

NZZ Akzent

The daily NZZ podcast

NZZ*one*
premium · brand · advertising

What we do

Something about the world every day

From Monday to Friday, NZZ correspondents tell us what moves them. Our hosts Nadine Landert and David Vogel ask them about it. The podcast «NZZ Akzent» is very popular with our listeners and reaches up to 650,000 downloads per month (as of January 2023).

Over a **10 minute period topics relevant to that week** are analysed, arranged and light shed onto their background. The main focus is on international events and business, but we also leave space for other subjects which impact on the world in which our target group live.

Our podcast is definitely not a «rolling news radio station». What we offer is exciting «**storytelling**» in self-contained chapters.

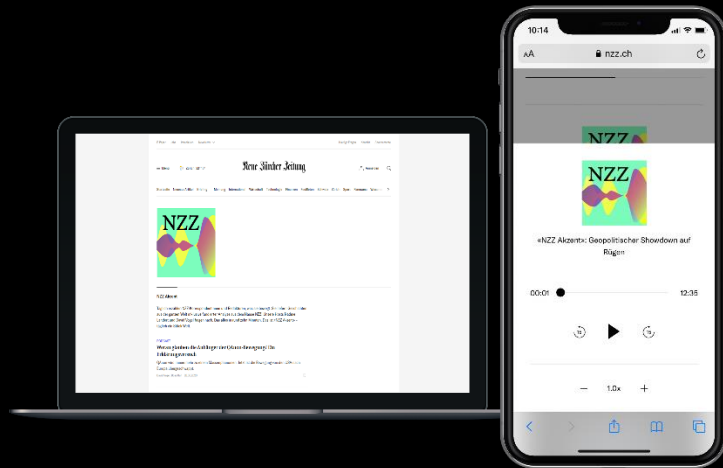
Our podcast offers a modern and compact format for a **young target group** aged from 20 to 40.



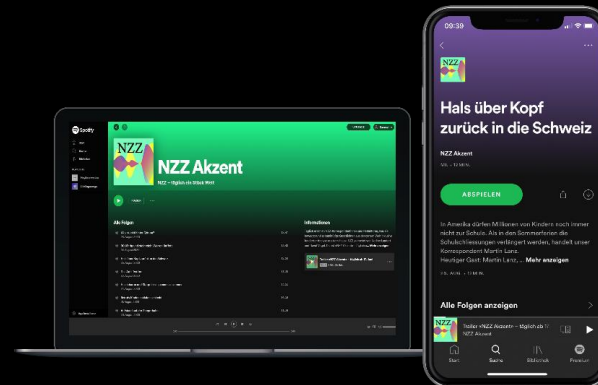
Distribution

The podcast can also be heard on Spotify, Apple Podcast and Castbox.

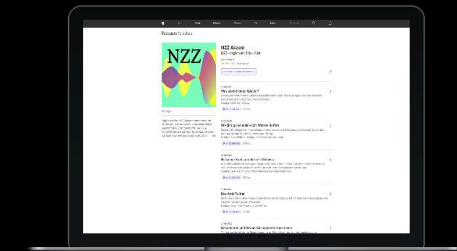
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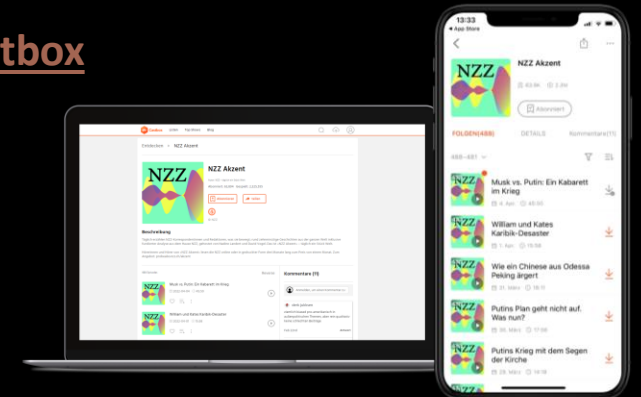
Spotify



