



SWISS  
**IT Reseller**

MEDIA KIT 2017  
PRINT | ONLINE

# Swiss IT Reseller – the leading business journal for IT and CE vendors & distributors in Switzerland

## Readers and content

Swiss IT Reseller – launched in 1998 – addresses all relevant topics of the Swiss market and is personally addressed to core decision makers in the Swiss IT, Internet and CE industry, carefully selected and qualified by controlled circulation subscription. Readers are executives of

- ▶ Computer Dealers
- ▶ Retailers
- ▶ Vars
- ▶ It Consultancies
- ▶ System Integrators
- ▶ Networking Specialists
- ▶ Web Architects
- ▶ Software Developers
- ▶ Hardware Resellers
- ▶ OEM
- ▶ Service Providers
- ▶ Vendors and Distributors

Swiss IT Reseller has a highly respected editorial team in the media market. They cover all important trade shows and organize highly regarded events and round-tables. Editorial sections are:

**IT-Szene:** The Who-is-Who in the Swiss IT channel

**IT-Markt:** News, trends and strategies

**Fokus:** Front topic of each issue (see also editorial calendar)

**Roundtable:** Channel executives discuss current challenges

**Marktreport:** Facts and figures on selected market segments, based on supply chain analyzes of Context

**Channel Insight:** Channel managers come to the floor

**Produkte-Insider:** Recommendations and tips from product managers

**Portrait:** Insights into career and personal life of channel leaders

## Swiss IT Reseller

Publication frequency	monthly
Publication day	Monday
Published for	19 <sup>th</sup> year
Language	German
Circulation	Switzerland
Printrun	2500 copies Controlled circulation subscription to executives and decision makers in the Swiss IT & CE industry

## Partnership

**SWICO**

SWICO – Swiss Association for providers of information technology, communication technology and organization technology  
[www.swico.ch](http://www.swico.ch)



CONTEXT – market research in IT supply chain  
[www.contextworld.com](http://www.contextworld.com)



## Editorial calendar

No.	Week	Publication date	Advert deadline	Focus	Market report
1/2	06	06.02.17	27.01.17	<b>Review: «Disti Award 2016»</b> Best practices for success	Tablets & notebooks
3	10	06.03.17	24.02.17	<b>Digital Signage</b> Growth market with potential?	Displays
4	14	03.04.17	24.03.17	<b>Retail quo vadis?</b> Future of stationary IT retailers in Switzerland	Storage
5	19	08.05.17	28.04.17	<b>Career opportunities in the channel business</b> Training, career opportunities, salaries	Servers & PCs
6	24	12.06.17	02.06.17	<b>From Siroop to Ricardoshops</b> What do online marketplaces provide for retailers?	Printers
7/8	28	10.07.17	30.06.17	<b>Storage roundtable</b> Marketplayers, technologies, opportunities	Tablets & notebooks
9	36	04.09.17	25.08.17	<b>Virtual Reality in the channel</b> Fields of usage and revenue chances	Displays
10	40	02.10.17	22.09.17	<b>Cloud marketplaces</b> What distributors have to offer to Swiss dealers	Storage
11	45	06.11.17	27.10.17	<b>«Disti Award 2017»</b> The winners of the big channel survey	Servers & PCs
12	49	04.12.17	24.11.17	<b>Outlook 2018</b> Forecasts, estimates and expectations of the channel	Printers

Subject to change

We publish all changes in our «Media-Alert». Please register at [media-alert@swissitmedia.ch](mailto:media-alert@swissitmedia.ch)

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

## Print advertisement: sizes and rates

Advertisement	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
1/1 page	190×260	210×297	4000.–
1/2 page horizontal	190×130	210×145	3000.–
1/2 page vertical	93×260	103×297	3000.–
2nd or 4th cover page	190×260	210×145	4800.–
Advertorial	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
2/1 page	380×260	420×297	3800.–
1/1 page	190×260	210×297	2500.–
1/2 page horizontal	190×130	–	2000.–
3x subscription**	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
3 × 1/1 page	190×260	210×297	6000.–
3 × 1/2 page horizontal	190×130	210×145	4500.–
3 × 1/2 hoch	93×260	103×297	4500.–
1-year-subscription**	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
10 × 1/1 page	190×260	210×297	12'000.–
10 × 1/2 page horizontal	190×130	210×145	9000.–
10 × 1/2 hoch	93×260	103×297	9000.–
Sponsoring	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
1 year logo & tagline branding on all pages in «IT-Szene»	190×15	210×17	10'000.–
Events			
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](http://jahresangebot.sitm.ch).

