

# The Swiss ICT magazine for business decision-makers

Netzwoche is the most read Swiss trade magazine for business IT. The independent IT editorial team, the largest in Switzerland, reports up to date and well-founded on all aspects of business IT.

## Target group

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

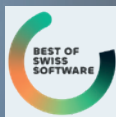
## We are organisers of:



The oldest web award in Europe



The most important app award in Switzerland



The best Swiss individual software and system integration projects



PRINT			
Distribution	13 editions per year		
Print circulation	9500	Free copies	230
Total circulation	9017	Free circulation	2531
Paid circulation	4878	Bulky circulation	212
Subscriptions	4596	Replica	52
Target distribution	2732	Replica: Free circulation	1396

ONLINE	
netzwoche.ch	
Unique Clients / month	90 000
Visits / month	107 000
Page Impressions / month	155 000

NEWSLETTER	
Subscribers	11 000
Mailing	6x / week (Mon. – Sat.)
Opening rate	42%



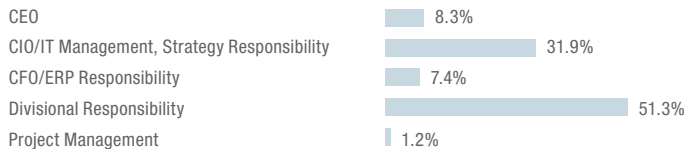
### READER STRUCTURE – FIELD OF ACTIVITY



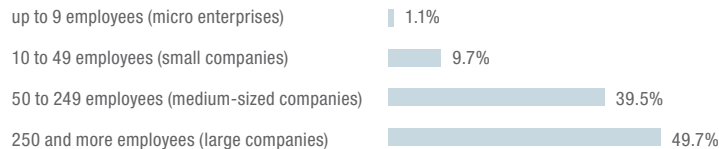
### READER STRUCTURE – INDUSTRY AFFILIATION



### READER STRUCTURE – MANAGEMENT FUNCTION



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



**Parallel to the Netzwoche, the ICTjournal is published 7 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	29.01.2025	20.01.2025	09.01.2025	<b>Future of Work</b> – Technology meets work psychology (workplace, smart AI assistants, work organization, collaboration, community, incentives)	
2		19.02.2025	10.02.2025	30.01.2025	<b>Robotics, Machine Learning &amp; KI</b> – How humans and machines work together (business process optimization, data-based decisions, transformation of IT infrastructure through AI, AI at the network edge)	
3	2	12.03.2025	03.03.2025	20.02.2025	<b>Data Spaces</b> – This is where our data resides and works (hosting, data center, cloud, network, storage, compute, business critical / mission critical workloads)	
4		03.04.2025	24.03.2025	13.03.2025	<b>Best of Swiss Web</b> – Trends in custom software development (Web 3.0, low-code/no-code, AI-supported development, cloud-native development, microservices, cybersecurity, data protection)	Cybersecurity
5	3	30.04.2025	17.04.2025	08.04.2025	<b>KI &amp; Automation</b> – How AI and automation influence business processes and the workforce (autonomous agents, GenAI in business software, employee re-skilling, skilled workers)	IT for Health 01/2025
6		21.05.2025	12.05.2025	30.04.2025	<b>Outsourcing vs. Insourcing</b> – This is how VARs, system integrators, business process outsourcers and managed service providers support companies in their business IT strategies	
7		12.06.2025	28.05.2025	19.05.2025	<b>Employer branding &amp; talent acquisition</b> – how companies find and retain the right employees	<b>Swiss Digital Ranking 2025</b> The big overview of the ICT nation Switzerland
8	4	02.07.2025	23.06.2025	12.06.2025	<b>Multi-Cloud</b> – Cloud computing in 2025 as a driver for AI-supported business innovation beyond service and delivery models (IaaS, PaaS, SaaS, XaaS, public cloud, [virtual] private cloud, hybrid, cloud, multi-cloud)	Finance 2030
9	5	27.08.2025	18.08.2025	07.08.2025	<b>Cybersecurity &amp; KI</b> – Artificial intelligence as the next line of defense against digital threats	
10		24.09.2025	15.09.2025	04.09.2025	<b>Business-Software</b> – From standard applications to industry solutions (AI assistants, best practices, analytics, integration, technology, trends)	IT for Health 02/2025
11	6	15.10.2025	06.10.2025	25.09.2025	<b>Happy Birthday Netzwoche!</b> – Netzwoche celebrates its 25th anniversary (from the millennium bug to autonomous AI agents, plus Microsoft celebrates 40 years of MS Windows in 2025)	IT for Gov
12		06.11.2025	27.10.2025	16.10.2025	<b>Best of Swiss Apps &amp; Best of Swiss Software</b> / Trends in app development (low-code/no-code, AI, wearable apps, apps for foldables, AR, VR, touchless user interface, user experience, ergonomics, accessibility)	Fintech & Insurtech
13	7	03.12.2025	24.11.2025	13.11.2025	<b>CIO-Agenda 2026 &amp; Responsible AI</b> – Governance and ethics (fairness, reliability, dependability, privacy, security, inclusion, transparency, accountability, sustainability)	Cloud & Managed Services

Netzwoche anniversary issue from October 15, 2025

## *Netzwoche turns 25 years old - celebrate with us!*

Netzwoche stands at the beginning of the history of net media ...

