

# Media Data 2024

Print and online · Effective 1 January 2024



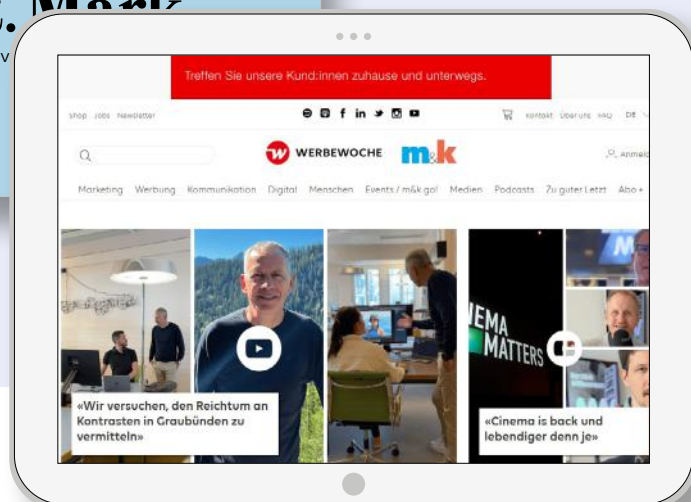
m&k – The market and communications magazine

[www.m-k.ch](http://www.m-k.ch)  
[www.werbewoche.ch](http://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



Galledia Fachmedien AG · Baslerstrasse 60 · CH-8048 Zürich  
T +41 58 344 98 98 · [m-k@fachmedien.ch](mailto:m-k@fachmedien.ch)

A Galledia company



# Table of contents

<u>Content &amp; circulation</u>	3
<u>Readership</u>	3
<u>Schedule 2024</u>	4
<u>Formats &amp; 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.

**Editors** Anna Kohler, Co-editor-in-chief  
 T +41 58 344 98 82, anna.kohler@galledia.ch  
 Johannes Hapig, Co-editor-in-chief  
 T +41 58 344 98 83, johannes.hapig@galledia.ch

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

**Head of Media Consulting** David Charif  
 T +41 44 928 56 15, david.charif@fachmedien.ch

**Administration** Margit Wieland  
 T +41 58 344 98 68, m-k@fachmedien.ch

# Circulation / Readership

## Circulation figures

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

## Readership

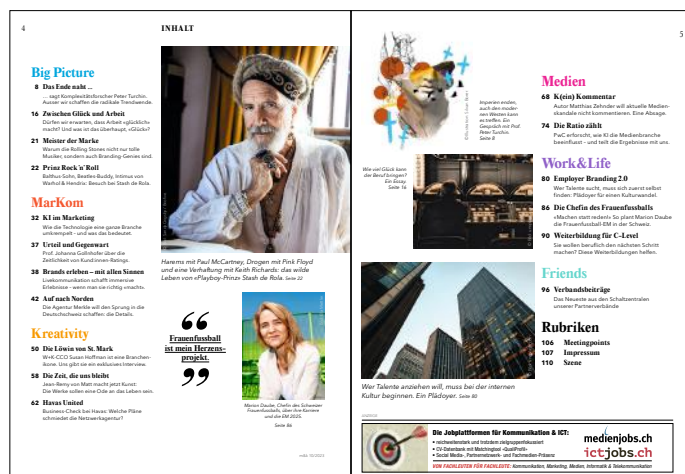
«m&k- Das Magazin für Markt und Kommunikation» is aimed at a committed, modern readership in the DACH region which understands the zeitgeist and – based on it – wants to make the best decisions; both in business and beyond.

**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

### Print area

210 × 280 mm

178 × 252 mm

## 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.–

## Cover pages

Inside front cover

6200.–

Inside back cover

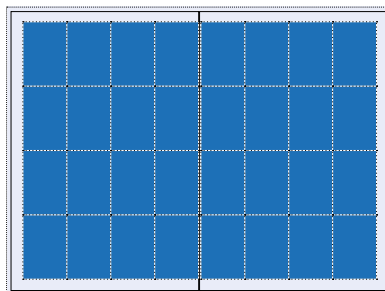
6200.–

Back cover

6600.–

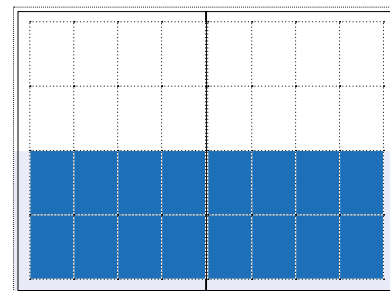
TA = type area

bl = bleed edges allow 3 mm trim



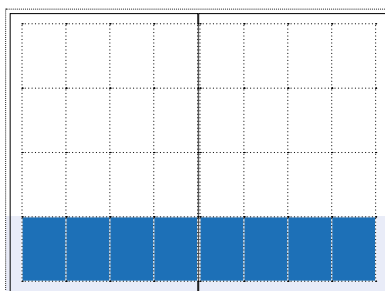
1/1 panorama page

388 × 252 mm TA / 420 × 280 mm bl



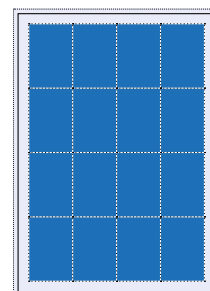
1/2 panorama page

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

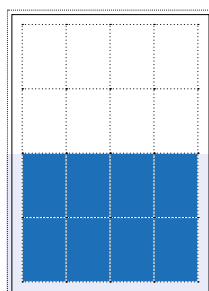
**Frequency discounts** 3 × 5% · 5 × 10% · 10 × 15%

