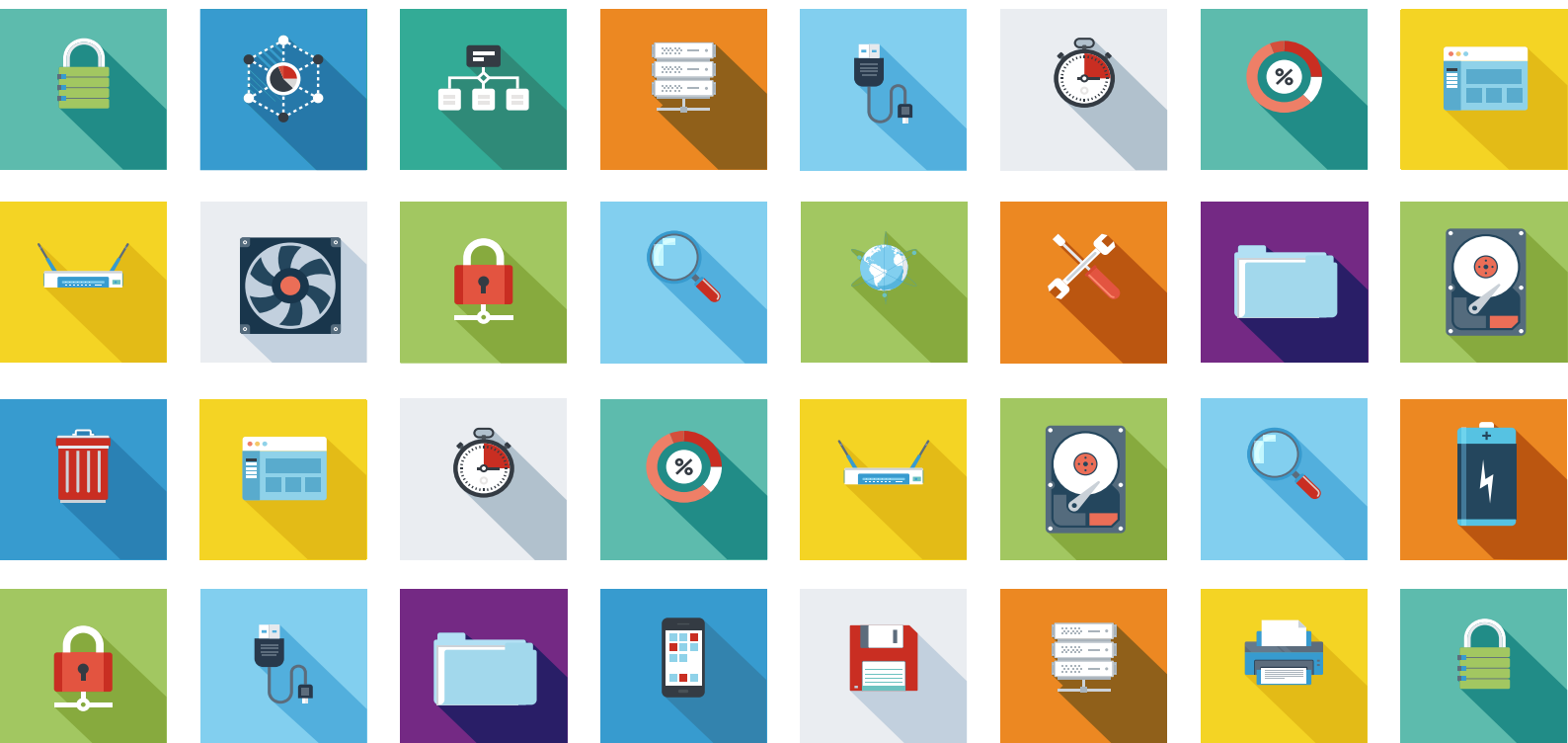




Neue
Mediengesellschaft
Zürich AG

2019 Media Data Online

valid from 1 January 2019



Pctipp.ch – Switzerland's leading IT portal

Positioning

Pctipp.ch offers a daily-updated range of information for enthusiastic, technology-savvy computer users and professionals, product and purchase decision-makers as well as multipliers and advisors. Comprehensible practical and safety tips as well as detailed product tests and purchase advice make Pctipp.ch the leading portal for computers, communication and home entertainment in Switzerland.

Editorial content

With the following **subject areas** we cover the information needs of the relevant target groups with news, tests, downloads and tips and tricks:

- Computers and accessories
- Gaming
- Consumer electronics (audio, video and photo)
- Internet and VoIP
- Mobility (notebooks, smartphones and tablets)
- Security
- Software and operating systems
- Network and storage
- SMEs

Target group

Product decision-makers who are enthusiastic about technology, predominantly male, aged 20-54, well-educated, active, eager to buy and communicative. Their areas of interest include computers, the Internet and telecommunications, as well as consumer electronics, business and cars. They are regarded as important advisors and influencers with respect to family and career. They are early adopters, trendsetters in digital consumer electronics and decision-makers in SMEs.

