

The Swiss Info Portal for Cybersecurity

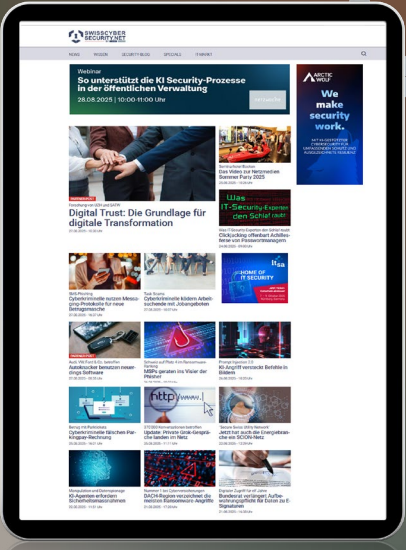
Hackers, ransomware, cryptominer, DDoS attacks, phishing, skimming, social engineering, APTs and the like – the flood of cyber threats is never-ending. According to estimates, cyber criminals publish two new malware programs per second!

The scary thing is that in the past, you could build high walls around yourself and hide behind them. Today, you have to assume that cyber threats have already overcome firewalls and the like and have penetrated your own network.

The time of perimeter defence seems to be at an end. But how do you protect yourself from modern cyber threats when you can no longer rely on walls? «What helps against social engineering?», «How do encryption solutions work?» and «What is crapware anyway?».

You can find out on SwissCybersecurity.net, the information portal for cybersecurity in Switzerland.

Here you can read news, background information, current warnings about cybersecurity, cybercrime, strategies for defending against ransomware, DDoS attacks and more!



Target group

CISOs and CSOs as well as IT security managers of Swiss companies, C-levels at user companies or their ICT managers, all providers and implementation partners of hardware, software, services, networks and consulting services who care about IT security, cybersecurity enthusiasts who want to be up to date on cyber threats and defence strategies, all ICT investment managers in Swiss companies with more than 50 employees, system integrators, value-added resellers, value-added distributors, BPO and BPM providers, ICT consulting enterprises

THE TOPIC «SECURITY» AT NETZMEDIEN				
Release date	Ads deadline	Editorial deadline	Magazine / Edition	Topic
16.04.2026	31.03.2026	16.03.2026	Special publication: Cybersecurity	
16.04.2026	02.04.2026	23.03.2026	Netzwoche, No. 4	Best of Swiss Web – Trends in custom-software development (Web 3.0, low-code/no-code, AI-assisted development, cloud-native development, micro-services, cybersecurity, data protection); Accessibility on the web: why accessibility is stalling in Switzerland
26.08.2026	14.08.2026	03.08.2026	ICTjournal, No. 5	Cybersecurity – artificial intelligence as the next line of defence against digital threats; threat evolution, new vulnerabilities, zero-trust, XDR, response and resilience
26.08.2026	17.08.2026	05.08.2026	Netzwoche, No. 9	Cybersecurity – artificial intelligence as the next line of defence against digital threats; threat evolution, new vulnerabilities, zero-trust, XDR, response and resilience
11.11.2026	30.10.2026	20.10.2026	IT-Markt, No. 8	Cybersecurity – Ransomware, Zero-Days, Insider Threats & Co.: How service providers protect their customers while staying secure themselves.

KPIs AT A GLANCE

ONLINE	
swisscybersecurity.net	
Unique Clients / month	16 500
Visits / month	20 500
Page Impressions / month	30 250

NEWSLETTER	
Subscribers	5811
Mailing	2x / week (Tue and Thu)
Opening rate	47 %

SPONSORSHIP PACKAGES OVERVIEW

EXCLUSIVE CELEBRATION PARTNER (AVAILABLE ONCE)

Champagne and prize sponsor for the awards ceremony.

The sponsor will be highlighted on the displays during the ceremony and will present the champagne and prizes. The emotional moment will be captured photographically.

