



VISIONEN Mediadata 2025

«Informative and up to date since more than 40 years! Do you also have Visions?»

Content and Readership

History

The association of computer science students at ETH Zurich (VIS) has been publishing the official newsletter «Visionen» since its founding in 1984. The first issue appeared on May 18th, 1984. Ever since, the magazine has continuously evolved and enhanced. Today, “Visionen” presents itself as an informative journal that strives to be more than just a club newspaper.

Production

«Visionen» is being produced by a team of committed volunteer students. Among the contributors are students, assistants, lecturers and industry insiders. Articles are written in German or English.

Content

«Visionen» covers a broad range of topics:

→Communication of study-related topics in collaboration with the department of computer science, such as introduction of new professors or announcements regarding courses.

→Specialized articles about various branches of computer science: Current research projects, legal and social issues as well as technical articles.

→Humorous and informative pieces about student culture and events.

Distribution

Circulation:

→Total circulation: 1'000 copies.

→Online circulation: 3'200 copies.

Readership:

→Computer science students at ETH Zurich

→Ph.D. students of the department of computer science at ETH Zurich

→Professors of the department of computer science at **ETH Zurich**

→ETH Alumni

→Interested companies

Distributed per email to all students of computer science and postally to subscribers. Students of the first year receive the magazine automatically and free of charge and students of higher years can at any point subscribe for free. The remaining issues are spread in the buildings of the department and other important buidlings of ETH.

Release cycle:

6 issues per year (3 per semester)

Why advertise in ‘Visionen’?

→«Visionen» is the means of communication between businesses and potential employees in the domains of computer science and consulting.

→The journal enables promoting your business, your products and your technologies to the computer scientists of tomorrow.

→An advertisement in «Visionen» reaches 3000 young, intellectually aware individuals aged between 17 and 30.

Editorial Calendar & Opportunities

Expected publication date and advertisement deadlines

Issue	Advertisement deadline	Publication date	Remarks
01/2025	12 February 2025	07 March 2025	Begin of semester (Spring semester)
02/2025	19 March 2025	11 April 2025	
03/2025	23 April 2025	16 May 2025	Semester end
04/2025	10 September 2025	09 October 2025	Begin of semester (Autumn semester)
05/2025	15 October 2025	07 November 2025	
06/2025	19 November 2025	12 December 2025	Semester end

Please note that these dates are non-binding benchmarks. We go out of our way to meet the deadline but reserve the possibility of a postponement.

Opportunities

The following advertisement formats are available:

Size	Colour	Price (CHF) *
1/2 page	CMYK	500.-
1 page	CMYK	900.-
1 double page	CMYK	1600.-
1 double page Publireportage	CMYK	1000.-
1/2 page, flip side (U4)	CMYK	950.-
1/1 page, inside front cover (U2)	CMYK	550.-

Please do not hesitate to contact us should you desire another format or an insert. We do not sell the title page as ad space.

Discounts

Repeat discounts for advanced bookings:

- 3 or more issues 5%
- 6 or more issues 10%

Payment conditions

We reserve the right to ask for payment in advance. Otherwise you'll receive an invoice after your advertisement has been published (payable within 30 days). You will receive two copies of the issue as soon as it is available.

* The VIS is liable to VAT since 2012. Therefore we will charge an additional VAT of 8% on the stated prices.

Specifications

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Format: DIN A5, tall (148 mm x 210 mm)

Size: Around 30 – 60 pages

Binding: Fold and staple

Paper:

Cover: Mat coated/ glossy/uncoated paper, 170 g/m²

Inside: 100 g/m²

Printing technique: Offset

Advertisements presets

- **Size:** DIN A5 (resp. A6 for advertisements 1/2 page)
- **Bleed:** 3mm on all sides
- **Colourscheme:** (CMYK, not RGB)
- **Fileformat:** PDF (high-resolution images, fonts embedded) or TIFF (high-resolution)

Upload of Advertisements

On our company website: www.visit.vis.ethz.ch it is possible to book advertisements and upload them. We also accept advertisements via email

Please also consider...

