

## MEDIA INFORMATION 2010

RAUM UND WOHNEN interprets «living» as an important component of our culture. From this perspective an editorial concept was developed which represents the documentation of good taste in all its variety. Generously displayed articles from the areas architecture, lifestyle and design characterise the face of this successful magazine.

Not only the Swiss perspective is illustrated but a colourful overview of European lifestyle culture in the broadest sense is provided by international articles. Corresponding to the level of the editorial, the design of RAUM UND WOHNEN is also very high.

Layout, breakdown and modern typography assure that the print – whether editorial or advertisement – always finds a high level of attention. The editorial concept and high quality standards are particularly attractive to men and women of the middle and upper classes. The target group reached by RAUM UND WOHNEN is established and extrovert. The supreme way of dealing with wonderful and valuable objects – to which the home primarily belongs as an expression of personality and lifestyle – openness to everything new and an avid interest in anything which helps to make everyday life more pleasant, varied and lovely, are characteristics of the readers of RAUM UND WOHNEN, who are addressed here in an appropriate way.



## THEMES AND DATES 2010

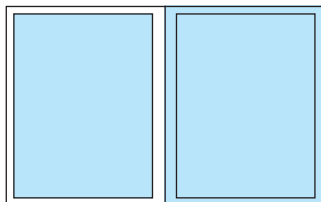
Edition	Editorial deadline	Advertisement deadline	Copy deadline	Themes
2/10 of 18 February	10 December	7 January	21 January	Wardrobes, cupboards / Storage space furniture Tables and chairs / The entrance hall
3/10 of 18 March	21 January	4 February	18 February	Report Furniture Fair Cologne Designer rugs
4/10 of 15 April	18 February	4 March	18 March	Scandinavian furniture Focus Garden / Home textiles
5/10 of 20 May	18 March	1 <sup>st</sup> April	15 April	Report Furniture Fair Milan Fittings for kitchen and bathroom
6•7/10 of 24 June Double issue/in sale 2 months	29 April	13 May	27 May	Kitchen Extra / Kitchen devices Table settings / New ideas Frankfurt Ambiente
8/10 of 19 August	10 June	8 July	22 July	Bathroom Extra / Wellness the Swiss furniture scene
9/10 of 16 September	22 July	5 August	19 August	System furniture / Bed sofas Shelves / Watches, Jewellery
10/10 of 14 October	19 August	2 September	16 September	Light and lamps / Audio Extra Sofas
11/10 of 18 November	23 September	7 October	21 October	Ideas for Gifts and Lifestyle Beds / Office Extra
12/10•1/11 of 16 December Double issue/in sale 2 months	21 October	4 November	18 November	Cheminées/Ovens/Tiled stoves Upholstery / side tables

### Regularly featured in RAUM UND WOHNEN:

- articles about architecture and interiors - design trends - Freiraum - ideas for rooms and furnishing - profiles -  
 - calendar of events - furniture of the year - gallery of home design classics - living away from home / Trend Hotels - Design-Awards  
*For important news there's a special stop-press section with a shorter editorial deadline.*

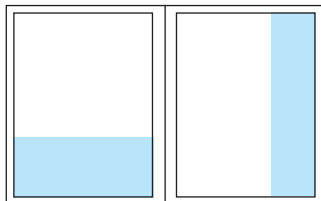
# FORMAT PLAN

## Standard formats



**1/1 page**  
Widht 199 mm  
Height 278 mm

**1/1 page bleed**  
Widht 225 mm  
Height 297 mm  
(+ bleed)



**1/3 page cw.**  
Widht 184 mm  
Height 90 mm

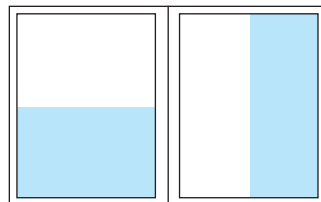
**1/3 page high**  
Widht 60 mm  
Height 278 mm

### Bleed bonus:

On both sides, above and below, both 3 mm

On advertisements over spine two separate copies are necessary. The bleed bonusses also have to be taken into considered relative to the spine.

## Page dominant formats



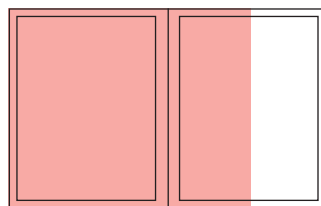
**1/2 page cw.**  
Widht 184 mm  
Height 137 mm

**1/2 page high**  
Widht 90 mm  
Height 278 mm



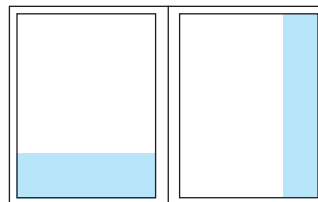
**3/4 page cw.**  
Widht 184 mm  
Height 205 mm

**3/4 page high**  
Widht 132 mm  
Height 278 mm



**1 1/2 page** over spine bleed  
Widht 355 mm (+ bleed)  
Height 297 mm

## Linked formats



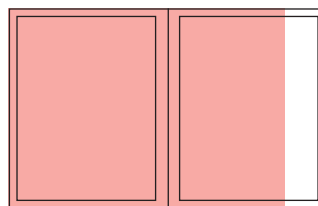
**1/4 page cw.**  
Widht 184 mm  
Height 66 mm

