



APG|SGA
Out of Home Media

Continue reaching Commuters – Switch to Outdoor Advertising Now

20 Minuten Ends Print Edition – Use OOH to ensure your message reaches your target group

November 2025

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1.3 million physical advertising contacts – soon to be history.

- An era is coming to an end. The 20 Minuten print edition will cease publication at the end of 2025.
 - Over 1.3 million readers per day
 - Audience of urban commuters
- **The consequence: Advertisers will lose one of Switzerland's highest-reach print products.**

A photograph of a busy outdoor advertising environment. In the center, a large, illuminated billboard with a solid red background stands prominently. The scene is set in a city with a stone building and a bridge in the background. Pedestrians are blurred in motion, suggesting a high-traffic area. A blue sign with the word "Lausanne" is visible on the right. The overall atmosphere is one of a vibrant, urban setting.

Outdoor Advertising – The Strong Alternative

Reach that lasts – Outdoor Advertising as a powerful replacement

- Same target group – commuters, urban, on the move
- High daily reach and growing contact frequency
- Always visible – cannot be scrolled or skipped
- **You can maintain, or even expand, your advertising's reach and physical presence among your audience.**



A photograph of a train station platform. In the foreground, a man and a woman are sitting on a metal bench. The man is wearing a dark jacket and has his arms crossed. The woman is wearing a light green jacket and a pink scarf. They are both looking towards the right. Behind them are two large, rectangular posters with a solid red background. The posters are mounted on a dark metal frame. In the background, a train is visible on the tracks. The platform has a concrete floor and a metal railing. The overall scene is a typical train station environment.

