



SWISS
itMagazine

MEDIA KIT 2018

PRINT | ONLINE

Swiss IT Magazine – the leading magazine for IT decision makers in Switzerland

Concept

Swiss IT Magazine – launched in 2000 as «Infoweek» – is regarded as an elementary information medium and an indispensable decision-making tool for CIOs and IT managers.

Partnership

ISACA Newsletter:



Official publication of the leading association for Governance, Risk, Compliance und Assurance

Swiss IT Magazine

Publication frequency	monthly
Publication day	Monday
Published for	19th year
Language	German
Circulation	Switzerland
Print run	8000 copies



Certified circulation (WEMF 2017)

	
Total sold copies	6123 copies
no. of subscriptions	2351 copies
no. of SwissCT and ISACA subscriptions	3479 copies
no. of free copies & retail.	293 copies
Free circulation	1983 copies
no. of free subscriptions	509 copies
no. of controlled circulation	1766 copies
minus no. of free copies	292 copies
Widespread run/Print run	8106 copies

Editorial content and readership

The highly respected editorial team covers all important trade-shows and organizes several events and round-tables. Editorial sections of Swiss IT Magazine are:

Recurring categories

- News & Trends:** New manufacturer strategies and offers
- Start-ups:** Portrait of innovative Swiss companies
- CIO-Interview:** CIOs answer questions
- Schwerpunkt:** Focus topic of each issue (see also editorial calendar)
- Test Center:** Products and services hands-on tested
- Neue Produkte:** Hard and software news
- Karriere & Weiterbildung:** Practical tips for HR managers and IT professionals



Readership of Swiss IT Magazine (based on reader survey 2016)

Company size

1 to 10 employees	24 %
11 to 100 employees	26 %
101 to 250 employees	11 %
more than 250 employees	39 %

Occupational position

Member of the Executive Board	35 %
Head of department	33 %
Project management	9 %
other	23 %

Influence on IT decisions

Decide on IT technologies	53 %
Exercise influence on decision	23 %
Use the information from Swiss IT Magazine for your purchase decisions	76 %

Attention on advertisement

pay attention regularly	74 %
pay attention occasionally	20 %

Editorial calendar

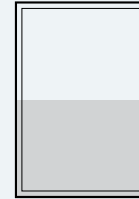
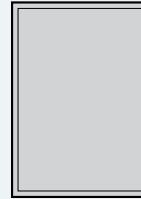
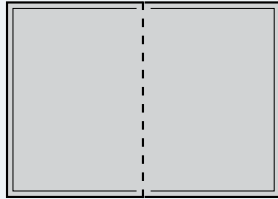
Nr.	KW	Publication date	Advert deadline	Focus	Market guide
1/2	06	05.02.18	26.01.18	Mobile app development 2018 From concept to the search for a development partner and to the launch	WLAN router
3	10	05.03.18	23.02.18	Advanced training in the IT sector Latest trends and offerings from Swiss providers	SMB switches
4	15	09.04.18	29.03.18	EU General Data Protection Regulation Implications of the GDPR for Swiss companies	4K displays
5	20	14.05.18	04.05.18	ERP trends 2018 Latest developments in the Swiss ERP market with an extensive market overview Special: Storage solutions for SMBs	Inkjet MFP
6	24	11.06.18	01.06.18	Blockchain in practice Mode of operation – concepts of application – pilot projects	SMB server
7/8	28	09.07.18	29.06.18	Unified Communication Communication on all fronts – complete solutions from Swiss providers	Detachables
9	36	03.09.18	24.08.18	Security 2018 Effective defense concepts against ransomware, phishing, and malware	Digital signage-displays
10	40	01.10.18	21.09.18	IT support for SMBs Support offerings from Swiss service providers Special: Cloud providers in Switzerland	Projectors for meeting rooms
11	45	05.11.18	26.10.18	Data center country Switzerland Concepts and services of Swiss data center operators	HDDs with 10 TB or more
12	49	03.12.18	23.11.18	Big Data in SMBs How Swiss SMBs create revenue from big data sets	All-in-One PCs

Subject to change

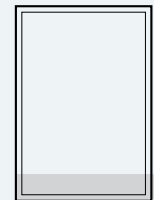
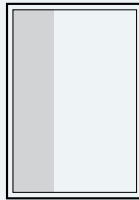
We publish all changes in our «Media-Alert». Please register at media-alert@swissitmedia.ch

