

SWISS
itMagazine

MEDIA KIT 2021

PRINT | ONLINE



SWISS
itMedia

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	22th year
Language	German
Circulation	Switzerland
Print run	8000 copies

Certified circulation (WEMF 2019/2020)



Total sold copies	4307 Ex.
no. of subscriptions	2653 Ex.
no. of mandatory subscriptions	1448 Ex.
no. of free copies & retail	206 Ex.
Free circulation	2962 Ex.
Widespread run/Print run	7269 Ex.

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

Marktübersicht: Products and solutions in comparison

Neue Produkte: Hard and software news

Karriere & Weiterbildung: Practical tips for HR managers and IT professionals

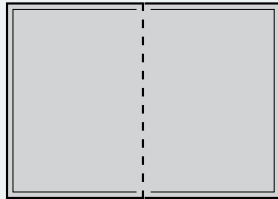


Nr.	KW	Publication date	Advert deadline*	Deadline cover flap	Focus	Market guide
1/2	5	01.02.2021	22.01.2021	19.01.2021	Swiss Web Development Technology platforms and programming concepts – what web agencies prefer	4-Bay-NAS-Server for SMB's
3	9	01.03.2021	19.02.2021	16.02.2021	Benchmark: Remote Work Concepts The best strategy for the home office – concepts, solutions, pitfalls	System Cameras
4	14	06.04.2021	24.03.2021	22.03.2021	IT at the Edge Everything about data processing at the edge of the network	A3-MFPs for SMB's
5	18	03.05.2021	23.04.2021	20.04.2021	SMB's Financial Accounting 2021: Digitised and from the Cloud Best practices and management strategies for Swiss SMB's	Hardware Videoconferencing Solutions
6	23	07.06.2021	28.05.2021	25.05.2021	Security Audits – How Secure is my Company? Concepts, practice, service providers – all about security audits and assessments	AiO
7/8	28	12.07.2021	02.07.2021	29.06.2021	IT Associations in Switzerland Who they are, what they want, what they provide	Mobile Secondary Displays
9	36	06.09.2021	27.08.2021	24.08.2021	Machine Learning in Practice How Swiss Companies use Machine Learning for Automation	Digital Signage Displays from 75 inch
10	40	04.10.2021	24.09.2021	21.09.2021	IT for SMB's with Apple, Google & Co. IT environments without Microsoft – possibilities and limits	Software-defined Firewalls
11	45	08.11.2021	28.10.2021	25.10.2021	Document Management and Archiving Legal requirements, strategies, solutions	5G Router
12	49	06.12.2021	26.11.2021	23.11.2021	The Cutting Edge of IT in 2022 Computing, next generation cloud, AI – a glance at the future of ICT	Colocation Provider

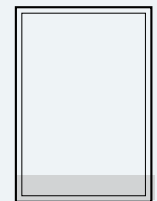
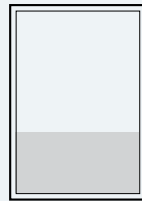
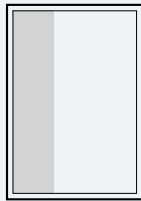
Subject to change

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

* Deadline for **technical reports** see **deadline cover flap**



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

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 page	174x280	210x297	6000.–

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

* for bleed please add 3 mm all around

Package of 3	Price in CHF
3 x 1/1 page	9600.–
3 x 1/2 horizontal/vertical	7200.–
3 x 1/4 horizontal/vertical	6000.–

Annual subscription	Price in CHF
10 x 1/1 page	15'000.–
10 x 1/2 horizontal/vertical	12'000.–
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

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

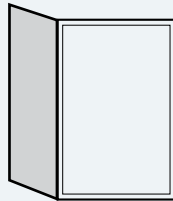
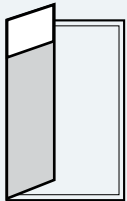
On net price (only for ASW and BSW approved agencies)

Print	10%
Online	5%

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	7500.-
Cover flap 5er-subscription	5000.-
Cover flap backside with 4 th cover page	6500.-

Format	Frontside flap inside	Backside inside/outside
Frontside flap outside	105 x 229 mm	115 x 297 mm
	105 x 297 mm	



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



No.	Advert deadline cover flap
1/2	19.01.2021
3	16.02.2021
4	22.03.2021
5	20.04.2021
6	25.05.2021
7/8	29.06.2021
9	24.08.2021
10	21.09.2021
11	25.10.2021
12	23.11.2021



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	19.01.2021
3	16.02.2021
4	22.03.2021
5	20.04.2021
6	25.05.2021
7/8	29.06.2021
9	24.08.2021
10	21.09.2021
11	25.10.2021
12	23.11.2021



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



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	63'000
Visits	103'000
Page Impressions	192'000

* Netmetrix, October 2020



<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	1890.–	994 × 118 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	800.–	994 × 118 pixel	JPG, GIF, Animated GIF, JavaScript*
Leaderboard	Run-of-Site	1890.–	728 × 90 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	800.–	728 × 90 pixel	JPG, GIF, Animated GIF, JavaScript*
Wideskyscraper	Run-of-Site	1890.–	160 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	800.–	160 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
Half Page	Run-of-Site	1890.–	300 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	800.–	300 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
Rectangle	Run-of-Site	2090.–	300 × 250 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page	800.–	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	700.–	Title, max. 3000 characters, picture	
<u>Job ad</u>	<u>Placement</u>	<u>Price in CHF</u>	<u>Data</u>	
	Job newsletter + 6x daily newsletter	550.–	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 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	825.–	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 700.–

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 1200.–
1 year	Run-of-Site	CHF 6000.–

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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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