Posters

24/7 Visibility Large Formats

local, regional, nationwide

Digital Out of Home

Eye-catching through moving images

in train stations across more than 45 cities and municipalities



Transport Advertising

Close
to the target group
on their daily commute



81.3% Reach

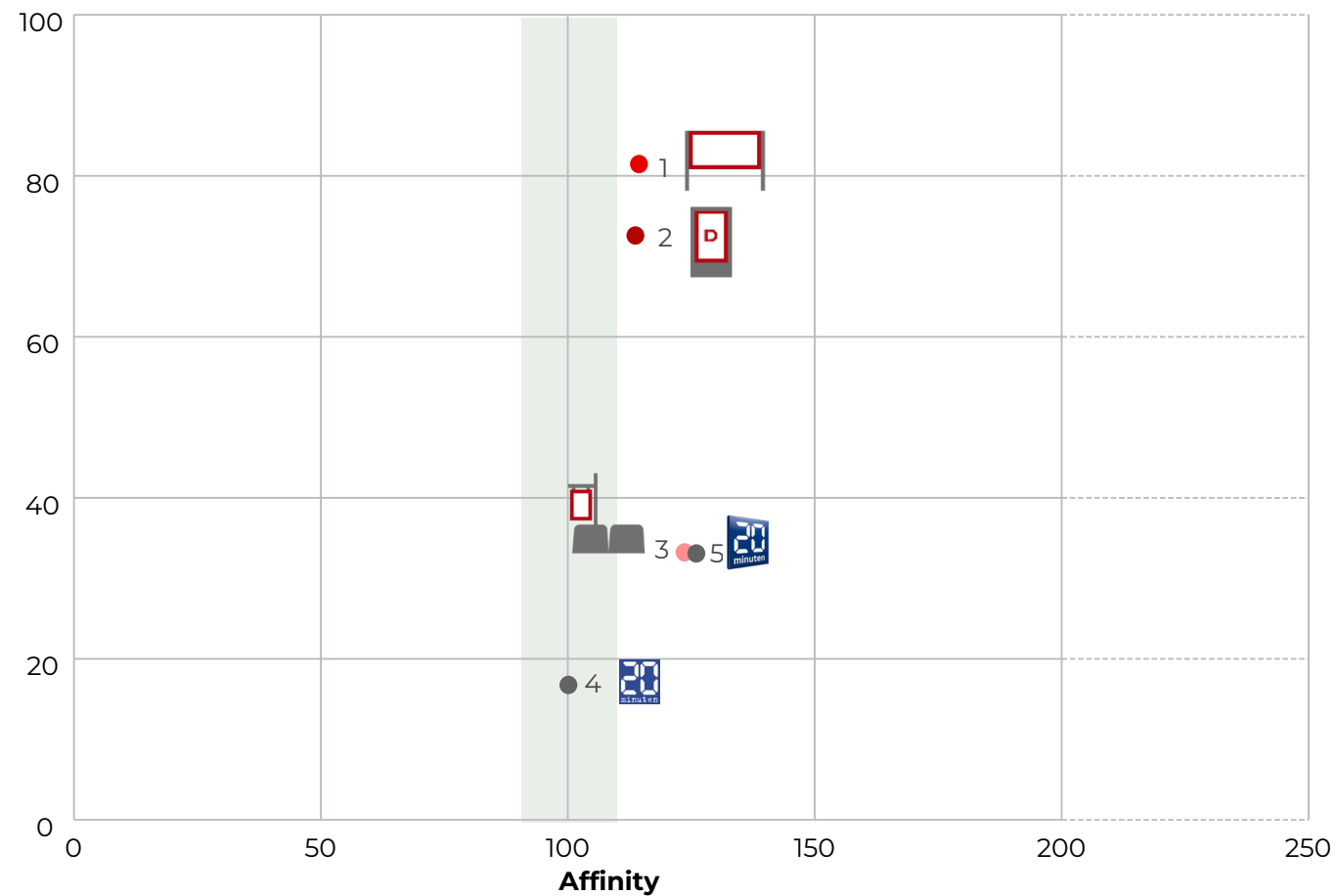
among commuters

Outdoor Advertising delivers outstanding reach

Target group: commuters – 3.453 million people

No	Group	RUS %	Affinity
1	OOH	81.3	114
2	DOOH	76.2	113
3	Transport Advertising	36.5	116
4	20 Min National Print	19.1	94
5	20 Min g & f Online	36.3	119

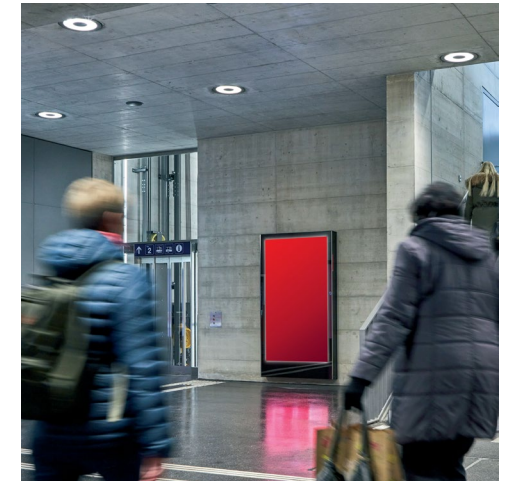
RUS



Credibility – Physical presence makes the difference

The “Shared Attention Effect” ensures that content perceived collectively is considered more relevant and trustworthy.

