

# CLOUD & MANAGED SERVICES

Market | Infrastructure | Operations | XaaS

## Release dates:

December 04, 2024 w/ Netzwoche & ICTjournal  
in spring 2025 w/ IT-Markt

**netzmedien**  
netzwoche | IT-MARKT | ICTjournal



VALID FROM JANUARY 1, 2024

## LINEUP

The cloud, for a long time considered merely a buzzword, has established itself as the standard model for operating business IT. Procuring, maintaining and managing your own hardware is a thing of the past. Managed services are becoming more and more important. In addition, the cloud as a delivery model is challenging established revenue models in the channel: be it Infrastructure-as-a-Service, Platform-as-a-Service or Software-as-a-Service – there is hardly an ICT resource that cannot be obtained as an on-demand service by credit card. Cloud services offer flexibility, agility, scalability and, last but not least, cost savings. In recent years, the cloud market has become a multi-billion dollar business, and with the ongoing digitization of the economy, the cloud is becoming more and more important as a delivery and operating model for business IT and development.

**The thematic publication «Cloud & Managed Services» from Netzwoche, IT-Markt and ICTJournal takes up the topic comprehensively and serves as an orientation in the Swiss cloud and managed services market. With articles by authors, it shows current trends, gives prominent representatives a chance to speak and reports on implemented projects. The publication addresses the B2B sector and shows IT decision-makers what they can shift to the cloud.**

## TARGET GROUP

- C-levels at user companies or their ICT managers
- All ICT investment managers in Swiss companies with 50 or more employees
- System integrators
- All providers and implementation partners of hardware, software, services, networks, consulting services
- Value-added resellers
- Value-added distributors
- BPO and BPM providers
- Intermediaries such as IT consultants, ICT consultancies
- Associations
- PR agencies
- Media

## MAIN TOPICS

- Cloud Security
- Compliance
- Cryptominer
- Cyber defence
- Cybercrime-as-a-Service
- Data Protection/Privacy
- Endpoint Security
- GDPR
- Managed Security Services
- Mobile Security
- Ransomware
- Shadow IT
- Security in the IoT
- Swiss Cyber Security Days
- Trends and developments
- Zoarium of cyber threats

## EDITION 2024 | 2025

PRINT			
	ICTJournal	Netzwoche	IT-Markt
<b>Release dates</b>	04.12.2024		in spring 2025
<b>Editorial deadline</b>	05.11.2024		
<b>Adsdeadline</b>	15.11.2024		
<b>Circulation</b>	3520	9000	7000
<b>Distribution</b>	Supplement to Netzwoche, IT-Markt & ICTJournal (pers. addressed)		
	Layout in theme-specific events		
	Individual dispatch		
	Special prints 500 / 1000 / 2000 Ex. or more on customer request		
<b>Paper</b>	PlanoJet, bright white FSC   Cover: 240 g/m2   Content: 120 g/m2		
<b>Format / Finishing</b>	A4 / adhesive binding		

ONLINE			
	ictjournal.ch*	netzwoche.ch*	it-markt.ch*
<b>Unique Users / month</b>	45 500	134 000	
<b>Page Impressions / month</b>	88 000	226 000	
<b>Newsletter subscribers</b>	4600	4500	12 500
<b>Release dates</b>	04.12.2024		in spring 2025
<b>Editorial deadline</b>	05.11.2024		
<b>Delivery date</b>	15.11.2024		
<b>Duration</b>	Publication of the topic dossier permanently online on netzwoche.ch/specials, it-markt.ch/specials & ictjournal.ch/specials		
<b>Onlinemarketing</b>	Specials in the daily newsletter of Netzwoche, IT-Markt & ICTJournal and on their websites		

\* average data

Products	PR	No. of characters incl. blanc. min. – max.	Composition / Mass	Price						
				Print & Online 1 week «SPONSORED POST» 1 week Newsletter Teaser			Online Only 1 week «SPONSORED POST»			
				National CH	D-CH Netzwoche + IT-Markt	F-CH ICTJournal	National CH	D-CH netzwoche.ch OR it-markt.ch	F-CH ictjournal.ch	Content-Creation (Reference value)
Gatefolder 1/1 p. & 2/2 pp.	✓	–	195 x 297 mm (front) + Edge dropping of 3 mm 405 x 297 mm (interior) + Edge dropping of 3 mm	–	24950 print only	–	–	–	–	–
Ad 2nd cover page	✓	–	210 x 297 mm + Edge dropping of 3 mm	21 550	15 850	7 450	–	–	–	–
Ad 1/1 p.	✓	–	210 x 297 mm + Edge dropping of 3 mm	15 950	11 850	6 420	–	–	–	–
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge dropping of 3 mm	10 000	7 570	3 580	–	–	–	–
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	33 650*	24 750*	13 950*	7950**	6300**	3780**	2200
Advertorial 1/1 p.	✓	4000–4500	Text, picture(s), company address + logo of customer	20 340*	14 950*	8 960*	7950**	6300**	3780**	1100
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	13 850*	10 550*	5 850*	7950**	6300**	3780**	770
Success Story 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	14 600*	10 850*	7 950*	7950**	6300**	3780**	2200
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	9 500*	7 360*	4 950*	5750**	3660**	3660**	1100
Large Dossier 4/1 pp.	✗ ✓	7500–8000 + interview	1st page: Intro by editors 2nd + 3rd page: Expert Article from customer 4th page: Interview by editors (questions by mail)	16 750*	12 650*	10 850*	15 250	9 900	9 900	3300
Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	11 150*	8 550*	6 950*	7750**	4900**	4900**	2200
Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	11 200*	8 550*	6 950*	5250**	3350**	3350**	2200
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	8700*	6700*	4690*	5250**	3350**	3350**	1100
Expert Interview 2/1 pp.	✓	7500–8000	Interview by editors	19 900	13 950	12 900	15 250	9 900	9 900	incl.
Performance-Kampagne with 555 guaranteed clicks			Book guaranteed views in addition to your online presence (min. booking CHF 2000.–)! We play 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 view: 3.60

\* All crossmedia appearances are incl. 1 week «Sponsored Post» on the homepage + 1 week newsletter teaser and are placed either on netzwoche.ch (D-CH) OR it-markt.ch (D-CH) OR ictjournal.ch (F-CH)

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Preferred Partner	National CH	D-CH	F-CH
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Silver Partner	National CH	D-CH	F-CH
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value: 10% print, 7.5% crossmedia, 5% online

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F-CH: redaction@ictjournal.ch

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