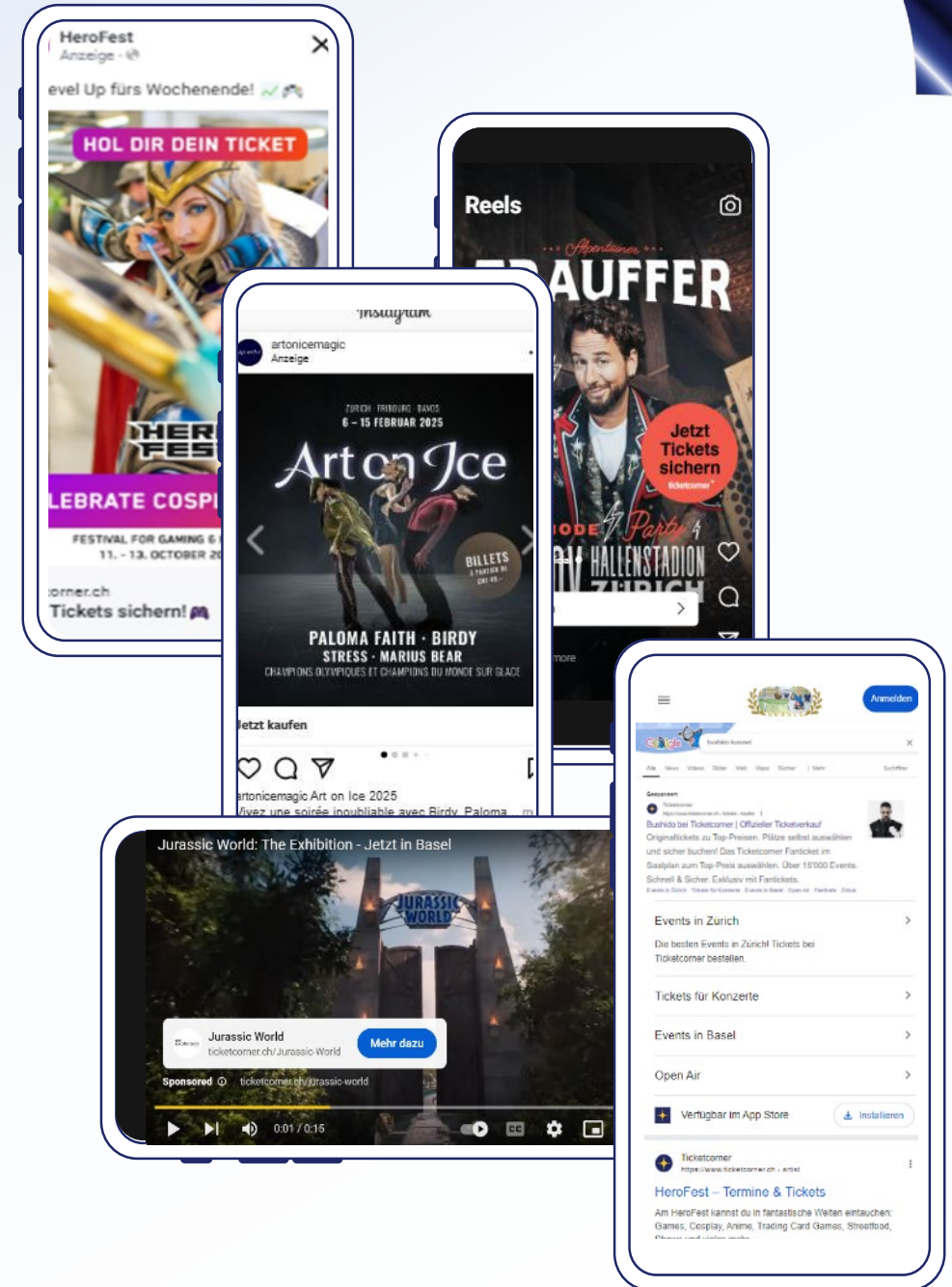
Facebook, Instagram, Youtube, Google Demand Gen, Google Search, Tiktok



Price

Ad spending according to the organiser's budget (min. £2,500 per campaign)

20% service fee:
We charge a service fee of 20% of the total budget for consulting, technical setup, database access, ongoing optimisation and reporting.



