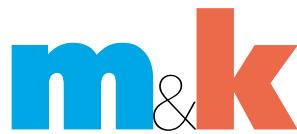


MEDIA DATA 2026

Print & Online | Effective 1 January 2026



Das Magazin für Markt & Kommunikation

m&k – The market and communications magazine

Das DACH-Magazin für Markt und Kommunikation

4/2025

Die Magie der Effizienz

Und was Kreativität damit zu tun hat. > S. 2

Effizienz im Event-Business > S. 30

Die Besten im Interview > S. 52

www.markt-kom.com

Galledia Fachmedien AG | Baslerstrasse 60 | CH-8048 Zürich
T +41 44 928 56 11 | m-k@fachmedien.ch

«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

Index of contents

Content & circulation	3
Readership	3
Schedule 2026	4
Formats & prices	5
Additional advertising forms	6
Loose/bound inserts	7
Online offer	8
Advertorial	10
Newsletter	11
Discounts	12
Contact	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@galledia.ch

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

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

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

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?

MarKom 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.



Kreativity 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.



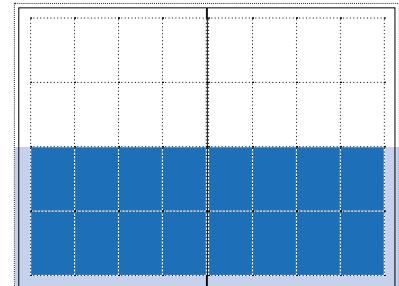
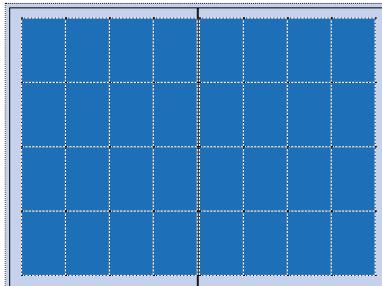
Work & Life Training and continuing education topics are represented in m&k with their own section, which is an ideal complement to the other specialist topics. Market offers from the industry, but also the auditing system and above all the «MarKom» training scene are critically examined. Important event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



[Back to overview](#)

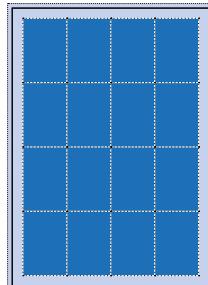
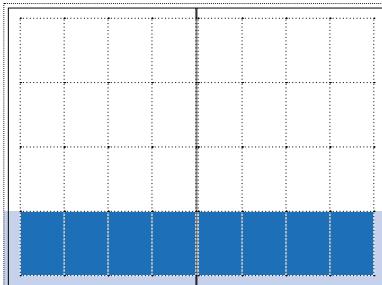
Advertisements – Formats and prices

Magazine format	210 × 280 mm
Print area	178 × 252 mm
Advertisements	4-colour
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.–
Cover pages	
Inside front cover	6200.–
Inside back cover	6200.–
Back cover	6600.–



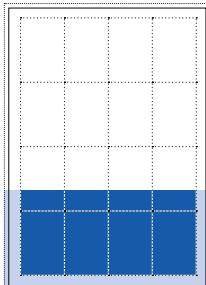
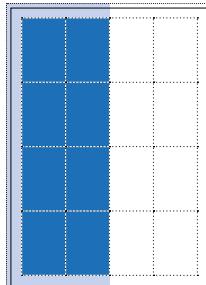
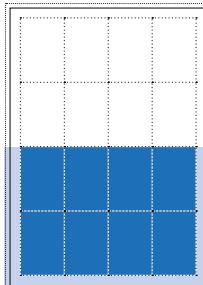
Panorama page
388 × 252 mm TA / 420 × 280 mm bl

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



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

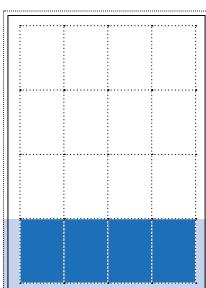
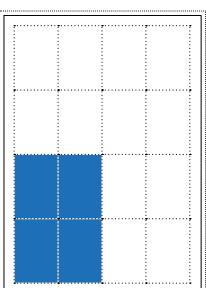
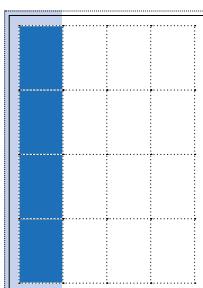
1/1 page
178 × 252 mm TA / 210 × 280 mm bl



