

MEDIA DATA 2025

Print & Online | Effective 1 January 2025



Das Magazin für Markt & Kommunikation

m&k – The market and communications magazine



«m&k» at a glance:

- Total print distribution: 6 000 copies
- Published 4x a year
- European Publishing Award 2022: Europe's Leading Special Interest Business Magazine
- Language Print Edition: German
- Languages Digital Edition: English, French, German, Italian

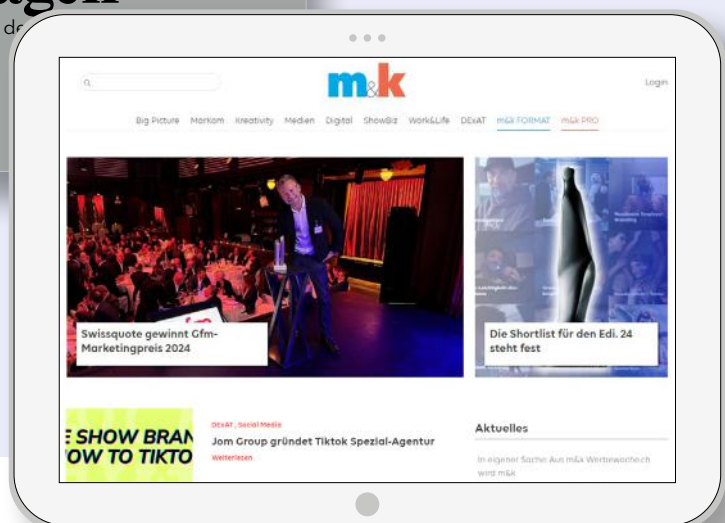
Mehr Humor wagen

BBDO-Worldwide-Chairman Andrew Robertson zur Kraft dr

Grosse Studie:
Kreativität im C-Level
> S.26

Harassment:
Aus der Grauzone
> S. 56

www.markt-kom.com



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A Galledia company



Index of contents

<u>Content & circulation</u>	3
<u>Readership</u>	3
<u>Schedule 2025</u>	4
<u>Formats & prices</u>	5
<u>Additional advertising forms</u>	6
<u>Loose/bound inserts</u>	7
<u>Online offer</u>	8
<u>Advertorial</u>	10
<u>Newsletter</u>	11
<u>Discounts</u>	12
<u>Contact</u>	13



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 6 000 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.

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

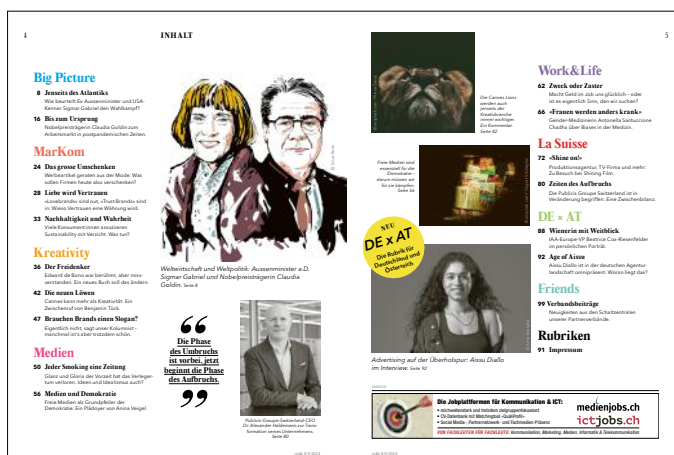
«m&k» consciously transcends age groups or other demographic categories and strives to offer all readers the best possible product with each new issue.

Members

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

Subscription service Prices in CHF including VAT.

Annual subscription 116.–
Copy price 14.50



Schedule 2025

Issue	Booking deadline	On-sale date	«The Classics» topics
1	30.01.2025	20.02.2025	Outdoor advertising
2	30.04.2025	22.05.2025	Digital Signage, Print and Publishing
3	14.08.2025	03.09.2025	Audio, Promotional and advertising items, AI and communication
4	13.11.2025	03.12.2025	Christmas-Campaigning, Live Marketing and Event Technology



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 «MarkKom» training scene are critically examined. Important event information and previews round off the reporting.

