

# SWISS DIGITAL RANKING

The most important ICT companies in Switzerland

2025

## Release dates:

June 12, 2025 with Netzwoche

June 25, 2025 with IT-Markt

July 07, 2025 with ICTjournal

**netzmedien**  
netzwoche IT-MARKT ICTjournal



## POSITIONING

The «Swiss Digital Ranking» is a comprehensive overview of ICT companies in Switzerland. It contains information on the areas of activity, previous year's turnover and full-time employees based on company information, public data or estimates. It also brings together the most successful Swiss service providers who have won the Netzmedien Best of Swiss Web, Best of Swiss Apps and Best of Swiss Software awards.

**The «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.**

**The accompanying reporting addresses current topics, including the question of how AI is changing IT, as we have known it for 50 years. The «Swiss Digital Ranking 2024» provides answers and provides insights into the most important players in the industry and the trending topics for 2025.**

## TARGET GROUP

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

## MAIN TOPICS

- Overall ranking of the most important digital companies in Switzerland
- Sector rankings in various categories from hardware and software to consulting and services
- Detailed rankings for exciting categories and submarkets
- Technology trends in artificial intelligence, cybersecurity, cloud and managed services
- Market trends in e-health, e-government and digital finance
- The current winners of the Netzmedien Awards Best of Swiss Web, Best of Swiss Apps and Best of Swiss Software

## Edition 2025

PRINT			
	Netzwoche	IT-Markt	ICTJournal
Publication dates	12.06.2025	25.06.2025	02.07.2025
Editorial deadline	28.04.2025		
Print material deadline	26.05.2025		
Circulation	9000	7000	3520
Distribution	Supplement to Netzwoche, IT-Markt & ICTJournal (pers. addressed)		
	Layout in theme-specific events		
	Individual dispatch		
	Special prints 500 / 1000 / 2000 Ex. or more on customer request		
Paper	LuxoArt velvet, bright white, Standard painted matt, 90gm <sup>2</sup>		
Format	235x320 mm		

ONLINE			
	netzwoche.ch*	it-markt.ch*	ictjournal.ch*
Unique users / month	134 000		45 500
Page impressions / month	226 000		88 000
Newsletter subscribers	12 500	4 500	4 600
Release dates	12.06.2025	25.06.2025	02.07.2025
Editorial deadline	28.04.2025		
Delivery date	26.05.2025		
Duration	Publication of the topic dossier permanently online on <a href="https://netzwoche.ch/specials">netzwoche.ch/specials</a> , <a href="https://it-markt.ch/specials">it-markt.ch/specials</a> & <a href="https://ictjournal.ch/specials">ictjournal.ch/specials</a>		
Online marketing	Specials in the daily newsletter of Netzwoche, IT-Markt & ICTJournal and on their websites		

\* average values

## Advertisement formats in the overall ranking environment – overview and prices

Products	Composition / Dimensions	Prices		
		DE + FR national	DE Netzwoche + IT-Markt	FR ICTJournal
CEO quote with picture	max. 150 characters (incl. spaces) + name, function, company	4900	2500	2500
Logo placement with claim/slogan	max. 200 characters (incl. spaces) + company logo	1500	750	750
1/1 Company Profile	max. 3500 characters (incl. spaces) + portrait picture of the CEO + company logo	14 900*	8600*	8600*
1/2 vertical Company Profile	max. 2500 characters (incl. spaces) + portrait picture of the CEO + company logo within ranking	12 500*	6900*	6900*
1/3 landscape Company Profile	max. 1800 characters (incl. spaces) + portrait picture of the CEO + company logo within ranking	10 000*	5600*	5600*
1/4 vertical Company Profile	max. 800 characters (incl. spaces) + portrait picture of the CEO + company logo within ranking	8500*	4500*	4500*
Advertisement 1/1	235x320 mm + edge drooping of 3 mm (bled-off)	15 950	11 850	6420
Advertisement 1/2 landscape or vertical	vertical: 115x320 mm + edge drooping of 3 mm (bled-off)   102x243 mm (print space) landscape: 235x155 mm + edge drooping of 3 mm (bled-off)   208x128 mm (print space)	10 000	7570	3580
Advertisement 1/3 landscape	235x110 mm + edge drooping of 3 mm (bled-off)   208x84 mm (print space)	7500	5300	3400
Advertisement 1/4 landscape or vertical	vertical: 115x155 mm + edge drooping of 3 mm (bled-off)   102x128 mm (print space) landscape: 235x83 mm + edge drooping of 3 mm (bled-off)   208x56 mm (print space)	5900	4350	2480



CEO quote with picture



Logo placement with claim/slogan



Company Profile 1/2 vertical



Company Profile 1/3 landscape



Company Profile 1/4 vertical



1/2 vertical

■ 115x320 mm  
■ 102x243 mm



1/4 vertical

■ 115x155 mm  
■ 102x128 mm

■ bled-off + edge drooping of 3 mm ■ print space

\* All crossmedia appearances include 1 week \*Sponsored Post\* on the homepage + 1 week newsletter teaser and are placed either on netzwoche.ch (D-CH) OR it-markt.ch (D-CH) OR ictjournal.ch (F-CH)

## Paid Ecosystem – Example and prices

### KURZINTERVIEW

**NAME/FUNCTION**  
**FIRMA**

**Frage**  
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**ZERTIFIZIERUNGEN**

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### UNSERE PARTNER

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### FIRMENPORTRÄT

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### Product

### Paid Ecosystem

Are you a manufacturer or service provider and do you sell your products and solutions through a network of partners? Or do you operate a data center and rely on partners to sell your data center space? Then present your sales landscape to the readers of «Swiss Digital Ranking» on a double page.