## Supplements, insertions

### Loose insertions

Size: min. 105 × 148 mm, max. 220 × 290 mm; max. 8 mm thickness  
Paper weight: min. 80 g/m<sup>2</sup>, max. 200 g/m<sup>2</sup>

Weight	Ad costs	Techn. costs	Price in CHF
up to 25 g	1800.–	400.–	2200.–
up to 50 g	2400.–	400.–	2800.–
up to 75 g	3000.–	500.–	3500.–
up to 100 g	3600.–	600.–	4200.–

Prices for loose 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.

### 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%

### 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	2000.–	200.–	2200.–
up to 50 g	2600.–	200.–	2800.–
up to 75 g	3200.–	300.–	3500.–
up to 100 g	3800.–	400.–	4200.–

Prices for inserts with special format or over 100 g 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

### Agency commission

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

Print	10 %
Online	5 %

## Cover flap

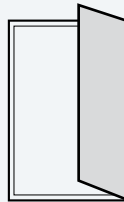
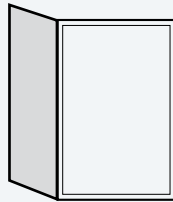
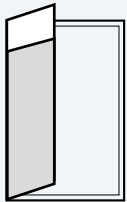
The special cover flaps feature ad placements for extra attention. By booking the 4<sup>th</sup> cover page, the backside cover flap can be used as an advertising medium at no extra charge.

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

Offerings	Price in CHF
Cover flap frontside	5400.–
Cover flap backside incl. 4th cover page	4800.–
Cover flap frontside + backside incl. 4th cover page	7800.–
Cover flap frontside 5x subscription	18'000.–
Cover flap frontside + backside 5x subscription	26'000.–

### Format

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



## Advertising on www.itreseller.ch

Swiss IT Reseller Online, like the print edition, was launched in 1998. The website is one of the most important information sources for the Swiss IT and CE channel and is particularly popular in management levels.

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



### Content

- Daily news (incl. archive since 1999)
- Events
- Archive of print articles (since 2009)
- All startups & bankruptcies since 2000

### Monthly use\*

Unique Clients	27'200	+35%**
Visits	59'000	+18%**
Page Impressions	108'700	+5%**

\* Netmetrix, september 2016

\*\* compared with september 2015



## 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 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.–

## 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 x 100 pixel)
Skyscraper	160 x 600 pixel
Rectangle	300 x 250 pixel
Banner	468 x 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





## Online costs

CPM booking	Placement	Price in CHF / 1000 impressions	Format (max. 50 kB)	Data
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*
Fixed placement	Placement	Price in CHF/ week	Format (max. 50 kB)	Data
Maxiboard	Run-of-Site*	1090.–	994 × 118 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page*	600.–	994 × 118 pixel	JPG, GIF, Animated GIF, JavaScript*
Leaderboard	Run-of-Site*	1090.–	728 × 90 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page*	600.–	728 × 90 pixel	JPG, GIF, Animated GIF, JavaScript*
Wideskyscraper	Run-of-Site*	1090.–	160 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page*	600.–	160 × 600 pixel	JPG, GIF, Animated GIF, JavaScript*
	Newsletter	600.–	160 × 600 pixel	JPG, GIF
Full Banner	Newsletter	490.–	468 × 60 pixel	JPG, GIF
Rectangle	Run-of-Site*	1090.–	300 × 250 pixel	JPG, GIF, Animated GIF, JavaScript*
	Front page*	600.–	300 × 250 pixel	JPG, GIF, Animated GIF, 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 <a href="http://online-advertorial.sitm.ch">online-advertorial.sitm.ch</a>	
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 <a href="http://stellenanzeige.sitm.ch">stellenanzeige.sitm.ch</a>	

\* please include replacement gif and define click tag; frequency capping and targeting plus 10%

Deadline for creatives: 2 working days prior to campaign-start

## Publishing house

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**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  
Das IT-Magazin für die Schweiz

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

## Publisher

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**Dr. René Dubach**  
rdubach@swissitmedia.ch

## Editor-in-Chief

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**Marcel Wüthrich**  
mwuethrich@swissitmedia.ch

## Editors

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**Alina Brack**  
**Luca Cannello**  
**Andrea Luca Späth**  
**Simon Wegmüller**

## Sales manager

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

## US & Canada

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**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

## GB

---

**Gruner + Jahr Ltd. / OSP Ltd.**  
Silver House, 31 Beak Street  
London W1F 9SX / UK  
Phone +44 20 74 37 43 77  
Fax +44 20 74 37 43 78  
guj.uk@guj.de

## Managing director

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**Ursula Bettio**  
ubettio@swissitmedia.ch

## Administration

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**Irene Dubach-Abend**  
idubach@swissitmedia.ch

## Layout

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**Markus Ernst**  
mernst@swissitmedia.ch

## Printing

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**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