Blick.ch banner package

Reach on Blick.ch

- Desktop and mobile advertising (50:50)
- Ad impressions: approx. 166,666
- Run of site
- Frequency capping 3 times per week
- Duration: Optionally spread over 1 or 2 weeks
- Available languages: German / French

Format	Size	Max. KB	Price
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Wideboard ①	760x190 px	150 KB	5,000
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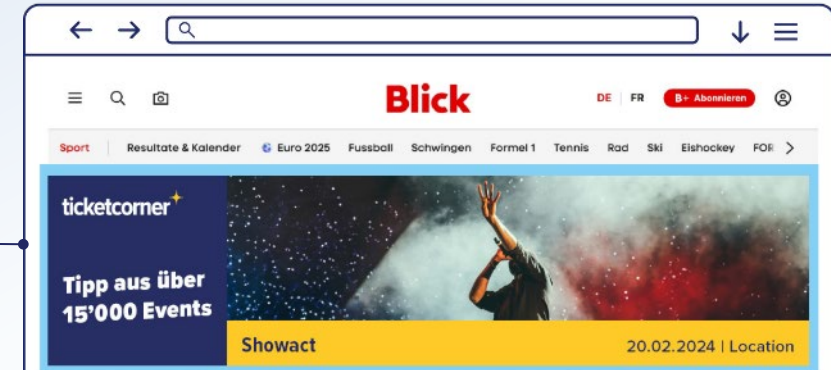
Mobile Rectangle ②	400x360 px	100 KB	
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Prices in GBP

