

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!

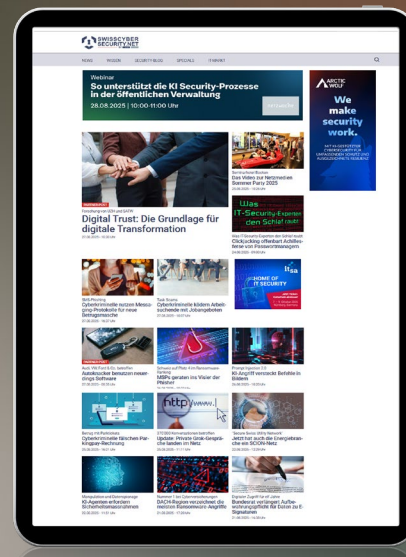
The scary thing is that in the past, you could build high walls around yourself and hide behind them. Today, you have to assume that cyber threats have already overcome firewalls and the like and have penetrated your own network.

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, 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!

netzmedien



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, 2026

THE TOPIC «SECURITY» AT NETZMEDIEN				
Release date	Ads deadline	Editorial deadline	Magazine / Edition	Topic
15.04.2026	31.03.2026	16.03.2026	Special publication: Cybersecurity	
15.04.2026	02.04.2026	23.03.2026	Netzwoche, No. 4	Best of Swiss Web – Trends in custom-software development (Web 3.0, low-code/no-code, AI-assisted development, cloud-native development, micro-services, cybersecurity, data protection); Accessibility on the web: why accessibility is stalling in Switzerland
26.08.2026	14.08.2026	03.08.2026	ICTjournal, No. 5	Cybersecurity – artificial intelligence as the next line of defence against digital threats; threat evolution, new vulnerabilities, zero-trust, XDR, response and resilience
26.08.2026	17.08.2026	05.08.2026	Netzwoche, No. 9	Cybersecurity – artificial intelligence as the next line of defence against digital threats; threat evolution, new vulnerabilities, zero-trust, XDR, response and resilience
11.11.2026	30.10.2026	20.10.2026	IT-Markt, No. 8	Cybersecurity – Ransomware, Zero-Days, Insider Threats & Co.: How service providers protect their customers while staying secure themselves.

KPIs AT A GLANCE			
ONLINE		NEWSLETTER	
swisscybersecurity.net		Subscribers	5811
Unique Clients / month	16 500	Mailing	2x / week (Tue and Thu)
Visits / month	20 500	Opening rate	47 %
Page Impressions / month	30 250		

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!



ONLINE



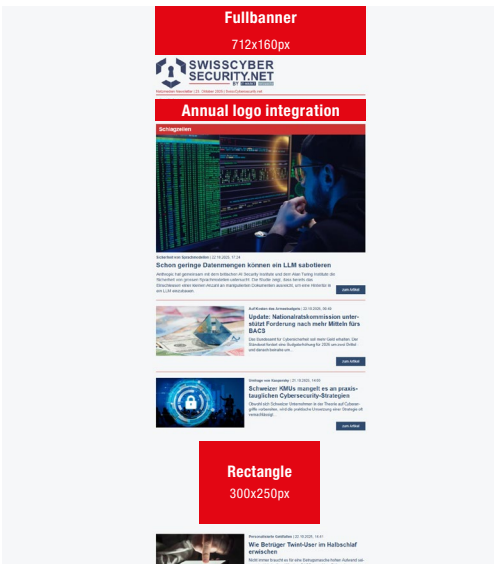
Fileformat: JPG/GIF/PNG/HTML5 (max. 180kB)

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
Spotlight (service/product)	«Partner Post» on swisscybersecurity.net incl. 100 guaranteed views + 1 week newsletter teaser	2990.–
Advertorial / Expert Article / Success Story / Company Profile	«Partner Post» on swisscybersecurity.net incl. 100 guaranteed views + 1 week newsletter teaser	4400.–
Expert Interview	«Partner Post» on swisscybersecurity.net incl. 100 guaranteed views + 1 week newsletter teaser	5500.–

NEWSLETTER



Fileformat: JPG/PNG (max. 100kB)

Dispatch: 2x per week on Tuesday and Thursday	
Ad Formats	Price
Fullbanner	1750.–
Annual logo integration	4900.–
Rectangle	1690.–

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 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	



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.–)	5000.–
Required Ad-Formats: Standard display formats + native Textad	
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.–)	2500.–
Required advertising media (min. 3): 300x250, 160x600, 300x600, 970x250, 728x90	

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



Netzwoche

Netzwoche 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/ Netzwoche
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

CROSSMEDIATA 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/ Netzwoche

Circulation: 8000

Readers: 54 000

Cybersecurity



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

Release date

15.04.2026 w/ Netzwoche

22.04.2026 w/ IT-Markt

06.05.2026 w/ ICTjournal

Circulation: 18 500

Readers: 117 600

Datacenter (new publication)



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/ Netzwoche

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/ Netzwoche

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/ Netzwoche & ICTjournal

Circulation: 11 000

Readers: 54 000

IT for Health



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

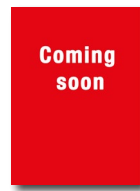
Release date

23.09.2026 w/ Netzwoche

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/ Netzwoche & 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
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