[Back to overview](#)

Advertisements – Formats and prices

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

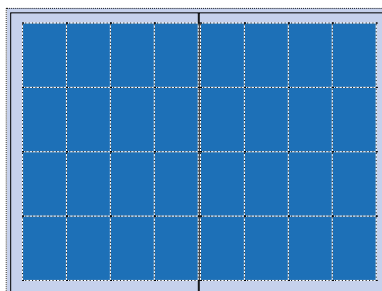
Magazine format 210 × 280 mm
Print area 178 × 252 mm

Advertisements **4-colour**

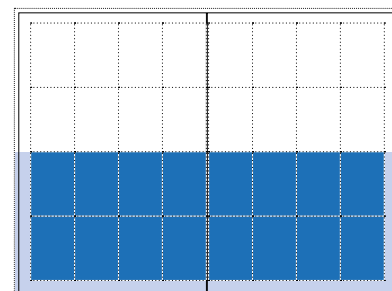
Panorama page	11 800.–
1/2 panorama page	7 800.–
1/3 panorama page	5 800.–
1/1 page	5 900.–
1/2 page	3 900.–
1/3 page	3 300.–
1/4 page	2 900.–
1/8 page	1 850.–

Cover pages

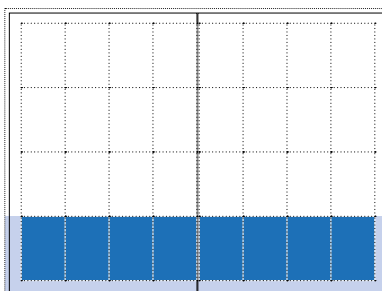
Inside front cover	6 200.–
Inside back cover	6 200.–
Back cover	6 600.–



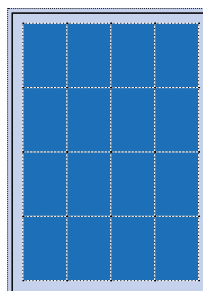
Panorama page
388 × 252 mm TA / 420 × 280 mm bl



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



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

Text-placed ads 10 %
Agency commission 5 %
Recurring discounts on [page 12](#)

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

Technical specifications

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

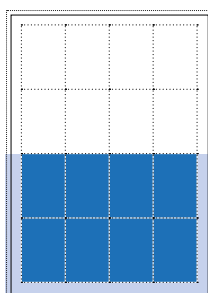
Colour management For more detailed information on colour management, please consult the [colour management specifications](#).

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.

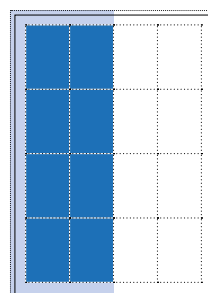
Printing method Sheet-fed offset

Colours 4-colour CMYK **Paper** uncoated

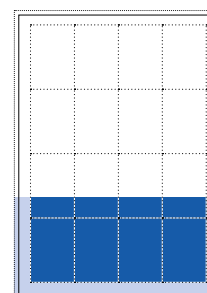
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



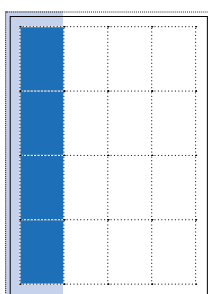
1/2 page horizontal
178 × 124 mm TA
210 × 138 mm bl



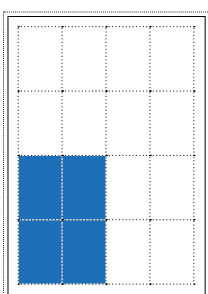
1/2 page vertical
87 × 252 mm TA
103 × 280 mm bl



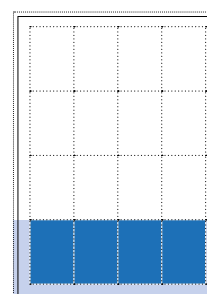
1/3 page horizontal
178 × 82 mm TA
210 × 97 mm bl



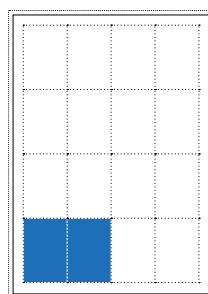
1/4 page vertical
41 × 252 mm TA
57 × 280 mm bl



