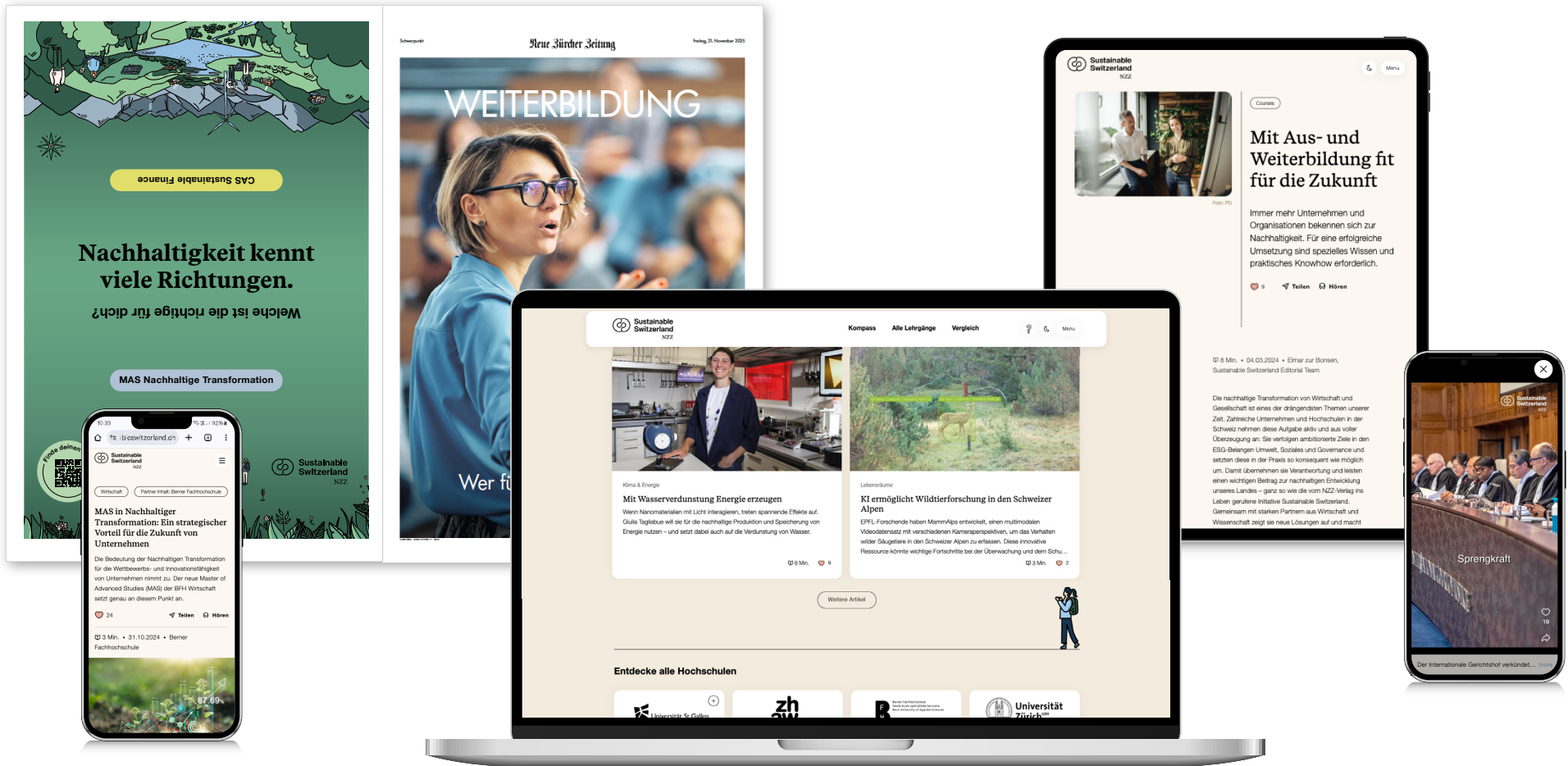


Factsheet

# Education Partner



Sustainable  
Switzerland  
NZZ



# Greater visibility for your degree programs with the Education Compass

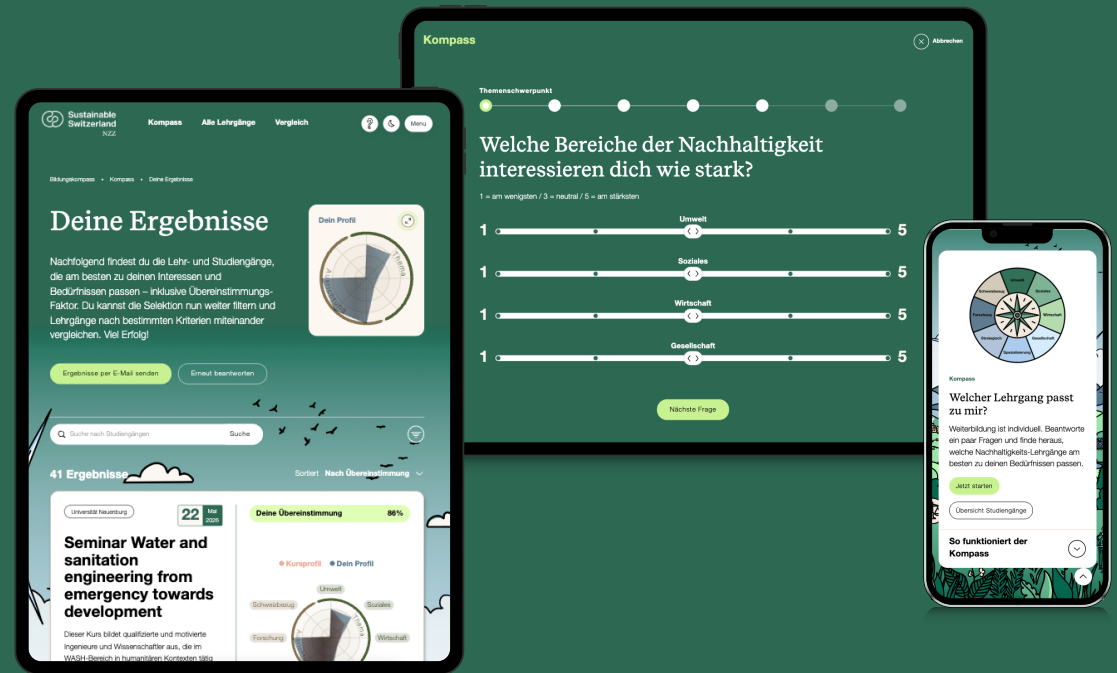
Education in the field of sustainability is a key lever for long-term sustainable development. At NZZ and Sustainable Switzerland, you reach an engaged target audience with high relevance and above-average purchasing power.

With the Education Compass, Sustainable Switzerland has created a dedicated platform that structures, compares, and presents Switzerland's educational offerings in the field of sustainability. Alongside an intuitive comparison tool, an interactive questionnaire is available that recommends specific degree programs based on individual interests and goals. A large share of the programs offered by universities of applied

sciences and traditional universities has already been indexed. As an Education Partner, you have the opportunity to make your study programs visible where prospective students are seeking orientation – through content placed within an editorial context.

Learn more about the available options and contact us.

→ [info@sustainableswitzerland.ch](mailto:info@sustainableswitzerland.ch)



## Advantages of becoming an Education Partner

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As an Education Partner, you benefit from our data capture service for your degree programs, communication services in the form of multimedia content including audience reach, and access to our community of companies and professionals.

### Overview of services

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#### ✓ **Content production**

Articles and/or videos related to your degree programs and institutions, such as alumni stories, expert contributions, or institutional insights – always in line with NZZ quality standards.

