

MEDIA DATA 2026

Print & Online | Effective 1 January 2026



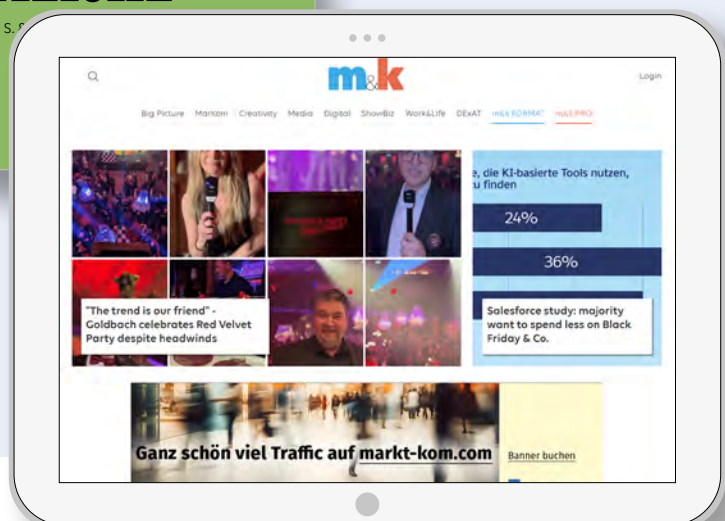
Das Magazin für Markt & Kommunikation

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



www.markt-kom.com



Index of contents

<u>Content & circulation</u>	3
<u>Readership</u>	3
<u>Schedule 2026</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.

Editors Anna Kohler
 Editor-in-chief and key account manager
 T +41 58 344 98 82, anna.kohler@galliedia.ch

Publisher Galliedia Fachmedien AG,
 Baslerstrasse 60, CH-8048 Zürich

Publishing manager Stefan Zimmermann
 T +41 58 344 96 22, stefan.zimmermann@galliedia.ch

Administration Sandra Verardo
 T +41 44 928 56 35, anzeigen.m-k@galliedia.ch

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/EUR including VAT.
Annual subscription 116.–
Copy price 14.50



[Back to overview](#)

Schedule 2026

Issue	Booking deadline	On-sale date	«The Classics» topics
1	03.02.2026	23.02.2026	Outdoor advertising, Digital Signage
2	30.04.2026	28.05.2026	Media, Print Publishing
3	12.08.2026	03.09.2026	Audio, Promotional and advertising items, AI and communication
4	10.11.2026	03.12.2026	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 think 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

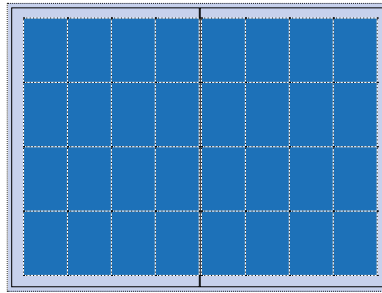
Magazine format 210 × 280 mm
Print area 178 × 252 mm

Advertisements 4-colour

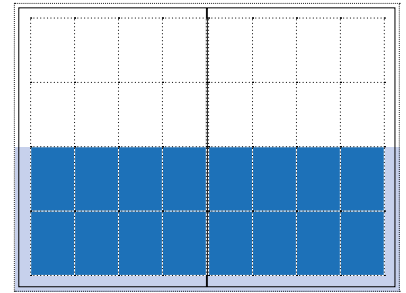
Panorama page	11 800.–
1/2 panorama page	7 800.–
1/3 panorama page	5 800.–
1/1 page	5 900.–
1/2 page	3 900.–
1/3 page	3 300.–
1/4 page	2 900.–
1/8 page	1 850.–

Cover pages

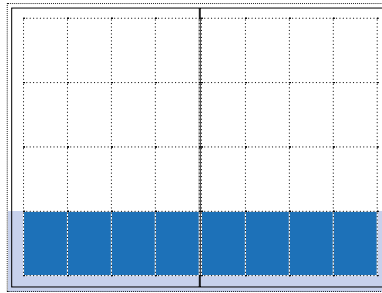
Inside front cover	6 200.–
Inside back cover	6 200.–
Back cover	6 600.–



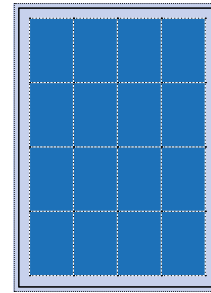
Panorama page
388 × 252 mm TA / 420 × 280 mm bl



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 available at www.fachmedien.ch shall apply.

