

The only business IT magazine in French-speaking Switzerland

The independent editorial team reports from and for French-speaking Switzerland on all aspects of business IT in a highly topical and well-founded manner.

Target group

CIOs, CEOs, divisional and departmental heads, consultants in companies of all sizes and in all sectors in French-speaking Switzerland

We are organisers of:



The ICTJournal initiative promotes digital innovation in French-speaking Switzerland



Exclusive meeting between CIOs and start-up managers in the region



The award for the most innovative IT projects in French-speaking Switzerland



PRINT

Distribution	7 editions per year		
Print circulation	3200	Subscriptions	2536
Total circulation	2643	Free copies	41
Paid circulation	2577	Bulky circulation	66



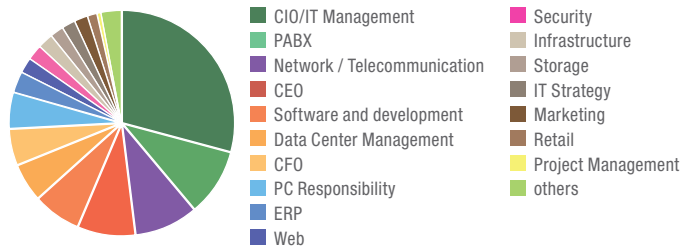
ONLINE

ictjournal.ch	
Unique Clients / month	41 000
Visits / month	58 000
Page Impressions / month	80 000

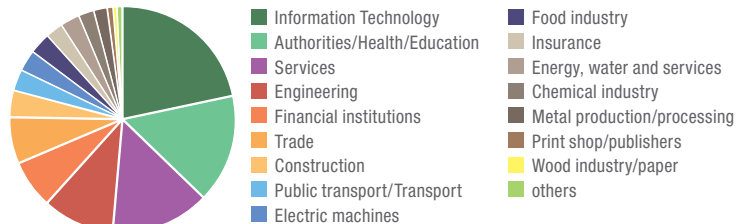
NEWSLETTER

Subscribers	4200
Mailing	5x / week (Mon. – Fri.)
Opening rate	52%

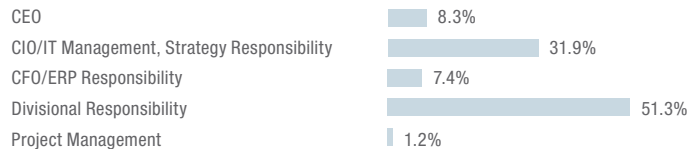
READER STRUCTURE – FIELD OF ACTIVITY



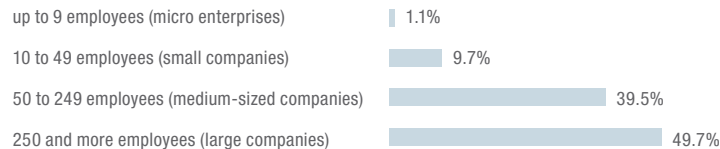
READER STRUCTURE – INDUSTRY AFFILIATION



READER STRUCTURE – MANAGEMENT FUNCTION



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



Parallel to the ICTjournal, the Netzwoche is published 13 times a year in German with similar topics.

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

ICTjournal	Netzwoche	Release date	Ads deadline	Editorial deadline	Topics	Verticals netzmedien.ch/media-kits
1	1	29.01.2025	20.01.2025	07.01.2025	Future of Work – technology meets work psychology (workplace, smart AI assistants, work organization, collaboration, community, incentives)	
2	3	12.03.2025	03.03.2025	18.02.2025	Data Spaces – This is where our data resides and works (hosting, data center, cloud, network, storage, compute, business critical / mission critical workloads)	
3	5	30.04.2025	14.04.2025	02.04.2025	KI & Automation – How AI and automation influence business processes and the workforce (autonomous agents, Gen-AI in business software, employee re-skilling, skilled workers)	Cybersecurity
4	8	02.07.2025	20.06.2025	11.06.2025	Multi-Cloud – Cloud computing in 2025 as a driver for AI-supported business innovation beyond service and delivery models (IaaS, PaaS, SaaS, XaaS, public cloud, (virtual) private cloud, hybrid, cloud, multi-cloud)	Swiss Digital Ranking
5	9	27.08.2025	15.08.2025	05.08.2025	Cybersecurity & KI – Artificial intelligence as the next line of defense against digital threats	Artificial Intelligence
6	11	15.10.2025	03.10.2025	23.09.2025	Business-Software – From standard applications to industry solutions (AI assistants, best practices, analytics, integration, technology, trends)	
7	13	03.12.2025	21.11.2025	11.11.2025	CIO-Agenda – How is the spread of AI affecting the role of the CIO and the IT department? Is the CIO the new COO, CHRO or CEO?	Cloud & Managed Services

