



# ***Computerworld.ch***

**Online Media Data (short version)**  
Valid from 1. 1. 2010



## Computerworld.ch – The most effective ICT platform in Switzerland

### Content

Computerworld.ch is the most important and most-visited IT website in the B-to-B sector in Switzerland. The online editorial team reports quickly and expertly on all issues of IT in companies. On trends, new technologies, products and markets. IT decision makers and Internet professionals find the ideal source of constantly updated information for their professional needs here every day to align the IT ideally to the requirements of their companies and customers. Computerworld.ch offers detailed decision tools for planned IT investments as well as in-depth national and international background reports.

### Target group

CEO, CIO, CFO, COO and all IT decision makers in medium-sized and large companies with 50 or more employees within the strategic information management.

### Newsletter

9,000 registered newsletter subscribers. Newsletter published on workdays with information on the current events in the IT industry.

7,000 registered newsletter subscribers. Security newsletter that is published once a week (Wednesdays) with current information from the 'Security' area.

### Ø Site traffic per month

Page impressions	250,000
Visits	110,000
Unique clients	55,000
Workday newsletter	9,000 subscribers
Weekly security newsletter	7,000 subscribers

Computerworld.ch is included in the NET-Metrix-Audit ([www.net-metrix.ch](http://www.net-metrix.ch)) of WEMF.



## Forms of advertising on Computerworld.ch

### Classical

Full banner  
Leader board  
Skyscraper  
Rectangle

Full banner expandable  
Leader board expandable  
Skyscraper expandable  
Rectangle expandable

Floating Ad  
Hockey Stick  
Branding Day (exclusive)

### Newsletter

Full banner  
Leader board  
Skyscraper  
Rectangle  
Text advertisements

### Special

Advertorial  
Print function  
Mini Ad  
Webcast  
Partnerzone

### Cross-platform

IDG Pool

### Sub-sites

Cost Per Lead (Lead Generation B-to-B)  
ICT press ticker



## Formate und Preise

Classical forms of advertising	Formats in pixels	CPM/CPT in CHF. Run of site	CPM/CPT in CHF Home/Channel	Max. Size in KB	Data format
<b>Full banner</b>	468 x 60	85.-	95.-	50	1 / 2 / 3 / 4 / 5 / 6
<b>Leaderboard</b>	728 x 90	95.-	105.-	50	1 / 2 / 3 / 4 / 5 / 6
<b>Skyscraper</b>	160 x 600	105.-	115.-	50	1 / 2 / 3 / 4 / 5 / 6
<b>Rectangle</b>	300 x 250	115.-	125.-	50	1 / 2 / 3 / 4 / 5 / 6

Expandable function possible (default closed). Expanded only with mouse-over. 40% supplement.

<b>Floating Ad</b>	800 x 600 (Frequency Capping)	150.-	-	50	4 / 6
<b>Hockey Stick</b>	728 x 90 + 160 x 600	190.-	-	50 + 50	1 / 2 / 3 / 4 / 5 / 6
<b>Branding Day (exklusive)</b>	728 x 90 + 160 x 600 + 300 x 250	3,500.-	-	50 + 50 + 50	1 / 2 / 3 / 4 / 5 / 6

Daily (workdays) newsletter	Formats in pixels/max. characters	Prices in CHF Per week	Max. Size in KB	Data format
<b>Full banner</b>	468 x 60 + 1 target URL	1,950.-	50	1 / 2 / 3
<b>Leaderboard</b>	728 x 120 + 1 target URL	1,950.-	50	1 / 2 / 3
<b>Skyscraper</b>	160 x 600 + 1 target URL	1,950.-	50	1 / 2 / 3
<b>Rectangle</b>	300 x 250 + 1 target URL	1,950.-	50	1 / 2 / 3
<b>Text display</b>	350 characters (incl. spaces) + 1 target URL	1,950.-		

Dispatched on workdays from Monday – Friday to 9,000 registered subscribers per day (yearly average); minimum booking 1 week.

