

ARTIFICIAL INTELLIGENCE

GenAI | Strategy | Operations | Compliance

Release dates:
August 26, 2026
w/ Netzwoche, ICTjournal

netzmedien
netzwoche | ICTjournal



VALID FROM JANUARY 1, 2026

LINEUP

Swiss companies began implementing AI projects to support and automate their processes long before ChatGPT became publicly available in fall 2023. However, the rapid spread of these new AI tools among the general public has given the initiatives an additional boost. This accelerated adoption is creating new momentum and dynamism in the use of AI in Swiss companies.

The «Artificial Intelligence» special takes the pulse of these developments, highlights current projects and experiments and analyzes the business and technological success factors. With expert contributions and exclusive interviews, it offers a comprehensive insight into the trends and developments in the field of AI and generative AI.

TARGET GROUP

The publication is aimed at IT decision-makers, managers and specialists in Swiss companies who are interested in the latest developments in artificial intelligence. Companies from the pharmaceutical, medical, retail, banking and insurance, industrial and public administration sectors are particularly targeted. The issue provides practical information that is relevant for strategic decisions regarding the use of AI.

MAIN TOPICS

- **AI strategy:** adoption, goals, organization & leadership, talent & skills, sourcing
- **AI applications:** automation, assistants, chatbots, augmented robotics
- **AI Factory:** data management (governance, graphs and vectors, data lakehouse), AI tools and platforms (data science, MLOps, open source APIs and models, RAG, fine-tuning, model life cycle management), infrastructure (cloud, datacenters, systems)
- **Business cases:** marketing, customer service, HR, IT operations and coding, production, supply chain, finance
- **Verticals:** pharmaceuticals, medicine, retail, banking and insurance, industry, public administration
- **Responsible AI:** principles, regulations, organization, audits & impact analyses, tools & standards

EDITION 2026

PRINT		
	Netzwoche	ICTjournal
Release dates	26.08.2026	
Editorial deadline	27.07.2026	
Adsdeadline	10.08.2026	
Circulation	8000	3000
Paper	PlanoJet, bright white FSC Cover: 240 g/m2 Content: 120 g/m2	
Format / Finishing	A4 / adhesive binding	
Distribution	Supplement to Netzwoche and ICTjournal (pers. addressed)	
	Individual dispatch	
	Special prints 500 / 1000 / 2000 Ex. or more on customer request	
will be distributed at the following events:	CNO Panel, Dell Technologies Forum, SwissCRM / Swiss Customer Service Summit, Zürich AI Festival	

ONLINE		
	netzwoche.ch*	ictjournal.ch*
Unique Users / month	82 000	38 000
Page Impressions / month	140 000	75 000
Newsletter subscribers	10 000	3800
Release dates	26.08.2026	
Editorial deadline	27.07.2026	
Delivery date	10.08.2026	
Duration	Publication of the topic dossier permanently online on netzwoche.ch/specials & ictjournal.ch/specials	
Onlinemarketing	Specials in the daily newsletter of Netzwoche & ICTjournal and on their websites	

* average data

Products	PR	No. of characters incl. blanc. min. – max.	Composition / Mass	Price						
				Print & Online 1 week «Partner Post» 1 week Newsletter Teaser			Online Only 1 week «Partner Post»			Content-Creation (Reference value)
				National CH	D-CH Netzwoche	F-CH ICTJournal	National CH	D-CH netzwoche.ch	F-CH ictjournal.ch	
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	21 550 print only	15 850 print only	7 450 print only	–	–	–	–
Ad 1/1 p.	✓	–	210 x 297 mm + Edge dropping of 3 mm	15 950 print only	11 850 print only	6 420 print only	–	–	–	–
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge dropping of 3 mm	10 000 print only	7 570 print only	3 580 print only	–	–	–	–
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	33 650*	24 750*	13 950*	7 950**	6 300**	3 780**	2 200
Advertorial 1/1 p.	✓	3000–3800	Text, picture(s), company address + logo of customer	20 340*	14 950*	8 960*	7 950**	6 300**	3 780**	1 100
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	13 850*	10 550*	5 850*	7 950**	6 300**	3 780**	770
Success Story 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	14 600*	10 850*	7 950*	7 950**	6 300**	3 780**	2 200
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	9 500*	7 360*	4 950*	5 750**	3 350**	2 950**	1 100
Expert Interview 2/1 pp.	✓	7500–8000	Interview by editors	19 900*	13 950*	12 900*	15 250**	9 900**	9 900**	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)	16 750*	12 650*	10 850*	15 250**	9 900**	9 900**	3 300
Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	11 150*	8 550*	6 950*	7 750**	4 900**	4 900**	2 200
Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	11 200*	8 550*	6 950*	5 250**	3 350**	3 350**	2 200
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	8 700*	6 700*	4 690*	5 250**	3 350**	3 350**	1 100
<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 (D-CH) OR ictjournal.ch (F-CH)

** All online presences are incl. 1 week «Partner Post» either on the website of Netzwoche (D-CH) OR ICTJournal (F-CH)

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

Partner Packages			
Preferred Partner	National CH	D-CH	F-CH
<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 p. 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> 110 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 100 free copies • The crossmedia appearances will also be published in the Special Newsletter on the Sunday following publication • All crossmedia appearances will be permanently published on netzwoche.ch/specials (D-CH) & ictjournal.ch/specials (F-CH) with the logo 	<p>34 100.–</p> <p>(Gross value 101 280.–)</p>	<p>26 900.–</p> <p>(Gross value 73 540.–)</p>	<p>17 600.–</p> <p>(Gross value 47 380.–)</p>
Gold Partner	National CH	D-CH	F-CH
<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> 110 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 100 free copies • All crossmedia appearances will be permanently published on netzwoche.ch/specials (D-CH) & ictjournal.ch/specials (F-CH) 	<p>26 500.–</p> <p>(Gross value 53 450.–)</p>	<p>21 000.–</p> <p>(Gross value 39 400.–)</p>	<p>13 900.–</p> <p>(Gross value 26 100.–)</p>
Silver Partner	National CH	D-CH	F-CH
<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> 75 000 AdImpressions online (Run of Site) • 1/1 p. Company Profile crossmedia • 30 free copies • All crossmedia appearances will be permanently published on netzwoche.ch/specials (D-CH) & ictjournal.ch/specials (F-CH) 	<p>21 200.–</p> <p>(Gross value 42 750.–)</p>	<p>16 800.–</p> <p>(Gross value 31 260.–)</p>	<p>10 000.–</p> <p>(Gross value 19 360.–)</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



Aleksandra Krstic
Accountant
+41 44 355 63 30
aleksandra.krstic@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



Reto Rudin
Senior Sales Consultant
+41 44 355 63 39 / +41 78 735 01 51
reto.rudin@netzmedien.ch



Ali Akca
Sales Consultant
+41 44 355 63 37
ali.akca@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

Editorial staff French-speaking Switzerland



Yannick Chavanne
Head of Editorial
yannick.chavanne@netzmedien.ch



René Jaun
Deputy Chief Editor
+41 44 355 63 68
rene.jaun@netzmedien.ch



Dylan Windhaber
Editor
+41 44 355 63 64
dylan.windhaber@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