

The Swiss Info Portal for Cybersecurity

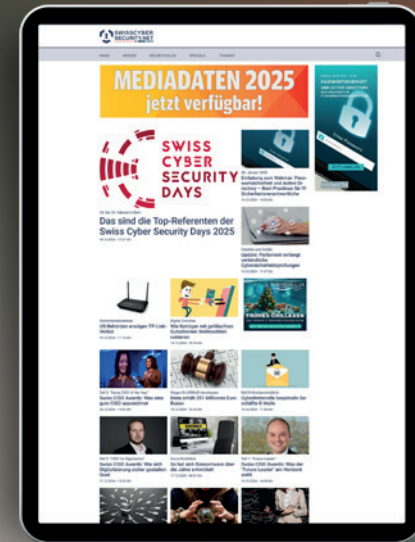
Hackers, ransomware, cryptominer, DDoS attacks, phishing, skimming, social engineering, APTs and the like – the flood of cyber threats is never-ending. According to estimates, cyber criminals publish two new malware programs per second!

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

VALID FROM JANUARY 1, 2025

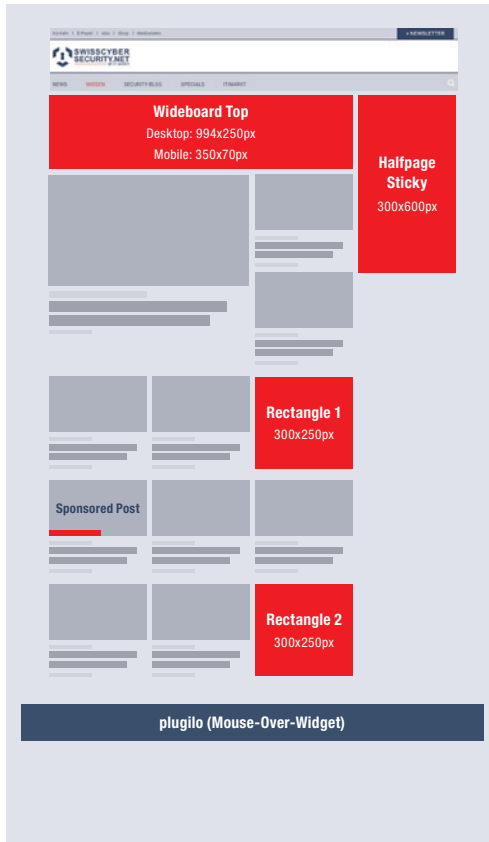
THE TOPIC «SECURITY» AT NETZMEDIENT

Release date	Ads deadline	Editorial deadline	Magazine / Edition	Topic
23.04.2025	21.03.2025	07.03.2025	Special publication: Cybersecurity	
03.04.2025	24.03.2025	13.03.2025	Netzwoche, No. 4	Trends in custom software development (Web 3.0, low-code/no-code, AI-supported development, cloud-native development, microservices, cybersecurity , data protection)
02.07.2025	20.06.2025	11.06.2025	ICTjournal, No. 4	Cybersecurity & KI – Artificial intelligence as the next line of defense against digital threats
27.08.2025	18.08.2025	07.08.2025	Netzwoche, No. 9	Cybersecurity & KI – Artificial intelligence as the next line of defense against digital threats
12.11.2025	30.10.2025	20.10.2025	IT-Markt, No. 8	Cybersecurity – Bug bounty programs, managed detection & response, SOC-aaS – how service providers protect their customers and how they stay secure themselves.

KPIs AT A GLANCE

ONLINE	
swisscybersecurity.net	
Unique Clients / month	18 000
Visits / month	22 500
Page Impressions / month	31 750

NEWSLETTER	
Subscribers	6000
Mailing	2x / week (Tue and Thu)
Opening rate	47 %

ONLINE


Wideboard Top
Desktop: 994x250px
Mobile: 350x70px

Halfpage Sticky
300x600px

Rectangle 1
300x250px

Rectangle 2
300x250px

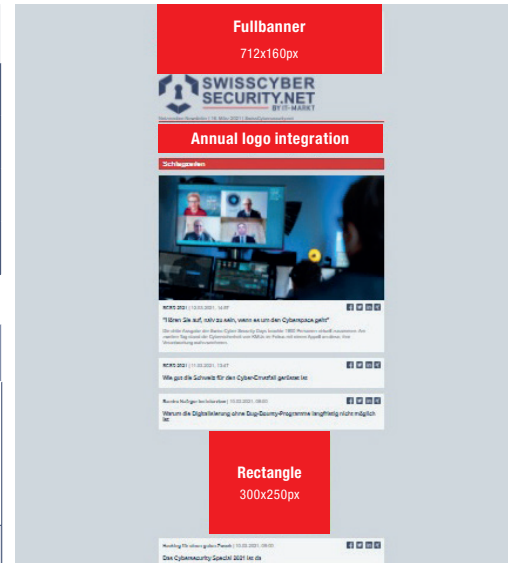
plugilo (Mouse-Over-Widget)

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

Ad Formats	Price	Duration	Desktop	Mobile
Wideboard Top	180.–	CPM	x	x
Halfpage Sticky	2650.–	1 week	x	
Rectangle	1690.–	1 week	x	
Rectangle	555.–	1 week		x*

*only in combination with Halfpage Sticky

Products	Services	Price
Advertorial / Expert Article / Success Story / Company Profile	«Sponsored Post» on 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. Visi- tors can see the current con- tent in a flash via mouse-over – without clicks and long searches.	18 000.–
plugilo - Monthly pass		2000.–

NEWSLETTER


Fullbanner
712x160px

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 ADS PRINT* | PRINT PUBLICATION IN NETZWOCH

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 NETZWOCH

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.–	4400.–	incl.
Call for Talents 2/1 pp.	✓	7500–8000	Interview by editors concerning the wanted specialist (questions by mail)	12 900.–	4400.–	incl.
Call for Talents 1/1 p.	✓	4000–4500	Interview by editors concerning the wanted specialist (questions by mail)	6950.–	4400.–	incl.

netzmedien WEBINAR

THE VALUE CONTENT WEBINAR PACKAGE INCLUDES:

- Storyboard / co-coordination of the webinar
- Landing page for registration (Zoom)
- Invitation via standalone newsletter to 6000 newsletter subscribers of swisscybersecurity.net
- 1 to 2 months in advance: Webinar invitation via display or banner advertising as filler on swisscybersecurity.net (advertising material comes from customers)
- LinkedIn posts via SwissCybersecurity account
- Webinar test run / quality check
- Webinar intro by Netzmedien editor
- Q&A by Netzmedien editor and/or panel discussion leader
- Final questions by Netzmedien editor
- Recording of the webinar as well as written summary and online publication as a sponsored post on swisscybersecurity.net
- Sending of this content to all registered participants

Price: CHF 16 500

Acquisition of speakers by customers



ADD-ONS

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 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

Videointerview	Price
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



ICTjournal

The only business IT magazine in Frenchspeaking Switzerland.



Netzwoche

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

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

Finance 2030



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

Release date

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

02.07.2025
w/ Netzwoche

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

IT for Gov



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

Release date

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

15.10.2025
w/ Netzwoche

Fintech & Insurtech



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

Release date

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

25.11.2024
w/ Netzwoche

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

SPECIAL EDITION



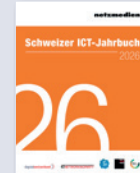
Swiss Digital Ranking

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
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

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General Information

All prices in CHF plus VAT.
Placement surcharge: +20%
AC for those entitled to commission on advertising
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