



# VISIONEN

## Mediadata

### 2017

«Informative and up to date since more than 30 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: 2'000 copies.

→As of WEMF (2015): 1'850 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 postally to all students of computer science and subscribers. The students receive the magazine automatically and free of charge as long as they are enrolled at the department of computer science. The remaining issues are spread in the buildings of the department and other important buildings of ETH.

Release cycle: 6 issues per year (3 per semester)

Subscription costs: CHF 25.-

### 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 1680 young, intellectually aware individuals aged between 17 and 30.

## Editorial Calendar & Opportunities

### Expected publication date and advertisement deadlines

Issue	Advertisement deadline	Publication date	Remarks
1/2017	27. January 2017	24. February 2017	Begin of semester (Spring semester)
2/2017	18. March 2017	21. April 2017	
3/2017	28. April 2017	2. June 2017	Semester end
4/2017	25. August 2017	18. September 2017	Begin of semester (Autumn semester)
5/2017	13. October 2017	17. November 2017	
6/2017	24. November 2017	29. December 2017	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:

Grösse	Farbe	Preis (CHF) *
1/2 page	CMYK	1000.-
1/1 page	CMYK	1800.-
1/1 double page	CMYK	4000.-
1/2 page, flip side (U4)	CMYK	3000.-
1/1 page, inside front cover (U2)	CMYK	3000.-

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 60 – 80 pages

Binding: Fold and staple

Paper:

Cover: Mat coated/ glossy/uncoated paper, 170 g/m<sup>2</sup>

Inside: 100 g/m<sup>2</sup>

Printing technique: Offset

Color: Cover: 4/4 CMYK, inside: 4/4 CMYK

### Some pointers

- For ads we offer inside pages, U2 (front inner Cover) and U4 (half of flipside) exclusively.
- For bleed-off ads, please include a 3 mm bleed area on each border to be cut. Please take care not to place design elements too close to the border, as inaccuracies may arise during trimming.

### Templates

You can send your print-ready template by email or on a storage device (CD-ROM) postally. Please make sure that all color images are in CMYK format (not RGB).

### Supported formats

- PDF (high-resolution images, fonts embedded)
- TIFF (high-resolution)

### 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

Dorfmattestrasse 28

5612 Villmergen

Tel. 056 619 53 53

info@spruenglidruck.ch

## Contact and Terms & Conditions

### Publisher

Verein der Informatik Studierenden (VIS)  
CAB E31  
Universitätsstrasse 6  
ETH Zentrum  
8092 Zürich

Tel.: 044 632 72 12  
Fax: 044 632 19 15  
Email: [vis@vis.ethz.ch](mailto:vis@vis.ethz.ch)  
Web: <http://www.vis.ethz.ch>

Bank account: PC-Konto 80-32779-3

### Editorial office (for articles and feedback)

Verein der Informatik Studierenden (VIS)  
Redaktion «Visionen»  
CAB E31  
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### Publisher (for advertisement and sponsoring)

Verein der Informatik Studierenden (VIS)  
Verlag «Visionen»  
CAB E31  
ETH Zentrum  
8092 Zürich

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

### 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 compulsory for both parties comes into existence only after an approving confirmation by the publisher. Any advertisement mandate is subject to these terms and conditions, which the advertiser will be made aware of in a suitable way. The following sets out the standard terms and conditions for advertising in "Visionen", unless not differently agreed upon beforehand. The publisher shall not be liable for any printing errors contained in this material.

2. The positioning of the advertisement is left to the publisher, unless differently acknowledged beforehand in a written agreement.

3. The advertiser is responsible for the content of his advertisement. The publisher may, without any responsibility to the advertiser, reject, cancel or require any advertisement to be amended that it considers unsuitable or contrary to these terms and remove, not print or suspend any such advertisement.

4. The advertiser is responsible for delivering a faultless advertisement template in time (the relevant deadlines for delivering in time are stated on page 2). The advertiser will be charged 100% of the agreed rate, even if he does not manage to deliver the template in time.

5. The release dates stated on page 2 are only approximated benchmarks. The effective release dates may deviate from those. The publisher is aiming to meet these benchmarks. Without further written agreement, the publisher cannot be made responsible for any late release in the tolerance of +/- 10 working days and the advertiser is bound to pay the advertisement.

6. The advertiser will be granted a charge mitigation or a reprint of their advertisement in the next issue in case that the advertisement is partly or entirely unreadable or incorrectly or incompletely printed, but only in the degree in which the purpose of the advertisement was impaired. Any further liabilities against the publisher are barred. Complaints must be invoked within 2 weeks after receipt of the invoice and voucher.

7. Templates and data storage devices will be returned to the advertiser only upon explicit request. The publisher is responsible that the template is only used for its intended purpose and is not made accessible to unauthorized third parties.

8. A "good for print" of the advertisement will only be sent to the advertiser upon explicit request. The publisher needs to be made aware of any possible corrections within 24 hours after receipt of the "good for print". The absence of response within the period mentioned will be taken as approval.

9. In case of force majeure, the publisher's obligation for implementation of mandates and payment of compensation shall cease. In particular will the publisher not pay any compensation for unpublished or untimely published advertisements.

10. The mediation of advertisements for "Visionen" shall be permitted. Additional costs (like commission of the mediating company) have to be added to the prices on page 2. The price on page 2 however, has to be communicated transparently to the end customer.

11. Any agreements between publisher and advertiser deviating from these terms and conditions need to be communicated in written form.

12. In case any of the above mentioned regulations (or part thereof) is invalid or void, so shall this not affect the validity of the other regulations.

13. These terms and conditions (and any non-contractual obligations arising in connection with them) shall be governed by Swiss law and the courts at the domicile of the publisher will have exclusive jurisdiction in relation to these terms and conditions (and any non-contractual obligations arising in connection with them).