

# The Swiss business platform for Pro-AV, digital signage and consumer electronics topics

CEtoday is the cross-media B2B magazine with the widest reach in the Pro-AV, digital signage and consumer electronics, covering the entire value chain from manufacturing to integration into business environments. We are not just observers, but shapers of the industry by highlighting current events, providing in-depth background knowledge and letting key decision-makers have their say.

## Target group

Our readership consists of manufacturers, suppliers and those responsible for purchasing Pro-AV, digital signage and CE products and the corresponding services. This includes specialist dealers, installers, integrators, wholesalers and distributors. We are also aimed at buyers and other managers responsible for the procurement and maintenance of Pro AV infrastructures and collaboration solutions in business contexts. Decision-makers from various industries such as healthcare, hotels, restaurants, educational institutions, municipalities, churches and event venues will find specific information for their business requirements in our content.



ELEKTRO HEUTE

ELEKTRO HEUTE APPEARS TWICE A YEAR WITH CETODAY

**The trade magazine for the Swiss electrical household appliance trade**

Elektro Heute reports on the most important trends in the electronic trade. The focus is on electrical household appliances, from small to large appliances, but the manufacturers and the main players in the Swiss market are not neglected either.

**Target group**

Specialist electrical retailers, specialist household shops, electricians/planners. All manufacturers and suppliers of electrical products and services and kitchen builders. Brand representations, Wholesalers, distributors. Independent radio/TV retailers, EP/Expert, Euronics, telecom shops, Technical Superstores & Electrical Chains (including e-tailers), Mass Merchandisers/Do-it-yourselfers.



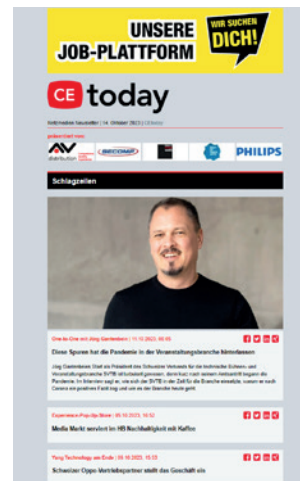
**TOPIC OVERVIEW**

Edition	Release date	Ads deadline	Editorial deadline	Topics
1	17.04.2024	28.03.2024	18.03.2024	Small appliances, Home Fair, Barbecue & Garden
2	02.10.2024	13.09.2024	03.09.2024	Large appliances, coffee, smarthome

PRINT	
Distribution	2 editions / year
Readers	30 000
Circulation	4 900
Subscribers	4 650

ONLINE	
www.cetoday.ch/elektro	
Unique Clients / month	35 000
Visits / month	41 000
Page Impressions / month	52 000

NEWSLETTER	
Subscribers	3 600
Mailing Elektro Heute	1x / week (Fri)
Opening rate	38 %



PRINT	
Distribution	8 editions / year
Readers	30 000
Circulation	4 900
Subscribers	4 650

ONLINE	
www.cetoday.ch	
Unique Clients / month	35 000
Visits / month	41 000
Page Impressions / month	52 000

NEWSLETTER	
Subscribers	4 000
Mailing CEtoday	6x / week (Mon – Sat)
Opening rate	43 %

PRINT\*

\*The advertisement formats in print and in the newsletter also apply to Elektro Heute



Cover flap

Front: 118x265 mm  
Interior: 118x320 mm



Opening

(2/1 pages, page 2 and 3)  
470 x 320 mm



1/1 page

235 x 320 mm  
208 x 247,5 mm



1/2 page vertical/horizontal

115 x 320 mm 235 x 155 mm  
102 x 243 mm 208 x 128 mm



1/3 page vertical/horizontal

80 x 320 mm 235 x 110 mm  
66 x 243 mm 208 x 83 mm



1/4 page horizontal

235 x 83 mm  
208 x 56 mm



Product showcase

1/1 page / 3 products

Edge Dropping + 3mm bleed

Type area

Paper:  
LuxoArt velvet, bright white,  
Standard painted matt. 90gm2

Fileformat: PDF, 300dpi

ONLINE

possible on the platforms of CEtoday and Elektro Heute

Wideboard Top  
Desktop: 994x250px  
Mobile: 350x70px

Halfpage 1 + Sticky  
300x600px

Halfpage 2  
300x600px

Rectangle 1  
300x250px

Rectangle 2  
300x250px

Fishtank  
Desktop: 980x768px | Mobile: 320x480px

Fileformat: JPEG/PNG/GIF/HTML5 (max. 180kB)

