SWISS iTMagazine

MEDIA KIT 2017

PRINT | ONLINE

SWISS iTMedia

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

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

Publication frequency	monthly
Publication day	Monday
Published for	18th year
Language	German
Circulation	Switzerland

Certified circulation (WEMF 2016)

	WEMF
Total sold copies	**6253 copies**
no. of subscriptions	2412 copies
no. of swissICT and ISACA subscriptions	3540 copies
no. of free copies & retail	301 copies
Free circulation	**1777 copies**
no. of free subscriptions	283 copies
no. of controlled circulation	1792 copies
minus no. of free copies	298 copies
Widespread run/Print run	**8030/8500 copies**

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 %

Partnership

swissICT-Magazin: Official publication of the most important Swiss IT association

ISACA Newsletter: Offical publication of the leading association for Governance, Risk, Compliance und Assurance

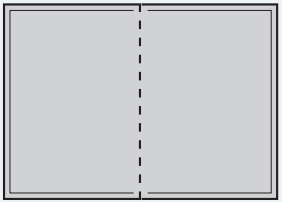
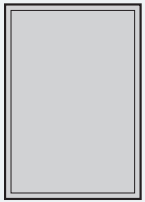
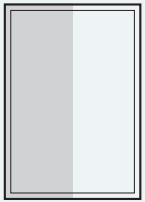
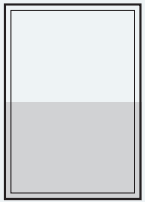
Editorial calendar

No.	Week	Publication date	Advert deadline	Focus	Market guide
1/2	06	06.02.17	27.01.17	**Data protection and privacy** Concepts and strategies for data protection and data security in SMBs	Powerbanks
3	10	06.03.17	24.02.17	**Printing, scanning, archiving** Document management in SMBs	Energy efficient office displays
4	14	03.04.17	24.03.17	**IT insurance** Which IT risks can be insured in Switzerland – the offers of the insurance industry	Business PCs with Windows Pro
5	19	08.05.17	28.04.17	**Working place 4.0** How new technologies and the cloud shape the modern workplace **SPECIAL: storage technologies for SMBs**	Android tablets
6	24	12.06.17	02.06.17	**Digital Signage** Offers and solutions for digital customer information systems	4G routers
7/8	28	10.07.17	30.06.17	**IT career 50+** Opportunities, perspectives, success recipes	System cameras
9	36	04.09.17	25.08.17	**Customer support and customer service** Strategies, trends and future technologies	Colour MFPs (A3)
10	40	02.10.17	22.09.17	**Backup solutions** Best Practices in the mobile and cloud age **SPECIAL: strategies for cloud migration**	Beamers for the meeting room
11	45	06.11.17	27.10.17	**IT financing in Switzerland** Hardware as a Service, leasing, shared economy	UTM appliances for SMBs
12	49	04.12.17	24.11.17	**IT trends 2018** Trending technologies for SMBs	Smartwatches

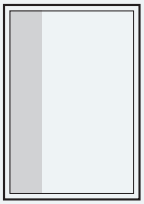
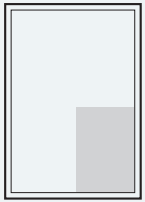
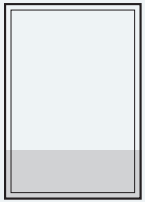
Subject to change
We publish all changes in our «Media-Alert». Please register at media-alert@swissitmedia.ch

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

Print advertisement: sizes and rates

Format	2/1 double page spread	1/1 full page	1/2 page vertical	1/2 page horizontal
Type area in mm	348 × 280	174 × 280	85 × 280	174 × 135
Trim size in mm	420 × 297	210 × 297	103 × 297	210 × 145

Format	1/4 page vertical	1/4 page 2 columns	1/4 page horizontal	1/8 page horizontal
Type area in mm	40 × 280	85 × 135	174 × 65	174 × 30
Trim size in mm	no bleed	no bleed	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

Anzeigen	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
2/1 double page spread	348×280	420×297	7900.–
1/1 page	174×280	210×297	5500.–
1/2 page horizontal	174×136	210×145	3900.–
1/2 page vertical	85×280	103×297	3900.–
1/4 page horizontal	174×65	210×70	2400.–
1/4 page vertical	40×280	–	2400.–
1/4 page 2 columns	85×135	–	2400.–
1/8 page horizontal	174×30	210×32	2000.–
2nd or 4th cover pate	174×280	210×297	6500.–

3x subscription**	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
3×1/1 page	174×280	210×297	9600.–
3×1/2 page horizontal	174×136	210×145	7200.–
3×1/2 page vertical	85×280	103×297	7200.–

1-year-subscription**	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
10×1/1 page	174×280	210×297	15’000.–
10×1/2 page horizontal	174×136	210×145	12’000.–
10×1/2 page vertical	85×280	103×297	12’000.–

Events			Price in CHF
Event with date, title, tagline, location and URL	–	–	180.–

Special placements: + 10% of gross price; Additional options on request.
* for bleed please add 3 mm all around
** without text connection, price for 3 respectively 10 ads in consecutive issues, fix booking, start-issue selectable, no preferred positions, advance payment, no further discounts or agency commissions. Delivery of new print material until advert deadline, if we do not receive new material, existing sujet will be used.
For details please visit jahresangebot.sitm.ch.

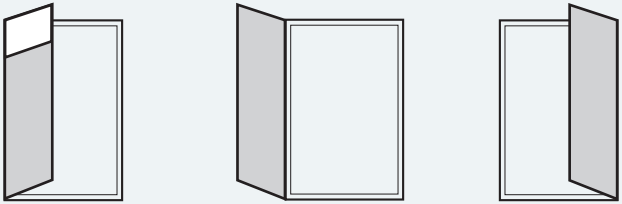
Cover flap

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.

