

IT MARKT

THE platform for the Swiss IT-Channel | www.it-markt.ch



IT  MARKT

Die Info-Dienststelle für den Schweizer IT-Channel | www.it-markt.ch | CHF 12.- | 11/2010

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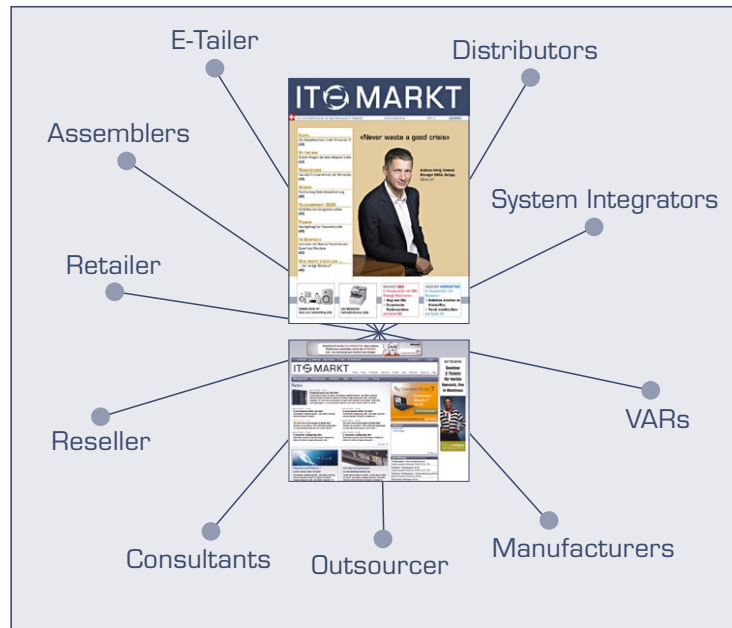
Valid from 3.9.2010 (1/2010)

- >> Top Coverage
- >> Independent editorial
- >> Print and online

IT-MARKT – The new platform for the Swiss IT-Channel

IT-MARKT is the new journalistic information platform for the Swiss IT-Channel. The daily updated website together with the online-newsletter is accompanied by a monthly print magazine. News, background reports: our independent editorial accompanies the industry and edits information to journalistic standards.

The target group includes not only IT-Manufacturers, IT-Servicers and IT-Vendors but also Resellers, Value-added Resellers, System-Integrators, Assemblers, Retailers, Outsourcers, Distributors and Consultants that act in the Swiss IT-Market.



*) Controlled-Circulation-Distribution according to Online- and Print Distribution assuming 3 readers per copy (see next page «Distribution»)

IT-MARKT supports all Resellers in IT-, Telecommunication and IT-relevant consumer-electronic divisions to compile their product lineup, choosing suppliers and their strategic company alignment. With a circulation of 6600 copies in the German part of Switzerland, **IT-MARKT** reaches 18 000 employees within the Swiss IT-Channel*

The B2B-Publications ICTjournal and **IT-MARKT** (IT-Channel-Set) reach a target audience of more than 25 000 in the German- and French part of Switzerland.

The strengths of *IT-Markt* Distribution:

- All-over Controlled-Circulation-Distribution
- Personally addressed
- Combination of Print- and Online media
- Top coverage of Swiss companies in IT

| IT-Markt-Distribution | | |
|--|-----|------|
| System- and Software Integrators, VARs | 38% | 2510 |
| Reseller, Retailer, E-Tailer | 36% | 2283 |
| Manufacturers, Assemblers | 12% | 735 |
| Distributors | 8% | 455 |
| Consultans | 3% | 184 |
| Diverse | 3% | 160 |
| | | |
| Controlled Circulation | | 6327 |
| Run | | 6600 |

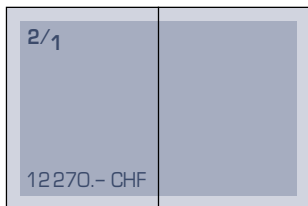
IT-Channel-Set Switzerland:

Booking the exclusive IT-Channel-Set enlarges the coverage to (almost) all of Switzerland (see page 7).