User profile (Net-Matrix-Profile 2018-2 - Structure)

male	61 %	with a very strong interest in	Affinity towards
between 14 and 54 years old	72 %	• computers and IT	111
highly educated	40 %	• consumer electronics	115
employed	80 %	• Business	111
in companies with more than 100 employees	31 %	• Cars	113
in executive positions	23 %		
with a household income of over CHF 8,000	38 % +		
and daily use of the Internet	97 %		
via a mobile device	85 %	daily online shopping	117

Community

More than 60,000 registered and highly active users on the Pctipp.ch forum leave comments, help each other and enter into lively debate. Net-Matrix-Profile 2018-2: 47,000 unique users per month.

Newsletter

45,000 registered newsletter subscribers receive the weekly newsletter (5x a week) with short and concise information about what's happening at Pctipp.ch.

Website usage (o\ per month, Net-Matrix Audit 2018, annual average)

Page impressions	1,837,056
Visits	1,061,044
Unique clients	532,250

Unique users per month 311,000

(Net-Matrix-Profile 2018-2)

Sources: WEMF, Net-Matrix-Audit, Net-Matrix-Profile

More information at www.pctipp.ch/mediadaten



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2019 price list

Advertising form	Format	PPT in CHF Run of Site	PPT in CHF Home/Channel	Page
Full banner	468x60	40	50	4
Leaderboard	728x90	50	60	4
Wideboard	994x118 / 994x250	75/85	85/95	5
Skyscraper	160x600	60	70	6
Rectangle	300x250	70	80	6
Expandables	See pages 4-5	+40 % on PPT	+40 % on PPT	4, 6
Half Page Ad / Monstersky	300x600 / 245x600 / 245x770	85	95	7
Floating Ad	800x600 max.	140	-	8

Newsletter	Format	Fixed price in CHF	
Display advertisement without an image	Title + text (max. 700 characters)	2,800 per week	9
Display advertisement with an image	Title + text (max. 500 characters)	2,950 per week	9
Rectangle	300x250	2,800 per week	9
XL banner	650x250	2,950 per week	9

Special	Format	Fixed price in CHF	Duration	
Wallpaper	1,920x1,200 max. / site width 1,144	3,333	1 week	10
Branding Day (exclusive 24 hrs)	728x90 + 160x600 + 300x250	6,000	24 hrs	11
Advertorial*		4,500	1 week	12
Powered by		5,500		13
User test		4,500		14
Sponsored post	193x128 pixels	3,000	1 week	15
Mini ad*	150 pixels	1,500	1 month	16
Webcast*	on request	4,500	1 week	17
Partner zone/ partner channel*	on request	from 10,000/month	from 3 months	18

Marketing solutions	Format	Fixed price in CHF	Duration	
Solutions, events and custom publishing*	on request	on request	on request	19

Discount entitlement (%)	Expenditure from CHF	Discount
Volume discount	5,000	5 %
Valid on discount-eligible placements within 12 months	10,000	7 %
	15,000	9 %
	20,000	12 %

Agency commissions

5 % for recognised ASW and BSW agencies

* not eligible for discount All prices in CHF excl. 7.7 % VAT. Prices subject to change without notice

Banner advertisement

The classic online advertising format

Full banner (468 x 60 pixels)

The full banner is the most traditional form of online advertising. Well-known and immediately visible.

Leaderboard (728 x 90 pixels)

With its larger format, the leaderboard uses almost the entire width of the page and is therefore more eye-catching than the full banner.

Expandables

Default-closed. Expanded only on mouse-over.
40 % surcharge

Full banner expandable max. 728 x 120 pixels
opening downwards

Leaderboard expandable max. 728 x 270 pixels
opening downwards



Upgrade options

- Expandable
- Hockey Stick
- Branding Day (exclusive)

Data delivery

Specifications for Flash, HTML5, RichMedia:
<http://www.nmgz.ch/downloads/pctipp.html>

- jpeg, gif, animated gif, HTML5, JavaScript tag
- Maximum 50 KB
- 2 working days before campaign start
- Advertising media with soundtracks are only accepted if pre-set to silent

Conditions

- Minimum booking 30,000 ad impressions

Prices

Full banner
PPT CHF 40 (run of site)
PPT 50 (home/channel)

Leaderboard
PPT CHF 50 (run of site)
PPT 60 (home/channel)

Eligible for discount

Banner advertisement

The classic online advertising format

Wideboard (994 x 250 pixels)

The oversize format just below the header for maximum attention. Plenty of space for your advertising message in a prominent place.



Data delivery
Specifications for Flash, HTML5, RichMedia:
<http://www.nmgz.ch/downloads/pctipp.html>

- jpeg, gif, animated gif, HTML5, JavaScript tag
- Maximum 50 KB
- 2 working days before campaign start
- Advertising media with soundtracks are only accepted if pre-set to silent

Conditions

- Minimum booking 30,000 ad impressions

Price
Wideboard
PPT CHF 85 (run of site)
PPT CHF 95 (home/channel)

Eligible for discount

Banner advertisement

The classic online advertising format

Skyscraper (160 x 600 pixels)

This form of advertising enables you to transmit a large amount of information to your target group. Your advertising message achieves a guaranteed high advertising effect due to its prominent placement.

