

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



PRINT			
Distribution	8 editions / year		
Print circulation	7500	Fully paid / discounted subscriptions	3340
Total circulation	7086	Free copies	167
Paid circulation	3507	Free circulation	3522
Target distribution	3689		



ONLINE	
it-markt.ch	
Unique Clients / month	30 000
Visits / month	32 000
Page Impressions / month	42 000

NEWSLETTER	
Subscribers	3300
Mailing	6x / week (Mon. – Sat.)
Opening rate	42 %

TOPIC OVERVIEW						
Edition	Release date	Ads deadline	Editorial deadline	Topics	With regular contributions on ProAV and digital signage	Verticals netzmedien.ch/media-kits
1	11.02.2026	02.02.2026	21.01.2026	Business-Software – artificial Intelligence in Daily Business. How to successfully sell and implement ERP, CRM and related solutions in the AI era.		Cloud & Managed Services
2	25.03.2026	16.03.2026	04.03.2026	Pro-AV – dvLED, e-paper and transparent screens: New possibilities for conference rooms and events – and opportunities for integrators. Also: the latest trends from ISE in Barcelona.		
3	22.04.2026	13.04.2026	01.04.2026	Artificial Intelligence – from the right infrastructure and data strategy to the appropriate AI model: turning Big Data into truly useful data.		Cybersecurity
4	27.05.2026	08.05.2026	28.04.2026	Datacenter & Carriers – how AI energises the datacentre market and how IT resellers and system integrators can profit from this boom.		Datacenter
5	24.06.2026	15.06.2026	03.06.2026	Partners, Programme, Commissions – what’s happening in the channel? Where lies the greatest market potential? Where are bottlenecks in sales?		Swiss Digital Ranking 2026
6	26.08.2026	13.08.2026	31.07.2026	Cloud & Managed Services – how IT resellers can build sustainable XaaS business models with the right cloud platform.		
7	30.09.2026	21.09.2026	09.09.2026	IT for the Workplace – what companies expect from their IT partners regarding networking, UCC and devices as «New Work» becomes «Normal Work».		
8	11.11.2026	30.10.2026	20.10.2026	Cybersecurity – Ransomware, Zero-Days, Insider Threats & Co.: How service providers protect their customers while staying secure themselves.		

SPONSORSHIP PACKAGES OVERVIEW

EXCLUSIVE CELEBRATION PARTNER (AVAILABLE ONCE)

Champagne and prize sponsor for the awards ceremony.

The sponsor will be highlighted on the displays during the ceremony and will present the champagne and prizes. The emotional moment will be captured photographically.

- Medium-size logo presence in our communications and on the screens.
- Post-event coverage in our magazines and on our websites.
- CHF 5,000 excl. VAT

EXCLUSIVE TITLE SPONSOR (AVAILABLE ONCE)

- Starting slot for three teams (six drivers).
- Large logo presence in our communications and on the screens.
- 1 × full-page advert.
- Three × 2-page dossier (compact, cross-media) in one of our magazines, valued at CHF 20,850 (IT Markt, Netzwoche or ICTJournal), or three × two-week rectangle online ads valued at CHF 30,000.
- Post-event coverage in our magazines and on our websites.
- CHF 30,000 excl. VAT

TEAM SPONSOR (AVAILABLE 14 TIMES)

- Starting slot for one team with two drivers.
- Medium-size logo presence in our communications and on the screens.
- 1 × full-page feature article (cross-media) in one of our magazines, valued at CHF 5,600 (IT Markt, Netzwoche or ICTJournal), or two-week rectangle online advertising valued at CHF 6,960.
- Post-event coverage in our magazines and on our websites.
- CHF 5,000 excl. VAT

HOSPITALITY PARTNER

- Small logo presence in our communications and on the screens.
- One-week online advertising via it-markt.ch, netzwoche.ch or ictjournal.ch, valued at CHF 3,480.
- Post-event coverage in our magazines and on our websites.
- CHF 2,500 excl. VAT

SUPPORTER

- Small logo presence in our communications and on the screens.
- Post-event coverage in our magazines and on our websites.
- CHF 1,500 excl. VAT

**Race.
Connect.
Win.**

The virtual F1 race with thrills, networking and an apéritif.

Guests: 150 people, including 17 teams of eight participants each,
of which two are drivers (by invitation only).

Attractive prizes to be won!