Technical specifications

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

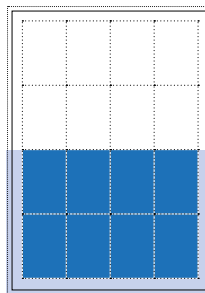
Colour management For more detailed information on colour management, please consult the [colour management specifications](#).

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

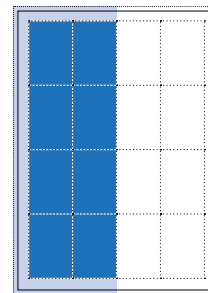
Printing method Sheet-fed offset

Colours 4-colour CMYK **Paper** uncoated

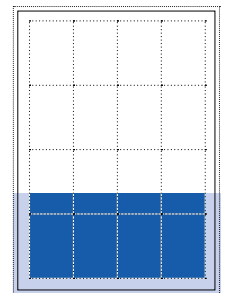
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



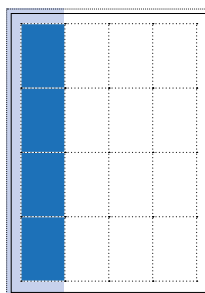
1/2 page horizontal
178 × 124 mm TA
210 × 138 mm bl



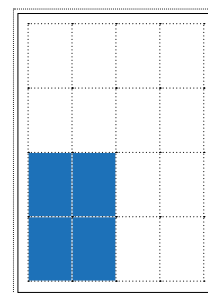
1/2 page vertical
87 × 252 mm TA
103 × 280 mm bl



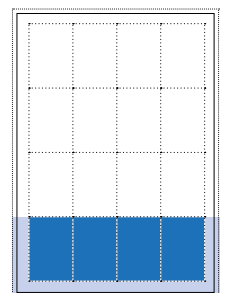
1/3 page horizontal
178 × 82 mm TA
210 × 97 mm bl



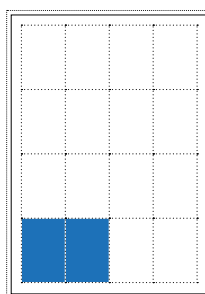
1/4 page vertical
41 × 252 mm TA
57 × 280 mm bl



1/4 page 2 columns
87 × 124 mm TA

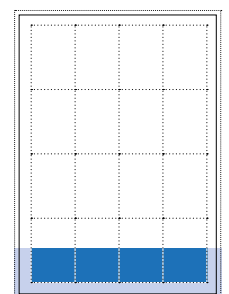


1/4 page horizontal
178 × 60 mm TA
210 × 75 mm bl



1/8 page 2 columns
87 × 60 mm TA

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



[Back to overview](#)

Additional advertising forms

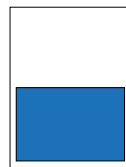
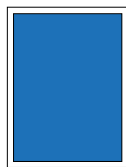
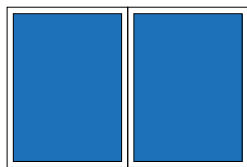
Advertorial

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 4-colour	Maxi	Midi	Mini
Number of pages	2/1 pages	1/1 page	1/2 page
Text (inc. spaces)	max. 4 000 char.	max. 3 000 char.	max. 1 500 characters
Images (resolution 300 dpi)	max. 3	1	1
Advertising value	6 800.–	5 500.–	3 700.–
Online circuit	2 200.–	2 200.–	1 900.–



114 PUBLIKREPORTAGE

kbDATA - 360° Kundensicht

kbDATA 360 vereint Datenanalyse und Multi-Channel Kampagnen-Management. Diese einzigartige Lösung ermöglicht es Ihnen, ein ganzes Verzeichnis für Ihre Kund:innen zu entwickeln und die Möglichkeiten Ihrer Daten neu zu entdecken. Die Plattform verbindet Daten aus Ihrer CRM-Systeme mit allen verfügbaren Datenquellen (CRM, Social Media, Web Analytics, etc.) und liefert Ihnen eine 360° Sicht auf Ihre Kund:innen.