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

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

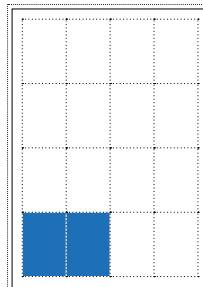
1/3 page horizontal
178 × 82 mm TA
210 × 97 mm bl



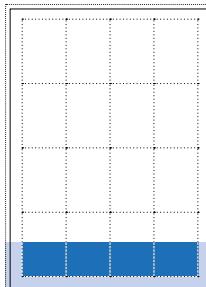
1/4 page vertical
41 × 252 mm TA
57 × 280 mm bl

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

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

[Back to overview](#)

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

Additional advertising forms

Advertorial

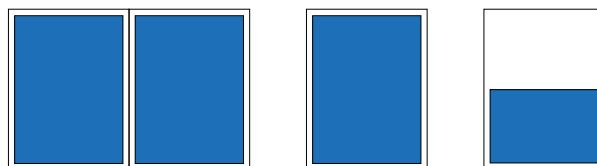
In some cases, a successful advertising presence requires a more complex form of communication. Advertorials positioned within an editorial context are well suited for this purpose.

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. 3000 char.	max. 1500 characters
Images (resolution 300 dpi) max. 3		1	1
Advertising value	6 800.–	5 500.–	3 700.–
Online circuit	2200.–	2200.–	1900.–



Sample 1/1 page

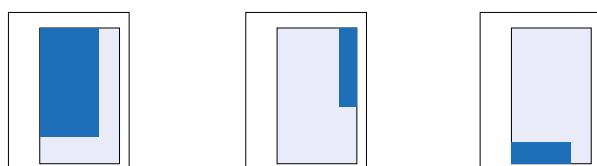
Opening pages ads

Each category begins with an opening page: Big Picture, MarkKom, Kreativity, 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	1000.-	500.-	400.-

Recurring discounts on page 12



Work & Life



“Excellence holds no place in our governance”

„Alger Vöhring schreibt in seinem Buch „Kultur – 2020 werden schlaflose Nachtwandler über 90 Prozent der Inhaber synthetischer Urin.“ Doch wie können Inhalte in dieser Flut von gigantischen Medien aussehen? Auch wenn es sich um eine Kulturbürokratie handelt, ist die Befürchtung, wir sei Gast in Punkt A und gehen Ganzheitlich. Mit Modernisierung und Kreativität kann man das Problem lösen. Und das ist der einzige Ansatz von Erfahrung erarbeitet und die Rolle von Künstlerischer Interaktion mit den Medien und dem Web weiter Arbeit und Wissensweitergabe zu ermöglichen. Ich kann Ihnen nicht anders schreiben als mit KI erzielen. Exzellente originale Inhalte werden wir sicherlich an Plattformen weitergeben.“

— 

“Faz gestalten wir unsere Werkzeuge, dann gestalten sie uns.”

John Cade, *architectural designer*

— 

WÄRTER BILDUNG
Konzept in
AI Eihörer

Schwarzer Weichel-
dämpfer für Hörgeräte.
Unterschiedliche
Hörverluste werden
nicht mehr abweichen,
sondern zusammen
in Lärmen und Lärm-
freiheit eingespielt.
Lösung des Schwer-
punkts der Wissenschaft
für Wertschöpfung
und Wertschaffung.
Von der Idee bis zum
polnisch an den nörd-
lichen Markt.
Nur 24 Minuten der
Innovationszeit.
Von einer Mischbake-
rie zu einem qualifizier-
ten Produzenten.

— 

Frage von El
„Was ist die
größte
Risiko für
Geschäftsführer
heute?“

Antwort:
**Doktorin für
Geschäftsführung**
„Die größte
Risiko ist, dass
man nur Qualität
anstrebt, ohne
bedenken, ob das
Qualität auch
in einer
ökologischen
Weise erzeugt
wurde.“
Andreas
Krause, Leiter
des Departments
Corporate
Management (CIM),
Universität Regensburg.
Einheit und tritt bei
der Geschäftsführung
zurück.

