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# How Philip Morris Influences Public Opinion

An Analytical Report

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## Acknowledgements

This report was created by the Swiss Association for Tobacco Control (AT Schweiz).

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**Swiss association  
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The Swiss Association for Tobacco Control is the center of competence for tobacco prevention in Switzerland. As an umbrella organisation for the promotion of non-smoking, AT Switzerland was founded in 1973 and today comprises over 50 organisational members. These include national and cantonal health leagues, organisations from the public and private health sectors as well as cantonal specialist agencies. At the same time, the Swiss Tobacco Prevention Association is a professional organisation. This dual function enables the coordination of the diverse activities of the members in the promotion of non-smoking.

[www.at-schweiz.ch](http://www.at-schweiz.ch)

## Abstract

**Objective.** This paper reviews how the tobacco industry, namely PMI in Switzerland, is launching advertisement campaigns during key parliamentary sessions to influence the political debate on new tobacco control measures.

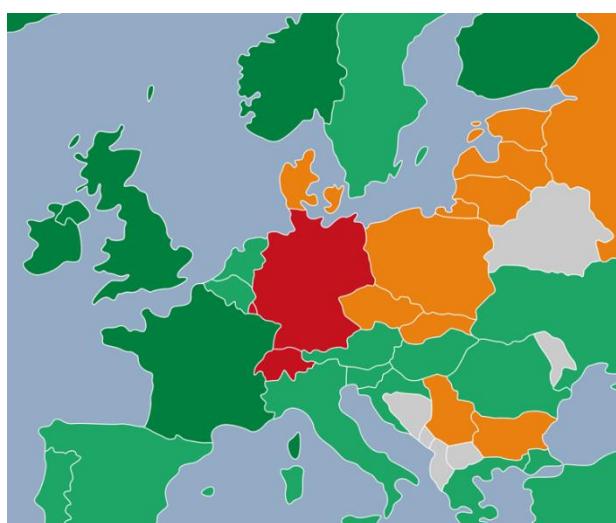
**Data Sources.** A data set of all tobacco-related printed press advertisements was collected with the use of *Argus Data Insights*, a media intelligence company. Due to limitations in retrospective data, advertisements published before 18 August 2020 was unavailable. Thus, the analysed data set in this report includes all tobacco-related advertisements from Swiss print media between 18 August 2020 and 30 August 2021.

**Results.** 501 tobacco-related advertisements in printed media were collected. Of those, 437 advertisements (87.22 %) could be traced back to PMI. For the 501 tobacco-related advertisements, an expenditure of CHF 6,486,969 was calculated. Of that sum, CHF 5,722,217 (or 88.21 %) were PMI advertisements. Moreover, PMI ad placements were noticeably purchased during key political sessions for the new tobacco product legislation being discussed in the parliament, but were lacking outside those time-frames, which shows that PMI planned the media campaign to influence the public, and ultimately the political proceedings, through these media placements.

**Conclusions.** The data in this analytical report supports the hypothesis that PMI deliberately placed direct advertisements and sponsored content in printed media to mislead the public and politicians: Media campaigns obviously followed a political agenda when they were placed just before or parallel to key moments of the parliamentary discussion on the future tobacco products law.

## Introduction & Background

Nowadays media permeates all corners of our lives. Freeman 2012 noted from the moment we first wake up and turn on the radio, open a newspaper or browse the feed of our favourite website, the media capture our full attention and provide constant background noise. Nowadays, the media-saturated world has become an ever-present paradigm, with the ability to mould and shift behaviours to its liking (Slater 2007; Brown and Bobkowski 2011). In the private domain, it has become practice for tobacco companies to exploit the influence media has on public perception and work efficiently in tailoring their advertising messages to their various target groups (Bienlein 2021). Nowadays, consumers are exposed to a wide variety of advertisements and the media impacts the opinions of consumers (Rao and Rao 2012). A review of nearly 2,000 relevant references, funded by the US National Cancer Institute, shed light on the manipulative tactics employed by the tobacco industry by showing a clear causal association between tobacco promotion in media and increased tobacco use (Freeman 2012). Complex and multifaceted strategies have been at the centre of attempts of the tobacco industry to delay improvement in human and planetary health by obscuring industry harms and opposing regulation. Recent studies by Goldberg and Vandenberg 2021, as well as Legg et al. 2021 have added to research highlighting the strategies by the tobacco industry to manufacture doubt and to legitimise their role as stakeholders in science and policy-making. The marketing and advertising methods of tobacco companies and the growing evidence that these influence tobacco consumption, have given rise to international action (Pierce et al. 2017). Article 13 of the WHO Framework Convention on Tobacco Control (FCTC), currently ratified by 181 nations, translated previous evidence into policy action by requiring all ratifying nations to adopt a complete ban on tobacco advertisements, promotion and sponsorship (WHO 2003). Although Switzerland has signed the FCTC, Switzerland has not yet ratified it, joining the ranks of other tobacco-growing states such as the United States, Argentina, Malawi, Mozambique and Cuba. Thus, as tobacco prevention regulations remain weak in Switzerland, tobacco companies have thus experienced very little resistance to their campaigns



A SNAPSHOT OF COUNTRIES IN EUROPE DEVELOPED BY THE TCS, WITH LUXEMBURG, SWITZERLAND, AND GERMANY THE THREE WORST COUNTRIES IN RELATION TO TOBACCO CONTROL POLICIES

Out of 36 countries in the Tobacco Control Scale (TCS), Switzerland places second to last. The TCS quantifies the implementation of tobacco control policies at country level, using 6 policies described by the World Bank, one of which requires “comprehensive bans on the advertising and promotion of all tobacco products, logos, and brand names” (Joossens et al. 2020). Points are allocated to each policy, with a maximum total score of 100. Switzerland scores 41, one above last place Germany and three below Luxembourg. Under the policy of comprehensive bans on advertising and promotion, Switzerland places last, with 2 out of 13 possible points (see Table 1). Thus, in relation to tobacco advertisement policies, Switzerland's fares terribly, in an already weak policy environment.

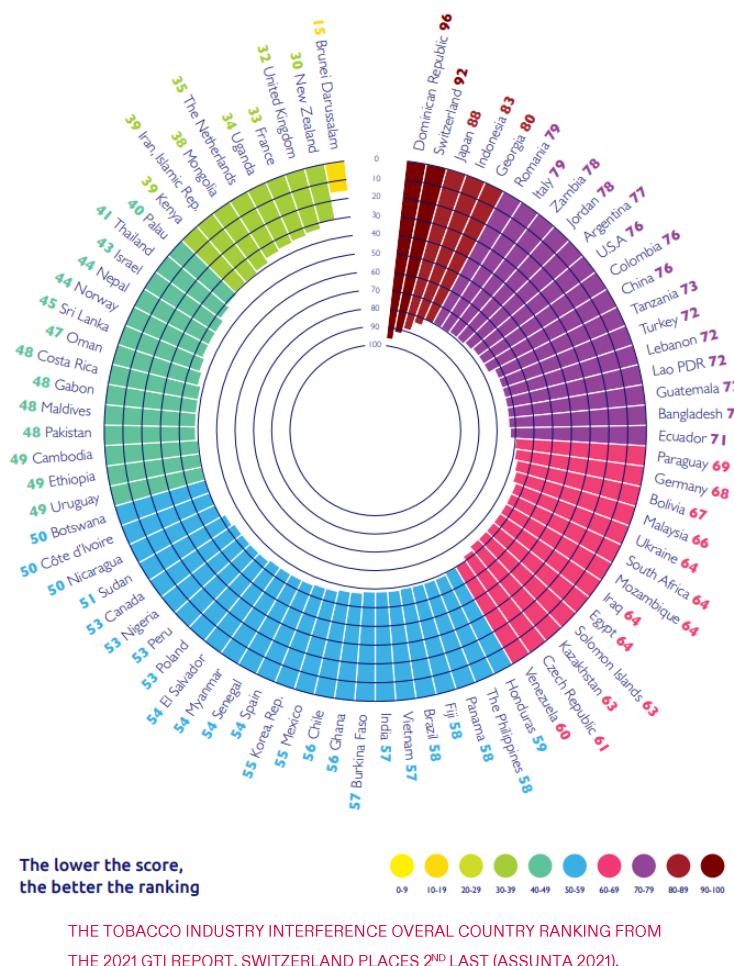
Table 1: 36 European countries ranked by Total TCS score in 2019 (Joossens et al. 2020)

Ranking 2019 (ranking 2016)	Country	Price (30)	Public place bans (22)	Budget (10)	Ad bans (13)	Health warning (10)	Treatment (10)	Illicit trade (3)	Art 5.3 (2)	Total (100)
1 (1)	- United Kingdom	25	22	0	12	9	9	2	1	80
2 (4)	▲ France	22	18	4	11	9	7	2	1	74
3 (2)	▼ Ireland	18	22	1	13	9	8	1	1	73
4 (3)	▼ Iceland	23	17	9	13	4	4	0	0	70
5 (5)	- Norway	22	17	1	13	8	4	1	0	66
6 (6)	- Finland	18	18	2	13	5	5	1	0	62
7 (new)	Israel	27	15	1	11	1	6	0	0	61
8 (28)	▲ Slovenia	12	16	2	13	9	6	1	0	59
8 (9)	▲ Hungary	15	21	0	11	5	6	1	-	59
10 (8)	▼ Spain	15	21	1	9	5	5	2	0	58
10 (17)	▲ Belgium	16	16	1	8	9	6	2	0	58
12 (7)	▼ Romania	16	21	0	8	5	6	1	0	57
13 (31)	▲ Greece	18	20	-	7	5	3	1	0	54
14 (9)	▼ Netherlands	14	15	1	9	5	7	1	1	53
15 (9)	▼ Sweden	14	15	0	9	5	7	2	0	52
15 (13)	▼ Italy	15	16	0	9	5	6	1	0	52
17 (9)	▼ Turkey	10	15	0	8	10	6	2	0	51
17 (13)	▼ Malta	16	12	0	11	5	5	2	-	51
17 (23)	▲ Croatia	16	11	0	12	5	5	2	-	51
20 (15)	▼ Portugal	18	11	-	10	5	4	2	0	50
20 (35)	▲ Austria	11	20	0	7	5	5	2	0	50
20 (17)	▼ Ukraine	17	15	-	11	4	3	0	0	50
23 (15)	▼ Poland	14	11	0	11	5	7	1	0	49
23 (26)	▲ Latvia	14	12	2	10	5	4	2	0	49
23 (31)	▲ Czechia	12	15	0	8	5	7	2	0	49
23 (21)	▼ Estonia	13	14	1	11	5	3	2	0	49
27 (19)	▼ Bulgaria	15	11	-	11	5	5	1	0	48
27 (26)	▼ Cyprus	15	10	0	11	5	5	2	-	48
29 (17)	▼ Russian Fed.	8	15	0	13	4	6	1	-	47
29 (28)	▼ Lithuania	12	13	1	10	5	4	2	0	47
29 (23)	▼ Denmark	13	11	2	8	5	7	1	0	47
32 (30)	▼ Slovakia	12	12	-	9	5	6	2	0	46
33 (23)	▼ Serbia	19	11	0	9	1	4	1	0	45
34 (33)	▼ Luxembourg	5	16	0	9	5	7	2	0	44
35 (21)	▼ Switzerland (-1)	13	11	4	2	5	7	0	0	41
36 (33)	▼ Germany	14	11	0	4	5	4	2	0	40

" - " means no information is available, " 0 " means insufficient to obtain one point.

As in many other countries, the tobacco industry in Switzerland prevents and delays any development in public health policy that could harm its interests. It interferes in discussions on regulatory measures, influences decision makers and uses numerous lobbyists to disseminate biased information and represent its interests. Switzerland itself houses three of the biggest multinational tobacco companies – Philip Morris International (PMI), British American Tobacco and Japan Tobacco International. They have a strong influence on Swiss policy measures. The Federal Commission for Tobacco Prevention stated in 2019 that they “undermine the health policy objectives of the [Swiss government] and exert pressure and influence the political actors” (Meier-Schatz and Lee 2019).

In 2021, Switzerland participated in the Global Tobacco Industry Interference Index (GTI), an international tobacco lobby index by the Global Centre for Good Governance in Tobacco Control (GGTC). Based on 20 indicators that are aligned with the guidelines under Article 5.4 of the WHO FCTC, it measures the efforts of governments to tackle tobacco industry influence. A point system is used for the evaluation, with a higher score signifying a greater influence from the tobacco industry in policymaking. With 92 out of a possible 100 points, Switzerland placed 79<sup>th</sup> out of a total 80 countries, and is thus considered a particularly industry-friendly nation. Among the 16 participating European states, Switzerland performed the worst (Schürch et al. 2021; Assunta 2021).



