

IT for Health

Healthcare | Switzerland | connected

Release date:
May 02, 2024

netzmedien
netzwoche



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

netzmedien
netzwoche

EDITION 2024 | 01

PRINT	
Release date	02.05.2024
Editorial deadline	03.04.2024
Ads deadline	15.04.2024
Circulation	9000 copies
Distribution	Supplement to Netzwoche (pers. addressed)
	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 *
Unique Users / month	99 000
Page Impressions / month	172 000
Newsletter subscribers	12 500
Release date	02.05.2024
Delivery date	15.04.2024
Duration	Publication of the topic dossier online permanently on netzwoche.ch/specials
Onlinemarketing	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 droppng of 3 mm 405 x 297 mm (interior) + Edge droppng of 3 mm	17950 print only	–	–
Ad 2nd cover page	✓	–	210 x 297 mm + Edge droppng of 3 mm	11 850 print only	–	–
Ad 1/1 p.	✓	–	210 x 297 mm + Edge droppng of 3 mm	9930 print only	–	–
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge droppng 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
Expert Interview 2/1 pp.	✓	7500–8000	Text by editors, portrait photo	12900	9900	incl.
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

Partner Packages

Preferred Partner	Price
<ul style="list-style-type: none"> • Logo presence on the cover and Online Special • Editorial inclusion of the preferred partners • 2x 2/1 pp. Expert Article crossmedia • 2/1 pp. Success Story crossmedia <i>OR</i> 1/1 p. Advertorial crossmedia • 1/1 p. Ad print <i>OR</i> 1/1 p. Advertorial crossmedia <i>OR</i> 70 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 100 free copies • All crossmedia appearances will be published permanently on netzwoche.ch in the «Special» with company logo 	<p>21 900.–</p> <p>(gross value 50 500.–)</p>
Gold Partner	
<ul style="list-style-type: none"> • 2/1 pp. Expert Article crossmedia • 1/1 p. Ad print <i>OR</i> 1/1 p. Advertorial crossmedia <i>OR</i> 70 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 100 free copies • All crossmedia appearances will be published permanently on netzwoche.ch in the «Special» 	<p>16 900.–</p> <p>(gross value 27 650.–)</p>
Silver Partner	
<ul style="list-style-type: none"> • 1/1 p. Expert Article crossmedia • 1/2 p. Ad print <i>OR</i> 1/2 p. Advertorial crossmedia <i>OR</i> 46 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 30 free copies • All crossmedia appearances will be published permanently on netzwoche.ch in the «Special» 	<p>12 700.–</p> <p>(gross value 20 600.–)</p>

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



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

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 |
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
© Netzmedien AG 2023/2024