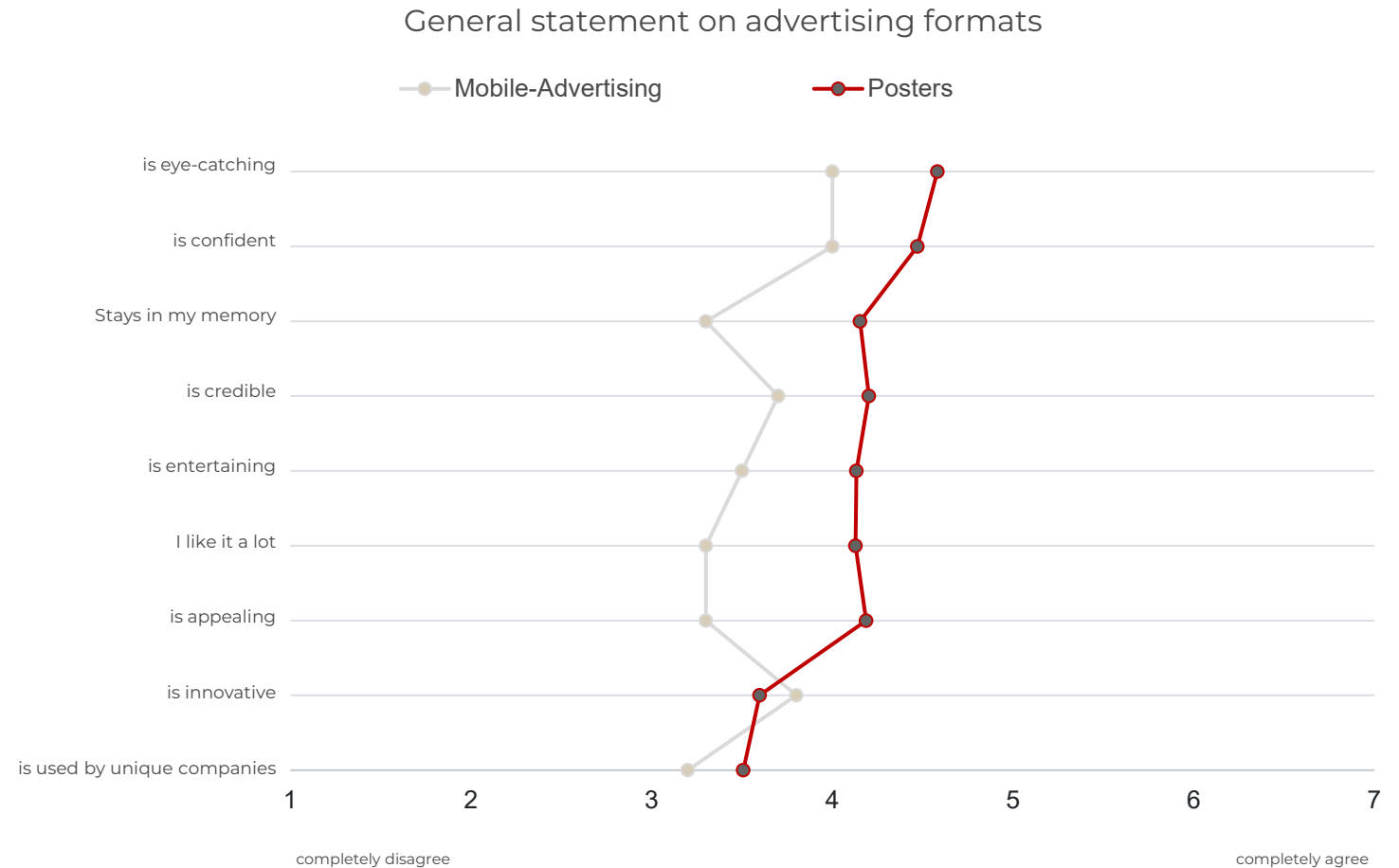
Brands and companies that present themselves publicly on large posters, screens or vehicles are instinctively viewed as more credible, prestigious and significant.



Outdoor advertising – publicly visible, credible, trustworthy

Posters are part of the real world – everyone can see them, regardless of algorithms or user profiles.