Rectangle (300 x 250 pixels)

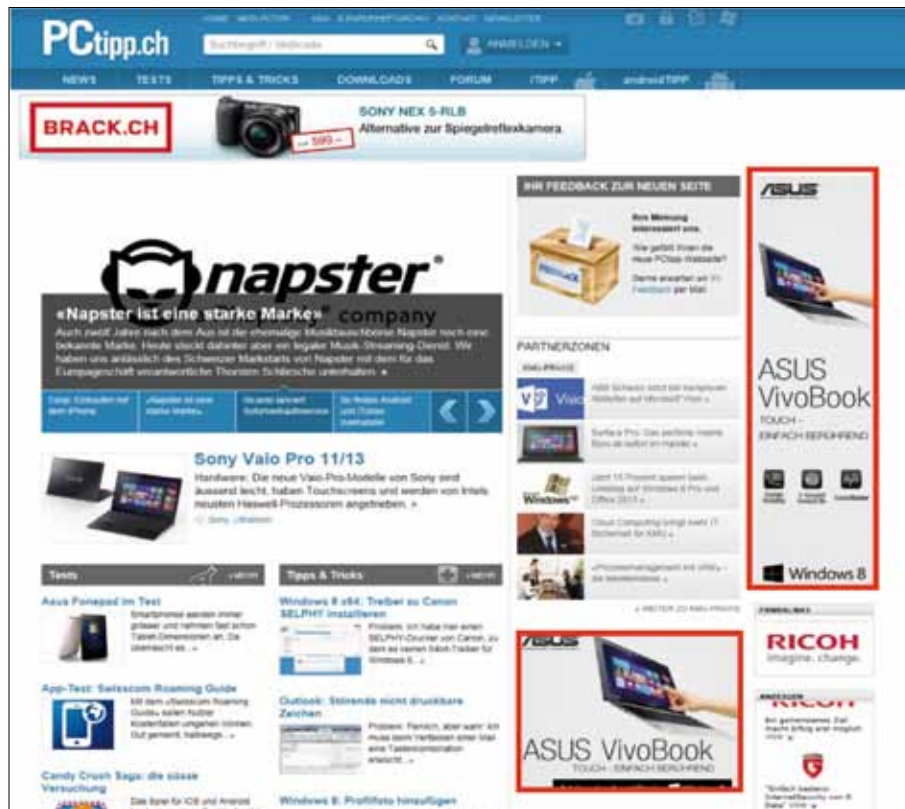
The rectangle is an advertising form that is integrated between editorial content on the website. The area can be used for graphic elements as well as text content with a logo. Through optimal placement you achieve an excellent attention level.

Expandables

Default-closed. Expanded only on mouse-over. 40 % surcharge

Skyscraper expandable
max. 600 x 600 pixels opening leftwards

Rectangle expandable
max. 600 x 500 pixels opening right upwards



Upgrade options

- Expandable
- Hockey Stick
- Branding Day (exclusive)

Data delivery

Specifications for Flash, HTML5, RichMedia:

<http://www.nmgz.ch/downloads/pctipp.html>

- jpeg, gif, animated gif, HTML5, JavaScript tag
- Maximum 50 KB
- 2 working days before campaign start
- Advertising media with soundtracks are only accepted if pre-set to silent

Conditions

- Minimum booking 30,000 ad impressions

Prices

Skyscraper

PPT CHF 60 (run of site)
PPT 70 (home/channel)

Rectangle

PPT CHF 70 (run of site)
PPT 80 (home/channel)

Eligible for discount

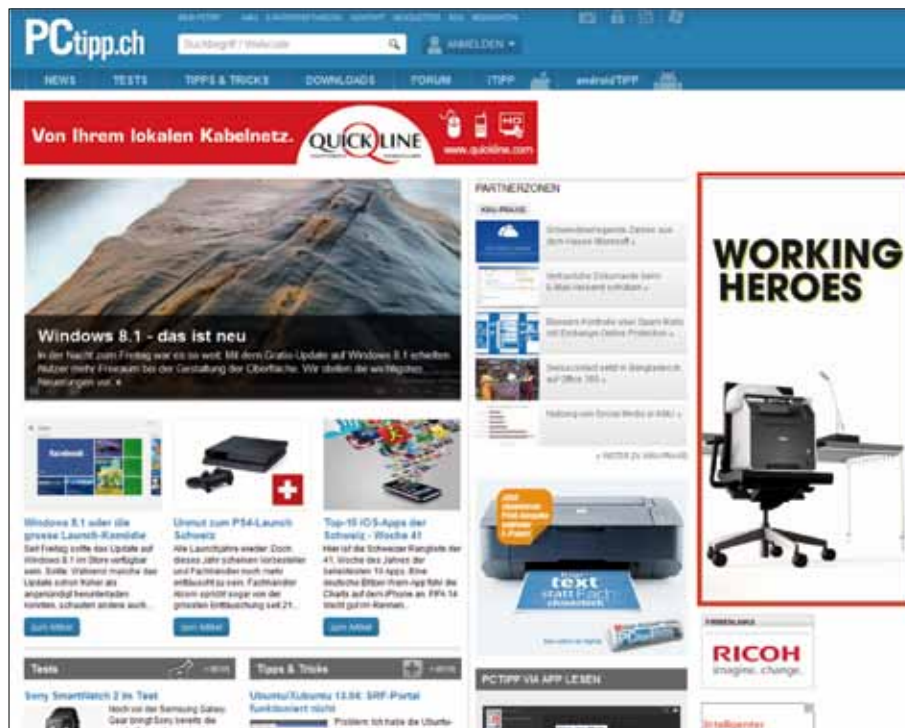
Banner advertisement

The classic online advertising format

Half-Page Ad (300 x 600 pixels) Monstersky (245 x 600 pixels / 245 x 770 pixels)

The Half-Page Ad and the Monstersky are highly eye-catching formats with unmistakable sizes. Increased attention: Direct and prominent integration into the page structure.