1/4 page 2 columns
87 × 124 mm TA

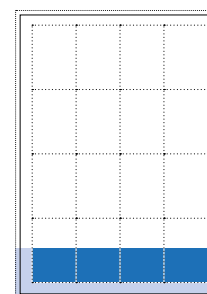


1/4 page horizontal
178 × 60 mm TA
210 × 75 mm bl



1/8 page 2 columns
87 × 60 mm TA

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

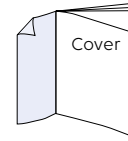


[Back to overview](#)

Loose/bound inserts

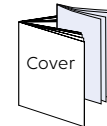
Quantity to be supplied: 15 000 copies

Flying Page front	Format ¹ 105 × 280 mm	Price ²
	2x 1/2 pages	6 660.–



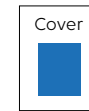
Flying Page front

Loose inserts inserted loosely	Format min. A6 (105 × 148 mm) / Format max. ¹ 210 × 270 mm			Invoiced circulation	Price ²	
	per 1000 copies					
		Advert. value	Tech. cost	Total		
	up to 25 g	605.–	45.–	650.–	15 000	9 750.–
	up to 50 g	705.–	45.–	750.–	15 000	11 250.–
up to 75 g	805.–	45.–	850.–	15 000	12 750.–	

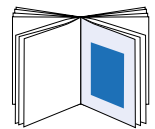


Loose inserts inside

Attachment Cover	Format on request			Invoiced circulation	Price ²
	per 1000 copies				
		Advert. value	Tech. cost	Total	
Inside page	410.–	120.–	530.–	15 000	7 950.–
	340.–	120.–	460.–	15 000	6 900.–



Attachment cover



Attachment inside

¹ For bleed edges allow 3mm trim on all sides

² 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 %

Recurring discounts

on [page 12](#)

Delivery of inserts

Please refer to Galledia'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.

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[Back to overview](#)

Online offer – markt-kom.com

markt-kom.com 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 «m&k - The market and communications magazine». 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.

Advertising form	Format in pixels	Placement	Price 1 month
1 Wideboard top	994 × 250		
2 Maxiboard top	994 × 118		
3 Billboard top	970 × 250		
4 Leaderboard top	728 × 90		
5 Leaderboard special top	728 × 250	ROS	1400.–
6 Wideboard second	994 × 250		
7 Maxiboard second	994 × 118		
8 Billboard second	970 × 250		
9 Leaderboard second	728 × 90		
10 Leaderboard special second	728 × 250	Home	1250.–
11 Halfpage ad	300 × 600		
12 Wide skyscraper	160 × 600		
13 Exp. wide skyscraper	300 × 600	ROS	1350.–
14 Medium rectangle	300 × 250	Home, categories*	1250.–
15 Leaderboard context	728 × 90	Home, categories*,	
16 Leaderboard special context	728 × 250	article level	1350.–
17 Image-text display 1			1850.–
18 Image-text display 2			1700.–
19 Image-text display 3			1500.–
Headline	130 characters including spaces		
Image	1 image, 600 × 400 px (gif, jpg, png)		
Link	Specify target URL		