Switzerland is a small country with a liberal market economy and a strong liberal democracy. Individual and entrepreneurial freedoms are often taken as an argument by some political parties to limit governmental actions in important fields like public health. Swiss media is dominated by a robust

broadcast sector and by a composite regional print sector.<sup>i</sup> Current media legislation protects fundamental freedoms and places restrictions on the government's power to stifle media independence (Swiss Federal Constitution art. 16). Key features of the country's political system, according to Blum 2005, have an influence on Swiss political communication:

1. Switzerland is a multilingual country, and its three major linguistic regions (German, French, and Italian) are also carriers of cultural components imported from Germany, France and Italy. This has had an impact on political journalism and political communication in various areas. In fact, Switzerland could be divided into three media markets, each with its own journalistic culture.
2. Switzerland is a federal state with 26 cantons that are politically autonomous. A decentralized media market, regionally focused journalism, and a regionally oriented party organisation have all benefited from this. Election campaigns are only loosely organised on a national basis, consequently, they are less professionalised than in other nations.
3. Switzerland is a direct democracy in which citizens participate in frequent referendums and initiatives to influence governmental decisions. Prior to any public vote, the news media is challenged to explain the problem in substantive terms, clarify the opposing policy choices presented and promoting discussion (Esser et al. 2012). Therefore, the media plays an important role in defining how political issues are perceived and debated.

A project for a new tobacco product law in Switzerland was first presented in parliament in 2015, however it failed to pass largely due to the proposed restrictions on tobacco advertising. According to the parliament, the proposition went too far and thus the law was sent back to be adjusted by the Federal Council. In 2018, a new draft of the law was submitted to an open public consultation. It attracted 1,287 statements from public health organisations, political parties, as well as the tobacco industry who, unsurprisingly, claimed the new law reduced individual freedoms. After further modifications to the already weak text throughout 2019, the draft was again discussed by the Health Committee of the National Council, and the National Council itself at the end of 2020. Subsequently, a more watered-down version of the original law was passed on to the Council of States, as well as the sub-committee the Health Committee of the Council of States in 2021. On 1 October 2021, the insignificant and inadequate tobacco product legislation was finally adopted. The law, which will now enter into force by 2023, only introduces marginal changes that will have insignificant effects on the improvement of public health. With it, the tobacco control legislation in Switzerland remains the weakest in Europe. The new law does not introduce any significant new advertising restrictions in print or online media. Only advertisements in print media that are aimed directly at minors will be banned, such as in Donald Duck pocketbooks. This is a minor print media area where tobacco advertisements are already absent today. Advertisements in media that are largely consumed by younger groups, but are not produced directly for them, such as the widely circulated Swiss print and online tabloid *20 Minuten*, will still be allowed. Moreover, all advertisement on digital media will continue to be allowed as well. This is a clear victory for the tobacco lobby (Boschetti, Mach 9/6/2018).

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<sup>i</sup> Advertisement for tobacco has been banned on TV and radio by law since 1964.

## Aim

For several years, advertisement campaigns seemed to coincide with political debates, however this correlation had never been adequately monitored and analysed up to this point. This analysis will present an investigation of print media advertisement to show a correlation and links between advertisement campaigns by the tobacco industry and the parliamentary debate on the new tobacco-product legislation. This should help to shed a light on the covert tactics used by the tobacco industry, namely PMI, and that by means of their financial capabilities, exploit the media space in order to steer the public discussion in their favour.

## Hypothesis

In Switzerland, PMI launches media campaigns prior to key Swiss tobacco policy decisions to control the media dialogue in order to influence the political debate and formal legislative procedures that concern the new tobacco product law in their favour.

## Methodology

### Data Collection

The data set of printed media advertisements was collected with the use of *Argus Data Insights*, a media intelligence company with a broad selection of global media sources. Due to limitations in retrospective data, advertisements published before 18 August 2020 were not available. Thus, the analysed data set in this report includes all tobacco-related advertisements from Swiss press media between 18 August 2020 and 30 August 2021. All major printed media outlets included in this analysis are listed in *Table 2* of the Appendix.

The *Argus Data Insights* data were exported into a Microsoft excel file, where the data set was processed. In this exported data file, each advertisement is listed and ascribed to the media outlet in which it was published, along with publication date, headline, language, edition number, type of media, colour base and advertisement size (in mm). Moreover, a link to a digital scan is included. An excerpt of the raw data may be seen in the Appendix, under *Table 3*. The data set was subsequently filtered to include only tobacco and nicotine product advertisements, which included headlines from *IQOS*, *Davidoff Cigarettes*, *Phillip Morris* or *Epok*. In the final data set, the only inclusion criteria were headlines that included “IQOS” and “Philip Morris.”

### Data Analysis and Cost Calculation

Initially, the costs of all tobacco-related advertisements were calculated using official rates provided by the media outlets themselves. These could be found via their websites, or via the website of the media advertisement company *Goldbach Group AG*. *Goldbach Group AG* markets and places advertisements in various countries, including Switzerland. They act as a consultancy, handling media campaigns and they work closely with various major media outlets such as *20 Minuten*, *24 heures*, or *Berner Zeitung*, to name a few (see *Table 2* in the Appendix for a list of links to the official rates). The rates published on the

different websites of the media outlets clearly stated various prices to size and colour ratios<sup>ii</sup>, with specifications to printed press or online advertisements. These rates were then used to determine the expenditures tobacco companies had across various media outlets. Thus, following a matchup of image area of the tobacco advertisement (height\*width) with the relevant rates from a certain media outlet, we were able to calculate what the cost of the print advertising likely was. All costs were provided and calculated in Swiss Francs. No currency conversions had to be made.<sup>iii</sup>

### Data Analysis

For the cost analysis, advertisements directly related to PMI were separated from other tobacco-related advertisements. This enabled us to specifically track the expenses of PMI for advertisements in print and compare them to the others in the data set. All the calculated expenditures across the print press were finally summed up by calendar week, print outlet and headline, then illustrated using pie charts. As the data were collected at varying points across the study time period, a temporal analysis of the results was necessary. Finally, the sums of the costs were also graphically illustrated in excel with time (calendar weeks) on the x axis, as well as the dates of key parliamentary-and committee sessions on the tobacco product ordinance shown.

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<sup>ii</sup> Black and white advertisements cost less than colour advertisements

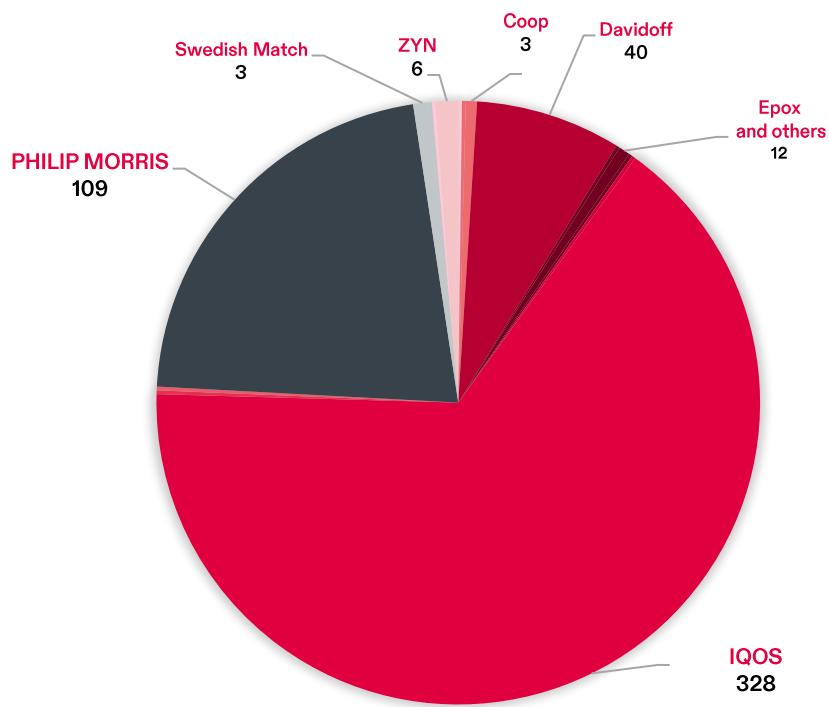
<sup>iii</sup> 1 CHF≈0.95 €

## Results

### Number of Tobacco Advertisements from 18 August 2020 until 30 August 2021

Between 18 August 2020 and 31 August 2021, 501 tobacco-related advertisements in the print press were collected. Of those, 437 advertisements (87.22 %) could be traced back to PMI (headlines IQOS and PHILIP MORRIS) and 40 advertisements (7.98 %) to Davidoff. The remaining 24 advertisements (4.59 %) spread amongst 13 other headlines, which included brand names ASHTON, ANIVERSARIO SAMANA, Coop, Epox, FRATELLO CIGARS, INTERTABAK AG, NORDICSPIRIT.CH, PARORO, Psyko SEVEN, Swedish Match, WELLAUER Cigars, zigarrenversand.ch, and ZYN (see Table 2 in Appendix, and Chart 1 below). Advertisements ranged from  $\frac{1}{4}$  of a page to  $\frac{1}{2}$  page, were all colour (see Table 5 in Appendix for excerpt of raw data) and were present in 28 different print media outlets in Switzerland (see Graph 3 in Appendix).

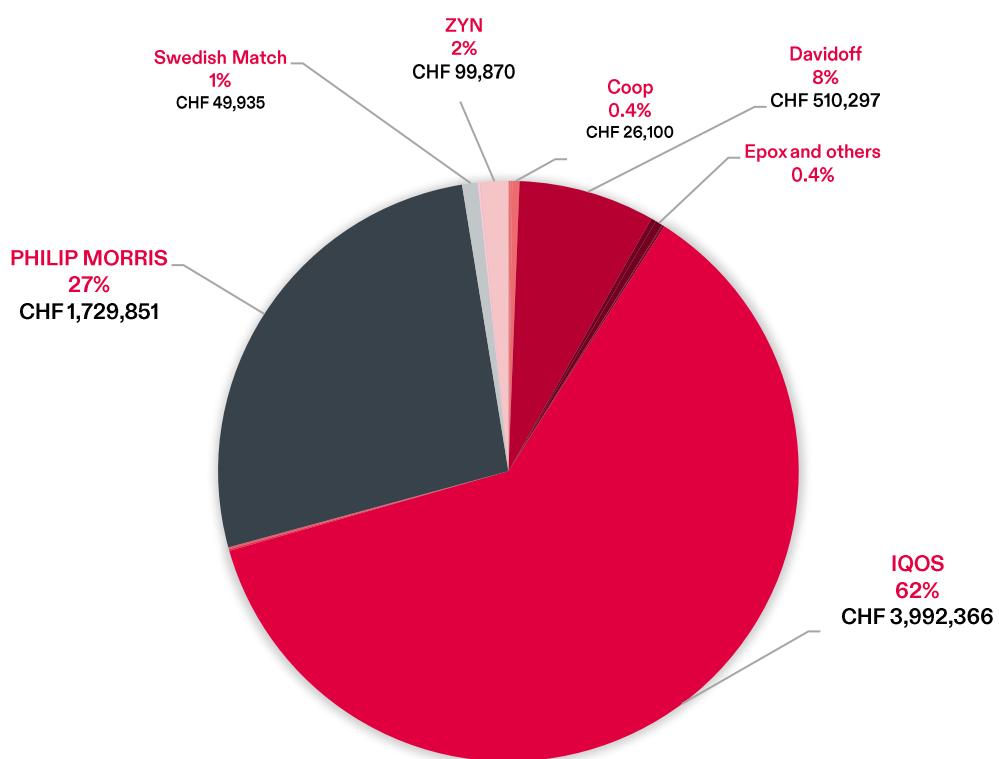
CHART 1: NUMBER OF TOBACCO-RELATED ADVERTISEMENTS



## Costs of Tobacco Advertisements from 18 August 2020 to 30 August 2021

For the 501 tobacco-related advertisements, CHF 6,486,969 of expenditure to print press was calculated. Of that sum, CHF 5,722,217 (or 88.21 %) were PMI advertisements (see Table 3 in Appendix, and Chart 2 below). Similarly, Davidoff made up ~7.86 % of expenditure with CHF 510,297. The rest of the CHF 254,455 (3.92 %) of the expenditures were spread amongst the other 13 brands.