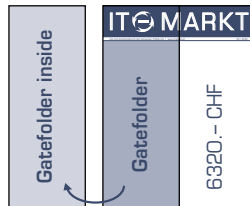


| Issue | Publication Date | Deadline for print material | Topics |
|-----------|------------------|-----------------------------|---|
| Oct. | 18.10.2010 | 04.10.2010 | Security, USB, Green-IT, Surveillance, Standard- Desktop software & Licensing |
| Nov. | 16.11.2010 | 09.11.2010 | Storage (NAS, SAN, Online, SSD), Back-up, Infrastructure-Services |
| Dec./Jan. | 13.12.2010 | 06.12.2010 | Networking, LAN/WAN, Powerline, Homeoffice |
| Feb. | 31.01.2011 | 24.01.2011 | Mobile Computing & Communication, Peripheral Devices, Supplies |
| March | 28.02.2011 | 21.02.2011 | Hardware trends, Components, Assembling, CeBIT Reseller Special |
| April | 28.03.2011 | 21.03.2011 | Output-Management, Printing, Distribution, Logistics |
| May | 02.05.2011 | 26.04.2011 | Business-Software (ERP, CRM, BI, BPM), SaaS, ECM, ILM |
| June | 30.05.2011 | 23.05.2011 | Server Market, Virtualisation, Cloud Computing, Data Centre |
| Jul./Aug. | 27.06.2011 | 20.06.2011 | Games, Home Computing, SOHO-IT |
| Sept. | 29.08.2011 | 22.08.2011 | E-Government, E-Health, IT in Finance, Telephony & Services |
| Oct. | 26.09.2011 | 19.09.2011 | Security, Access, Identity-Management, ISPs, Online-Business |
| Nov. | 31.10.2011 | 24.10.2011 | Storage (NAS, SAN, Online, SSD), Infrastructure-Services |
| Dec./Jan. | 28.11.2011 | 21.11.2011 | Networking, LAN/WAN, Powerline, Homeoffice |

PLEASE BE AWARE: Focus topics may change if required by circumstances. Please ask our editorial department



■ 470x320
■ 442x275



■ 118x320 ■ 118x265
(both sides bleed off)



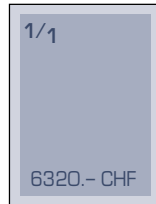
■ 135x40
(exclusive annual circuit)



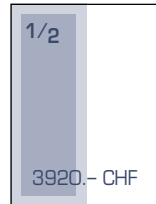
■ 235x320
■ 205x275



■ 235x320
■ 205x275



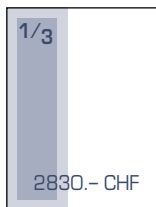
■ 235x320
■ 205x275



■ 118x320
■ 100x275



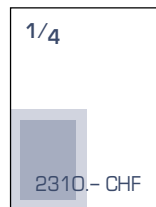
■ 235x160
■ 205x130



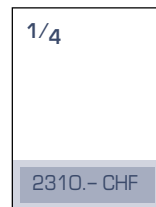
■ 78x320
■ 64x275



■ 235x104
■ 205x92



■ 114x160
■ 100x128



■ 235x85
■ 205x60

Bleed-off advertisements plus 3mm bleed on all four sides

■ Bleed off
■ Type area

Supplements

Supplements, loose

| Weight | up to 50 gr. | 51-75 gr. | 76-100 gr. |
|---------------|--------------|-----------|------------|
| Advert. value | 5000.- | 5000.- | 5000.- |
| Tech. costs | 1231.- | 1439.- | 1647.- |
| Total | 6231.- | 6439.- | 6647.- |

Definite postage cost for 2011 not set, changes possible.

Integrated supplements

| Extra cost (Edition 6600) | stacked supplements | + 450.- |
|------------------------------|---------------------|---------|
| | stuck supplements | + 520.- |

Format < 235 x 320 mm

Rebates: supplements are entitled to rebates (advertising value).

Rebates

Rebate values for booking total within 12 months.

| Rebates per booking | |
|---------------------|-----|
| 5 x | 3% |
| 10 x | 8% |
| 20 x | 18% |
| 30 x | 30% |

10% Consultant commission (BK) on advertising value for media and advertising agencies entitled to a commission.

Prices valid from 3.9.2010

Prices in CHF plus 7,6% VAT (until 31.12.2010) 8% VAT (from 1.1.2011)

IT-Set Switzerland

| Formats | IT-MARKT in CHF | Set price (IT-MARKT and ICTJournal) in CHF |
|--------------|---------------------------|--|
| 2/1 Page | 12 270.- | 20 530.- |
| 1/1 Page | 6 320.- | 10 380.- |
| 1/2 Page | 3 920.- | 6 076.- |
| 1/3 Page | 2 830.- | 4 496.- |
| 1/4 Page | 2 310.- | 3 451.- |
| 2. Coverpage | 7 520.- | 12 231.- |
| 4. Coverpage | 7 840.- | 12 732.- |
| Gatefolder | 6 320.- | - |

Booking the exclusive *IT-Channel* Set, your advertisement will also be published favourably in ICTJournal. ICTJournal (www.ICTjournal.ch) is the only ICT special interest magazine for IT decision makers and IT-Professionals in the French part of Switzerland. As from autumn 2010

Channel topics in ICTJournal will be closely coordinated with **IT-Markt's** editorial.

