

English

Swiss IT Reseller 2011



swiss
IT Reseller

MEDIA KIT

PRINT
ONLINE
EVENT

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Swiss IT Reseller is the leading business journal for IT and CE vendors and distributors in Switzerland.

Swiss IT Reseller

Publication frequency	monthly
Publication day	Monday
Published for	13th year
Language	German
Circulation	Switzerland
Internet	www.swissitreseller.ch
Print run	4500 copies
	Controlled circulation subscription to executives and decision makers in the Swiss IT and CE industry

Readers/target group

Swiss IT Reseller 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, OEMs, Service Providers, Vendors and Distributors in the Swiss IT and CE market.

Contents

- People and company news from the Swiss IT and CE markets
- Suppliers, trends and strategies in the Swiss IT industry
- Topics on management, education

Qualified editors

Swiss IT Reseller has a highly respected editorial team in the Swiss IT media market. They cover all important fairs or trade-shows and organize several events and roundtables.

No.	Week	Publication date	Advert deadline	Focus
1/2	06	07.02.11	28.01.11	Trends in Partner Programs 2011
3	10	07.03.11	25.02.11	PC Market Switzerland
4	14	04.04.11	25.03.11	Education and Certification
5	18	02.05.11	20.04.11	Internet and Phone: Importance of the Channel
6	23	06.06.11	27.05.11	Printer Market
7/8	28	11.07.11	01.07.11	Business Software (ERP Survey)
9	36	05.09.11	26.08.11	SaaS: Challenge for the Channel
10	40	03.10.11	23.09.11	Distributor Market Switzerland
11	45	07.11.11	28.10.11	IT Industry Award 2011: Readers choice
12	49	05.12.11	25.11.11	Preview on 2012
Subject to change				

Contents

- People and company news from the Swiss IT and CE markets
- Suppliers, trends and strategies in the Swiss IT and CE industry
- Roundtables, opinions and background articles according to editorial calendar
- Topics on management and education
- **SWICO** SWICO News: News and articles from SWICO, the Swiss Association for providers of information technology, communication technology and organization technology.

Der Wirtschaftsverband für die digitale Schweiz



Size	Type area	Trim area*	Price (1- to 4-color ads based on euroscale)
	width x height in mm	width x height in mm	CHF
IT Reseller Market ads (without text connection)			
1/1	190 x 260	210 x 297	2000.00
1/1 advertorial (content provided by advertiser)	190 x 260	–	2000.00
1/2 vertical	93 x 260	103 x 297	1500.00
1/2 horizontal	190 x 130	210 x 145	1500.00
1/2 advertorial (content provided by advertiser)	190 x 130	–	1500.00
1-Year subscription IT Reseller Market (without text connection)			
10 x 1/1 page**	190 x 260	210 x 297	10'000.00
10 x 1/2 vertical**	93 x 260	103 x 297	8000.00
10 x 1/2 horizontal**	190 x 130	210 x 145	8000.00

* for bleed please add 3 mm all around

** Price for 10 ads in 12 month fix bookings, no preferred positions, advance payment, no further discounts or agency commissions

Placement options	
Placement next to editorial pages 1/1 page	3000.00
Placement next to editorial pages 1/2 page	2000.00
Placement right page in IT-Reseller-Markt	500.00

Event Calendar	
Date, title, place and organizer plus max. 200 characters text	
1 Event	200.00

Loose insertions

	Advertisement per 1000 Ex.	Postage per 1000 Ex.	Technical costs per 1000 Ex.	TOTAL whole circulation
up to 20 g	200.00	160.00	50.00	1935.00
up to 30 g	320.00	200.00	50.00	2745.00
up to 40 g	450.00	200.00	50.00	3375.00
up to 50 g	600.00	200.00	50.00	4095.00
up to 60 g	800.00	220.00	50.00	5175.00
up to 70 g	1000.00	220.00	50.00	6165.00
up to 100 g	1600.00	250.00	50.00	8820.00
Part of circulation additional				10%