NEWSLETTER\*

\*The advertisement formats in print and in the newsletter also apply to Elektro Heute

Fullbanner  
580x160px

Annual logo integration

Rectangle  
300x250px

Rectangle  
300x250px

Rectangle  
300x250px

Fileformat: JPEG/PNG/GIF (max. 100kB)

**TOPIC OVERVIEW**

Edition	Release date	Ads deadline	Editorial deadline	Topics
1	14.02.2024	26.01.2024	16.01.2024	AV technology for conference rooms and video conferences
2	20.03.2024	06.03.2024	23.02.2024	AV technology in public spaces and retail
3	17.04.2024	28.03.2024	18.03.2024	Technology for seminars and congresses
4	29.05.2024	15.05.2024	30.04.2024	Surveillance technology
5	26.06.2024	07.06.2024	28.05.2024	Event technology
6	28.08.2024	08.08.2024	30.07.2024	Technology for educational institutions
7	02.10.2024	13.09.2024	03.09.2024	Technology for trade fairs and exhibitions
8	13.11.2024	25.10.2024	15.10.2024	AV technology for hotels, hospitals and nursing homes

**PRINT**

Formats	4-coloured Ads
Opening (page 2 and 3)	13 120.–
1/1 page	5980.–
2nd cover page	7140.–
4th cover page	7240.–
Cover flap*	5980.–
1/2 page vertical / horizontal	3680.–
1/3 page vertical / horizontal	2780.–
1/4 page horizontal	2280.–

\* does not apply to Elektro Heute

**ONLINE**

Formats	Duration (Mon–Sun)	Price	desktop	mobile
Wideboard Top**	CPM	180.–	x	x
Halfpage	1 week	2980.–	x	
Halfpage Sticky	1 week	3980.–	x	
Rectangle	1 week	2380.–	x	x
Rectangle	1 week	950.–		x*
Fishtank	1 week	2980.–	x	x

\* only in combination with Halfpage and Halfpage Sticky

\*\* also possible in Elektro Heute

**NEWSLETTER**

daily dispatch 6x / week (Mon–Sat)	
Formats	Price
Fullbanner CToday	2480.–
Fullbanner Elektro Heute	990.–
Annual logo integration CToday	4900.–
Annual logo integration Elektro Heute	2900.–
Rectangle CToday	2380.–
Rectangle Elektro Heute	950.–

CROSSMEDIAL								
Package	PR	No. of characters incl. blank. min. - max.	Composition	Price Print and online 1 week «SPONSORED POST» 1 week newsletter	Price only online 1 week «SPONSORED POST» on homepage	Performance campaign with 555 guaranteed views	Content- Creation (Reference value)	
Advertorial 2/1 pages	✓	7500–8000	Text, picture(s), company address + logo of customer	13 400.–	3830.–	Book guaranteed views in addition to your online presence (e.g. nzz.ch, tagesanzeiger.ch, handelszeitung.ch)	2200.–	
Advertorial 1/1 page	✓	4000–4500	Text, picture(s), company address + logo of customer	8450.–	3830.–		1100.–	
Advertorial 1/2 page	✓	1000–1500	Text, picture(s), company address + logo of customer	6100.–	3830.–		770.–	
Success Story 2/1 pages	✓	7500–8000	Text, picture(s), author info, company address + logo of customer	7950.–	3830.–		2200.–	
Topseller 1/1 page	✓	3000–3500	Interview by editors (questions by mail)	5300.–	3830.–		incl.	
Product Showroom 1/1 page (3 products) 1/1 page (2 products)	✓	per 1000–1500 per 1500–2000	Text, picture(s), logo(s) of customer	7650.–	3830.–		incl.	
Company Profile 1/1 page	✓	3000–3500	Text, picture(s), company address + logo of customer	4950.–	3550.–		Price 1998.–	1100.–
Large Dossier 4/1 pages	✗ ✓	7500–8000 + interview	1st page: Intro by editors 2nd + 3rd page: Expert Article from customer 4th page: Interview by editors (questions by mail)	10 850.–	9900.–		each additional view 3.60	3300.–
Compact Dossier 2/1 pages	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	6950.–	4750.–			2200.–
Expert Article 2/1 pages	✗	7500–8000	Text, image(s), author info from customer	6950.–	3250.–			2200.–
Expert Article 1/1 page	✗	3000–3500	Text, image(s), author info from customer	4550.–	3250.–	1100.–		
Expert Interview 2/1 pp.	✓	7500–8000	Text by editors, portrait photo	12 900.–	9900.–		incl.	

