

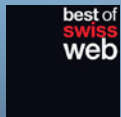
# The Swiss ICT magazine for business decision-makers

Netzwoche is the most read Swiss trade magazine for business IT. The independent IT editorial team, the largest in Switzerland, reports up to date and well-founded on all aspects of business IT.

## Target group

CIOs, CEOs, division and department heads, consultants in Swiss companies of all sizes and in all industries.

## We are organisers of:



The oldest web award in Europe



The most important app award in Switzerland

**netzmedien**



PRINT			
Distribution	13 editions per year		
Print circulation	9000	Free copies	218
Total circulation	7950	Free circulation	1600
Paid circulation	4589	Bulky circulation	161
Subscriptions	4327	Replica	57
Target distribution	1900	Replica: Free circulation	1465

ONLINE	
netzwoche.ch	
Unique Clients / month	99 000
Visits / month	120 000
Page Impressions / month	172 000

NEWSLETTER	
Subscribers	12 500
Mailing	6x / week (Mon. – Sat.)
Opening rate	38 %



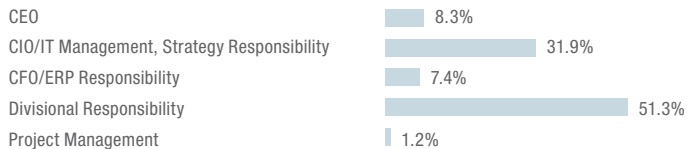
### READER STRUCTURE – FIELD OF ACTIVITY



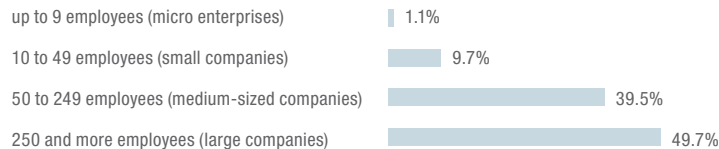
### READER STRUCTURE – INDUSTRY AFFILIATION



### READER STRUCTURE – MANAGEMENT FUNCTION



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



**Parallel to the Netzwoche, the ICTjournal is published 7 times a year in French with similar topics.**

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

Netzwoche	ICTjournal	Release date	Ads deadline	Editorial deadline	Topics	Verticals
1	1	24.01.2024	15.01.2024	04.01.2024	Workspace, Collaboration und Employee Experience	
2		14.02.2024	05.02.2024	25.01.2024	Hoster & Data Center, Storage Infrastructure	
3	2	13.03.2024	04.03.2024	22.02.2024	Ecosystem Microsoft	
4		11.04.2024	28.03.2024	19.03.2024	Accessibility in web and software development / Best of Swiss Web	Cybersecurity
5	3	02.05.2024	22.04.2024	11.04.2024	AI, Machine Learning in the Business Software Environment	IT for Health 01
6		22.05.2024	08.05.2024	29.04.2024	System Integration & Outsourcing – Technology and Market Trends	
7		12.06.2024	03.06.2024	22.05.2024	Skills shortage: Finding the best employees with successful employer branding	Swiss Digital Ranking
8	4	03.07.2024	24.06.2024	13.06.2024	Cloud Computing, Infrastructure-as-a-Service, DevOps	Finance 2030
9	5	28.08.2024	19.08.2024	08.08.2024	Cybersecurity	
10		25.09.2024	16.09.2024	05.09.2024	Industry software solutions for construction, gastronomy, tourism, Retail and Chemistry	IT for Health 02
11	6	16.10.2024	07.10.2024	26.09.2024	Digital Trust	IT for Gov
12		06.11.2024	28.10.2024	17.10.2024	Ecosystem SAP / Best of Swiss Apps	Fintech & Insurtech
13	7	04.12.2024	25.11.2024	14.11.2024	ChatGPT & Co: How generative AI and process automation boost business	Cloud & Managed Services

PRINT



Cover flap

Front: 118x255 mm  
Interior: 118x320 mm



Opening

(2/1 pages, page 2 and 3)  
■ 470x320 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



2/2 pages

■ 470x155 mm  
■ 443x128 mm

Edge Dropping ■  
+ 3mm bleed

Type area ■

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

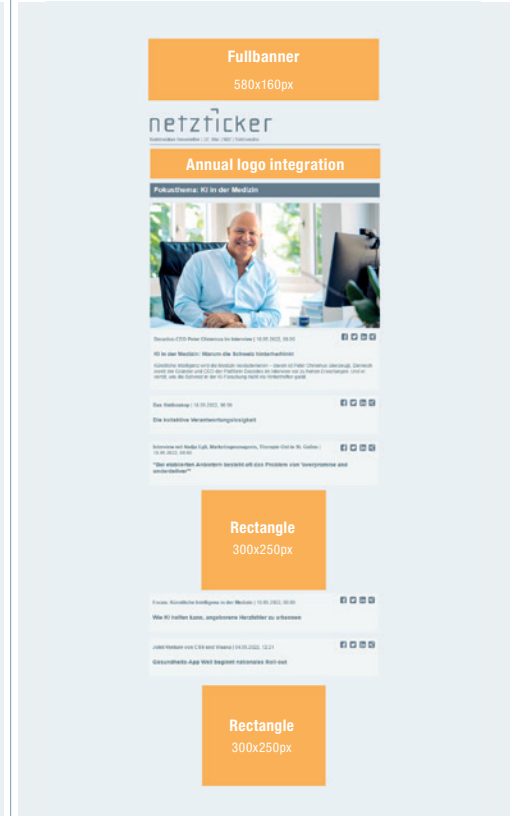
Fileformat: PDF, 300dpi

ONLINE



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

NEWSLETTER



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

PRINT	
Formats	4-coloured Ads
Opening (page 2 and 3)	21 620.–
2/1 page (Panorama)	14 590.–
1/1 page	9880.–
2nd cover page	11 800.–
4th cover page	12 750.–
Cover flap	9880.–
1/2 page vertical / horizontal	6260.–
1/3 page vertical / horizontal	4570.–
1/4 page horizontal	3750.–