For **cover flap** and **technical reports: advert deadline three days earlier.**

Print advertisement: sizes and rates



Format	2/1 page spread	1/1 page	1/2 page vertical	1/2 page horizontal
Type area in mm	384 × 280	174 × 280	85 × 280	174 × 136
Trim size in mm	420 × 297	210 × 297	103 × 297	210 × 145



Format	1/3 page vertical	1/3 page horizontal	1/4 page 1 column	1/4 page 2 columns	1/4 page horizontal	1/8 page horizontal
Type area in mm	55 × 280	174 × 90	40 × 280	85 × 135	174 × 65	174 × 30
Type size in mm	67 × 297	210 × 96	no trim size	no trim size	210 × 70	210 × 32

► Trim size ads

For bleed please add 3 mm all around
Format 1/2 horizontal or smaller: Placement only at the bottom of the page

► Special advertisement sizes

Additional options on request

Print advertisement: sizes and rates

Advertisement	Type area B x H in mm	Trim size* B x H in mm	Price in CHF
2/1 page page spread	384x280	420x297	7900.–
1/1 page	174x280	210x297	5500.–
1/2 page horizontal	174x136	210x145	3900.–
1/2 page vertical	85x280	103x297	3900.–
1/3 page horizontal	174x90	210x96	3200.–
1/3 page	55x280	67x297	3200.–
1/4 page horizontal	174x65	210x70	2400.–
1/4 page 1 column	40x280	–	2400.–
1/4 page 2 columns	85x135	–	2400.–
1/8 page horizontal	174x30	210x32	2000.–
2. or 4. cover pate	174x280	210x297	6500.–

Special placements: + 10% of gross price; additional options on request.

* for bleed please add 3 mm all around

Package of 3	Price in CHF	Annual subscription	Price in CHF
3 x 1/1 page	9600.–	10 x 1/1 page	15'000.–
3 x 1/2 horizontal/vertical	7200.–	10 x 1/2 horizontal/vertical	12'000.–
3 x 1/4 horizontal/vertical	6000.–	10 x 1/4 horizontal/vertical	9000.–

Conditions for 3er- und 1-year-subscription

- price for 3 respectively 10 ads in consecutive issues
- advance payment
- no further discounts or agency commissions
- without text connection
- fix booking, start-issue selectable, no preferred positions
- delivery of new print material until advert deadline,
if we do not receive new material, existing sujet will be used

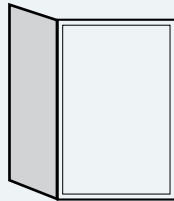
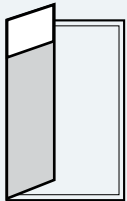
Cover flap

The special cover flaps feature ad placements for extra attention. By booking the 4th cover page, the backside cover flap can be used as an advertising medium at no extra charge.

Offering	Price in CHF
Cover flap frontside	7800.–
Cover flap 5er-subscription	5900.–
Cover flap backside with 4 th cover page	6500.–

Format

Frontside flap outside	Frontside flap inside	Backside inside/outside
105 × 229 mm	105 × 297 mm	115 × 297 mm



- for bleed please add 3 mm all around
- no further discounts than agency commission
- **for cover flap: advert deadline three days earlier.**



Advert deadline

No.	cover flap
1/2	23.01.18
3	20.02.18
4	26.03.18
5	30.04.18
6	29.05.18
7/8	26.06.18
9	21.08.18
10	18.09.18
11	23.10.18
12	20.11.18



Technical reports

With technical reports advertisers are given the opportunity to present their content in the look and feel of an editorial article.

Format	Content	Price in CHF
2/1 page	approx. 5000 to 8000 characters (depending on picture size)	5925.–
1/1 page	approx. 3000 to 4000 characters (depending on picture size)	4125.–

Conditions

- The author is presented in a box.
- Reference to the company for the responsibility of the content.

No.	Advert deadline
1/2	23.01.18
3	20.02.18
4	26.03.18
5	30.04.18
6	29.05.18
7/8	26.06.18
9	21.08.18
10	18.09.18
11	23.10.18
12	20.11.18



Supplements and bound inserts

Loose insertions

Size: min. 105 × 148 mm, max. 220 × 290 mm; max. 8 mm thickness
Paper weight: min. 80 g/m², max. 200 g/m²

Weight	Ad costs	Techn. costs	Price in CHF
bis 25 g	3200.–	1200.–	4400.–
bis 50 g	4000.–	1200.–	5200.–

Prices for loose inserts with special format or over 50 g on request

Conditions

- ▶ Advertisement costs are subject to consultant commission and final agreement.
- ▶ Price alterations resulting from postal costs or print run adjustments are subject to change.
- ▶ Insertions with advert from other company than advertiser: price on request.

