

SWISS DIGITAL RANKING 2026

The most important companies in the ICT nation of Switzerland with a general overview and 16 sector and detailed rankings

Release dates:

June 10, 2026 with Netzwoche

June 24, 2026 with IT-Markt

July 1, 2026 with ICTjournal

netzmedien
netzwoche IT-MARKT ICTjournal



POSITIONING

The «Swiss Digital Ranking» is a comprehensive overview of ICT companies in Switzerland. It includes information on business areas, previous-year revenue, and full-time employees, based on company disclosures, public data, or estimates. In addition, it brings together the most successful Swiss service providers that have been recognized at the Netzmedien Awards – Best of Swiss Web, Best of Swiss Apps, and Best of Swiss Software.

The «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.

The accompanying coverage addresses current topics, including the question of how AI is changing IT as we have known it for the past 50 years. The “Swiss Digital Ranking” provides answers and offers insights into the key players in the industry and the prevailing trend topics.

TARGET GROUP

- C-levels at user companies or their ICT managers
- All ICT investment managers in Swiss companies with 50 or more employees
- System integrators
- All providers and implementation partners of hardware, software, services, networks, consulting services
- Value-added resellers
- Value-added distributors
- BPO and BPM providers
- Intermediaries such as IT consultants, ICT consultancies
- Associations
- PR agencies
- Media

MAIN TOPICS

- Overall ranking of the most important digital companies in Switzerland
- Sector rankings in various categories from hardware and software to consulting and services
- Detailed rankings for exciting categories and submarkets
- Technology trends in artificial intelligence, cybersecurity, cloud and managed services
- Market trends in e-health, e-government and digital finance
- The current winners of the Netzmedien Awards Best of Swiss Web, Best of Swiss Apps and Best of Swiss Software

Edition 2026

PRINT			
	Netzwoche	IT-Markt	ICTjournal
Publication dates	10.06.2026	24.06.2026	01.07.2026
Editorial deadline	21.04.2026		22.05.2026
Print material deadline	22.05.2026		11.06.2026
Circulation	8000	7500	3000
Paper	LuxoArt velvet, bright white, Standard painted matt, 90g ²		
Format	235x320 mm		
Distribution	Supplement to Netzwoche, IT-Markt & ICTjournal (pers. addressed)		
	Individual dispatch		
	Special prints 500 / 1000 / 2000 Ex. or more on customer request		
will be distributed at the following events:	Best of Swiss Apps, Best of Swiss Software, Best of Swiss Web, CNO Panel, eGovernment Forum, eHealth Forum, Netzmedien Sommer Party, It-sa, Swiss Payment Forum		

ONLINE			
	netzwoche.ch*	it-markt.ch*	ictjournal.ch*
Unique users / month	112 000		38 000
Page impressions / month	182 000		75 000
Newsletter subscribers	10 000	3 300	3 800
Release dates	10.06.2026	24.06.2026	01.07.2026
Editorial deadline	21.04.2026		22.05.2026
Delivery date	22.05.2026		11.06.2026
Duration	Publication of the topic dossier permanently online on netzwoche.ch/specials , it-markt.ch/specials & ictjournal.ch/specials		
Online marketing	Specials in the daily newsletter of Netzwoche, IT-Markt & ICTjournal and on their websites		

* average values

Advertisement formats in the overall ranking environment – overview and prices

Products	Composition / Dimensions	Prices		
		DE + FR national	DE Netzwoche + IT-Markt	FR ICTJournal
CEO quote with picture	max. 150 characters (incl. spaces) + name, function, company	4900	2500	2500
Logo placement with claim/slogan	max. 200 characters (incl. spaces) + company logo	1500	750	750
1/1 Company Profile	max. 3500 characters (incl. spaces) + portrait picture of the CEO + company logo	14 900*	8600*	8600*
1/2 vertical Company Profile	max. 2500 characters (incl. spaces) + portrait picture of the CEO + company logo within ranking	12 500*	6900*	6900*
1/3 landscape Company Profile	max. 1800 characters (incl. spaces) + portrait picture of the CEO + company logo within ranking	10 000*	5600*	5600*
1/4 vertical Company Profile	max. 800 characters (incl. spaces) + portrait picture of the CEO + company logo within ranking	8500*	4500*	4500*
Advertisement 1/1	235x320 mm + edge droppng of 3 mm (bled-off)	15 950	11 850	6420
Advertisement 1/2 landscape or vertical	vertical: 115x 320 mm + edge droppng of 3 mm (bled-off) 102x243 mm (print space) landscape: 235x 155 mm + edge droppng of 3 mm (bled-off) 208x 128 mm (print space)	10 000	7570	3580
Advertisement 1/3 landscape	235x 110 mm + edge droppng of 3 mm (bled-off) 208x 84 mm (print space)	7500	5300	3400
Advertisement 1/4 landscape or vertical	vertical: 115x 155 mm + edge droppng of 3 mm (bled-off) 102x 128 mm (print space) landscape: 235x 83 mm + edge droppng of 3 mm (bled-off) 208x 56 mm (print space)	5900	4350	2480

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



CEO quote with picture



Logo placement with claim/slogan



Company Profile 1/2 vertical



Company Profile 1/3 landscape



Company Profile 1/4 vertical



1/2 vertical

■ 115x320 mm
■ 102x243 mm

1/4 vertical

■ 115x155 mm
■ 102x128 mm

■ bled-off + edge droppng of 3 mm ■ print space

* All crossmedia appearances include 1 week «Partner Post» on the homepage + 1 week newsletter teaser and are placed either on netzwoche.ch (D-CH) OR it-markt.ch (D-CH) OR ictjournal.ch (F-CH)