Sample 1/2 page

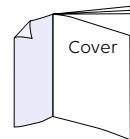
All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

[Back to overview](#)

Loose/bound inserts

Quantity to be supplied: 6200 copies

Flying Page front	Format¹ 105 × 280 mm 2x 1/2 pages	Price² 6 660.–
--------------------------	--	-------------------------------------



Loose inserts inserted loosely	Format min. A6 (105 × 148 mm) / Format max. ¹ 210 × 270 mm			
	per 1000 copies		Invoiced circulation	Price²
	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.–

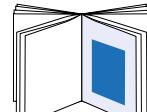
Flying Page front



Loose inserts inside

Attachment Cover	Format on request			
	per 1000 copies		Invoiced circulation	Price²
	Advert. value	Tech. cost	Total	
	410.–	120.–	530.–	6 000 3 180.–

Inside page	340.–	120.–	460.–	6 000 2 760.–
--------------------	-------	-------	-------	---------------



Attachment cover

Attachment inside

¹For bleed edges allow 3mm trim on all sides

²Plus 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 m-k@fachmedien.ch.

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

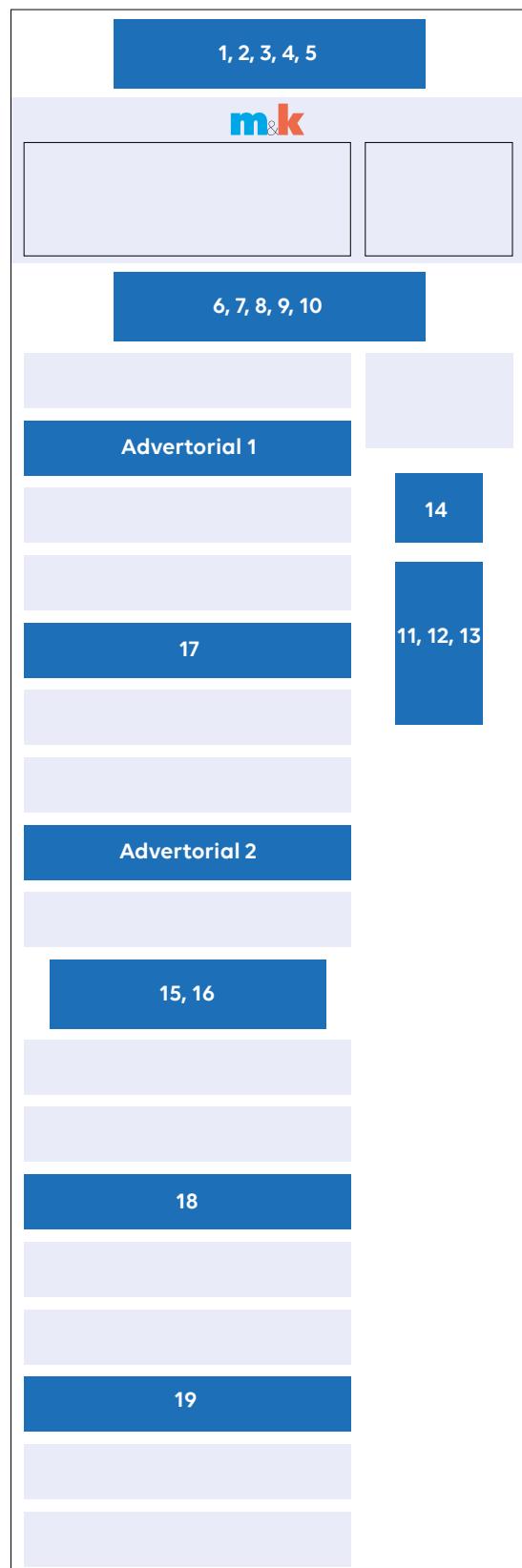
[Back to overview](#)

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		

Advertisorial 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
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

