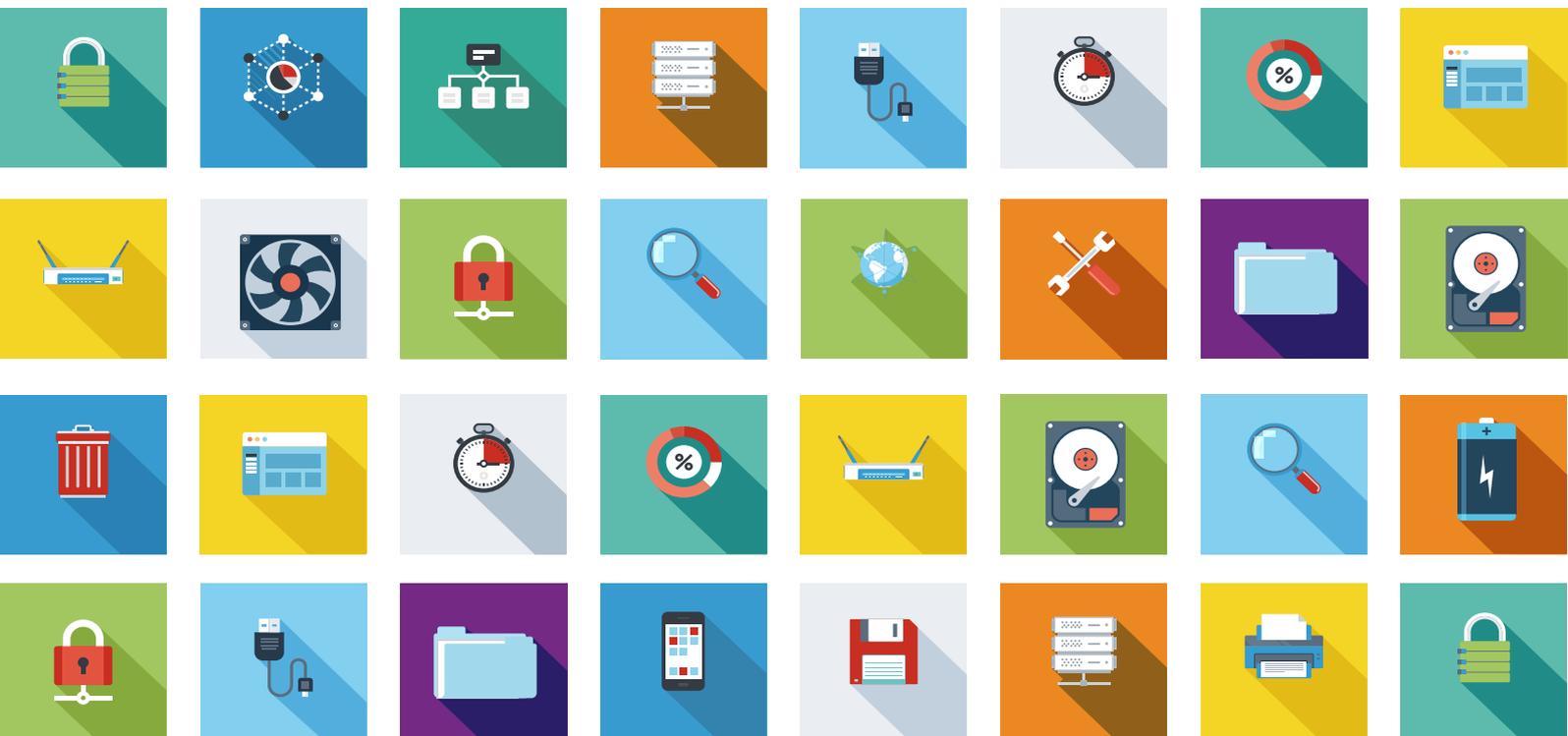




Neue  
Mediengesellschaft  
Zürich AG

# 2019 Media Data Print

valid from 1 January 2019



## Concept

PCtipp, the manufacturer-independent Swiss PC magazine, provides easy-to-understand and comprehensive help and information for private and business PC, tablet and smart-phone users. PCtipp is the most widely read computer magazine in Switzerland. According to MACH Basic 2018-II, 205,000 users read

PCtipp each month. Here you will find information about the latest products and trends, as well as tips for every-day use of technical devices. PCtipp is also available as an e-paper and tablet edition. The e-paper and the tablet edition are identical to the print edition and also contain all advertisements. It includes Latest News, Practical Use and Purchasing Advice sections.