Each additional week of «SPONSORED POST» on the homepage or newsletter teaser costs another CHF 1000.-

MEDIA PARTNERSHIPS

Crossmedial	Price
<p><b>Advertising services</b></p> <ul style="list-style-type: none"> <li>• Event Plus Package</li> <li>• Advertorial 1/1 p. (print und online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter)</li> <li>• Rectangle (1 week fixed placement on the homepage)</li> <li>• Rectangle (1 week fixed placement in the newsletter)</li> </ul> <p><b>Editorial services</b></p> <ul style="list-style-type: none"> <li>• Pre-reporting (print and/or online)</li> <li>• Visit of the event by 1 editor</li> <li>• post-reporting (print and/or online)</li> </ul>	<p>7150.–</p> <p>(gross value 14 300.–)</p>

**ADD-ONS**

Mini Social Media Campaign	Price
3 Social-Media-Posts on LinkedIn / per week (in addition to your online presence)	1000.–
Performance campaign with 555 guaranteed clicks	Price
Book guaranteed clicks in addition to your online presence (min. booking CHF 2000.–)! We place your native text ad in our news network (e.g. www.nzz.ch, www.tagesanzeiger.ch, www.handelszeitung.ch) by means of retargeting, on external news pages and guarantee you 555 clicks. +/- 300 000 Ad Impressions (CPM à CHF 5.55)	1998.–
each additional click	3.60
Contextual Keyword Campaign	Price
With the help of contextual targeting, ads can be automatically played out at article level in our news network on the basis of a predefined keyword list. Through the use of contextual targeting, the advertising is only delivered in the context that is relevant to the user. Booking from 50 000 Ad Impressions (CPM à CHF 100.–) Required Ad-Formats: Standard display formats + native Textad	5000.–
Geotargeting Campaign	Price
By means of systematic retargeting of our users, we reach exclusively the IT channel in 1- 5 cantons of your choice and this on selected news websites in your area - without wastage.Booking from 50 000 ad impressions (CPM à CHF 50.–) Required advertising media (min. 3): 300x250, 160x600, 300x600, 970x250, 728x90	2500.–

**SPEZIALFORMATE**

Video Interview	Price
Nothing is more credible than a personal message with picture + sound Video interview including 1 week «Sponsored Post» + 1 week newsletter teaser and production via zoom (Duration 2 – 5 min)	6280.–
Logo Integration	500.–

**EVENTPROMOTION**

Event Plus – Package		Preis
Print	1/3 page in the Service section	1090.– 980.– (without print) NO REPORTING
Online	Post on cetoday.ch/events	
Newsletter	1 week teaser of the online Post	
Take note of our media partnership offers (page 7)		