- Medium-size logo presence in our communications and on the screens.
- Post-event coverage in our magazines and on our websites.
- CHF 5,000 excl. VAT

EXCLUSIVE TITLE SPONSOR (AVAILABLE ONCE)

- Starting slot for three teams (six drivers).
- Large logo presence in our communications and on the screens.
- 1 × full-page advert.
- Three × 2-page dossier (compact, cross-media) in one of our magazines, valued at CHF 20,850 (IT Markt, Netzwoche or ICTJournal), or three × two-week rectangle online ads valued at CHF 30,000.
- Post-event coverage in our magazines and on our websites.
- CHF 30,000 excl. VAT

TEAM SPONSOR (AVAILABLE 14 TIMES)

- Starting slot for one team with two drivers.
- Medium-size logo presence in our communications and on the screens.
- 1 × full-page feature article (cross-media) in one of our magazines, valued at CHF 5,600 (IT Markt, Netzwoche or ICTJournal), or two-week rectangle online advertising valued at CHF 6,960.
- Post-event coverage in our magazines and on our websites.
- CHF 5,000 excl. VAT

HOSPITALITY PARTNER

- Small logo presence in our communications and on the screens.
- One-week online advertising via it-markt.ch, netzwoche.ch or ictjournal.ch, valued at CHF 3,480.
- Post-event coverage in our magazines and on our websites.
- CHF 2,500 excl. VAT

SUPPORTER

- Small logo presence in our communications and on the screens.
- Post-event coverage in our magazines and on our websites.
- CHF 1,500 excl. VAT



**Race.
Connect.
Win.**

The virtual F1 race with thrills, networking and an apéritif.

Guests: 150 people, including 17 teams of eight participants each, of which two are drivers (by invitation only).

Attractive prizes to be won!



RU RACING
UNLASHED



RU RACING
UNLASHED

ONLINE

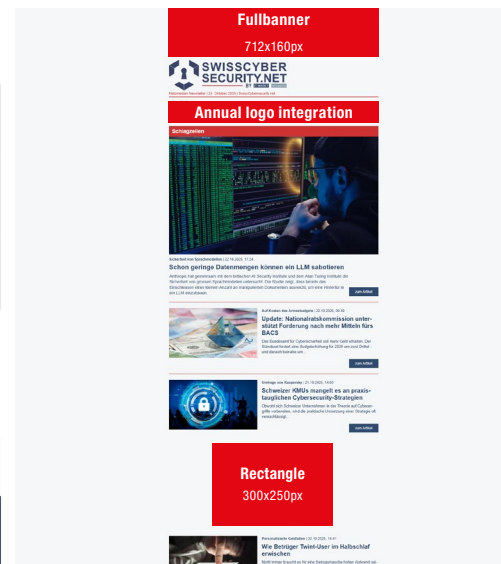


Fileformat: JPG/GIF/PNG/HTML5 (max. 180kB)

Ad Formats	Price	Duration	Desktop	Mobile
Wideboard Top	180.–	CPM	x	x
Halfpage Sticky	2650.–	1 week	x	x
Rectangle	1690.–	1 week	x	x

Products	Services	Price
Spotlight (service/product)	«Partner Post» on swisscybersecurity.net incl. 100 guaranteed views + 1 week newsletter teaser	2990.–
Advertorial / Expert Article / Success Story / Company Profile	«Partner Post» on swisscybersecurity.net incl. 100 guaranteed views + 1 week newsletter teaser	4400.–
Expert Interview	«Partner Post» on swisscybersecurity.net incl. 100 guaranteed views + 1 week newsletter teaser	5500.–

NEWSLETTER



Fileformat: JPG/PNG (max. 100kB)

Dispatch: 2x per week on Tuesday and Thursday	
Ad Formats	Price
Fullbanner	1750.–
Annual logo integration	4900.–
Rectangle	1690.–

JOB ADS PRINT* PUBLICATION IN NETZWOCH	
Formats	4-coloured Ads
1/1 page	4940.–
Cover flap	4940.–
1/2 page vertical / horizontal	3130.–
1/3 page vertical / horizontal	2285.–
1/4 page horizontal	1875.–