It includes Latest News, Practical Use and Purchasing Advice sections.

Publication frequency	monthly
Issues	12 issues + 2 special issues
Subscription price	Print (including e-paper): CHF 61 E-paper: CHF 49
Print run	70,000
Copies distributed	50,697
Copies sold	44,633

PCtipp replicas	
Copies distributed	1,460
Copies sold	1401



WEMF/SW-certified 2018

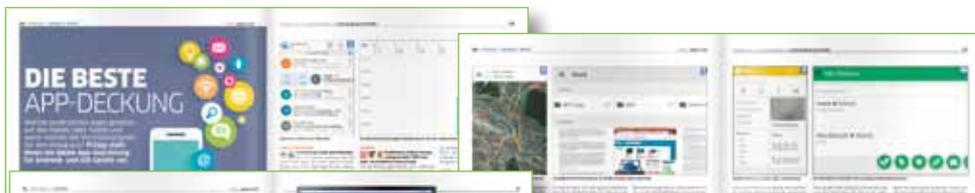


# Concept



## Current

PCtipp presents the latest and most exciting news on the Swiss hardware and software market, provides information on current security threats and writes about the most important news and trends from the digital world. Plus: practical apps and top downloads - with quick guides.



## Practical

PCtipp's experienced professionals research the best tips and tricks. Each month we provide solutions to frequently-encountered computer problems as well as ideas and suggestions on how to work quickly and efficiently with your computer, mobile phone and tablet at home and in the office. Additionally, PCtipp gives important tips on everything to do with multimedia, consumer electronics and new technologies such as AR, VR, KI, etc.



## Purchase advice

PCtipp each month tests the most important new releases, provides purchasing advice and presents products in comprehensive market overviews. Checklists, money-saving tips and detailed product comparisons show what to look out for when buying.



## SME Special

PCtipp gives helpful practical tips for increasing efficiency within small and medium-sized enterprises. Tests and market overviews help readers buy hardware and software and also to use services, while in interviews, experienced entrepreneurs pass on their knowledge. The SME Special is published three times a year as part of PCtipp.

## Dates and topics

### Publication dates, advertising and print material deadlines

No.	Month	Publication date	Advertising deadline <sup>1)2)</sup> Print material deadline <sup>1)2)</sup>	Topics
2	February	25 January 2019	15 January 18 January	<b>Online stores head-to-head:</b> How are Brack, Digitec, Microspot, etc. performing? The big comparison test. <b>DAB+ radios:</b> DAB+ radios offer high-quality sound, combine many functions and look first-class. Pctipp tests models for the best sound.
3	March	22 February 2019	12 February 15 February	<b>OLED-TVs, but affordable:</b> Even for high-quality OLED-TVs, the price drop shows no sign of stopping. Pctipp tests the best models up to 1,500 Swiss francs. <b>Mesh devices:</b> Intelligent network devices provide seamless reception, high speed - and can be put into operation within seconds. Pctipp compares the new device classes.
4	April	29 March 2019	19 March 22 March	<b>Convertible notebooks:</b> These are notebooks and tablets and the core of any professional presentation. Pctipp presents the best all-round devices. <b>E-bikes:</b> Quality, range and comfort are the best reasons to buy a new e-bike. Pctipp compares the new CH models, and shows what you need to look out for when buying one. <b>SME Special:</b> Swiss hosting providers at a glance, label printers and training. Plus Pctipp Interview: ERP 2019.
5	May	26 April 2019	16 April 18 April	<b>Multi-function inkjets are first-class printers and even more versatile:</b> The Pctipp buyer's guide shows not only which ones print beautifully, but also economically. <b>The best high-end smartphones:</b> They are equipped with the fastest processors, huge memories and razor-sharp screens. Pctipp tests the elite of the new generation of smartphones.
Special 1	June	31 May 2019 with Pctipp 6	13 May 15 May	<b>Multimedia:</b> Tips and buying advice.
6	June	31 May 2019	21 May 24 May	<b>The big camera guide:</b> Quality, features and user-friendliness are the best reasons to buy one of the new cameras. Pctipp compares the new compact class models, point-and-shoot with interchangeable lenses, and digital SLR cameras. <b>The best multimedia and gaming laptops:</b> Thanks to their power, they easily keep up with desktop PCs. And then power laptops are still mobile. Pctipp shows what new models can offer.
7	July	28 June 2019	18 June 21 June	<b>The best roaming tariffs:</b> The big Pctipp guide reveals which tariffs offer worry-free holiday phone calls. <b>Summer sounds with sound bars and speakers in a class of their own:</b> These new high-quality loudspeakers are revolutionising the sound experience and provide 360-degree sound. Pctipp tests the top of the league. <b>SME Special:</b> Mobile 4G modems, mobile workstations for SMEs, secure data silos for businesses. Plus Pctipp Interview: Hosting.