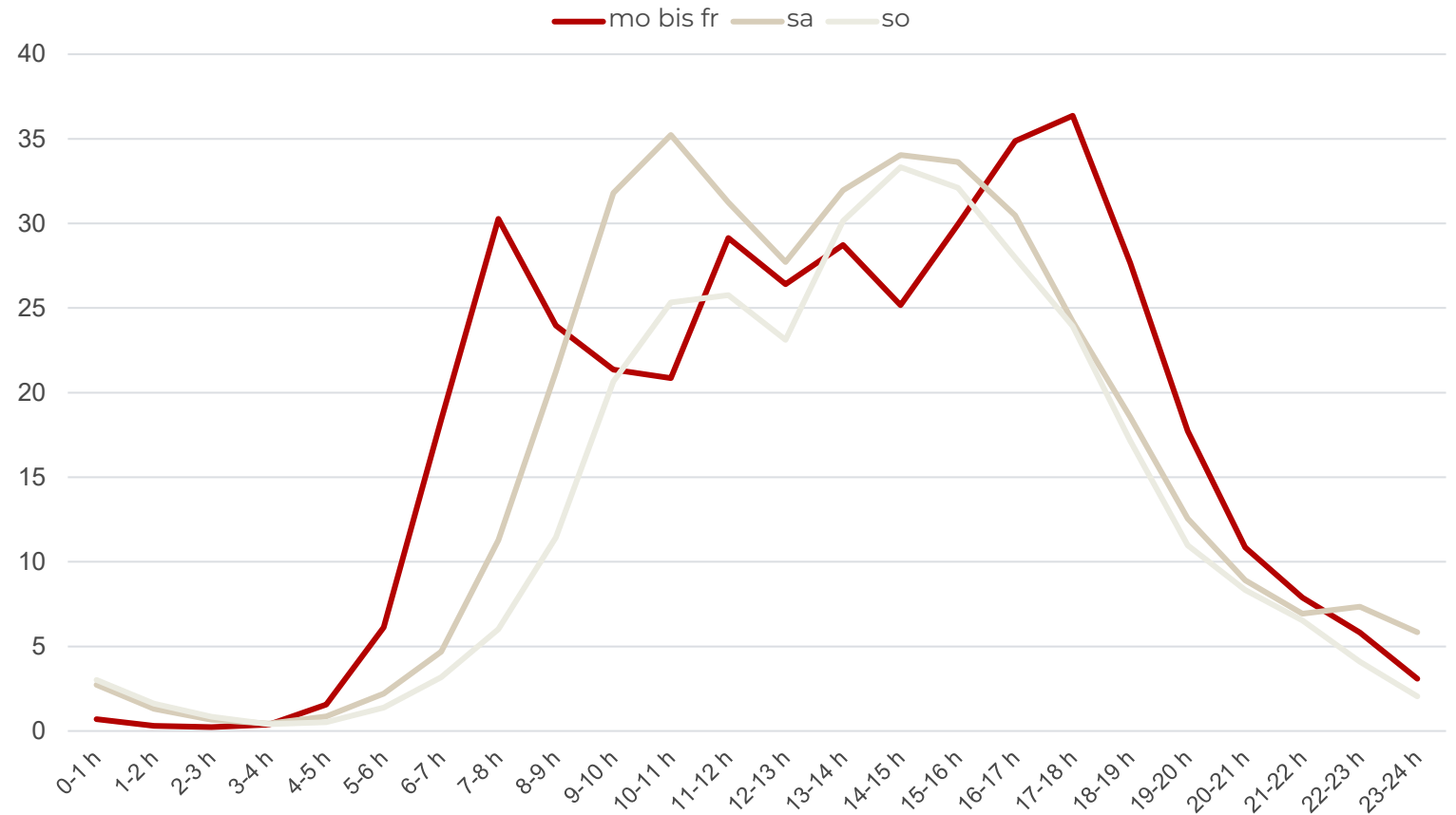
This creates trust and credibility – crucial for businesses, cultural institutions, and political organisations alike.



The right moment – Outdoor Advertising ensures high visibility at the ideal time