*exclusively for job offers

OFFICE-TIME WITH emineo

Ein guter Arbeitsplatz ist wichtiger denn je

Was ist ein guter Arbeitsplatz? Ein Arbeitsplatz, an dem Sie gerne arbeiten, an dem Sie sich wohlfühlen, an dem Sie Ihre Fähigkeiten einbringen können und an dem Sie Ihre Karriere vorantreiben können. Ein Arbeitsplatz, an dem Sie Ihre Kollegen kennen und schätzen, an dem Sie Ihre Aufgaben mit Freude und Engagement erledigen können. Ein Arbeitsplatz, an dem Sie Ihre Ideen einbringen können und an dem Sie Ihre Verantwortung übernehmen können. Ein Arbeitsplatz, an dem Sie Ihre Ziele verfolgen können und an dem Sie Ihre Träume verwirklichen können. Ein Arbeitsplatz, an dem Sie Ihre Leidenschaft einbringen können und an dem Sie Ihre Begeisterung teilen können. Ein Arbeitsplatz, an dem Sie Ihre Kreativität einbringen können und an dem Sie Ihre Innovationen umsetzen können. Ein Arbeitsplatz, an dem Sie Ihre Energie einbringen können und an dem Sie Ihre Begeisterung teilen können. Ein Arbeitsplatz, an dem Sie Ihre Leidenschaft einbringen können und an dem Sie Ihre Begeisterung teilen können. Ein Arbeitsplatz, an dem Sie Ihre Kreativität einbringen können und an dem Sie Ihre Innovationen umsetzen können. Ein Arbeitsplatz, an dem Sie Ihre Energie einbringen können und an dem Sie Ihre Begeisterung teilen können.

Beispiel eines double-page spread – «Office-time with»

Das ist ein Beispiel für einen double-page spread. Die linke Seite zeigt eine große, helle Office-umgebung mit modernen Möbeln und viel natürlichem Licht. Die rechte Seite zeigt eine kleinere, gemütlichere Office-umgebung mit Sofas und Pflanzen. Unten rechts ist ein kleines Foto eines Mannes zu sehen, daneben steht sein Name und seine Position. Textblöcke sind über die gesamte Seite verteilt und beschreiben die Vorteile der Office-umgebung sowie die Dienstleistungen des Unternehmens.

Example of a double-page spread – «Office-time with»

JOB ADS – CROSSMEDIA						
Package	PR	No. of characters incl. blank min. - max.	Composition	Price Print and online 1 week «Partner Post 1 week newsletter	Price Online only 1 week «Partner Post» on homepage	Content-Creation (Reference value)
Office-time with 2/1 pp.	✓	3000–4000	Interview by editors (questions by mail), Office pictures, company address + logo of customer	7950.–	6300.–	incl.
Call for Talents 2/1 pp.	✓	7500–8000	Interview by editors concerning the wanted specialist (questions by mail)	12900.–	6300.–	incl.
Call for Talents 1/1 p.	✓	4000–4500	Interview by editors concerning the wanted specialist (questions by mail)	6950.–	6300.–	incl.

netzmedien WEBINAR

THE VALUE-CONTENT WEBINAR PACKAGE INCLUDES:

- Storyboard / Co-ordination of the webinar
- Landing page for registration (Zoom)
- Invitation via a standalone newsletter to 4100 subscribers of it-markt.ch
- 3–4 weeks in advance: webinar invitation through display or banner advertising as a filler on it-markt.ch (advertising material supplied by the client)
- LinkedIn posts via the IT-Markt account
- Webinar test run / quality check
- Webinar intro delivered by a Netzmedien editor
- Q&A and/or moderation of the panel discussion by a Netzmedien editor.
- Closing questions handled by a Netzmedien editor
- Recording of the webinar together with reporting and online publication as a partner post on it-markt.ch
- The webinar video is made freely available to the client

PRICING:

- Webinar with product placement: CHF 16 500 (ex-VAT)
- Advertising- and marketing-neutral webinar (no product mention): CHF 14 500 (ex-VAT)

Acquisition of speakers by the client (except for purely editorial webinars)

Webinar dates 2026	
22 Jan	5 webinar dates are purely editorial. They can be supported by customers with a sponsorship contribution. Topic selection and execution are handled by the editorial team.
12 Feb	
05 Mar	
26 Mar	
16 Apr	
07 May	
28 May	
18 Jun	
09 Jul	
27 Aug	
17 Sep	
08 Oct	
29 Oct	
19 Nov	
10 Dec	