## Dates and topics

### Publication dates, advertising and print material deadlines

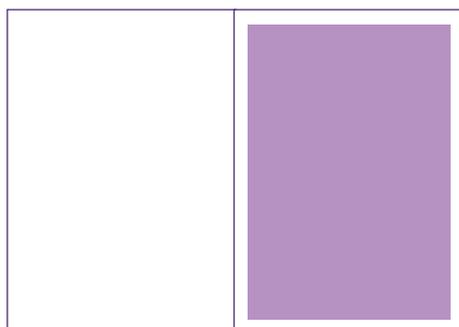
No.	Month	Publication date	Advertising deadline <sup>1) 2)</sup> Print material deadline <sup>1) 2)</sup>	Topics
8	August	26 July 2019	16 July 19 July	<b>Smartphone photo albums:</b> Those who want to record their digital memories in a professional photo album whilst still on holiday, can do so with these sophisticated smartphone mini tools. The best photo album apps on test. <b>The best monitors:</b> From business professional to 4K to curved multimedia monitors - PCTipp compares the new high-end league of desktop and gaming monitors.
9	September	30 August 2019	20 August 23 August	<b>Multi-function colour laser printers win hands-down, when it comes to printing razor-sharp text and graphics:</b> PCTipp offers an overview of the models, their capabilities, uses and features. . <b>Power PCs for every budget:</b> Tower computers boast top features, high speed and versatile connections. PCTipp tests the new generation of Windows PCs.
10	October	27 September 2019	17 September 20 September	<b>The new high-end team of wireless routers is in the overtaking lane:</b> PCTipp reveals what actually still remains of that rapid speed within one's own four walls. <b>The big memory guide:</b> Who benefits from a big local hard drive, or just an SSD? The Cloud also offers advantages for securing data. PCTipp recommendations and cost overview. <b>SME Special:</b> Cloud-based solutions, time recording, managed print solutions. Plus PCTipp Interview: SMEs from a single source.
11	November	25 October 2019	15 October 18 October	<b>Mini-PCs and all-in-ones:</b> They are as small as a school satchel and offer the speed of a fully-grown PC. PCTipp tests the bonsai league among computers and checks their practicality. <b>Earphone guide:</b> They are wireless, you can use them to make telephone calls or listen to good music. PCTipp presents the best headsets and gives a comprehensive market overview.
Special 2	December	22 November 2019 with PCTipp 12	4 November 7 November	<b>The 100 best devices and programs of the year.</b>
12	December	22 November 2019	12 November 15 November	<b>internet, telephone and TV:</b> The best all-IP offers in Switzerland. PCTipp compares what the offers are good for. <b>Multi-device security suites - one for all:</b> Security software manufacturers offer all-in-one solutions for smartphones, PCs and TVs. PCTipp tests their firewalls and their practicality.
1	January 2020	20 December 2019	9 December 12 December	<b>Powerline devices:</b> The new network adapters do not just send data from A to B via the power cable, but also transmit further via wireless. The big PCTipp test shows what is still needed in practical operations. <b>The 2019 consumer survey:</b> What users look out for when buying new smartphones, TVs, peripherals, etc. The big PCTipp survey.