EXCLUSIVE: OPENING STATEMENT – Example and prices



Only one slot available per division

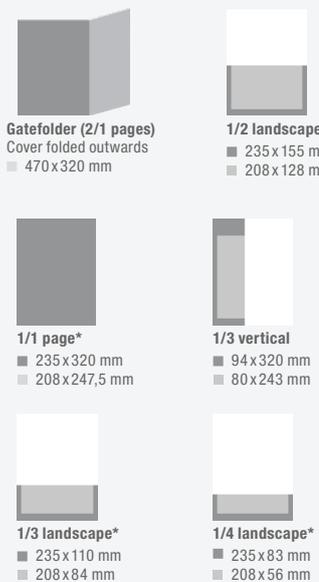
Opening statement (for the following 9 divisions)

1. reseller/e-tailer
2. manufacturer
3. distribution partner
4. standard software
5. custom software
6. consulting
7. system integration
8. outsourcing/managed services
9. enablers (core infrastructure)

Product	
Opening statement	
Composition / Dimensions	
	1800–2000 characters (incl. spaces) + large portrait photo of the interviewee (questions by editors)
Prices	
DE + FR national	24 900*
DE Netzwoche + IT-Markt	13 950*
FR ICTjournal	12 900*

* All crossmedia appearances include 1 week «Sponsored Post» on the homepage + 1 week newsletter teaser and are placed either on netzwoche.ch (D-CH) OR it-markt.ch (D-CH) OR ictjournal.ch (F-CH)

Advertisement formats in the sector and detail ranking environment – overview and prices

Advertisement	Products	Composition / Dimensions	Prices		
			DE + FR national	DE Netzwoche + IT-Markt	FR ICTjournal
 <p>Gatefolder (2/1 pages) Cover folded outwards ■ 470x320 mm</p> <p>1/2 landscape* ■ 235 x 155 mm ■ 208 x 128 mm</p> <p>1/1 page* ■ 235 x 320 mm ■ 208 x 247,5 mm</p> <p>1/3 vertical ■ 94 x 320 mm ■ 80 x 243 mm</p> <p>1/3 landscape* ■ 235 x 110 mm ■ 208 x 84 mm</p> <p>1/4 landscape* ■ 235 x 83 mm ■ 208 x 56 mm</p> <p>* Placement also possible within overall ranking ■ bled-off + edge droppng of 3 mm ■ print space</p>	Gatefolder 2/1 S.	470 x 320 mm + edge droppng of 3 mm (bled-off)	29 900	24 950	13 750
	Ad 2. US		21 550	15 850	7 450
	Ad 4. US	235 x 320 mm + edge droppng of 3 mm (bled-off)	22 550	14 800	7 690
	Ad 1/1 S.		15 950	11 850	6 420
	Ad 1/2 S.	only landscape: 235 x 155 mm + edge droppng of 3 mm (bled-off) 208 x 128 mm (print space)	10 000	7 570	3 580
	Ad 1/3 S.	landscape: 235 x 110 mm + edge droppng of 3 mm (bled-off) 208 x 84 mm (print space)	7 500	5 300	3 400
		vertical: 94 x 320 mm + edge droppng of 3 mm (bled-off) 80 x 243 mm (print space)			
	Ad 1/4 S.	only landscape: 235 x 83 mm + edge droppng of 3 mm (bled-off) 208 x 56 mm (print space)	5 900	4 350	2 480

Other print/online advertisements in the editorial environment – prices

Product	PR	No. of characters incl. spaces min. – max.	Composition / Dimensions	Prices				
				Print & Online* 1 week «Partner Post» 1 week Newsletter Teaser			Content-Creation (Reference value)	Translation
				DE + FR national	DE Netzwoche + IT-Markt	FR ICTJournal		
Advertorial 1/2 page	✓	1000–1500	Text, image(s), company address + logo of customer	13 850	10 550	5850	770	150
Advertorial 1/1 page	✓	3000–3800	Text, image(s), company address + logo of customer	20 340	14 950	8960	1100	300
Advertorial 2/1 pages	✓	7500–8000	Text, image(s), company address + logo of customer	33 650	24 750	13 950	2200	600
Success Story 2/1 pages	✓	7500–8000	Text, image(s), company address + logo of customer	14 600	10 850	7950	2200	600
Company Profile 1/1 page	✓	3000–3500	Text, image(s), company address + logo of customer	9500	7360	4950	1100	300
Expert Interview 2/1 pages	✓	7500–8000	Interview by editors, portrait photo	19 900	13 950	12 900	incl.	600
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)	16 750	12 650	10 850	3300	900
Compact Dossier 2/1 pages	✗ ✓	3000–3500 + Interview	1st page: expert article from customer 2nd page: interview by editors (questions by mail)	11 150	8550	6950	2200	600
Expert Article 2/1 pages	✗	7500–8000	Text, picture(s), author info from customer	11 200	8550	6950	2200	600
Expert Article 1/1 page	✗	3000–3500	Text, picture(s), author info from customer	8700	6700	4690	1100	300
Performance-Kampagne with 555 guaranteed clicks			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)					

* All crossmedia appearances include 1 week «Partner Post» on the homepage + 1 week newsletter teaser and are placed either on netzwoche.ch (D-CH) OR it-markt.ch (D-CH) OR ictjournal.ch (F-CH)

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

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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/gbp
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