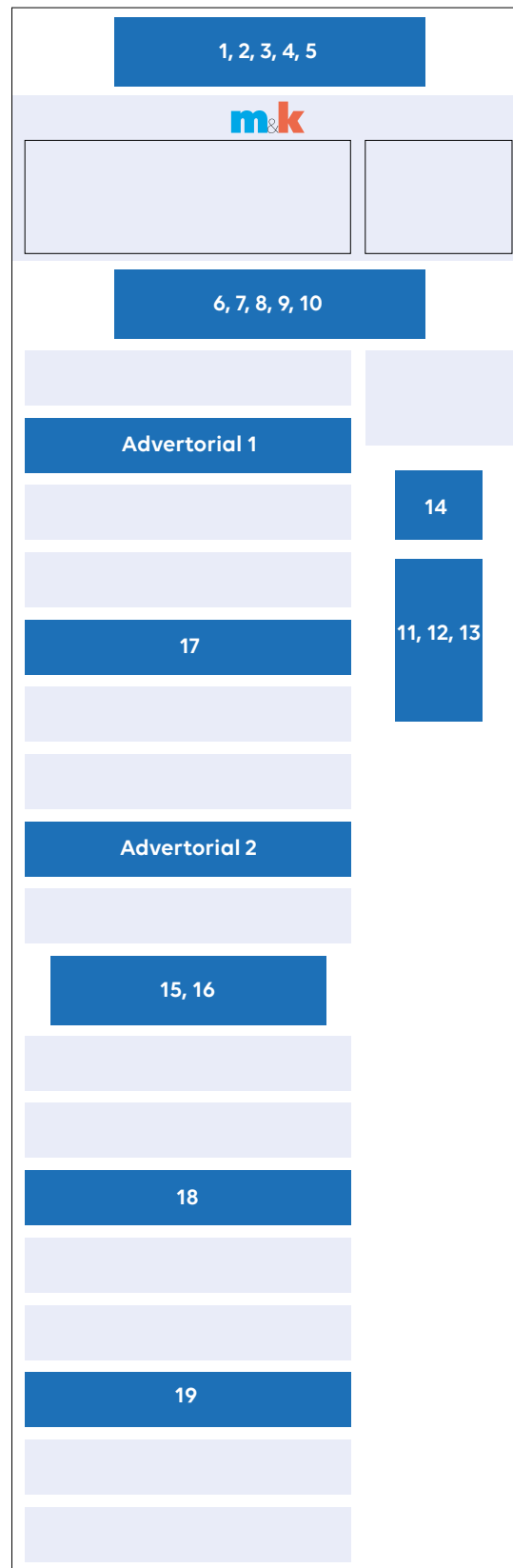
Advertorial 1 + 2 on page 10

* overview categories

Technical specifications

File size	max. 200 kB
File formats	HTML5, gif, jpg, png, Rich Media, Redirect
HTML5	Please refer to the specifications on our website.
Link	always send separately
Number	max. 3 banners rotating
Runtimes	1 month
Delivery	5 working days before the start of the campaign
Languages	120.– for the management of language variants (D/F/I/E) for multilingual advertising material
Recurring discounts	on page 12

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Visitor numbers

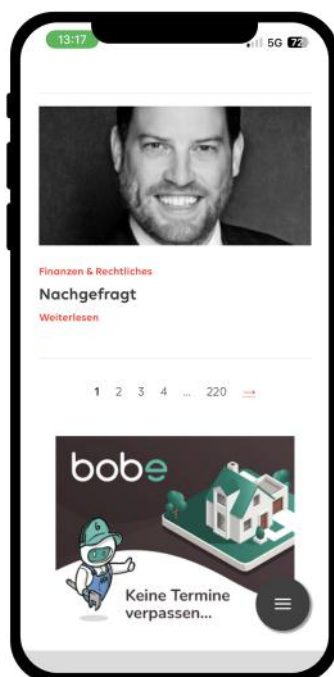
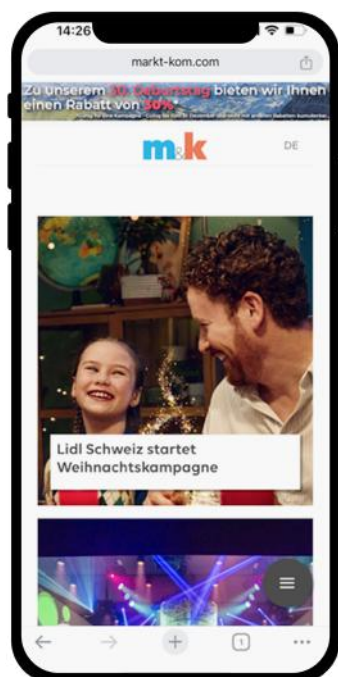
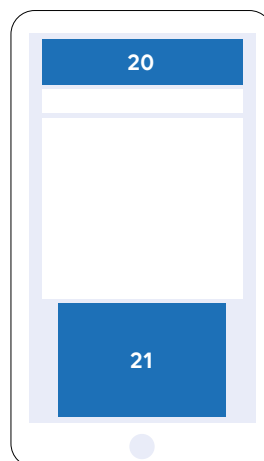
Page views	97 000
Visits	68 000
Unique visitors	47 000

Monthly average figures, Jan - Sept 2024, source: Google Analytics

[Back to overview](#)

Mobile online offer – markt-kom.com

Advertising form	Format in pixels	Price 1 month
20 Mobile leaderboard	320 × 50	950.–
21 Mobile medium rectangle	300 × 250	1150.–