#### ✓ **Reach within an editorial environment**

Distribution of the content across Sustainable Switzerland's communication channels (portal, social media, newsletter), including a teaser on nzz.ch. Optional: print publication in NZZ (see packages).

#### ✓ **Logo presence**

Permanent listing as an **Education Partner** on the sustainableswitzerland.ch platform, with visibility within the Education Compass environment.

#### ✓ **Data capture service**

Collection and publication of all sustainability-related degree programs offered by your institution.

## Packages and conditions

Education Partner Packages	Basic	Medium	Large
<b>Partner status</b> Logo presence / data capture service	☑	☑	☑
<b>Social media story teaser</b> Sustainable Switzerland (Meta or LinkedIn)	1	2	3
<b>Newsletter story teaser</b> NZZ “Planet A”	1	1	2
<b>Content*</b> Stories (articles/videos) related to your educational offerings	1x Online guest contribution sustainableswitzerland.ch	1x Online guest contribution sustainableswitzerland.ch 1x Online editorial article 1x Short video (9:16)	1x Online guest contribution sustainableswitzerland.ch 1x Print editorial article (NZZ / NZZ am Sonntag) 1x Short video (9:16)
<b>Print advertisements</b>	–	–	1x Quarter-page horizontal with editorial adjacency (NZZ / NZZ am Sonntag)
Gross value (CHF)	15,750	33,750	73,550
<b>Net price (CHF)</b>	<b>10,000</b>	<b>20,000</b>	<b>40,000</b>

### \*Notes on the “Content” module

- Editorial articles are written by the Sustainable Switzerland editorial team
- For online guest contributions and articles, a minimum of 1,000 page views is guaranteed (with no upper limit)
- Short videos are published on the sustainableswitzerland.ch portal and on Sustainable Switzerland’s Instagram channel