Security newsletter				
<b>Full banner</b>	468 x 60 + 1 target URL	950.-	50	1 / 2 / 3
<b>Textanzeige</b>	350 characters (incl. spaces) + 1 target URL	950.-		

Dispatched once per week on Wednesday to 7,000 registered subscribers per day (yearly average); minimum booking 1 week.

### Explanations

CPM/TCP = price per thousand ad impressions

Ad impressions = measurement of the number of times an advertising message is seen on the Internet

Run of site = The banner is displayed at random on the entire web site

Run of home/channel = The banner is displayed on the homepage or within the booked channel

Frequency capping = Restriction of the advertising medium contacts per user

Data format: 1 = Jpg / 2 = Gif / 3 = Animated Gif / 4 = Flash (supply alternative Gif) / 5 = DHTML (Rich Media) / 6 = TAG in TAG



## Formate und Preise

Special forms of advertising	Services and formats	Prices in CHF Run of site/Home	Term	Data format
<b>Advertorial</b>	Image, teaser text, full text, target URL, editorial promotion, newsletter	3,500.-	1 week	1 / 2
<b>Print function</b>	Logo (on- and offline), target URL, At least 3,500 print-outs guaranteed	1,500.-	4 weeks	1 / 2
<b>Mini-ad event/Sponsoring</b>	Logo, target URL Maximum size of the logo: W 151 x H 68 pixels	1,500.-/1,000.-	4 weeks	1 / 2
<b>Mini-ad company link</b>	Logo, target URL Maximum size of the logo: W 158 x H 158 pixels	1,500.-/1,000.-	4 weeks	1 / 2
<b>Webcast</b>	Webcast, teaser text, full text, target URL, editorial promotion, newsletter	4,500.-	1 week	4
<b>Lead Generation Whitepaper</b>	Maximum 10 Whitepaper + techn. fee + editorial promotion, including newsletter	From 2,000.- + Leads	4 weeks	7
<b>Lead Gen Whitepaper+Podcast</b>	Maximum 10 Whitepaper + techn. fee + editorial promotion, including newsletter + 1 podcast	From 2,500.- + Leads	4 weeks	7
<b>Lead Generation Webcast</b>	1 Webcast + techn. fee, + editorial promotion, including newsletter	From 2,200.- + Leads	4 weeks	4
<b>Partner zone (IDG layout) Modules</b>	Own column and modular sub-site: - Content as specified by customer - Editorial content feed from Computerworld.ch - banner exclusivity, logos, promotion boxes - Whitepaper, webcast	From 9,000.-	4 weeks	1 / 2 / 3 / 4 / 6 / 7

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Whitepaper + Podcast = Whitepaper delivered by customer. Audio Podcast production by partner company of IDG (maximum 5 minutes)

Webcast = Webcast delivered by customer (maximum 8 minutes). Data format: Flash (.swf, .fla)



## Formate und Preise

Cross-platform form of advertising	Run of Site/Pool	CPM/CPT in CHF	Prices in CHF	Min. number
	On one or more websites	Run of Site/Pool	Run of Site/Pool	Ad impressions
<b>IDG pool</b>	PCTipp.ch + Computerworld.ch + DigitalLiving.ch	40.-	5,000.-	125,000
<b>Without weighting</b>		35.-	6,125.-	175,000
Minimum term	1 week	30.-	7,050.-	235,000
Advertising media	Full banner, leader board, skyscraper, rectangle	25.-	8,000.-	320,000
Delivery	At least 3 different advertising media	20.-	9,000.-	450,000
Planning IDG/weighting	According to availability without weighting	15.-	10,000.-	666,666

Cross-platform	Run of Top 5 Box	Individual ads	Subscriptions	Term
Sub-sites	On all Swiss IDG websites	in CHF	in CHF	
ICT press ticker	Guaranteed publication of press releases	280.-	900.- to 3,500.-	3 – 12 months

Lead generation	Qualification characteristics	Prices in CHF	Promotion CHF	Techn. fee CHF
Whitepaper	Surname, first name, e-mail, job position, company	75.-	From 1,600.-	From 400.-
Whitepaper + Podcast	Surname, first name, e-mail, job position, company	75.-	From 1,600.-	From 900.-
Webcast	Surname, first name, e-mail, job position, company	75.-	From 1,600.-	From 600.-
Additional criterias	Adress/job function/Industry/Company size	+15.-		
	Telephone number	+20.-		
	Additional question pursuant to customer specifications	+25.-		
	Restriction (e. g. only companies with 50 employees)	On request		

Performance-oriented invoicing model. You only pay for the leads qualified according to the criteria selected by you.

