

The only business IT magazine in French-speaking Switzerland

The independent editorial team reports from and for French-speaking Switzerland on all aspects of business IT in a highly topical and well-founded manner.

Target group

CIOs, CEOs, divisional and departmental heads, consultants in companies of all sizes and in all sectors in French-speaking Switzerland

We are organisers of:



The ICTJournal initiative promotes digital innovation in French-speaking Switzerland



Exclusive meeting between CIOs and start-up managers in the region



The award for the most innovative IT projects in French-speaking Switzerland



This gala evening brings together the key players in the digital sector



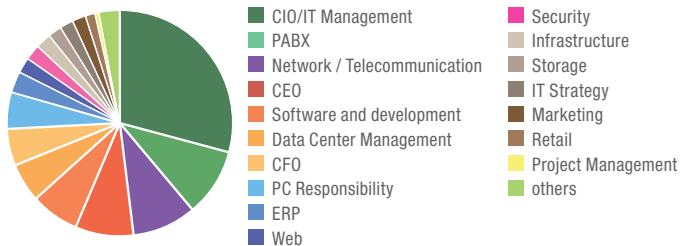
PRINT			
Distribution	7 editions per year		
Print circulation	3520	Subscriptions	2560
Total circulation	2626	Free copies	48
Paid circulation	2571	Bulky circulation	183

ONLINE	
ictjournal.ch	
Unique Clients / month	45 500
Visits / month	61 500
Page Impressions / month	88 000

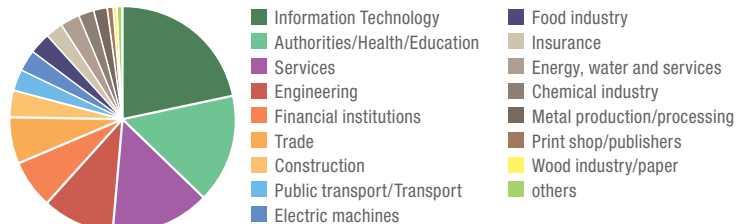
NEWSLETTER	
Subscribers	4600
Mailing	5x / week (Mon. – Fri.)
Opening rate	53%



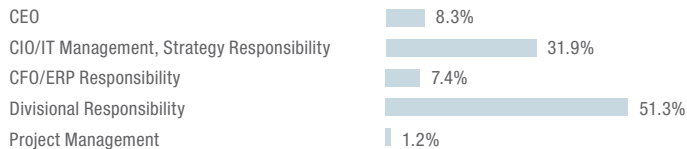
READER STRUCTURE – FIELD OF ACTIVITY



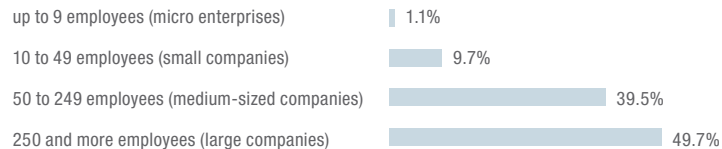
READER STRUCTURE – INDUSTRY AFFILIATION



READER STRUCTURE – MANAGEMENT FUNCTION



READER STRUCTURE – NUMBER OF EMPLOYEES IN CH (COMPANY SIZE)



Parallel to the ICTJournal, the Netzwoche is published 13 times a year in German with similar topics.

Let us translate your contents. You will find the deadlines for the Netzwoche in the Netzwoche media kit.