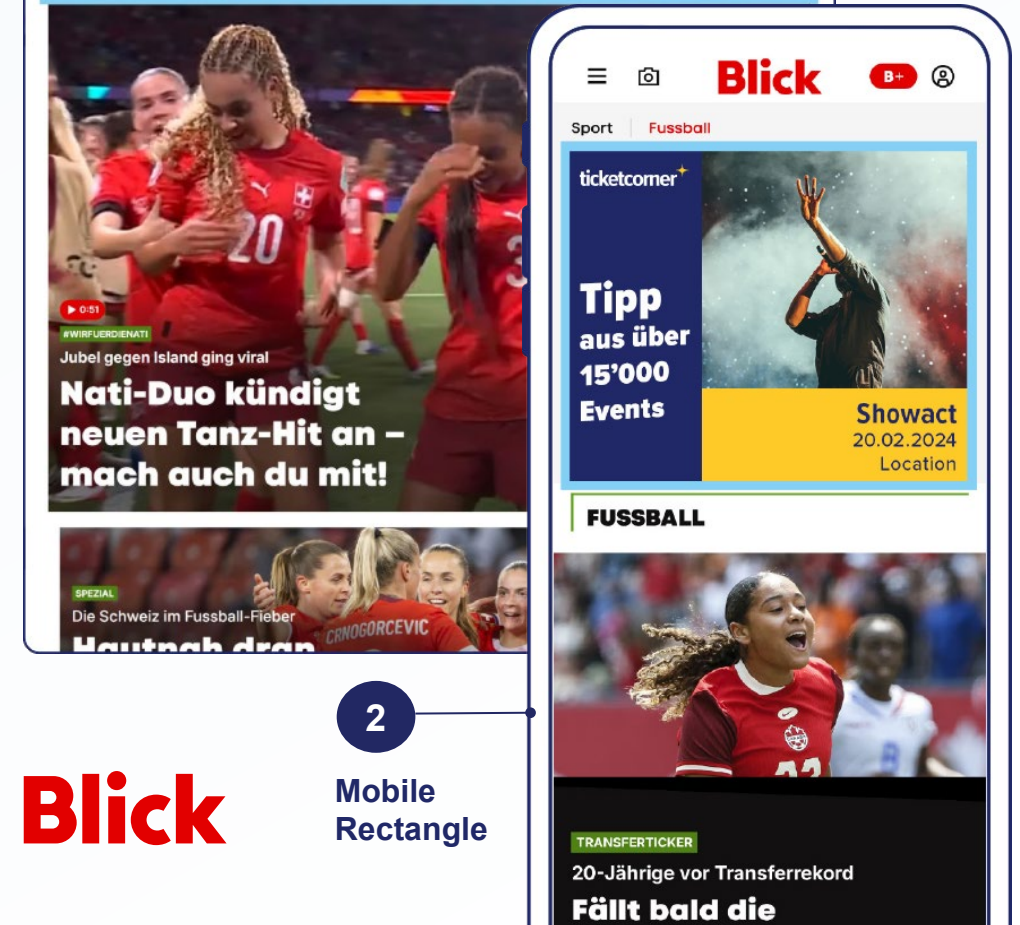
Specifications

- Neutral image in high resolution.
- As little text as possible on the image
- No external logos, websites or data, no animation
- Data delivery: 2 weeks before publication. If delivery is delayed, we cannot guarantee that the campaign will start on time.
- A link will be provided to ticketcorner.co.uk for the web shop for your tickets. The corresponding tracking link will be created by Ticketcorner.

1 Wideboard



2 Mobile Rectangle



SonntagsBlick

Event highlights in the cultural section of SonntagsBlick

- Date on request
- Circulation: 91,255
- Readers: 259,000 (MACH-Basic 2025-2)
- Language: German

Format	Size	Colour	Resolution	Price from
1/8 page	93x44 mm	CMYK	min. 300 dpi	6,000
1/4 page	93x100 mm	CMYK	min. 300 dpi	9,200

Prices in CHF

Specifications

- Neutral image in the appropriate format
- As little text as possible on the image
- No external logos, websites or data
- The advertisement must be fully designed and ready for use when delivered.
- Data delivery: 2 weeks before publication. We cannot guarantee publication if delivery is delayed.

Dates for 2026

- 8 February
- 1 March
- 15 March
- 26 April
- 24 May
- 14 June
- 16 August
- 13 September
- 27 September
- 4 October
- 11 October
- 25 October
- 1 November
- 8 November
- 15 November
- 22 November
- 29 November
- 6 December

DER NETTE BAD BOY
Ohne ihn gäbe es keinen Schock-Rock: Alice Cooper (76), der seit nunmehr 60 Jahren mit schwarzem Augen-Make-up und Reißerstimme und Songs wie «No More Mr. Nice Guy» den bösen Mann markiert, ist eben eigentlich doch ein ganz Lieber: **Seit 1976 ist er mit seiner Frau Sheryl verheiratet, er liebt seine drei Kinder, lebt alkohol- und drogenfrei, engagiert sich karitativ – und rockt wie eh und je.**

HUMOR TRIFFT REALITÄT
«**Fachkräftemangel**» heisst das neue Programm von Komiker Fabian Unteregger. Der Arzt und begnadete Parodist nimmt den Alltag aufs Korn. Mit spitzer Zunge, Parodien und Beobachtungen sorgt er für Lacher und regt zum Nachdenken an.

Klangwelten ohne Grenzen
Die Zürcher Duo Steiner & Madlaina, bestehend aus Nora Steiner und Madlaina Pollina, ist länger keltisch als die Schweiz. Sie schreiben und singen auf Deutsch, Schweizerdeutsch und Englisch. Kennengelernt haben sich die beiden Musikerinnen an der Kantonschule Stadelhofen in Zürich, wo sie zunächst in einer Schulband spielten, dann aber das Projekt Steiner & Madlaina gründeten. International treten sie erstmals mit ihrem Debütalbum «Cheers» im Jahr 2019 in Erscheinung. Die Lieder auf diesem und folgenden Alben spiegeln Alltagsbeobachtungen, Sehnsucht und gesellschaftliche Themen. Besonders live entfalten Steiner & Madlaina ihre ganze Kraft. Für die aktuelle Tour haben sie ihr Album «Nah dran» im Gepäck, das sie am 7. November veröffentlichen werden. Auch dieses Album zeigt die Fähigkeit des Duos, Intimes mit Zeitgeist zu verbinden. Erstmals treten sie mit einem Streichensembel auf, was den Liedern eine neue Dimension verleiht.