Apple Podcast

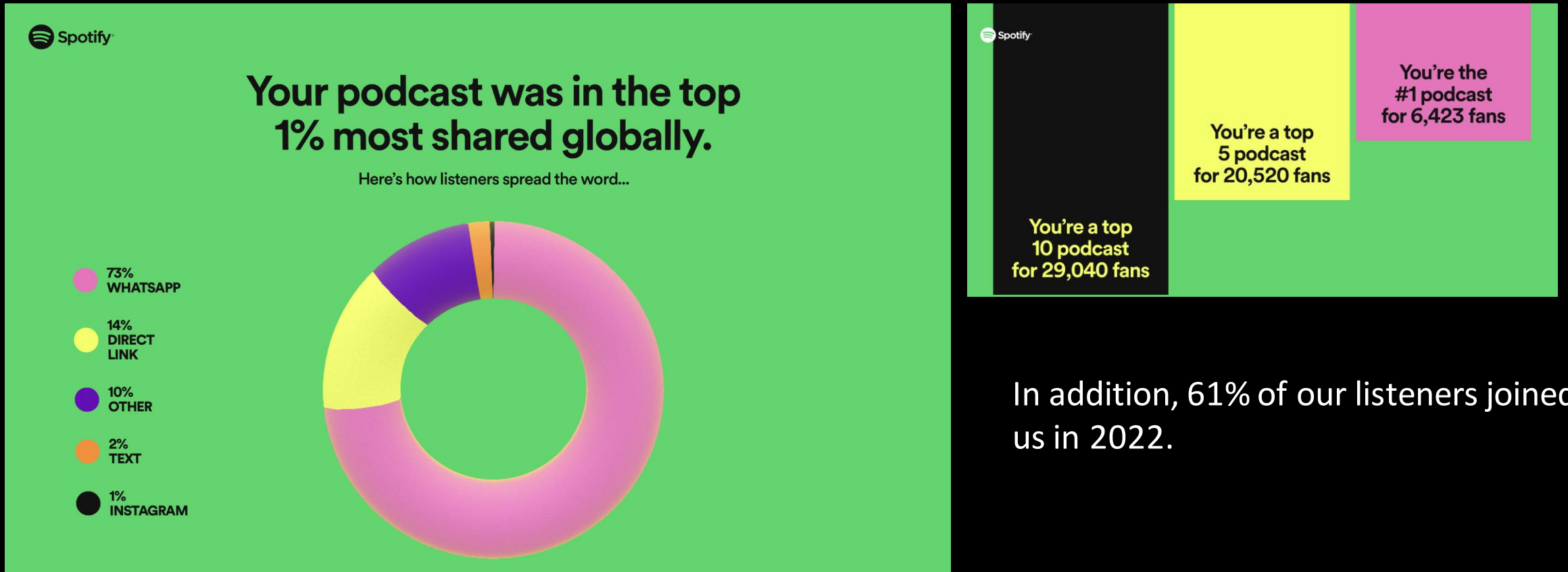


Castbox



Spotify Year in Review 2022

NZZ Akzent produced over 3,301 listening minutes and is very popular with many fans.








In addition, 61% of our listeners joined us in 2022.






Apple Podcasts Charts 2022

NZZ Akzent is far ahead in the most important rankings.

