

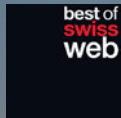
The information hub for the Swiss IT channel

The magazine is the cross-media trade magazine for the Swiss IT channel with the highest coverage. The independent editorial team supports the industry and prepares the relevant information according to journalistic standards.

Target group

Decision-makers and employees with purchasing responsibility in the Swiss IT channel and the IT-related CE trade. All manufacturers and suppliers of IT products and IT services, resellers, value-added resellers, system integrators, assemblers, retailers, e-tailers, outsourcers, data centre operators, access and hosting providers, distributors, IT service providers and consultants.

We are organisers of:



The oldest web award in Europe



The most important app award in Switzerland

netzmedien



VALID FROM JANUARY 1, 2024

| PRINT | | | |
|---------------------|-------------------|---------------------------------------|------|
| Distribution | 8 editions / year | | |
| Print circulation | 7000 | Voll bezahlte / ermäßigte Abonnements | 4900 |
| Total circulation | 5658 | Gratisexemplare | 245 |
| Paid circulation | 5145 | Gratisauflage | 633 |
| Target distribution | 878 | | |



| ONLINE | |
|--------------------------|--------|
| www.it-markt.ch | |
| Unique Clients / month | 35 000 |
| Visits / month | 41 000 |
| Page Impressions / month | 54 000 |

| NEWSLETTER | |
|--------------|-----------------------|
| Subscribers | 4500 |
| Mailing | 6x / week (Mon.–Sat.) |
| Opening rate | 41 % |

TOPIC OVERVIEW

| Edition | Release date | Ads deadline | Editorial deadline | Topics | Verticals |
|---------|--------------|--------------|--------------------|---|--------------------------|
| 1 | 14.02.2024 | 01.02.2024 | 22.01.2024 | Business software: How companies make the most of ERP, CRM and AI optimally | Cloud & Managed Services |
| 2 | 20.03.2024 | 07.03.2024 | 26.02.2024 | Added value from data: from BI to storage and archiving to data management | |
| 3 | 17.04.2024 | 05.04.2024 | 25.03.2024 | IT for the workplace: from peripherals to UCC | Cybersecurity |
| 4 | 29.05.2024 | 16.05.2024 | 06.05.2024 | Datacenters & Carriers | |
| 5 | 26.06.2024 | 13.06.2024 | 03.06.2024 | Partner programs, IT channel growth markets, IT Market Report | Swiss Digital Ranking |
| 6 | 28.08.2024 | 15.08.2024 | 05.08.2024 | Cloud & Managed Services | |
| 7 | 02.10.2024 | 19.09.2024 | 09.09.2024 | Network technology | |
| 8 | 13.11.2024 | 31.10.2024 | 21.10.2024 | Cybersecurity | |

PRINT



Cover flap

Front: 118x260 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

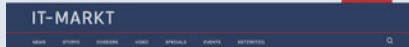
Edge Dropping
+ 3mm bleed

Type area

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

Fileformat: PDF, 300dpi

ONLINE



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: JPG/GIF/PNG/HTML5 (max. 180kB)

NEWSLETTER

Fullbanner

580x160px

IT-MARKT

Annual logo integration

Schlagzeilen



Neu von DigitalMarketing: 23.09.2023, 10:58

So steht es um Digitalisierung und Cybersecurity in Schweizer KMUs

Wie kann ein Unternehmen seine Digitalisierungsstrategie mit der Cybersecurity von Schweizer KMUs

© Data Lead Suisse Team in der Schweiz aus

Rechtliche Hinweise: 27.08.2023, 10:07

Gezeigt werden 10 Ergebnisse / 10 Ergebnisse

Rectangle

300x250px

Wichtig: Technologie: 17.11.2023, 09:00

Der neue Unternehmenskatalog: LED, OLED, QLED und Co.

Super IT-Marketing-Konzept: 23.09.2023, 10:58

Realität verliert Bedeutung in der Digitalisierung

Über Inpact Unternehmen: 24.08.2023, 10:58

Architekten und Ingenieure: 24.08.2023, 10:58

Rectangle

300x250px

Wichtige Webentwicklungstrends: 27.08.2023, 10:58

Karrierefest ermittelt: 27.08.2023, 10:58

Beitrag von: 27.08.2023, 10:58

MSL arbeitet an Sprachassistenten, die Privatsphäre respektieren soll

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

| PRINT | |
|--------------------------------|----------------|
| Formats | 4-coloured Ads |
| Opening (page 2 and 3) | 14 800.– |
| 1/1 page | 6 780.– |
| 2nd cover page | 7 780.– |
| 4th cover page | 7 880.– |
| Cover flap | 6 780.– |
| 1/2 page vertical / horizontal | 4 160.– |
| 1/3 page vertical / horizontal | 2 980.– |
| 1/4 page horizontal | 2 600.– |

| 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 | 950.– | | x* |
| Fishtank | 1 week | 2 980.– | x | x |

* only in combination with Halfpage and Halfpage Sticky

| NEWSLETTER | |
|--------------------------------------|---------|
| daily dispatch 6x / week (Mon – Sat) | |
| Formats | Price |
| Fullbanner | 2 550.– |
| Annual logo integration | 4 900.– |
| Rectangle | 2 450.– |

| 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 cam- paign with \$55 guaranteed views | Content- Creation (Reference value) | |
| Advertorial 2/1 pages | ✓ | 7500–8000 | Text, picture(s), company address + logo of customer | 14 450.– | 4230.– | 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 | 9000.– | 4230.– | | 1100.– | |
| Advertorial 1/2 page | ✓ | 1000–1500 | Text, picture(s), company address + logo of customer | 6450.– | 4230.– | | 770.– | |
| Success Story 2/1 pages | ✓ | 7500–8000 | Text, picture(s), author info, company address + logo of customer | 7950.– | 4230.– | | 2200.– | |
| Cashman 1/1 page | ✓ | 3000–3500 | Interview by editors (questions by mail) | 5300.– | 4230.– | | 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.– | 4230.– | | 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 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>7495.–</p> <p>(gross value 14 990.–)</p> |

ADD-ONS

| ADD-ONS | Price |
|---|--------|
| 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.– |

SPECIAL FORMATS

| SPECIAL FORMATS | Price |
|--|--------|
| 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.) | 6680.– |
| 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 it-markt.ch/events | |
| Newsletter | 1 week teaser of the online Post | |
| Take note of our media partnership offer (page 6) | | |

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 CToday 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



Netzwoche

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



ICTjournal

The only business IT magazine in Frenchspeaking Switzerland.



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.

CROSS-MEDIA VERTICALS



Cybersecurity

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

Release dates
10.04.2024

Dispatch: 1x / year w/ Netzwoche & ICTjournal
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

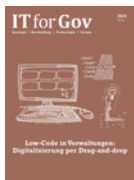


Finance 2030

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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