ADD-ONS

Mini-Social-Media-Campaign	Price
3 Social-Media-Posts on LinkedIn / per week (in addition to your online presence)	1000.–
Performance campaign with 555 guaranteed clicks	Price
Book guaranteed clicks in addition to your online presence (min. booking CHF 2000.–)! We place 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)	1998.–
each additional click	3.60
Contextual-Keyword-Campaign	Price
With the help of contextual targeting, ads can be automatically played out at article level in our news network on the basis of a predefined keyword list. Through the use of contextual targeting, the advertising is only delivered in the context that is relevant to the user. Booking from 50 000 Ad Impressions (CPM à CHF 100.–) Required Ad-Formats: Standard display formats + native Textad	5000.–
Geotargeting Campaign	Price
By means of systematic retargeting of our users, we reach exclusively the IT channel in 1 to 5 cantons of your choice and this on selected news websites in your area – without wastage. Booking from 50 000 ad impressions (CPM à CHF 50.–) Required advertising media (min. 3): 300x250, 160x600, 300x600, 970x250, 728x90	2500.–

SPECIAL FORMATS

Videointerview	Price
Nothing is more credible than a personal message with picture and sound Video interview including 1 week «Sponsored Post» + 1 week newsletter teaser and production via zoom (Duration 2 to 5 min.)	6900.–
Logo integration	+ 500.–

CROSS-MEDIA TRADE MAGAZINES

SPECIAL EDITION

YEARBOOKS



Netzwoche

Netzwoche is the most read Swiss trade magazine for business IT



ICTJournal

The only business IT magazine in French-speaking Switzerland.



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.

Release dates
10.06.2026 w/ Netzwoche
26.06.2026 w/ IT-Markt
01.07.2026 w/ ICTJournal



Schweizer ICT-Jahrbuch

The Swiss ICT yearbook is published in cooperation with digital Switzerland and will be presented and submitted exclusively at the traditional ICT Networking Party to all participants.

Release date
22.01.2027



Guide de l'informatique romande

The ICT Guide for Western Switzerland offers a complete overview of the IT ecosystem of French-speaking Switzerland and shows the most important IT and market trends, based on an exclusive annual survey.

Release date
January 2027

CROSSMEDIATA VERTICALS

IT for Gov



Is addressed to decision makers and planner in the public administration and to their ICT suppliers.

Release date
25.02.2026 w/ Netzwoche
Circulation: 8000
Readers: 54 000

Cybersecurity



Shows IT decision-makers the weaknesses and how they can protect themselves.

Release date
16.04.2026 w/ Netzwoche
22.04.2026 w/ IT-Markt
06.05.2026 w/ ICTJournal
Circulation: 18 500
Readers: 117 600

Datacenter (new publication)



Provides a comprehensive overview of the Swiss market, based on a market overview and up-to-date surveys of relevant players.

Release date
06.05.2026 w/ Netzwoche
27.05.2026 w/ IT-Markt
Circulation: 15 500
Readers: 54 000

Finance 2030



Describes and analyses the opportunities and challenges presented by the digital transformation of the traditional financial world.

Release date
01.07.2026 w/ Netzwoche
Circulation: 8000
Readers: 54 000

Artificial Intelligence



This special highlights current projects and experiments and analyzes the business and technological success factors for use in business IT.

Release date
26.08.2026 w/ Netzwoche & ICTJournal
Circulation: 11 000
Readers: 54 000

IT for Health



Highlights all topics relating to digitisation and ICT procurement in the Swiss healthcare system.

Release date
23.09.2026 w/ Netzwoche
Circulation: 8000
Readers: 54 000

Digitale Souveränität (new publication)



Shows how administrations, businesses and other organisations can regain control and agency in the digital realm, from ICT infrastructure through software and data to artificial intelligence.

Release date
11.11.2026 w/ Netzwoche
Circulation: 8000
Readers: 54 000

Cloud & Managed Services



Serves as an orientation and provides an overview of the latest developments in the market.

Release dates
02.12.2026 w/ Netzwoche & ICTJournal
w/ IT-Markt 01/2027
Circulation: 18 500
Readers: 117 600

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



Coen Kaat
Deputy Chief Editor IT-Markt /
SwissCybersecurity.net
+41 44 355 63 64
coen.kaat@netzmedien.ch



Joël Orizet
Deputy Chief Editor Netzwoche
+41 44 355 63 68
joel.orizet@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
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