Visitor numbers

Page views	77021
Visits	53326
Unique visitors	37248

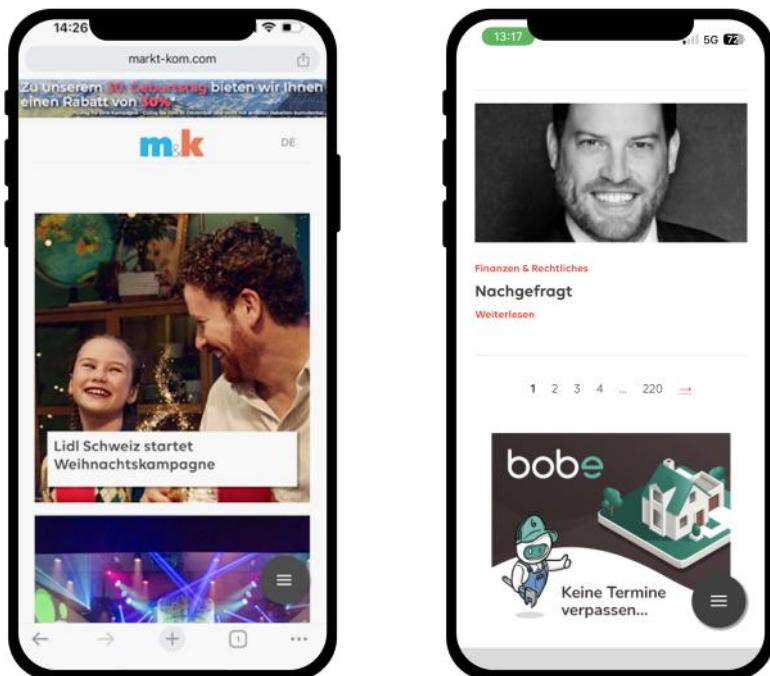
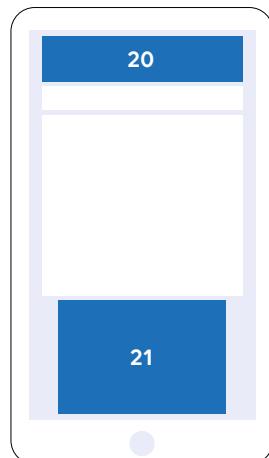
Monthly average figures, Jan - Aug 2025, source: Google Analytics

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](#)

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 of Fachmedien – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

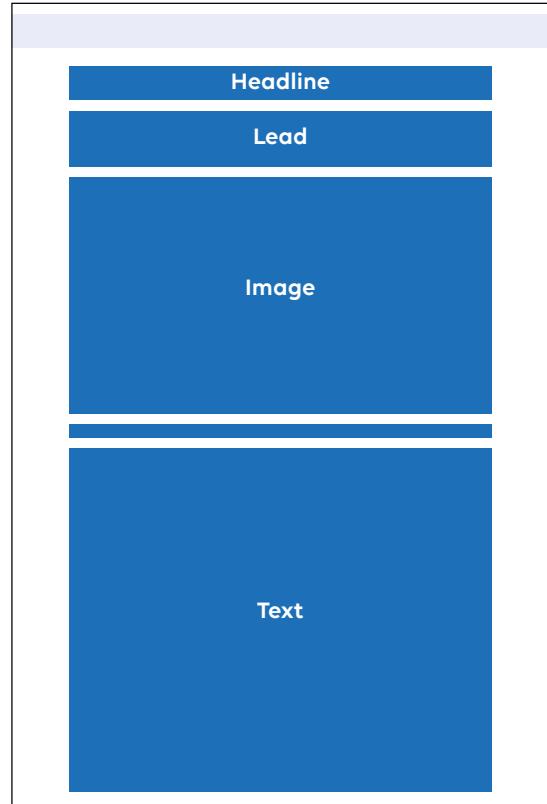
[Back to overview](#)

Advertisorial on markt-kom.com

Advertisorials 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
Advertisorial 1		2400.-
Advertisorial 2		1750.-
Headline	45 characters including spaces	
Lead	200 characters including spaces	
Text	max. 3000 characters including spaces	
Images	2 - 4, max. 3000 × 3000 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 of Fachmedien – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

[Back to overview](#)