<sup>1)</sup> at 09:00

<sup>2)</sup> Advertorials: Delivery of the material 7 days before the print material deadline

## Prices and formats

### Commercial advertisements

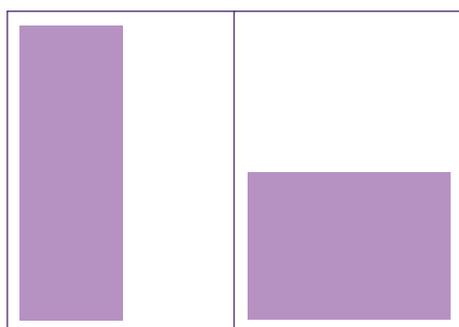


**1/1 page**  
TA: 190 × 270 mm  
BE: 220 × 300 mm  
CHF 11,000

#### Special placements

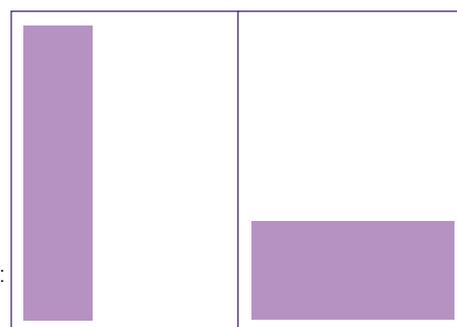
**Inside front cover**  
TA: 190 × 270 mm  
BE: 220 × 300 mm  
CHF 13,000

**Back cover**  
TA: 190 × 270 mm  
BE: 220 × 300 mm  
CHF 14,000



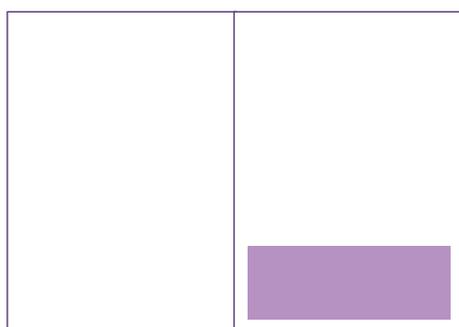
**1/2 page**  
portrait:  
TA: 92 × 270 mm  
BE: 107 × 300 mm

landscape:  
TA: 190 × 132 mm  
BE: 220 × 147 mm  
with display advertisement:  
CHF 6,900

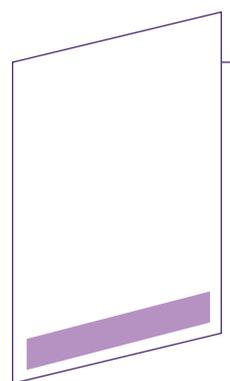


**1/3 page**  
portrait:  
TA: 56 × 270 mm  
BE: 71 × 300 mm

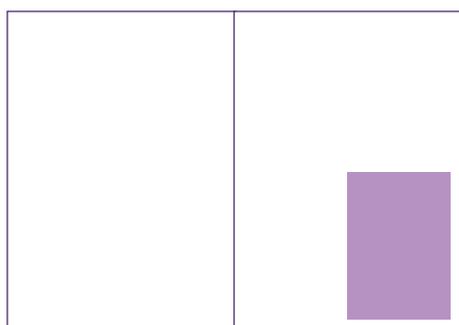
landscape:  
TA: 190 × 82 mm  
BE: 220 × 97 mm  
with display advertisement:  
CHF 5,700



**1/4 page landscape**  
TA: 190 × 57 mm  
BE: 220 × 72 mm  
with display advertisement:  
CHF 4,500



**Special placement cover page**  
**Strip on cover page**  
TA: 190 × 20 mm  
BE: 220 × 35 mm  
with display advertisement:  
CHF 5,900



**1/4 page half portrait**  
TA: 92 × 132 mm  
BE: 107 × 147 mm  
with display advertisement:  
CHF 4,500

Bleed-edge advertisements plus 3 mm trim on all four sides.