Most outdoor advertising encounters occur repeatedly during daily, consumption-active periods. Resulting in well-timed advertising opportunities for many industries.

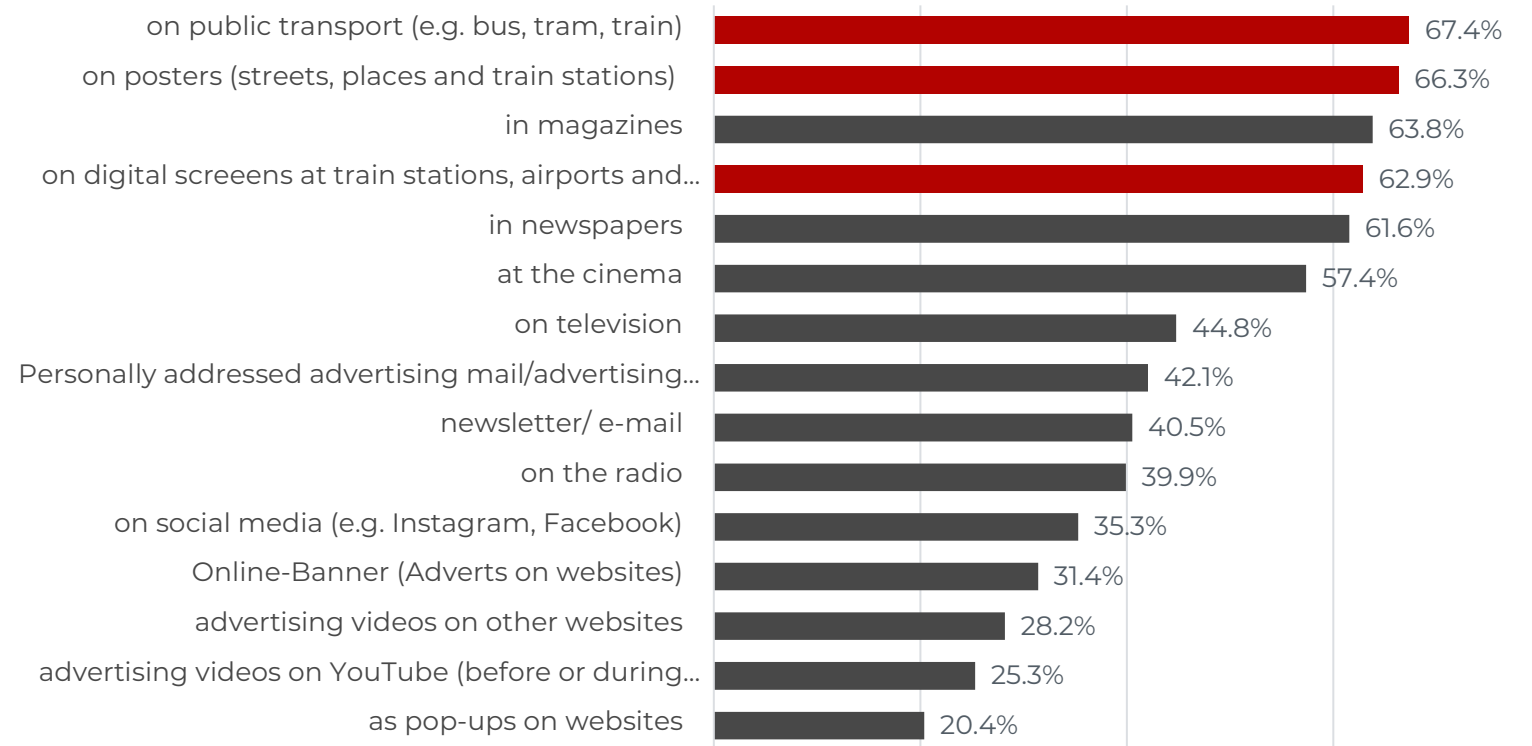
Percentage of the population on the move by time of day