### Composition

Extended Company Profile 2 or more pages

CEO statement + photo, picture of the partner landscape, optionally with map of Switzerland, specialization/certification of the individual partners and/or quotes.

Further content possible after consultation with the editorial team.

### Prices

DE + FR	National
26700	
DE	Netzwoche + IT-Markt
19800	
FR	ICTJournal
10900	

## EXCLUSIVE: OPENING STATEMENT – Example and prices

Only one slot available per division









### Opening statement (for the following 9 divisions)

1. reseller/e-tailer
2. manufacturer
3. distribution partner
4. standard software
5. custom software
6. consulting
7. system integration
8. outsourcing/managed services
9. enablers (core infrastructure)

\* All crossmedia appearances include 1 week «Sponsored Post» on the homepage + 1 week newsletter teaser and are placed either on netzwoche.ch (D-CH) OR it-markt.ch (D-CH) OR ictjournal.ch (F-CH)

Product	
Opening statement	
Composition / Dimensions	
	1800–2000 characters (incl. spaces) + large portrait photo of the interviewee (questions by editors)
Prices	
DE + FR national	
	24 900*
DE Netzwoche + IT-Markt	
	13 950*
FR ICTjournal	
	12 900*

## Advertisement formats in the sector and detail ranking environment – overview and prices

Advertisement	Products	Composition / Dimensions	Prices			
			DE + FR national	DE Netzwoche + IT-Markt	FR ICTJournal	
 <p><b>Gatefolder (2/1 pages)</b> Cover folded outwards ■ 470 x 320 mm</p>  <p><b>1/2 landscape*</b> ■ 235 x 155 mm ■ 208 x 128 mm</p>  <p><b>1/1 page*</b> ■ 235 x 320 mm ■ 208 x 247,5 mm</p>  <p><b>1/3 vertical</b> ■ 94 x 320 mm ■ 80 x 243 mm</p>  <p><b>1/3 landscape*</b> ■ 235 x 110 mm ■ 208 x 84 mm</p>  <p><b>1/4 landscape*</b> ■ 235 x 83 mm ■ 208 x 56 mm</p> <p>* Placement also possible within overall ranking ■ bled-off + edge dropping of 3 mm ■ print space</p>	Gatefolder 2/1 S.	470 x 320 mm + edge dropping of 3 mm (bled-off)	29 900	24 950	13 750	
	Ad 2. US	235 x 320 mm + edge dropping of 3 mm (bled-off)	21 550	15 850	7 450	
	Ad 4. US		22 550	14 800	7 690	
	Ad 1/1 S.		15 950	11 850	6 420	
	Ad 1/2 S.		only landscape: 235 x 155 mm + edge dropping of 3 mm (bled-off) 208 x 128 mm (print space)	10 000	7 570	3 580
	Ad 1/3 S.		landscape: 235 x 110 mm + edge dropping of 3 mm (bled-off) 208 x 84 mm (print space)	7 500	5 300	3 400
			vertical: 94 x 320 mm + edge dropping of 3 mm (bled-off) 80 x 243 mm (print space)			
Ad 1/4 S.		only landscape: 235 x 83 mm + edge dropping of 3 mm (bled-off) 208 x 56 mm (print space)	5 900	4 350	2 480	

## Other print/online advertisements in the editorial environment – prices

Product	PR	No. of characters incl. spaces min. – max.	Composition / Dimensions	Prices				
				Print & Online* 1 week «SPONSORED POST» 1 week Newsletter Teaser			Content-Creation (Reference value)	Translation
				DE + FR national	DE Netzwoche + IT-Markt	FR ICTJournal		
Advertorial 1/2 page	✓	1000–1500	Text, image(s), company address + logo of customer	13850	10550	5850	770	150
Advertorial 1/1 page	✓	3800–4000	Text, image(s), company address + logo of customer	20340	14950	8960	1100	300
Advertorial 2/1 pages	✓	7500–8000	Text, image(s), company address + logo of customer	33650	24750	13950	2200	600
Success Story 2/1 pages	✓	7500–8000	Text, image(s), company address + logo of customer	14600	10850	7950	2200	600
Company Profile 1/1 page	✓	3000–3500	Text, image(s), company address + logo of customer	9500	7360	4950	1100	300
Large Dossier 4/1 pages	✗ ✓	7500–8000 + Interview	1st page: Intro by editors 2nd + 3rd page: expert article from customer 4th page: interview by editors (questions by mail)	16750	12650	10850	3300	900
Compact Dossier 2/1 pages	✗ ✓	3000–3500 + Interview	1st page: expert article from customer 2nd page: interview by editors (questions by mail)	11150	8550	6950	2200	600
Expert Article 2/1 pages	✗	7500–8000	Text, picture(s), author info from customer	11200	8550	6950	2200	600
Expert Article 1/1 page	✗	3000–3500	Text, picture(s), author info from customer	8700	6700	4690	1100	300
Expert Interview 2/1 pages	✓	7500–8000	Interview by editors, portrait photo	19900	13950	12900	incl.	600
Performance-Kampagne with 555 guaranteed clicks			Book guaranteed views in addition to your online presence (min. booking CHF 2000.–)! We play your native text ad in our news network (e.g. www.nzz.ch, www.tagesanzeiger.ch, www.handelszeitung.ch) by means of retargeting on external news pages and guarantee you 555 clicks. +/- 300 000 Ad Impressions (CPM à CHF 5.55)					

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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/agb  
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