**CHART 2: COSTS AND PERCENTAGES OF TOBACCO RELEVANT ADVERTISEMENTS**

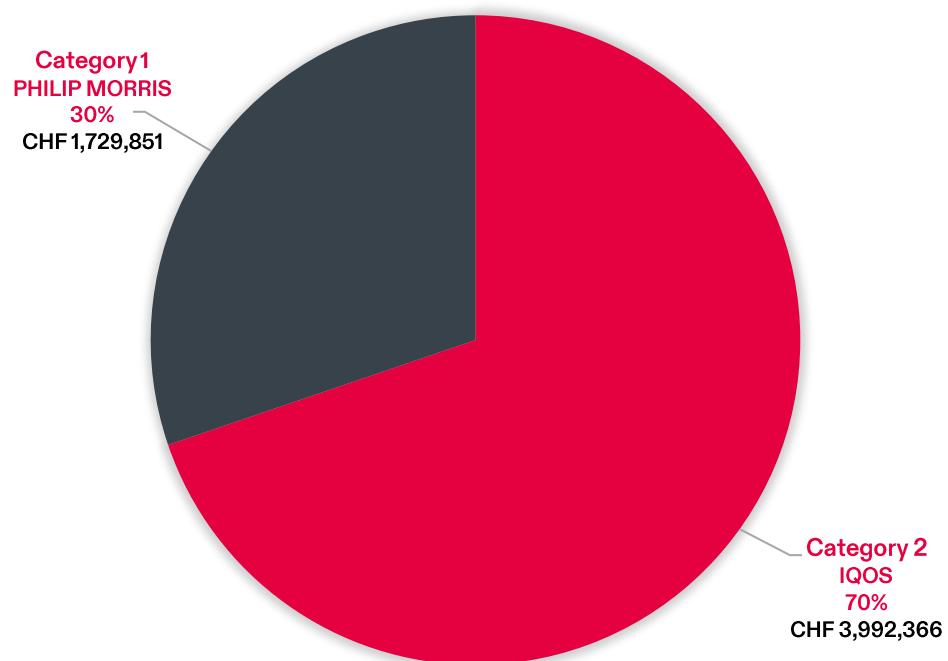


FOR CLARITY, PERCENTAGES WERE ROUNDED UP

In terms of published advertisements, 437 of the 501 tobacco-related advertisements in the data set could be attributed directly to PMI. After limiting the analysis to the 437 PMI data points, two categories of advertisements became apparent. Category 1 included 109 advertisements of a political nature. PMI, and the tobacco industry at large, have a long history of using certain political messages to enhance their

reputation. PMI's commitment to a smoke-free future and their claim as followers, as well as innovators of science are in line with various tobacco industry methods to help establish credibility, create opportunities with policymakers, convince thought leaders, and make the industry appear as an important part of development or regulatory efforts (Vital Strategies 2019). As seen in example Figures 1 and 2, Category 1 advertisements focus on PMI's commitment to a smoke-free future and PMI's use of "science" to improve public health. The total absence of a product emphasizes the attempt to sell an idea, rather than PMI's IQOS.

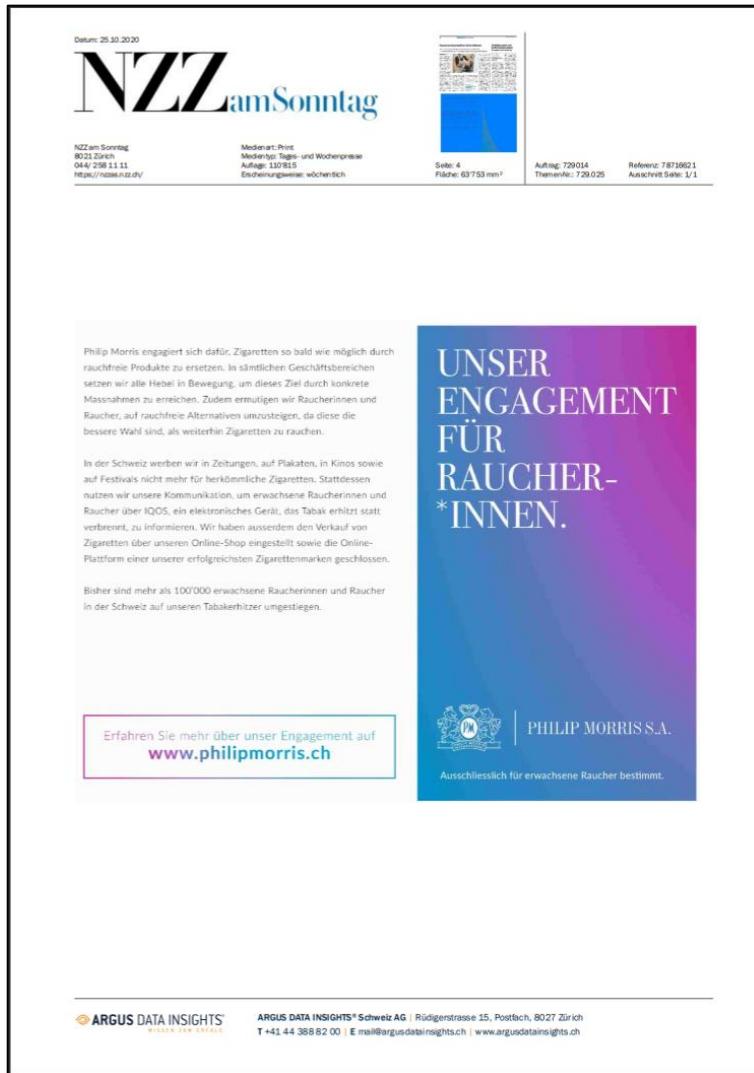
CHART 3: COSTS OF PMI CATEGORY 1 AND 2 ADVERTISEMENTS



Category 2 included the rest of the 328 PMI-related advertisements. These Category 2 advertisements in turn focused on PMI's flagship heated tobacco product, the IQOS<sup>iv</sup>, as a healthier alternative to smoking (see examples in Figures 3 and 4). In terms of costs, Category 1 advertisements covered 30 % (CHF 1,729,851), while Category 2 covered 70 % (CHF 3,992,366) of the CHF 5,722,217 that PMI had spent (see Chart 3).

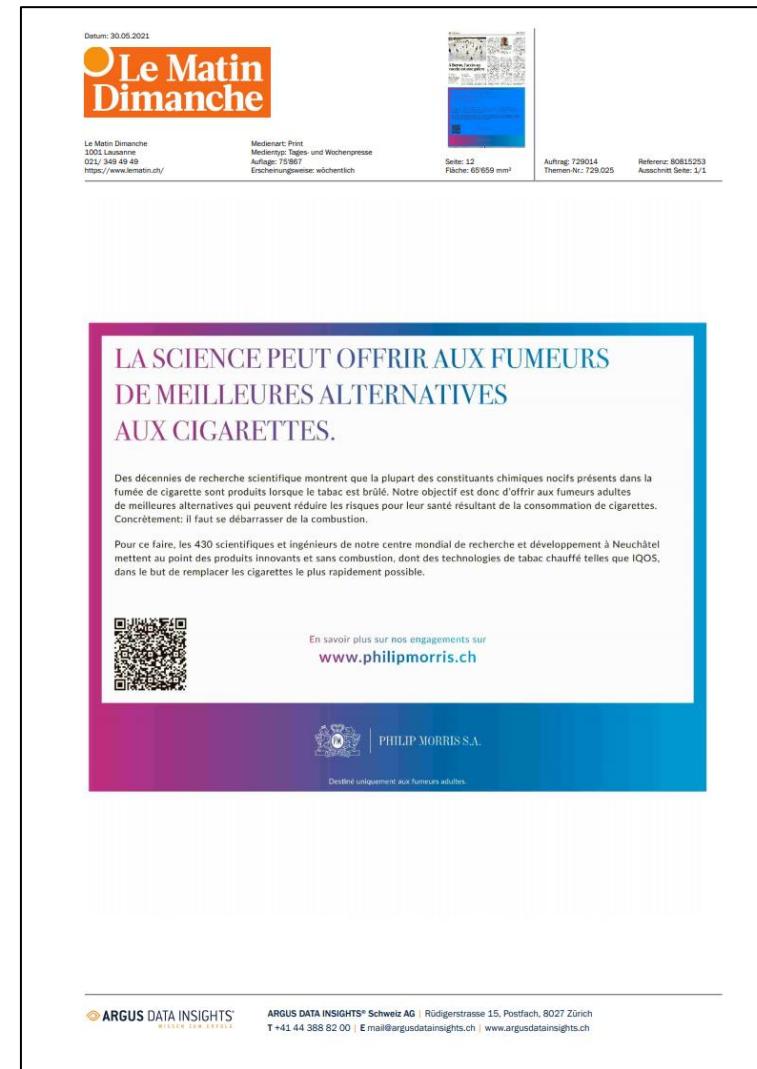
<sup>iv</sup> <https://tobaccotactics.org/wiki/iqos-use-evidence/>

Figure 1: PMI Category 1 Advertisement: "Our Commitment to Smokers," in *NZZ am Sonntag*, 25 October 2020



Report: PMI Buys Media Silence

Figure 2: PMI Category 1 Advertisement: "Science can offer smokers better alternatives to cigarettes," in *Le Matin Dimanche*, 30 June 2021

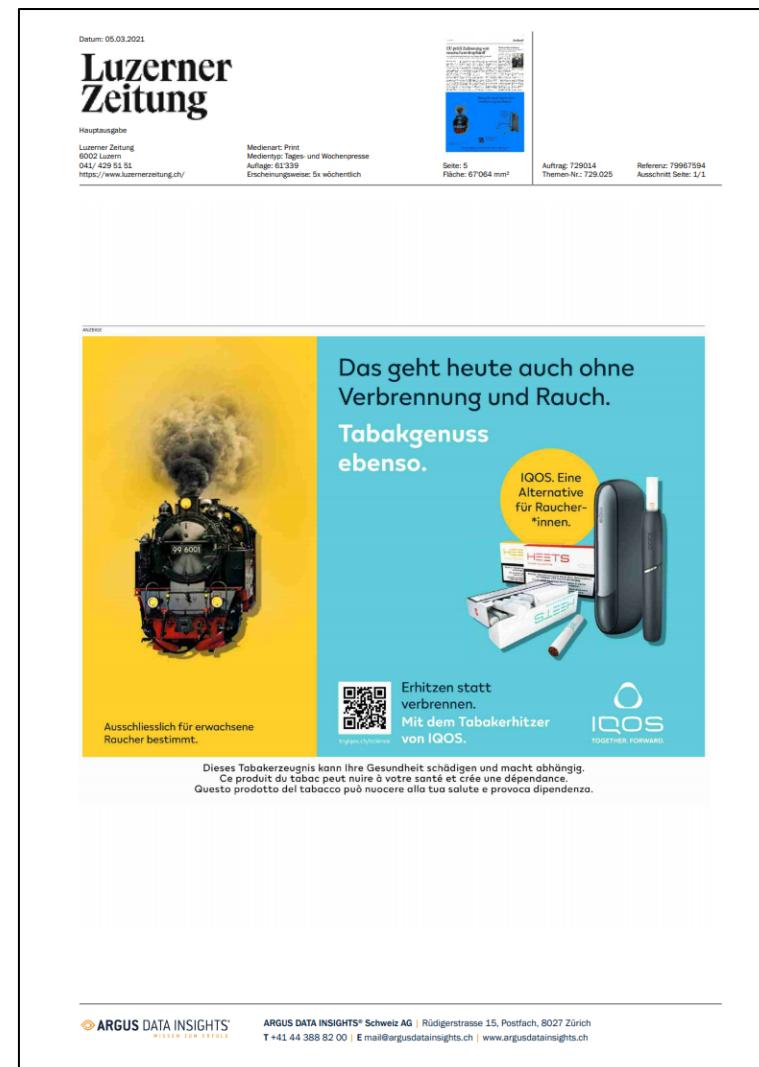


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Figure 3: PMI Category 2 Advertisement for IQOS in *Blick*, “Discover an alternative to the Cigarette,” 07 December 2020