TA = type area BE = bleed edge

## Prices and formats

### Advertorials



#### 1/1 page

208 × 290 mm:  
CHF 11,000  
Text approx. 4200 characters plus 1-3 images

#### 1/2 page with display advertisement

landscape: 208 × 143 mm:  
CHF 6,900  
Text approx. 2000 characters plus 1-2 images

Further parameters on request

Delivery of the material 7 days before the print material deadline

### Discounts and commissions

#### Placement supplement:

15% for placement regulations

#### Consultant commission (BK I):

5% for media and advertising agencies entitled to commission

#### Colour free of charge:

All prices apply for 1 to 4-colour advertisements

#### VAT:

All prices plus 7.7% VAT

**Restriction:** Sales figures on the two Pctipp special editions are not included in Pctipp expenditure.

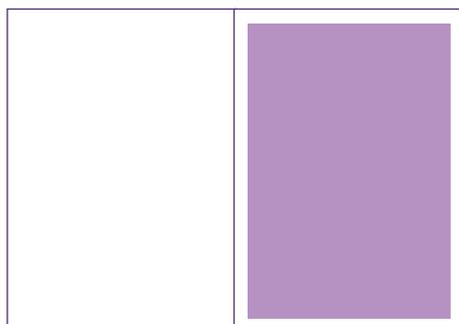
#### Repeat discount:

With order at the same time and without a change in format for commercial or column ads:

3 ×	5%
6 ×	10%
9 ×	15%
12 ×	20%

## Prices and formats

### Education and training

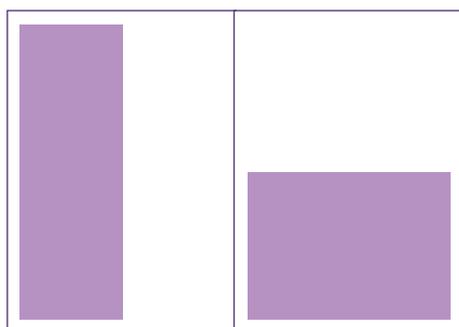


**1/1 page**

**TA:** 190 × 270 mm  
**BE:** 220 × 300 mm  
CHF 3,100

**Combined discount on request**

There are attractive combination possibilities with PCtipp Online and Computerworld Print and Online.

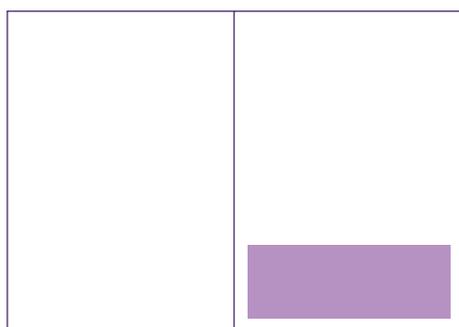


**1/2 page**

portrait:  
**TA:** 92 × 270 mm  
**BE:** 107 × 300 mm

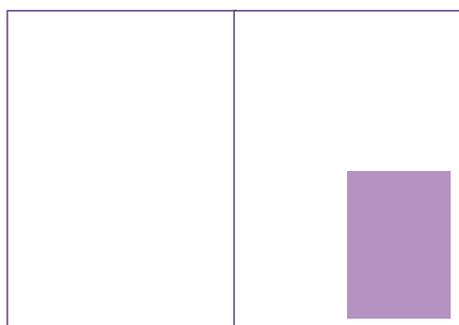
landscape:  
**TA:** 190 × 132 mm  
**BE:** 220 × 147 mm

