

The Swiss Info Portal for Cybersecurity

«Hackers, ransomware, cryptominer, DDoS attacks, phishing, skimming, social engineering, APTs and co. – there is no end to the flood of cyber threats. In 2022 cybercriminals were estimated to be releasing two new malware programs per second!

The scary thing is that in the past, you could build high walls around yourself and hide behind them. Today, you have to assume that cyber threats have already overcome firewalls and the like and have penetrated your own network.

The time of perimeter defence seems to be at an end. But how do you protect yourself from modern cyber threats when you can no longer rely on walls? «What helps against social engineering?», «How do encryption solutions work?» and «What is crapware anyway?».

You can find out on [SwissCybersecurity.net](https://www.swisscybersecurity.net), the information portal for cybersecurity in Switzerland.

Here you can read news, background information, current warnings about cybersecurity, cybercrime, strategies for defending against ransomware, DDoS attacks and more!



Target group

CISOs and CSOs as well as IT security managers of Swiss companies, C-levels at user companies or their ICT managers, all providers and implementation partners of hardware, software, services, networks and consulting services who care about IT security, cybersecurity enthusiasts who want to be up to date on cyber threats and defence strategies, all ICT investment managers in Swiss companies with more than 50 employees, system integrators, value-added resellers, value-added distributors, BPO and BPM providers, ICT consulting enterprises

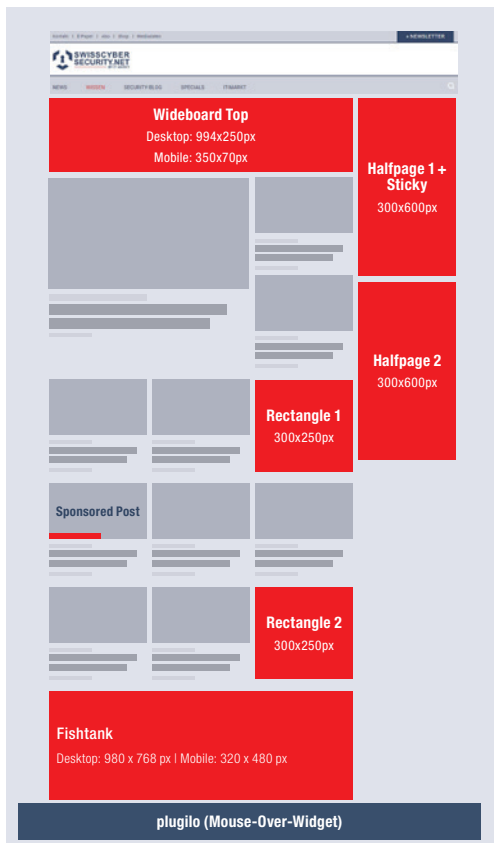
THE TOPIC «SECURITY» AT NETZMEDIEN

Release date	Ads deadline	Editorial deadline	Magazine / Edition	Topic
17.04.2024	22.03.2024	08.03.2024	Special publication: Cybersecurity	
28.08.2024	19.08.2024	08.08.2024	Netzwoche, No. 09	Cybersecurity
28.08.2024	16.08.2024	06.08.2024	ICTjournal, No. 05	Cybersecurity
13.11.2024	31.10.2024	21.10.2024	IT-Markt, No. 08	Cybersecurity

KPIs AT A GLANCE

ONLINE	
www.swisscybersecurity.net	
Unique Clients / month	19 000
Visits / month	24 000
Page Impressions / month	33 000

