

RAUM UND WOHNEN

DAS SCHWEIZER MAGAZIN FÜR ARCHITEKTUR, WOHNEN UND DESIGN

Print | Digital

Media documentation 2019

The direct route to a high-end target group which is specifically interested in architecture, building, interiors and design.



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 2019

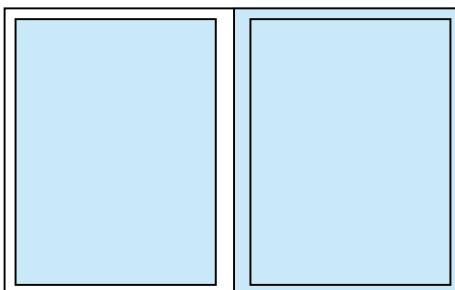
Edition	Editorial deadline	Advertisement deadline	Copy deadline	Themes
2/19 of 14 February	6 December	3 January	17 January	New products at the IMM Cologne Bathrooms and spas
3/19 of 14 March	17 January	31 January	14 February	Lifestyle for gardens (Furniture, lights, shading) Wardrobes, cupboards and storage space furniture
4/19 of 18 April	21 February	7 March	21 March	Scandinavian furniture Home textiles, kitchen and bathroom taps & fittings
5/19 of 16 May	21 March	4 April	18 April	New releases Furniture Fair Milan Lights, design in the garden
6•7/19 of 19 June Double issue/in sale 2 months	24 April	8 May	16 May	Kitchen and kitchen devices Dinnerware and kitchen utensils
8/19 of 22 August	13 June	11 July	24 July	Focus bathroom Wall and floor coverings, design carpets
9/19 of 19 September	25 July	8 August	22 August	Tables and chairs System furniture
10/19 of 17 October	22 August	5 September	19 September	Lights Sofa beds and lounges, wallpaper and tissues
11/19 of 14 November	19 September	3 October	17 October	Upholstery and side tables Ideas for Gifts and Lifestyle, Trends «Küchenmeile»
12/19•1/20 of 19 December Double issue/in sale 2 months	24 October	7 November	21 November	Beds Office-trends, stove

Regularly featured in RAUM UND WOHNEN Articles about architecture and interiors, Design trends, Profiles, Calendar of events, Trend Hotels, Design Awards, Swiss Design. (For important news there's a special stop-press section with a shorter editorial deadline)

Annual publications of RAUM UND WOHNEN
- Trendmagazin KÜCHE & BAD, WELLNESS-IDEEN
- MyRoom
(see separate media documentation)

Formate / Preise

* Bleed bonus: On both sides, above and below, both 3 mm



1/1 page

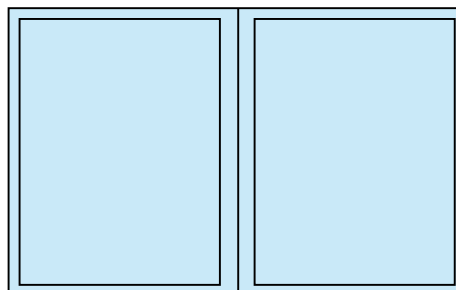
CHF 7'450.00

Widht 199 mm
Height 278 mm

1/1 page bleed

CHF 7'450.00

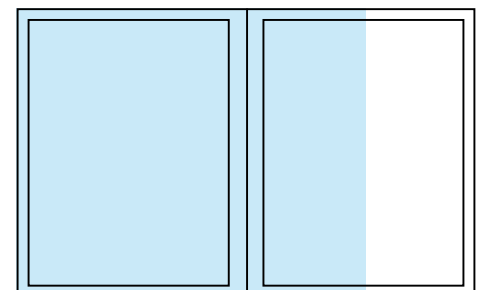
Widht 225 mm *
Height 297 mm *



2/1 page over spine bleed

CHF 11'480.00

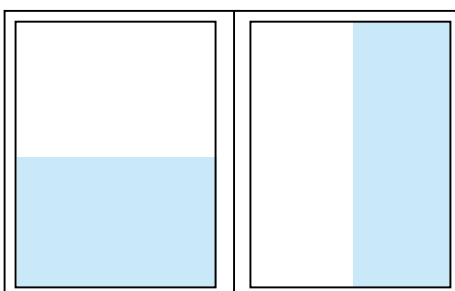
Widht 450 mm *
Height 297 mm *



1 1/2 page over spine bleed

CHF 9'590.00

Widht 355 mm *
Height 297 mm *



1/2 page cw.

CHF 4'030.00

Widht 184 mm
Height 137 mm

bleed

Widht 225 mm *
Height 146 mm *

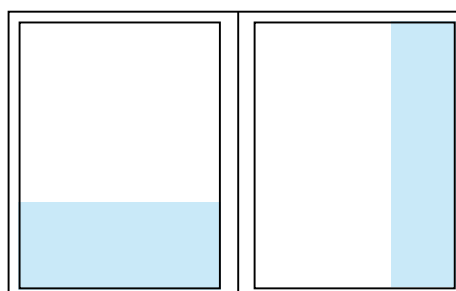
1/2 page high

CHF 4'030.00

Widht 90 mm
Height 278 mm

bleed

Widht 103 mm *
Height 297 mm *



1/3 page cw.