Prices for loose inserts over 100 g on request

- ➔ Sizes: min. 105 x 148 mm, max. 220 x 290 mm
Paper weight: min. 80 gm², max. 200 gm² resp. 8 mm thickness

Spot adhesive insertions (machine-made)

	Advertisement* CHF	Technical costs CHF
Replay card (up to 10 g)	2750.00	1000.00
CD	2750.00	3740.00

* plus costs for 1/1 full page advertisement

- ➔ Size replay card: min. 80 x 54 mm, max. 200 x 200 mm
Paper weight: min. 80 gm², max. 200 gm² resp. 8 mm thickness

Insertions

	Advertisement per 1000 Ex.	Postage per 1000 Ex.	Technical costs per 1000 Ex.	TOTAL whole circulation
up to 20 g	240.00	60.00	60.00	1800.00
up to 30 g	380.00	100.00	60.00	2610.00
up to 40 g	540.00	100.00	60.00	3420.00
up to 50 g	720.00	100.00	60.00	3420.00
up to 60 g	960.00	120.00	60.00	5580.00
up to 70 g	1200.00	120.00	60.00	6750.00
up to 100 g	1920.00	150.00	60.00	10'485.00
Part of circulation additional				10%

Prices for inserts over 100 g on request

- ➔ Sizes: min. 120 x 105 mm, max. 210 x 297 mm,
plus trim (head trim 4 mm, other pages each 3 mm;
overhang 10 mm)

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.

Delivery of supplements/insertions

5 working days before publication and specifying publication title and edition to: AVD Goldach, Sulzstrasse 10, CH-9403 Goldach, Switzerland

Print documents

Print document deadline: 5 workdays before publication

Electronic submission – per e-mail or FTP:

- E-mail (max. 20 MB) to Swiss IT Media GmbH:
dispo@swissitmedia.ch
- FTP delivery to AVD Goldach: Your media consultant or sales support can provide you with the necessary access data.

Please identify directory as following:

z.B. SWISSITRESELLER_0211_Name_Company

(please include sender and contact telephone number)

For FTP transmission, please fax print proof or send by post to:

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

Fax +41 44 720 10 78

Printing

AVD Goldach, Sulzstrasse 10, CH-9403 Goldach

Print process

Web offset printing

Screen

s/w 70, CMYK 70

Colour scale

Europe normal (special colours are converted to scale colours)

Prepress contact

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Software

Every commonly used software is possible – if you have any questions, do not hesitate to ask our prepress contact persons.

PDF for prepress

Instructions are available at www.avd.ch > Kundenzone

→ Please note!

For CTP (computer-to-plate), all colours must be submitted in CMYK mode, Pantone colours are not possible. RGB and index colours are impermissible; they cause faulty imagesetting and require additional work in data composition. We take no responsibility for colour discrepancies due to incorrect colour composition. If you have any questions please ask the prepress contact persons.

Return of data media/print data

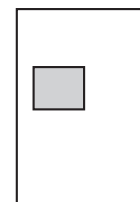
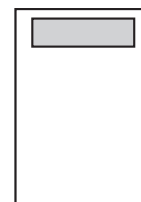
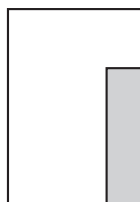
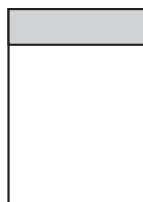
Data media: Delivered data media are not kept and returned only if expressly requested by the customer when submitting the order.

Print data: Print data is retained in digital format for three months after the last publication.

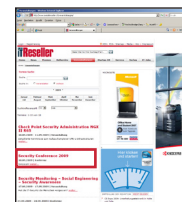
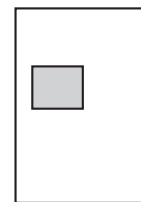
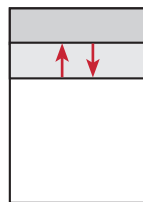
Swiss IT Reseller Online

Swiss IT Reseller Online, the website with its continuously growing professional readership, counts **48'000 visits, 17'000 unique clients, 03:30 use time** and **103'000 page impressions** per month (certified by WEMF Net-Audit September 2010). The Swiss IT Reseller newsletter «Daily News» is delivered to about **6000 subscribers**.