Here you have plenty of design freedom for rich media and moving-image formats. This special format is ideal for lasting branding effects on the high-reach placements, and offers you increased, widespread and effective communication success.



Upgrade options

- Hockey Stick
- Branding Day (exclusive)

Data delivery

Specifications for Flash, HTML5, RichMedia:
<http://www.nmgz.ch/downloads/pctipp.html>

- jpeg, gif, animated gif, HTML5, JavaScript tag
- Maximum 50 KB
- 2 working days before campaign start
- Advertising media with soundtracks are only accepted if pre-set to silent

Conditions

- Minimum booking 30,000 ad impressions

Prices

PPT CHF 85 (run of site)
PPT CHF 95 (home/channel)
Eligible for discount

Floating Ad

Floating ad-blend-in

Description

The floating ad is an attention-grabbing and innovative advertising format and resembles the classic TV commercial in terms of its effect as intermittent advertising.

Floating ads, which can be placed in the editorial content of Pctipp.ch at short notice, can be integrated without long loading times.

Prerequisites

- Frequency capping
- Maximum size 800 x 600 pixels
- Maximum insertion time 8 seconds
- Close button

Data delivery

- JavaScript tag
- 7 days before campaign start
- Advertising media with soundtracks are only accepted if pre-set to silent

Conditions

- Minimum booking 30,000 ad impressions
- Minimum duration 2 weeks

Price

PPT CHF 140
(run of site)

Eligible for discount



Newsletter

Direct advertising to the registered subscribers

Description

PCtipp.ch on weekdays sends out a daily newsletter, which offers an optimal platform for a variety of advertising possibilities – from traditional advertising banners to text advertisements in the editorial environment.

The newsletter briefly and clearly reports on the most interesting news in the digital world. The placement of the banners or text advertisement takes place during the week of the booked newsletter.

Advertising formats

- Rectangle, XL banner or display advertisement (with or without image)

Newsletter distribution

- 5x a week on weekdays Monday to Friday
- To over 45,000 registered subscribers each time
- Firm- and Weekend-Newsletter on request



Data delivery

• Banner formats Only image files:

- jpeg, gif
- Maximum 50 KB
- Rectangle: 300 x 250 pixels
- XL banner: 650 x 250 pixels

• Display advertisements with image (all characters including spaces)

- Image or logo 300 x 250 pixels (JPG or GIF)
- Headline: max. 40 characters
- Subline: max. 30 characters
- Text: max. 500 characters
- Link text: (example: "Read more here")
- Target link (URL)

• Text advertisements without image (all characters including spaces)

- Headline: max. 70 characters
- Subline: max. 50 characters
- Text: max. 700 characters
- Link text: (example: "Read more here")
- Target link (URL)

• Delivery of the material: No later than 1200 on Thursday of the previous week

Price

Newsletter

CHF 2,800 per week (text advertisements without image OR rectangle)

CHF 2,950 per week (text advertisements with image OR XL banner)

Eligible for discount

Wallpaper

Background image with dominant advertising effect

Description

Integrate your advertising as a fixed background image on Pctipp.ch and thereby anchor your message in users' minds.

Beside a click area (leaderboard area) the wallpaper has the great advantage that so-called ad blockers do not recognize this form of advertising. Your advertisement is neither blocked nor can the user click it away, and thus it remains visible at all times during the booked period.

Prerequisites

- Recommended maximum background size 1,920 x 1,200 pixels
- Produce background image tapering out to the left, right and downwards
- Integrate a core message in the click area

Attention

When producing the background image, please note that with smaller screen resolutions only a part of the background image is visible, with *large screens the whole part of the background image is visible and the core advertising message should be placed in the click area within the leaderboard area.

Advantages

- Dominant advertising presence
- High attention level
- Adblocker resistant and therefore always visible

Data delivery

- jpeg, max. 1,920 x 1,200 pixels with an integrated leaderboard area. Please do not deliver the leaderboard separately
- Website area 1,144 pixels
- Produce a tapering-out background image
- 1 target URL for the click area (max. height 100 pixels above the leaderboard)
- 7 days before campaign start

Price

CHF 3,333 per week (homepage)

Eligible for discount



Branding Day (exclusive)

The most exclusive type of advertising presence

Description

Take advantage of the opportunity to be exclusively represented for one whole day (24 hrs) with all banner advertising formats on the entire Pctipp.ch website!

Kick off your campaign in this way and anchor your message in users' minds.

