

MEDIA DATA 2026

Print & Online | Effective 1 January 2026



Das Magazin für Markt & Kommunikation

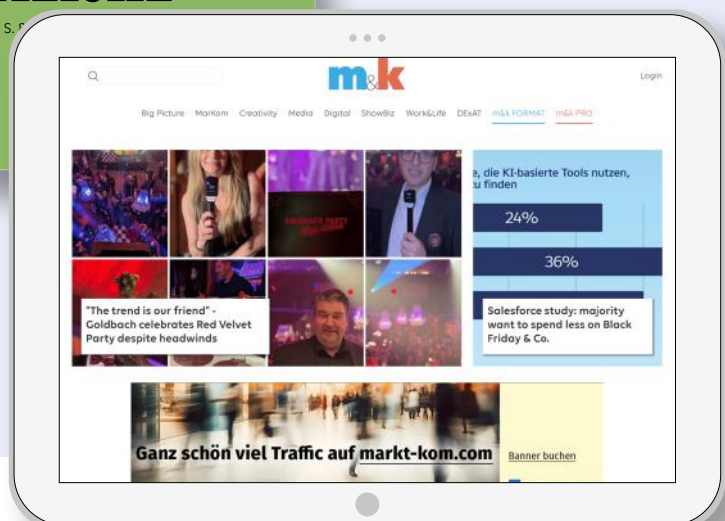
m&k – The market and communications magazine



«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



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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/EUR including VAT.

Annual subscription

116.–

Copy price

14.50



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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 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.

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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.– |

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.