Online advertisement types



Ad type	Leaderboard	Wideskyscraper	Full Banner	Rectangle
Format (max. 50 kB)	728x90 pixel	160x600 pixel	468x60 pixel	300x250 pixel
Data	JPG, Gif, Animated Gif, DHTML, motif*, Java Script*	JPG, Gif, Animated Gif, DHTML, motif*, Java Script*	JPG, Gif, Animated Gif, DHTML, motif*, Java Script*	JPG, Gif, Animated Gif,



Ad type	Leaderboard Expandable	Hockeystick/Wallpaper	Video Ad	Event Calendar
Format (max. 50 kB)	728x300 pixel (delivered 728x90 and 728x210 pixel)	728x90 pixel on top, 160x600 oder 120x600 pixel	300x250 pixel	Date, title, place, organizer, plus max. 200 characters text
Data	HTML, Gif, JPG, Rich Media	HTML, Gif, JPG, Rich Media	swf	Text

* please include replacement gif and define click tag; Newsletter: only JPG and Gif

Advertisement type		Price		Format (max. 50 kB)	Data
CPM					
Leaderboard	Run-of-Site	55.00	per 1000 Impressions	728 x 90 pixel	JPG, Gif, Animated Gif, Flash*, JavaScript*
	Homepage or Run on Category	85.00	per 1000 Impressions		
Maxiboard	Run-of-Site	55.00	per 1000 Impressions	994 x 118 pixel	JPG, Gif, Animated Gif, Flash*, JavaScript*
	Homepage or Run on Category	85.00	per 1000 Impressions		
Wideskyscraper	Run-of-Site	55.00	per 1000 Impressions	160 x 600 pixel	JPG, Gif, Animated Gif, Flash*, JavaScript*
	Homepage or Run on Category	85.00	per 1000 Impressions		
Full Banner	Run-of-Site	25.00	per 1000 Impressions	468 x 60 pixel	JPG, Gif, Animated Gif, Flash*, JavaScript*
	Homepage or Run on Category	35.00	per 1000 Impressions		
Rectangle	Run-of-Site	55.00	per 1000 Impressions	300 x 250 pixel	JPG, Gif, Animated Gif
	Homepage or Run on Category	85.00	per 1000 Impressions		
Fixed place					
Wideskyscraper	Newsletter	220.00	1 day		JPG, Gif, Animated Gif
Full Banner	Newsletter	490.00	1 week		JPG, Gif, Animated Gif
Rectangle	Run-of-Site	1090.00	1 week		JPG, Gif, Animated Gif, Flash*, JavaScript*
	Newsletter	825.00	1 week		JPG, Gif, Animated Gif

*please include replacement gif and define click tag; frequency capping and targeting plus10%

Online discounts*

12-month period	CHF	Discount
from	5000.00	5%
from	10'000.00	7%
from	15'000.00	8%
from	20'000.00	11%

* on gross price; BK: 5% on net price (only for AWS and BSW approved agencies)

Advertisement type		Price		Format (max. 50 kB)	Data
Event Calendar					
Event	Agenda	200.00	1 month		Date, title, place, organisator plus max. 200 characters text
Advertorial					
Advertorial**	Teaser on Homepage	450.00			Text, picture
Newsletter Mailing					
E-Mail	Newsletter recipients	1990.00	1 mailing		Text, picture
Sponsoring					
Logo	Run-of-Site	900.00	1 month		Logo and link
Keyword Advertising					
Logo	5 Keywords	990.00	12 months		Logo and link
	10 Keywords	1090.00	12 months		Logo and link
	20 Keywords	1190.00	12 months		Logo and link
Partnerzone					
Basic		5600.00	3 months		on request
Premium		36'000.00	3 months		on request

*please include replacement gif and define click tag; frequency capping and targeting plus10%; ** no discounts and/or agency commission

Conditions

Minimum booking amount CHF 1000.00

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.

Note: Newsletter link will only work during booking period, no tracking.

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