Prerequisite

- Delivery of full banner **or** leaderboard **and** skyscraper **and** rectangle

Options

- Booking of individual categories (price on request)
- Colouring of the entire background, template, logo (price on request)
- Expandables on request



Advantages

- Exclusive advertising presence for 24 hours
- High attention level

Data delivery

Specifications for Flash, HTML5, RichMedia:

<http://www.nmgz.ch/downloads/pctipp.html>

- jpeg, gif, animated gif, HTML5, JavaScript tag
- Delivery of full banner **or** leaderboard **and** skyscraper **and** rectangle
- Per advertising format max. 50 Kb
- 2 working days before campaign start
- Advertising media with soundtracks are only accepted if pre-set to silent

Upgrade options

- With **wideboard** (instead of leaderboard) **OR** **half page ad** (instead of skyscraper): CHF 500 surcharge
- With **wideboard** (instead of leaderboard) **AND** **half page ad** (instead of skyscraper): CHF 1,000 surcharge

Price

CHF 6,000 per day (run of site)

Eligible for discount

Advertorial

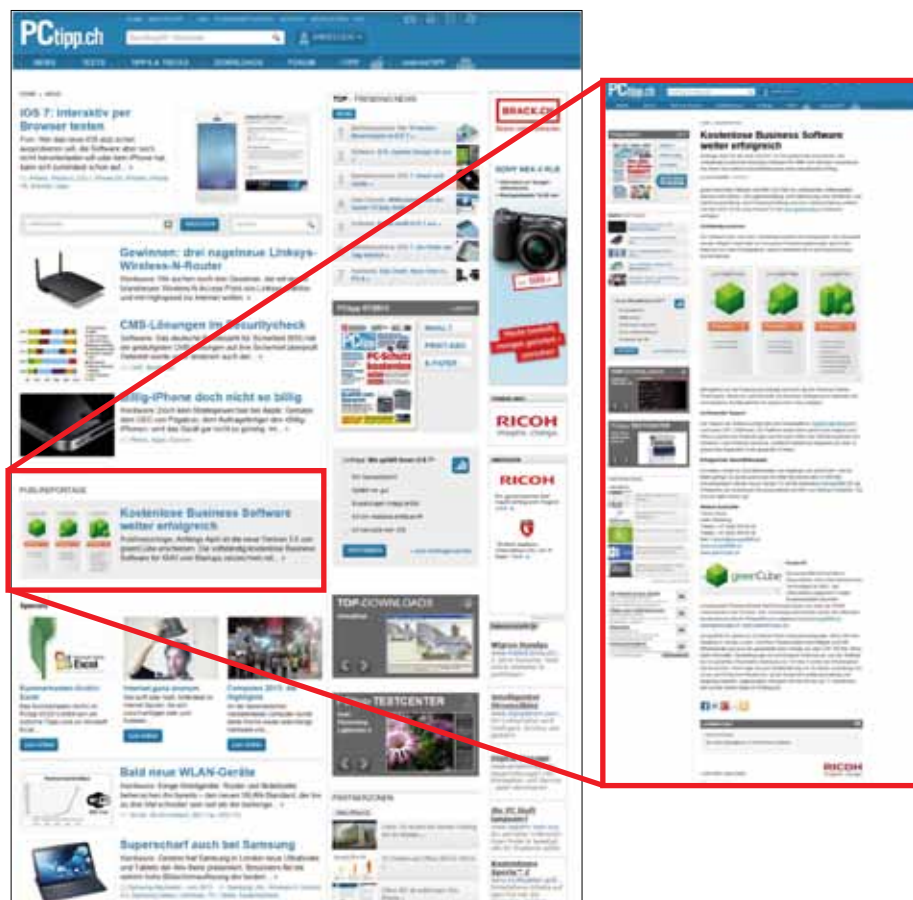
Native advertising: Integrated advertising in the editorial environment

Description

Advertorials work like news. They are integrated into the editorial environment with an "exciting" title, a deepening lead and an interesting text (teaser). In this way they are noticed and consumed to a greater degree by the user.

Advertorials can contain images, text and links to your landing page. However, the core aim is to inform the reader about certain new products and special offers by means of the information contained in the advertorial.

The position of the teaser changes during the course of the booked calendar week and is also embedded **in the newsletter**. By clicking on the teaser, the user is redirected to the full text of the advertorial.



Advantages

- Advertising integrated in the editorial environment
- Highlighted in colour
- Integrated in the newsletter

Data delivery

- All data including spaces
 - Title max. 40 characters
 - Lead approx. 250 characters
 - Full text max. 5,000 characters
 - 1-3 large images from 72 dpi
 - Maximum 5 target URLs
- 7 days before campaign start

Price

CHF 4,500 per week

Not eligible for discount

Powered by

Description

Structured like a publication report, all we need from you is the coordinates of the relevant product manager contact person, and our editor takes care of the writing of the article. This is followed by the approval to print process, until the release, after which the illustrated text is published, including application in the newsletter.

In addition, the «Powered by» article remains on the website under an appropriate heading and can therefore be found and linked in the long term.