Was ist kbDATA 360?
kbDATA 360 ist eine voll integrierte Plattform für Datenanalyse und Multi-Channel Kampagnen-Management. Diese einzigartige Lösung ermöglicht es Ihnen, ein ganzes Verzeichnis für Ihre Kund:innen zu entwickeln und die Möglichkeiten Ihrer Daten neu zu entdecken. Die Plattform verbindet Daten aus Ihrer CRM-Systeme mit allen verfügbaren Datenquellen (CRM, Social Media, Web Analytics, etc.) und liefert Ihnen eine 360° Sicht auf Ihre Kund:innen.

Wir machen kbDATA 360 einzigartig!
In der heutigen datengetriebenen Welt sind präzise Analyse und Precision Targeting entscheidend für den Erfolg in Marketing. Diese Technologien nutzen riesige Mengen an Daten und fortgeschrittene Algorithmen, um zielgenaue Targeting und Kampagnen vorzugeben. Genau hier setzt kbDATA 360 an. Ihre Daten werden in 360 Grad analysiert und zusammengeführt, um ein vollständiges Bild Ihrer Kund:innen zu erstellen. Sie können über die Verhalten Ihrer Kund:innen, ihre Präferenzen und Interessen zu verstehen und bessere Entscheidungen zu treffen.
• Personalisierte Erlebnisse bieten: Nutzen Sie die Erkenntnisse aus der Datenanalyse, um maßgeschneiderte Marketingkampagnen zu erstellen, die genau auf die Bedürfnisse Ihrer Kund:innen abgestimmt sind.
• Effiziente Marketing: Verleihen Sie die Effizienz Ihrer Marketingbudgets, indem Sie diese basieren auf Entscheidungen treffen und Risiken reduzieren.

Verleihen von Menschen und Kunden
mit kbDATA 360
Mit dieser einzigartigen und flexiblen Plattform können Sie Menschen, Kunden und Daten von beiden Seiten verbinden und Kampagnen verwalten - alles an einem Ort. Mit kbDATA 360 können Sie:
• Daten hochladen und analysieren: Verleihen Sie Ihre Daten mit dem Datenmanagement kbDATA, um eine ganzheitliche Sicht auf Ihre Kund:innen zu erhalten.
• Daten integrieren: Erstellen Sie umfassende Dashboards, um wichtige Erkenntnisse zu gewinnen und Ihre Daten einfach für verschiedene Zielgruppen darzustellen. Verleihen Sie Ihre Zielgruppen besser und entwickeln Sie hochgradig zielgerichtete Kampagnen.
• Kampagnen verwalten: Optimieren Sie jede Phase Ihrer Marketingkampagnen. Effizient und zielgruppenorientiert zu gestalten. Nutzen Sie die Vorteile moderner Marketing-Plattformen und analysieren Sie die Möglichkeiten Ihrer Daten neu. Erhalten Sie mehr über kbDATA, Mini und Maxi kbDATA™ - wir beraten Sie gerne.

Problemlöser
kbDATA 360 ist eine voll integrierte Plattform für Datenanalyse und Multi-Channel Kampagnen-Management. Diese einzigartige Lösung ermöglicht es Ihnen, ein ganzes Verzeichnis für Ihre Kund:innen zu entwickeln und die Möglichkeiten Ihrer Daten neu zu entdecken. Die Plattform verbindet Daten aus Ihrer CRM-Systeme mit allen verfügbaren Datenquellen (CRM, Social Media, Web Analytics, etc.) und liefert Ihnen eine 360° Sicht auf Ihre Kund:innen.

