

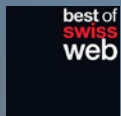
The information hub for the Swiss IT channel

«IT-Markt» is the cross-media trade magazine for the Swiss IT with the largest circulation in the Swiss market. The independent editorial team supports the industry and prepares the relevant information according to journalistic standards.

Target group

Decision-makers and employees with purchasing responsibility in the Swiss IT channel and the IT-related CE trade. All manufacturers and suppliers of IT products and IT services, resellers, value-added resellers, system integrators, assemblers, retailers, e-tailers, outsourcers, data centre operators, access and hosting providers, distributors, IT service providers and consultants.

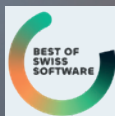
We are organisers of:



The oldest web award in Europe



The most important app award in Switzerland



The best Swiss individual software and system integration projects

netzmedien



VALID FROM JANUARY 1, 2025

PRINT			
Distribution	8 editions / year		
Print circulation	7900	Fully paid / discounted subscriptions	4978
Total circulation	7651	Free copies	249
Paid circulation	5227	Free circulation	2380
Target distribution	2629		



ONLINE	
it-markt.ch	
Unique Clients / month	33500
Visits / month	38000
Page Impressions / month	49000

NEWSLETTER	
Subscribers	4100
Mailing	6x / week (Mon. – Sat.)
Opening rate	41 %

TOPIC OVERVIEW					
Edition	Release date	Ads deadline	Editorial deadline	Topics	Verticals netzmedien.ch/media-kits
1	12.02.2025	30.01.2025	20.01.2025	Business software: How the channel successfully sells and implements ERP, CRM and co.	With regular contributions on ProAV and digital signage
2	26.03.2025	13.03.2025	03.03.2025	15 years «IT Markt»: From box mover to managed services provider – how the channel has changed. ISE Barcelona.	
3	23.04.2025	10.04.2025	31.03.2025	Artificial intelligence: From the right infrastructure and the necessary data strategy to the right AI model – how to turn big data into truly useful data.	
4	28.05.2025	15.05.2025	05.05.2025	Datacenter & Carriers: How AI is boosting the data center business and how IT resellers and system integrators are benefiting from this boom.	
5	25.06.2025	13.06.2025	02.06.2025	Up close and personal with the IT channel: How is the channel doing? Where is the greatest market potential? Where are the sales problems?	
6	27.08.2025	14.08.2025	04.08.2025	Cloud & Managed Services: How IT resellers build sustainable XaaS business models with the right cloud platform.	
7	01.10.2025	18.09.2025	08.09.2025	IT for the workplace: What companies expect from their IT partners in the New Work era when it comes to network technology, UCC and end devices. CEDIA Expo.	
8	12.11.2025	30.10.2025	20.10.2025	Cybersecurity: Bug bounty programs, managed detection & response, SOC-aas – how service providers protect their customers and how they stay secure themselves.	
					Cloud & Managed Services
					Anniversary edition 15 years «IT-Markt»
					Cybersecurity
					Swiss Digital Ranking

«IT-Markt» anniversary issue from March 26, 2025

The «IT-Markt» turns 15 years old - celebrate with us!

«IT-Markt», the information hub for the Swiss IT channel, has been published since 2010 as a classic trade magazine and online platform with a daily newsletter. The IT channel includes manufacturers and providers of IT products and of IT products and IT services, the IT channel also includes companies that operate as resellers, value-added resellers (VAR), system integrators, distributors or IT service providers in the Swiss market.

netzmedien.ch/geschichte

ANNIVERSARY OFFERS

Formats	Ad mass	Interested?
1/1 PAGE	235x320 mm +3mm trim	Contact our sales team!
1/2 PAGE	235x155 mm +3mm trim	
LOGOPRESENCE	EPS file	



PRINT



Cover flap

Front: 118x260 mm
Interior: 118x320 mm



Opening

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



Product showcase

1/1 page / 3 products

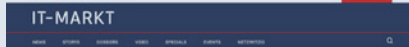
Edge Dropping
+ 3mm bleed

Type area

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

Fileformat: PDF, 300dpi

ONLINE



Wideboard Top

Desktop: 994x250px
Mobile: 350x70px

Halfpage Sticky

300x600px

Rectangle 1

300x250px

Sponsored Post

Rectangle 2

300x250px

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

NEWSLETTER

Fullbanner

712x160px



Annual logo integration



Schillingen 22.09.2023, 10:00

So steht es um Digitalisierung und Cybericherheit in Schwizer K&A

Das Thema digitaler Transformation hat sich im vergangenen Jahr enorm weiterentwickelt. Nicht nur die K&A der Unternehmen, sondern auch deren Mitarbeiter.

Wiederholen 29.08.2023, 12:07

Die Data Lead Sales-Team in der Schweiz aus

Rechtliche Hinweise 27.08.2023, 10:07

Google erweitert europäische Klarnamen

Rectangle

300x250px

Wiederholen 17.01.2023, 09:00

Der Neue Unternehmen zwischen LED, OLED, QLED und Co.

