

# IT for Health

Healthcare | Switzerland | connected

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## LINEUP

«IT for Health» is the thematic publication of «Netzwoche» that reports on current developments in the digital healthcare sector in Switzerland. «IT for Health» sheds light on topics related to digitalisation and ICT procurement in the Swiss healthcare system, especially for service providers such as doctors' practices, hospitals, retirement and nursing homes, and health insurance companies.

«IT for Health» builds a bridge between clients and contractors. With author contributions from both sides, the publication shows current trends, presents solutions, lets prominent representatives have their say and reports on successfully completed ICT projects in the healthcare sector.

## TARGET GROUP

- Chief physicians, senior physicians, nursing managers
- Users (physicians, pharmacies, specialists)
- Decision makers in companies in the e-health environment (e-health industry)
- IT executives and IT managers, project managers in the healthcare environment
- Decision-makers in the insurance environment
- Hospital directors, managers and strategists
- Decision makers in specialist and rehabilitation clinics and nursing homes
- Consultants
- E-health managers at federal/cantonal level
- Employees in research institutions and universities
- Solution providers
- Associations

## MAIN TOPICS

- News and updates
- Switzerland's e-health strategy
- Culture change in healthcare
- Laws and guidelines
- Managed Care (HMO)
- Practice software
- HIS
- Information security
- Telecommunications
- Big Data
- Cloud
- Online dossier
- Mobile Health
- Digitalization
- Why a hospital needs a social media strategy

## EDITION 2026

PRINT	
Release date	23.09.2026
Editorial deadline	24.08.2026
Ads deadline	07.09.2026
Circulation	8000 copies
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	Individual dispatch
	Special prints 500 / 1000 / 2000 Ex. or more on customer request
will be distributed at the following events:	Future Health Basel, eHealth Forum, IFAS, Trendtage Luzern

ONLINE	
	<a href="https://netzwoche.ch">netzwoche.ch</a> *
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\* average data

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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)
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	17 950 print only	–	–
Ad 2nd cover page	✓	–	210 x 297 mm + Edge dropping of 3 mm	11 850 print only	–	–
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Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge dropping of 3 mm	6 300 print only	–	–
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	20 550	6 300	2 200
Advertorial 1/1 p.	✓	3000–3800	Text, picture(s), company address + logo of customer	12 900	6 300	1 100
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Expert Interview 2/1 pp.	✓	7500–8000	Text by editors, portrait photo	12 900	9 900	incl.
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