Outdoor advertising – particularly welcome

Outdoor advertising is appreciated and offers brands and companies the opportunity to benefit from a positive advertising presence.

Overall, how appealing do you consider advertising in the following media?



Outdoor Advertising – available throughout Switzerland

With outdoor advertising, you can define your target area precisely – local, regional or nationwide.

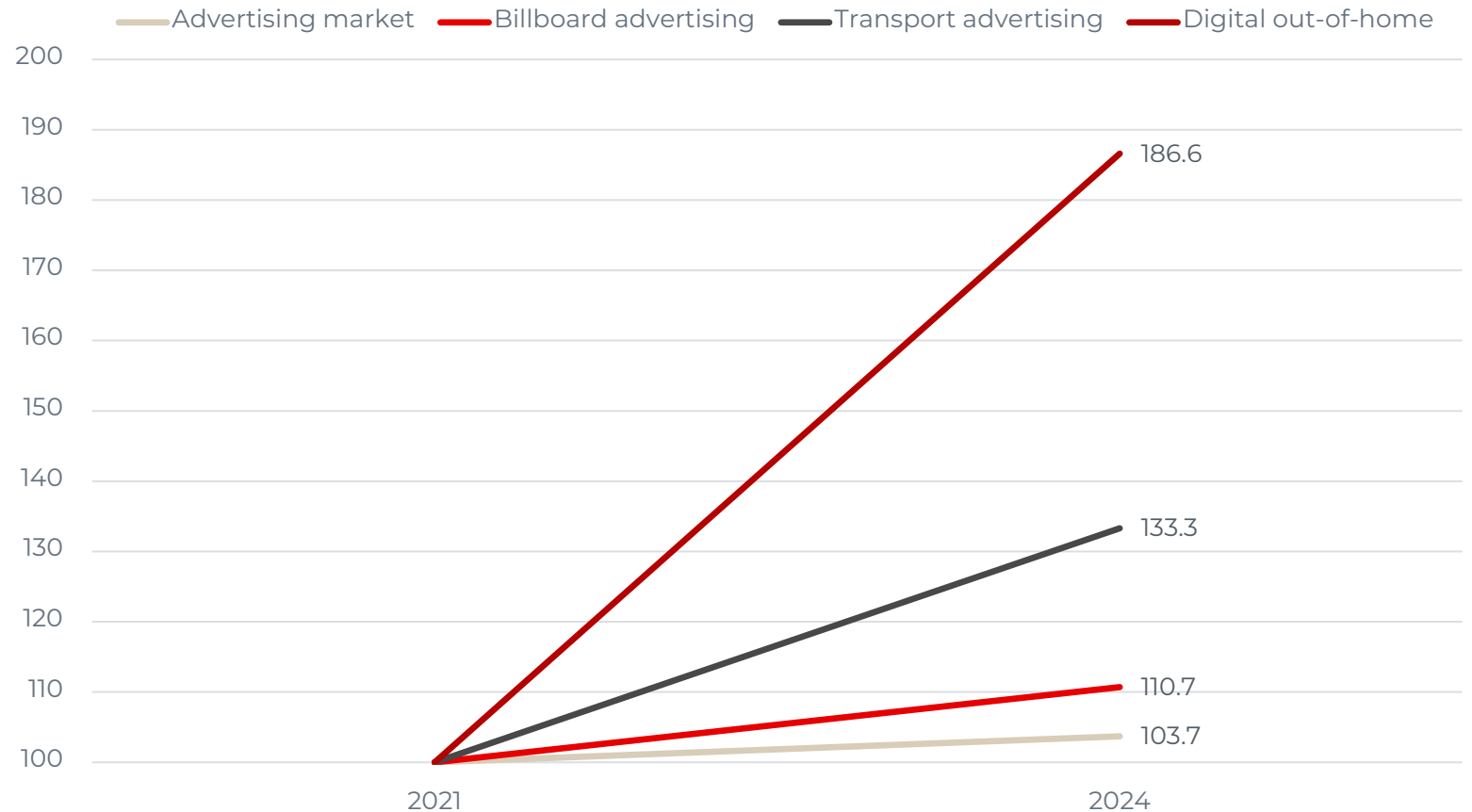
Reach your audiences on the move and achieve a strong visibility exactly where you need it.