1/8 page
Laufey
18.02.2026 Hallenstadion Zürich

1/4 page
ticketcomer+

Digital audio spots on Radio Energy

Three events are highlighted in a Ticketcorner collective advert

- Broadcast on Radio Energy's web channels
- The Ticketcorner spot runs for 30 seconds exclusively as a single spot
- Each event will be advertised in 5–10 seconds with the event title, date and venue
- Number of plays: 180,000 contacts
- Campaign duration: approx. 1 month
- Language: German

Format	Placement	Price
Highlighting an event in a collective spot on Radio Energy	Energy web channels	5,000

Prices in CHF

Campaign start dates:

12 January 2026	4 May 2026	7 September 2026
2 February 2026	1 June 2026	5 October 2026
2 March 2026	6 July 2026	2 November 2026
6 April 2026	3 August 2026	16 November 2026
		7 December 2026

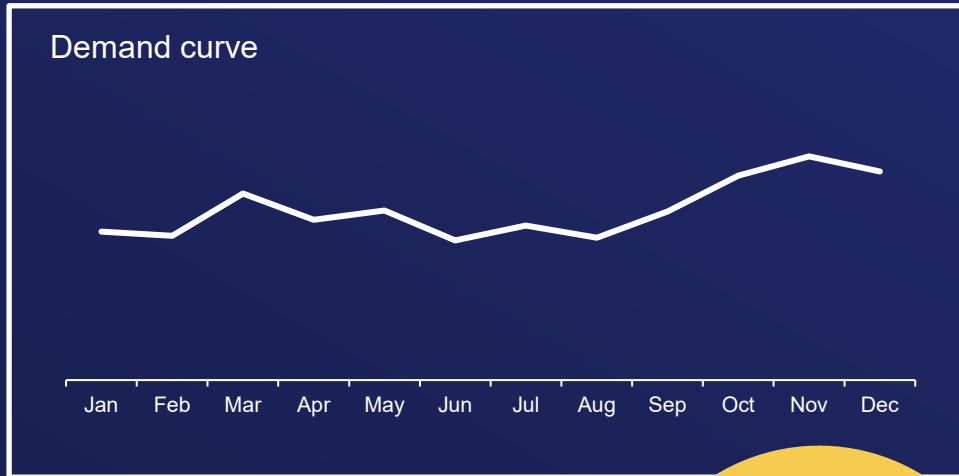
Booking deadline at least 2 weeks before the campaign start date



The selection of web channels is made by Ticketcorner. It is based on the genres of the events and the reach of the channels.

Available channels: Vintage Radio, Schlager Radio, Energy XMAS, Rockit Radio, Energy at Work, Energy Hits, Energy 80s, Energy Me Time, Energy German, Energy Rock, Energy Latin, Energy Dance, Energy Made in Switzerland, Energy 90s, Energy 00s, Energy Top 30, Energy Pop, Energy 10s, Energy Love, Energy Italy, Energy Lounge, Energy Workout, Energy Friends & Cooking, Energy Party Vibes, Energy Urban, Energy Summer Vibes, Energy WomXn, Energy Strassenrap, Energy Singer & Songwriter, Energy Balkan Hits













Seasonal pricing



Highest
Demand in
Q4

- Demand is subject to seasonal processes.
- Towards the end of the year, website traffic and open rates are significantly higher than at the beginning of the year.
- We adjust our prices in line with demand.
- The following tables provide information about the exact prices.
- If you have any questions, please do not hesitate to contact your contact person for further information.




ticketcorner.ch homepage

Placement	Advertising material	Language	Jan – Sept	Oct	Nov	Dec	Requirements
Wallpaper		DE	5,600	6,900	7,500	8,100	
Wallpaper		FR	1,400	1,700	1,800	2,000	
Wallpaper		IT/EN	800	1,000	1,100	1,200	
Mobile leaderboard		DE	9,000	11,000	12,000	13,000	
Mobile leaderboard		FR	2,400	2,900	3,200	3,400	
Mobile leaderboard		IT/EN	1,100	1,300	1,400	1,600	
Slider	Poster (632x396 px)	DE	6,200	7,500	8,200	8,900	
Slider	Poster (632x396 px)	FR	1,100	1,300	1,500	1,600	
Slider	Poster (632x396 px)	IT/EN	500	700	700	800	
Slider	Poster (312x396 px)	DE	4,100	5,000	5,500	5,900	
Slider	Poster (312x396 px)	FR	700	900	1,000	1,100	
Slider	Poster (312x396 px)	IT/EN	500	600	600	700	
Tips	Poster (312x396 px)	DE	3,400	4,200	4,600	4,900	None
Tips	Poster (312x396 px)	FR	600	800	800	900	None
Tips	Poster (312x396 px)	IT/EN	300	300	400	400	None