Examples of mobile advertising

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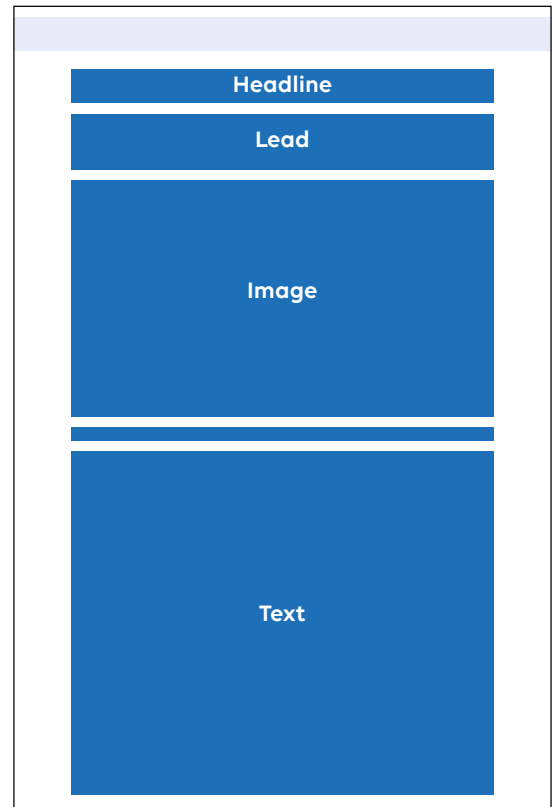
[Back to overview](#)

Advertorial on markt-kom.com

Advertorials are text contributions from advertising customers on the website markt-kom.com. The text informs the readership about the core topic or the advertiser's offers.

Advertising form	Price
	1 week
Advertorial 1	2400.-
Advertorial 2	1750.-
Headline	45 characters including spaces
Lead	200 characters including spaces
Text	max. 3 000 characters including spaces
Images	2 - 4, max. 3 000 × 3 000 px
Link	Specify target URL
Placement	on Home and on category overview
Corrections	One correction run included in the price. Each additional correction run CHF 100.-

[Recurring discounts](#) on [page 12](#)



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[Back to overview](#)

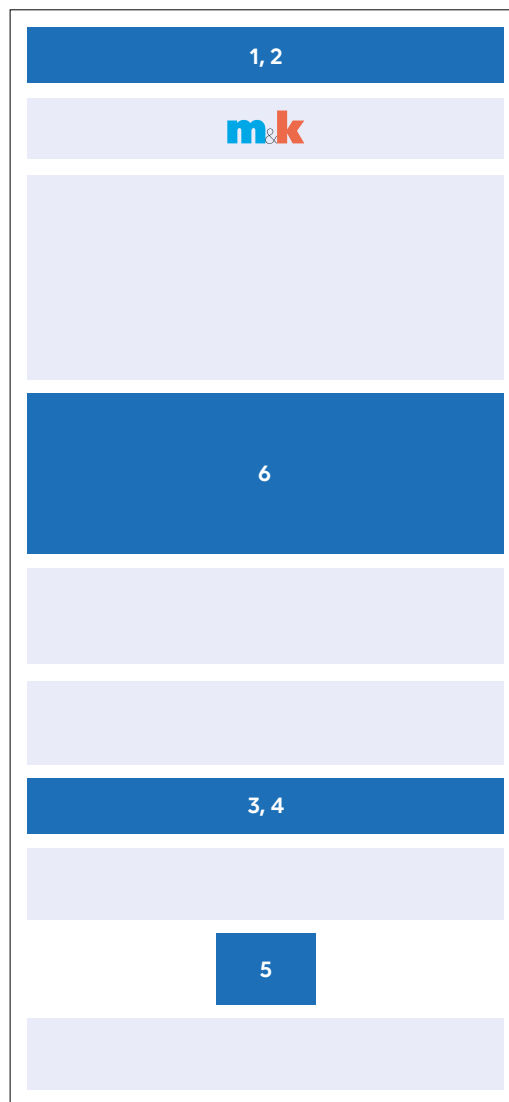
Newsletter – m&k

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.

