



Swiss IT Reseller Online
 Number 1 in Switzerland
 110'000 Impressions/Monat, Netmetrix 10/2020

SWISS
IT Reseller

MEDIA KIT 2021
 PRINT | ONLINE

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

Portrait: Insights into career and personal life of channel leaders

Swiss IT Reseller

Publication frequency	monthly
Publication day	Monday
Published for	23 rd year
Language	German
Circulation	Switzerland
Printrun	3000 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



No.	Week	Publication date	Advert deadline*	Advert deadline cover flap	Focus	Market report
1/2	5	01.02.2021	22.01.2021	19.01.2021	Channel Outlook 2021 Expectations, trends, forecasts	Tablets & notebooks
3	9	01.03.2021	19.02.2021	16.02.2021	Smart Home Market Switzerland Recipes for success for getting into the lucrative business	Displays
4	14	06.04.2021	24.03.2021	22.03.2021	Build to Order in the Channel Out-of-date concept or profitable business model?	Storage
5	18	03.05.2021	23.04.2021	20.04.2021	More Revenue with Managed Security Services How resellers can cooperate with national and international providers	Server & PCs
6	23	07.06.2021	28.05.2021	25.05.2021	Verticalisation in the Channel From generalist to specialist – strategies, opportunities, risks	Printers
7/8	28	12.07.2021	02.07.2021	29.06.2021	Device as a Service How to enter the business as a reseller	Tablets & notebooks
9	36	06.09.2021	27.08.2021	24.08.2021	Cooperation in the Channel Opportunities and challenges in collaboration among resellers	Displays
10	40	04.10.2021	24.09.2021	21.09.2021	Remarketing and Refurbishing Good for the environment, good for business	Storage
11	45	08.11.2021	28.10.2021	25.10.2021	Disti Award 2021 The big channel survey 2021	Server & PCs
12	49	06.12.2021	26.11.2021	23.11.2021	ISO certification as a Business Driver Procedure, effort, costs and benefits	Printers

Subject to change

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

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

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	4500.–

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

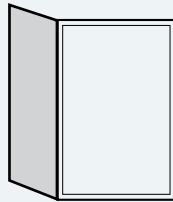
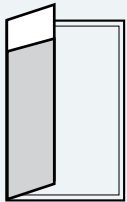
- ▶ price for 3 respectively 10 ads in consecutive issues
- ▶ advance payment
- ▶ no further discounts or agency commissions
- ▶ without text connection
- ▶ fix booking, start-issue selectable, no preferred positions
- ▶ delivery of new print material until advert deadline, if we do not receive new material,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

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	4000.–
Cover flap backside incl. 4 th 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.	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



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 %

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
Wideskyscraper	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	1290.–	994 x 118 pixel
	Front page	700.–	994 x 118 pixel
Leaderboard	Run-of-Site	1290.–	728 x 90 pixel
	Front page	700.–	728 x 90 pixel
Wideskyscraper	Run-of-Site	1290.–	160 x 600 pixel
	Front page	700.–	160 x 600 pixel
Half Page	Run-of-Site	1290.–	300 x 600 pixel
	Front page	700.–	300 x 600 pixel
Rectangle	Run-of-Site	1490.–	300 x 250 pixel
	Front page	700.–	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 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 × 60 pixel (max. 50 kB)
Widescraper	825.–	JPG, 160 × 600 pixel (max. 50 kB)
Rectangle	825.–	JPG, 300 × 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 700.–

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



Online-Advertorial

Newsletter

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	36'000
Visits	64'000
Page Impressions	110'000

* Netmetrix, October 2020

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

Publishing house

Swiss IT Media GmbH
Seestrasse 95
CH-8800 Thalwil

Phone +41 44 723 50 00
Fax +41 44 723 50 10
www.swissitmedia.ch

Contact to editors: redaktion@swissitmedia.ch
Questions on subscription: abo@swissitmedia.ch
General information: info@swissitmedia.ch

Swiss IT Magazine
The IT magazine for Switzerland

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

Sales manager

Dario Bilan
Telefon +41 44 723 50 05
dbilan@swissitmedia.ch

Editor-in-Chief

Marcel Wüthrich
mwuethrich@swissitmedia.ch

Editors

Alina Brack
Luca Cannellotto
Simon Wegmüller
Matthias Wintsch
Urs Binder

Managing director

Ursula Bettio
ubettio@swissitmedia.ch

IT / Partner

Irene Dubach-Abend
idubach@swissitmedia.ch

Publisher

Dr. René Dubach
rdubach@swissitmedia.ch

Printing

AVD Goldach, Sulzstr. 10, CH-9403 Goldach
Prepress contacts

Marco Heuberger, Head of IT
Phone +41 71 844 94 36
ddv-support@avd.ch

Stefan Fankhauser, Head of media production
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

