

# IT for Gov

Strategy | Procurement | Technology | Trends

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## LINEUP

The public sector is an important ICT customer. Every year, the Confederation, cantons and municipalities procure ICT services and products worth billions of euros – around 50 per cent of these procurements are made by private treaty. With the progressive digitisation of the administration, this interesting market is likely to grow further. As in the economy, digitisation in public administration and public organisations affects all areas and also encompasses the same IT topics, albeit sometimes from a different perspective. Strict compliance rules have made it increasingly difficult for providers of ICT services and products to maintain and improve customer relationships with effective measures. Procurement is bound by specific requirements, and the awarding practice for public sector contracts is oriented towards the imperative of transparency and traceability.

**The «Netzwoche» thematic publication «IT for Gov» illuminates the issues surrounding digitisation and ICT procurement by the public sector (Confederation, cantons, municipalities), administration and organisations and builds a bridge between clients and contractors. With author contributions, it shows the current trends, lets prominent representatives have their say and reports on successfully completed projects.**

## TARGET GROUP

- Decision makers and preparers in public administration
- ICT suppliers
- Visitors to the Swiss Informatics Conference SIK
- Swiss authorities
- Employees and board of directors of the federal government
- Canton representatives
- Municipal representatives

## MAIN TOPICS

- Archiving
- Automation
- Business Intelligence
- Business Process Management
- BYOD
- Case Management Software
- Data storage and security
- Document Solutions
- E-Government
- Electronic patient dossier
- GEVER Software
- Identity & Access Management
- IT Architecture
- Managed Services, X-as-a-Service
- Mobility
- Open Data, Open Source
- Outsourcing

## EDITION 2024

PRINT	
<b>Release date</b>	16.10.2024
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	Individual dispatch
	Special prints 500 / 1000 / 2000 Ex. or more on customer request
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<b>Format / Finishing</b>	A4 / adhesive binding

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<b>Onlinemarketing</b>	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	11850 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
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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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