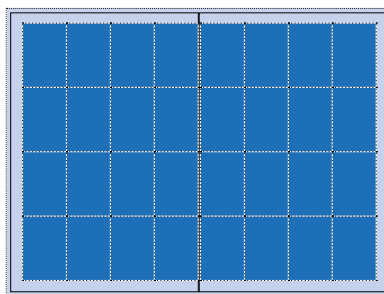
Printing method Sheet-fed offset

Colours 4-colour CMYK **Paper** uncoated

Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil

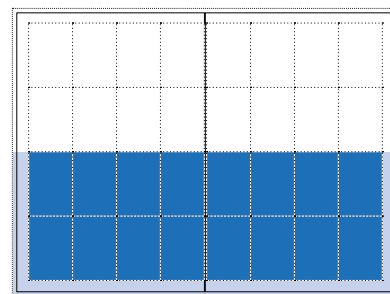
TA = type area

bl = bleed edges allow 3 mm trim



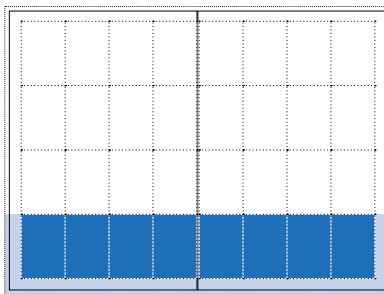
Panorama page

388 × 252 mm TA / 420 × 280 mm bl



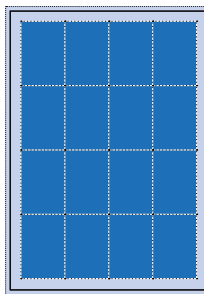
1/2 panorama page

388 × 124 mm TA / 420 × 138 mm bl



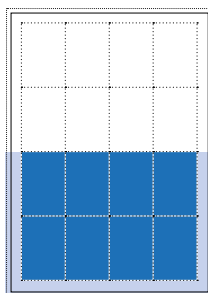
1/4 panorama page

388 × 60 mm TA / 420 × 75 mm bl



1/1 page

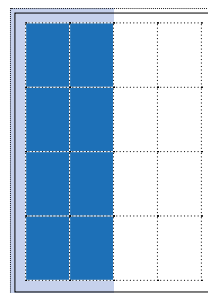
178 × 252 mm TA / 210 × 280 mm bl



1/2 page horizontal

178 × 124 mm TA

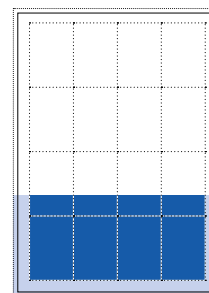
210 × 138 mm bl



1/2 page vertical

87 × 252 mm TA

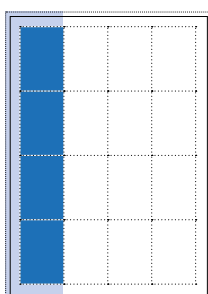
103 × 280 mm bl



1/3 page horizontal

178 × 82 mm TA

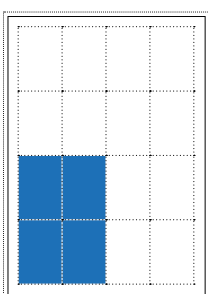
210 × 97 mm bl



1/4 page vertical

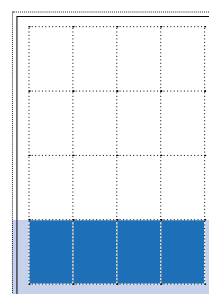
41 × 252 mm TA

57 × 280 mm bl



1/4 page 2 columns

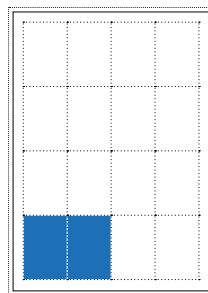
87 × 124 mm TA



1/4 page horizontal

178 × 60 mm TA

210 × 75 mm bl



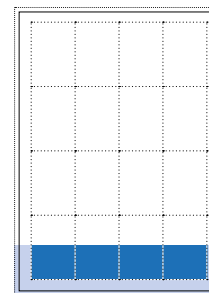
1/8 page 2 columns

87 × 60 mm TA

1/8 page horizontal

178 × 28 mm TA

210 × 43 mm bl



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Additional advertising forms

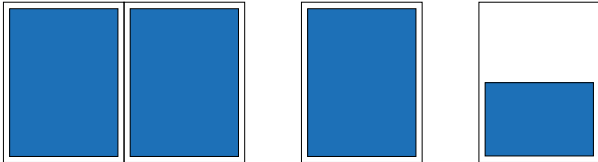
Advertorial

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.– |



Sample 1/1 page

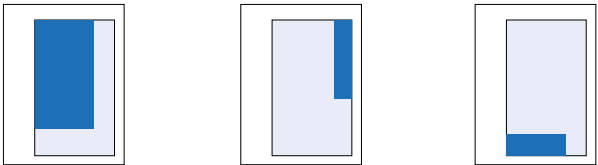
Opening pages ads

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](#)



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.

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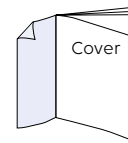
Loose/bound inserts

Quantity to be supplied: 6200 copies

Flying Page front

Format¹ 105 × 280 mm
2x 1/2 pages

| Price ² |
|--------------------|
| 6 660.– |



Flying Page front

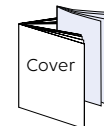
Loose inserts

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 | | |
| 605.– | 45.– | 650.– | 6 000 | 3 900.– |
| 705.– | 45.– | 750.– | 6 000 | 4 500.– |
| 805.– | 45.– | 850.– | 6 000 | 5 100.– |



Loose inserts inside

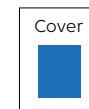
Attachment Cover

Format on request

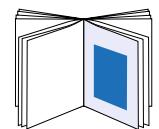
| per 1000 copies | | | Invoiced circulation | Price ² |
|-----------------|------------|-------|----------------------|--------------------|
| Advert. value | Tech. cost | Total | | |
| 410.– | 120.– | 530.– | 6 000 | 3 180.– |

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.

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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.