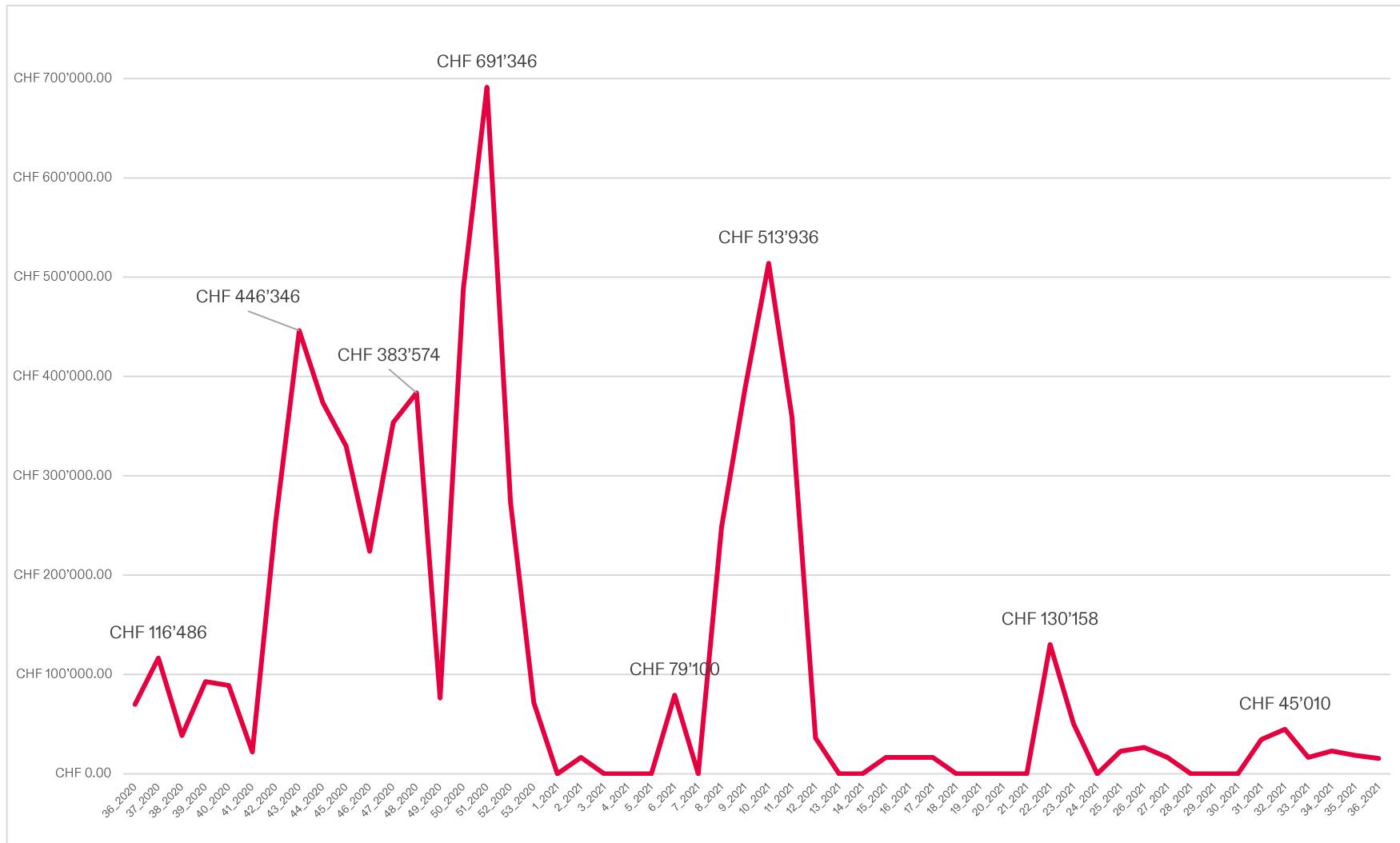


Figure 4: PMI Category 2 Advertisement for IQOS in *Luzerner Zeitung*, “Today this can also be done without combustion and smoke,” 05 March 2021

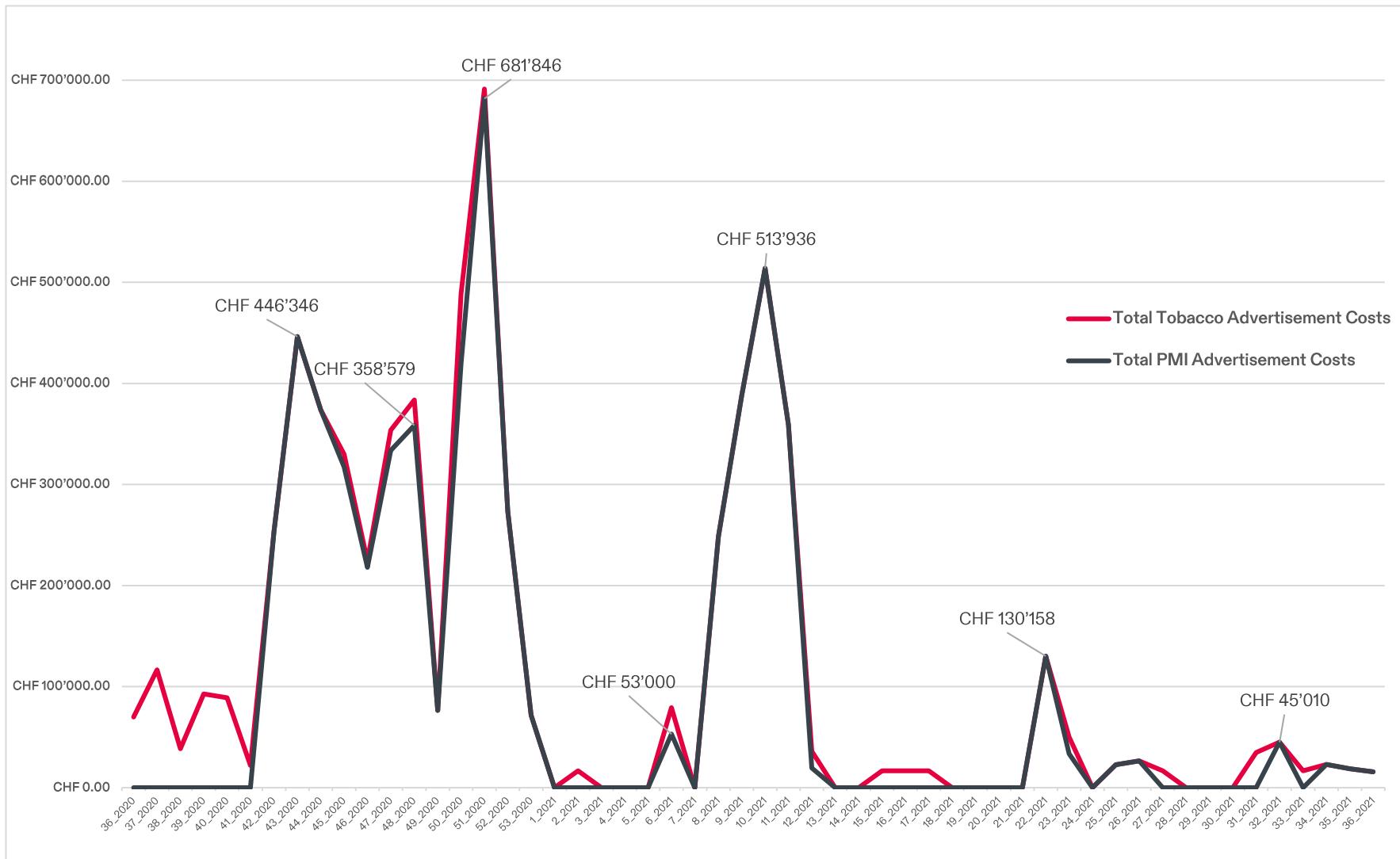


An important consideration is the publishing date, as well as the press outlets these advertisements were published in. As such, the estimated costs of the 501 tobacco-related advertisements were graphically illustrated with calendar weeks on the horizontal axis (see Graph 1). From week 42, four significant flights in expenditure follow, reaching their peaks by calendar weeks 43, 48 and 51 in 2020, as well as week 10, and week 22 in 2021. Graph 2, which includes the advertisement costs related to PMI, demonstrates the dominant presence of PMI in the print press. In Graph 3, total estimated tobacco advertisements costs were excluded, leaving only PMI's costs, with key, political discussions for the new tobacco product legislation in Switzerland added to the timeline. For Graph 4, Category 1 and 2 advertisements were illustrated separately to highlight the separate marketing strategies used by PMI to precede key Parliamentary meetings.

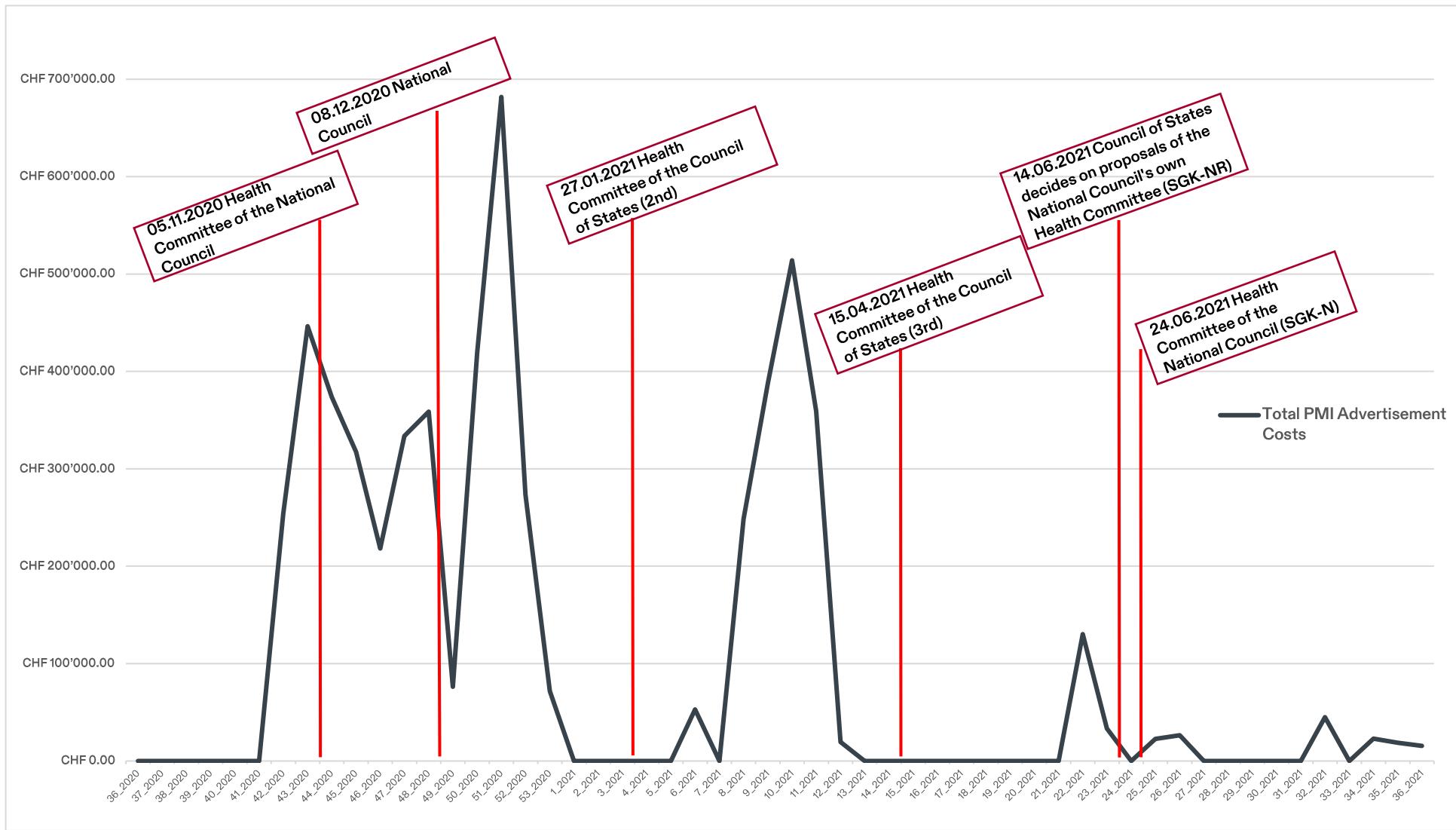
**Graph 1: Total Tobacco Relevant Advertisement Costs by Calendar Week**