without display advertisement:  
CHF 1,700



**1/4 page landscape**

**TA:** 190 × 57 mm  
**BE:** 220 × 72 mm  
without display advertisement:  
CHF 850



**1/4 page half portrait**

**TA:** 92 × 132 mm  
**BE:** 107 × 147 mm  
without display advertisement:  
CHF 850

**Bleed-edge advertisements plus 3 mm trim on all four sides.**

**TA = type area    BE = bleed edge**

## Inserts

### Inserts

- Full booking:** Print run 70,000 copies, print run to be delivered 70,700 copies or 1 % allowance
- Formats:** minimum 105 × 148 mm (A6), maximum 220 × 300 mm
- Paper weight:** with A6 minimum 150 g/m<sup>2</sup>, single sheet minimum 120 g/m<sup>2</sup>. 8 pages minimum 80 g/m<sup>2</sup>, 16 pages minimum 50 g/m<sup>2</sup>. If the binding is smaller than 200 mm: maximum 8 pages for 65 g/m<sup>2</sup>
- Fold:** no leporello, z-fold or window fold, fold position mandatory must be on the longer side
- Special inserts:** Insert specialities such as adhesives on request

	Total print run		Large or partial print run (per per 1000) <sup>3)</sup>	
Weight	up to 25 g	up to 50 g <sup>1)</sup>	up to 25 g	up to 50 g <sup>1)</sup>
<b>Inserts</b>				
Postage costs <sup>4)</sup>	CHF 5,830	CHF 5,830	CHF 110 <sup>2)</sup>	CHF 110 <sup>2)</sup>
Technical costs <sup>4)</sup>	CHF 2,450	CHF 2,450	CHF 35	CHF 35
Advertising value	CHF 18,550	CHF 23,100	CHF 265	CHF 330
<b>Total</b>	<b>CHF 26,830</b>	<b>CHF 31,380</b>	<b>CHF 410</b>	<b>CHF 475</b>
<b>Stickers</b>				
Postage costs <sup>4)</sup>	CHF 636	CHF 1,272	CHF 12 <sup>2)</sup>	CHF 24 <sup>2)</sup>
Technical costs <sup>4)</sup>	CHF 4,760	CHF 4,760	CHF 68	CHF 68
Advertising value	CHF 24,500	CHF 28,700	CHF 350	CHF 410
<b>Total</b>	<b>CHF 29,896</b>	<b>CHF 34,732</b>	<b>CHF 430</b>	<b>CHF 502</b>

<sup>1)</sup> higher weights on request, <sup>2)</sup> only applies with postal delivery, <sup>3)</sup> partial booking of at least 20,000 copies according to post code possible. Split surcharge 10%, <sup>4)</sup> not entitled to discount and commission

### Delivery of inserts and stickers

- Delivery:** 3 to 5 working days before publication
- Delivery address:** Mittelland Zeitungsdruck AG, Rampe Ost, Beilagen-Annahme, Neumattstrasse 1, 5001 Aarau
- Goods acceptance:** Monday-Friday, 08:00-16:00  
Tel.: +41 71 272 73 42, e-mail: diego.tisato@nzz.ch  
Tel.: +41 58 200 42 66, supplement acceptance  
**Please include PCtipp, publication date, purchaser, supplement title, number of pallets, number of copies per pallet and total print run on the delivery note**
- Delivered condition:** The supplements and inserts must be supplied in ready-to-use condition. If they require additional work before use, this will be charged according to time and effort. Inserts with folded corners, damaged edges, creases or displaced (rounded) backs cannot be processed. The layers should not be bound or interleaved
- Guidelines:** For specifications for the delivery of newspaper supplements, see [www.mittellandzeitungsdruck.ch/de/downloads](http://www.mittellandzeitungsdruck.ch/de/downloads)
- Design:** Supplements and inserts must be clearly different in design from the editorial part
- Delivery:** Neither the delivery address nor Neue Mediengesellschaft Zürich AG shall be liable for transport, storage and customs duties; any costs incurred must be charged to you. Please deliver the inserts carriage and duty paid (free delivery, duty paid and taxed) – thank you!