Outdoor advertising – the fastest growing advertising media

Outdoor advertising is more relevant than ever. A growing number of companies are shifting their budgets towards this media, due to its wide reach.

Demand index for OOH compared to the overall advertising market



A photograph of a busy airport terminal with a red overlay. Three red rectangles are positioned in the upper left area. The text "Secure Your Reach – Local, Regional, Nationwide" is centered in white. In the background, there are signs for gates 19 and 20, a clock, and a "Medic" sign.

Secure Your Reach – Local, Regional, Nationwide

Physical presence
Physical presence



Switch to Outdoor Advertising Now

✓ Physical presence

✓ High reach

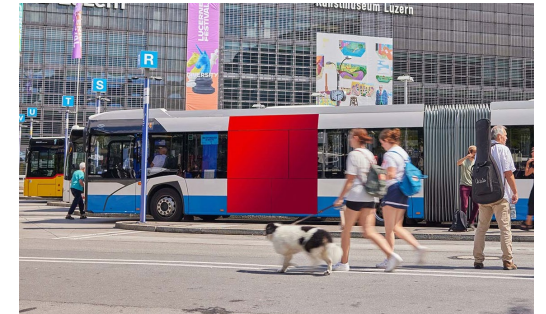
✓ Always on the front page



APG|SGA – Visibility along all important communication spaces in public areas



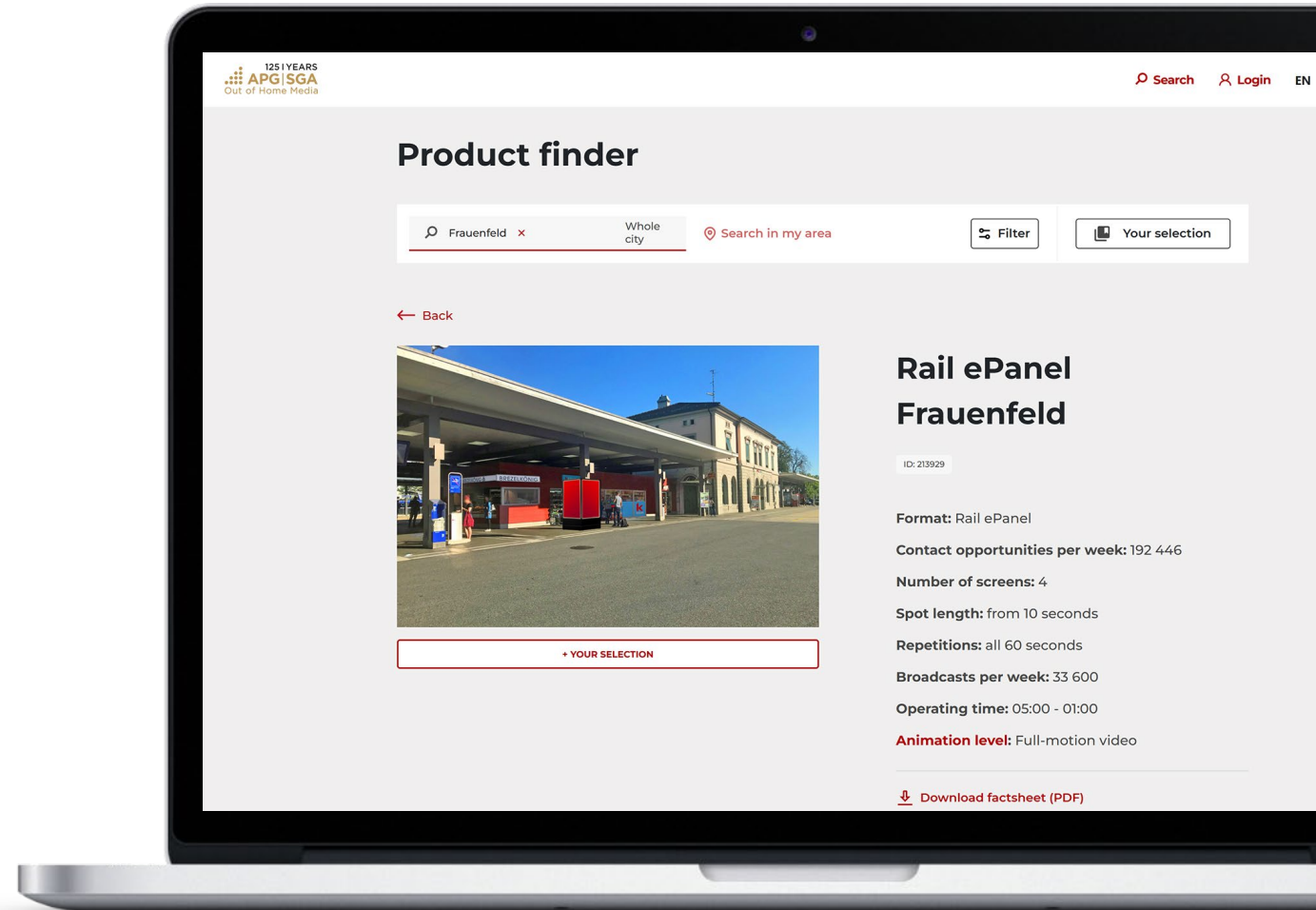
 **APG|SGA**
Out of Home Media



Product Finder – all your options for a standout presence at a glance

The Product Finder is Switzerland's largest and most comprehensive outdoor advertising catalogue, enabling you to quickly and easily locate all APG | SGA advertising spaces. Areas and formats can be filtered with precision. This user-friendly platform makes out-of-home advertising planning efficient and straightforward, whether for local, regional, or national campaigns.

