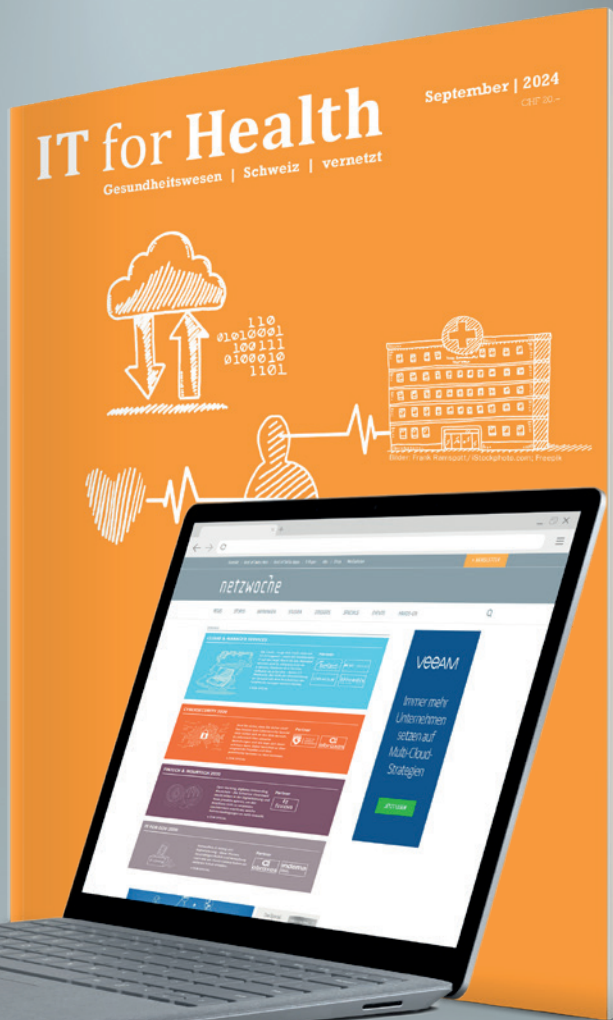


IT for Health

Healthcare | Switzerland | connected

Release date:
September 25, 2024

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VALID FROM JANUARY 1, 2024

LINEUP

«IT for Health» is the thematic publication of «Netzwoche» that reports on current developments in the digital healthcare sector in Switzerland. «IT for Health» sheds light on topics related to digitalisation and ICT procurement in the Swiss healthcare system, especially for service providers such as doctors' practices, hospitals, retirement and nursing homes, and health insurance companies. «IT for Health» is published in two issues per year.

«IT for Health» builds a bridge between clients and contractors. With author contributions from both sides, the publication shows current trends, presents solutions, lets prominent representatives have their say and reports on successfully completed ICT projects in the healthcare sector.

TARGET GROUP

- Chief physicians, senior physicians, nursing managers
- Users (physicians, pharmacies, specialists)
- Decision makers in companies in the e-health environment (e-health industry)
- IT executives and IT managers, project managers in the healthcare environment
- Decision-makers in the insurance environment
- Hospital directors, managers and strategists
- Decision makers in specialist and rehabilitation clinics and nursing homes
- Consultants
- E-health managers at federal/cantonal level
- Employees in research institutions and universities
- Solution providers
- Associations

MAIN TOPICS

- News and updates
- Switzerland's e-health strategy
- Culture change in healthcare
- Laws and guidelines
- Managed Care (HMO)
- Practice software
- HIS
- Information security
- Telecommunications
- Big Data
- Cloud
- Online dossier
- Mobile Health
- Digitalization
- Why a hospital needs a social media strategy

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EDITION 2023 | 02

PRINT	
Release date	25.09.2024
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Ads deadline	06.09.2024
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	Individual dispatch
	Special prints 500 / 1000 / 2000 Ex. or more on customer request
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	netzwoche.ch*
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* 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	17 950 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	9 930 print only	–	–
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge drooping of 3 mm	6 300 Nur Print	–	–
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	20 550	6 300	2 200
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Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	6 950	4 900	2 200
Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	6 950	3 350	2 200
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	5 600	3 350	1 100
Expert Interview 2/1 pp.	✓	7500–8000	Text by editors, portrait photo	12 900	9 900	incl.
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Sales & Consulting

**Markus Stotz**

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

Praktikantin Sales
+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

**Joël Orizet**

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

**Leslie Haeny**

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

**Coen Kaat**

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

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