

Swiss IT Reseller Online  
Number 1 in Switzerland  
125'000 impressions/month, Netmetrix 18/09



SWISS  
**IT Reseller**

MEDIA KIT 2019  
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	21 <sup>st</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 – 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)

SWICO



## Editorial calendar

No.	Week	Publication date	Advert deadline*	Advert deadline cover flap	Focus	Market report
1/2	06	04.02.2019	25.01.2019	22.01.2019	<b>The future of distribution</b> The best swiss distributors have a look into their crystal ball	Tablets & notebooks
3	10	04.03.2019	22.02.2019	19.02.2019	<b>The business with used hardware and software</b> Legal aspects and business models	Displays
4	14	01.04.2019	22.03.2019	19.03.2019	<b>Public procurement</b> Potential, best practices, recipes for success	Storage
5	19	06.05.2019	26.04.2019	23.04.2019	<b>Smart home &amp; gaming</b> Business opportunities with promising margins	Server & PCs
6	24	11.06.2019	29.05.2019	27.05.2019	<b>Workplace as a service</b> How to be successful as a service provider	Printers
7/8	28	08.07.2019	28.06.2019	25.06.2019	<b>Skills shortage in the channel</b> Stocktaking, solutions, education models	Tablets & notebooks
9	36	02.09.2019	23.08.2019	20.08.2019	<b>Ownership succession in the channel</b> How Swiss resellers should manage their succession plan	Displays
10	41	07.10.2019	27.09.2019	24.09.2019	<b>On-premise security vs. managed security services</b> Which model suits which reseller?	Storage
11	46	11.11.2019	31.10.2019	28.10.2019	<b>Disti Award 2019</b> The results and winners of the big channel survey 2019	Server & PCs
12	50	09.12.2019	29.11.2019	26.11.2019	<b>Channel outlook 2020</b> Estimations and expectations for the year 2020	Printers

### Subject to change

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

\*Deadline for **advertorials** see **deadline cover flap**

## 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

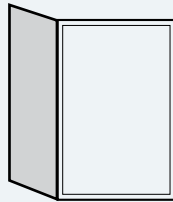
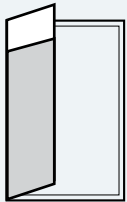
- ▶ price for 3 respectively 10 ads in consecutive issues
- ▶ advance payment
- ▶ no further discounts or agency commissions
- ▶ without text connection
- ▶ fix booking, start-issue selectable, no preferred positions
- ▶ delivery of new print material until advert deadline, if we do not receive new material,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

## 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.

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

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**



Nr.	Cover flap
1/2	22.01.19
3	19.02.19
4	19.03.19
5	23.04.19
6	27.05.19
7/8	25.06.19
9	20.08.19
10	24.09.19
11	28.10.19
12	26.11.19



## 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.–

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 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.–

Prices for inserts with special format or over 50 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 %

Advertising on [www.itreseller.ch](http://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
Widescraper	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
Widescraper	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 600.–

## 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

Premium button (90 x 160 px)	1 month, Run-of-Site	CHF 1200.–
	1 year, Run-of-Site	CHF 6000.–
Sponsored button (60 x 160 px)	1 month, Run-of-Site	CHF 900.–
	1 year, Run-of-Site	CHF 4000.–



Newsletter

Online-Advertorial



# 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	30'000
Visits	55'000
Page Impressions	125'000

\* Netmetrix, September 2018

## 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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## Publishing house

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**Swiss IT Media GmbH**  
**Seestrasse 95**  
**CH-8800 Thalwil**

Phone +41 44 723 50 00  
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www.swissitmedia.ch

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Swiss IT Magazine  
The IT magazine for Switzerland

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

## Sales manager

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## Editor-in-Chief

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## Editors

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**Alina Brack**  
**Luca Cannellotto**  
**Simon Wegmüller**  
**Matthias Wintsch**  
**Urs Binder**

## Layout

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## Administration

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**Irene Dubach-Abend**  
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## Printing

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Stefan Fankhauser, Head of media production  
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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](mailto:dispo@swissitmedia.ch)

