

CYBERSECURITY

Trends – Technologies – Defense Strategies

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LINEUP

Ransomware, cryptominer, DDoS attacks, phishing, skimming, social engineering, advanced persistent threats – the threats from cyberspace are omnipresent. Switzerland in particular, with its pharmaceutical, high-tech and financial industries, is a lucrative target for cybercriminals. But private individuals are also popular targets.

For the victims, the stakes are high. Private individuals can lose their assets – companies their capital and above all their reputation. It's no wonder that the IT security industry has become a billion-dollar business – and will continue to grow, according to market researchers. Especially Cloud Security and SASE are facing rosy times.

The thematic publication «Cybersecurity» by Netzwoche, IT-Markt and ICTJournal takes a comprehensive look at the topic. With author contributions from providers and users, it shows the current trends, lets prominent representatives have their say and reports on implemented projects. The publication addresses the B2B sector and also reaches the IT channel.

«Cybersecurity» is intended to show system integrators and resellers how they can assert themselves and be successful in the IT security industry.

TARGET GROUP

- C-levels at user companies or their ICT managers
- All ICT investment managers in Swiss companies with 50 or more employees.
- All providers and implementation partners of hardware, software, services, networks, consulting services
- System integrators
- Value-added resellers
- Value-added distributors
- BPO and BPM providers
- Intermediaries such as IT consultants, ICT consultancies
- Associations
- PR agencies
- Media

MAIN TOPICS

- Cloud security
- Cyber defence
- Compliance
- Cryptominer
- Cybercrime-as-a-Service
- Data Protection/Privacy
- Endpoint Security
- GDPR
- Managed Security Services
- Mobile Security
- Ransomware
- Shadow IT
- Security in the IoT
- Swiss Cyber Security Days
- Trends and developments
- Zoarium of cyber threats

EDITION 2025

PRINT			
	Netzwoche	IT-Markt	ICTJournal
Release dates	03.04.2025	23.04.2025	30.04.2025
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	Distribution at Swiss Cyber Security Days		
	Individual dispatch		
	Special prints 500 / 1000 / 2000 Ex. or more on customer request		
Paper	PlanoJet, bright white FSC Cover: 240 g/m ² Content: 120 g/m ²		
Format / Finishing	A4 / adhesive binding		

ONLINE			
	netzwoche.ch*	it-markt.ch*	ictjournal.ch*
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Onlinemarketing	Specials in the daily newsletter of Netzwoche, IT-Markt & ICTJournal and on their websites		

* average data

Products	PR	No. of characters incl. blanc. min. – max.	Composition / Mass	Price							
				Print & Online 1 week «SPONSORED POST» 1 week Newsletter Teaser			Online Only 1 week «SPONSORED POST»				
				National CH	D-CH Netzwoche + IT-Markt	F-CH ICTJournal	National CH	D-CH netzwoche.ch OR it-markt.ch	F-CH ictjournal.ch	Content- Creation (Reference value)	
Gatefolder 1/1 p. & 2/2 pp.	✓	–	195 x 297 mm (front) + Edge droppng of 3 mm 405 x 297 mm (interior) + Edge droppng of 3 mm	–	24 950 print only	–	–	–	–	–	
Ad 2nd cover page	✓	–	210 x 297 mm + Edge droppng of 3 mm	21 550	15 850	7 450	–	–	–	–	
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Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	33 650*	24 750*	13 950*	7 950**	6 300**	3 780**	2 200	
Advertorial 1/1 p.	✓	4000–4500	Text, picture(s), company address + logo of customer	20 340*	14 950*	8 960*	7 950**	6 300**	3 780**	1 100	
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Success Story 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	14 600*	10 850*	7 950*	7 950**	6 300**	3 780**	2 200	
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	9 500*	7 360*	4 950*	5 750**	3 660**	3 660**	1 100	
Large Dossier 4/1 pp.	✗	7500–8000 + interview	1st page: Intro by editors	16 750*	12 650*	10 850*	15 250	9 900	9 900	3 300	
	✓		2nd + 3rd page: Expert Article from customer 4th page: Interview by editors (questions by mail)								
Compact Dossier 2/1 pp.	✗	3000–3500 + interview	1st page: Expert Article from customer	11 150*	8 550*	6 950*	7 750**	4 900**	4 900**	2 200	
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Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	11 200*	8 550*	6 950*	5 250**	3 350**	3 350**	2 200	
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	8 700*	6 700*	4 690*	5 250**	3 350**	3 350**	1 100	
Expert Interview 2/1 pp.	✓	7500–8000	Interview by editors	19 900	13 950	12 900	15 250	9 900	9 900	incl.	
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