

Media Data 2024

Print and online · Effective 1 January 2024



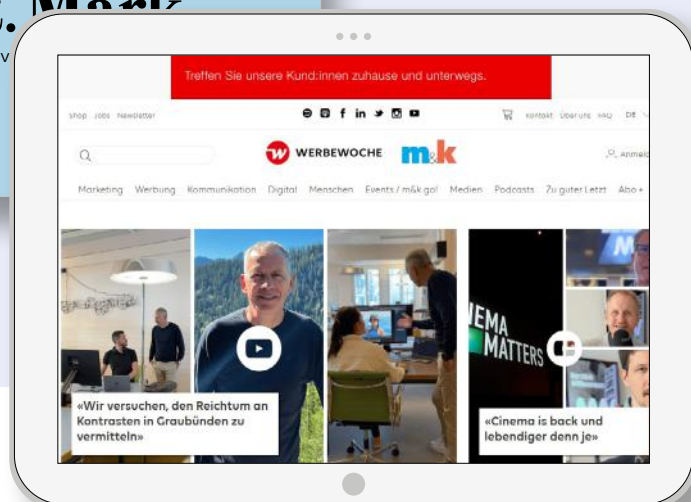
m&k – The market and communications magazine

www.m-k.ch
www.werbewoche.ch



«m&k» at a glance:

- Total print distribution: 22 500 copies
- Published 8x a year
- European Publishing Award 2022: Europe's Leading Special Interest Business Magazine
- Language Print Edition: German
- Languages Digital Edition: English, French, German, Italian



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A Galledia company



Table of contents

<u>Content & circulation</u>	3
<u>Readership</u>	3
<u>Schedule 2024</u>	4
<u>Formats & prices</u>	5
<u>Additional advertising forms</u>	6
<u>Supplements</u>	7
<u>Online offer / werbewoche.ch</u>	8
<u>Werbewoche newsletter</u>	9
<u>Contact</u>	10



Magazine positioning

«m&k - Das Magazin für Markt und Kommunikation» is a leading business magazine from Switzerland, which is published throughout the DACH region. It focusses on global trends, communication and marketing as well as creativity, inspiration and media. The aim of the magazine is to holistically inform decision-makers from all fields of the economy, but also to entertain and inspire them. Be it via interviews with international opinion leaders, through unconventional essays or through exclusive articles and guest contributions. The publication has received various awards for its consistently high-quality reporting, including the Q Award from the Swiss Media Association and the European Publishing Award as the best special interest magazine in Europe.

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Circulation / Readership

Circulation figures

Print run	22500 copies
Subscriptions & Premium-Targeting CH	15500 copies
Subscriptions & Premium-Targeting D/AU	7000 copies

Readership

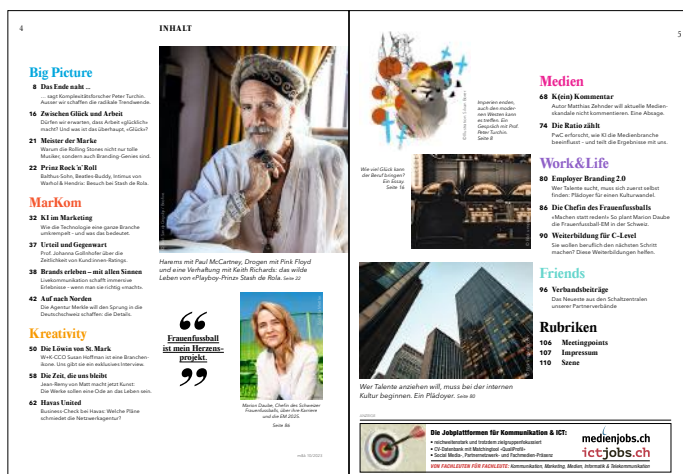
«m&k- Das Magazin für Markt und Kommunikation» is aimed at a committed, modern readership in the DACH region which understands the zeitgeist and – based on it – wants to make the best decisions; both in business and beyond.

The CEOs, CMOs and CCOs of the 1,000 largest German companies and the 500 largest Swiss companies are among the recipients of the publication, as are the travelers in the terminals and in the business and first class lounges of Swiss airports and renowned personalities throughout Austria.

«m&k» consciously transcends age groups or other demographic categories and strives to offer all readers the best possible product with each new issue.

Members

SWISS MARKETING/SMC, Schweizer Werbeauftraggeber-Verband SWA, Schweizer Dialogmarketing Verband SDV, Promoswiss, Swiss Distribution, Callnet, SWISSFILM ASSOCIATION



International opinion leaders and decision-makers from all areas – the magazine has received various awards for its consistently high-quality reporting.