Top Podcasts 2022

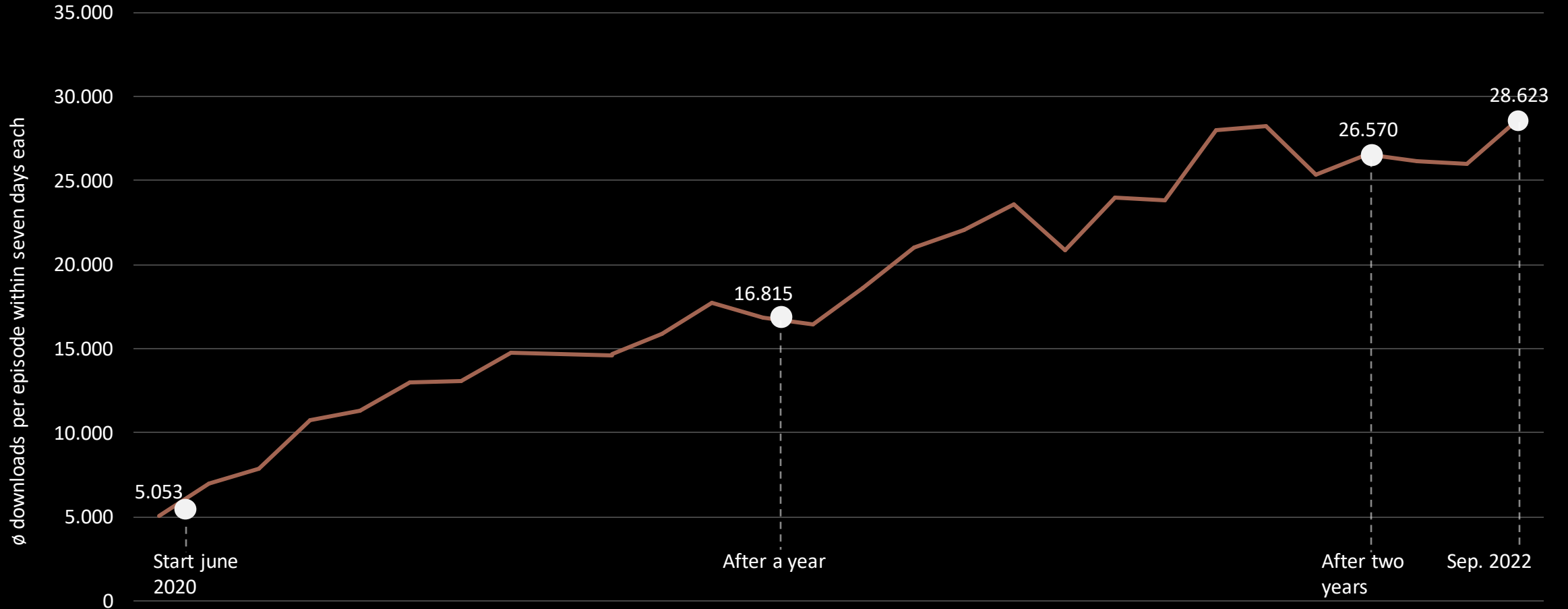
1		Schweizer Radio und Fernsehen (SRF) Echo der Zeit
2		Sabine Meyer & Feli Ambauen Beziehungskosmos
3		NZZ – täglich ein Stück Welt NZZ Akzent
4		Schweizer Radio und Fernsehen (SRF) Input
5		Schweizer Radio und Fernsehen (SRF) Focus: Ein Gast – eine Stunde

Most followed podcasts 2022

1		Sabine Meyer & Feli Ambauen Beziehungskosmos
2		Schweizer Radio und Fernsehen (SRF) Echo der Zeit
3		ZDF, Markus Lanz & Richard David Precht Lanz & Precht
4		NZZ – täglich ein Stück Welt NZZ Akzent
5		Schweizer Radio und Fernsehen (SRF) Sternstunde Philosophie

Development since launch

The average number of downloads per episode has increased almost sixfold in just under two years.

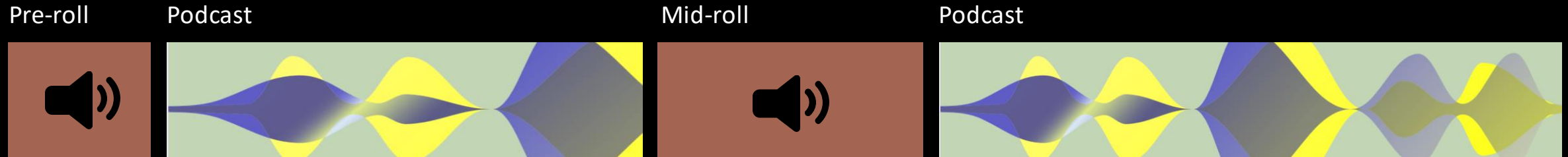


Promotional opportunities

Rules on content and recommendations

Promotional opportunities

Audio message at pre-roll and mid-roll.



Pre-roll

- Position: before the actual podcast
- Approx. 15-20 words
- Wording: «**This podcast is brought to you by...**»

Mid-roll

- Position: after the first third of the content (approx. between minutes 3 and 5)
- Max. 350 characters incl. spaces; max. 20 seconds
- Wording: **TBD with the promotional partner**

Production of the spot

- The production of the commercials is always carried out by NZZone.
- Third-party produced spots are possible in consultation (voice only: without background music, without further sound effects, etc.).
- «Native integrations» are not possible.

