



# Let's roll – for the cinema with the unique summer feeling

Our traditional and stylish open-air cinemas are among the most important summer events in Switzerland: up to 120,000 visitors throughout Switzerland enjoy the exclusive mix of culinary delights and cinema experience in a relaxed atmosphere. And at Allianz Cinema, your advertising is also highly appreciated before the film starts – on the largest mobile screens in the world. Benefit directly from our national rate for all three venues and simplify your booking, coordination and billing.

Allianz Cinema is an indispensable summer event in a casual atmosphere that has been offering great cinema for gourmets and film fans alike for over 30 years.



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# Exactly your target audience: the premium advertising environment of open-air cinemas

- Up to 120,000 visitors per season
- Attract customers in a relaxed, recreational environment
- The size of the screen and the composition of the audience create an optimal advertising environment in a unique atmosphere
- Coverage of the largest conurbations in Switzerland
- The majority of visitors are between 20 and 40 years old

## Attractive target audience

**59 %**

25 - 49 years

**21 %**

50 - 64 years

**12 %**

14 - 24 years

**8 %**

65+ years



**52 %**

Income 8'000+



Outgoing and  
trend-conscious



**64 %**

Advanced education



**60 %**



**40 %**



# Lights off, commercial on!

## More for less

More is less in our cinemas: from a commercial length of 45 seconds you benefit from a 10% discount, from a commercial length of 60 seconds from 15%.

### Prices for bookings Zürich, Basel und Genf:

15 Seconds	<b>CHF 30'585.00</b>
20 Seconds	<b>CHF 40'780.00</b>
30 Seconds	<b>CHF 61'170.00</b>
45 Seconds	<b>CHF 82'579.00</b> (10 % Discount)
60 Seconds	<b>CHF 103'989.00</b> (15 % Discount)

### Price per Second

Zürich:	<b>CHF 869.00</b>
Basel:	<b>CHF 662.00</b>
Geneva:	<b>CHF 508.00</b>

### Price per Second Combo:

Zürich and Basel:	<b>CHF 1'531.00</b>
Zürich, Basel and Genf:	<b>CHF 2'039.00</b>

### Days of screenings\*:

Zürich & Basel total:	55
with advertising block:	53
Zürich, Basel & Geneva total:	110
with advertising block:	107

### Special Offers:

Costs for non-profit or charitable organisations on request.

### Handling fee special bookings:

For special bookings (e.g. different spot versions) additional handling costs apply.

\* No commercials will be shown at the Family Night in Zurich, Basel and Geneva.

## Seats and spectators

### Seats available:

ZH: 1'750  
BS: 2'000  
GE: 685

### Visitors per Saison:

ZH: 50'000 – 55'000  
BS: 35'000 – 45'000  
GE: 21'000 – 33'000

## Deadline - Delivery commercials

Thanks to digital technology, booking or delivery of commercials at short notice is also possible. Please simply get in touch with us.

## Technical specifications for film copies

Your commercial is shown in digital feature film quality. [Tech-Sheet spot delivery](#)

### DCP delivery

DCP (Digital Cinema Package) is the standard format of the cinema industry and can be played on all digital cinema systems. Your commercial must be delivered in this format. Every File will need a quality control (CHF 80.- per File). Any correction costs incurred will be invoiced separately. For more details, please refer to our technical guidelines, which you will receive from us when booking and which can be viewed with the link above.

General terms and conditions:

The general conditions of Cinerent AG apply to advertising customers. These can be found at [allianzcinema.ch/konditionen](http://allianzcinema.ch/konditionen)



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