### 1999

We launch our first own media product, the Netzticker, a daily newsletter. The vision: the web will fundamentally change the IT sector and the entire economy. Everything can now be connected to everything, every server, every PC is part of a network and communicates with others. Our mission: We network the movers and shakers in the IT, web and telecommunications industry, provide them with business-relevant information and thus help to bring them together with customers and clients.

### 2000

The success of the Netzticker is overwhelming, it has spread rapidly. It is clear to us: the market is ready, we are taking off and founding Netzwoche.

[netzmedien.ch/geschichte](http://netzmedien.ch/geschichte)



#### ANNIVERSARY OFFERS

Formats	Ad mass	Interested?
1/1 PAGE	235 x 320 mm +3mm trim	Contact our sales team!
1/2 PAGE	235 x 155 mm +3mm trim	
LOGOPRESENCE	EPS file	

### PRINT



#### Cover flap

Front: 118x255 mm  
Interior: 118x320 mm



#### Opening (2. CP + page 3)

470x320 mm



#### 1/1 page

235x320 mm  
208x247,5 mm



#### 1/2 page vertical / horizontal

115x320 mm 235x155 mm  
102x243 mm 208x128 mm



#### 1/3 page vertical / horizontal

80x320 mm 235x110 mm  
66x243 mm 208x83 mm



#### 1/4 page horizontal

235x83 mm  
208x56 mm



#### 2/2 pages

470x155 mm  
443x128 mm

bleed 3mm trim  
Type area

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

Fileformat: PDF, 300dpi

### ONLINE



#### Wideboard Top

Desktop: 994x250px  
Mobile: 350x70px

#### Halfpage Sticky

300x600px

#### Rectangle 1

300x250px

#### Sponsored Post

#### Rectangle 2

300x250px

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

### NEWSLETTER

#### Fullbanner

712x160px

#### netzwerker

Netzwerke verbindet. Seit 1987.

#### Annual logo integration

##### FokusThema: KI in der Medizin



10 Jahre KI in der Medizin: Bleiben die Risiken bestehen?

Die KI in der Medizin: Bleiben die Risiken bestehen? Ein Blick auf die Chancen und Risiken der KI in der Medizin. Ein Blick auf die Chancen und Risiken der KI in der Medizin. Ein Blick auf die Chancen und Risiken der KI in der Medizin.

Das Netzwerk | 10.09.2025, 09:00

Ein exklusives Veranstaltungsgeschehen

Abrechnung mit Medica AG, Marktgemeinschaft, Thomas Dorn, Dr. Stefan H. Goller, 10.09.2025, 09:00

Die neuesten Artikel sind als PDF heruntergeladen und heruntergeladen

#### Rectangle

300x250px

Einmalige Sonderpreise in der Medizin | 10.09.2025, 09:00

Wie KI helfen kann, angepasste Newsletter zu schreiben

1000 Newsletter von CRM und News | 10.09.2025, 12:24

Gezielte App Web beginnt nationale Roll-out

#### Rectangle

300x250px

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

PRINT	
Formats	4-coloured Ads
Opening (page 2 and 3)	21 620.–
2/1 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	
Rectangle	1 week	3480.–	x	x
Rectangle	1 week	1390.–		x*

\* only in combination with Halfpage and Halfpage Sticky

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 «SPONSORED POST» 1 week newsletter	Price Online only 1 week «SPONSORED 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	20 550.–	6300.–	Book guaranteed views in addition to your online presence (e.g. nzz.ch, tagesanzeiger.ch, handelszeitung.ch)  Price 1998.–  each additional view 3.60	2200.–
Advertorial 1/1 p.	✓	4000–4500	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.–	3350.–		1100.–
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)	10 850.–	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.–	4900.–		2200.–
Expert Article 2/1 pp.	✗	7500–8000	Text, image(s), author info from customer	6950.–	3350.–		2200.–
Expert Article 1/1 p.	✗	3000–3500	Text, image(s), author info from customer	5600.–	3350.–		1100.–
Expert Interview 2/1 pp.	✓	7500–8000	Text by editors, portrait photo	12 900.–	9900.–		incl.

Each additional week of «SPONSORED POST» on the homepage or newsletter teaser costs another CHF 1000.–

# netzmedien WEBINAR

## THE VALUE CONTENT WEBINAR PACKAGE INCLUDES:

- Storyboard / co-ordination of the webinar
- Landing page for registration (Zoom)
- Invitation via standalone newsletter to 11,000 newsletter subscribers of netzwoche.ch
- 1 to 2 months in advance: Webinar invitation via display or banner advertising as filler on netzwoche.ch (advertising material comes from customers)
- LinkedIn posts via Netzwoche account
- Webinar test run / quality check
- Webinar intro by Netzmedien editor
- Q&A by Netzmedien editor and/or panel discussion leader
- Final questions by Netzmedien editor
- Recording of the webinar as well as written summary and online publication as a sponsored post on netzwoche.ch
- Sending of this content to all registered participants

Price: CHF 16 500

*Acquisition of speakers by customers*



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

JOB ADS – CROSSMEDIA						
Package	PR	No. of characters incl. blank. min. - max.	Composition	Price Print and online 1 week «SPONSORED POST» 1 week newsletter	Price Online only 1 week «SPONSORED 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.