**SPONSORING PACKAGE NETZMEDIEN SOMMER PARTY**

	Sponsoring (large)	Sponsoring (medium)	Sponsoring (small)
Placement of a logo in our communication materials as well as on roll-ups and the sponsor wall at the event	X	X	X
Possibility of placing a table with gadgets/info and own roll-up on site	X		
Professional article (1/1 page, cross-media) in our or two weeks rectangle on netzwoche.ch, it-markt.ch or cetoday.ch	X		
One week Rectangle on netzwoche.ch, it-markt.ch or cetoday.ch		X	
Logo placement in the follow-up reporting in our magazines Netzwoche, IT-Markt and CEtoday and on our websites netzwoche.ch, it-markt.ch and cetoday.ch	X	X	X
Price	5000.–	2500.–	1500.–

**DISTRIBUTE YOUR SUPPLEMENT ON OUR CHANNELS**
**CONTACT US FOR DETAILS**



CROSS-MEDIA TRADE MAGAZINES



**IT-Markt**

The highest-coverage trade magazine for the Swiss IT channel.



**Netzwoche**

Netzwoche is the most read Swiss trade magazine for business IT.



**ICTjournal**

The only business IT magazine in Frenchspeaking Switzerland.

CROSS-MEDIA VERTICALS



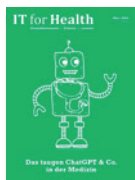
**Cybersecurity**

shows IT decision-makers the weaknesses and how they can protect themselves.

**Release dates**

10.04.2024  
w/ Netzwoche & ICTjournal  
17.04.2024  
w/ IT-Markt

Dispatch: 1x / year  
Circulation: 19 600  
Readers: 117 600



**IT for Health**

highlights all topics relating to digitisation and ICT procurement in the Swiss healthcare system.

**Release dates**

1st edition: 02.05.2024  
w/ Netzwoche  
2nd edition: 25.09.2024  
w/ Netzwoche

Dispatch: 2x / year  
Circulation: 9 000  
Readers: 54 000



**Swiss Digital Ranking**

Provides a comprehensive view of Switzerland as an ICT nation: from the overview to the most important and dynamic market segments in a differentiated view.

**Release dates**

12.06.2024 w/ Netzwoche  
26.06.2024 w/ IT-Markt  
03.07.2024 w/ ICTjournal

Dispatch: 1x / year  
Circulation: 19 600  
Readers: 117 600



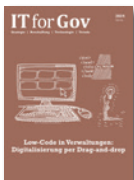
**Finance 2030**

Describes and analyses the opportunities and challenges presented by the digital transformation of the traditional financial world.

**Release date**

03.07.2024  
w/ Netzwoche

Dispatch: 1x / year  
Circulation: 9 000  
Readers: 54 000



**IT for Gov**

is addressed to decision makers and planner in the public administration and to their ICT suppliers.

**Release date**

16.10.2024  
w/ Netzwoche

Dispatch: 1x / year  
Circulation: 9 000  
Readers: 54 000



**Fintech & Insurtech**

analyses the technological side of the Swiss finance and insurance industry.

**Release date**

06.11.2024  
w/ Netzwoche

Dispatch: 1x / year  
Circulation: 9 000  
Readers: 54 000



**Cloud & Managed Services**

serves as an orientation and provides an overview of the latest developments in the market

**Release dates**

04.12.2024  
w/ Netzwoche & ICTjournal  
w/ IT-Markt 01/2025

Dispatch: 1x / year  
Circulation: 19 600  
Readers: 117 600

YEARBOOKS



**Schweizer ICT-Jahrbuch**

The Swiss ICT yearbook is published in cooperation with digital switzerland and will be presented and submitted exclusively at the traditional ICT Networking Party to all participants.



**Guide de l'informatique romande**

The ICT Guide for Western Switzerland offers a complete overview of the IT ecosystem of Frenchspeaking Switzerland and shows the most important IT and market trends, based on an exclusive annual survey.

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**General Information**

All prices in CHF plus VAT.  
Placement surcharge: +20%  
AC for those entitled to commission on advertising  
value: 10% print, 7.5% crossmedial, 5% online

**Media releases:** please send exclusively to  
D-CH: desk@netzmedien.ch  
F-CH: redaction@ictjournal.ch

Data valid from 01.01.2024.  
GTC: www.netzmedien.ch/agb  
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