ONLINE				
Formats	Duration (Mon – Sun)	Price	Desktop	Mobile
Wideboard Top	CPM	180.–	x	x
Halfpage	1 week	3980.–	x	
Halfpage Sticky	1 week	4980.–	x	
Rectangle	1 week	3480.–	x	x
Rectangle	1 week	1390.–		x*
Fishtank	1 week	3980.–	x	x

\* only in combination with Halfpage and Halfpage Sticky

NEWSLETTER	
daily dispatch 6x / week (Mon - Sat)	
Formats	Price
Fullbanner	3580.–
Annual logo integration	9800.–
Rectangle	3480.–

CROSSMEDIA							
Package	PR	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	Performance campaign with 555 guaranteed views	Content-Creation (Reference value)
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	20 550.–	6300.–	Book guaranteed views in addition to your online presence (e.g. nzz.ch, tagesanzeiger.ch, handelszeitung.ch)  Price 1998.–  each additional view 3.60	2200.–
Advertorial 1/1 p.	✓	4000–4500	Text, picture(s), company address + logo of customer	12 900.–	6300.–		1100.–
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	8800.–	6300.–		770.–
Success Story 2/1 pp.	✓	7500–8000	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)	10 850.–	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, image(s), author info from customer	6950.–	3350.–		2200.–
Expert Article 1/1 p.	✗	3000–3500	Text, image(s), author info from customer	5600.–	3350.–		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.–

**JOB PLUS – JOB MARKET**

Job Plus – Package*		Price
Print	1/3 page in the Service section	1090.– NO REPORTING
Online	Post on netzwoche.ch/jobs	
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	4940.–
Cover flap	4940.–
1/2 page vertical / horizontal	3130.–
1/3 page vertical / horizontal	2285.–
1/4 page horizontal	1875.–

\*exclusively for job offers

**JOB ADS – CROSSMEDIA**

Package	PR	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.

See our focus on «Skills shortage: Finding the best employees with successful employer branding» in Netzwoche issue 7/2024. For more information, see page 3.

## MEDIA PARTNERSHIPS

Crossmedial	Price
<p><b>Advertising services</b></p> <ul style="list-style-type: none"> <li>• Event Plus Package</li> <li>• Advertorial 1/1 p. (print und online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter)</li> <li>• Rectangle (1 week fixed placement on the homepage)</li> <li>• Rectangle (1 week fixed placement in the newsletter)</li> </ul> <p><b>Editorial services</b></p> <ul style="list-style-type: none"> <li>• Pre-reporting (print and/or online)</li> <li>• Visit of the event by 1 editor</li> <li>• post-reporting (print and/or online)</li> </ul>	<p>10 475.–</p> <p>(gross value 20 950.–)</p>
Online	Price
<p><b>Advertising services</b></p> <ul style="list-style-type: none"> <li>• Event Plus Package (without print)</li> <li>• Advertorial (online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter)</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Halfpage Sticky (1 week fixed placement on the homepage and 1 week Rectangle as fallback mobile)</li> <li>• Rectangle (1 week fixed placement on the homepage)</li> <li>• Rectangle (1 week fixed placement in the newsletter)</li> </ul> <p><b>Editorial services</b></p> <ul style="list-style-type: none"> <li>• Pre-reporting (online)</li> <li>• Visit of the event by 1 editor</li> <li>• post-reporting (online)</li> </ul>	<p>7 155.–</p> <p>(gross value 14 310.–)</p>

**ADD-ONS**

ADD-ONS	Price
Mini Social Media Campaign	
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 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**

SPECIAL FORMATS	Price
Video Interview	
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.)	8580.–
Logo integration	500.–

**EVENT PROMOTION**

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

**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 CEToday 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



**ICTjournal**

The only business IT magazine in Frenchspeaking Switzerland.



**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



**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.

CROSS-MEDIA VERTICALS



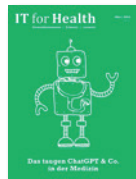
**Cybersecurity**

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

**Release dates**

10.04.2024  
w/ Netzoche & ICTjournal  
17.04.2024  
w/ IT-Markt

Dispatch: 1x / year  
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/ Netzoche  
2nd edition: 25.09.2024  
w/ Netzoche

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/ Netzoche  
26.06.2024 w/ IT-Markt  
03.07.2024 w/ ICTjournal

Dispatch: 1x / year  
Circulation: 19 600  
Readers: 117 600



**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.



**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/ Netzoche

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/ Netzoche

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/ Netzoche

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/ Netzoche & ICTjournal  
w/ IT-Markt 01/2025

Dispatch: 1x / year  
Circulation: 19 600  
Readers: 117 600

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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% 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  
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