HOME » TIPS & TRICKS » POWERED BY

Genau das, was man braucht

Wer Rechenleistung und Speicherplatz in einer Cloud bezieht, kann die Serverinfrastruktur jederzeit an seine Bedürfnisse anpassen.

• von Netstream AG 17.05.2018


Die Firma Netstream bietet hochverfügbare Dienstleistungen nach höchsten Sicherheitsstandards direkt aus dem eigenen Rechenzentrum in der Schweiz an.

Wer mit grossen Datenmengen arbeitet, ist auf eine hochverfügbare und sichere Infrastruktur angewiesen. Doch der Betrieb eines eigenen Rechenzentrums stellt Unternehmen vor grosse Herausforderungen: Die Infrastruktur muss nicht nur rund um die Uhr verfügbar sein, Rechenleistung und Speicherplatz müssen so ausgelegt sein, dass alle Applikationen auch bei maximaler Belastung verfügbar sind – selbst wenn diese Spitzen im Voraus gar nicht berechenbar sind oder nur extrem selten auftreten.

Bei Start-ups verursacht der Aufbau eines entsprechenden Rechenzentrums grosse Anfangsinvestitionen, bei gestandenen Unternehmen führt es zu einem beeindruckenden Serverpark, der im Alltag überdimensioniert ist und trotzdem laufend auf- und nachgerüstet werden muss. Das bindet personelle Ressourcen, die bei der Entwicklung von Dienstleistungen fehlen, und verursacht hohe Kosten.

Infrastruktur in der Cloud

Für dieses Problem hat das Schweizer Unternehmen Netstream eine Lösung: In seinem eigenen Rechenzentrum in der Nähe von Zürich bietet es Speicherplatz und Rechenpower als Cloud-Lösung an – und zwar immer genau so viel, wie der Kunde tatsächlich benötigt, Bild 1. Die Leistung wird laufend aufgezeichnet und jeden Monat abgerechnet, sodass der Kunde nur bezahlt, was er tatsächlich gebraucht hat.



Advantages

- Advertising integrated in the editorial environment
- Highlighted in colour
- Integrated in the newsletter

Data delivery

- All data including spaces
 - Title max. 40 characters
 - Lead approx. 250 characters
 - Full text max. 5,000 characters
 - 1-3 large images from 72 dpi
 - Maximum 5 target URLs
- 15 days before campaign start

Price

CHF 5,500 per week

Not eligible for discount

User-Test

Description

In consultation with us, you determine the time of the invitation to tender and the evaluation.

The editorial staff writes the test and selects the test users. They receive the product and then have 2-3 weeks for testing, which is then published.

Included in the price is one week of newsletter advertisement, where the advertisement is advertised.

Option

Surcharge for integration into the printed edition upon request

Price

CHF 4'500.-

Not eligible for discount

HOME » TESTS » USER-TESTS

Lesertest: Samsung QLED (Q9FN)

Samsungs Spitzenmodell mit QLED-Technologie stellt sich dem Verdikt unserer Leser.

von NMGZ 13.06.2018

Wir wollten von unseren Testern wissen, wie sich der Samsung Q9FN in der Praxis schlägt. Der 55 Zoll grosse Fernseher verfügt über die QLED-Bildtechnologie und eine UHD-Auflösung (3840 x 2160 Pixel). Der erste Buchstabe «Q» in der Namensgebung steht für die «Quantum-Dot-Technologie», die auf einer speziellen Metalllegierung des Panels basiert. Damit wird das Farbspektrum um ein Vielfaches erweitert. Samsung spricht davon, dass diese Technologie die besten Eigenschaften von OLED bietet (tiefes Schwarz, hohe Kontraste) – aber ohne dessen Nachteile wie Abnutzungserscheinungen oder eingebrannte Bildelemente.



Die QLED-Technologie ist den Spitzenmodellen von Samsung vorbehalten, wie dem Q9FN © Samsung

Ausgestattet ist das Edelmodell mit vier HDMI- und drei USB-Ports sowie LAN und WLAN. Um Videos schlierenfrei und schnell genug auszugeben, besitzt der QLED-TV einen «Picture Quality Index», kurz PQI, von 3700 Hz.

Test von Christian Bläuenstein

Die Installation und die Verbindung mit dem Samsung-Konto, die Feineinstellungen und das Anschliessen der weiteren Geräte waren ein Kinderspiel. Gefallen hat mir vor allem die «One Connect Box» mit allen Anschlüssen, von der nur ein feines Kabel zum Fernseher führt. Die hochwertige Fernbedienung ist aus Metall und kann

Sponsored post

Content teaser: Advertising in the editorial environment

Description

A sponsored post is a native advertising container placed between the editorial news teasers with the same look and feel, and linked directly to your landing page.

You benefit from a whole month's presence in the Pctipp categories and can if you wish change the content weekly, with another advertising message published each time (recommended).



Advantages

- Advertising integrated into the editorial environment
- Long-lasting presence
- Several advertising messages possible

Data delivery

- Title (up to 34 characters max.)
- Text (up to 270 characters max.)
- Image/logo (193 x 128 pixels, GIF, PNG or JPG, 72 dpi)
- Link (URL)

* All stated character numbers include spaces.