Gewinnen aus Erfolg
Mit kbDATA 360 sind Ihre Analyse- und Targeting-Fähigkeiten mit der Plattform und Targeting-Plattform von Adobe Campaign™ verbunden. Nutzen Sie die Vorteile moderner Marketing-Plattformen und analysieren Sie die Möglichkeiten Ihrer Daten neu. Erhalten Sie mehr über kbDATA, Mini und Maxi kbDATA™ - wir beraten Sie gerne.

Sample 1/1 page

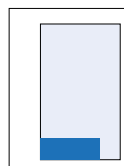
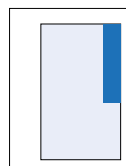
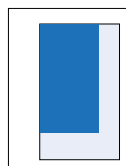
Opening pages ads

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

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 4-colour	750	330	270
Number of pages	1/2 page	1/7 page	1/8 page
Text (inc. spaces)	750 characters	330 characters	270 characters
Images (resolution 300 dpi)	1	1	1
Advertising value	1 000.–	500.–	400.–

Recurring discounts on [page 12](#)



Work & Life

WIRTSCHAFTS- KOMPETENZ ALS ERHEBUNGSPUNKT

«Erfolgreiche Talente werden an Wert gewinnen»
Hintergrund: In der heutigen Wirtschaft sind Talente ein wertvolles Gut. Doch wie können wir diese Talente anheben und fördern? Ein zentraler Punkt ist die Weiterbildung. Sie ermöglicht es den Mitarbeitenden, sich zu verbessern und neue Fähigkeiten zu erlangen. Dies ist nicht nur für die Unternehmen, sondern auch für die Mitarbeitenden selbst von Vorteil. Durch kontinuierliche Weiterbildung können sie ihre Karrierechancen verbessern und sich an die Anforderungen der Zukunft anpassen.

WIRTSCHAFTS- KOMPETENZ ALS ERHEBUNGSPUNKT
Die Wirtschaft ist in ständiger Bewegung. Neue Technologien, veränderte Kundenbedürfnisse und globale Herausforderungen erfordern von den Mitarbeitenden eine kontinuierliche Weiterbildung. Dies ist nicht nur für die Unternehmen, sondern auch für die Mitarbeitenden selbst von Vorteil. Durch kontinuierliche Weiterbildung können sie ihre Karrierechancen verbessern und sich an die Anforderungen der Zukunft anpassen.

„Erfolgreiche Talente werden an Wert gewinnen“
Dies ist ein Zitat von Peter Dinklage, einem der bekanntesten Schweizer Autoren. Er betont die Wichtigkeit der Weiterbildung für den Erfolg in der heutigen Wirtschaft. Dies ist ein zentraler Punkt in der Diskussion über die Weiterbildung.

Sample 1/2 page

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

[Back to overview](#)

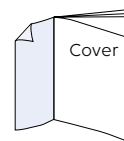
Loose/bound inserts

Quantity to be supplied: 6200 copies

Flying Page front

Format¹ 105 × 280 mm
2x 1/2 pages

Price ²
6 660.–



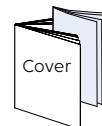
Flying Page front

Loose inserts inserted loosely

Format min. A6 (105 × 148 mm) / Format max.¹ 210 × 270 mm

up to 25 g
up to 50 g
up to 75 g

	per 1000 copies			Invoiced circulation	Price ²
	Advert. value	Tech. cost	Total		
up to 25 g	605.–	45.–	650.–	6 000	3 900.–
up to 50 g	705.–	45.–	750.–	6 000	4 500.–
up to 75 g	805.–	45.–	850.–	6 000	5 100.–



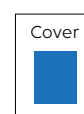
Loose inserts inside

Attachment Cover

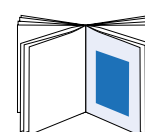
Format on request

Inside page

	per 1000 copies			Invoiced circulation	Price ²
	Advert. value	Tech. cost	Total		
Cover	410.–	120.–	530.–	6 000	3 180.–
Inside page	340.–	120.–	460.–	6 000	2 760.–



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.–

Prices subject to change

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 anzeigen.m-k@galledia.ch.