Google IT-Produkte erweitert 20.02.2023, 11:00

RealT erweitert Standort in Dänemark

Über Inpact Unternehmen K&A 28.08.2023, 10:00

Architekten will Induktion Technik in der Schweiz aufbauen

Rectangle

300x250px

Wichtige Webentwicklungstrends 07.08.2023, 10:00

Karrierefest erweitert gegen Google Maps

Beitrag erweitert Daten lokal 28.08.2023, 10:00

MSLU arbeitet an Sprachassistenten, der Privatsphäre respektieren soll

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

PRINT	
Formats	4-coloured Ads
Opening (page 2 and 3)	14 800.–
1/1 page	6 780.–
2nd cover page	7 780.–
4th cover page	7 880.–
Cover flap	6 780.–
1/2 page vertical / horizontal	4 160.–
1/3 page vertical / horizontal	2 980.–
1/4 page horizontal	2 600.–

ONLINE				
Formats	Duration (Mon – Sun)	Price	desktop	mobile
Wideboard Top	CPM	180.–	x	x
Halfpage Sticky	1 week	3 980.–	x	
Rectangle	1 week	2 450.–	x	x
Rectangle	1 week	950.–		x*

* only in combination with Halfpage and Halfpage Sticky

NEWSLETTER	
daily dispatch 6x / week (Mon – Sat)	
Formats	Price
Fullbanner	2 550.–
Annual logo integration	4 900.–
Rectangle	2 450.–

CROSSMEDIAL								
Package	PR	No. of characters incl. blank. min. - max.	Composition	Price Print and online 1 week «SPONSORED POST» 1 week newsletter	Price only online 1 week «SPONSORED POST» on homepage	Performance cam- paign with \$55 guaranteed views	Content- Creation (Reference value)	
Advertorial 2/1 pages	✓	7500–8000	Text, picture(s), company address + logo of customer	14 450.–	4230.–	Book guaranteed views in addition to your online presence (e.g. nzz.ch, tagesanzeiger.ch, handelszeitung.ch)	2200.–	
Advertorial 1/1 page	✓	4000–4500	Text, picture(s), company address + logo of customer	9000.–	4230.–		1100.–	
Advertorial 1/2 page	✓	1000–1500	Text, picture(s), company address + logo of customer	6450.–	4230.–		770.–	
Success Story 2/1 pages	✓	7500–8000	Text, picture(s), author info, company address + logo of customer	7950.–	4230.–		2200.–	
Cashman 1/1 page	✓	3000–3500	Interview by editors (questions by mail)	5300.–	4230.–		incl.	
Product Showroom 1/1 page (3 products) 1/1 page (2 products)	✓	per 1000–1500 per 1500–2000	Text, picture(s), logo(s) of customer	7650.–	4230.–		incl.	
Company Profile 1/1 page	✓	3000–3500	Text, picture(s), company address + logo of customer	4950.–	3550.–		Price 1998.–	1100.–
Large Dossier 4/1 pages	✗ ✓	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.–		each additional view 3.60	3300.–
Compact Dossier 2/1 pages	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	6950.–	4750.–			2200.–
Expert Article 2/1 pages	✗	7500–8000	Text, image(s), author info from customer	6950.–	3250.–			2200.–
Expert Article 1/1 page	✗	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.–

MEDIA PARTNERSHIP

Crossmedial	Price
<p>Advertising services</p> <ul style="list-style-type: none">• Event Plus Package• Advertorial 1/1 p. (print und online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter)• Rectangle (1 week fixed placement on the homepage)• Rectangle (1 week fixed placement in the newsletter) <p>Editorial services</p> <ul style="list-style-type: none">• Pre-reporting (print and/or online)• Visit of the event by 1 editor• post-reporting (print and/or online)	<p>7495.–</p> <p>(gross value 14 990.–)</p>

ADD-ONS

ADD-ONS	Price
Mini Social Media Campaign	Price
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. 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 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- 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	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.)	6680.–
Logo Integration	500.–

EVENTPROMOTION

Event Plus – Package		Preis
Print	1/3 page in the Service section	1090.– 980.– (without Print) NO REPORTING
Online	Post on it-markt.ch/events	
Newsletter	1 week teaser of the online Post	
Take note of our media partnership offer (page 6)		

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 and it-markt.ch	X		
One week Rectangle on netzwoche.ch and it-markt.ch		X	
Logo placement in the follow-up reporting in our magazines Netzwoche and IT-Markt and on our websites netzwoche.ch and it-markt.ch	X	X	X
Price	5000.–	2500.–	1500.–

DISTRIBUTE YOUR SUPPLEMENT ON OUR CHANNELS

CONTACT US FOR DETAILS

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.

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/ Netzwoche
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/ Netzwoche
2nd edition: 24.09.2025
w/ Netzwoche

Dispatch: 2x / year
Circulation: 9000
Readers: 54 000

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/ Netzwoche
25.06.2025 w/ IT-Markt
02.07.2025 w/ ICTJournal

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.

Release date
22 January 2026

**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.

Release date
January 2026

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/ Netzwoche

Dispatch: 1x / year
Circulation: 9000
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/ Netzwoche &
ICTJournal

Dispatch: 1x / year
Circulation: 9500
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/ Netzwoche

Dispatch: 1x / year
Circulation: 9000
Readers: 54 000

Fintech & Insurtech

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

Release date
06.11.2025
w/ Netzwoche

Dispatch: 1x / year
Circulation: 9000
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/ Netzwoche &
ICTJournal
w/ IT-Markt 01/2026

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: 5% print, 5% crossmedial, 5% online

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

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GTC: netzmedien.ch/agb
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