

CLOUD & MANAGED SERVICES

Market | Infrastructure | Operations | XaaS

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LINEUP

The cloud, for a long time considered merely a buzzword, has established itself as the standard model for operating business IT. Procuring, maintaining and managing your own hardware is a thing of the past. Managed services are becoming more and more important. In addition, the cloud as a delivery model is challenging established revenue models in the channel: be it Infrastructure-as-a-Service, Platform-as-a-Service or Software-as-a-Service – there is hardly an ICT resource that cannot be obtained as an on-demand service by credit card. Cloud services offer flexibility, agility, scalability and, last but not least, cost savings. In recent years, the cloud market has become a multi-billion dollar business, and with the ongoing digitization of the economy, the cloud is becoming more and more important as a delivery and operating model for business IT and development.

The thematic publication «Cloud & Managed Services» from Netzwoche, IT-Markt and ICTjournal takes up the topic comprehensively and serves as an orientation in the Swiss cloud and managed services market. With articles by authors, it shows current trends, gives prominent representatives a chance to speak and reports on implemented projects. The publication addresses the B2B sector and shows IT decision-makers what they can shift to the cloud.

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

- Multi-Cloud & Hybrid-Cloud
- Cloud-Lock-in & Hyperscaler
- Cloud-native & Container Orchestration
- Serverless & Functions-as-a-Service
- SaaS, PaaS, IaaS, XaaS
- Cloud-Management & Governance
- Automation & Infrastructure as Code (IaC) / GitOps
- Managed Services & Outsourcing
- FinOps & Cost Control
- Datacenter-as-a-Service & Edge
- Cloud-Security & Zero Trust
- AI Services, Generative AI & Green Cloud

EDITION 2026 | 2027

PRINT			
	ICTjournal	Netzwoche	IT-Markt
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	Individual dispatch		
	Special prints 500 / 1000 / 2000 Ex. or more on customer request		
will be distributed at the following events:	Cloud Native Zürich, Connect Hausmesse, DC Summit, DevOpsDays Zürich, ISSX IT & Security Swiss Conferene, Red Hat Summit, Rethink IT Security, SOUG Day		

ONLINE			
	ictjournal.ch*	netzwoche.ch*	it-markt.ch*
Unique Users / month	48 000	112 000	
Page Impressions / month	75 000	182 000	
Newsletter subscribers	4200	10 000	3300
Release dates	02.12.2026		spring 2027
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Onlinemarketing	Specials in the daily newsletter of Netzwoche, IT-Markt & 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 + IT-Markt	F-CH ICTJournal	National CH	D-CH netzwoche.ch OR it-markt.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	–	24950 print only	–	–	–	–	–
Ad 2nd cover page	✓	–	210 x 297 mm + Edge dropping of 3 mm	21 550	15 850	7 450	–	–	–	–
Ad 1/1 p.	✓	–	210 x 297 mm + Edge dropping of 3 mm	15 950	11 850	6 420	–	–	–	–
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge dropping of 3 mm	10 000	7 570	3 580	–	–	–	–
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	33 650*	24 750*	13 950*	7950**	6300**	3780**	2200
Advertorial 1/1 p.	✓	3000–3800	Text, picture(s), company address + logo of customer	20 340*	14 950*	8960*	7950**	6300**	3780**	1100
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Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	11 150*	8550*	6950*	7750**	4900**	4900**	2200
Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	11 200*	8550*	6950*	5250**	3350**	3350**	2200
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	8700*	6700*	4690*	5250**	3350**	3350**	1100
Expert Interview 2/1 pp.	✓	7500–8000	Interview by editors	19 900	13 950	12 900	15 250	9900	9900	incl.
<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>

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

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<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), it-markt.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>

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