NEWSLETTER	
Subscribers	6100
Mailing	2x / week (Tue and Thu)
Opening rate	48 %

ONLINE


Wideboard Top
 Desktop: 994x250px
 Mobile: 350x70px

Halfpage 1 + Sticky
 300x600px

Halfpage 2
 300x600px

Rectangle 1
 300x250px

Rectangle 2
 300x250px

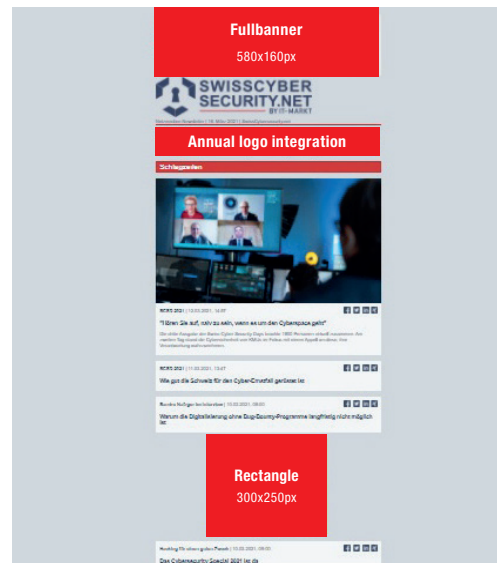
Fishtank
 Desktop: 980 x 768 px | Mobile: 320 x 480 px

plugilo (Mouse-Over-Widget)

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

Ad Formats	Price	Duration	Desktop	Mobile
Wideboard Top	180.–	CPM	x	x
Halfpage	1990.–	1 Woche	x	
Halfpage Sticky	2650.–	1 Woche	x	
Rectangle	1690.–	1 Woche	x	
Fishtank	1990.–	1 Woche	x	x

Products	Services	Price
Advertorial / Expert Article / Success Story / Company Profile	«Sponsored Post» on www.swisscybersecurity.net incl. 100 guaranteed readings + 1 week newsletter teaser	4400.–
plugilo - Annual pass	Play content, e.g. web pages or newsletters in real time and uncomplicated via the plugilo widget. The widget is permanently integrated in our website in the viewing area (at the bottom of the screen) and is displayed on all devices. Visitors can see the current content in a flash via mouse-over – without clicks and long searches.	18 000.–
plugilo - Monthly pass		2000.–

NEWSLETTER


Fullbanner
 580x160px

Annual logo integration

Rectangle
 300x250px

Fileformat: JPG/PNG (max. 100kB)

Dispatch: 2x per week on Tuesday and Thursday

Ad Formats	Price
Fullbanner	1750.–
Annual logo integration	4900.–
Rectangle	1690.–

JOB PLUS – JOB MARKET		
Job Plus – Package*		Price
Print	1/3 page in the service section of Netzwoche	1090.– NO REPORTING
Online	Post on swisscybersecurity.net/stellenmarkt	
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* PRINT PUBLICATION IN NETZWOCHE	
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 PRINT PUBLICATION IN NETZWOCHE						
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.

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 the IT channel in 1 to 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

	Price
Videointerview	
Nothing is more credible than a personal message with picture and sound Video interview including 1 week «Sponsored Post» + 1 week newsletter teaser and production via zoom (Duration 2 to 5 min.)	6900.–
Logo integration	+ 500.–

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.

Sales & Consulting


Markus Stotz
 Head of Sales
 +41 44 355 63 34 / +41 79 316 60 60
 markus.stotz@netzmedien.ch



Konstantinos Georgiou
 Senior Sales Consultant
 +41 44 355 63 33 / +41 79 935 27 93
 konstantinos.georgiou@netzmedien.ch



Naomi Hunziker
 Junior Sales Consultant
 +41 44 355 63 39 / +41 79 850 10 00
 naomi.hunziker@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



Jasmin Cabra
 Sales Trainee
 +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



Coen Kaat
 Deputy Chief Editor IT-Markt /
 SwissCybersecurity.net
 +41 44 355 63 64
 coen.kaat@netzmedien.ch



Leslie Haeny
 Deputy Chief Editor CToday
 +41 44 355 63 66
 leslie.haeny@netzmedien.ch



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



René Jaun
 Editor
 +41 44 355 63 68
 rene.jaun@netzmedien.ch



Tanja Mettauer
 Communications Consultant /
 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

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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