

The only business IT magazine in French-speaking Switzerland

The independent editorial team reports from and for French-speaking Switzerland on all aspects of business IT in a highly topical and well-founded manner.

Target group

CIOs, CEOs, divisional and departmental heads, consultants in companies of all sizes and in all sectors in French-speaking Switzerland.

We are organisers of:



We are media partners of:



netzmedien



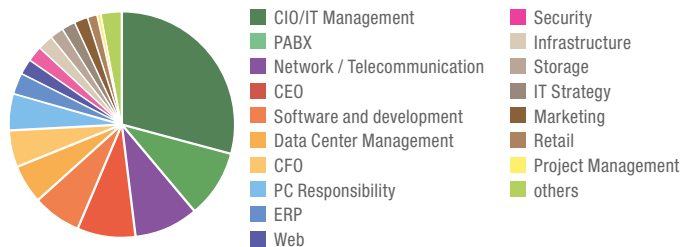
PRINT			
Distribution	8 editions per year		
Print circulation	3000	Subscriptions	2390
Total circulation	2530	Free copies	41
Paid circulation	2431	Bulky circulation	99



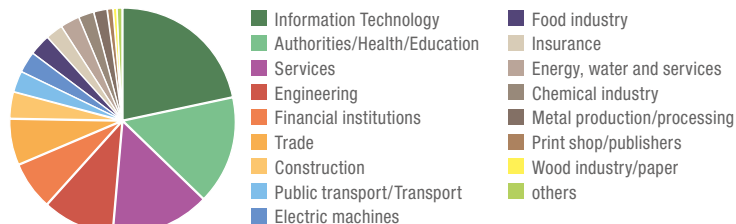
ONLINE	
ictjournal.ch	
Unique Clients / month	38 000
Visits / month	53 000
Page Impressions / month	75 000

NEWSLETTER	
Subscribers	3800
Mailing	5x / week (Mon. – Fri.)
Opening rate	52 %

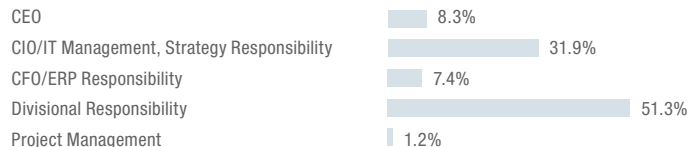
READER STRUCTURE – FIELD OF ACTIVITY



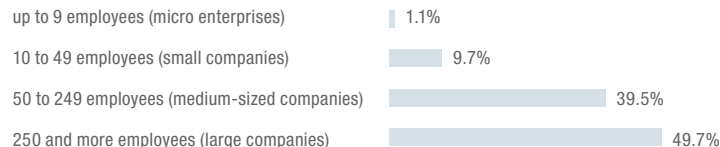
READER STRUCTURE – INDUSTRY AFFILIATION



READER STRUCTURE – MANAGEMENT FUNCTION



READER STRUCTURE – NUMBER OF EMPLOYEES IN CH (COMPANY SIZE)



The Netzwoche is published in German 13 times a year alongside the ICTjournal, covering similar topics.

Let us translate your contents. You will find the deadlines for the Netzwoche in the Netzwoche media kit.

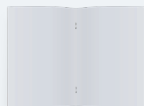
ICTjournal	Netzwoche	Release date	Ads deadline	Editorial deadline	Topics	Verticals netzmedien.ch/media-kits
1	1	28.01.2026	16.01.2026	05.01.2026	Future of Work – technology meets work psychology (workplace, smart AI assistants, work organisation, collaboration, community, incentives)	
2	3	18.03.2026	06.03.2026	23.02.2026	Data Spaces – where our data lives and is processed (hosting, data-centre, cloud, network, storage, compute, business-critical / mission-critical workloads)	
3	5	06.05.2026	23.04.2026	09.04.2026	KI & Automation – how AI and automation shape business processes and the workforce (autonomous agents, generative AI in business software, employee reskilling, talent acquisition)	Cybersecurity
4	8	01.07.2026	19.06.2026	08.06.2026	Multi-Cloud – cloud computing in 2026 as a driver for AI-enabled business innovation beyond traditional service- and delivery models (IaaS, PaaS, SaaS, XaaS, public cloud, private cloud, hybrid cloud, multi-cloud, FinOps, security, observability)	Swiss Digital Ranking 2026
5	9	26.08.2026	14.08.2026	03.08.2026	Cybersecurity – artificial intelligence as the next line of defence against digital threats; threat evolution, new vulnerabilities, zero-trust, XDR, response and resilience	Artificial Intelligence
6	10	23.09.2026	11.09.2026	31.08.2026	Business Software – from standard applications to industry-specific solutions (AI assistants, best practices, analytics, integration, technology, trends)	
7	11	14.10.2026	02.10.2026	21.09.2026	Responsible AI – governance, ethics, trust	
8	13	02.12.2026	20.11.2026	09.11.2026	CIO-Agenda 2027 – strategy, priorities, talent and sourcing, budgets, role transformation	Cloud & Managed Services

