

CYBERSECURITY

The Swiss Info Portal for Cybersecurity

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April 11, 2024 w/ Netzwoche

April 17, 2024 w/ IT-Markt

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LINEUP

Ransomware, cryptominer, DDoS attacks, phishing, skimming, social engineering, advanced persistent threats – the threats from cyberspace are omnipresent. Switzerland in particular, with its pharmaceutical, high-tech and financial industries, is a lucrative target for cybercriminals. But private individuals are also popular targets.

For the victims, the stakes are high. Private individuals can lose their assets – companies their capital and above all their reputation. It's no wonder that the IT security industry has become a billion-dollar business – and will continue to grow, according to market researchers. Especially Cloud Security and SASE are facing rosy times.

The thematic publication «Cybersecurity» by Netzwoche, IT-Markt and ICTJournal takes a comprehensive look at the topic. With author contributions from providers and users, it shows the current trends, lets prominent representatives have their say and reports on implemented projects. The publication addresses the B2B sector and also reaches the IT channel.

«Cybersecurity» is intended to show system integrators and resellers how they can assert themselves and be successful in the IT security industry.

TARGET GROUP

- C-levels at user companies or their ICT managers
- All ICT investment managers in Swiss companies with 50 or more employees.
- All providers and implementation partners of hardware, software, services, networks, consulting services
- System integrators
- Value-added resellers
- Value-added distributors
- BPO and BPM providers
- Intermediaries such as IT consultants, ICT consultancies
- Associations
- PR agencies
- Media

MAIN TOPICS

- Cloud security
- Cyber defence
- Compliance
- Cryptominer
- Cybercrime-as-a-Service
- Data Protection/Privacy
- Endpoint Security
- GDPR
- Managed Security Services
- Mobile Security
- Ransomware
- Shadow IT
- Security in the IoT
- Swiss Cyber Security Days
- Trends and developments
- Zoarium of cyber threats

EDITION 2024

| PRINT | | | |
|---------------------------|--|------------|------------|
| | Netzwoche | IT-Markt | ICTJournal |
| Release dates | 11.04.2024 | 17.04.2024 | 02.05.2024 |
| Editorial deadline | 08.03.2024 | | 28.03.2024 |
| Adsdeadline | 22.03.2024 | | 10.04.2024 |
| Circulation | 9000 | 7000 | 3520 |
| Distribution | Supplement to Netzwoche, IT-Markt & ICTJournal (pers. addressed) | | |
| | Distribution at Swiss Cyber Security Days | | |
| | Individual dispatch | | |
| | Special prints 500 / 1000 / 2000 Ex. or more on customer request | | |
| Paper | PlanoJet, bright white FSC Cover: 240 g/m ² Content: 120 g/m ² | | |
| Format / Finishing | A4 / adhesive binding | | |

| ONLINE | | | |
|---------------------------------|---|--------------|----------------|
| | netzwoche.ch* | it-markt.ch* | ictjournal.ch* |
| Unique Users / month | 134 000 | | 45 500 |
| Page Impressions / month | 226 000 | | 88 000 |
| Newsletter subscribers | 12 500 | 4 500 | 4 600 |
| Release dates | 11.04.2024 | 17.04.2024 | 02.05.2024 |
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| Delivery date | 22.03.2024 | 22.03.2024 | 10.04.2024 |
| Duration | Publication of the topic dossier permanently online on netzwoche.ch/specials, it-markt.ch/specials & ictjournal.ch/specials | | |
| Onlinemarketing | Specials in the daily newsletter of Netzwoche, IT-Markt & ICTJournal and on their websites | | |

* average data

| Products | PR | No. of characters incl. blanc. min. – max. | Composition / Mass | Price | | | | | | | |
|---|----|--|---|---|---------------------------------|--------------------|--|---|-----------------------|--|--|
| | | | | Print & Online 1 week «SPONSORED POST» 1 week Newsletter Teaser | | | Online Only 1 week «SPONSORED POST» | | | | |
| | | | | National CH | D-CH Netzwoche + IT-Markt | F-CH ICTJournal | National CH | D-CH netzwoche.ch OR it-markt.ch | F-CH ictjournal.ch | Content- Creation (Reference value) | |
| Gatefolder 1/1 p. & 2/2 pp. | ✓ | – | 195 x 297 mm (front) + Edge droppng of 3 mm 405 x 297 mm (interior) + Edge droppng of 3 mm | – | 24 950 print only | – | – | – | – | – | |
| Ad 2nd cover page | ✓ | – | 210 x 297 mm + Edge droppng of 3 mm | 21 550 | 15 850 | 7 450 | – | – | – | – | |
| Ad 1/1 p. | ✓ | – | 210 x 297 mm + Edge droppng of 3 mm | 15 950 | 11 850 | 6 420 | – | – | – | – | |
| Ad 1/2 p. horizontal | ✓ | – | 210 x 148 mm + Edge droppng of 3 mm | 10 000 | 7 570 | 3 580 | – | – | – | – | |
| Advertorial 2/1 pp. | ✓ | 7500–8000 | Text, picture(s), company address + logo of customer | 33 650* | 24 750* | 13 950* | 7 950** | 6 300** | 3 780** | 2 200 | |
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| Success Story 2/1 pp. | ✓ | 7500–8000 | Text, picture(s), company address + logo of customer | 14 600* | 10 850* | 7 950* | 7 950** | 6 300** | 3 780** | 2 200 | |
| Company Profile 1/1 p. | ✓ | 3000–3500 | Text, picture(s), company address + logo of customer | 9 500* | 7 360* | 4 950* | 5 750** | 3 660** | 3 660** | 1 100 | |
| Large Dossier 4/1 pp. | ✗ | 7500–8000 + interview | 1st page: Intro by editors | 16 750* | 12 650* | 10 850* | 15 250 | 9 900 | 9 900 | 3 300 | |
| | ✓ | | 2nd + 3rd page: Expert Article from customer 4th page: Interview by editors (questions by mail) | | | | | | | | |
| Compact Dossier 2/1 pp. | ✗ | 3000–3500 + interview | 1st page: Expert Article from customer | 11 150* | 8 550* | 6 950* | 7 750** | 4 900** | 4 900** | 2 200 | |
| | ✓ | | 2nd page: Interview by editors (questions by mail) | | | | | | | | |
| Expert Article 2/1 pp. | ✗ | 7500–8000 | Text, picture(s), author info from customer | 11 200* | 8 550* | 6 950* | 5 250** | 3 350** | 3 350** | 2 200 | |
| Expert Article 1/1 p. | ✗ | 3000–3500 | Text, picture(s), author info from customer | 8 700* | 6 700* | 4 690* | 5 250** | 3 350** | 3 350** | 1 100 | |
| Expert Interview 2/1 pp. | ✓ | 7500–8000 | Interview by editors | 19 900 | 13 950 | 12 900 | 15 250 | 9 900 | 9 900 | incl. | |
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