**Text-placed ads** 10%

**Agency commission** 5%

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

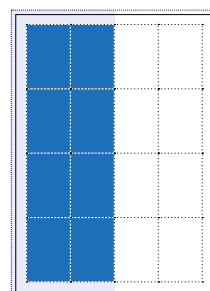
All advertising orders are subject to the General Terms and Conditions at [www.fachmedien.ch](http://www.fachmedien.ch).



1/2 page horizontal

178 × 124 mm TA

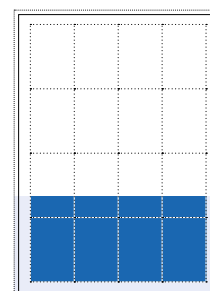
210 × 138 mm bl



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).

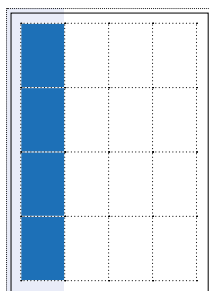
**Colour management** For more detailed information on colour management, please consult the [colour management specifications](#).

**Print materials** Print-ready PDF by e-mail to: [m-k@fachmedien.ch](mailto: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

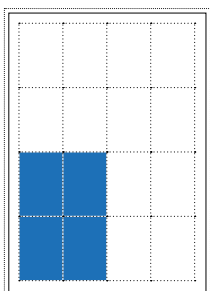
**Print** Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



1/4 page vertical

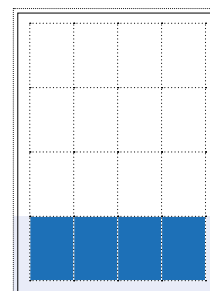
41 × 252 mm TA

57 × 280 mm bl



1/4 page 2 columns

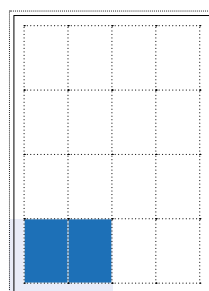
87 × 124 mm TA



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.–

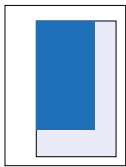


Sample 1/1 page

## Opening pages ads

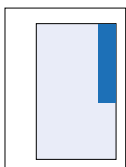
Each category begins with an opening page: Big Picture, MarKom, Kreativität, Media, Work & Life, ShowBiz

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).



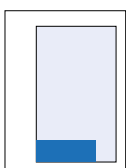
**Opening pages ad 750**

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

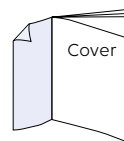
# Loose/bound inserts – Rates and formats in CHF/Euro excluding VAT

Quantity to be supplied: 9500 copies

## Flying Page front

2x 1/2 page

Format <sup>1</sup>	Price
105 × 280 mm	6660.–

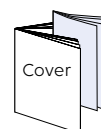


Flying Page front

## Loose inserts inside

Format min. A6 / Format max.<sup>1</sup> 210 × 270 mm

	per 1000 copies			Invoiced circulation	Total <sup>2</sup> Price
	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.–

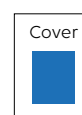


Loose insert inside

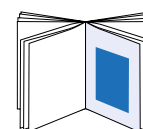
## Attachment cover

Format on request

	per 1000 copies			Invoiced circulation	Intermediate total	Total <sup>2</sup> Price
	Advert. value	Tech. cost	Total			
Master ad	350.–	120.–	470.–	9500	4465.–	6900.–
Inside page	300.–	120.–	420.–	9500	3990.–	11365.–
Master ad					5900.–	9890.–



Attachment cover



Attachment inside

<sup>1</sup> For bleed edges allow 3mm trim on all sides

<sup>2</sup> 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](mailto:m-k@fachmedien.ch).

All advertising orders are subject to the General Terms and Conditions at [www.fachmedien.ch](http://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.