 ONLY FOR EXCLUSIVE PROMOTERS

Prices in CHF | Prices are per publication

ticketcorner.ch subpages

Placement	Advertising material	Language	Jan – Sept	Oct	Nov	Dec	Requirements
Category (music, sport, entertainment, etc.)	Posters	EN	1,700	2,100	2,300	2,500	None
Category (music, sport, entertainment, etc.)	Poster	FR	300	400	400	400	None
Category (music, sport, entertainment, etc.)	Poster	IT/EN	200	200	200	300	None
Category banner Music	1040 x 204 px and 659 x 264 px or 2 x 659 x 264 px	All	2,000	2,400	2,700	2,900	None
Category banner Entertainment.	1040 x 204 px and 659 x 264 px or 2 x 659 x 264 px	All	700	900	1,000	1,000	none
Category banners Sport	1040 x 204 px and 659 x 264 px or 2 x 659 x 264 px	All	300	400	400	500	None
Category banner Culture	1040 x 204 px and 659 x 264 px or 2 x 659 x 264 px	All	300	400	400	500	None
Location banner Zurich	1040 x 204 px and 659 x 264 px or 2 x 659 x 264 px	All	2,100	2,600	2,800	3,100	None
Location banner Basel, Bern or Geneva	1040 x 204 px and 659 x 264 px or 2 x 659 x 264 px	All	400	500	50	500	None
Location banner Other	1040 x 204 px and 659 x 264 px or 2 x 659 x 264 px	All	300	400	400	500	None
Theme pages (open-air events, musicals & shows, exhibitions, etc.)	562 x 405 px & text 400–600 characters	DE	6,000	6,000	6,000		
Theme pages (open-air events, musicals & shows, exhibitions, etc.)	562 x 405 px & text 400–600 characters	FR	2,000	2,000	2,000		
Theme pages (open-air events, musicals & shows, exhibitions, etc.)	562 x 405 px & text 400–600 characters	IT/EN	500	500	500		

Prices in CHF | Prices are per publication



Ticketcorner app

Placement	Advertising material	Language	Jan – Sept	Oct	Nov	Dec	Requirements
Top events	Poster (717x437 px)	DE	5,300	6,500	7,000	7,600	
Top events	Poster (717x437 px)	FR	1,500	1,900	2,100	2,300	
Top events	Poster (717x437 px)	IT/EN	400	400	500	500	
Highlights of the week, 1st placement	Poster (312x396 px)	DE	3,500	4,300	4,700	5,000	
Highlights of the week, 1st placement	Poster (312x396 px)	FR	900	1'300	1'400	1'500	
Highlights of the week, 1st placement	Poster (312x396 px)	IT/EN	300	300	300	400	
Highlights of the week, slider	Poster (312x396 px)	DE	2,000	2,500	2,800	3,000	
Highlights of the week, slider	Poster (312x396 px)	FR	600	700	800	900	
Highlights of the week, slider	Poster (312x396 px)	IT/EN	200	200	200	200	
App banner	Large Banner (640x256 px)	DE	2,700	3,300	3,700	4,200	
App banner	Large Banner (640x256 px)	FR	700	1,000	1,100	1,200	
App banner	Large Banner (640x256 px)	IT/EN	300	300	300	300	
App push		All		CHF 1.10 per recipient			Events > 2,000 tickets

Prices in CHF | Prices are per publication



Events
> 2,000 tickets



ONLY FOR
EXCLUSIVE
PROMOTERS

Newsletter (1/3)

Newsletter type	Size	Language	Jan – Sept	Oct	Nov	Dec	Requirements
Ticketcorner newsletter	Large banner (1120x240 px & 600x370 px)	DE	6,000	7,300	8,000	8,700	None
Ticketcorner newsletter	Large banner (1120x240 px & 600x370 px)	FR	1,400	1,800	1,900	2,100	None
Ticketcorner newsletter	Medium teaser (222x222 px)	DE	3,900	4,800	5,200	5,700	None
Ticketcorner newsletter	Medium teaser (222x222 px)	FR	900	1,200	1,300	1,400	None
Sports newsletter	Large banner (1120x240 px & 600x370 px)	DE	3,300	4,000	4,400	4,800	None
Sports newsletter	Large banner (1120x240 px & 600x370 px)	FR	600	800	800	900	None
Sports newsletter	Highlight (222x222 px)	DE	3,300	4,000	4,400	4,800	Sporting events
Sports newsletter	Highlight (222x222 px)	FR	600	800	800	900	Sports events
Insider newsletter	Large banner (1120x240 px & 600x370 px)	DE	3,800	4,600	5,000	5,500	None
Insider newsletter	Large banner (1120x240 px & 600x370 px)	FR	900	1,100	1,200	1,300	None
Insider newsletter	Large banner (1120x240 px & 600x370 px)	IT/EN	500	600	600	700	None