## Technical data

### Technical data

<b>Issue format:</b>	220 × 300 mm
<b>Type area:</b>	190 × 270 mm
<b>Print:</b>	offset newspaper press
<b>Colours:</b>	4-colour euroscale, no pantones possible, UCR value max. 250%
<b>Resolution:</b>	200 dpi (text elements in an image at least 600 dpi)
<b>Paper:</b>	Snowprint 48.8 g/m <sup>2</sup> (uncoated)
<b>Production costs:</b>	Composition and template production is not included in the insertion prices included and will be charged on a time and material basis

### Transfer of print material

<b>Directly to the publishers:</b>	anzeigen@nmgz.ch
<b>PDF format:</b>	PDF/X-3:2002 or HighRes PDF with embedded fonts Compress images with Zip or JPG (high), bitmaps as CCITT Group 4
<b>Addition:</b>	Current information and settings can be downloaded at: <b><a href="http://www.mittellandzeitungsdruck.ch/de/downloads">www.mittellandzeitungsdruck.ch/de/downloads</a></b>

# Pctipp readership

## Who reads Pctipp?

	205,000 People		Affinity with respect to the reference target group	
	People	Structure		
<b>Personal characteristics: Sex</b>				
Male	160,000	78.2%		157
Female	45,000	21.8%	43	
<b>Age: 20-year categories</b>				
14-34	46,000	22.4%	73	
35-54	89,000	43.4%		123
55-99	70,000	34.2%		100
<b>Household characteristics: Gross income (grouped)</b>				
up to CHF 3999	18,000	8.8%	57	
CHF 4000 to CHF 7999	76,000	37.3%	93	
more than CHF 8000	110,000	53.9%		121
<b>School education: grouped</b>				
compulsory	24,000	11.9%	68	
middle	102,000	50.0%	98	
high	78,000	38.0%		122
<b>Occupation: occupational status</b>				
Self-employed	16,000	7.8%	95	
Employed without Senior position	62,000	30.5%	86	
Employed with senior position	67,000	32.9%		150
<b>Strong interest</b>				
Computer and IT	162,000	79.2%		253
Entertainment and communication equipment	144,000	70.3%		165
Cars and motorcycles	75,000	36.8%		168
Stock exchange, investment, financial markets	66,000	32.3%		158
Economy	120,000	58.7%		145
Training, further training	120,000	58.6%		115
Professional and work environment, career	109,000	53.4%		117

Source: MACH Basic 2018-II «D-CH/Basis: cRR»

## Readership Pctipp

In addition to the very high coverage, Pctipp boasts other strong sales arguments. **Readers like to buy, and are very interested in financial matters, and as early adopters influence the buying decisions of their** environment to a high degree. They have the **necessary income** to fulfil their wishes, including in the areas of education, holidays and mobility.

	People	Affinity
<b>The Pctipp reader and work</b>		
He/she works full-time	116,000	134
Managerial role	72,000	142
Executive position	61,000	170
<b>The Pctipp reader and their household</b>		
He/she has a household income of over CHF 8,000.	110,000	121
He has a household income of over CHF 10,000.	68,000	129
<b>The Pctipp reader and computer and technology</b>		
He/she reads test reports before making major purchases	164,000	125
is particularly interested in technical devices with sophisticated technology	116,000	232
often advises other people on technical devices	59,000	242
it is important for him/her to always have the latest technical devices	70,000	202
uses online shopping	155,000	120
uses mobile internet each day	148,000	115
<b>The Pctipp reader and household appliances</b>		
Smartwatch	22,000	256
Tablet	149,000	123
Desktop computer	142,000	128
Laptop/notebook	171,000	110
Netbook	40,000	229
Smartphone	178,000	113
Home-cinema system	54,000	138
3D-capable TV set	74,000	130
Blu-ray-/DVD player or recorder	134,000	120
Digital compact camera	146,000	120
SLR camera	82,000	129
Film/video camera	53,000	127
E-reader (e.g. Kindle)	46,000	139
DAB+ Digitalradio	112,000	128
Portable navigation device (not installed on mobile phone)	77,000	123

Source: MACH Basic 2018-II/MACH Consumer 2018 «D-CH/Basis: cRR»