[Back to overview](#)

Schedule 2024

«m&k»'s reporting is based on current trends and events; The editorial team wants to surprise with every issue. However, there are some classic topics that we will implement in 2024:

Issue	«The Classics» topics	Booking deadline	On-sale date
1-2/2024	Outdoor advertising	31.01.2024	20.02.2024
3-4/2024	Digital Signage	12.03.2024	04.04.2024
5/2024	Print and Publishing	29.04.2024	22.05.2024
6-7/2024	Packaging	20.06.2024	10.07.2024
8-9/2024	Promotional and advertising items	14.08.2024	03.09.2024
10/2024	Showroom Marketing	18.09.2024	08.10.2024
11/2024	Live Marketing and Event Technology	22.10.2024	12.11.2024
12/2024	Point of Sale Marketing	26.11.2024	16.12.2024



Big Picture is the section of the magazine in which the crucial questions of the present are discussed: How is the global economy developing? How will political instability affect prosperity? And what trends will shape our society in the short, medium and long term?

MarkKom covers all aspects of modern marketing and communication. From branding to purpose marketing, from artificial intelligence to crisis communication: anyone interested in these topics will find what they are looking for here.



Kreativität stands for inspiration, innovation and inventiveness. This is where (advertisers) creatives and people who thin and act outside the norm have their say; this is where we showcase excellent campaigns and put out feelers to the most important communication agencies.

Media and their performance as platforms for the dissemination of advertising messages are the focus. The content of the section is geared to the needs of advertisers for commercial communication.



Work & Life Training and continuing education topics are represented in m&k with their own section, which is an ideal complement to the other specialist topics. Market offers from the industry, but also the auditing system and above all the «MarKom» training scene are critically examined. Important event information and previews round off the reporting.

ShowBiz Places where business moves. Topics from the MICE sector are the focus here. Trends, challenges and opportunities are being discussed, analysed and commented.



Sustainability has become an indispensable term in business - and anyone who doesn't take care of the issue will be penalised by customers. That's why we regularly take a look at clever, aesthetic or trendy ideas in the field of sustainability in a separate section.

[Back to overview](#)

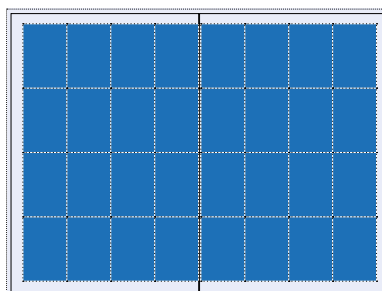
Advertisements – Formats and prices in CHF/Euro excluding VAT.

Magazine format 210 × 280 mm
Print area 178 × 252 mm

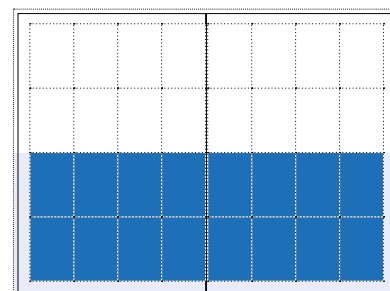
TA = type area
 bl = bleed edges allow 3 mm trim

Advertisements 4-colour

1/1 panorama page	11800.–
1/2 panorama page	7800.–
1/3 panorama page	5800.–
1/1 page	5900.–
1/2 page	3900.–
1/3 page	3300.–
1/4 page	2900.–
1/8 page	1850.–



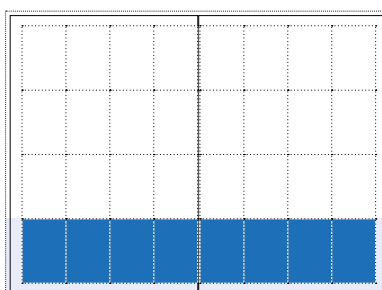
1/1 panorama page
 388 × 252 mm TA / 420 × 280 mm bl



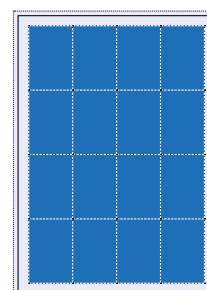
1/2 panorama page
 388 × 124 mm TA / 420 × 138 mm bl

Cover pages

Inside front cover	6200.–
Inside back cover	6200.–
Back cover	6600.–



1/4 panorama page
 388 × 60 mm TA / 420 × 75 mm bl



1/1 page
 178 × 252 mm TA / 210 × 280 mm bl

Terms & Conditions

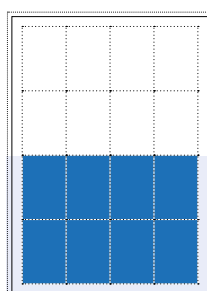
Frequency discounts 3 × 5% · 5 × 10% · 10 × 15%

Text-placed ads 10%

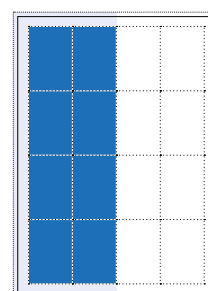
Agency commission 5%

All surcharges are eligible for discount and agency commission, except for technical costs/postage costs.