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

[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.

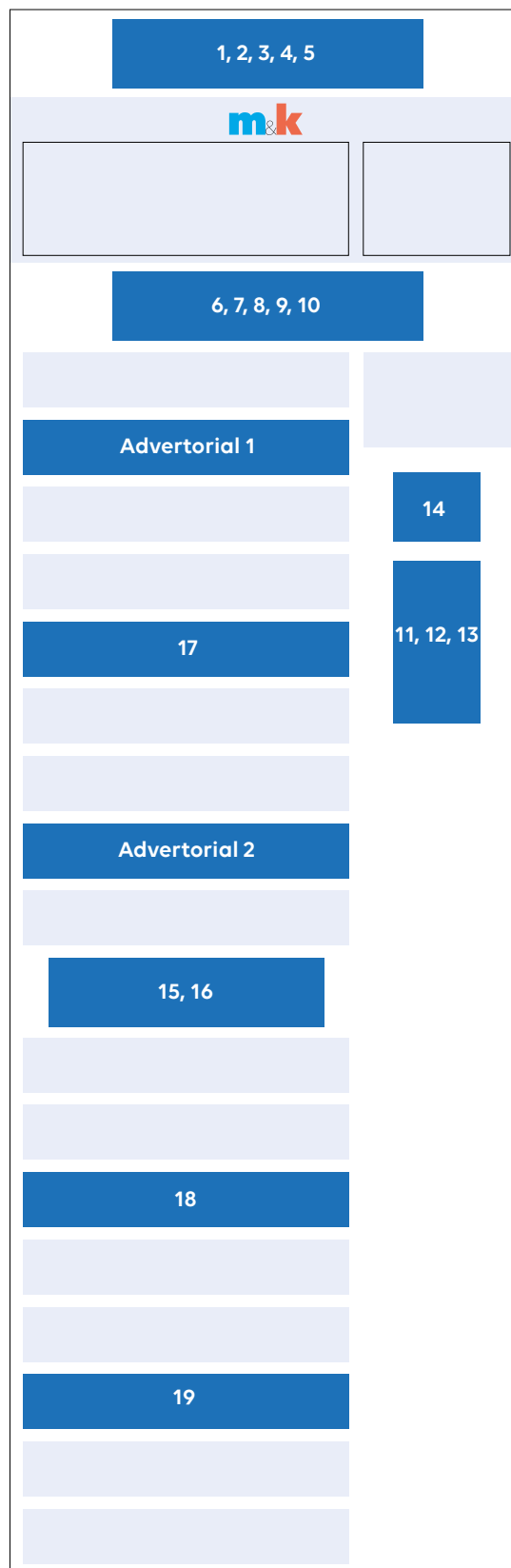
Advertising form	Format in pixels	Placement	Price 1 month
1 Wideboard top	994 × 250		
2 Maxiboard top	994 × 118		
3 Billboard top	970 × 250		
4 Leaderboard top	728 × 90		
5 Leaderboard special top	728 × 250	ROS	1400.–
6 Wideboard second	994 × 250		
7 Maxiboard second	994 × 118		
8 Billboard second	970 × 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

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
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

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.