ICTJournal	Netzwoche	Release date	Ads deadline	Editorial deadline	Topics	Verticals
1	1	24.01.2024	12.01.2024	04.01.2024	Workspace, Collaboration, Employee Experience	
2	3	13.03.2024	01.03.2024	20.02.2024	ecosystem Microsoft	
3	5	02.05.2024	19.04.2024	09.04.2024	IT in healthcare	Cybersecurity
4	8	03.07.2024	21.06.2024	11.06.2024	Cloud Computing, Infrastructure as a service, DevOps	Swiss Digital Ranking
5	9	28.08.2024	16.08.2024	06.08.2024	Cybersecurity, Cyber Resilience	
6	11	16.10.2024	04.10.2024	24.09.2024	IT in the public sector, cyber administration	
7	13	04.12.2024	22.11.2024	12.11.2024	Artificial intelligence, automation, data management	Cloud & Managed Services

PRINT



Cover flap

Front: 113x245 mm
Interior: 118x320 mm



Cover banner

179x25 mm



1/1 page

- 235x320 mm
- 208x247,5 mm



1/2 page vertical / horizontal

- 115x320 mm
- 235x155 mm
- 102x243 mm
- 208x128 mm



1/3 page vertical / horizontal

- 80x320 mm
- 235x110 mm
- 66x243 mm
- 208x83 mm



1/4 page horizontal

- 235x83 mm
- 208x56 mm



Opening
(2/1 pages, page 2 and 3)

- 470x320 mm

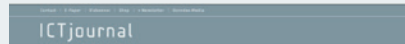
Edge Dropping + 3mm bleed

Type area

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

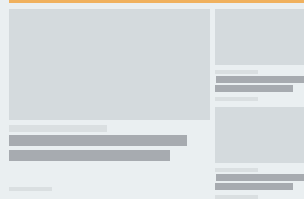
Fileformat: PDF, 300dpi

ONLINE

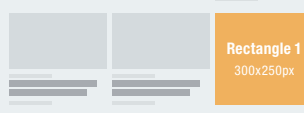


Wideboard Top
Desktop: 994x250 px
Mobile: 350x70px

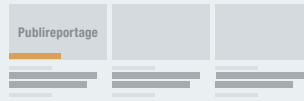
Halfpage 1 + Sticky
300x600px



Halfpage 2
300x600px



Rectangle 1
300x250px



Rectangle 2
300x250px



Fishtank
Desktop: 980x765px | Mobile: 320x480px

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

NEWSLETTER

Fullbanner
580x160px



Annual logo integration

LES NEWS DU JOUR



Publié le samedi 27.08.2020, 17:00

Cloud fact: l'opérateur basé sur les clouds n'est pas du goût de Péron

Plus à l'ouest, on parle surtout de la technologie cloud, les entreprises...
d'ailleurs, de nombreux ont commencé à migrer vers le cloud...
dans une optique de réduction des coûts et de flexibilité...
C'est ce qui fait l'actualité de ce week-end...
car c'est un sujet qui a été abordé lors de la conférence...
de la semaine dernière.

Logiciel de gestion de contenu | 27.08.2020, 16:20

Cloud fact: l'opérateur basé sur les clouds n'est pas du goût de Péron

Le Conseil National de la Sécurité des Systèmes d'Information (CNSSI)...
a publié un rapport qui pointe du doigt les risques liés à l'utilisation...
de services cloud pour les données sensibles.

Services cloud | 27.08.2020, 15:30

Services cloud: les risques liés à l'utilisation de services cloud

Le Conseil National de la Sécurité des Systèmes d'Information (CNSSI)...
a publié un rapport qui pointe du doigt les risques liés à l'utilisation...
de services cloud pour les données sensibles.

Services cloud | 27.08.2020, 15:30

Services cloud: les risques liés à l'utilisation de services cloud

Le Conseil National de la Sécurité des Systèmes d'Information (CNSSI)...
a publié un rapport qui pointe du doigt les risques liés à l'utilisation...
de services cloud pour les données sensibles.

Services cloud | 27.08.2020, 15:30

Services cloud: les risques liés à l'utilisation de services cloud

Le Conseil National de la Sécurité des Systèmes d'Information (CNSSI)...
a publié un rapport qui pointe du doigt les risques liés à l'utilisation...
de services cloud pour les données sensibles.