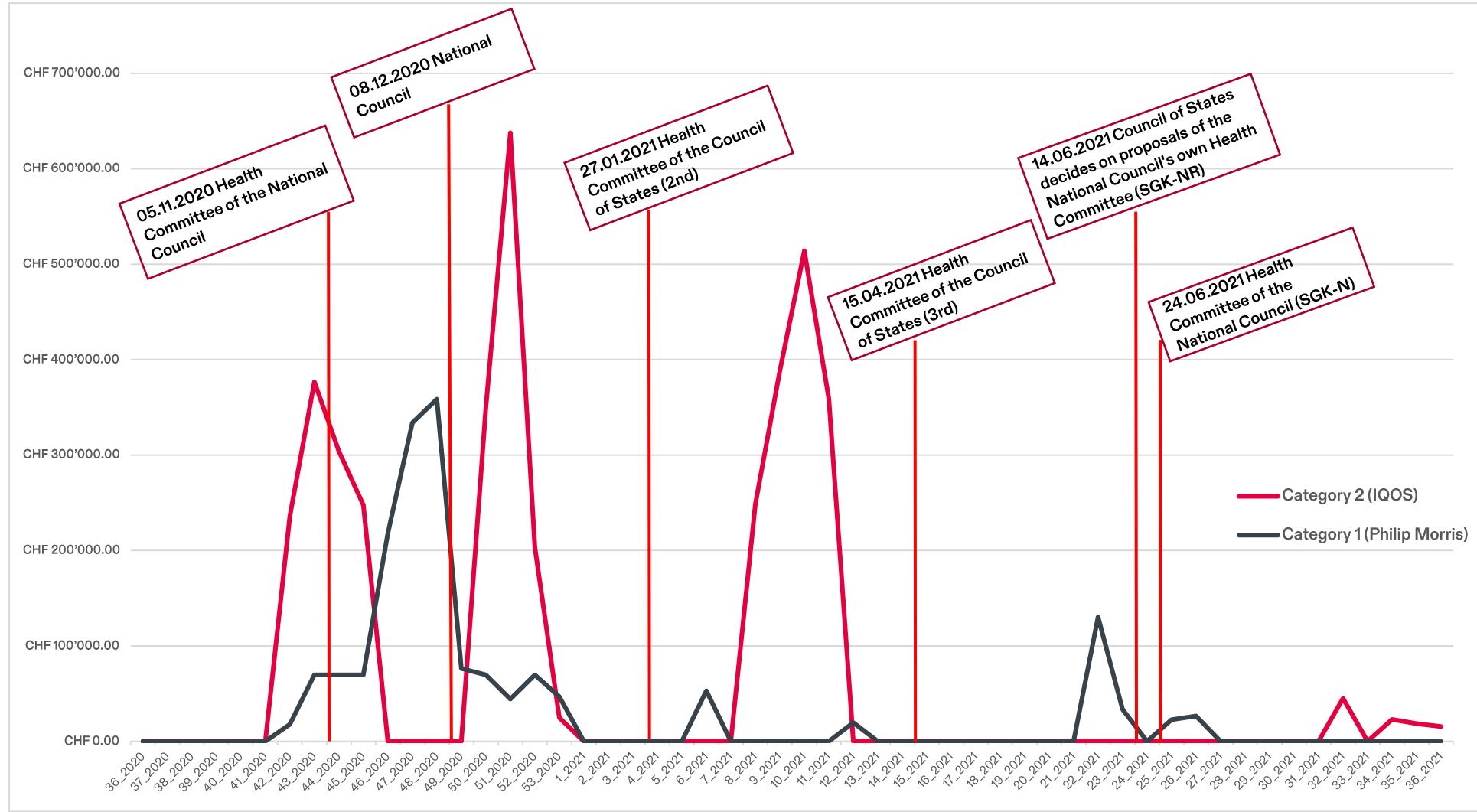
**Graph 2: Total Tobacco Relevant and PMI Advertisement Costs by Calendar Week**



**Graph 3: PMI Advertisement Costs by Calendar Week, with Key Political Sessions on the New Tobacco Product Legislation**



**Graph 4: PMI Category 1 and Category 2 Advertisement Costs by Calendar Week, with Key Political Sessions on the New Tobacco Product Legislation**



## Paid Content

As seen with the Category 1 advertisements, PMI does not limit its marketing measures to their flagship product, IQOS (Category 2). With Category 1 advertisements, PMI is selling the idea that they are a serious, scientific research company, crucial to uncovering novel innovations that improve public health. Within the Category 1 advertisements produced by PMI (see Figures 1 and 2), PMI has also invested heavily into a sub-category, namely paid content.

On 15 March 2020<sup>v</sup>, in *NZZ am Sonntag* (a widely and influential newspaper read by Swiss German center or conservative circles), PM Switzerland published a special supplement (22 glossy pages) under the title "Inside Innovation" (see Figure 4) to promote IQOS with a focus on how Switzerland should follow the Japanese example (NZZ 2020). Topics such as innovation and pseudoscientific arguments for HTPs were accompanied by graphical material and support from a scientist, Dr Kumamaru Hiroya, who is a regular speaker at events organised by the Foundation for a Smoke-Free World.<sup>vi</sup> The publication displayed the logo "NZZ Media Solutions," which sustained readers' perception that the IQOS material was editorial rather than advertising content (Ruggia 2020). On the front page, Philip Morris S.A.'s logo is shown, however throughout the magazine, it is not clearly stated that this a content piece sponsored by PMI. Only in fine print on the bottom of the third page do the publishers state that "*Inside Innovation* is a publication from Philip Morris S.A. in cooperation with NZZ Media Solutions". The amount of the payment by PMI to NZZ Media Solutions for this promotional piece is not known and neither could a clear set of rates by NZZ Media Solutions be found. Nevertheless, the costs are clearly substantial, with 2019 rates found on the website of "NZZ Content Creation", a partner of NZZ Media Solutions, indicating a price tag of CHF 170,000 for printing 124,000 copies on a given Sunday (see Figure 6 in Appendix). Considering the other costs (a team of writers, editors, photographers, and graphic designers) behind this publication, we estimate a cost of at least CHF 400,000 for this piece of paid content.

Within the data collection period of this report, several other paid content articles could be found. On 31 January 2021, PMI exploits the COVID-19<sup>vii</sup> crisis and exaggerate their corporate social responsibility in two full pages of paid content for the newspaper *NZZ am Sonntag* (see Figure 5). The article depicts PMI as an important actor to public health, claiming to have instigated local and national aid campaigns to help fight the COVID-19 pandemic. The first page of the article, with a picture of a laboratory sample being analysed, with the title "How fundamental biological research drives medical progress", strongly incites the perception of PMI as a forerunner in health-related research. Moreover, the eye-catching images and titles are built to feel like a "normal" editorial article, which pulls the attention away from the neutral "Sponsored Content for Philip Morris" text at the top, making it difficult for readers to recognise the difference between paid content and editorial content, particularly when considering that the article is imbedded among editorial articles. The lack of a clear distinction further highlights the covert tactics used by PMI to convince the reader of the legitimacy of PMI itself, while subtly veiling the fact that the article is content paid for by PMI themselves.

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<sup>v</sup> Deliberations by Parliament were planned to begin throughout March, with discussions (including a hearing) on the Tobacco Product Law taking place in April or May 2020, until it was postponed due to the COVID-19 Pandemic

<sup>vi</sup> <https://tobaccotactics.org/wiki/foundation-for-a-smoke-free-world/>

<sup>vii</sup> <https://tobaccotactics.org/wiki/covid-19/>

On 6 June 2021<sup>viii</sup>, PMI released another full-page, paid content article in *Schweizerische Gewerbezeitung*, titled “For a Future without Cigarettes” (see Figure 6). PMI write about their transformative path towards a smoke-free future and they praise the vast financial investments, as well as the numerous legitimate scientists and engineers who have been involved in the development of their “smoke-free” products. Furthermore, the paid-for article claims that “12 million smokers have completely switched to IQOS, and left cigarettes behind.” At the end of the article, readers are invited to visit the Philip Morris S.A. website to discover more. Due to the economic liberal nature of the *Schweizerische Gewerbezeitung*, which reports on political and economic events in Switzerland, an article appearing in it does not aim to sell a product but the idea that a ban on advertisement should not be adopted.

Shortly after, on 20 June 2021<sup>ix</sup>, another full-page, paid content article was published in *NZZ am Sonntag*, titled “With More Mindful Consumption to a Better Lifestyle” (see Figure 7). In it, the PMI-produced article discusses the concern of non-communicable diseases and raises the question “as to whether consumer goods manufacturers can do more in this respect.” Referring to themselves, PMI write that “In the tobacco sector, Philip Morris International (PMI) is leading a disruptive transformation: The company, which for decades advertised the Marlboro Man lifestyle, is now promoting the vision of a smoke-free future.” Self-glorifying, the paid content article continues with “The multinational group, with a worldwide research and development centre in French-speaking Switzerland, has a portfolio of smokeless products that either heat instead of burn the nicotine-containing tobacco, or deliver nicotine without the use of tobacco.” Moreover, a QR code at the end of the article sends the reader to a report produced in 2021 by KPMG, one of the main consultancy firms in Switzerland, whom PMI have paid before to produce a tendentious report in 2017 to inflate the importance of the tobacco sector for the Swiss economy (KPMG/Philip Morris Products SA 2017). Titled “New Ways to Enable Consumers to Make Better Choices,” the newly produced 2021 report similarly attempts to convince readers of the positive public health contributions of PMI. More importantly, the glossy report subtly deceives readers into believing that the IQOS is a harmless product to consume, stating that it “produces on average 95 percent less harmful ingredients than conventional cigarettes” (Besel 2021). The only citation that follows the statement offers a link that refers to PMI’s web page “Our Science,” where PMI-funded research articles are presented (International, Philip Morris 2020).

In August, two identical, full-page, paid content articles were published in the French publication *L’Illustré*, and the German *NZZ am Sonntag Magazin*, titled “Improving the Atmosphere in Home Office” (see Figure 8 for French example). In them, PMI exploits the need for a “home office” during the COVID-19 pandemic to market the IQOS. The article misleadingly states, “Products like Philip Morris’ IQOS have the advantage of not generating smoke, ash or the smell of cigarette smoke, as there is no combustion.” This statement suggests that there is no smoke, yet already in 2017, a Swiss research study by Auer et al. 2017 showed that various volatile organic compounds, polycyclic aromatic hydrocarbons and carbon monoxide were present in IQOS smoke. Moreover, similar to the other paid content pieces, the articles blur the lines between official editorial content and an product advertising. Additionally, the subtle placement of the QR code and website link leads one to PMI’s “tryiqos.ch” page, where readers may try IQOS and different flavours of HEETS tobacco sticks for free for 15 days, followed by the possibility to purchase it at a discounted price (see Figure 9). Age verification occurs without any requirement for official identification.

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<sup>viii</sup> Council of States met on the 14 June 2021

<sup>ix</sup> Health Committee of the National Council met on the 24.06

As discussed by Goldberg and Vandenberg 2021, as well as Legg et al. 2021, paid content is part of an industry-wide strategy to achieve three outcomes:

1. “Create doubt about the potential harms of industry products and/or practices and about policies that might reduce product sales or profitability;
2. promote industry-favoured policy responses and industry products as solutions to complex problems; and
3. legitimise the role of corporations as stakeholders in science and, through this, society.”

These outcomes in turn serve PMI in creating three distal outcomes – “(i) to weaken policy, (ii) to prevent litigation, and (iii) to maximise consumption and use of industry products and practices, ultimately maximising corporate profitability” (Goldberg and Vandenberg 2021; Legg et al. 2021).

Figure 4: PMI Inside Innovation, special supplement to NZZ am Sonntag, 15 March 2020

The image shows the front cover and an open spread of the "PMI Inside Innovation" special supplement. The cover features a dark blue background with a large white title "Inside Innovation" and the date "März 2020". Below the title is a subtext: "Die Transformation erfasst die gesamte Wirtschaftswelt – auch der Tabaksektor packt das Thema proaktiv an". A vertical line points from this text down to a photograph of a busy pedestrian crossing. To the right of the cover, the spread begins with the word "Inhalt" and the title "Inside Innovation". The spread is organized into several columns of articles, each with a large blue page number and a small image. The articles are categorized under "TRANSFORMATION" headings: "TRANSFORMATION – GLOBAL", "TRANSFORMATION – JAPAN", "TRANSFORMATION – SCHWEIZ", "TRANSFORMATION – SCIENCE", and "TRANSFORMATION – START-UPS". The layout includes a header "PHILIP MORRIS SA | NZZ Media Solutions" at the top left of the spread.

**Inhalt**

# Inside Innovation

PHILIP MORRIS SA | NZZ Media Solutions

# Inside Innovation

März 2020

Die Transformation erfasst die gesamte Wirtschaftswelt – auch der Tabaksektor packt das Thema proaktiv an

Was die Schweiz von Japan lernen kann

09

14

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16 – 17

18 – 21

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IMPRESSUM

Inside Innovation (März 2020) ist eine Publikation von Philip Morris SA in Kooperation mit NZZ Media Solutions.

