

The Swiss ICT magazine for business decision-makers

Netzwoche is Switzerland's most widely read, cross-media specialist magazine for business IT. As the country's largest independent IT editorial team, it delivers up-to-date, in-depth coverage of every aspect of business IT.

Target group

CIOs, CEOs, division and department heads, consultants in Swiss companies of all sizes and in all industries.

We are organisers of:



We are media partners of:



netzmedien



PRINT			
Distribution	13 editions per year		
Print circulation	8000	Free copies	236
Total circulation	7644	Free circulation	1822
Paid circulation	5004	Bulky circulation	297
Subscriptions	4719	Replica	49
Target distribution	2032	Replica: Free circulation	621

ONLINE	
netzwoche.ch	
Unique Clients / month	82 000
Visits / month	98 000
Page Impressions / month	140 000

NEWSLETTER	
Subscribers	10 000
Mailing	6x / week (Mon. – Sat.)
Opening rate	44 %



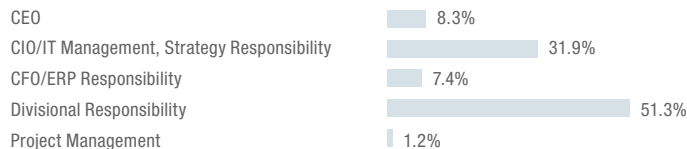
READER STRUCTURE – FIELD OF ACTIVITY



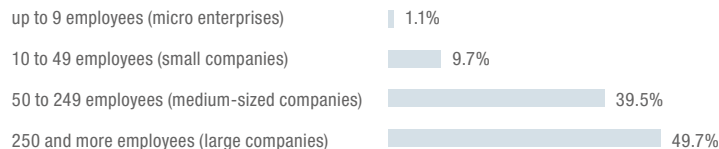
READER STRUCTURE – INDUSTRY AFFILIATION



READER STRUCTURE – MANAGEMENT FUNCTION



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



Parallel to the Netzwoche, the ICTjournal is published 8 times a year in French with similar topics.

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

Netzwoche	ICTjournal	Release date	Ads deadline	Editorial deadline	Topics	Verticals netzmedien.ch/media-kits
1	1	28.01.2026	19.01.2026	07.01.2026	Future of Work – Technology Meets Work Psychology (Workplace, smart AI assistants, work organisation, collaboration, community, incentives)	
2		25.02.2026	16.02.2026	04.02.2026	Digital sovereignty of Switzerland – the extent to which Switzerland depends on US and Chinese tech conglomerates	ITforGov
3	2	18.03.2026	09.03.2026	25.02.2026	Data Spaces – here is where our data resides and is processed (Hosting, Data centre, Cloud, Network, Storage, Compute, Business-critical / Mission-critical workloads)	
4		16.04.2026	02.04.2026	23.03.2026	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	Cybersecurity
5	3	06.05.2026	24.04.2026	14.04.2026	AI & Automation – how AI and automation influence business processes and the workforce (autonomous agents, Generative AI in business software, employee reskilling, skilled professionals)	Datacenter
6		27.05.2026	11.05.2026	30.04.2026	Employer Branding & Talent Acquisition – how companies find and retain the right employees	
7		10.06.2026	01.06.2026	20.05.2026	Digitalisation in further and continuing education – how digitalisation changes learning and what it means for teachers	Swiss Digital Ranking 2026
8	4	01.07.2026	22.06.2026	10.06.2026	Multi-Cloud – cloud computing as a driver for AI-powered business innovation beyond service and delivery models (IaaS, PaaS, SaaS, XaaS, public cloud, private cloud, hybrid cloud, multi-cloud, FinOps, security, observability)	Finance 2030
9	5	26.08.2026	17.08.2026	05.08.2026	Cybersecurity – artificial intelligence as the next line of defence against digital threats; threat evolution, new vulnerabilities, zero-trust, XDR, response and resilience	Artificial Intelligence
10	6	23.09.2026	11.09.2026	01.09.2026	Business Software – from standard applications to industry solutions (AI assistants, best practices, analytics, integration, technology, trends)	IT for Health
11	7	14.10.2026	05.10.2026	23.09.2026	Responsible AI – governance, ethics, trust	
12		11.11.2026	02.11.2026	21.10.2026	Best of Swiss Apps & Best of Swiss Software – trends in app development (low-code/no-code, AI, wearable apps, apps for foldables, AR, VR, touch-less UI, user experience, ergonomics, accessibility); mobile surveillance in the pocket; how apps erode our privacy	coming soon
13	8	02.12.2026	23.11.2026	11.11.2026	CIO Agenda 2027 – strategy, priorities, talent and sourcing, budgets, role change	Cloud & Managed Services

PRINT



Cover flap
Front: 118x255 mm
Interior: 118x320 mm



**Opening
(2. CP + page 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



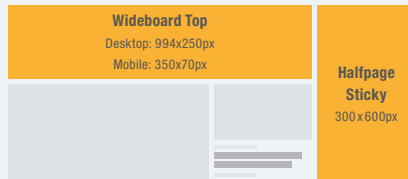
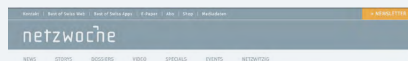
2 x 1/2-page panorama
470 x 155 mm
443 x 128 mm

bleed 3mm trim
Type area

Paper:
LuxoArt velvet, bright white,
Standard painted matt. 90g/m²

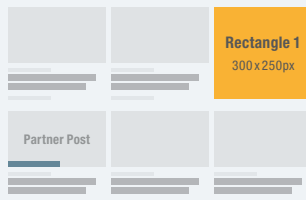
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ONLINE