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## Formate und Preise

Form of advertising	Type of discount	Number	Turnover in CHF	Discount
<b>Classical form of advertising</b>	Volume discount		5,000.-	6%
Minimum booking	30,000 ad impressions		10,000.-	8%
Price information	Price information applies per 1,000 ad impressions		15,000.-	10%
			20,000.-	13%
<b>Newsletter/Text ad</b>	Repeat discount	3 x		7%
Frequency	Valid on advertisements within 12 months	6 x		11%
		12 x		15%
<b>Special forms of advertising</b>	Not eligible for discount			
<b>IDG-Pool / Lead Gen.</b>	Not eligible for discount			
<b>Agency commission</b>	5% (15% international) media/advertising agencies entitled to commission			
<b>VAT</b>	All prices are in CHF plus 7.6% VAT.			

### Technical details

#### Newsletter text ads

Clearly define title and link text as no URLs are published in the HTML version. Example for link text: 'You can find more information here.'

There are no design options. View TAGs/pixels will not be accepted.

Delivery of advertising media: At the latest by Thursday of the previous week, 12.00 noon.

#### Site advertising

Delivery of advertising media classical forms of advertising: at the latest 3 working days before start of campaign.

Delivery of advertising media Expandable, Floating Ad, Hockey Stick, Branding Day and special forms of advertising: at the latest 5 working days before start of campaign.

Advertising media with sound are only accepted with default setting 'sound switched off'.

Minimum capping floating ad: 1 user within 24 hours. Please enquire about availabilities.

#### Expandables

Enlargement of the expandables with mouse-over. Automatic reduction of the expandables with mouse-out. Default closed.

The following JavaScript functions must be called up from ActionScript code of the Flash banner:

- Before the banner is enlarged during mouse-over, a request to the JavaScript function `adition_expand_layer()` must be made.

- After reduction by mouse-out of the banner, the JavaScript function `adition_collapse_layer()` must always be called up.

#### Possible targetings

Exclusion, operating system, browser, domain, Flash, IP, country, referrer, resolution, time targeting

#### Flash player version

We recommend supplying all the Flash banners in the Flash player version 8.

Other technical data sheets can be found as a PDF for downloading on our website <http://www.Computerworld.ch> under media data.



## Contacts

### Publishing house

IDG Communications AG  
Witikonstrasse 15  
P.O. Box 1570  
CH-8032 Zürich  
Telephone +41 44 387 44 44  
Telefax +41 44 387 45 83  
[www.Computerworld.ch](http://www.Computerworld.ch)

### Sales

#### André Reichenbach

Sales Director  
Telephone +41 44 387 45 35  
[andre.reichenbach@idg.ch](mailto:andre.reichenbach@idg.ch)

#### Christoph Mayer

Column Sales  
Telephone +41 44 387 44 02  
[christoph.mayer@idg.ch](mailto:christoph.mayer@idg.ch)

### Overall management IDG Communications AG

#### Michael Hermann

Country Manager  
Telephone +41 44 387 44 44  
[michael.hermann@idg.ch](mailto:michael.hermann@idg.ch)

#### Kurt Strebel

Key Account Manager  
Telephone +41 44 387 44 36  
[kurt.strebel@idg.ch](mailto:kurt.strebel@idg.ch)

#### Daniel Frey

Head of Sales Support  
Telephone +41 44 387 45 74  
[daniel.frey@idg.ch](mailto:daniel.frey@idg.ch)

#### Werner Ortler

Key Account Manager  
Telephone +41 44 387 44 06  
[werner.ortler@idg.ch](mailto:werner.ortler@idg.ch)

#### Leonardo Rapisarda

Administrator  
Telephone +41 44 387 45 38  
[leonardo.rapisarda@idg.ch](mailto:leonardo.rapisarda@idg.ch)