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INNENANSICHT

Figure 5: PMI paid content article in NZZ am Sonntag, “How Fundamental Biological Research Drives Medical Progress,” 31 January 2021

Figure 6: A scanned section of the PMI-paid content article in Schweizerische Gewerbezeitung, “For a Future without Cigarettes,” 04 June 2021



Figure 7: A scanned section of The PMI-paid content article in NZZ am Sonntag, "With More Mindful Consumption to a Better Lifestyle," 20 June 2021



Figure 8: PMI Paid content article in L'Illustré, "Improving the Atmosphere in Home Office," 04 August 2021

Datum: 04.08.2021

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Medientyp: Publikumszeitschriften  
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Erscheinungsweise: wöchentlich

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Ausschnitt Seite: 1/2



## Améliorer l'atmosphère de son «home office»

Même après la pandémie, les professionnels seront nombreux à travailler plus souvent à domicile. Il convient de créer les conditions propices pour y parvenir. Les fumeurs peuvent eux aussi parvenir à une meilleure atmosphère à la maison.

Une grande partie de la population active travaille volontiers de chez soi et souhaite continuer à le faire. «La tendance au télétravail devrait avoir un impact durable et de taille sur l'économie et la société», d'après un communiqué de la société de conseil Deloitte. Les entreprises doivent réfléchir à l'organisation de l'avenir du travail sans tarder.

**Un climat ambiant propice**

À partir du moment où le télétravail passe d'une solution transitoire à un état permanent, il convient de créer les bonnes conditions pour garantir un environnement de travail productif et sain. Si votre foyer se compose d'autres personnes, il vous faut un espace de travail exempt de bruit et de perturbations. Une aération régulière assure un climat ambiant de qualité, notamment pour les personnes qui sont souvent tentées de fumer en travaillant. Ces dernières peuvent certes se le permettre quand elles travaillent à domicile, mais les colocataires pourraient être incommodés par l'odeur persistante de la cigarette. Les traces de cendres sur les documents et sur le matériel de travail ne sont pas non plus très professionnelles.

Certains professionnels ont arrêté de l'en faire et avoir un climat ambiant propice à la productivité. Ceux qui continuent de fumer peuvent profiter de l'occasion pour passer au tabac chauffé.

Les fumeurs qui passent de la cigarette à IQOS peuvent savourer un véritable tabac contenant de la nicotine, sans saturer leur environnement de travail à domicile avec une fumée désagréable.

**Le principe d'IQOS**

Le tabac chauffé IQOS fonctionne avec trois composants: un stick de tabac (appelé HEETS) disponible dans différentes saveurs, un support et un chargeur. Il suffit d'insérer le stick dans le support IQOS chargé au préalable pour qu'il soit chauffé électroniquement par une lame chauffante. HEETS peut être consommé immédiatement de la même façon qu'une cigarette classique. Il peut ensuite être retiré du support et jeté sans problème à la poubelle.

Des tests et des études validés et conformes à la norme ISO ont démontré qu'IQOS n'a pas d'effet négatif sur l'air ambiant. Cela signifie que les quelques composants qui ont malgré tout pu être détectés sont présents dans une concentration très faible et bien en dessous des niveaux d'exposition maximums définis dans les normes existantes sur la qualité de l'air. Il n'empêche qu'il reste indispensable d'aérer régulièrement la pièce pour faire circuler l'air.

QR code: [tryiqos.ch/fr/what-is-iqos](http://tryiqos.ch/fr/what-is-iqos)

Plus d'informations sur IQOS et la science derrière IQOS: [tryiqos.ch/fr/what-is-iqos](http://tryiqos.ch/fr/what-is-iqos)



Destiné uniquement aux fumeurs adultes.

Dieses Tabakerzeugnis kann Ihre Gesundheit schädigen und macht abhängig.  
Ce produit du tabac peut nuire à votre santé et crée une dépendance.  
Questo prodotto del tabacco può nuocere alla tua salute e provoca dipendenza.

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Figure 9: Banner and promotional piece from PMI's "tryiqos.ch" website, accessed 11 October 2021



## Try IQOS at home. 15 days. Free. No obligation.

Try IQOS for yourself by ordering a Free Trial Kit. Each one includes:

- One IQOS 3 DUO (our latest model)
- One pack of Sienna HEETS Tobacco Sticks (balanced and full-bodied)
- One pack of Yellow HEETS Tobacco Sticks (mild and zesty)
- One pack of Turquoise HEETS Tobacco Sticks (refreshing, with menthol)

To ensure the smoothest trial experience, we will call you in the following days after you have received your Trial Kit. After the 15-day trial period, you decide whether you would like to purchase the IQOS 3 DUO or return it for free using the enclosed return label.

Try IQOS 15 days for free



## Discussion

Since the late 1980s, the tobacco industry is aware of their decline in credibility amongst the public. A 1993 corporate image study found that Philip Morris and other tobacco companies in Australia were far on the low end (Wirthlin Group 1993). This recognition has led to the development of various strategies to divert the public's and policy makers' attention away from the health issues their products cause. Often, the tobacco industry veils their efforts by employing consultancy firms, politicians with industry ties, as well as media outlets to defend standard industry arguments. In 1979 and 1993 for instance, despite pre-referendum polls favouring advertising bans, two referendums on tobacco and alcohol advertising bans were rejected by Swiss voters, "through a strong and lasting alliance of the tobacco industry with the advertising agencies and the print media" (Lee and Glantz 2001).

The Swiss media landscape is characterised by the segmentation into small, language-regional markets. Due to the small size of the individual markets and their low financial resources, they thus create fertile ground for possible influence by particular interests. Such influence can have a strong impact on public perception and political discourse (Esser et al. 2012). In this report, we show that PMI invested almost CHF 6 million in advertising funds during the short observation period with the aim of influencing public opinion through the media. Since PMI's advertising activity correlates with the absence of critical reporting, it begs to question whether PMI has achieved its goal. It is because of this financial dependence of media publishers that a comprehensive ban on advertising in line with Article 13 of the WHO FCTC is so important.

PMI's use of both Category 1 and Category 2 advertisements provides insights into PMI's propaganda strategy to go beyond traditional, direct marketing of a product, but also to reshape and re-legitimise themselves in the public eye. The targeted use of these advertisements around political meetings of various parliamentary bodies make it clear that this is a planned media campaign by PMI to influence the public and the political process through the media. The Category 2 or "IQOS is a healthier alternative to smoking" advertisements published prior to the meetings of the Social and Health Committee (calendar weeks 44\_2020, 4\_2021, 15\_2020) and most of the political Category 1 advertisements published just before the National Council meeting (49\_2020) are evidence of this. The utility of both Category 1 and 2 advertisements in printed press is two-fold for PMI. The Category 1 ads aim to present the PMI brand as a driver of scientific innovation and to help build its credibility for themselves amongst the public and, more importantly, with policymakers. They seek to portray PMI as a trustworthy company that cares about the well-being of the population and the Swiss economy. These messages are particularly effective before parliamentary sessions, as certain parliamentarians are influenced by the supposed and overrated importance of the tobacco industry for the Swiss economy. Category 2 advertisements not only aggressively market the IQOS product to the general public, but the focus and use of key terms aim to convince the reader of the healthier nature of the IQOS. These Category 2 messages were particularly effective in the run-up to the Social and Health Committee meetings. A significant amount of advertising space was bought for both categories in 28 of the main Swiss printed media, underlining the attempt to reach as many people as possible, as well as key people in parliament with their policy statements and product claims (see Graph 5 in Appendix).

PMI's paid content advertisement scheme within Category 1 and 2 advertisements is part of PMI's ongoing strategy to manipulate information and credibility. By successfully blurring the lines between editorial and advertising content, PMI further leads readers astray. Their carefully crafted and timely economic, scientific and political arguments downplay the consequences of IQOS use and continue to garner social and political support for PMI as an alleged key and neutral public health actor.

It is clear that some newspapers received more advertising money than others during this period. These include some of the highest-circulated and politically most influential newspapers, especially in the German-speaking parts of Switzerland. Newspapers such as the *Tages Anzeiger*, the

*Berner Zeitung* and the *Bund*, as well as the *Neue Zürcher Zeitung (NZZ)* and the *NZZ am Sonntag* have the highest circulation and readership figures (Bundesamt für Statistik 2021). *NZZ* and *NZZ am Sonntag* were even ranked first by the quality ranking association “Media Quality Switzerland” (Gian Andrea Marti 2020).

The FCTC recognises in the guidelines on the implementation of Article 13 that if only direct, conventional forms of tobacco advertising are banned, the industry would simply reallocate its resources to other, more discrete advertising options. This was made abundantly clear by PMI's massive investment in Switzerland in print publications and paid-content products. Their well-crafted propaganda continues to pave the way for systematic and sustained opposition to tobacco control measures and the undermining of life-saving tobacco control measures. Particularly their paid content products are but another well-resourced measure, amongst a wide variety of tactics deployed to obstruct, delay, weaken or undermine political commitments and tobacco control measures taken at national, cantonal and local levels.<sup>x</sup> Fundamentally, the self-glorification of PMI's scientific programmes and research, described in their advertisements or paid content, target the support of the readers of the print publications they are deployed in (WHO 2019). The fact that no significant new tobacco control regulations are being considered in the new tobacco product law demonstrates the continued successes that the tobacco industry, and PMI in particular, are having by deploying their media and lobby tactics.

## Limitations

The most significant constraint of this analytical process is that the expenditure estimations in this study are based on a limited collection of data in a one-year period. The data set received from Argus only includes advertisements found in print publications. This means that our collected data represents but the tip of the iceberg in terms advertisement expenditure, as we are not taking account other streams or media, particularly online advertisements. Due to their elusive nature, online advertisements are much harder to track and thus to estimate their costs. Moreover, online advertisements are not limited by national borders and can be paid for in the international sphere, for which we do not have the capacities to follow and analyse. This further highlights that the expenditures we have calculated are likely to be much greater than as indicated, as we are merely analysing the expenditures from a single form of advertising. As described by Goldberg and Vandenberg 2021, the digital age has provided numerous opportunities for large industries to spread misinformation and advertise seemingly “healthier” products. Manufacturers of misinformation, such as PMI, have taken advantage of these new, online media platforms, such as blogs and social media, to assemble a community of diverse actors with the aim of spreading false or distorted information about PMI and its products. These methods of dissemination exist in addition to print, video and radio methods, which are already heavily drawn upon to spread doubt and uncertainty. The internet provides a unique platform for multinational tobacco companies to reach a huge audience without investing much time or resources to spreading their message. Thus, we found that paid content from PMI was published in both print and online versions of the respective media, and that some paid content from PMI was also found in online-only media. Future research should focus on developing methods to specifically assess online advertising spending across Switzerland and, if possible, globally.

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<sup>x</sup> <https://exposetobacco.org/resource/crookednine/>

Another limitation is the difficulty to clearly link the way some media covered (or kept silent about) the political debate to their financial interests linked to the tobacco industry expenditure. As there are also ideological similarities, the NZZ is known as a liberal business publication and is more open to pro-business arguments than other publications. This proximity could also be a reason for the regular cooperation between NZZ and PMI.

Finally, the expenditure calculations made are based on publicly available information. We are not aware of the exact expenditures PMI had during this campaign for advertisements in print media, as they may have received different rates. On the other hand, while the valuations may not be exact, the figures were based on official rates provided by the media outlets themselves, meriting a solid foundation of the expenditures PMI likely had. In any case, the expenditures by PMI cannot have been overestimated, but rather are an underestimation. On top of the advertisement expenses that we were able to estimate and to the one, like the ones for digital/online marketing, that we were not able to quantify, one must also consider the extensive expenses that PMI engaged during this period for the more classical lobbying.<sup>xi</sup>

## Conclusion

The data in this analytical report supports the hypothesis that PMI has used the print media in Switzerland to mislead the public by planning their media campaigns prior to key political procedures. Some PMI advertisement flights clearly precede or coincide with key moments of the parliamentary discussion on the now adopted legislation on tobacco products.

As shown in this report, the tobacco industry is using its financial resources to proactively shape a positive opinion of them in influential Swiss media. The lack of new, significant tobacco control measures being introduced in Switzerland shows that PMI, and the tobacco industry at large, have been successful in shifting the public debate in their interest and thus ultimately influencing Swiss legislation.