**1/4 page high**  
Widht 43 mm  
Height 278 mm

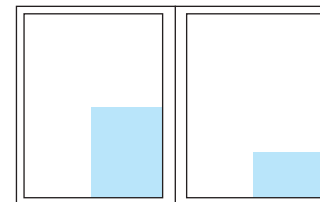


**2/3 page cw.**  
Widht 184 mm  
Height 186 mm

**2/3 page high**  
Widht 122 mm  
Height 278 mm

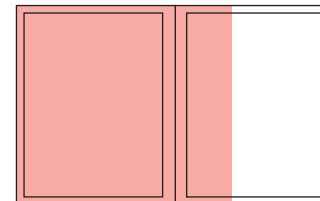


**1 3/4 page** over spine bleed  
Widht 386 mm (+ bleed)  
Height 297 mm

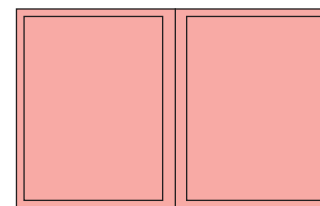


**1/4 page**  
Widht 90 mm  
Height 137 mm

**1/8 page**  
Widht 90 mm  
Height 66 mm



**1 1/3 page** over spine bleed  
Widht 304 mm (+ bleed)  
Height 297 mm



**2/1 page** over spine bleed  
Widht 450 mm (+ bleed)  
Height 297 mm

# RAPID COST CALCULATION MONOCHROME ADVERTISEMENTS

	Formats	Net price at 1+2x	Net price from 3x 5%	Net price from 6x 10%	Net price from 10x 15%
<b>Deduction for repeat advertisements:</b>					
<b>Standard formats</b>	1/1 page b/w	4'870.—	4'626.50	4'383.—	4'139.50
	1/2 page b/w	2'810.—	2'669.50	2'529.—	2'388.50
	1/3 page b/w	2'330.—	2'213.50	2'097.—	1'980.50
	1/4 page b/w	1'620.—	1'539.—	1'458.—	1'377.—
	1/8 page b/w	1'040.—	988.—	936.—	884.—
<b>Page dominant formats</b>	3/4 page b/w	4'070.—	3'866.50	3'663.—	3'459.50
	2/3 page b/w	3'790.—	3'600.50	3'411.—	3'221.50
<b>Linked formats</b>	1 1/3 page b/w	7'200.—	6'840.—	6'480.—	6'120.—
	1 1/2 page b/w	7'680.—	7'296.—	6'912.—	6'528.—
	1 3/4 page b/w	8'940.—	8'493.—	8'046.—	7'599.—
	2/1 page b/w	9'740.—	9'253.—	8'766.—	8'279.—
<b>Special placings</b>	Basic prices				
	black/white:				
	2 <sup>nd</sup> cover-page	6'210.—	5'899.50	5'589.—	5'278.50
	3 <sup>rd</sup> cover-page	6'210.—	5'899.50	5'589.—	5'278.50
	4 <sup>th</sup> cover-page	7'037.—	6'685.15	6'333.30	5'981.45
	page 3	6'210.—	5'899.50	5'589.—	5'278.50
	page 4	6'750.—	6'412.50	6'075.—	5'737.50
<b>Use of the cover pages and pages 3 and 4 are only possible in 4 colour.</b>					
<b>Inserts/Supplements</b>	2 pages	6'150.—	5'842.50	5'535.—	5'227.50
	4 pages	7'640.—	7'258.—	6'876.—	6'494.—
	8 pages	9'820.—	9'329.—	8'838.—	8'347.—
	16 pages	12'220.—	11'609.—	10'998.—	10'387.—
Prices include postage; for larger brochures on request.					
<b>Stickers</b>	<b>Only in association with an advert 1/1 page CHF 95.00 per thousand copies, incl. postage.</b>				
	<b>Multiple page stickers CHF 190.00 per thousand copies, incl. postage.</b>				

## RAPID COST CALCULATION ADDITIONAL COLOUR CHARGES

### Standard formats

1/1 page	2'435.—
1/2 page	1'124.—
1/3 page	699.—
1/4 page	486.—
1/8 page	312.—

### Page dominant formats

3/4 page	2'035.—
2/3 page	1'895.—

### Linked formats

1 1/3 page	3'600.—
1 1/2 page	3'840.—
1 3/4 page	4'470.—
2/1 page	4'870.—

### Special placings

2 <sup>nd</sup> cover-page	3'105.—
3 <sup>rd</sup> cover-page	3'105.—
4 <sup>th</sup> cover-page	3'518.50
page 3	3'105.—
page 4	3'375.—

## DISCOUNTS AND SURCHARGES

<u>Repeat discount:</u>	from 3x 5%, from 6x 10%, from 10x 15% (discounts on mono net basic prices, all titles published can be freely combined)
<u>Discount for combinations:</u>	2 titles 10%, 3 titles 15% (discounts on mono net basic prices, all titles published can be freely combined)
<u>Special colour surcharge:</u>	25% of gross advert price (if mixed from scale colours)
<u>Placing surcharge:</u>	10% on binding requirements, if these can be kept

## TECHNICAL DATA

<u>Printing processes:</u>	Rotary offset, CTP
<u>Print copy:</u>	Data formats: QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-3. Enclose all fonts. Colours defined as CMYK. Image resolution 300 dpi. Advertisements which run off the edge plus 3 mm. Data delivery: CD, FTP or per e-mail to the advertisement administration with binding colour proof. Colour tolerances are unavoidable. They do not form sufficient reason for discounts.
<u>Production of print documents:</u>	The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.
<u>Production:</u>	27,900 copies

## SPECIAL PLACINGS

2 <sup>nd</sup> cover-page:	first page on the left hand side in the magazine
3 <sup>rd</sup> cover-page:	on the right hand side opposite the subscription card
4 <sup>th</sup> cover-page:	on the back page of the magazine
page 3:	first page on the right hand side (only 4c.)
page 4:	opposite Editorial (only 4c.)
Special placings for large format adverts on request	

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