Visitor numbers

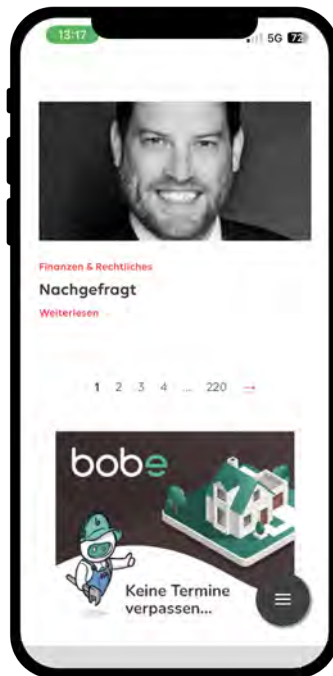
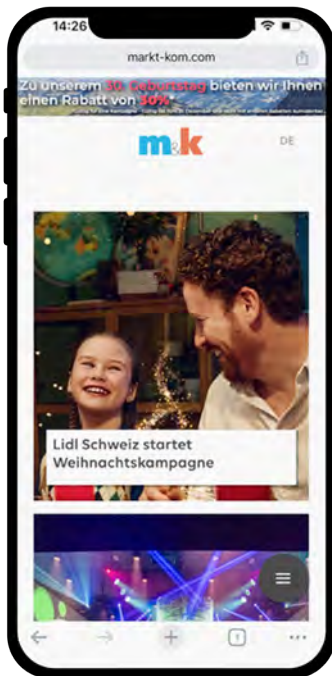
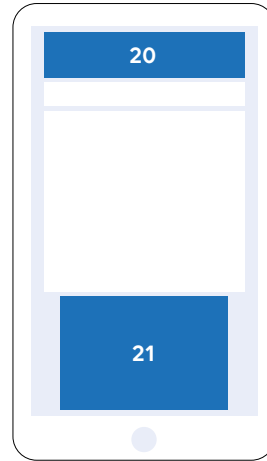
Page views	77 021
Visits	53 326
Unique visitors	37 248

Monthly average figures, Jan - Aug 2025, 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

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

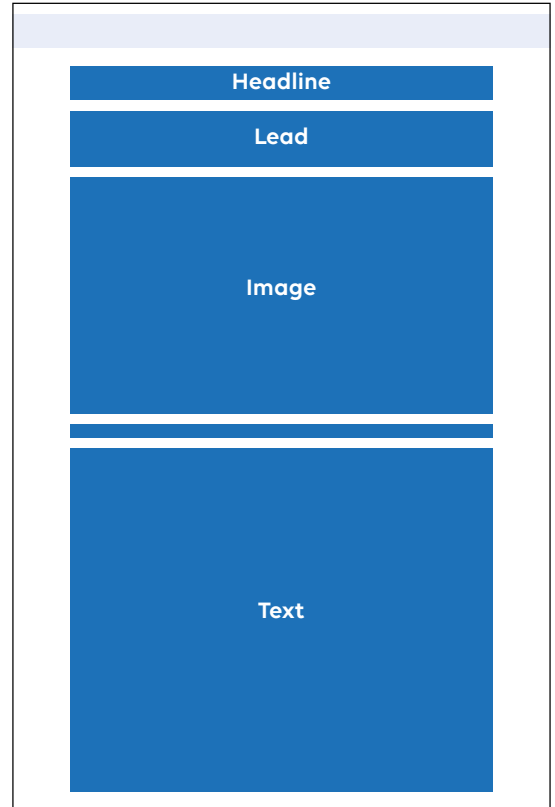
[Back to overview](#)

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
Teaser	Text: 130 characters including spaces Image: 600 × 400 px (gif, jpg, png) Placement on Home and in the categories
Corrections	One correction run included in the price. Each additional correction run CHF 100.-

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



All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

[Back to overview](#)