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<sup>xi</sup> See Swiss GTI report: <https://globaltobaccoindex.org/country/CH>

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## Appendix

**Table 2: Count of tobacco-related advertisement headlines**

Advertisement Headlines	Count of Advertisement
ANIVERSARIO	1
SAMANA	
ASHTON	1
Coop	3
Davidoff	39
Davidoff Cigars	1
Epox	3
FRATELLO CIGARS	1
INTERTABAK AG	1
IQOS	328
NORDICSPRIT.CH	1
PARORO	1
PHILIP MORRIS	109
Psyko SEVEN	1
Swedish Match	3
WELLAUER	1
zigarrenversand.ch	1
ZYN	6
<b>Total</b>	<b>501</b>

**Table 3: Estimated costs of tobacco-related advertisements**

Advertisement Headlines	Sum of Costs	Estimated
ANIVERSARIO	CHF 6'900	
SAMANA		
ASHTON	CHF 6'900	
Coop	CHF 26'100	
Davidoff	CHF 492'297	
Davidoff Cigars	CHF 18'000	
Epox	CHF 26'100	
FRATELLO CIGARS	CHF 2'500	
INTERTABAK AG	CHF 6'900	
IQOS	CHF 3'992'366	
NORDICSPRIT.CH	CHF 6'050	
PARORO	CHF 6'900	
PHILIP MORRIS	CHF 1'729'851	
Psyko SEVEN	CHF 6'900	
Swedish Match	CHF 49'935	
WELLAUER	CHF 6'900	
zigarrenversand.ch	CHF 2'500	
ZYN	CHF 99'870	
<b>Total</b>	<b>CHF 6'486'969</b>	

**Table 4: List of print publications with a link to their official rates<sup>xii</sup>**

Print publication	Link to official rates
20 Minuten Zürich	<a href="https://goldbach.com/ch/de/portfolio/20-minuten/tarif#rate-data-print+standardformate">https://goldbach.com/ch/de/portfolio/20-minuten/tarif#rate-data-print+standardformate</a>
20 Minutes Lausanne	<a href="https://goldbach.com/ch/de/portfolio/20-minuten/tarif#rate-data-print+standardformate">https://goldbach.com/ch/de/portfolio/20-minuten/tarif#rate-data-print+standardformate</a>
24 heures Lausanne	<a href="https://publishing.goldbach.com/fr/marques/details/24-heures">https://publishing.goldbach.com/fr/marques/details/24-heures</a>
Aargauer Zeitung / Gesamt Regio	<a href="https://chmediawerbung.ch/print/zeitungen/az-aargauerzeitung/tab-20170413222410-tarife-1121/">https://chmediawerbung.ch/print/zeitungen/az-aargauerzeitung/tab-20170413222410-tarife-1121/</a>
Agefi Life	<a href="https://agefi.com/annonceurs/media-kit">https://agefi.com/annonceurs/media-kit</a>
Annabelle	<a href="https://publishing.goldbach.com/de/marken/details/annabelle">https://publishing.goldbach.com/de/marken/details/annabelle</a>
Berner Zeitung / Ausgabe Stadt+Region Bern	<a href="https://publishing.goldbach.com/de/marken/details/bz-berner-zeitung">https://publishing.goldbach.com/de/marken/details/bz-berner-zeitung</a>
Bilan	<a href="https://publishing.goldbach.com/fr/marques/details/bilan/tab/werbung">https://publishing.goldbach.com/fr/marques/details/bilan/tab/werbung</a>
Blick	<a href="https://www.ringier-advertising.ch/portfolio/print/blick/">https://www.ringier-advertising.ch/portfolio/print/blick/</a>
Bolero	<a href="https://www.ringier-advertising.ch/portfolio/print/bolero/">https://www.ringier-advertising.ch/portfolio/print/bolero/</a>
bz Zeitung für die Region Basel	<a href="https://publishing.goldbach.com/de/marken/details/basler-zeitung">https://publishing.goldbach.com/de/marken/details/basler-zeitung</a>
Cigar	<a href="https://www.cigar.ch/media/29724/cig_md_2021_fin2.pdf">https://www.cigar.ch/media/29724/cig_md_2021_fin2.pdf</a>
Corriere del Ticino	<a href="http://www.caffe.ch/publisher/Lettori/section/">http://www.caffe.ch/publisher/Lettori/section/</a>
Das Magazin	<a href="https://publishing.goldbach.com/de/marken/details/das-magazin">https://publishing.goldbach.com/de/marken/details/das-magazin</a>
Der Bund	<a href="https://publishing.goldbach.com/de/marken/details/der-bund">https://publishing.goldbach.com/de/marken/details/der-bund</a>
Die Weltwoche	<a href="https://www.weltwoche.ch/werbung.html">https://www.weltwoche.ch/werbung.html</a>
Femina	<a href="https://goldbach.com/ch/fr/portefeuille/femina/tarif#rate-data-print+formats-standard">https://goldbach.com/ch/fr/portefeuille/femina/tarif#rate-data-print+formats-standard</a>
Finanz und Wirtschaft / Luxe	<a href="https://www.fuw.ch/anzeigen/">https://www.fuw.ch/anzeigen/</a>
Il Caffè della domenica	<a href="http://www.caffe.ch/publisher/Lettori/section/">http://www.caffe.ch/publisher/Lettori/section/</a>
La Regione	<a href="https://www.regiopress.ch/tariffe_laregione_giornale/">https://www.regiopress.ch/tariffe_laregione_giornale/</a>
Le Matin Dimanche	<a href="https://publishing.goldbach.com/fr/marques/details/le-matin-dimanche">https://publishing.goldbach.com/fr/marques/details/le-matin-dimanche</a>
Le Temps / T-Magazine	<a href="https://www.ringier-advertising.ch/portfolio/print/le-temps/">https://www.ringier-advertising.ch/portfolio/print/le-temps/</a>
Liechtensteiner Vaterland	<a href="https://www.vaterland.li/_archiv/service/werbung/Werbung;art234,6667">https://www.vaterland.li/_archiv/service/werbung/Werbung;art234,6667</a>
Liechtensteiner Vaterland / Wirtschaft regional	<a href="https://www.vaterland.li/werbung/werbung;art12948,426705">https://www.vaterland.li/werbung/werbung;art12948,426705</a>

<sup>xii</sup>Possibly only the rates of 2022 or the current year are now available

L'ilustré	<a href="https://www.ringier-advertising.ch/fr/portfolio/print/lillustre/">https://www.ringier-advertising.ch/fr/portfolio/print/lillustre/</a>
Luzerner Zeitung	<a href="https://chmediawerbung.ch/print/zeitungen/luzerner-zeitung/">https://chmediawerbung.ch/print/zeitungen/luzerner-zeitung/</a>
Neue Zürcher Zeitung	<a href="https://www.nzzone.ch/mediadaten/">https://www.nzzone.ch/mediadaten/</a>
NZZ am Sonntag	<a href="https://www.nzzone.ch/mediadaten/">https://www.nzzone.ch/mediadaten/</a>
Nzz am Sonntag Magazin	<a href="https://www.nzzone.ch/mediadaten/">https://www.nzzone.ch/mediadaten/</a>
Persönlich	<a href="https://www.persoenlich.com/service/mediadaten">https://www.persoenlich.com/service/mediadaten</a>
Pronto / Das Coop Pronto Kundenmagazin	Email 18.1.2021: 1 Seite – 12'000.-, ½ Seite – 8700.- Marie Chapuis Coop Mineraloel AG Category Management / Beschaffung Verkaufsplanung / Vermarktung Telefon: Chapuis Marie <Marie.Chapuis@coop-mineraloel.ch> Homepage: +41 61 485 4119 Marie.Chapuis@coop-mineraloel.ch <a href="http://www.coop-mineraloel.ch">www.coop-mineraloel.ch</a>
Schaffhauser Nachrichten	<a href="https://www.shn.ch/verlag/werben-und-inserieren/mediadaten-und-tarife">https://www.shn.ch/verlag/werben-und-inserieren/mediadaten-und-tarife</a>
Schweizer BergLiebe	<a href="https://www.ringier-advertising.ch/portfolio/print/Landliebe/">https://www.ringier-advertising.ch/portfolio/print/Landliebe/</a>
Schweizer Illustrierte	<a href="https://www.ringier-advertising.ch/portfolio/print/schweizer-illustrierte/">https://www.ringier-advertising.ch/portfolio/print/schweizer-illustrierte/</a>
Schweizer Illustrierte / Al dente	<a href="https://www.ringier-advertising.ch/portfolio/print/schweizer-illustrierte/">https://www.ringier-advertising.ch/portfolio/print/schweizer-illustrierte/</a>
Schweizerische Gewerbezeitung	<a href="https://www.gewerbezeitung.ch/de/inserate-mediataten/mediadaten">https://www.gewerbezeitung.ch/de/inserate-mediataten/mediadaten</a> <a href="https://www.gewerbezeitung.ch/media/16919/20210302_media-doku-2021_sqz-jam_de.pdf">https://www.gewerbezeitung.ch/media/16919/20210302_media-doku-2021_sqz-jam_de.pdf</a>
Solothurner Zeitung	<a href="https://chmediawerbung.ch/print/zeitungen/az-solothurner-zeitung/tab-20170413222411-mediataten-1288/">https://chmediawerbung.ch/print/zeitungen/az-solothurner-zeitung/tab-20170413222411-mediataten-1288/</a>
SonntagsZeitung	<a href="https://publishing.goldbach.com/de/marken/details/sonntagszeitung/tab/werbung/type/advertising-print">https://publishing.goldbach.com/de/marken/details/sonntagszeitung/tab/werbung/type/advertising-print</a>
St. Galler Tagblatt / St. Gallen-Gossau-Rorschach	<a href="https://chmediawerbung.ch/print/zeitungen/st-galler-tagblatt/">https://chmediawerbung.ch/print/zeitungen/st-galler-tagblatt/</a>
Swissquote Magazine / deutsche Ausgabe	<a href="https://de.swissquote.com/newsroom/magazine?sq_country=CH#advertisers">https://de.swissquote.com/newsroom/magazine?sq_country=CH#advertisers</a>
Swissquote Magazine / édition française	<a href="https://fr.swissquote.com/newsroom/magazine?sq_country=CH#advertisers">https://fr.swissquote.com/newsroom/magazine?sq_country=CH#advertisers</a>
Tages-Anzeiger	<a href="https://publishing.goldbach.com/de/marken/details/tages-anzeiger">https://publishing.goldbach.com/de/marken/details/tages-anzeiger</a>
Tribune de Genève	<a href="https://publishing.goldbach.com/fr/marques/details/tribune-de-geneve">https://publishing.goldbach.com/fr/marques/details/tribune-de-geneve</a>
Zürcher Oberländer	<a href="https://zomelv01.rzl.a-f.ch/app/#/s/Zebf30y">https://zomelv01.rzl.a-f.ch/app/#/s/Zebf30y</a>

Table 5: Excerpt of extrapolated raw data in Microsoft excel, received from Argus, from the 14 December 2020

Id	Publication date	Medium	Headline	Language	Edition	Media Type	Media	Picture size	PDF
23131	14.12.2020	20 Minuten Zürich	IQOS	German	147'65	Print	Daily and weekly media	14141	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312303&amp;artikelDateId=271698446&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312303&amp;artikelDateId=271698446&amp;typ=3</a>
2303					9				
23131	14.12.2020	20 Minuten Lausanne	IQOS	French	103'669	Print	Daily and weekly media	14558	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312397&amp;artikelDateId=271698577&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312397&amp;artikelDateId=271698577&amp;typ=3</a>
2397									
23131	14.12.2020	24 Heures Lausanne	IQOS	French	23'379	Print	Daily and weekly media	64751	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312197&amp;artikelDateId=271697862&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312197&amp;artikelDateId=271697862&amp;typ=3</a>
2197									
23130	14.12.2020	Aargauer Zeitung / Gesamt Regio	IQOS	German	57'508	Print	Daily and weekly media	65391	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231302268&amp;artikelDateId=271680037&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231302268&amp;artikelDateId=271680037&amp;typ=3</a>
2268									
23129	14.12.2020	Basler Zeitung	IQOS	German	38'978	Print	Daily and weekly media	66975	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231299761&amp;artikelDateId=271675599&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231299761&amp;artikelDateId=271675599&amp;typ=3</a>
9761									
23131	14.12.2020	Berner Zeitung / Ausgabe Stadt + Region Bern	IQOS	German	34'145	Print	Daily and weekly media	69529	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312225&amp;artikelDateId=271698062&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312225&amp;artikelDateId=271698062&amp;typ=3</a>
2225									
23129	14.12.2020	Blick	IQOS	German	95'944	Print	Daily and weekly	31023	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231297284&amp;artikelDateId=271671143&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231297284&amp;artikelDateId=271671143&amp;typ=3</a>
7284									

								y media	
23129 6892	14.12. 2020	bz Zeitung für die Region Basel	IQOS	Germ an	22'70 2	Print	Daily and weekly media	6205 2	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231296892&amp;artikelDateId=271670517&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231296892&amp;artikelDateId=271670517&amp;typ=3</a>
23131 2230	14.12. 2020	Corriere del Ticino	IQOS	Italian	31'702	Print	Daily and weekly media	31157	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312230&amp;artikelDateId=271698124&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312230&amp;artikelDateId=271698124&amp;typ=3</a>
23131 2290	14.12. 2020	Der Bund	IQOS	Germ an	34'78 2	Print	Daily and weekly media	6656 4	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312290&amp;artikelDateId=271698417&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312290&amp;artikelDateId=271698417&amp;typ=3</a>
23131 2424	14.12. 2020	La Regio ne	IQOS	Italian	28'06 6	Print	Daily and weekly media	63147	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312424&amp;artikelDateId=271698626&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231312424&amp;artikelDateId=271698626&amp;typ=3</a>
23129 5629	14.12. 2020	Liecht enstei ner Vaterl and	IQOS	Germ an	8'083	Print	Daily and weekly media	62787	<a href="https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231295629&amp;artikelDateId=271668531&amp;typ=3">https://avenue.argusdatainsights.ch/Article/AvenueClip?avenueGUID=152e2d64404545ee934ca6d57487a9f1&amp;artikelId=231295629&amp;artikelDateId=271668531&amp;typ=3</a>