For questions concerning the IT-Channel Set please contact
Markus Stotz:
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Tel. 044 355 63 34

Prices in CHF plus 7,6% VAT (until 31.12.2010) 8% VAT (from 1.1.2011)

Technical Data

Publishing information

Monthly, 10 issues/year (2 double issues)

Print circulation

IT-Markt: 6600 copies

ICTJournal: 6400 copies

Data

- High-end-PDF(min Version 1.3/Adobe Acrobat 4.0) via PostScript and Adobe Acrobat Distiller
- Pictures at the rate of 1:1 with 300 dpi
- All fonts embedded
- **No pantone-colours**, pure CMYK-File

Bleed-off advertisement 3mm bleed on all outer pages.

Print data

Data via email:

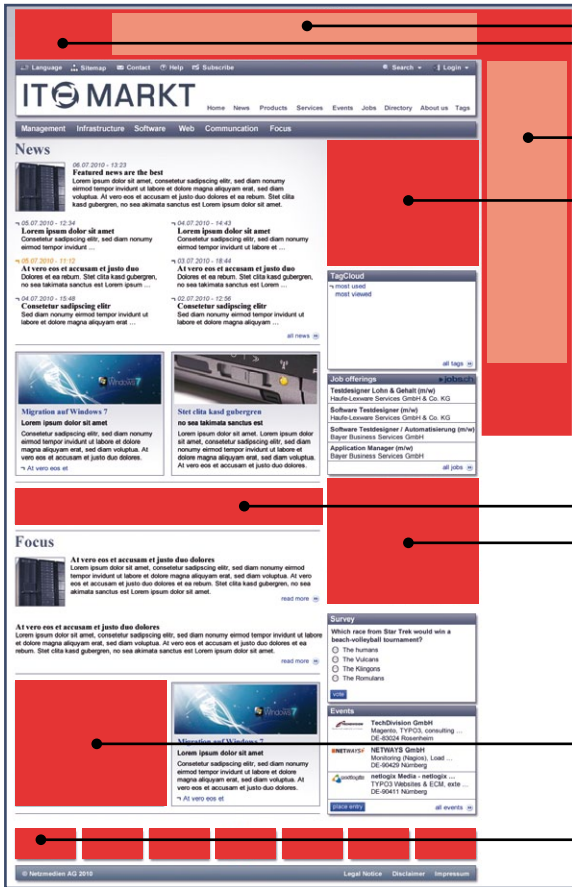
inerate@it-markt.ch

(Magazine name and Issue must be indicated in Dataname)

Data via post:

Netzmedien AG, Heinrichstr. 235, 8005 Zürich

Website



Fullbanner 1 (468x60 px)

Leaderboard (728x90 px)

Skyscraper (160x600 px)

Rectangle 1 (300x250 px)
or Text ad 1

Fullbanner 2 (468x60 px)

Rectangle 2 (300x250 px)
or Text ad 2

Rectangle 3 (300x250 px)
or Text ad 3

Button (120x60 px)

| Exclusive Placing | Prices in CHF |
|--|---------------|
| Rectangle 1 or Text ad 1 | 2280* |
| Rectangle 2 or Text ad 2 | 1980* |
| Rectangle 3 or Text ad 3 | 1980* |
| Fullbanner 1 | 1780* |
| Fullbanner 2 | 1780* |
| Skyscraper | 2480* |
| Leaderboard | 2480* |
| Button | 880** |
| Special formats (Roadblock, Maxiformate etc.) | on request |

* Duration: 1 week (Monday - Sunday)

** Duration: 1 month

Prices in CHF plus 7,6% VAT (until 31.12.2010)
8% VAT (from 1.1.2011)

Newsletter

The diagram shows a newsletter layout with several red boxes indicating ad placements:

- Fullbanner (468x60 px)**: Located at the top of the newsletter.
- Leaderboard (728x90 px)**: Located below the full banner.
- Skyscraper (160x600 px)**: A vertical ad placement on the right side of the newsletter.
- Rectangle 1 (300x250 px) or Text ad 1**: A large rectangular ad placement in the middle of the newsletter.
- Rectangle 2 (300x250 px) or Text ad 2**: A second large rectangular ad placement at the bottom of the newsletter.

The newsletter content includes a header with 'IT-MARKT newsletter', a date 'Guten Tag Herr Brazzale', a section 'Schlagzeilen von Heute', and a 'Focus' section at the bottom.

| Exclusive Placing | Prices in CHF |
|--------------------------|---------------|
| Fullbanner | 1780* |
| Leaderboard | 2480* |
| Rectangle 1 or Text ad 1 | 1980* |
| Rectangle 2 or Text ad 2 | 1980* |
| Skyscraper | 2480* |

* Duration: 1 week (Monday - Sunday)

Daily newsletter with up to date News from the Swiss IT-Channel

In cooperation with Concerto over 4500 people from the Swiss IT-channel receive our daily newsletter.



Prices in CHF plus 7,6% VAT (until 31.12.2010)
8% VAT (from 1.1.2011)

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