Services cloud | 27.08.2020, 15:30

Services cloud: les risques liés à l'utilisation de services cloud

Le Conseil National de la Sécurité des Systèmes d'Information (CNSSI)...
a publié un rapport qui pointe du doigt les risques liés à l'utilisation...
de services cloud pour les données sensibles.

Services cloud | 27.08.2020, 15:30

Services cloud: les risques liés à l'utilisation de services cloud

Le Conseil National de la Sécurité des Systèmes d'Information (CNSSI)...
a publié un rapport qui pointe du doigt les risques liés à l'utilisation...
de services cloud pour les données sensibles.

Fileformat: JPEG/GIF/PNG (max. 1000kB)

PRINT	
Formats	4-coloured Ads
Opening (page 2 and 3)	13 760.–
1/1 page	6 270.–
2nd cover page	7 390.–
4th cover page	7 690.–
Cover flap	6 270.–
Cover banner	2 140.–
1/2 page vertical / horizontal	3 520.–
1/3 page vertical / horizontal	2 970.–
1/4 page horizontal	2 140.–

ONLINE				
Formats	Duration (Mon–Sun)	Price	desktop	mobile
Wideboard Top	CPM	180.–	x	x
Halfpage	1 week	2 980.–	x	
Halfpage Sticky	1 week	3 980.–	x	
Rectangle	1 week	2 450.–	x	x
Rectangle	1 week	980.–		x*
Fishtank	1 week	2 980.–	x	x

* only in combination with Halfpage and Halfpage Sticky

NEWSLETTER	
daily dispatch 5x / week (Mon–Fri)	
Formats	Price
Fullbanner	2 550.–
Annual logo integration	4 900.–
Rectangle	2 450.–

CROSSMEDIAL						
Package	No. of characters incl. blank min. - max.	Composition	Price Print and online 1 week «PUBLIREPORTAGE» 1 week newsletter	Price only online 1 week «PUBLIREPORTAGE» on homepage	Performance campaign with 555 guaranteed views	Content-Creation (Reference value)
Advertorial 2/1 pp.	7500–8000	Text, picture(s), company address + logo of customer	13 550.–	3 670.–	Book guaranteed views in addition to your online presence (e.g. letemps.ch, tdg.ch, 24heures.ch) Price 1998.– each additional view 3.60	2 200.–
Advertorial 1/1 p.	4000–4500	Text, picture(s), company address + logo of customer	8 700.–	3 670.–		1 100.–
Advertorial 1/2 p.	1000–1500	Text, picture(s), company address + logo of customer	5 850.–	3 670.–		770.–
Success Story 2/1 pp.	7500–8000	Text, picture(s), company address + logo of customer	7 950.–	3 670.–		2 200.–
Company Profile 1/1 p.	3000–3500	Text, picture(s), company address + logo of customer	4 950.–	3 550.–		1 100.–
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)	10 850.–	9 900.–		3 300.–
Compact Dossier 2/1 pp.	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	6 950.–	4 750.–		2 200.–
Expert Article 2/1 pp.	7500–8000	Text, image(s), author info from customer	6 950.–	3 250.–		2 200.–
Expert Article 1/1 p.	3000–3500	Text, image(s), author info from customer	4 550.–	3 250.–		1 100.–
Expert Interview 2/1 pp.	7500–8000	Text by editors, portrait photo	12 900.–	9 900.–		incl.

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

JOB PLUS – JOB MARKET

Job Plus – Package*		Price
Print	1/3 page in the Service section	1090.– NO REPORTING
Online	Post on ictjournal.ch/jobsIT	
Newsletter	1 week teaser of the online Post	
Packages	Package of 3	2620.– / 873 per piece
	Package of 5	3815.– / 763 per piece
	Package of 10	6540.– / 654 per piece
	Package of 20	10900.– / 545 per piece

*Placement(s) within one year or 12 months. Term max. 50 days

JOB ADS PRINT*

Formats	4-coloured Ads
1/1 page	3135.–
Cover flap	3135.–
1/2 page vertical / horizontal	1760.–
1/3 page vertical / horizontal	1485.–
1/4 page horizontal	1070.–