Prices in CHF | Prices are per publication

Newsletter (2/3)

Newsletter type	Size	Language	Jan – Sept	Oct	Nov	Dec	Requirements
Themed newsletter	Tips (222x222 px)	DE	1,400	1,800	1,900	2,100	Thematically relevant events
Themed newsletter	Tips (222x222 px)	FR	400	500	500	500	Thematically relevant events
Themed newsletter	Large banner (1120x240 px & 600x370 px)	DE	1,400	1,800	1,900	2,100	Thematically relevant events
Themed newsletter	Large banner (1120x240 px & 600x370 px)	FR	400	50	500	500	Thematically relevant events
Themed newsletter	New in sales (222x222 px)	DE	900	1,200	1,300	1,400	Thematically relevant events
Themed newsletter	New in sales (222x222 px)	FR	200	30	300	400	Thematically relevant events
Seasonal mailing	Tips (222x222 px)	DE	4,800	5,800	6,300	6,900	Thematically relevant events
Seasonal mailing	Tips (222x222 px)	FR	2,100	2,500	2,800	3,000	Thematically relevant events
Seasonal mailing	Large banner (1120x240 px & 600x370 px)	DE	4,800	5,800	6,300	6,900	Thematically relevant events
Seasonal mailing	Large banner (1120x240 px & 600x370 px)	FR	2,100	2,500	2,800	3,000	Thematically relevant events
Seasonal mailing	New in sales (222x222 px)	DE	3,100	3,800	4,100	4,500	Thematically relevant events
Seasonal mailing	New in sales (222x222 px)	FR	1,400	1,700	1,800	2,000	Thematically relevant events

Prices in CHF | Prices are per publication

Newsletter (3/3)

Placement	Advertising material	Language	Jan – Sept	Oct	Nov	Dec	Requirements
Targeting Mailing	Header image 1200x320 px & 1200x800 px 3 images, each 800x616 px Short text with 500 characters	All		1.00 per address			 
Special newsletter without targeting (own mailing)	Header image 1200x320 px & 1200x800 px Short text with 500 characters	DE	15,200	18,600	20,300	22,000	 
Special newsletter without targeting (own mailing)	Header image 1200x320 px & 1200x800 px Short text with 500 characters	FR	3,100	3,800	4,100	4,500	 
Special newsletter without targeting (own mailing)	Header image 1200x320 px & 1200x800 px Short text with 500 characters	IT	1,800	2,200	2,300	2,500	 
Special newsletter without targeting (own mailing)	Header image 1200x320 px & 1200x800 px Short text with 500 characters	EN	1,800	2,200	2,300	2,500	 
Additional images in the special newsletter	800x616 px Even number of images	All	250	250	250	250	 

Prices in CHF | Prices are per publication

 ONLY FOR EXCLUSIVE PROMOTERS

 CASH SERVICE

Ticketcorner magazine

Placement	Advertising material	Language	Jan – Sept	Oct	Nov	Dec
event. online package	1 article in the event. online magazine 1 week top teaser on the event. homepage 1 teaser in the Ticketcorner newsletter 139,000 ad impressions "Native Flex L" on Blick.ch	Article: DE, FR, EN & IT Blick.ch: DE or FR	9,900	12,100	13,200	14,300

Prices in CHF | Prices are per publication

External partner channels

Placement	Advertising material	Language	Jan – Sept	Oct	Nov	Dec
Blick.ch	Wideboard & Mobile Rectangle	DE and/or FR	5,000	5,000	5,000	5,000
SonntagsBlick	Advertisement on culture page 1/8 page	DE	6,000	7,400	8,000	8,700
SonntagsBlick	Advertisement on culture page, 1/4 page	DE	9,200	11,300	12,300	13,300

Prices in CHF | Prices are for one publication



Thank you very much!

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ticketcorner ✨