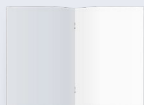
PRINT



Cover flap
Front: 118x260 mm
Interior: 118x320 mm



Opening
(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



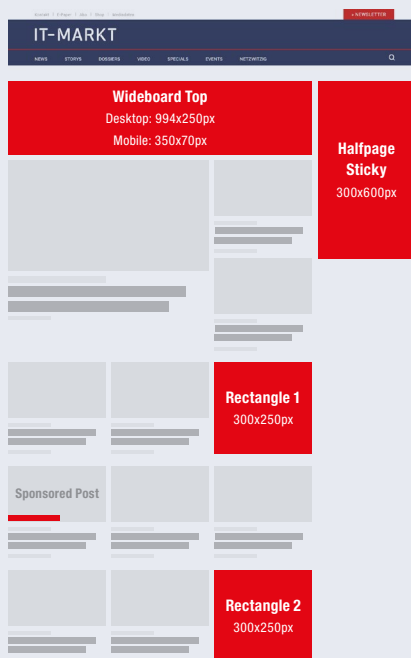
Product showcase
1/1 page / 3 products

Edge Dropping + 3mm bleed
Type area

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

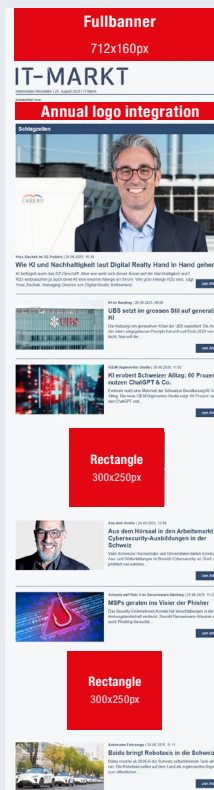
Fileformat: PDF, 300dpi

ONLINE



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

NEWSLETTER



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

PRINT

Formats	4-coloured Ads
Opening (page 2 and 3)	14 800.–
1/1 page	6780.–
2nd cover page	7780.–
4th cover page	7880.–
Cover flap	6780.–
1/2 page vertical / horizontal	4160.–
1/3 page vertical / horizontal	2980.–
1/4 page horizontal	2600.–

ONLINE

Formats	Duration (Mon – Sun)	Price	desktop	mobile
Wideboard Top	CPM	180.–	x	x
Halfpage Sticky	1 Woche	3980.–	x	
Rectangle	1 Woche	2450.–	x	x
Rectangle	1 Woche	950.–		x*

* nur in Kombination mit Halfpage Sticky

NEWSLETTER

daily dispatch 6x / week (Mon – Sat)	
Formats	Price
Fullbanner	2550.–
Annual logo integration	4900.–
Rectangle	2450.–

CROSSMEDIAL

CROSSMEDIAL									
Package	PR	No. of characters incl. blank. min. - max.	Composition	Price Print and online 1 week «PARTNER POST» 1 week newsletter	Price only online 1 week «PARTNER POST» 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	14 450.–	4230.–	Book guaranteed views in addition to your online presence (e.g. nzz.ch, tagesanzeiger.ch, handelszeitung.ch) Price 1998.– each additional view 3.60	2200.–		
Advertorial 1/1 p.	✓	3000–3800	Text, picture(s), company address + logo of customer	9000.–	4230.–		1100.–		
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	6450.–	4230.–		770.–		
Success Story 2/1 pp.	✓	7500–8000	Text, picture(s), author info, company address + logo of customer	7950.–	4230.–		2200.–		
Spotlight service/products 1/1 p.	✓	3000–3500	Interview by editors (questions by mail), portrait photo	4390.–	2990.–		1100.–		
Expert Interview 2/1 pp.	✓	7500–8000	Interview by editors (questions by mail), portrait photo	11 900.–	8900.–		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 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	4950.–	3250.–		1100.–		
Large Dossier 4/1 pp.	✗	7500–8000 + interview	1st page: Intro by editors	9850.–	8950.–		each additional view 3.60	3300.–	
	✓		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	6250.–	4750.–				2200.–
	✓		2nd page: Interview by editors (questions by mail)						
Expert Article 2/1 pp.	✗	7500–8000	Text, image(s), author info from customer	6250.–	3250.–				2200.–
Expert Article 1/1 p.	✗	3000–3500	Text, image(s), author info from customer	4550.–	3250.–	1100.–			
Each additional week of «PARTNER POST» on the homepage or newsletter teaser costs another CHF 1000.–				All author information, including layout and online examples, can be found here!					

netzmedien WEBINAR

THE VALUE-CONTENT WEBINAR PACKAGE INCLUDES:

- Storyboard / Co-ordination of the webinar
- Landing page for registration (Zoom)
- Invitation via a standalone newsletter to 4100 it-markt.ch subscribers of it-markt.ch
- 3–4 weeks in advance: webinar invitation through display or banner advertising as a filler on it-markt.ch (advertising material supplied by the client)
- LinkedIn posts via the IT-Markt account
- Webinar test run / quality check
- Webinar intro delivered by a Netzmedien editor
- Q&A and/or moderation of the panel discussion by a Netzmedien editor.
- Closing questions handled by a Netzmedien editor
- Recording of the webinar together with reporting and online publication as a partner post on it-markt.ch
- The webinar video is made freely available to the client