*exclusively for job offers

JOB ADS – CROSSMEDIA

Package	No. of characters incl. blank. min. - max.	Composition	Price Print and online 1 week «SPONSORED POST» 1 week newsletter	Price Online only 1 week «SPONSORED POST» on homepage	Content- Creation (Reference value)
Office-time with 2/1 pp.	3000–4000	Interview by editors (questions by mail), Office pictures, company address + logo of customer	7950.–	6300.–	incl.
Call for Talents 2/1 pp.	7500–8000	Interview by editors concerning the wanted specialist (questions by mail)	12900.–	6300.–	incl.
Call for Talents 1/1 p.	4000–4500	Interview by editors concerning the wanted specialist (questions by mail)	6950.–	6300.–	incl.

MEDIA PARTNERSHIP

Crossmedial	Price
<p>Advertising services</p> <ul style="list-style-type: none"> • Event Plus Package • Advertorial 1/1 p. (print und online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter) • Rectangle (1 week fixed placement on the homepage) • Rectangle (1 week fixed placement in the newsletter) <p>Editorial services</p> <ul style="list-style-type: none"> • Pre-reporting (print and/or online) • Visit of the event by 1 editor • post-reporting (print and/or online) 	<p style="text-align: center;">7470.–</p> <p style="text-align: center;">(gross value 14 940.–)</p>

ADD-ONS

Mini Social Media Campaign	Price
3 Social-Media-Posts on LinkedIn / per week (in addition to your online presence)	1000.–
Performance-Kampagne 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. letemps.ch, tdg.ch (Tribune de Genève), 24heures.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 IT decision-makers 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.–

SPECIAL FORMATS

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.)	6120.–
Logo integration	500.–

EVENT PROMOTION

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

SPONSORING PACKAGE SPRING PARTY

	Sponsoring (large)	Sponsoring (medium)	Sponsoring (small)
Placement of a logo in our communication materials as well as on roll-ups and the photo wall at the event	X	X	X
Possibility of placing a table with gadgets/info and own roll-up on site	X		
Advertorial or Company Profile (1/1 page, print) in ICTjournal or two weeks rectangle on ictjournal.ch	X		
One week Rectangle on ictjournal.ch		X	
Logo placement in follow-up reporting in ICTjournal and on ictjournal.ch	X	X	X
Price	5000.–	2500.–	1500.–

DISTRIBUTE YOUR SUPPLEMENT ON OUR CHANNELS

CONTACT US FOR DETAILS

CROSS-MEDIA VERTICALS

editions also in French



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



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



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



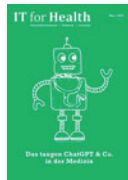
Fintech & Insurtech

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



IT for Health

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

Release dates

Édition 1: 02.05.2024
w/ Netzwoche
Édition 2: 25.09.2024
w/ Netzwoche

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

CROSS-MEDIA TRADE MAGAZINES



Netzwoche

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



IT-Markt

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



CEtoday

The most far-reaching Trade magazine for the Swiss CE trade, the CE-affine IT channel and the electronics trade.



Elektro Heute

From small to large appliances, presents Elektro Heute the main trends in the electrical industry.

YEARBOOKS



Guide de l'informatique romande

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



Schweizer ICT-Jahrbuch

The Swiss ICT yearbook is published in cooperation with digital switzerland for the 21th time and will be presented and submitted exclusively at the traditional ICT Networking Party to all participants.

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

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
French-speaking Switzerland
+41 79 255 89 98
supannika.chavanne@netzmedien.ch



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



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

Editorial staff



Rodolphe Koller
Chief Editor ICTjournal
+41 79 443 88 34
rodolphe.koller@netzmedien.ch



Yannick Chavanne
Editor
yannick.chavanne@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

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/agb /
© Netzmedien AG 2023/2024