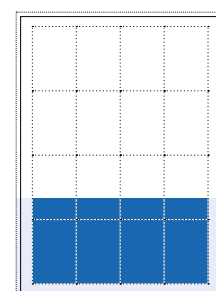
All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.



1/2 page horizontal
 178 × 124 mm TA
 210 × 138 mm bl



1/2 page vertical
 87 × 252 mm TA
 103 × 280 mm bl



1/3 page horizontal
 178 × 82 mm TA
 210 × 97 mm bl

Technical specifications

Digital data Whenever possible, we prefer high-end PDFs in Euroscale (note: fonts must be embedded).

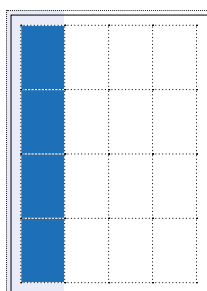
Colour management For more detailed information on colour management, please consult the [colour management specifications](#).

Print materials Print-ready PDF by e-mail to: m-k@fachmedien.ch. Any costs incurred for the production of print material will be charged separately at cost.

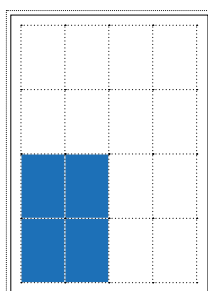
Printing method Sheet-fed offset

Colours 4-colour scale **Paper** Uncoated

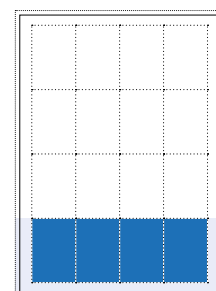
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



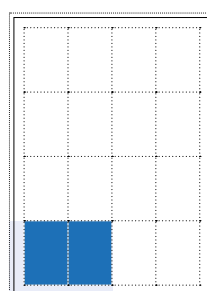
1/4 page vertical
 41 × 252 mm TA
 57 × 280 mm bl



1/4 page 2 columns
 87 × 124 mm TA

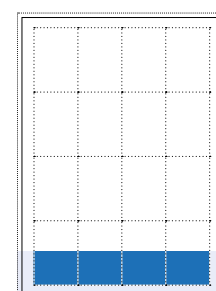


1/4 page horizontal
 178 × 60 mm TA
 210 × 75 mm bl



1/8 page 2 columns
 87 × 60 mm TA

1/8 page horizontal
 178 × 28 mm TA
 210 × 43 mm bl



[Back to overview](#)

Additional advertising forms in CHF/Euro excluding VAT.

Advertorial

In some cases, a successful advertising presence requires a more complex form of communication. Advertorials positioned within an editorial context are well suited for this purpose

- Clearly emphasised with graphical elements
- Eye-catching

The design and layout are defined by the publisher. One cycle of proofreading is included in the price.

Advertorial Maxi

2/1 page, 4-colour
 Characters 4 000 inc. spaces
 Images max. 3
 Advertising value 6 800.–
 Online circuit 2 200.–

Advertorial Midi

1/1 page, 4-colour
 Characters 3 000 inc. spaces
 Images 1
 Advertising value 5 500.–
 Online circuit 2 200.–

Advertorial Mini

1/2 page, 4-colour
 Characters 1 500 inc. spaces
 Image 1
 Advertising value 3 700.–
 Online circuit 1 900.–

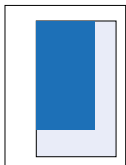


Sample 1/1 page

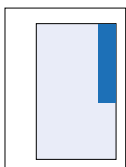
Opening pages ads

Each category begins with an opening page: Big Picture, MarKom, Kreativität, Media, Work & Life, ShowBiz

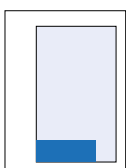
This page acts as a kind of marketplace for the respective category and is well suited as an advertising platform for short, concise content with images (see page 4).



