

# Fintech & Insurtech

Digitalisation in Banking and Insurance

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netzmedien  
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## LINEUP

Banks and insurance companies are in a state of upheaval and are under the sign of digitalisation. And not just individual companies, the entire industry is being reshaped. Fintech and insurtech companies are setting the new trends that will permanently change the way banks and insurance companies interact with their customers. The established players in the market need to switch to innovation so that they are not suddenly rendered obsolete by disruptive new technologies and products from young, wild start-ups. Many banks and insurance companies are falling behind due to media disruptions, paper-based processes, but also due to their powerful and sluggish legacy IT systems, when they have to compete against young and nimble start-ups that develop their platforms quickly and close to the customers. Or established tech giants like Apple, Google, Meta or Samsung position themselves in bank-related sectors because they own the customer interface through their other business activities, which they can easily use for payment and banking as well.

**The special «Fintech & Insurtech – Digitisation of Banks and Insurance Companies» describes and analyses the technological side of the world of finance and insurance and offers innovative companies from the financial and technology environment a publishing platform.**

## TARGET GROUP

- Companies affected by the digitalization of finance, such as banks, insurance companies, financial advisors, management consultants, or their decision-makers
- ICT investment managers of medium-sized and large companies in Switzerland (70%)
- Providers and implementation partners of hardware, software, services, networks, consulting services (20%)
- Intermediaries such as IT consultants, ICT consultancies, associations, PR agencies, media (10%)

## MAIN TOPICS

- BPM
- Digitalization of Swiss banks and insurance companies
- E-signature, E-ID
- Insurtech
- Core banking software
- Mobile Payment
- Outsourcing
- Regtech
- Robo-Advisors
- EDPC and banks
- Security
- Fintech-Start-ups

## EDITION 2024

PRINT	
Release date	06.11.2024
Editorial deadline	08.10.2024
Ads deadline	18.10.2024
Circulation	9000 copies
Distribution	Supplement to Netzwoche (pers. addressed)
	Layout at the Swiss Payment Forum
	Individual dispatch
	Special prints 500 / 1000 / 2000 Ex. or more on customer request
Paper	PlanoJet, bright white FSC   Cover: 240 g/m <sup>2</sup>   Content: 120 g/m <sup>2</sup>
Format / Finishing	A4 / adhesive binding

ONLINE	
	<a href="https://www.netzwoche.ch">netzwoche.ch</a> *
Unique Users / month	99 000
Page Impressions / month	172 000
Newsletter subscribers	12 500
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Duration	Publication of the topic dossier online permanently on <a href="https://www.netzwoche.ch/specials">netzwoche.ch/specials</a>
Onlinemarketing	Specials in the daily newsletter of Netzwoche and on the homepage

\* average data

				Price		
Products	PR	No. of characters incl. blanc. min. – max.	Composition / Mass	Print & Online 1 week «SPONSORED POST» 1 week Newsletter Teaser	Online Only 1 week «SPONSORED POST»	Content- Creation (Reference value)
Gatefolder 1/1 p. & 2/2 pp.	✓	–	195 x 297 mm (front) + Edge drooping of 3 mm 405 x 297 mm (interior) + Edge drooping of 3 mm	17950 print only	–	–
Ad 2nd cover page	✓	–	210 x 297 mm + Edge drooping of 3 mm	11 850 print only	–	–
Ad 1/1 p.	✓	–	210 x 297 mm + Edge drooping of 3 mm	9930 print only	–	–
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge drooping of 3 mm	6300 Nur Print	–	–
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	20550	6300	2200
Advertorial 1/1 p.	✓	4000–4500	Text, picture(s), company address + logo of customer	12900	6300	1100
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	8800	6300	770
Success Story 2/1 pp.	✓	3000–3500	Text, picture(s), company address + logo of customer	9000	6300	2200
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	5950	3350	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)	10850	9900	3300
Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	6950	4900	2200
Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	6950	3350	2200
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	5600	3350	1100
Expert Interview 2/1 pp.	✓	7500–8000	Text by editors, portrait photo	12900	9900	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

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<ul style="list-style-type: none"> <li>• Logo presence on the cover and Online Special</li> <li>• Editorial inclusion of the preferred partners</li> <li>• 2x 2/1 pp. Expert Article crossmedia</li> <li>• 2/1 pp. Success Story crossmedia <i>OR</i> 1/1 p. Advertorial crossmedia</li> <li>• 1/1 p. Ad print <i>OR</i> 1/1 p. Advertorial crossmedia <i>OR</i> 70 000 AdImpressions online (Run of Site)</li> <li>• 1/1 p. Company Profile crossmedia</li> <li>• 100 free copies</li> <li>• All crossmedia appearances will be published permanently on netzwoche.ch in the «Special» with company logo</li> </ul>	<p>21 900.–</p> <p>(gross value 50 500.–)</p>
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