Advertising form	Format	Price per dispatch
1 Leaderboard top	728 × 90 px	
2 Leaderboard special top	728 × 250 px	990.–
3 Leaderboard second	728 × 90 px	
4 Leaderboard special second	728 × 250 px	860.–
5 Medium rectangle	300 × 250 px	550.–
6 Image-text ad		750.–
Headline	max. 30 characters including spaces	
Leadtext	max. 250 characters including spaces	
Image	1 image, 600 × 600 px (square)	
Link	Supply with target URL	

«weekly»

A «weekly» is published on Sunday. This contains the best-clicked articles of the week as well as articles from the print magazine. The conditions correspond to the daily newsletter.



Technical specifications

Published	daily, Monday to Friday
File size	max. 80 kB
File formats	jpg, png, gif
Link	always send separately
Data submission	to: m-k@fachmedien.ch
Recurring discounts	on page 12

Recipients

Newsletter subscribers	8 090
Open rate	43.3%
Click rate	6.5%

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

[Back to overview](#)

Newsletter – m&k / DE x AT

The content deals with current events, industry trends, background information, events, facts and much more. The newsletter is sent to and read by registered subscribers from the marketing, advertising, communication and agency sectors. It is dedicated exclusively to the German and Austrian markets and is produced from Munich.

Advertising form	Format	Price per dispatch
1 Leaderboard Top	728 × 90 px	
2 Leaderboard Special Top	728 × 250 px	3 960.–
3 Leaderboard Second	728 × 90 px	
4 Leaderboard Special Second	728 × 250 px	3 340.–
5 Medium Rectangle	300 × 250 px	2 200.–
6 Bild-Textanzeige		3 000.–
Headline	max. 30 characters including spaces	
Leadtext	max. 250 characters including spaces	
Image	1 image, 600 × 600 px (square)	
Link	Supply with target URL	

Technical specifications

Published	weekly on Fridays
File size	max. 80 kB
File formats	jpg, png, gif
Link	always send separately
Data submission	to: m-k@fachmedien.ch

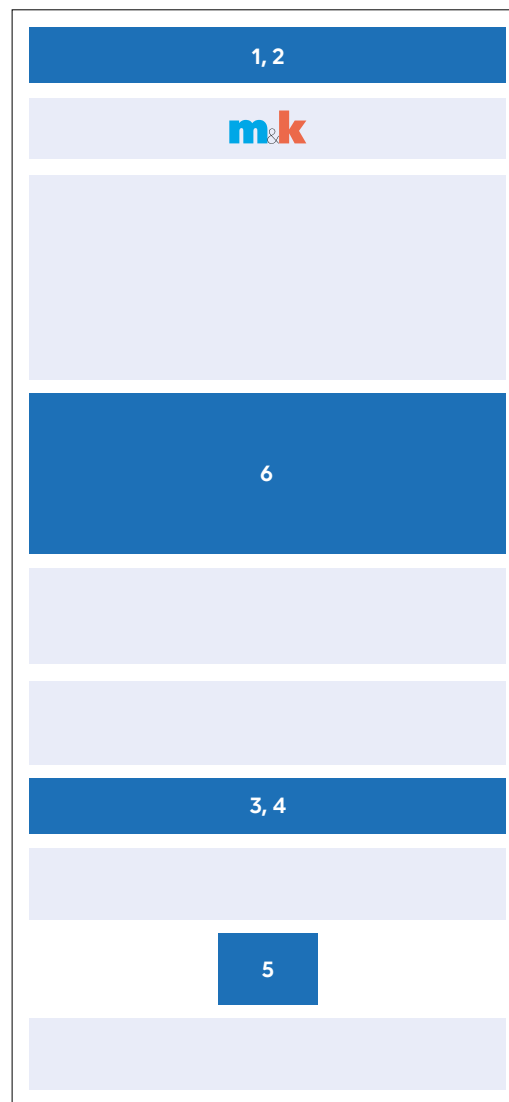
Discounts

The advertising value of all forms of advertising (print, inserts, bound inserts, supplements, special forms of advertising, online and newsletter advertising are cumulative), as well as surcharges, are eligible for discounts and commissions. Technical and postage costs are not eligible for a discount.

Recurring discounts

3×	5%
6×	10%
9×	15%
12×	20%
18×	25%
30×	30%

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Recipients

Newsletter subscribers	35 000
Open rate	38%
Click rate	7%

[Back to overview](#)

Contact



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www.fachmedien.ch

We secure the best
advertising spaces for you.