Link to excerpt of raw data from Argus: <https://avenue.argusdatainsights.ch/pressreviews/2020-12/765/prv-be5c6b0f-65ee-45fe-a95e-21ff7cbb0cbc.pdf?637435476059530000>

**Table 6: Cost estimations by calendar week**

Calendar week	Total advertisement costs	Total advertisement costs with Headline "IQOS" and Philip Morris
36_2020	CHF 70'010.00	CHF -
37_2020	CHF 116'486.00	CHF -
38_2020	CHF 38'506.00	CHF -
39_2020	CHF 92'746.00	CHF -
40_2020	CHF 88'940.00	CHF -
41_2020	CHF 21'900.00	CHF -
42_2020	CHF 253'922.00	CHF 253'922.00
43_2020	CHF 446'346.00	CHF 446'346.00
44_2020	CHF 373'791.00	CHF 373'791.00
45_2020	CHF 330'028.00	CHF 317'378.00
46_2020	CHF 224'160.00	CHF 218'110.00
47_2020	CHF 353'659.00	CHF 333'779.00
48_2020	CHF 383'574.00	CHF 358'579.00
49_2020	CHF 76'335.00	CHF 76'335.00
50_2020	CHF 488'782.00	CHF 419'598.00
51_2020	CHF 691'346.00	CHF 681'846.00
52_2020	CHF 273'490.00	CHF 273'490.00
53_2020	CHF 71'735.00	CHF 71'735.00
1_2021	CHF -	CHF -
2_2021	CHF 16'645.00	CHF -
3_2021	CHF -	CHF -
4_2021	CHF -	CHF -
5_2021	CHF -	CHF -
6_2021	CHF 79'100.00	CHF 53'000.00
7_2021	CHF -	CHF -
8_2021	CHF 248'323.00	CHF 248'323.00
9_2021	CHF 388'255.00	CHF 388'255.00
10_2021	CHF 513'936.00	CHF 513'936.00
11_2021	CHF 359'096.00	CHF 359'096.00
12_2021	CHF 36'145.00	CHF 19'500.00
13_2021	CHF -	CHF -
14_2021	CHF -	CHF -
15_2021	CHF 16'645.00	CHF -
16_2021	CHF 16'645.00	CHF -
17_2021	CHF 16'645.00	CHF -
18_2021	CHF -	CHF -
19_2021	CHF -	CHF -
20_2021	CHF -	CHF -
21_2021	CHF -	CHF -

22_2021	CHF	130'158.00	CHF	130'158.00
23_2021	CHF	50'085.00	CHF	33'440.00
24_2021	CHF	-	CHF	-
25_2021	CHF	22'800.00	CHF	22'800.00
26_2021	CHF	26'500.00	CHF	26'500.00
27_2021	CHF	16'645.00	CHF	-
28_2021	CHF	-	CHF	-
29_2021	CHF	-	CHF	-
30_2021	CHF	-	CHF	-
31_2021	CHF	34'645.00	CHF	-
32_2021	CHF	45'010.00	CHF	45'010.00
33_2021	CHF	16'645.00	CHF	-
34_2021	CHF	22'990.00	CHF	22'990.00
35_2021	CHF	18'700.00	CHF	18'700.00
36_2021	CHF	15'600.00	CHF	15'600.00
<b>Total</b>	<b>CHF</b>	<b>6'486'969.00</b>	<b>CHF</b>	<b>5722'217.00</b>

Graph 5: PMI Expenditures amongst Swiss print publications

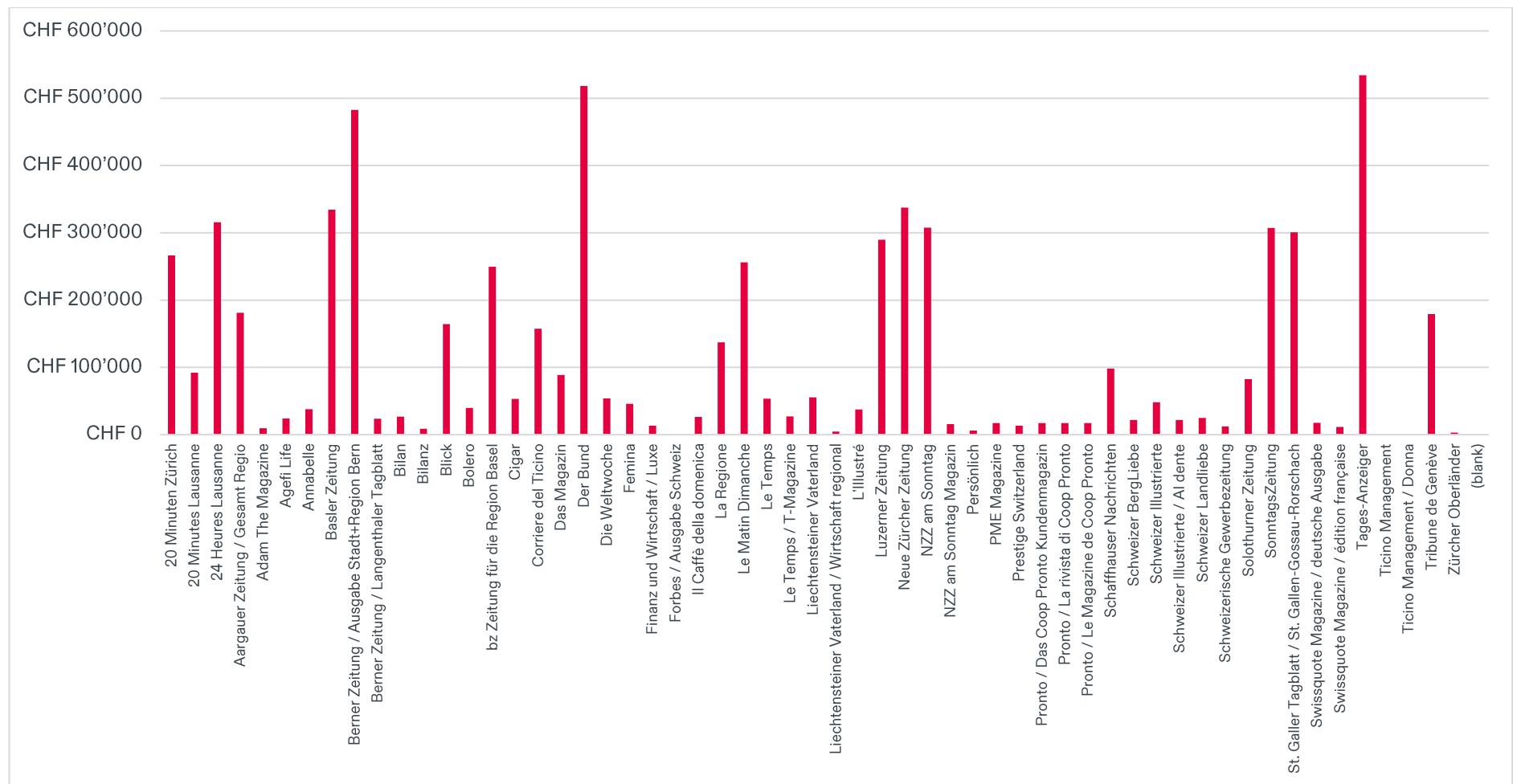


Figure 6: NZZ content solutions official rates from 2019 for “Kundenmagazin,” or Customer Magazine

### KUNDENMAGAZINE

Gerne realisiert NZZ Content Solutions Ihr Kundenmagazin nach Mass in der «Neuen Zürcher Zeitung» und der «NZZ am Sonntag» sowie im «NZZ Folio» und im «Stil».

STANDARD 1 – A4 HOCH			
<b>Format</b>	«Neue Zürcher Zeitung»	«Neue Zürcher Zeitung»	«NZZ am Sonntag»
Erscheinungsweise	Montag bis Freitag	Samstag	Sonntag
Gesamte Druckauflage	90 000 Exemplare	98 000 Exemplare	124 000 Exemplare
<b>Umfang</b>	<b>20 Seiten</b>	<b>20 Seiten</b>	<b>20 Seiten</b>
Gewicht	51 bis 75 g	51 bis 75 g	51 bis 75 g
Werbewert <sup>1</sup>	Fr. 47 000.–	Fr. 51 000.–	Fr. 79 000.–
<b>Gesamtpreis<sup>2</sup></b>	<b>Fr. 140 000.–</b>	<b>Fr. 145 000.–</b>	<b>Fr. 170 000.–</b>
<b>Umfang</b>	<b>28 Seiten</b>	<b>28 Seiten</b>	<b>28 Seiten</b>
Gewicht	76 bis 100 g	76 bis 100 g	76 bis 100 g
Werbewert <sup>1</sup>	Fr. 52 000.–	Fr. 57 000.–	Fr. 89 000.–
<b>Gesamtpreis<sup>2</sup></b>	<b>Fr. 165 000.–</b>	<b>Fr. 170 000.–</b>	<b>Fr. 200 000.–</b>
<b>Umfang</b>	<b>36 Seiten</b>	<b>36 Seiten</b>	<b>36 Seiten</b>
Gewicht	36 Seiten	101 bis 150 g	101 bis 150 g
Werbewert <sup>1</sup>	Fr. 57 500.–	Fr. 62 000.–	Fr. 97 000.–
<b>Gesamtpreis<sup>2</sup></b>	<b>Fr. 185 000.–</b>	<b>Fr. 190 000.–</b>	<b>Fr. 225 000.–</b>
<b>Umfang</b>	<b>44 Seiten</b>	<b>44 Seiten</b>	<b>44 Seiten</b>
Gewicht	101 bis 150 g	101 bis 150 g	101 bis 150 g
Werbewert <sup>1</sup>	Fr. 57 500.–	Fr. 62 000.–	Fr. 97 000.–
<b>Gesamtpreis<sup>2</sup></b>	<b>Fr. 200 000.–</b>	<b>Fr. 205 000.–</b>	<b>Fr. 245 000.–</b>

<sup>1</sup> Abschlags- oder Spartenabdruck und Beraterkommunikation können nur auf Werbewert (Taifun Belegen) gewährt werden, nicht auf Inhaltsentfernung.  
<sup>2</sup> Inhaberstellung inklusive Konzeption, Gestaltung, Redaktion, Produktion, Korrektur, Druck sowie Distribution; exklusive Bildmaterial.

### NZZ CONTENT SOLUTIONS

Dienstleister für journalistisches Storytelling nach NZZ-Qualitätsstandard



Als Anbieter intelligenter, massgeschneiderten Kommunikationslösungen konzipiert und realisiert NZZ Content Solutions Unternehmensmedien, die punktgenau die Bedürfnisse deren Zielgruppen erfüllen. Print und Digital, auf Wunsch alles aus einer Hand. Hochwertige journalistische Inhalte, kreatives Design sowie innovative Technologie kennzeichnen das breit gefächerte Leistungsspektrum. Dazu gehören Kundenmagazine und Verlagsbelägen in den Titeln der NZZ-Mediengruppe, eigenständige Unternehmenspublikationen und digitales Storytelling, zum Beispiel als Sponsored Content Stories auf «NZZ.ch» oder «NZZ Bellevue» – gerne auch crossmediale umgesetzt in den adäquaten Printtiteln. Mit seiner Content-Marketing-Expertise ist NZZ Content Solutions ein gefragter Partner und Berater auf dem Gebiet strategisch angelegter Markenkommunikation.

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