Opening pages ad 750
 2/1 page, 4-colour
 Characters 750 inc. spaces
 Images 1
 Advertising value 1 000.–



Opening pages ad 330
 1/7 page, 4-colour
 Characters 330 inc. spaces
 Images 1
 Advertising value 500.–



Opening pages ad 270
 1/8 page, 4-colour
 Characters 270 inc. spaces
 Image 1
 Advertising value 400.–



Sample 1/2 page

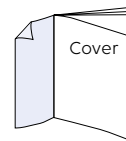
Loose/bound inserts – Rates and formats in CHF/Euro excluding VAT

Quantity to be supplied: 9500 copies

Flying Page front

2x 1/2 page

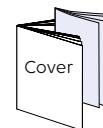
Format ¹	Price
105 × 280 mm	6660.–



Flying Page front

Loose inserts inside

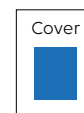
	Format min. A6 / Format max. ¹ 210 × 270 mm			Invoiced circulation	Total ² Price
	per 1000 copies				
	Advert. value	Tech. cost	Total		
up to 25 g	605.–	45.–	650.–	9500	6175.–
up to 50 g	705.–	45.–	750.–	9500	7125.–
up to 75 g	805.–	45.–	850.–	9500	8075.–



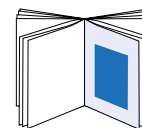
Loose insert inside

Attachment cover

	Format on request			Invoiced circulation	Intermediate total	Total ² Price
	per 1000 copies					
	Advert. value	Tech. cost	Total			
Master ad	350.–	120.–	470.–	9500	4465.–	11365.–
Inside page	300.–	120.–	420.–	9500	3990.–	
Master ad					5900.–	9890.–



Attachment cover



Attachment inside

¹ For bleed edges allow 3mm trim on all sides

² Total price plus postal charges

Other special formats on request

Loose/bound inserts over 75g on request

Postal rates	per 1000 copies
up to 25 g	14.–
up to 50 g	28.–
up to 75 g	42.–

Terms

Agency commission 5 %

Discount Loose inserts, bound inserts and attachments are not eligible for a contract discount. Agency commission only.

Delivery of inserts Please refer to Galedia's Guidelines for the delivery of inserts [delivery of inserts](#).

Production Take advantage of our expertise in the production of print inserts. Commissioning us to produce your inserts reduces administrative effort for you and eliminates transport costs. You also benefit from our many years of experience in the production of quality print products. For a non-binding quote, contact us at m-k@fachmedien.ch.

All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

[Back to overview](#)

Online offer – werbewoche.ch

werbewoche.ch provides users with quick information and news from the fields of marketing, advertising, communication, trade fairs and events. Other topics are creativity, work & life, people and podcasts. The reporting is enriched by guest contributions from specialist authors, studies, book tips and columns.

The online channels are managed by the editorial team of «Werbewoche» and «m&k - The Magazine for Marketing & Communication». The editorial team guarantees that the quality of the print magazine is transferred seamlessly to the digital realm.

The online channels are the ideal supplement to the classic print adverts. Our media consultants are happy to create effective communication plans for you.

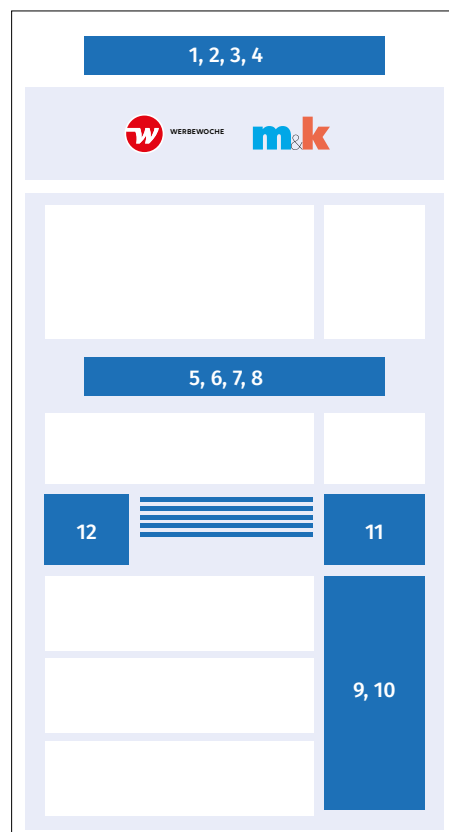
www.werbewoche.ch

Advertising form	Format in pixels	Price 1 week
1 Leaderboard Top	728 × 90	1150.–
2 Leaderboard Special Top	728 × 250	1600.–
3 Billboard Top	970 × 250	1900.–
4 Wideboard Top	994 × 250	1950.–
5 Leaderboard Second	728 × 90	990.–
6 Leaderboard Special Second	728 × 250	1350.–
7 Billboard Second	970 × 250	1650.–
8 Wideboard Second	994 × 250	1700.–
9 Wide Skyscraper	160 × 600	1150.–
10 Halfpage Ad	300 × 600	1850.–
11 Medium Rectangle	300 × 250	1250.–
12 Text ad (gif, jpg, png only)		1850.–