PRICING:

- Webinar with product placement: CHF 16 500 (ex-VAT)
- Advertising- and marketing-neutral webinar (no product mention): CHF 14 500 (ex-VAT)

(Early-bird discount – booking must be made by 31 December 2025: CHF 1000 off)

Acquisition of speakers by the client (except for purely editorial webinars)

Webinar dates 2026	
22 Jan	5 webinar dates are purely editorial. They can be supported by customers with a sponsorship contribution. Topic selection and execution are handled by the editorial team.
12 Feb	
05 Mar	
26 Mar	
16 Apr	
07 May	
28 May	
18 Jun	
09 Jul	
27 Aug	
17 Sep	
08 Oct	
29 Oct	
19 Nov	
10 Dec	

MEDIA PARTNERSHIPS

Crossmedial	Price
Advertising services • 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) Editorial services • Pre-reporting (print and/or online) • Visit of the event by 1 editor • post-reporting (print and/or online)	7495.– (gross value 14 990.–)
Online	Price
Advertising services • Event Plus Package (without print) • Advertorial (online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter) OR • Halfpage Sticky (1 week fixed placement on the homepage and 1 week Rectangle as fallback mobile) • Rectangle (1 week fixed placement on the homepage) • Rectangle (1 week fixed placement in the newsletter) Editorial services • Pre-reporting (online) • Visit of the event by 1 editor • post-reporting (online)	6495.– (gross value 11 220.–)

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 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.–

EVENT PROMOTION

Event Plus – Package		Price
Only online	Post on netzwoche.ch/events	390.–
Online + newsletter mailing	+ 1 week insertion teaser in the newsletter	890.–
Online + newsletter mailing + print	1/3 page in the Service section	1090.–
Take note of our media partnership offers (page 7)		

SPONSORING PACKAGE NETZMEDIEN SOMMER PARTY

	large	medium	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
Logo placement in the follow-up reporting in our magazines Netzwoche and IT-Markt on our websites netzwoche.ch and it-markt.ch	x	x	x
Professional article (1/1 page, cross-media) in our publications Netzwoche OR IT Markt, or a two-week rectangle placement on netzwoche.ch OR it-markt.ch	x		
Possibility of placing a table with gadgets/info and own roll-up on site	x		
One week Rectangle on netzwoche.ch OR it-markt.ch		x	
Price	5000.–	2500.–	1500.–

SPECIAL FORMATS

Video Interview	Price
Nothing is more credible than a personal message with picture + sound Video interview including 1 week «Partner Post» + 1 week newsletter teaser and production via zoom (Duration 2 – 5 min.)	8580.–
Logo integration	500.–

Community-Survey	Price
Insert a community survey (up to 10 questions) into your online specialist article or advertorial.	2500.–
The questions and answers are prepared by the client.	

CROSS-MEDIA TRADE MAGAZINES

**Netwoche**

Netwoche is the most read Swiss trade magazine for business IT

**ICTjournal**

The only business IT magazine in French-speaking Switzerland.

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

10.06.2026 w/ Netwoche
26.06.2026 w/ IT-Markt
01.07.2026 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
22.01.2027

**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 2027

CROSSMEDIA VERTICALS

IT for Gov

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

Release date
25.02.2026 w/ Netwoche
Circulation: 8000
Readers: 54 000

Cybersecurity

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

Release date
15.04.2026 w/ Netwoche
22.04.2026 w/ IT-Markt
06.05.2026 w/ ICTjournal
Circulation: 18 500
Readers: 117 600

Datacenter

Provides a comprehensive overview of the Swiss market, based on a market overview and up-to-date surveys of relevant players.

Release date
06.05.2026 w/ Netwoche
27.05.2026 w/ IT-Markt
Circulation: 15 500
Readers: 54 000

Finance 2030

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

Release date
01.07.2026 w/ Netwoche
Circulation: 8000
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 date
26.08.2026
w/ Netwoche & ICTjournal
Circulation: 11 000
Readers: 54 000

IT for Health

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

Release date
23.09.2026 w/ Netwoche
Circulation: 8000
Readers: 54 000

Neues Special

Release date
11.11.2026

Cloud & Managed Services

Serves as an orientation and provides an overview of the latest developments in the market.

Release dates
02.12.2026 w/
Netwoche & ICTjournal
w/ IT-Markt 01/2027
Circulation: 18 500
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

Data valid from 01.01.2026
GTC: netzmedien.ch/agb
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