spheriq

Media Kit 2027

Valid from November 2026

Position yourself where digital philanthropy takes place

With Spheriq, the leading platform for the non-profit sector in Switzerland, you reach funding organisations, associations and foundations, experts in the third sector and privately engaged individuals. Around 1.1 million visits per year ensure targeted visibility and relevant exchange.

Reach

- Around 1.1 million platform views per year
- Over 20,000 Spheriq Update newsletter subscribers
- 12,000 LinkedIn followers

Relevant audiences

- Active community of decision-makers and stakeholders from the Swiss non-profit sector and beyond
- Grant-making foundations and funding organisations
- Non-profit foundations and associations
- Philanthropy experts and consultants
- Companies with social engagement

Added value for advertisers

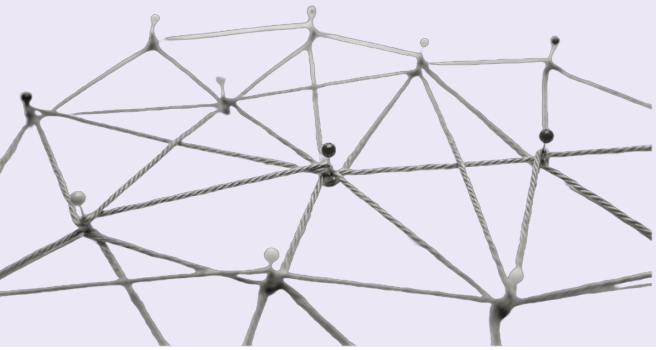
- Precise audience targeting in current debates
- High credibility in an editorial environment
- Sustainable presence instead of scatter loss

Spheriq – movement, thought leadership and ecosystem

- In philanthropy, legitimacy is more important than reach. Spheriq is supported by a broad network from the Swiss foundation and non-profit sector.
- Independence matters: as an independent platform with strong partnerships with leading associations, Spheriq is firmly anchored as a credible partner in the Swiss philanthropy ecosystem.
- Editorial environment: Spheriq does not offer a pure campaign space, but a curated editorial exchange platform.

Spheriq AG
Centralbahnstrasse 10 | 4051 Basel | hello@spheriq.ch

Partner



The basis for visibility, dialogue and reach

As a Spheriq partner, you benefit from strong positioning opportunities at the digital centre of Swiss philanthropy. You gain credible visibility, reach relevant audiences and position yourself as a competent player in the non-profit sector. Partners also use all platform tools such as research and networks.

Partner presence on Spheriq

- Own landing page with organisational or company profile
- Central hub for your content: articles, events and activities
- Long-term and credible visibility in the philanthropic context

Trendnetwork presence

- Presence, on request, in one of over 20 thematic or methodological trend networks related to key topics of non-profit engagement.
- Positioning as an expert in direct dialogue with stakeholders.

Included services per year

- 1 commercial post in a trend network
- 1 event in a trend network
- Social push via Spheriq channels (blog, network, Spheriq Update newsletter, social media)

Additional options

- Presenting partner in the Spheriq Update newsletter
- Additional posts or events
- Presence in several trend networks
- Co-events, webinars, workshops
- Targeted advertising formats / display ads



<u>Note:</u> Partner status is mandatory for commercial organisations in order to book any display advertising on the platform.

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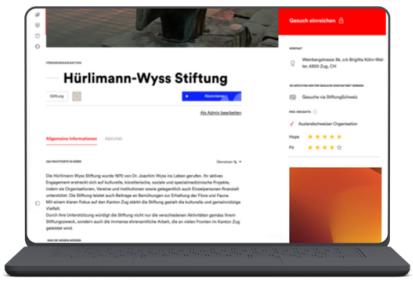
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Display Advertising

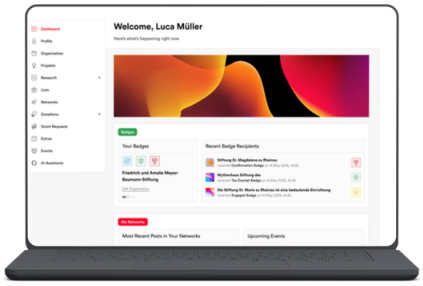
Targeted visibility at the digital centre of philanthropy

Display ads on Spheriq reach decision-makers, professionals and engaged organisations exactly where they actively inform themselves, network and exchange. All formats are clearly labelled, embedded in a high-quality environment and delivered without scatter.

Rectangle banner on profile pages and in the Spheriq blog



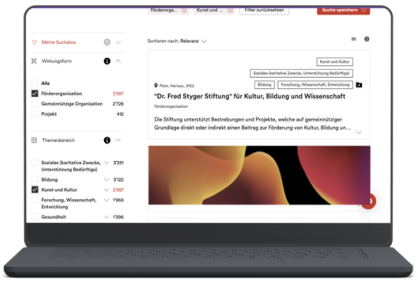
- Placement on highly frequented organisation profile pages and within editorial articles in the Spheriq blog
- Format 4:5, 600 × 750 px, static PNG/JPG or animated GIF,
- other formats on request
- Bookable from 10,000 impressions (approx. 1 - 3 month duration)



Wide header banner on the user dashboard

- Placement on the personal dashboard of logged-in users
- Audience targeting available (non-profits, funders, experts)
- Format 4:1, 1030 × 265 px, static banners only, PNG/JPG
- Bookable from 500 impressions (approx. 2–10 days)

Rectangle banner in highly frequented search results



- Placement in research search results
- Audience targeting available (non-profits, funders, experts)
- Format 2:7, 676 × 250 px, static banners only, PNG/JPG
- Bookable from 2,000 impressions

Tip: Display ads can be ideally combined with editorial PR placements for even more sustainable visibility and maximum impact.