Product Finder



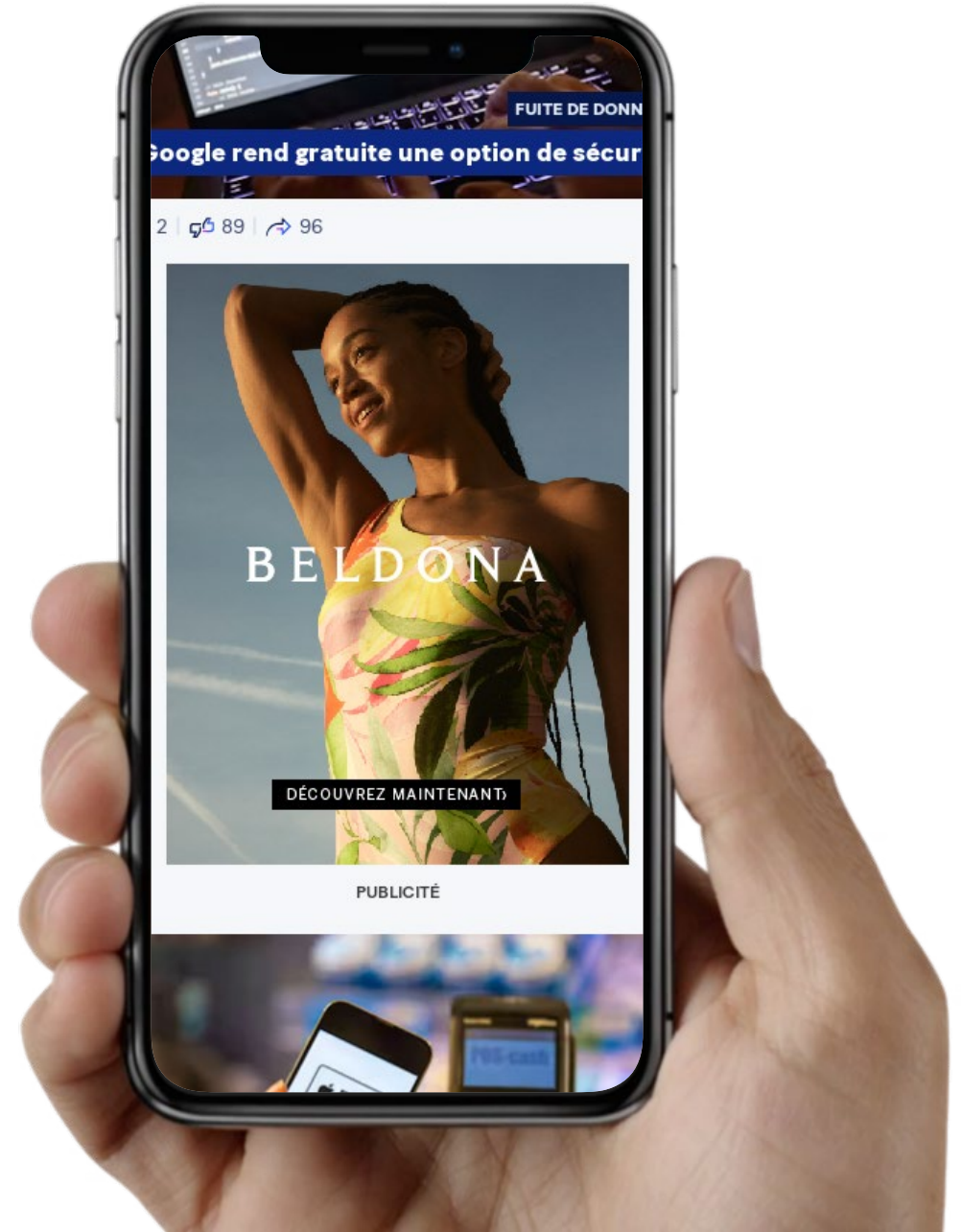
A photograph of a person from behind, wearing a teal t-shirt and blue plaid shorts, carrying a black backpack with a colorful, abstract pattern. The person is holding a smartphone in their right hand. The image is overlaid with a large red banner that contains white text. The background shows a blurred outdoor setting with stairs and a person walking in the distance.

Ad-on to Outdoor Advertising – aymo Mobile Targeting

aymo Mobile Targeting – additional visibility among commuters

Thanks to precise, metre-accurate delivery, aymo enables the targeted addressing of commuters at train stations and stops – directly on their smartphones. This extends and reinforces your outdoor campaign digitally, exactly where your audience is on the move.

[learn more](#)





Next Steps

1. 2026 booking Window
2. Your planning and briefings
3. Successful collaboration

We look forward to working with you.





Strong visibility. Strong future.

www.apgsga.ch

20 Minuten Print – Price Examples 2025

Issue	Cover Pages 1-2	Full page	Half page
20 Minuten National	CHF 206,160	CHF 58,900	CHF 31,090
20 Minuten German	CHF 139,660	CHF 39,900	CHF 21,060
20 Minuten French	CHF 34,130	CHF 19,500	CHF 10,300
Combined German & French	CHF 198,460	CHF 56,700	CHF 29,930
Zurich	CHF 61,260	CHF 17,500	CHF 9,240
Bern	CHF 46,550	CHF 13,300	CHF 7,020

Source: 20 Minuten gross prices in CHF, plus 8.1% VAT.



APG|SGA – Price Examples 2026



Biel – Poster Advertising

17 F12 Posters

CHF 7,309

Gros price for 7 days



Chur – Digital Out of Home

6 Rail ePanels

CHF 2,672

Gros price for 7 days



Schaffhausen – Transport Advertising

70 Hanging Displays

CHF 1,057

Gros price for 7 days