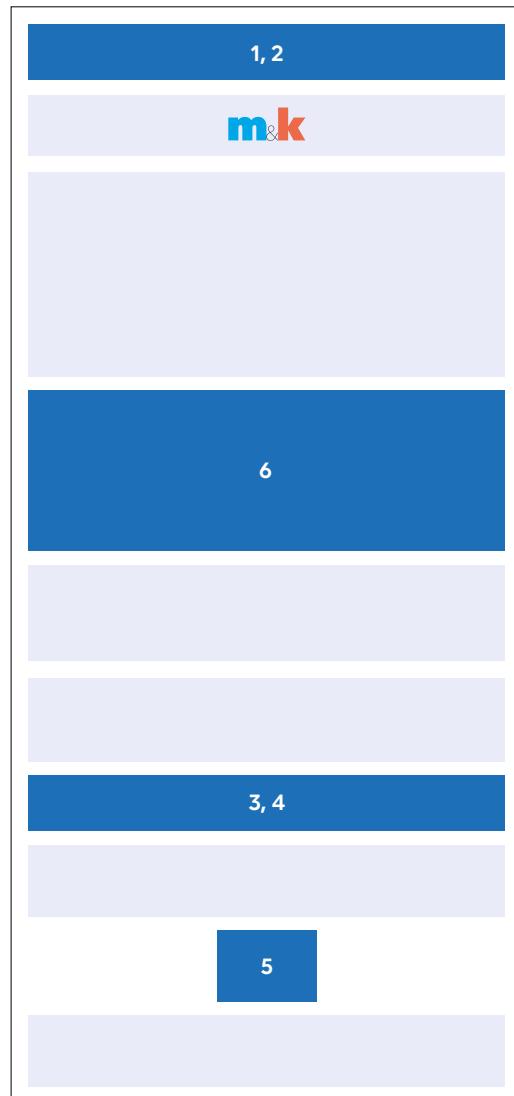
Newsletter – m&k

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: m-k@fachmedien.ch
Recurring discounts	on page 12

Recipients

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

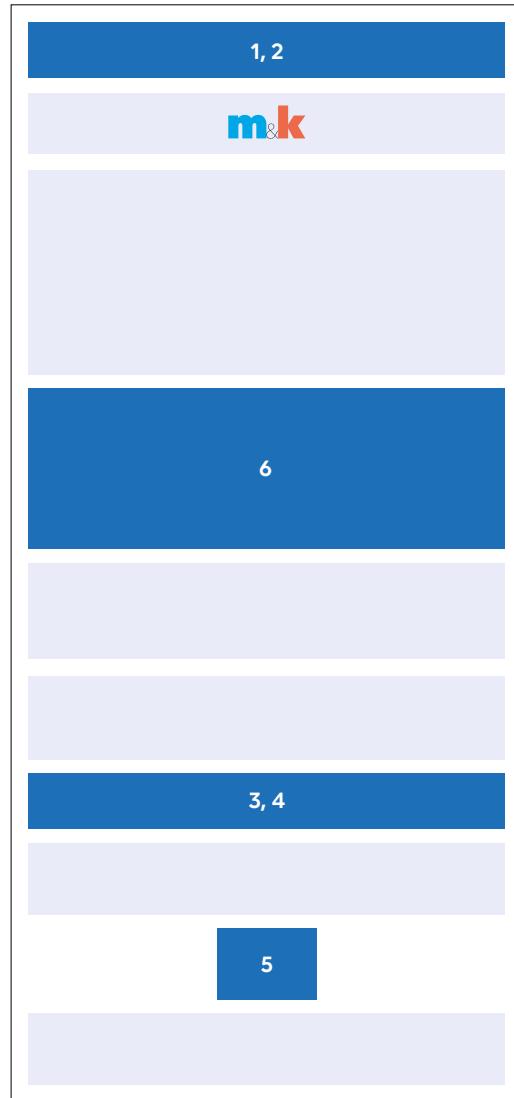
All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

[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

Recipients

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

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

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

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](#)

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
m-k@fachmedien.ch

Galledia Fachmedien AG

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

We secure the best
advertising spaces for you.

 **FACHMEDIEN**