- 3 working days before campaign start

Price

CHF 3,500 per month

Not eligible for discount

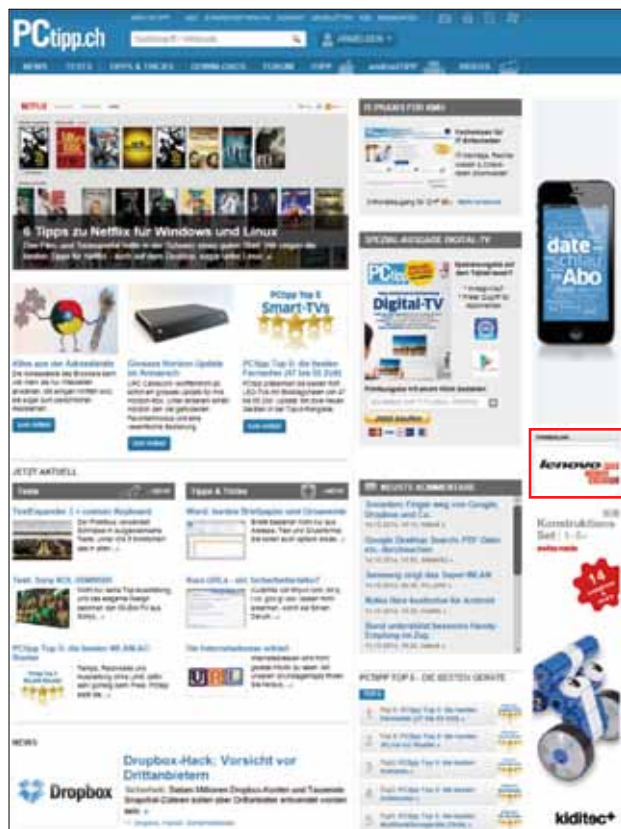
Mini ad

Permanently placed company logo

Description

A permanently placed company logo is positioned in the right-hand column and assigned a target URL.

This advertising space is ideally suited for a discreet permanent presence with constant display of the company logo and direct linking to the desired landing page.



Advantages

- Subtle, constant presence
- Logo branding
- High awareness

Data delivery

- Mini ad content
 - 1 logo from 200 dpi
 - 1 target URL
- 2 working days before campaign start

Price

CHF 1,500 per month (ROS)

Not eligible for discount

Webcast

Audio-visual form of advertising

Description

The on-demand video webcast is comparable to an editorial online television broadcast. It is supplied by the customer and should cover the information requirements for a selected topic as comprehensively as possible. Examples include a discussion between a manufacturer, user and an independent analyst, or a report on an individual company, product or service by the company itself.

Scope of service

- Teaser box on homepage
- Editorial information
- Promotion in the social media channels
- Promotion in the newsletter
- Hosting, streaming

Data delivery

- **Lead to webcast**
 - Short text max. 250 characters
 - Title max. 40 characters
- **Webcast topic content**
 - Full text max. 2,000 characters
- **Webcast format**
 - German webcast in .flv format, max. 5 min.
- 14 days before campaign start

Price

CHF 4,500 per week

Not eligible for discount



Partner zone

Customized customer area

Description

Partner zones are microsites integrated into the Pctipp.ch website containing manufacturer's content and, if booked in addition, editorial content produced by an editor supplied by NMGZ that is exclusively tailored to the customer's topics.

Scope of service - basic package

- Creation, design and delivery of the partner zone
- Promotion of the contents via the newsletter, a navigation entry and various content and article boxes
- Integration of the basic content to be delivered (at least 4-6 articles)
- Max. 2 editorial articles/week (to be delivered by clients)
- Banner exclusivity, logos and call-to-action elements within the zone
- Social media integrations (e.g. Twitter)

Scope of service - additional modules

- Editor provided by Pctipp who, in consultation with the customer and the PR agency, will produce editorially customized content for the partner zone.
- Webcasts, podcasts

Advantages

- Constant presence on Pctipp.ch channels
- Content marketing
- Native advertising

Data delivery

- **Basic package**
- logos, banner, articles, texts
- **Lead time**
30 days before campaign start