Bookings over half a year (5× subscription, 5 issues) can benefit from discounts of over 30%.

Offerings	Price in CHF
Cover flap frontside	7800.–
Cover flap backside incl. 4th cover page	6400.–
Cover flap frontside + backside incl. 4th cover page	10’800.–
Cover flap frontside 5x subscription	26’000.–
Cover flap frontside + backside 5x subscription	36’000.–

Format		
Frontside flap outside	Frontside flap inside	Backside outside/inside
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**

With technical report 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)	5000.–
1/1 page	approx. 3000 to 4000 characters (depending on picture size)	3500.–
1/2 page	approx.. 1200 to 2000 characters (depending on picture size)	2900.–

Conditions

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

Gönnen Sie sich eine Pause – stehen Sie auf

Gründung mit stabiler Hosting-Infrastruktur

Superschlankes Business-Notebook mit viel Power

Mit Sicherheit: Die Schweiz auf der it-sa 2016

Supplements, insertions

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
up to 25 g	3200.–	1200.–	4400.–
up to 50 g	4000.–	1200.–	5200.–
up to 75 g	4800.–	1350.–	6150.–
up to 100 g	5600.–	1500.–	7100.–

Prices for loose inserts with special format or over 100 g on request

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
up to 25 g	3600.–	800.–	4400.–
up to 50 g	4400.–	800.–	5200.–
up to 75 g	5200.–	950.–	6150.–
up to 100 g	6000.–	1100.–	7100.–

Prices for inserts with special format or over 100 g on request

Conditions

- Advertisement costs are subject to consultant commission and final agreement.
- Price alterations resulting from postal costs or printrun 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, Sulzstrasse10, CH-9403 Goldach, Switzerland

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 %

In the section «Neue Produkte» Swiss IT Magazine offers advertisers the opportunity to present their solutions and products. Product news are marked with logo and URL of the manufacturer respectively the provider.

Product new	Content	Price in CHF
1/4 page	Title with approx. 40 characters, text with approx. 1000 bis 1050 characters	400.–
1/2 page	Title with approx. 50 characters, text with approx. 1500 characters, 1 picture	600.–

Neuer Powerline-Adapter liefert Transferraten von bis zu 500 MBit/s

devolo

Energiesparende USVs für kleine Rechenzentren

rotronic

USP Secure Entry Server: neuer Release

United Security Providers AG

Job ad, training courses (placement near «Karriere & Weiterbildung»)	Type area w×h in mm	Trim size* w×h in mm	Price in CHF
1/1 page	174×280	210×297	2050.–
1/2 page vertical	85×280	103×297	1240.–
1/2 page horizontal	174×136	210×145	1240.–
1/4 page 2 columns	85×135	–	750.–

* for bleed please ad 3 mm all around

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 opportunies.

netmetrix certified

Content

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

Monthly use *		
Unique Clients	39'000	+15 %**
Visits	80'000	+10 %**
Page Impressions	168'000	+13 %**

* Netmetrix, september 2016
** compared with september 2015

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

Fixed placement	Placement	Price in CHF / week	Format (max. 50 kB)	Data
Maxiboard	Run-of-Site*	2090.–	994 × 118 pixel	JPG, GIF, Animated GIF, Flash**, JavaScript**
	Front page*	600.–	994 × 118 pixel	JPG, GIF, Animated GIF, Flash**, JavaScript**
Leaderboard	Run-of-Site*	2090.–	728 × 90 pixel	JPG, GIF, Animated GIF, Flash**, JavaScript**
	Front page*	600.–	728 × 90 pixel	JPG, GIF, Animated GIF, Flash**, JavaScript**
Wideskyscraper	Run-of-Site*	2090.–	160 × 600 pixel	JPG, GIF, Animated GIF, Flash**, JavaScript**
	Front page*	600.–	160 × 600 pixel	JPG, GIF, Animated GIF, Flash**, JavaScript**
	Newsletter	600.–	160 × 600 pixel	JPG, GIF
Full Banner	Newsletter	600.–	468 × 60 pixel	JPG, GIF
Rectangle	Run-of-Site*	2090.–	300 × 250 pixel	JPG, GIF, Animated GIF, Flash**, JavaScript**
	Front page*	600.–	300 × 250 pixel	JPG, GIF, Animated GIF, Flash**, JavaScript**
	Newsletter	825.–	300 × 250 pixel	JPG, GIF

Advertorial	Placement	Price in CHF		Data
Advertorial	Homepage and newsletter	450.–		Title, text (max. 2500 characters), picture; for details please visit online-advertorial.sitm.ch

Job ad	Placement	Price in CHF		Data
Job ad	Job newsletter	49.–		Title, text (max. 300 characters), online input by advertiser; for details please visit stellenanzeige.sitm.ch

* 10 % discount for bookings without TAG in TAG
** please include replacement gif and define click tag; frequency capping and targeting plus 10%

Online advertorial

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

up to 3000 characters, 3 picutres, 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.–

Newsletter ad from CHF 1

Online direct booking of newsletter ads (incl. payment and text input by advertiser); prices decrease hourly until purchase has been effected.

Text ad	title (50 characters) text (400 characters) picture (100 × 100 pixel)
Skyscraper	160 × 600 pixel
Rectangle	300 × 250 pixel
Banner	468 × 60 pixel

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

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Swiss IT Magazine
Das IT-Magazin für die Schweiz

Swiss IT Reseller
Die Business-Zeitschrift der IT- und CE-Branche

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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