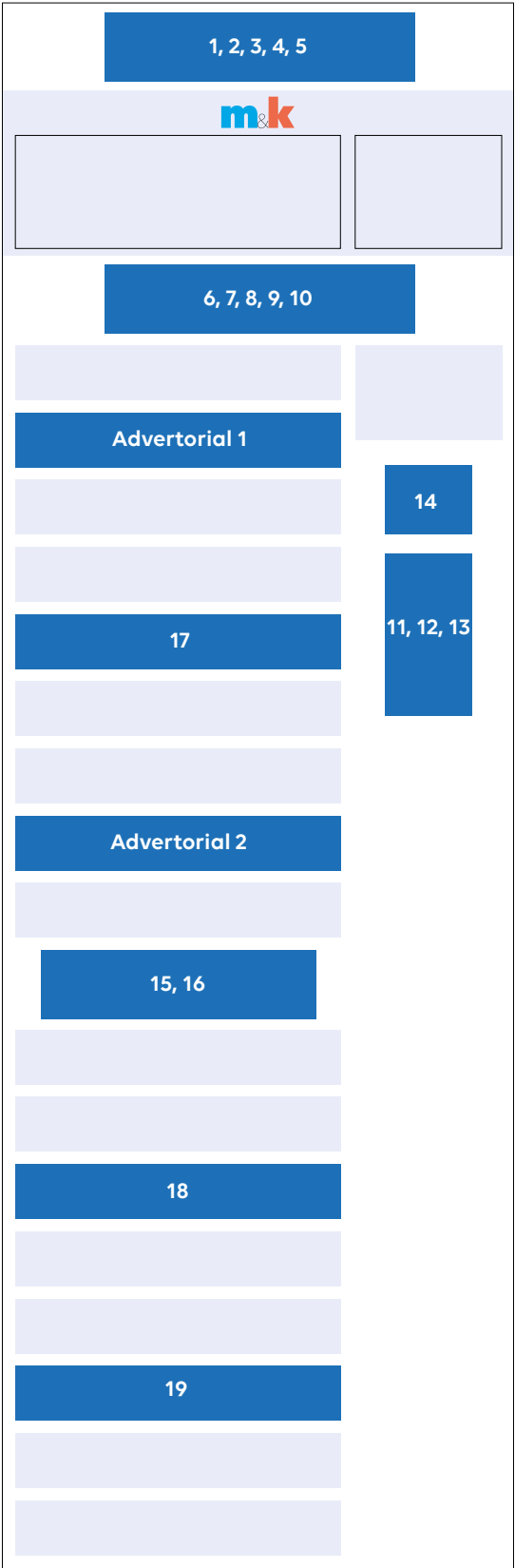
| Advertising form | Format in pixels | Placement | Price 1 month |
|--------------------------------|---------------------------------------|------------------------------------|------------------|
| 1 Wideboard top | 994 × 250 | ROS | 1400.– |
| 2 Maxiboard top | 994 × 118 | | |
| 3 Billboard top | 970 × 250 | | |
| 4 Leaderboard top | 728 × 90 | | |
| 5 Leaderboard special top | 728 × 250 | | |
| 6 Wideboard second | 994 × 250 | Home | 1250.– |
| 7 Maxiboard second | 994 × 118 | | |
| 8 Billboard second | 970 × 250 | | |
| 9 Leaderboard second | 728 × 90 | | |
| 10 Leaderboard special second | 728 × 250 | | |
| 11 Halfpage ad | 300 × 600 | ROS | 1350.– |
| 12 Wide skyscraper | 160 × 600 | | |
| 13 Exp. wide skyscraper | 300 × 600 | | |
| 14 Medium rectangle | 300 × 250 | | |
| 15 Leaderboard context | 728 × 90 | | |
| 16 Leaderboard special context | 728 × 250 | Home, categories, 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 |
| 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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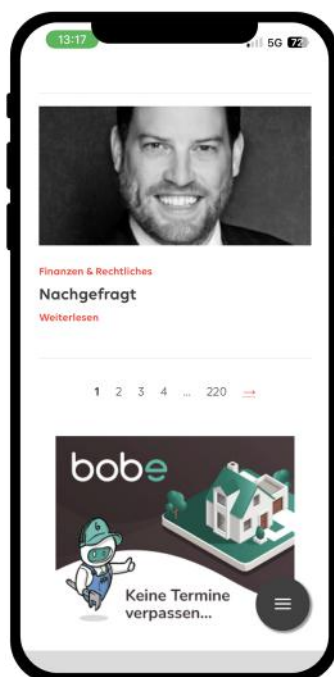
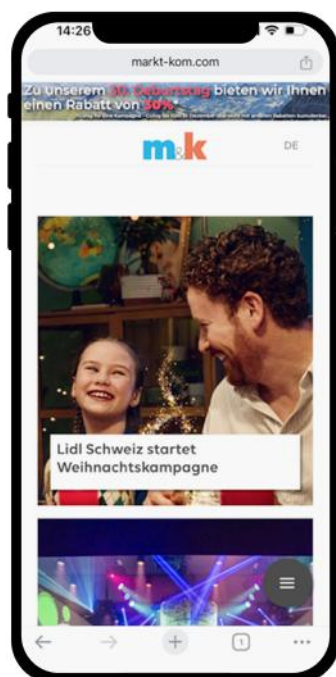
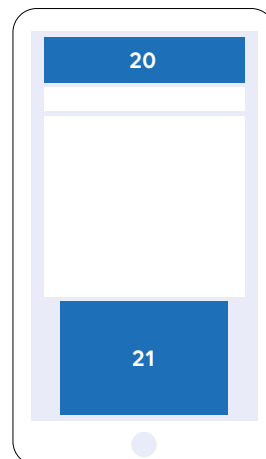


| | |
|---|--------|
| Visitor numbers | |
| Page views | 77 021 |
| Visits | 53 326 |
| Unique visitors | 37 248 |
| Monthly average figures, Jan - Aug 2025, source: Google Analytics | |