MEDIA PARTNERSHIPS

Crossmedial	Price
<p><b>Advertising services</b></p> <ul style="list-style-type: none"> <li>• Event Plus Package</li> <li>• Advertorial 1/1 p. (print und online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter)</li> <li>• Rectangle (1 week fixed placement on the homepage)</li> <li>• Rectangle (1 week fixed placement in the newsletter)</li> </ul> <p><b>Editorial services</b></p> <ul style="list-style-type: none"> <li>• Pre-reporting (print and/or online)</li> <li>• Visit of the event by 1 editor</li> <li>• post-reporting (print and/or online)</li> </ul>	<p>10 475.–</p> <p>(gross value 20 950.–)</p>
Online	Price
<p><b>Advertising services</b></p> <ul style="list-style-type: none"> <li>• Event Plus Package (without print)</li> <li>• Advertorial (online, 1 week fixed placement on the homepage and 1 week fixed placement in the newsletter)</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Halfpage Sticky (1 week fixed placement on the homepage and 1 week Rectangle as fallback mobile)</li> <li>• Rectangle (1 week fixed placement on the homepage)</li> <li>• Rectangle (1 week fixed placement in the newsletter)</li> </ul> <p><b>Editorial services</b></p> <ul style="list-style-type: none"> <li>• Pre-reporting (online)</li> <li>• Visit of the event by 1 editor</li> <li>• post-reporting (online)</li> </ul>	<p>7 155.–</p> <p>(gross value 14 310.–)</p>

**ADD-ONS**

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.–

**SPECIAL FORMATS**

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

**EVENT PROMOTION**

EVENT PROMOTION		Price
Event Plus – Package		
Print	1/3 page in the Service section	1090.– 980.– (without print) NO REPORTING
Online	Post on netzwoche.ch/events	
Newsletter	1 week teaser of the online Post	
Take note of our media partnership offers (page 7)		

**SPONSORING PACKAGE NETZMEDIEN SOMMER PARTY**

	Sponsoring (large)	Sponsoring (medium)	Sponsoring (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
Possibility of placing a table with gadgets/info and own roll-up on site	X		
Professional article (1/1 page, cross-media) in our or two weeks rectangle on netzwoche.ch, it-markt.ch or cetoday.ch	X		
One week Rectangle on netzwoche.ch, it-markt.ch or cetoday.ch		X	
Logo placement in the follow-up reporting in our magazines Netzwoche, IT-Markt and CEToday and on our websites netzwoche.ch, it-markt.ch and cetoday.ch	X	X	X
Price	5000.–	2500.–	1500.–

**DISTRIBUTE YOUR SUPPLEMENT ON OUR CHANNELS**

**CONTACT US FOR DETAILS**

## CROSS-MEDIA TRADE MAGAZINES



### ICTjournal

The only business IT magazine in Frenchspeaking Switzerland.



### IT-Markt

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

## CROSS-MEDIA VERTICALS

### Cybersecurity



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

#### Release dates

Dispatch: 1x / year  
Circulation: 19 600  
Readers: 117 600  
03.04.2025 w/ Netzecho  
23.04.2025 w/ IT-Markt  
30.04.2025 w/ ICTjournal

### IT for Health



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

#### Release dates

1st edition: 30.04.2025  
w/ Netzecho  
2nd edition: 24.09.2025  
w/ Netzecho

### Finance 2030



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

Dispatch: 1x / year  
Circulation: 9 000  
Readers: 54 000  
Release date  
02.07.2025  
w/ Netzecho

### Artificial Intelligence



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

Release dates  
27.08.2025  
w/ Netzecho &  
ICTjournal

### IT for Gov



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

Dispatch: 1x / year  
Circulation: 9 000  
Readers: 54 000  
Release date  
15.10.2025  
w/ Netzecho

### Fintech & Insurtech



Analyses the technological side of the Swiss finance and insurance industry.

Dispatch: 1x / year  
Circulation: 9 000  
Readers: 54 000  
Release date  
06.11.2025  
w/ Netzecho

### Cloud & Managed Services



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

Dispatch: 1x / year  
Circulation: 19 600  
Readers: 117 600  
Release dates  
03.12.2025  
w/ Netzecho &  
ICTjournal  
w/ IT-Markt 01/2026

## 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

12.06.2025 w/ Netzecho  
25.06.2025 w/ IT-Markt  
02.07.2025 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  
January 2026



### Guide de l'informatique romande

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

Release date  
January 2026

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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 01.01.2025  
GTC: netzmedien.ch/agnb  
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