

The original since 1998
20 Years IT Reseller



SWISS
IT Reseller

MEDIA KIT 2018

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	20 th year
Language	German
Circulation	Switzerland
Printrun	2500 copies Controlled circulation subscription to executives and decision makers in the Swiss IT & CE industry

Partnership

SWICO – Swiss Association for providers of information technology, communication technology and organization technology
www.swico.ch

CONTEXT – market research in IT supply chain
www.contextworld.com

SWICO



Editorial calendar

No.	Week	Publication date	Advert deadline	Focus	Markt report
1/2	06	05.02.18	26.01.18	Winner «Disti Award 2017» Award results: analyses, backgrounds, opinions	Tablets & notebooks
3	10	05.03.18	23.02.18	The IT channel in the age of services Roundtable: Are resellers prepared for the future in the cloud age?	Displays
4	15	09.04.18	29.03.18	The Swiss PC maket 2018 Analyses – market perspectives – business models	Storage
5	20	14.05.18	04.05.18	Being successful in the education market Positioning strategies in the market of educational institutions	Servers & PCs
6	24	11.06.18	01.06.18	Becoming a Managed Security Provider How security resellers are being supported by the manufacturers during their transition to become a MSP	Printer
7/8	28	09.07.18	29.06.18	Having accomplished the transition to become a service provider Portraits of successful resellers in the services business	Tablets & notebooks
9	36	03.09.18	24.08.18	20 years of IT Reseller Anniversary issue with milestones and events from 20 years in the Swiss IT channel	Displays
10	40	01.10.18	21.09.18	Customer support in the channel The best support channels to answer customer needs	Storage
11	45	05.11.18	26.10.18	Disti Award 2018 The results and winners of the big channel survey 2018	Servers & PCs
12	49	03.12.18	23.11.18	Channel outlook 2019 Estimations and expectations for the year 2019	Printer

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

Advertisement	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
2/1 page page spread	385 × 265	420 × 297	6600.–
1/1 page	175 × 265	210 × 297	4000.–
1/2 page horizontal	175 × 130	210 × 145	3000.–
1/2 page vertical	85 × 265	103 × 297	3000.–
1/3 page horizontal	175 × 85	210 × 95	2800.–
1/3 page vertical	55 × 265	67 × 297	2800.–
2. or 4. cover page	175 × 265	210 × 297	4800.–

Advertorial	Type area w×h in mm	Trim size * w×h in mm	Price in CHF
2/1 page	385 × 265	420 × 297	4950.–
1/1 page	175 × 265	210 × 297	3000.–

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 × 1/1 page	6000.–	10 × 1/1 page	12'000.–
3 × 1/2 horizontal	4500.–	10 × 1/2 horizontal	9000.–
3 × 1/2 vertical	4500.–	10 × 1/2 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

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	1800.–	400.–	2200.–
up to 50 g	2400.–	400.–	2800.–

Prices for loose inserts with special format or over 50 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	2000.–	200.–	2200.–
up to 50 g	2600.–	200.–	2800.–

Prices for 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 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%

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)

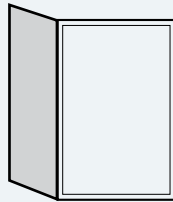
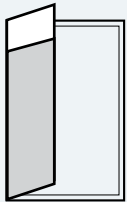
Print	10 %
Online	5 %

Cover flap

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

Offerings	Price in CHF
Cover flap frontside	5400.–
Cover flap frontside 5x subscription	4100.–
Cover flap backside incl. 4 th cover page	4800.–

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**



Nr.	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



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.

<u>TKP-bookings</u>	<u>Placement</u>	<u>Price in CHF pro 1000 Impressions</u>	<u>Format (max. 50 kB)*</u>
Maxiboard	Run-of-Site	55.–	994 x 118 pixel
Leaderboard	Run-of-Site	55.–	728 x 90 pixel
Widescyscraper	Run-of-Site	55.–	160 x 600 pixel
Rectangle	Run-of-Site	55.–	300 x 250 pixel

<u>Fixed placement</u>	<u>Placement</u>	<u>Price in CHF/week</u>	<u>Format (max. 50 kB)*</u>
Maxiboard	Run-of-Site	1090.–	994 x 118 pixel
	Front page	600.–	994 x 118 pixel
Leaderboard	Run-of-Site	1090.–	728 x 90 pixel
	Front page	600.–	728 x 90 pixel
Widescyscraper	Run-of-Site	1090.–	160 x 600 pixel
	Front page	600.–	160 x 600 pixel
Half Page	Run-of-Site	1090.–	300 x 600 pixel
	Front page	600.–	300 x 600 pixel
Rectangle	Run-of-Site	1090.–	300 x 250 pixel
	Front page	600.–	300 x 250 pixel

* 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 advertisements starting from 1 Swiss franc

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

Advertising materials	Prices in CHF / week	Format
Text ad	825.–	Plain-Text
Full banner	600.–	JPG, 468 x 60 Pixel (max. 50 kB)
Widescraper	600.–	JPG, 160 x 600 Pixel (max. 50 kB)
Rectangle	825.–	JPG, 300 x 250 Pixel (max. 50 kB)

Advertising Materials delivery at least two working days before campaigns 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 Reseller Online and can be retrieved for years.

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

Premium button & Sponsored button

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

Sponsored button	1 month, Run-of-Site	CHF 900.–
	1 year, Run-of-Site	CHF 2000.–
Premium button	1 month, Run-of-Site	CHF 900.–
	1 year, Run-of-Site	CHF 2000.–



Front page branding, conditions

Front page branding

Style the front page of Swiss IT Reseller according to the design of your campaign!

- ▶ Selectable background color
- ▶ Selectable color of the article titles
- ▶ Maxiboard with fixed position on front page
- ▶ Skyscraper with fixed position on front page
- ▶ Rectangle on mobile devices

1st week _____ CHF 4000.-

2nd week _____ CHF 2400.-



Monthly use *

Unique Clients	31'000
Visits	62'000
Page Impressions	132'000

* Netmetrix, November 2017

Conditions

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

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The IT magazine for Switzerland

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The business magazine of the IT and CE industry

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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

