

DATACENTER

Release date:

May 06, 2026 w/ Netzwoche

May 27, 2026 w/ IT-Markt

netzmedien
netzwoche | IT-MARKT



VALID FROM JANUARY 1, 2026

POSITIONING

Data centres are the backbone of the digital economy. In addition to traditional data-centre infrastructure, topics such as energy efficiency, sustainability, security and automation now take centre stage. Cloud services and artificial intelligence continue to reshape the market, driving increasing demand for high-performance data centres. The Swiss data-centre market is growing and is being shaped by new business models as well as heightened compliance and security requirements.

The publication «Datacenter» from «Netzwoche» and «IT-Markt» provides a comprehensive overview of the Swiss market. Based on a market analysis, the issue shows where the sector stands today and which trends are driving growth. With expert articles, industry voices and practical case studies, the «Datacenter» special serves as a guide to the market.

TARGET GROUP

- C-level executives at user companies and their ICT managers
- All ICT investment decision-makers in Swiss companies with roughly 50 employees or more
- System integrators and managed-service providers
- Operators of data centres and colocation providers
- Value-added resellers and distributors
- Suppliers and implementation partners for hardware, software, networking and security solutions
- Energy and infrastructure service providers in the data-centre environment
- Cloud and hyperscaler providers
- IT consultants
- Trade associations and industry organisations
- PR agencies and media outlets

MAIN TOPICS

- Large overview of the Swiss data-centre market
- Impact of cloud and AI on market development
- Energy efficiency, cooling & sustainability
- Automation & orchestration
- Regulatory requirements & compliance (e.g. data protection, site selection)
- Security, resilience & business continuity
- High-density computing & edge locations
- New business models & investment trends in the data-centre market
- Best practices & project examples from Switzerland

EDITION 2026

netzmedien
netzwoche IT-MARKT

PRINT		
	Netzwoche	IT-Markt
Release date	06.05.2026	27.05.2026
Editorial deadline	07.04.2026	
Ads deadline	17.04.2026	
Circulation	8000	7500
Paper	PlanoJet, bright white FSC Cover: 240 g/m ² Content: 120 g/m ²	
Format / Finishing	A4 / adhesive binding	
Distribution	Supplement to Netzwoche and IT-Markt (pers. addressed)	
	Individual dispatch	
	Special prints 500 / 1000 / 2000 Ex. or more on customer request	
will be distributed at the following events:	Connect Hausmesse, Rethink IT Security, Swiss Cyber Security Days	

ONLINE		
	netzwoche.ch*	it-markt.ch*
Unique Users / month	112000	
Page Impressions / month	182000	
Newsletter subscribers	10000	3300
Release date	06.05.2026	27.05.2026
Editorial deadline	07.04.2026	
Delivery date	17.04.2026	
Duration	Publication of the topic dossier online permanently on netzwoche.ch/specials & it-markt.ch/specials	
Onlinemarketing	Specials in the daily newsletter of Netzwoche and on the homepage	

* average data

Products	PR	No. of characters incl. blanc. min. – max.	Composition / Mass	Prices		
				Print & Online 1 week «Partner Post» 1 week Newsletter Teaser Netzwoche + IT-Markt	Online Only 1 week «Partner Post» netzwoche.ch OR it-markt.ch	Content Creation (Reference value)
Gatefolder 1/1 p. & 2/2 pp.	✓	–	195 x 297 mm (front) + Edge dropping of 3 mm 405 x 297 mm (interior) + Edge dropping of 3 mm	24 950 print only	–	–
Ad 2nd cover page	✓	–	210 x 297 mm + Edge dropping of 3 mm	15 850 print only	–	–
Ad 1/1 p.	✓	–	210 x 297 mm + Edge dropping of 3 mm	11 850 print only	–	–
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge dropping of 3 mm	7 570 print only	–	–
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	24 750*	6300**	2200
Advertorial 1/1 p.	✓	3000–3800	Text, picture(s), company address + logo of customer	14 950*	6300**	1100
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	10 550*	6300**	770
Success Story 2/1 pp.	✓	3000–3500	Text, picture(s), company address + logo of customer	10 850*	6300**	2200
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	7360*	3350**	1100
Expert Interview 2/1 pp.	✓	7500–8000	Text by editors, portrait photo	13 950*	9900**	incl.
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)	12 650*	9900**	3300
Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	8550*	4900**	2200
Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	8550*	3350**	2200
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	6700*	3350**	1100
<i>Performance-Kampagne with 555 guaranteed clicks</i>			<i>Book guaranteed views in addition to your online presence (min. booking CHF 2000.–)! We play 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)</i>			<i>1998.– each additional view: 3.60</i>

* All crossmedia appearances are incl. 1 week «Partner Post» on the website + 1 week newsletter teaser and are placed either on netzwoche.ch OR it-markt.ch

** All online presences are incl. 1 week «Partner Post» either on the website of Netzwoche OR IT-Markt

[All author information with layout and online examples can be found here!](#)

Partner Packages

Preferred Partner	Price
<ul style="list-style-type: none"> • Logo presence on the cover and Online Special • Editorial inclusion of the preferred partners • 2x 2/1 pp. Expert Article crossmedia • 2/1 pp. Success Story crossmedia <i>OR</i> 1/1 p. Advertorial crossmedia • 1/1 p. Ad print <i>OR</i> 1/1 p. Advertorial crossmedia <i>OR</i> 70 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 100 free copies • All crossmedia appearances will be published permanently on netzwoche.ch in the «Special» with company logo 	<p>21 900.–</p> <p>(gross value 50 500.–)</p>
Gold Partner	
<ul style="list-style-type: none"> • 2/1 pp. Expert Article crossmedia • 1/1 p. Ad print <i>OR</i> 1/1 p. Advertorial crossmedia <i>OR</i> 70 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 100 free copies • All crossmedia appearances will be published permanently on netzwoche.ch in the «Special» 	<p>16 900.–</p> <p>(gross value 27 650.–)</p>
Silver Partner	
<ul style="list-style-type: none"> • 1/1 p. Expert Article crossmedia • 1/2 p. Ad print <i>OR</i> 1/2 p. Advertorial crossmedia <i>OR</i> 46 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 30 free copies • All crossmedia appearances will be published permanently on netzwoche.ch in the «Special» 	<p>12 700.–</p> <p>(gross value 20 600.–)</p>

Publisher



Marc Landis
Chief Editor & Publisher
+41 44 355 63 36
marc.landis@netzmedien.ch



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



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



Tim Rucevic
Sales Support Trainee
+41 44 355 63 63
tim.rucevic@netzmedien.ch

Sales & Consulting



Konstantinos Georgiou
Head of Sales
+41 44 355 63 33 / +41 79 935 27 93
konstantinos.georgiou@netzmedien.ch



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



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

Editorial staff



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

Editorial staff French-speaking Switzerland



Yannick Chavanne
Head of Editorial
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

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
© Netzmedien AG 2025/2026