Delivery of supplements/insertions

5 working days before publication and specifying publication title and edition to:

AVD Goldach, Sulzstrasse 10, CH-9403 Goldach, Switzerland

Insertions

Size: min. 120 × 105 mm, max. 210 × 297 mm, plus trim
(head trim 4 mm, other pages each 3 mm; overhang: 10 mm)

Weight	Ad costs	Techn. costs	Price in CHF
bis 25 g	3600.–	800.–	4400.–
bis 50 g	4400.–	800.–	5200.–

Prices for loose inserts with special format or over 50 g on request

Cover button for supplements and bound inserts

Button with 5 cm diameter 800.–

- ▶ color selectable
- ▶ only in combination with supplements and inserts



Product news, job ads, training courses

In every issue, Swiss IT Magazine addresses the topics of education and human resource management in the category «Karriere & Management» – a perfect environment for employment ads and the announcement of education and training courses.



Dreitägiges ITIL® Foundation Edition 2011 Seminar
 Grundlagen rund um den prozessorientierten Aufbau einer IT-Organisation.

Trainingsdauer
 Insgesamt drei Tage
 • Training: 2½ Tage
 • Prüfung: 1 Stunde im Anschluss an das Training
 Im Preis sind die Prüfungsgebühren inbegriffen.

Daten
 • 20. bis 22.11.2017
 • 08. bis 10.01.2018
 • 21. bis 23.03.2018

Alle ITIL® Kurse und Workshops schulen wir gerne bei Ihnen auch vor Ort.
 Bitte kontaktieren Sie uns für eine unverbindliche Offerte und Beratung.

www.elatus.ch



Job ad, training courses (placement near «Karriere & Weiterbildung»)

	Type area w x h in mm	Trim size* w x h in mm	Price in CHF
1/1 page	174 x 280	210 x 297	2050.–
1/2 page vertical	85 x 280	103 x 297	1240.–
1/2 page horizontal	174 x 136	210 x 145	1240.–
1/4 page 2 columns	85 x 135	–	750.–

* for bleed please add 3 mm all around

Discounts

Applicable on all bookings and titles (print and online) of our publishing house; 1-year subscriptions excluded

from CHF	Discount*
10'000.–	10%
20'000.–	15%
30'000.–	20%
40'000.–	25%

Agency commission

On net price (only for ASW and BSW approved agencies)

Print	10%
Online	5%

Advertising on www.itmagazine.ch

With its predecessor platforms, Swiss IT Magazine Online is one of the first IT news websites in Switzerland. Every day more than 3000 visitors frequent the platform.

The highly regarded daily and weekly newsletters of Swiss IT Magazine currently, sent to more than 5000 subscribers, offer additional ad and promo opportunities.



Content

- Daily news (incl. archive since 2000)
- Events
- Archive of print articles (since 2009)
- Freeware library

Monthly use*

Unique Clients	38'000
Visits	77'000
Page Impressions	164'000

* Netmetrix, November 2017



Online

<u>CMP booking</u>	<u>Placement</u>	<u>Price in CHF / 1000 Impressions</u>	<u>Format (max. 50 kB)</u>	<u>Data</u>
Maxiboard	Run-of-Site	55.–	994 × 118 pixel	JPG, GIF, Animated GIF, JavaScript*
Leaderboard	Run-of-Site	55.–	728 × 90 pixel	JPG, GIF, Animated GIF, JavaScript*
Wideskyscraper	Run-of-Site	55.–	160 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
Rectangle	Run-of-Site	55.–	300 × 250 pixel	JPG, GIF, Animated GIF, JavaScript*

<u>Fixed placement</u>	<u>Placement</u>	<u>Price in CHF / week</u>	<u>Format (max. 50 kB)</u>	<u>Data</u>
Maxiboard	Run-of-Site	2090.–	994 × 118 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	600.–	994 × 118 pixel	JPG, GIF, Animated GIF, JavaScript*
Leaderboard	Run-of-Site	2090.–	728 × 90 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	600.–	728 × 90 pixel	JPG, GIF, Animated GIF, JavaScript*
Wideskyscraper	Run-of-Site	2090.–	160 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	600.–	160 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
Half Page	Run-of-Site	2090.–	300 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	600.–	300 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
Rectangle	Run-of-Site	2090.–	300 × 250 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	600.–	300 × 250 pixel	JPG, GIF, Animated GIF, JavaScript*