Conditions

- Minimum booking 3 months

Prices

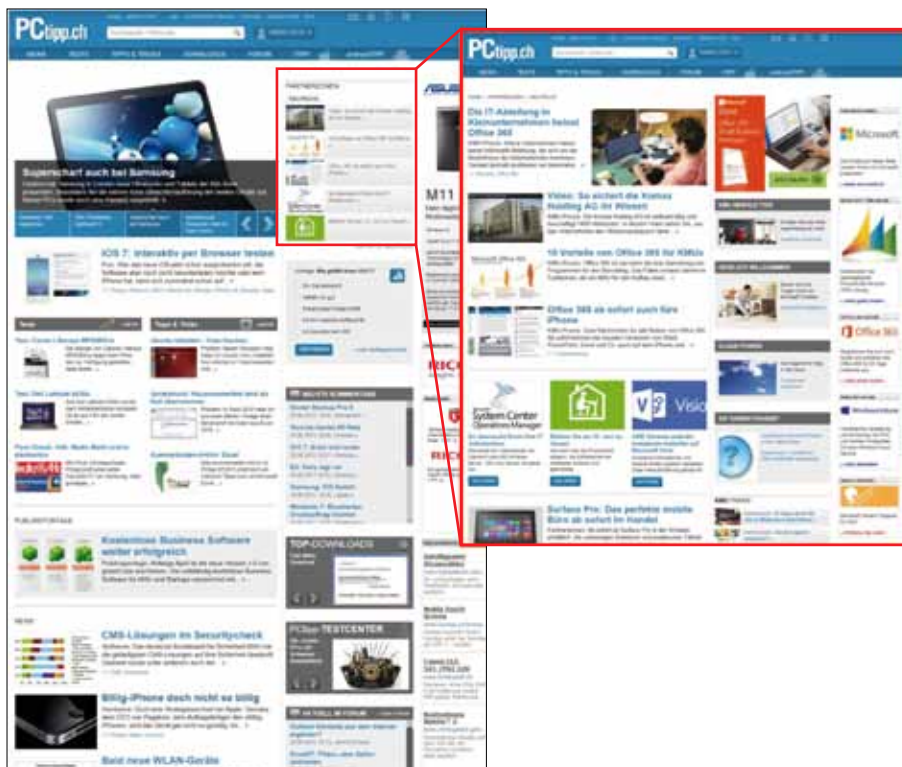
Basic package

CHF 10,000 per month

Additional modules

Prices on request

Not eligible for discount



Marketing services, events and custom publishing

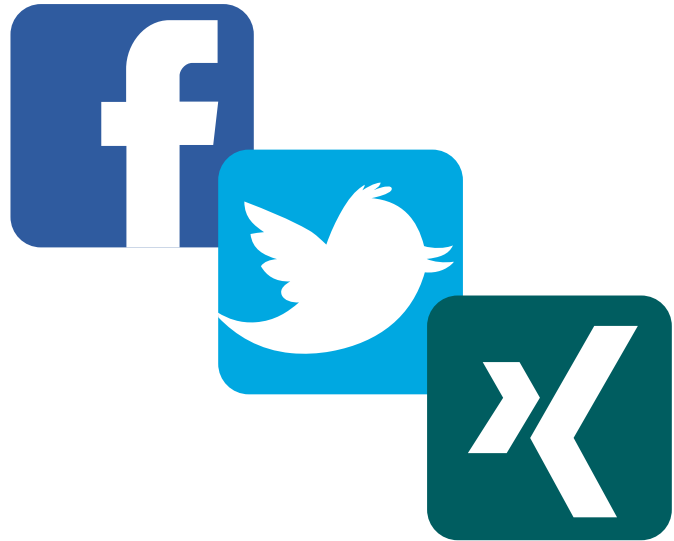
Description

Neue Mediengesellschaft Zürich AG provides tailor-made marketing solutions to meet all customer requirements. We offer a wide range of ways to interact with our readers and to generate additional information about our readership or with the help of our readers. We are happy to work closely with you to develop non-standard media planning solutions.

Sandra Adlesgruber is your contact person for our services and possibilities in the following areas: **social media, research, content/PR and whitepapers, production/design, video/apps and microsites, SEM and competitions**

Sandra Adlesgruber, Head of Marketing & Customer Online Campaigns e-mail: sandra.adlesgruber@nmgz.ch, tel.: 044 387 44 14.

For information on **events and custom publishing possibilities**, please contact our Head of Sales (print, online, events), Werner Ortler. e-mail: werner.ortler@nmgz.ch, tel.: 044 387 44 06.



UMFRAGE: IT-DIENSTLEISTER

Was sind die 3 wichtigsten Kriterien bei der Wahl eines IT-Dienstleisters?

- Gutes Preis-/Leistungsverhältnis
- Flexible Reaktion auf Veränderungen
- Komplettservice (alles aus einer Hand)
- Fach- und Branchenkenntnisse
- Termin- und Budget-Treue
- Qualität
- Nachhaltiger Nutzen
- Räumliche Nähe
- Aftersales Support

ABSTIMMEN



Contact

Publisher

Neue Mediengesellschaft Zürich AG

Kalanderplatz 5,
Postfach 1965, 8027 Zurich
Tel. +41 44 387 44 44

www.nmgz.ch
www.computerworld.ch
www.pctipp.ch
www.onlinepc.ch

Sales – Pctipp, OnlinePC & Events

Christoph Mayer

Key Account Manager
Tel. +41 44 387 45 35
christoph.mayer@nmgz.ch

Sales – Computerworld + Events

Werner Ortler

Head of Sales (print, online, events)
Tel. +41 44 387 44 06
werner.ortler@nmgz.ch

Sales support

Daniel Frey

Head of Sales Support
Tel. +41 44 387 45 74
daniel.frey@nmgz.ch

Madeleine Mena

Sales Support Administrator
Tel. +41 44 387 44 02
madeleine.mena@nmgz.ch

Marketing and sales

Sandra Adlesgruber

Head of Marketing +
Customer Online Campaigns
Tel. +41 44 387 44 14
sandra.adlesgruber@nmgz.ch

Publishing management

Ingo Rausch

Tel. + 41 44 387 44 44
ingo.rausch@nmgz.ch