PRINT



Cover flap

Front: 113x245 mm
Interior: 118x320 mm



Opening
(page 2 and 3)

470 x 320 mm



1/1 page

235 x 320 mm
208 x 247,5 mm



1/2 page vertical / horizontal

115 x 320 mm 235 x 155 mm
102 x 243 mm 208 x 128 mm



1/3 page vertical / horizontal

80 x 320 mm 235 x 110 mm
66 x 243 mm 208 x 83 mm



1/4 page horizontal

235 x 83 mm
208 x 56 mm



2 x 1/2-page panorama

470 x 155 mm
443 x 128 mm

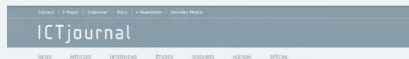
Edge Dropping
+ 3mm bleed

Type area

Paper:
LuxoArt velvet, bright white,
Standard painted matt. 90gm2

Fileformat: PDF, 300dpi

ONLINE



Wideboard Top

Desktop: 994x250 px
Mobile: 350x70px

Halfpage

Sticky
300x600px

Rectangle 1

300x250px

Rectangle 2

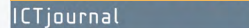
300x250px

Fileformat: JPEG/GIF/PNG/HTML5 (max. 180kb)

NEWSLETTER

Fullbanner

712x160px



Annual logo integration



Les LLM adoptent chacun leur propre «personnalité» de développeur
Les études plaident pour l'intelligence générale: l'IA montre que chaque grand modèle de langage LLM possède un ADN qui le caractérise dans la manière de générer du code, de résoudre les tâches complexes de planification.



Concours mondial 2025-2026: les inscriptions sont ouvertes
Les inscriptions pour le 10ème édition du Mondial de l'IA sont maintenant ouvertes. 10 équipes, avec des membres internationaux de renommée mondiale.

Rectangle

300x250px



Une attaque par IA dissimule des commandes dans des images
Des chercheurs ont découvert que des modèles d'IA peuvent dissimuler des commandes dans des images. Ce n'est pas la première fois que l'IA est utilisée pour dissimuler des informations.



Après ChatGPT et Meta AI, Oak connaît à son tour à des heures de conversations (update)
Le modèle de langage de Oak connaît à son tour à des heures de conversations (update). Oak est une entreprise d'IA basée à San Francisco.

Rectangle

300x250px

Fileformat: JPEG/GIF/PNG (max. 100kb)

PRINT	
Formats	4-coloured Ads
Opening (page 2 and 3)	13760.–
2 × 1/2-page panorama	9950.–
1/1 page	6270.–
2nd cover page	7390.–
4th cover page	7690.–
Cover flap	6270.–
1/2 page vertical / horizontal	3520.–
1/3 page vertical / horizontal	2970.–
1/4 page horizontal	2140.–

ONLINE				
Formats	Duration (Mon–Sun)	Price	desktop	mobile
Wideboard Top	CPM	180.–	x	x
Halfpage Sticky	1 week	3980.–	x	x
Rectangle	1 week	2450.–	x	x

NEWSLETTER	
daily dispatch 5x / week (Mon–Fri)	
Formats	Price
Fullbanner	2550.–
Annual logo integration	4900.–
Rectangle	2450.–