PRINT



Cover flap

Front: 113x245 mm
Interior: 118x320 mm



Cover banner

179x25 mm



1/1 page

■ 235 x 320 mm
■ 208 x 247,5 mm



1/2 page vertical / horizontal

■ 115 x 320 mm ■ 235 x 155 mm
■ 102 x 243 mm ■ 208 x 128 mm



1/3 page vertical / horizontal

■ 80 x 320 mm ■ 235 x 110 mm
■ 66 x 243 mm ■ 208 x 83 mm



1/4 page horizontal

■ 235 x 83 mm
■ 208 x 56 mm



Opening

(2/1 pages, page 2 and 3)
■ 470 x 320 mm

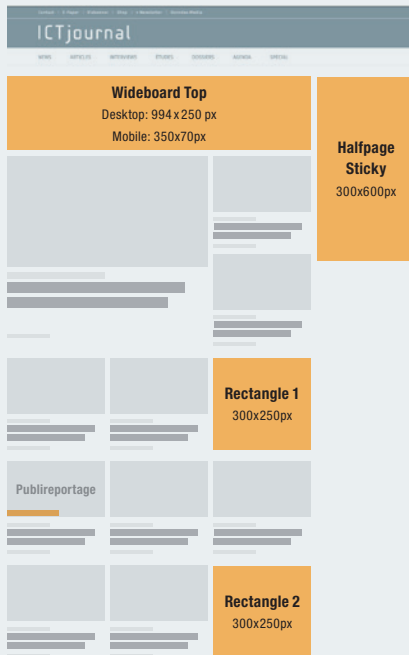
Edge Dropping ■
+ 3mm bleed

Type area ■

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

Fileformat: PDF, 300dpi

ONLINE



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

NEWSLETTER



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

PRINT	
Formats	4-coloured Ads
Opening (page 2 and 3)	13 760.–
1/1 page	6270.–
2nd cover page	7390.–
4th cover page	7690.–
Cover flap	6270.–
Cover banner	2140.–
1/2 page vertical / horizontal	3520.–
1/3 page vertical / horizontal	2970.–
1/4 page horizontal	2140.–

ONLINE				
Formats	Duration (Mon – Sun)	Price	desktop	mobile
Wideboard Top	CPM	180.–	x	x
Halfpage Sticky	1 week	3980.–	x	
Rectangle	1 week	2450.–	x	x
Rectangle	1 week	980.–		x*

* only in combination with Halfpage and Halfpage Sticky

NEWSLETTER	
daily dispatch 5x / week (Mon – Fri)	
Formats	Price
Fullbanner	2550.–
Annual logo integration	4900.–
Rectangle	2450.–

CROSSMEDIAL						
Package	No. of characters incl. blank. min. - max.	Composition	Price Print and online 1 week «PUBLIREPORTAGE» 1 week newsletter	Price only online 1 week «PUBLIREPORTAGE» 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	13 550.–	3670.–	Book guaranteed views in addition to your online presence (e.g. letemps.ch, tdg.ch, 24heures.ch) Price 1998.– each additional view 3.60	2200.–
Advertorial 1/1 p.	4000 – 4500	Text, picture(s), company address + logo of customer	8700.–	3670.–		1100.–
Advertorial 1/2 p.	1000 – 1500	Text, picture(s), company address + logo of customer	5850.–	3670.–		770.–
Success Story 2/1 pp.	7500 – 8000	Text, picture(s), company address + logo of customer	7950.–	3670.–		2200.–
Company Profile 1/1 p.	3000 – 3500	Text, picture(s), company address + logo of customer	4950.–	3550.–		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.–	4750.–		2200.–
Expert Article 2/1 pp.	7500 – 8000	Text, image(s), author info from customer	6950.–	3250.–		2200.–
Expert Article 1/1 p.	3000 – 3500	Text, image(s), author info from customer	4550.–	3250.–		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 ADS PRINT*	
Formats	4-coloured Ads
1/1 page	3135.–
Cover flap	3135.–
1/2 page vertical / horizontal	1760.–
1/3 page vertical / horizontal	1485.–
1/4 page horizontal	1070.–

*exclusively for job offers

JOB ADS – CROSSMEDIA					
Package	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)	12 900.–	6300.–	incl.
Call for Talents 1/1 p.	4000–4500	Interview by editors concerning the wanted specialist (questions by mail)	6950.–	6300.–	incl.

netzmedien

ADD-ONS

Mini Social Media Campaign	Price
3 Social-Media-Posts on LinkedIn / per week (in addition to your online presence)	1000.–
Performance-Kampagne 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. letemps.ch, tdg.ch (Tribune de Genève), 24heures.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

Video Interview	Price
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.)	6120.–
Logo integration	500.–

EVENT PROMOTION

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

SPONSORING PACKAGE SPRING PARTY

	Sponsoring (large)	Sponsoring (medium)	Sponsoring (small)
Placement of a logo in our communication materials as well as on roll-ups and the photo wall at the event	X	X	X
Possibility of placing a table with gadgets/info and own roll-up on site	X		
Advertorial or Company Profile (1/1 page, print) in ICTjournal or two weeks rectangle on ictjournal.ch	X		
One week Rectangle on ictjournal.ch		X	
Logo placement in follow-up reporting in ICTjournal and on ictjournal.ch	X	X	X
Price	5000.–	2500.–	1500.–

DISTRIBUTE YOUR SUPPLEMENT ON OUR CHANNELS

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CROSS-MEDIA TRADE MAGAZINES



Netwoche

Netwoche is the most read Swiss trade magazine for business IT.