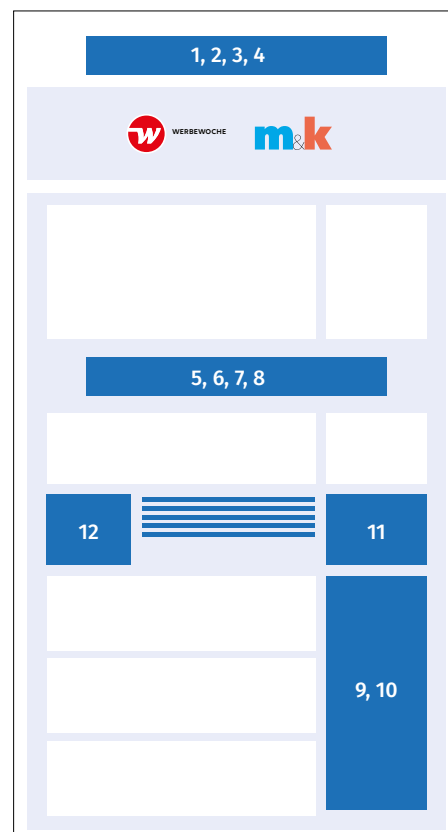
[www.werbewoche.ch](http://www.werbewoche.ch)

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

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

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

Home



## Visitor numbers

<b>Page views</b>	143 000
<b>Visits</b>	99 000
<b>Unique visitors</b>	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](http://www.fachmedien.ch).

[Back to overview](#)



# Newsletter Werbewoche

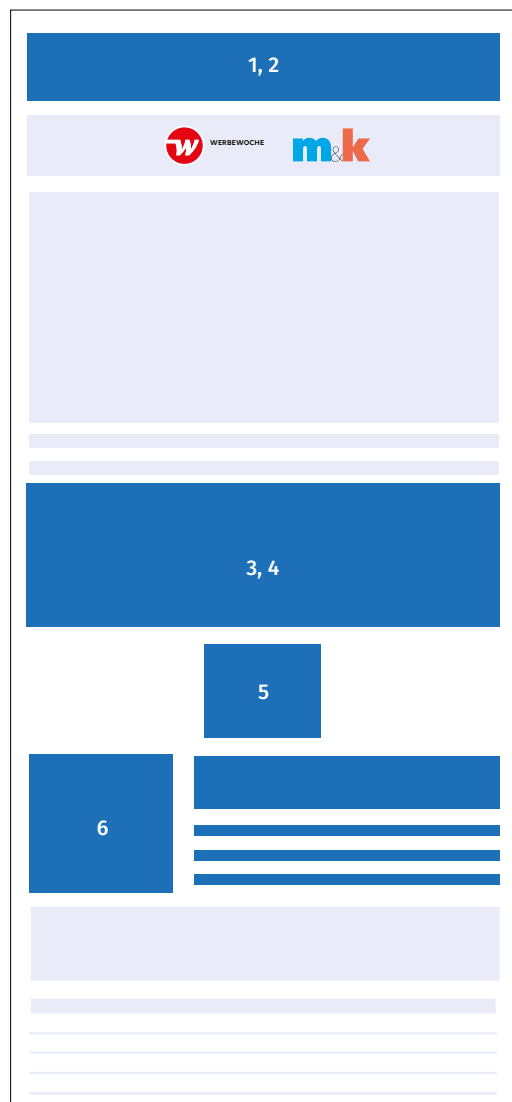
The content deals with current events, industry trends, background information, events, facts and much more. The newsletter is sent to registered subscribers from the marketing, advertising, communications and agency sectors and is read by them.

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
<b>1 Leaderboard Top</b>	728 × 90	750.–	3 375.–	6 375.–
<b>2 Leaderboard Special Top</b>	728 × 250	990.–	4 455.–	8 415.–
<b>3 Leaderboard Second</b>	728 × 90	660.–	2 970.–	5 610.–
<b>4 Leaderboard Special Second</b>	728 × 250	860.–	3 870.–	7 310.–
<b>5 Medium Rectangle</b>	300 × 250	550.–	2 475.–	4 675.–
<b>6 Text ad</b>		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	9124
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](http://www.fachmedien.ch).

[Back to overview](#)

# Contact

**Publishing Manager**

Stefan Zimmermann

T +41 58 344 96 22

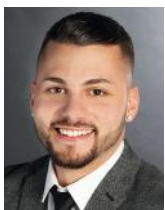
stefan.zimmermann@galledia.ch

**Co-editor-in-chief  
and journalistic director**

Anna Kohler

T +41 58 344 98 82

anna.kohler@galledia.ch

**Head of Media Consulting**

David Charif

T +41 44 928 56 15

david.charif@fachmedien.ch

**Co-editor-in-chief**

Johannes Hapig

T +41 58 344 98 83

johannes.hapig@galledia.ch

**Administration**

Margit Wieland

T +41 58 344 98 68

m-k@fachmedien.ch

**Head of online editorial team**

Sarah Willi

T +41 58 344 98 03

sarah.willi@galledia.ch

**Galledia Fachmedien AG**

Baslerstrasse 60, CH-8048 Zürich

Telefon +41 58 344 98 98, E-Mail: [galledia@galledia.ch](mailto:galledia@galledia.ch)

[www.fachmedien.ch](http://www.fachmedien.ch)

We secure the best  
advertising spaces for you.