## PCTipp readership

	People	Affinity
<b>The PCTipp reader and cars</b>		
He/she uses a car practically every day	133,000	107
two or more cars in the household	76,000	115
He/she enjoys driving very much	122,000	113
He/she primarily buys new cars	106,000	124
from a brand garage/dealer	141,000	115
He/she is often asked for advice on buying cars	45,000	216
<b>The PCTipp reader and money</b>		
He/she has a 3-pillar retirement savings account	114,000	114
He/she takes out mortgages	82,000	123
He/she owns property	84,000	128
Fund holdings/investment funds	49,000	127
Shares	68,000	144
He/she uses online banking	152,000	128
He/she advises other persons on financial matters	16,000	112
<b>The PCTipp reader and the insurance policies taken out</b>		
Endowment life-insurance financed by an annual premium	37,000	120
Endowment life insurance financed by a single contribution	7,000	151
Legal expenses insurance	117,000	123
Insurance policy changed in the last 12 months	34,000	123
Change of insurance company	13,000	131
<b>The PCTipp reader and further education (visit intent)</b>		
He/she attends computer courses	18,000	216
He/she attends management and leadership courses	15,000	162
He/she attends specialist courses	42,000	122
He/she attends postgraduate courses	7,000	118
<b>The PCTipp reader and travelling</b>		
He/she books his holidays on online travel-agency websites	68,000	129
Business trips in the last 12 months	36,000	153
He/she goes on short trips two or more times a year.	131,000	112

Source: MACH Consumer 2018 «D-CH/Basis: cRR»

## Pctipp readership

	People	Affinity
<b>The Pctipp reader and advertising</b>		
He/she finds advertising supplements in newspapers/magazines particularly informative	81,000	124
He/she has often come across interesting products through advertising	111,000	122

### What the Pctipp reader buys online (last 12 months)

Computer/laptop/tablet	53,000	230
Printer/scanner	40,000	242
Telephone/mobile phone	47,000	220
Camera/video camera and accessories	41,000	207
Electrical household appliances	64,000	206
Do-it-yourself appliances	22,000	190
Leisure/outdoor/camping equipment	23,000	142
Sports equipment/articles	34,000	144
Watches/ jewellery	15,000	128

### What the Pctipp reader orders from brochures (last 12 months)

Computer/laptop/tablet	10,000	253
Printer/scanner	9,000	203
Telephone/mobile phone	10,000	235
Camera/video camera and accessories	11,000	268
Electrical household appliances	17,000	173
Do-it-yourself appliances	10,000	161
Watches/jewellery	4,000	150
Sports equipment/articles	7,000	119
Wine	18,000	147
Furniture	10,000	124

Source: MACH Consumer 2018 «D-CH/Basis: cRR»

# About us - Neue Mediengesellschaft Zürich AG



## Magazines

Practical experience, purchasing consulting, market analyses and case studies for users, SMEs and IT decision-makers: The magazines PCtipp and Computerworld cover the entire spectrum.

## Special editions

Our special editions highlight key issues and provide valuable decision-making assistance.

## PCtipp

**Multimedia special:** Practical tips and buyer's guides on all aspects of home electronics, photography and PC gaming

**Top 100:** the best hardware and software of the year

## Computerworld

**Top 500:** the ranking of the strongest IT companies in Switzerland

**Swiss IT:** a comprehensive analysis of the entire Swiss IT market

**IT-People:** Pioneers in Digitalisation

**Swiss Leader:** the bridge to Top Management



## Online/mobile

Each month, our attractive websites attract more than one million visitors - whether to Computerworld.ch, PCtipp.ch or Onlinepc.ch. We reach all IT-savvy target groups, from home users and business decision-makers to multimedia enthusiasts.

## Social media

With state-of-the-art, context-based solutions and networked models, NMGZ offers numerous ways of targeting IT-savvy and technophile groups on social media platforms.



## Events

Practical information on current topics, decision-making aids and success stories for IT users and decision-makers. The ideal platform for exchanging experiences.

## Contact

### Publisher

#### Neue Mediengesellschaft Zürich AG

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 Tel. +41 44 387 44 44

[www.nmgz.ch](http://www.nmgz.ch)  
[www.computerworld.ch](http://www.computerworld.ch)  
[www.pctipp.ch](http://www.pctipp.ch)  
[www.onlinepc.ch](http://www.onlinepc.ch)

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