If the templates do not meet the requirements mentioned above, we will inform you. You can address the shortcomings until the advertisement deadline. If submitted after the deadline, we cannot guarantee the publication of your advertisement. In addition, please view the terms and conditions.

Print Office

Sprüngli Druck AG

Gaswerkstrasse 56

4900 Langenthal

Tel: +41 62 919 15 15

info@merkurmedien.ch

VISIONEN // CONTACT

Contact and Terms & Conditions

Publisher

Verein der Informatikstudierenden (VIS)
CAB E31
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8092 Zürich

Tel.: 044 632 72 12
Fax: 044 632 19 15
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Web: <http://www.vis.ethz.ch>

Editorial office (for articles and feedback)

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Publisher (for advertisement and sponsoring)

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Verlag «Visionen»
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8092 Zürich

Tel.: 044 632 72 12
Fax: 044 632 19 15
Email: verlag@vis.ethz.ch
Web: <http://www.visionen.vis.ethz.ch>

Bank account: CH89 0900 0000 8003 2779 3

Terms and Conditions

Last updated: 18.10.2016

THE GENERAL TERMS AND CONDITIONS OF VISIONEN ARE NOT LEGALLY BINDING EXCEPT FOR THE GERMAN VERSION. THIS TEXT HAS BEEN TRANSLATED AND MAY CONTAIN FAULTS BOTH IN CONTENT AND LANGUAGE.

The contract between the Visionen (hereinafter “publisher”) and the party placing the order for the advertisement (hereinafter “advertiser”) shall be concluded through a written confirmation by the publisher.

¹ A contract that is binding for both parties is concluded with the publisher’s consent to reconfirm the order. A confirmation of the advertisement in the company platform VISIT is equivalent to a confirmation. The order is subject to these terms and conditions, which the publisher shall identify to the ordering party in a suitable manner. Subject to printing errors or deviating agreements between the parties, the information in this document “VISIONEN Mediadaten 2025” shall apply.

² The placement of the advertisement is in principle reserved to the editorial staff, unless a different regulation has been agreed in writing beforehand.

³ The ordering party is responsible for the content of its advertisements. The publisher reserves the right to reject advertisements with or without giving reasons.

⁴ The ordering party is responsible for the timely delivery of a perfect artwork. The deadlines for advertisements stated on page 2 are decisive. If the artwork is not delivered on time, the client shall nevertheless remain obliged to pay. The order does not include any further processing by “VISIONEN”.

⁵ The publication dates given on page 2 are indicative only. The actual publication date may differ. The publisher endeavours to adhere to the guide values. Without additional written agreement, the publisher cannot be held liable for a delayed publication within a tolerance of 10 working days and the ordering party is obliged to pay for the advertisement.

⁶ If the advertisement is printed illegibly, incorrectly or incompletely in whole or in part, the ordering party shall be entitled to a reduction in payment or a replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired. Further liability on the part of the publisher is

excluded. Complaints must be made within 2 weeks of receipt of invoice and receipt.

⁷ Printing documents and data carriers shall only be returned to the ordering party upon special request. The publisher is responsible for ensuring that the original is used exclusively for the purposes specified in the order and is not accessible to unauthorised third parties.

⁸ A “good-to-print” advertisement is uploaded to the VISIT company portal. In order not to delay the publication unnecessarily, any corrections must be notified to the publisher within 2 working days of receipt. No feedback within the aforementioned period will be considered as a confirmation.

⁹ In the event of force majeure, any obligation on the part of the Publisher to fulfil orders and provide compensation shall cease. In particular, no compensation shall be paid for unpublished or untimely advertisements.

¹⁰ The placement of advertisements for the “VISIONEN” is permitted. Additional costs such as commissions of the mediating company must be added to the prices on page 2. However, the price stated on page 2 must be communicated transparently to the end customer.

¹¹ Agreements between the publisher and the client that deviate from these terms and conditions must be made in writing.

¹² Should one of the above provisions be invalid, this shall not affect the validity of the other provisions.

¹³ Place of jurisdiction for both parties is the registered office of the publisher.