CROSSMEDIAL							
Package	PR	No. of characters incl. blank min. - max.	Composition	Price Print and online 1 week «PARTNER POST» 1 week newsletter	Price only online 1 week «PARTNER POST» on homepage	Performance campaign with 555 guaranteed views	Content-Creation (Reference value)
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	13550.–	3670.–	Book guaranteed views in addition to your on-line presence (e.g. letemps.ch, tdg.ch, 24heures.ch)	2200.–
Advertorial 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	8700.–	3670.–		1100.–
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	5850.–	3670.–		770.–
Success Story 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	7950.–	3670.–		2200.–
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	4950.–	2950.–		1100.–
Spotlight service/products 1/1 p.	✓	3000–3500	Interview by editors (questions by mail), portrait photo	4190.–	2790.–	Price 1998.– each additional view 3.60	1100.–
Expert Interview 2/1 pp.	✓	7500–8000	Interview by editors (questions by mail), portrait photo	12900.–	9900.–		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)	10850.–	9900.–		3300.–
Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	6950.–	4750.–		2200.–
Expert Article 2/1 pp.	✗	7500–8000	Text, image(s), author info from customer	6950.–	3250.–		2200.–
Expert Article 1/1 p.	✗	3000–3500	Text, image(s), author info from customer	4550.–	3250.–		1100.–
Each additional week of «PARTNER POST» on the homepage or newsletter teaser costs another CHF 1000.–				All author information, including layout and online examples, can be found here!			

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 3800 ictjournal.ch subscribers
- 3–4 weeks in advance: webinar invitation through display or banner advertising as a filler on ictjournal.ch (advertising material supplied by the client)
- LinkedIn posts via the ICTjournal 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 ictjournal.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

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	

MEDIA PARTNERSHIPS	
Crossmedial	Price
Advertising services • Event Plus Package • Advertorial 1/1 p. (print und online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter) • Rectangle (1 week fixed placement on the homepage) • Rectangle (1 week fixed placement in the newsletter) Editorial services • Pre-reporting (print and/or online) • Visit of the event by 1 editor • post-reporting (print and/or online)	7345.– (gross value 14 690.–)
Online	Price
Advertising services • Event Plus Package (without print) • Advertorial (online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter) OR • Halfpage Sticky (1 week fixed placement on the homepage and 1 week Rectangle as fallback mobile) • Rectangle (1 week fixed placement on the homepage) • Rectangle (1 week fixed placement in the newsletter) Editorial services • Pre-reporting (online) • Visit of the event by 1 editor • post-reporting (online)	6350.– (gross value 12 700.–)

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 (minimum booking CHF 2,000 ex-VAT). Through our news network (e.g. letemps.ch, tdg.ch (Tribune de Genève), 24heures.ch) we serve your native-text ad on external news sites via retargeting 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 IT decision-makers in 1-5 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.–

EVENT PROMOTION

EVENT PROMOTION		
Event Plus – Package		Price
Only online	Post on ictjournal.ch/events	390.–
Online + newsletter mailing	+ 1 week insertion teaser in the newsletter	890.–
Online + newsletter mailing + print	+ 1/3 page in the Service section	1090.–
Take note of our media partnership offers (page 9)		

SPONSORING PACKAGE NETZMEDIEN SOMMER PARTY

	large	medium	small
Placement of a logo in our communication materials as well as on roll-ups and the sponsor wall at the event	x	x	x
Logo placement in the post-event coverage in the ICTjournal and on ictjournal.ch	x	x	x
Advertorial or Company Profile (full-page, print) in ICTjournal or a two-week rectangle placement on ictjournal.ch	x		
Possibility of placing a table with gadgets/info and own roll-up on site	x		
One week Rectangle on ictjournal.ch		x	
Price	5000.–	2500.–	1500.–

SPECIAL FORMATS

Video Interview	Price
Nothing is more credible than a personal message with picture + sound Video interview including 1 week «PARTNER POST» + 1 week newsletter teaser and production via zoom (Duration 2 – 5 min.)	8580.–
Logo integration	500.–

Community-Survey	Price
Insert a community survey (up to 10 questions) into your online specialist article or advertorial.	2500.–
The questions and answers are prepared by the client.	

CROSS-MEDIA TRADE MAGAZINES



Netzwoche

Netzwoche is the most read Swiss trade magazine for business IT.



IT-Markt

The highest-coverage trade magazine for the Swiss IT channel.

SPECIAL EDITION



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

YEARBOOKS



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 January 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

CROSS-MEDIA 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

also appears in French.

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

also appears in French.

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

also appears in French.

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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

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GTC: netzmedien.ch/agb
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