

# 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!

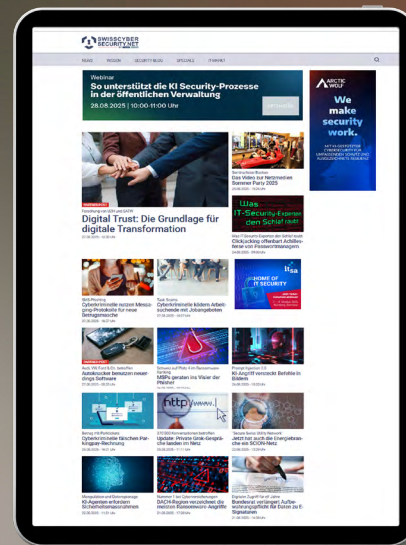
The scary thing is that in the past, you could build high walls around yourself and hide behind them. Today, you have to assume that cyber threats have already overcome firewalls and the like and have penetrated your own network.

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!

netzmedien



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

VALID FROM JANUARY 1, 2026

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                   | <b>Best of Swiss Web</b> – 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                  | <b>Cybersecurity</b> – 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                   | <b>Cybersecurity</b> – 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                    | <b>Cybersecurity</b> – 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 %                    |

ONLINE

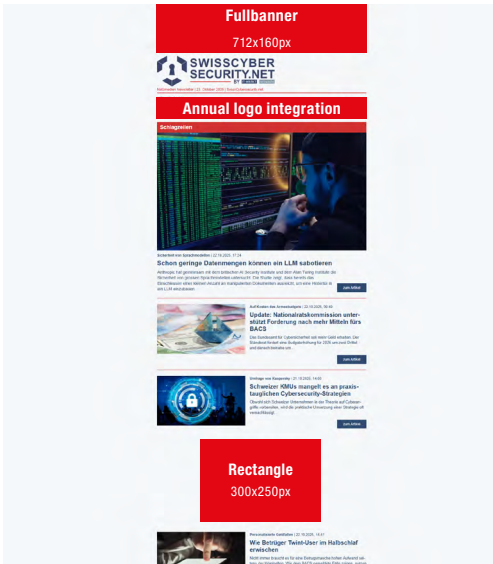


Fileformat: JPG/GIF/PNG/HTML5 (max. 180kB)

| 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)

| Ad Formats              | Price  |
|-------------------------|--------|
| Fullbanner              | 1750.– |
| Annual logo integration | 4900.– |
| Rectangle               | 1690.– |

| JOB ADS PRINT*   PUBLICATION IN NETZWOCHE |                |
|-------------------------------------------|----------------|
| 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

**Wie viel spielt der Standort eine Rolle?**  
 Für die meisten von uns ist der Arbeitsplatz ein Ort, an dem wir die meiste Zeit unseres Lebens verbringen. Er ist ein Ort, an dem wir unsere Energie, unsere Kreativität und unsere Fähigkeiten einbringen. Ein guter Arbeitsplatz ist daher nicht nur ein Ort, an dem wir arbeiten, sondern auch ein Ort, an dem wir leben. Ein Arbeitsplatz, der uns ermöglicht, unsere Talente zu entfalten und unsere Ziele zu erreichen. Ein Arbeitsplatz, der uns die Möglichkeit gibt, unsere Visionen zu verwirklichen und unsere Zukunft zu gestalten. Ein Arbeitsplatz, der uns die Chance gibt, unsere Leidenschaft zu verfolgen und unsere Leidenschaft zu teilen. Ein Arbeitsplatz, der uns die Möglichkeit gibt, unsere Visionen zu verwirklichen und unsere Zukunft zu gestalten. Ein Arbeitsplatz, der uns die Chance gibt, unsere Leidenschaft zu verfolgen und unsere Leidenschaft zu teilen.

**Wie wird die Beschäftigung im emineo Office?**  
 Die Beschäftigung im emineo Office ist eine Mischung aus verschiedenen Arbeitsformen. Wir haben eine Mischung aus Vollzeit- und Teilzeitarbeit, aus festen und flexiblen Arbeitszeiten. Wir haben eine Mischung aus verschiedenen Arbeitsformen, die uns die Möglichkeit gibt, unsere Talente zu entfalten und unsere Ziele zu erreichen. Ein Arbeitsplatz, der uns die Möglichkeit gibt, unsere Visionen zu verwirklichen und unsere Zukunft zu gestalten. Ein Arbeitsplatz, der uns die Chance gibt, unsere Leidenschaft zu verfolgen und unsere Leidenschaft zu teilen.

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[www.emineo.de](http://www.emineo.de)  
 089 309090-100

emineo ist ein Unternehmen der  
 emineo Group AG

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)                     | 12 900.–                                                      | 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.–)                                                                                                                                                                                                                               | 5000.– |
| Required Ad-Formats: Standard display formats + native Textad                                                                                                                                                                                                                      |        |
| 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.–)                                                                                                                                                                                                                                | 2500.– |
| Required advertising media (min. 3): 300x250, 160x600, 300x600, 970x250, 728x90                                                                                                                                                                                                    |        |

**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



### Netzwoche

Netzwoche is the most read Swiss trade magazine for business IT



### ICTjournal

The only business IT magazine in French-speaking Switzerland.

## 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

## CROSSMEDIA 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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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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