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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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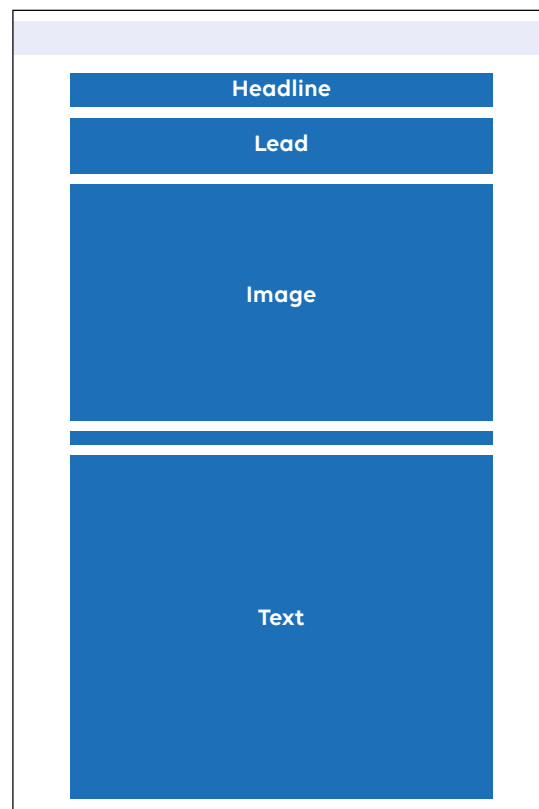
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Advertorial on markt-kom.com

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](#)



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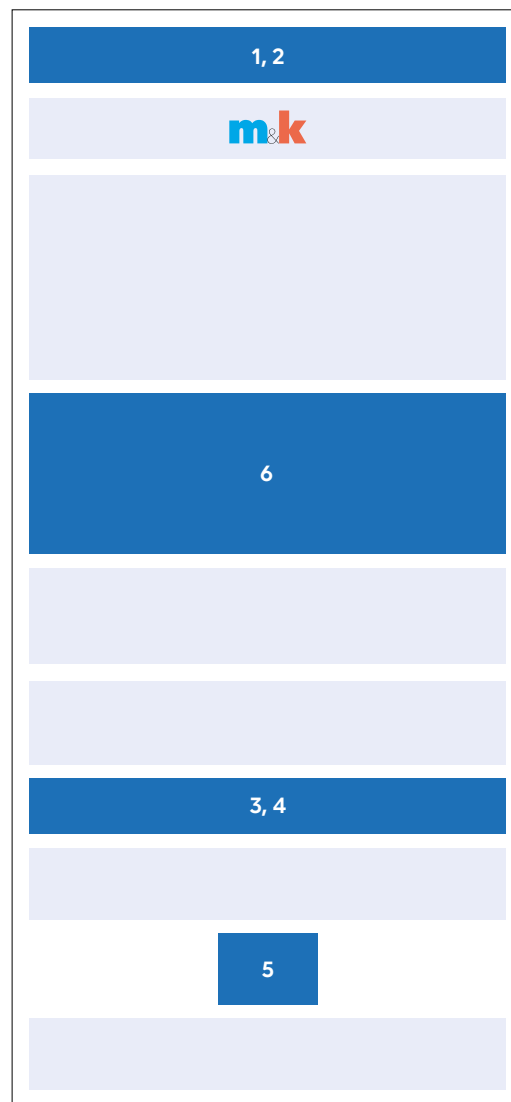
Newsletter – m&k

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.

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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 |

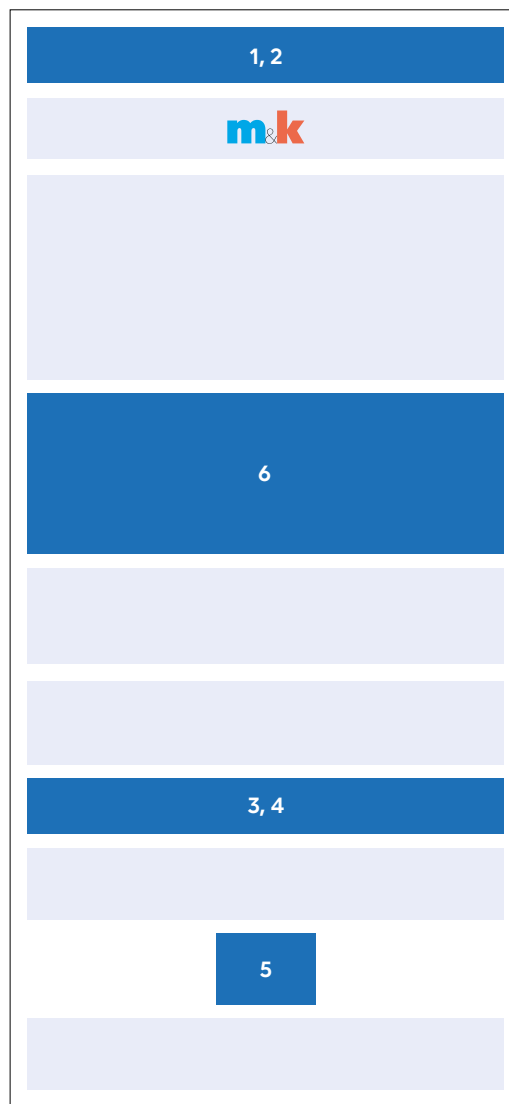
Discounts

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% |

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



Recipients

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

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www.fachmedien.ch

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