Headline 130 characters inc. spaces, image 600 × 400 px, link

File size	max. 150 kB
File formats	HTML5, gif, jpg, png, Rich Media, Redirect
	<i>HTML5: Please refer to the Specifications on our website. Always send link separately.</i>
Number	max. 3 banners rotating
Runtimes	1 week

Home



Visitor numbers

Page views	143 000
Visits	99 000
Unique visitors	66 700

Monthly average figures, May–July 2023
Source: Google Analytics

Online advertorial

Headline	45 characters including spaces
Lead text	200 characters including spaces
Basic text	2500–3000 characters including
2–4 images	max. 3000 × 3000 px
Link	Specify target URL
Placement	in main category plus 2 sub-categories
Advertising value	2400.–

Multilingual advertising materials

For the activation of multilingual advertising materials (D/F/I/E) a flat rate of 120.– will be charged for the management of the three additional language variants.

All prices in CHF/Euro excluding VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

[Back to overview](#)

Newsletter Werbewoche

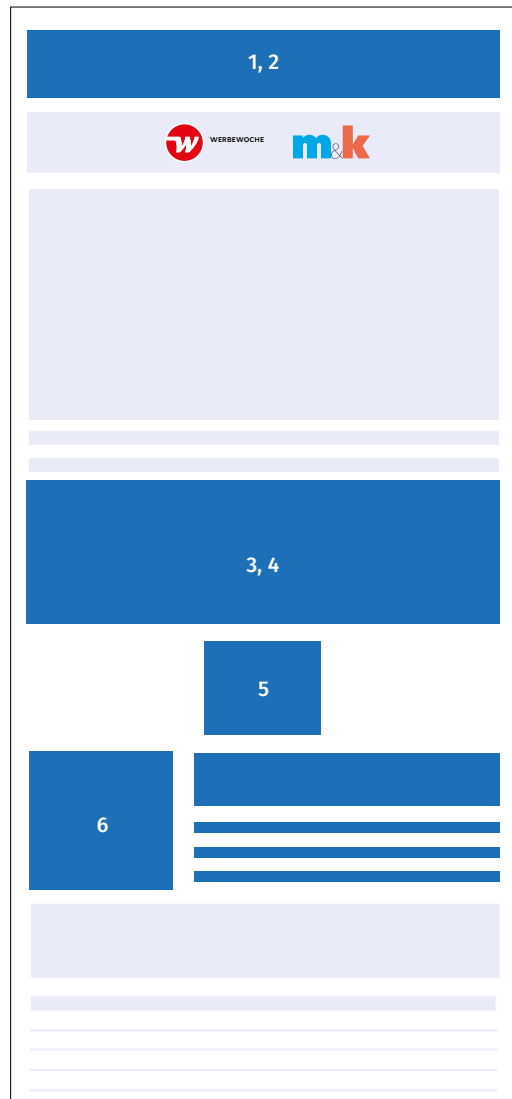
The content deals with current events, industry trends, background information, events, facts and much more. The newsletter is sent to registered subscribers from the marketing, advertising, communications and agency sectors and is read by them.

Published daily, Monday to Friday.

File size max. 80 kB

File formats jpg, png, gif

Advertising form	Format in pixels	1 issue	5 issues	10 issues
1 Leaderboard Top	728 × 90	750.–	3 375.–	6 375.–
2 Leaderboard Special Top	728 × 250	990.–	4 455.–	8 415.–
3 Leaderboard Second	728 × 90	660.–	2 970.–	5 610.–
4 Leaderboard Special Second	728 × 250	860.–	3 870.–	7 310.–
5 Medium Rectangle	300 × 250	550.–	2 475.–	4 675.–
6 Text ad		750.–	3 375.–	6 375.–
Headline	max. 30 characters including spaces			
Lead	max. 250 characters including spaces			
Image	min. 600 × 600 px (square)			
Link	Supply with target URL			



Recipients

Newsletter subscribers	9 124
Open rate	42%
Click rate	9%

All prices in CHF/Euro excluding VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

[Back to overview](#)

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We secure the best
advertising spaces for you.

