

CYBERSECURITY

The Swiss Info Portal for Cybersecurity

Release dates:

April 11, 2024 w/ Netzwoche

April 17, 2024 w/ IT-Markt

May 02, 2024 w/ ICTjournal

netzmedien
netzwoche IT-MARKT ICTjournal



VALID FROM JANUARY 1, 2024

LINEUP

Ransomware, cryptominer, DDoS attacks, phishing, skimming, social engineering, advanced persistent threats – the threats from cyberspace are omnipresent. Switzerland in particular, with its pharmaceutical, high-tech and financial industries, is a lucrative target for cybercriminals. But private individuals are also popular targets.

For the victims, the stakes are high. Private individuals can lose their assets – companies their capital and above all their reputation. It's no wonder that the IT security industry has become a billion-dollar business – and will continue to grow, according to market researchers. Especially Cloud Security and SASE are facing rosy times.

The thematic publication «Cybersecurity» by Netzwoche, IT-Markt and ICTJournal takes a comprehensive look at the topic. With author contributions from providers and users, it shows the current trends, lets prominent representatives have their say and reports on implemented projects. The publication addresses the B2B sector and also reaches the IT channel.

«Cybersecurity» is intended to show system integrators and resellers how they can assert themselves and be successful in the IT security industry.

TARGET GROUP

- C-levels at user companies or their ICT managers
- All ICT investment managers in Swiss companies with 50 or more employees.
- All providers and implementation partners of hardware, software, services, networks, consulting services
- System integrators
- 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
- Cyber defence
- Compliance
- Cryptominer
- 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

PRINT			
	Netzwoche	IT-Markt	ICTJournal
Release dates	11.04.2024	17.04.2024	02.05.2024
Editorial deadline	08.03.2024		28.03.2024
Adsdeadline	22.03.2024		10.04.2024
Circulation	9000	7000	3520
Distribution	Supplement to Netzwoche, IT-Markt & ICTJournal (pers. addressed)		
	Distribution at Swiss Cyber Security Days		
	Individual dispatch		
	Special prints 500 / 1000 / 2000 Ex. or more on customer request		
Paper	PlanoJet, bright white FSC Cover: 240 g/m ² Content: 120 g/m ²		
Format / Finishing	A4 / adhesive binding		

ONLINE			
	netzwoche.ch*	it-markt.ch*	ictjournal.ch*
Unique Users / month	134 000		45 500
Page Impressions / month	226 000		88 000
Newsletter subscribers	12 500	4 500	4 600
Release dates	11.04.2024	17.04.2024	02.05.2024
Editorial deadline	08.03.2024		28.03.2024
Delivery date	22.03.2024	22.03.2024	10.04.2024
Duration	Publication of the topic dossier permanently online on netzwoche.ch/specials , it-markt.ch/specials & ictjournal.ch/specials		
Onlinemarketing	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 droppng of 3 mm 405 x 297 mm (interior) + Edge droppng of 3 mm	–	24 950 print only	–	–	–	–	–	
Ad 2nd cover page	✓	–	210 x 297 mm + Edge droppng of 3 mm	21 550	15 850	7 450	–	–	–	–	
Ad 1/1 p.	✓	–	210 x 297 mm + Edge droppng of 3 mm	15 950	11 850	6 420	–	–	–	–	
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge droppng 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*	7 950**	6 300**	3 780**	2 200	
Advertorial 1/1 p.	✓	4000–4500	Text, picture(s), company address + logo of customer	20 340*	14 950*	8 960*	7 950**	6 300**	3 780**	1 100	
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	13 850*	10 550*	5 850*	7 950**	6 300**	3 780**	770	
Success Story 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	14 600*	10 850*	7 950*	7 950**	6 300**	3 780**	2 200	
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	9 500*	7 360*	4 950*	5 750**	3 660**	3 660**	1 100	
Large Dossier 4/1 pp.	✗	7500–8000 + interview	1st page: Intro by editors	16 750*	12 650*	10 850*	15 250	9 900	9 900	3 300	
	✓		2nd + 3rd page: Expert Article from customer 4th page: Interview by editors (questions by mail)								
Compact Dossier 2/1 pp.	✗	3000–3500 + interview	1st page: Expert Article from customer	11 150*	8 550*	6 950*	7 750**	4 900**	4 900**	2 200	
	✓		2nd page: Interview by editors (questions by mail)								
Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	11 200*	8 550*	6 950*	5 250**	3 350**	3 350**	2 200	
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	8 700*	6 700*	4 690*	5 250**	3 350**	3 350**	1 100	
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. nzz.ch, tagesanzeiger.ch, 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 website + 1 week newsletter teaser and are placed either on netzwoche.ch (D-CH) OR it-markt.ch (D-CH) OR ictjournal.ch (F-CH)

** All online presences are incl. 1 week «Sponsored Post» either on the website of Netzwoche (D-CH) OR IT-Markt (D-CH) OR ICTJournal (F-CH)