IT-Markt

The highest-coverage trade magazine for the Swiss IT channel.

CROSS-MEDIA VERTICALS

Cybersecurity



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

Release dates

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

03.04.2025 w/ Netwoche
23.04.2025 w/ IT-Markt
30.04.2025 w/ ICTjournal

IT for Health



Highlights all topics relating to digitisation and ICT procurement in the Swiss healthcare system.

Release dates

1st edition: 30.04.2025
w/ Netwoche
2nd edition: 24.09.2025
w/ Netwoche

editions also in French

Finance 2030



Describes and analyses the opportunities and challenges presented by the digital transformation of the traditional financial world.

Release date
02.07.2025
w/ Netwoche

Dispatch: 1x / year
Circulation: 9 000
Readers: 54 000

Artificial Intelligence



This special highlights current projects and experiments and analyzes the business and technological success factors for use in business IT.

Release dates
27.08.2025
w/ Netwoche & ICTjournal

Dispatch: 1x / year
Circulation: 9 500
Readers: 54 000

IT for Gov



Is addressed to decision makers and planner in the public administration and to their ICT suppliers.

Release date
15.10.2025
w/ Netwoche

Dispatch: 1x / year
Circulation: 9 000
Readers: 54 000

Fintech & Insurtech



Analyses the technological side of the Swiss finance and insurance industry.

Release date
06.11.2025
w/ Netwoche

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
03.12.2025
w/ Netwoche & ICTjournal
w/ IT-Markt 01/2026

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

SPECIAL EDITION



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

11.06.2025 w/ Netwoche
25.06.2025 w/ IT-Markt
02.07.2025 w/ ICTjournal

YEARBOOKS



Guide de l'informatique romande

The ICT Guide for Western Switzerland offers a complete overview of the IT ecosystem of French-speaking Switzerland and shows the most important IT and market trends, based on an exclusive annual survey.

Release date
January 2026



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.

Release date
January 2026

Publisher



Dr. Heinrich Meyer
CEO & Publisher
+41 44 355 63 31
heinrich.meyer@netzmedien.ch



Christina Frischknecht
Accountant
+41 44 355 63 30
christina.frischknecht@netzmedien.ch

Sales Support



Seraina Frehner
Head of Sales Support
Head of Projects & Awards
+41 44 355 63 35
seraina.frehner@netzmedien.ch



Patrizia Zbinden
Sales Support
+41 44 355 63 69
patrizia.zbinden@netzmedien.ch



Hennadely Christen
Sales Support Trainee
+41 44 355 63 63
hennadely.christen@netzmedien.ch



Alessia Gallina
Sales Support Trainee
+41 44 355 63 63
alessia.gallina@netzmedien.ch

Sales & Consulting



Sales French-speaking Switzerland
Supannika Chavanne
Senior Sales Consultant
+41 79 255 89 98
supannika.chavanne@netzmedien.ch



Konstantinos Georgiou
Key Account Manager
+41 44 355 63 33 / +41 79 935 27 93
konstantinos.georgiou@netzmedien.ch



Marcel Hirzel
Senior Sales Consultant
+41 44 355 63 37 / +41 79 359 28 54
marcel.hirzel@netzmedien.ch



Reto Rudin
Senior Sales Consultant
+41 44 355 63 39 / +41 78 735 01 51
reto.rudin@netzmedien.ch



Michael Frey
Sales Consultant
+41 44 355 63 66 / +41 79 612 06 37
michael.frey@netzmedien.ch

Editorial staff French-speaking Switzerland



Yannick Chavanne
Editorial Manager
yannick.chavanne@netzmedien.ch



Alexia Muanza
Editor
alexia.muanza@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



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



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



Dylan Windhaber
Editor
+41 44 355 63 64
dylan.windhaber@netzmedien.ch

General Information

All prices in CHF plus VAT.
Placement surcharge: +20%
AC for those entitled to commission on advertising
value: 5% print, 5% crossmedial, 5% online

Media releases: please send exclusively to
D-CH: desk@netzmedien.ch
F-CH: redaction@ictjournal.ch

Data valid from 01.01.2025
GTC: netzmedien.ch/agb
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