



EXECUTIVE LIFE

They have managed people and organisations all over the world, and now they're working and living among us. Executive Life talks to the CEOs of major companies established in Switzerland about living the life of an executive here—and asks them for advice on success and failure. Join Susan Flory and François Clerc each Wednesday at 11 am, repeated Sundays at 10am.

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Channel

World Radio Switzerland

Air Time

Wednesday from 11.00 to 11.30

Sunday (repeat) from 10.00 to 10.30

Sponsorship mentions:

At the beginning and at the end of the program (neither slogan nor advertising message). In addition, one promotrailer will be broadcasted between Monday and Sunday. Total of 11 mentions a week.

World Radio Switzerland's audience

Daily reach: 127'000 people

Costs

12 weeks: CHF 6 000.–, 132 mentions

26 weeks: CHF 11 700.–, 286 mentions (10% discount)

52 weeks: CHF 20 800.–, 572 mentions (20% discount)

Production costs of mentions

CHF 500.– per jingle

Kontakt

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