Wideboard Top
Desktop: 994x250px
Mobile: 350x70px

**Halfpage
Sticky**
300 x 600px



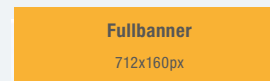
Rectangle 1
300 x 250px



Rectangle 2
300 x 250px

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

NEWSLETTER



Fullbanner
712x160px



netzticker
Annual logo integration



Rectangle 1
300 x 250 px



Rectangle 2
300 x 250 px

Fileformat: JPG/GIF/PNG (max. 100kB)

PRINT	
Formats	4-coloured Ads
Opening (page 2 and 3)	21 620.–
2 × 1/2-page panorama	14 590.–
1/1 page	9880.–
2nd cover page	11 800.–
4th cover page	12 750.–
Cover flap	9880.–
1/2 page vertical / horizontal	6260.–
1/3 page vertical / horizontal	4570.–
1/4 page horizontal	3750.–

ONLINE				
Formats	Duration (Mon – Sun)	Price	Desktop	Mobile
Wideboard Top	CPM	180.–	x	x
Halfpage Sticky	1 week	4980.–	x	x
Rectangle	1 week	3480.–	x	x

NEWSLETTER	
daily dispatch 6x / week (Mon - Sat)	
Formats	Price
Fullbanner	3580.–
Annual logo integration	9800.–
Rectangle	3480.–

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	Performance cam- paign with 555 guaranteed views	Content- Creation (Reference value)
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	20 550.–	6300.–	Book guaranteed views in addition to your online presence (e.g. nzz.ch, tagesanzeiger.ch, handelszeitung.ch)	2200.–
Advertorial 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	12 900.–	6300.–		1100.–
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	8800.–	6300.–		770.–
Success Story 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	9000.–	6300.–		2200.–
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	5950.–	3250.–		1100.–
Spotlight service/products 1/1 p.	✓	3000–3500	Interview by editors (questions by mail), portrait photo	4690.–	3090.–		1100.–
Expert Interview 2/1 pp.	✓	7500–8000	Interview by editors (questions by mail), portrait photo	12 900.–	8900.–		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)	9850.–	8850.–	Price 1998.– each additional view 3.60	3300.–
Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	6250.–	4750.–		2200.–
Expert Article 2/1 pp.	✗	7500–8000	Text, image(s), author info from customer	6250.–	3250.–		2200.–
Expert Article 1/1 p.	✗	3000–3500	Text, image(s), author info from customer	5600.–	3350.–		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 10 000 netzwoche.ch subscribers
- 3–4 weeks in advance: webinar invitation through display or banner advertising as a filler on netzwoche.ch (advertising material supplied by the client)
- LinkedIn posts via the Netzwoche account
- Webinar test run / quality check
- Webinar intro delivered by a Netzwoche editor
- Q&A and/or moderation of the panel discussion by a Netzwoche editor
- Closing questions handled by a Netzwoche editor
- Recording of the webinar together with reporting and online publication as a partner post on netzwoche.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	



JOB ADS PRINT*	
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

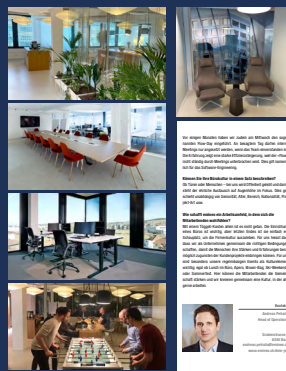
OFFICE-TIME WITH emineo



Ein guter Arbeitsplatz ist wichtiger denn je

Was ist ein guter Arbeitsplatz?
Ein Arbeitsplatz ist ein Ort, an dem Menschen ihre Arbeit machen. Er sollte funktional, angenehm und sicher sein. Ein guter Arbeitsplatz ist ein Ort, an dem Menschen ihre Arbeit machen können, ohne sich Sorgen machen zu müssen. Ein guter Arbeitsplatz ist ein Ort, an dem Menschen ihre Arbeit machen können, ohne sich Sorgen machen zu müssen.

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Beispiel für ein 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.

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)	10 475.– (gross value 20 950.–)
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)	7155.– (gross value 14 310.–)

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 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 Plus – Package		Price
Only online	Post on netzwoche.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 follow-up reporting in our magazines Netzwoche and IT-Markt on our websites netzwoche.ch and it-markt.ch	X	X	X
Professional article (1/1 page, cross-media) in our publications Netzwoche OR IT Markt, or a two-week rectangle placement on netzwoche.ch OR it-markt.ch	X		
Possibility of placing a table with gadgets/info and own roll-up on site	X		
One week Rectangle on netzwoche.ch OR it-markt.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



ICTjournal

The only business IT magazine in French-speaking Switzerland.



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
22.01.2027



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

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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

Data valid from 01.01.2026
GTC: netzmedien.ch/agb
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