Partner Packages

Preferred Partner	National CH	D-CH	F-CH
<ul style="list-style-type: none"> • Logo presence on the cover and Online Special • Editorial inclusion of the preferred partners • 2x 2/1 pp. Expert Article crossmedia • 2/1 p. Success Story crossmedia OR 1/1 p. Advertorial crossmedia • 1/1 p. Ad print OR 1/1 p. Advertorial crossmedia OR 110 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 100 free copies • The crossmedia appearances will also be published in the Special Newsletter on the Sunday following publication • All crossmedia appearances will be permanently published on www.netzwoche.ch/specials (D-CH), www.it-markt.ch/specials (D-CH) & www.ictjournal.ch/specials (F-CH) with the logo 	<p>34 100.–</p> <p>(Gross value 101 280.–)</p>	<p>26 900.–</p> <p>(Gross value 73 540.–)</p>	<p>17 600.–</p> <p>(Gross value 47 380.–)</p>
Gold Partner	National CH	D-CH	F-CH
<ul style="list-style-type: none"> • 2/1 pp. Expert Article crossmedia • 1/1 p. Ad print OR 1/1 p. Advertorial crossmedia OR 110 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 100 free copies • All crossmedia appearances will be permanently published on www.netzwoche.ch/specials (D-CH), www.it-markt.ch/specials (D-CH) & www.ictjournal.ch/specials (F-CH) 	<p>26 500.–</p> <p>(Gross value 53 450.–)</p>	<p>21 000.–</p> <p>(Gross value 39 400.–)</p>	<p>13 900.–</p> <p>(Gross value 26 100.–)</p>
Silver Partner	National CH	D-CH	F-CH
<ul style="list-style-type: none"> • 1/1 p. Expert Article crossmedia • 1/2 p. Ad print OR 1/2 p. Advertorial crossmedia OR 75 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 30 free copies • All crossmedia appearances will be permanently published on www.netzwoche.ch/specials (D-CH), www.it-markt.ch/specials (D-CH) & www.ictjournal.ch/specials (F-CH) 	<p>21 200.–</p> <p>(Gross value 42 750.–)</p>	<p>16 800.–</p> <p>(Gross value 31 260.–)</p>	<p>10 000.–</p> <p>(Gross value 19 360.–)</p>

Sales & Consulting

**Markus Stotz**

Head of Sales
+41 44 355 63 34 / +41 79 316 60 60
markus.stotz@netzmedien.ch

**Supannika Chavanne**

Senior Sales Consultant
Western Switzerland
+41 79 255 89 98
supannika.chavanne@netzmedien.ch

**Konstantinos Georgiou**

Sales Consultant
+41 44 355 63 33 / +41 79 935 27 93
konstantinos.georgiou@netzmedien.ch

**Hassan Kakembo**

Sales Consultant Job Market
+41 44 355 63 39 / +41 79 850 10 00
hassan.kakembo@netzmedien.ch

**Patrizia Zbinden**

Sales Support
+41 44 355 63 69
patrizia.zbinden@netzmedien.ch

**Reto Suter**

Junior Media Manager
+41 44 355 63 32
reto.suter@netzmedien.ch

**Jasmin Cabra**

Sales Trainee
+41 44 355 63 63
jasmin.cabra@netzmedien.ch

Publisher

**Dr. Heinrich Meyer**

CEO & Publisher
+41 44 355 63 31
heinrich.meyer@netzmedien.ch

**Seraina Frehner**

Head of Projects & Awards
Assistant CEO
+41 44 355 63 35
seraina.frehner@netzmedien.ch

**Christina Frischknecht**

Accountant
+41 44 355 63 30
christina.frischknecht@netzmedien.ch

Production

**Susanne Löbe**

Head of Service / Head of Production
+41 44 355 63 61
susanne.loebe@netzmedien.ch

**Samantha Maurer**

Polygrapher
+41 44 355 63 65
samantha.maurer@netzmedien.ch

Editorial staff

**Marc Landis**

Chief Editor
+41 44 355 63 36
marc.landis@netzmedien.ch

**Rodolphe Koller**

Chief Editor ICTJournal
+41 79 443 88 34
rodolphe.koller@netzmedien.ch

**Coen Kaat**

Deputy Chief Editor IT-Markt
+41 44 355 63 64
coen.kaat@netzmedien.ch

**Leslie Haeny**

Deputy Chief Editor CEtoday
+41 44 355 63 66
leslie.haeny@netzmedien.ch

**Joël Orizet**

Deputy Chief Editor Netzwoche
+41 44 355 63 68
joel.orizet@netzmedien.ch

**Yannick Chavanne**

Editor
yannick.chavanne@netzmedien.ch

**René Jaun**

Editor
+41 44 355 63 68
rene.jaun@netzmedien.ch

**Tanja Mettauer**

Communications Consultant I
Corporate Writer
+41 44 355 63 60
tanja.mettauer@netzmedien.ch

**Maximilian Schenner**

Editor
+41 44 355 63 38
maximilian.schenner@netzmedien.ch

**Yannick Züllig**

Editor
+41 44 355 63 68
yannick.zuellig@netzmedien.ch

General Information

All prices in CHF plus VAT.
Placement surcharge: +20%
AC for those entitled to commission on advertising
value: 10% print, 7.5% crossmedia, 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/agnb
© Netzmedien AG 2023/2024