<u>Advertorial</u>	<u>Placement</u>	<u>Price in CHF</u>	<u>Data</u>
Advertorial	Homepage and newsletter	450.–	Title, max. 3000 characters, picture

<u>Job ad</u>	<u>Placement</u>	<u>Price in CHF</u>	<u>Data</u>
Job ad	Job newsletter	49.–	Title, 300 characters, online input by advertiser

* Dataformat: JPG, GIF, Animated GIF, JavaScript: deliver Failure-GIF; define ClickTag ; requery capping and targeting plus 10%

Deadline for creatives: 2 working days prior to campaign start

Newsletter, Online advertorial

Newsletter adverts starting from 1 Swiss franc or for a weekly fixed price

Advertisers can book and pay for newsletter adverts directly on the website, where they can also enter content. The prices for the adverts decline over time until a purchase has been made. Alternatively, all newsletter adverts can be booked for a fixed price on a weekly basis.

Advertising materials	Price in CHF / week	Format
Text ad	825.–	Plain text
Full banner	600.–	JPG, 468 × 60 pixel (max. 50 kB)
Wideskyscraper	600.–	JPG, 160 × 600 pixel (max. 50 kB)
Rectangle	825.–	JPG, 300 × 250 pixel (max. 50 kB)

Deadline for creatives: 2 working days prior to campaign start

Online advertorial

Teaser published on front page and sent with newsletter at publication day; advertorial will be stored in the archive of Swiss IT Magazine Online and can be retrieved for years.

up to 3000 characters, 3 pictures, links CHF 450.–

Sponsored button

Sponsored button (run-of-site) provides more than 70'000 backlinks; principle of rotation in case of several buttons.

1 month	Run-of-Site	CHF 900.–
1 year	Run-of-Site	CHF 2000.–

Conditions

If an electronic advertisement is delivered in the «TAG in TAG» procedure max. 5% free space will be supplied to cover any count differences. Further discrepancies must be substantiated by the customer. The publisher measures according to the recommendations of the Interactive Advertising Bureau. If a campaign does not provide the forecasted results the lack will be supplied as soon as possible.

Newsletter: no tracking



Contacts, technical specifications

Publishing house

Publishing house

Swiss IT Media GmbH
Seestrasse 95
CH-8800 Thalwil

Phone +41 44 723 50 00
Fax +41 44 723 50 10

www.swissitmedia.ch
info@swissitmedia.ch
redaktion@swissitmedia.ch
abo@swissitmedia.ch

Swiss IT Magazine
The IT magazine for Switzerland

Swiss IT Reseller
The business magazine of the IT and CE industry

Publisher

Dr. René Dubach
rdubach@swissitmedia.ch

Managing director

Ursula Bettio
ubettio@swissitmedia.ch

Administration

Irene Dubach-Abend
idubach@swissitmedia.ch

Sales manager

Dominik Graf
Phone +41 44 723 50 05
Mobil +41 79 682 11 45
dgraf@swissitmedia.ch

US & Canada

Avani Media, Inc.
80 Liberty Ship Way, Suite 25
Sausalito, CA 94965 / USA
Phone +1 415 331-2150
Fax +1 415 331-2151
info@avanimedia.com

Editor-in-Chief

Marcel Wüthrich
mwuethrich@swissitmedia.ch

Editors

Alina Brack
Luca Cannellotto
Rosa Pegam
Simon Wegmüller

Layout

Markus Ernst
mernst@swissitmedia.ch

Printing

AVD Goldach, Sulzstr. 10, CH-9403 Goldach
Prepress contacts

Marco Heuberger, Head of IT DDV
Phone +41 71 844 94 36
ddv-support@avd.ch

Stefan Fankhauser, Head of prepress
Phone +41 71 844 94 41
stefan.fankhauser@avd.ch

Print process

Web offset printing, screen b/w 70, CMYK 70

Colour scale

Europe normal
(special colours are converted to scale colours)

Electronic submission print documents

per e-mail (max. 20 MB) to Swiss IT Media GmbH
dispo@swissitmedia.ch