Voice-over artists

The following voice-over artists (male and female) are available for recording the audio message.

Selection of voices

From a running time of three weeks, at least two spot texts must be supplied. We recommend that you use one female and one male voice.

Aurel

[audio sample](#)

Ben

[audio sample](#)

Emma

[audio sample](#)

Karl

[audio sample](#)

Laura

[audio sample](#)

Robert

[audio sample](#)

Susanne

[audio sample](#)

Yael

[audio sample](#)

Pricing

Bookable by the week or month.

Duration one week: Forecast over 150,000 cumulative downloads per week	
Service	Gross price
Promotion: pre-roll and mid-roll in five broadcasts	CHF 9,000.–
Production costs: creation of at least one spot	CHF 600.–
Total gross price	CHF 9,600.–

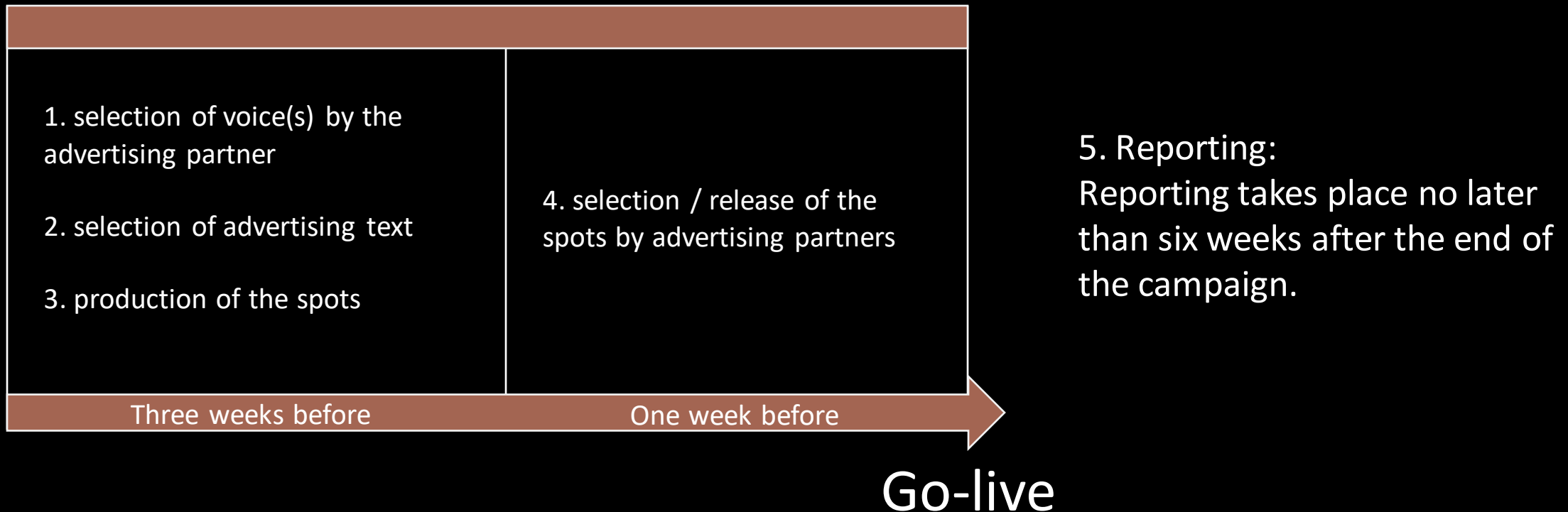
Duration one month: Forecast around 650,000 cumulative downloads per month	
Service	Gross price
Promotion: pre-roll and mid-roll in 20 broadcasts	CHF 30,000.–
Production costs: creation of at least two spots (CHF 450.– per spot)	CHF 900.–
Total gross price	CHF 30,900.–

Number and approval of spots:

- Bookings for a maximum of two weeks: at least one spot
- Bookings for three weeks or more: at least two different spots
- If requested, the promotional partner will receive three versions (voice timbre) of each spot/text for selection and approval of the finished spot.
- Change requests after the start of production will incur additional costs of at least CHF 250.–.

Timeline

The following schedule must be maintained to meet booked dates:





Successful together

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