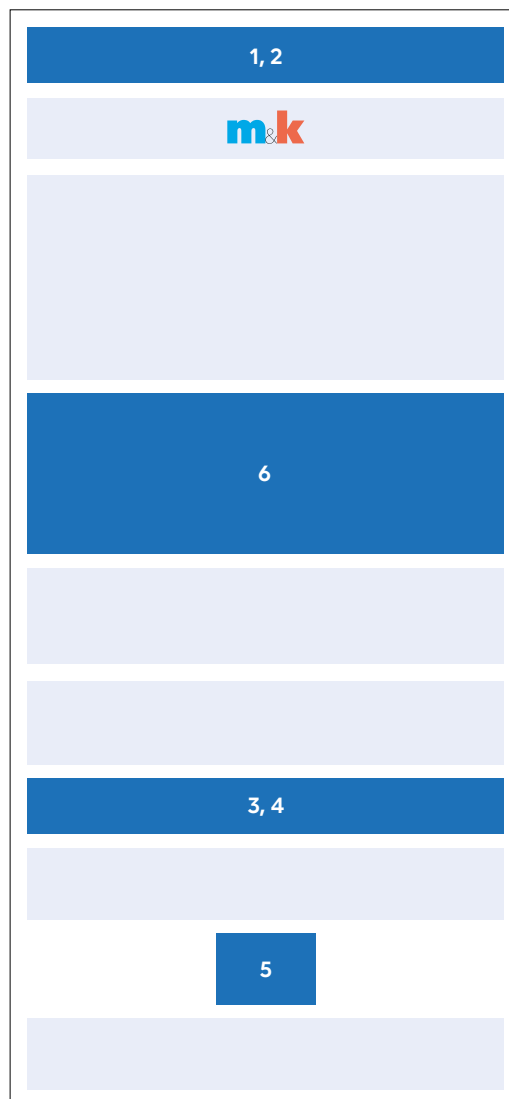
Newsletter – m&k

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: anzeigen.m-k@galledia.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 available at 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	
Leadtex	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: anzeigen.m-k@gallegia.ch

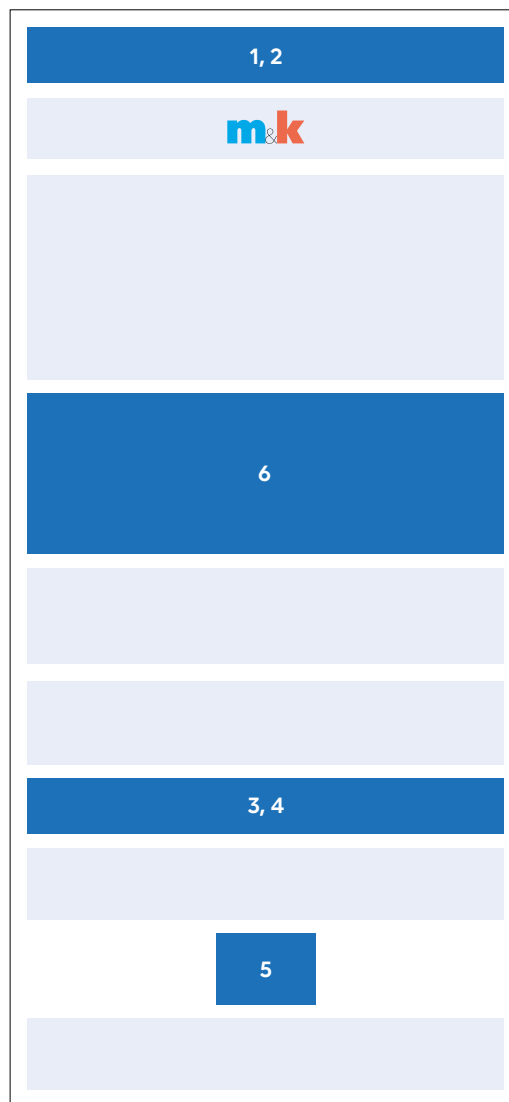
Discounts

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%

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.



Recipients

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

[Back to overview](#)

Contact



Publishing Manager

Stefan Zimmermann
T +41 58 344 96 22
stefan.zimmermann@galledia.ch



Editor-in-chief

Key Account Management

Anna Kohler
T +41 58 344 98 82
anna.kohler@galledia.ch



Administration

Sandra Verardo
T +41 44 928 56 35
anzeigen.m-k@galledia.ch

Galledia Fachmedien AG

Baslerstrasse 60, CH-8048 Zürich
T +41 44 928 56 11, E-mail: anzeigen.m-k@galledia.ch
www.fachmedien.ch

We secure the best
advertising spaces for you.