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Editorial Presence

Credible visibility through substantial content

Editorial placements on Spheriq offer a sustainable form of visibility. You position yourself within the professional philanthropic discourse through relevant content and reach your target audiences in a trusted editorial environment. All content is clearly labelled as sponsored content and is editorially produced and managed by Spheriq.

Spheriq Reporter for Your Event or Profile

The Spheriq Reporter showcases your organisation, initiative, or upcoming event with solid journalistic context. Ideal for studies, projects, initiatives, profiles, or positions, especially with timely relevance. You define the topic, Spheriq handles concept, structure, and journalistic production based on a short interview, questionnaire, or provided materials. The piece situates your topic in the philanthropic context and strengthens your content credibility. Published on the Spheriq Blog and distributed via the Spheriq Udate newsletter and Spheriq social media channels.

Expert Package: Long-lasting Impact

The Expert Package delivers in-depth journalistic content with professional insight. Suitable for guides, method knowledge, or trend topics. Spheriq develops and produces a structured expert article or interview, handling concept, structure, writing, and visual presentation (using provided materials). Designed to position your organisation clearly and durably as a thought leader in your field. Published on the Spheriq Blog with promotion in the Spheriq Update newsletter, additional LinkedIn promotion, and placement in the relevant Spheriq trend network.



Advertorial: Classic Presence in Editorial Context

Ideal for organisations, projects, or offerings with a clear message.
The advertorial appears as sponsored content on the Spheriq Blog and can optionally be shared via a Spheriq Update newsletter post and LinkedIn – with or without sponsored push. A display banner linking to the article can be added on request.

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Digital Thematic Dossier

Making thematic leadership visible

Premium format for organisations wishing to shape and anchor a topic in the philanthropic discourse in the long term. Spheriq develops a thematic dossier with at least two editorial articles and a one-hour webinar. The content is published prominently in the blog, distributed through relevant trend networks and LinkedIn, and targeted at relevant audiences.

Who it's for

Funding organisations, foundations and non-profits with a clear thematic agenda, as well as associations, research and educational institutes, and engaged companies seeking to position their expertise credibly and effectively.

Impact and Value

The digital thematic dossier provides valuable inspiration and guidance for the non-profit sector. Your organisation is presented as a professional reference in the chosen field. Content is embedded in Spheriq's editorial environment, permanently discoverable in the Spheriq network, creating sustainable impact within a relevant community.

Format and Delivery

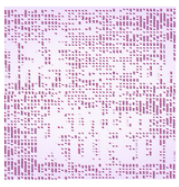
Based on your chosen theme, Spheriq develops a comprehensive dossier with at least two editorial articles and a one-hour webinar. Spheriq manages concept, editorial planning, content support, and production. Articles are published prominently on the Spheriq Blog, shared via relevant trend networks and LinkedIn, and targeted to the appropriate audience.

Extensive dossiers with additional articles, webinars, or customised formats can be developed in direct collaboration with you.

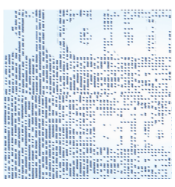
Example:



Digitale Revolution: Gefahr oder doch Chance auf eine nachhaltige Zukunft?



Die Maschine singt ein Gute-Nacht-Lied



Digitalisierung: Eine Chance für mehr Bildungsgerechtigkeit?

Thematic Dossier "Digital Transformation"
Stiftung Mercator Schweiz & Alliance Digitale

Objective: Awareness campaign for funders to actively shape digital transformation. Coordinated by Spheriq, four expert articles appear in the blog, followed by four targeted webinars where experts engage with the audience.

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Formats and prices

Partner

Partner level per year (incl. 1 partner event and 1 post in a trend network)	CHF 1,650
Presenting Partner in the Spheriq Update newsletter per issue (on Thursdays) + CHF 2'000 per additional issue	CHF 3,000
Additional services in further trend networks, additional events or posts	On request

Display Advertising

Rectangle banner on profile pages and in the Spheriq blog – 10,000 impressions Format 4:5, 600 × 750 px, static PNG/JPG (max 250 kb) + CHF 2,000 per additional 10,000 impressions + CHF 500 for animated GIF (max 250 kb) Other formats with fixed width available on request	CHF 5,000
Wide header banner on the user dashboard – 500 impressions Format 4:1, 1030 × 265 px (file delivery 2060 × 530 px), static only, PNG/JPG (max 250 kb) + CHF 2'000 per additional 500 impressions	CHF 2,500
Rectangle banner in highly frequented search results – 2,000 impressions Format 2:7, 676 × 250 px (file delivery 1352 × 500 px), static only, PNG/JPG (max 250 kb) + CHF 800 per additional 2,000 impressions	CHF 1,000

Editorial presence and digital thematic dossier

Spheriq Reporter Journalistic presentation of your organisation, initiative or event with professional contextualisation. Publication in the Spheriq blog and distribution via the Spheriq Update newsletter and Spheriq social channels.	CHF 2,400
Expert package In-depth journalistic article or interview with professional depth and long-term positioning as an expert. Publication in the blog, promotion in the Spheriq Update newsletter, LinkedIn promotion and placement in a suitable trend network.	CHF 6,500
Advertorial Quality control by Spheriq: comparable content must be provided when booking / submitting the request + CHF 500 additional distribution as a post in the Spheriq Update newsletter + CHF 500 social push as a post on LinkedIn	CHF 1,500

Digital thematic dossier Journalistic support and publication of two editorial articles in the Spheriq blog, concept development and delivery of an accompanying webinar, as well as promotion via the platform channels and social media. Individual packages available on request.	Starting from CHF 9,500

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