CHF 3'110.00

Widht 184 mm
Height 90 mm

bleed

Widht 225 mm *
Height 99 mm *

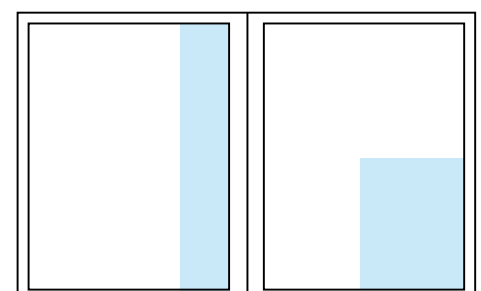
1/3 page high

CHF 3'110.00

Widht 60 mm
Height 278 mm

bleed

Widht 73 mm *
Height 297 mm *



1/4 page high

CHF 2'140.00

Widht 43 mm
Height 278 mm

bleed

Widht 57 mm *
Height 297 mm *

1/4 page

CHF 2'140.00

Widht 90 mm
Height 137 mm

Discounts and surcharges

Repeat discount:	from 3x 5%, 6x 7.5%, 8x 10%, 10x 12,5% (discounts on mono net basic prices, all titles published can be freely combined)
Discount for combinations:	2 titles 5%, 3 titles 10% (discounts on mono net basic prices, all titles published can be freely combined)
Placing surcharge:	10% on binding requirements, if these can be kept (available from 1/3 page)
Advisory commission:	10%

Special placings

Inside front cover:	CHF 8'650.00	first left-hand page of the magazine
Outside back cover:	CHF 10'350.00	the last page of the magazine
Page 3:	CHF 8'650.00	first right-hand page
Page 4:	CHF 8'650.00	to the left of the editorial
Page 5:	CHF 3'550.00	following editorial copy, 1/3 page right
Page 7, 9:	CHF 8'650.00	to the right of the contents page

Special placement for large format ads on agreement

Inserts / Supplements

2 pages	CHF 6'220.00
4 pages	CHF 7'750.00
8 pages	CHF 9'890.00
16 pages	CHF 12'340.00
24 pages	CHF 15'000.00
32 pages	CHF 19'400.00

Prices include postage; for bulkier brochures on request.

Stickers

Two-page glued insert	CHF 95.00 per thousand copies, incl. postage
Multiple page glued insert	CHF 190.00 per thousand copies, incl. postage

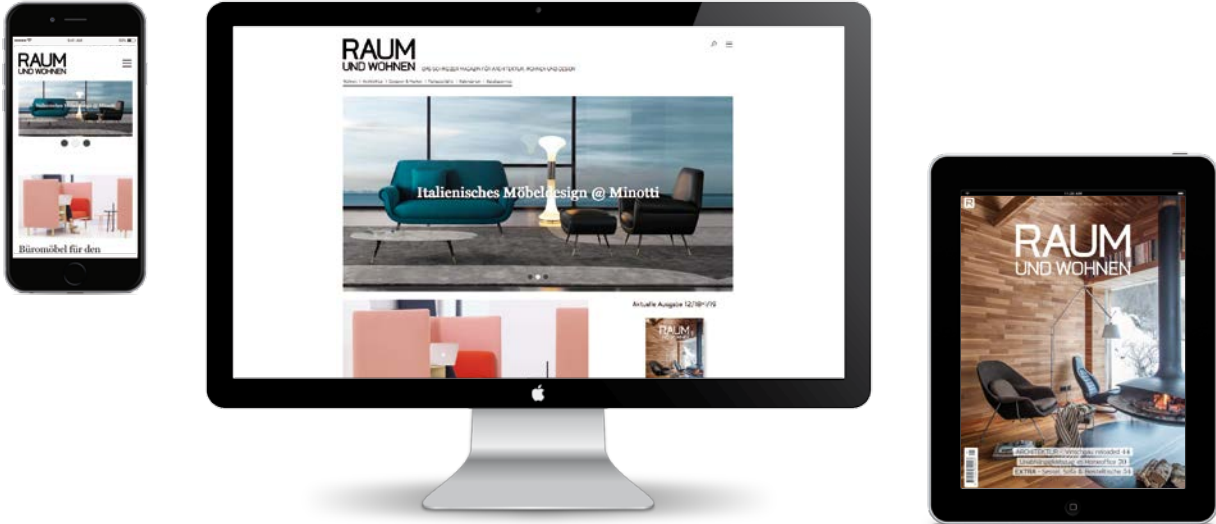
Only in association with an advert 1/1 page

Technical data

Printing processes:	Rotary offset, CTP
Print copy:	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.
Production of print documents:	The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.
Audited Sold circulation:	26'000 copies
Readership:	Reader per issue = 114'000 Absolute coverage readership = 432'000 (MachBasic readership study)

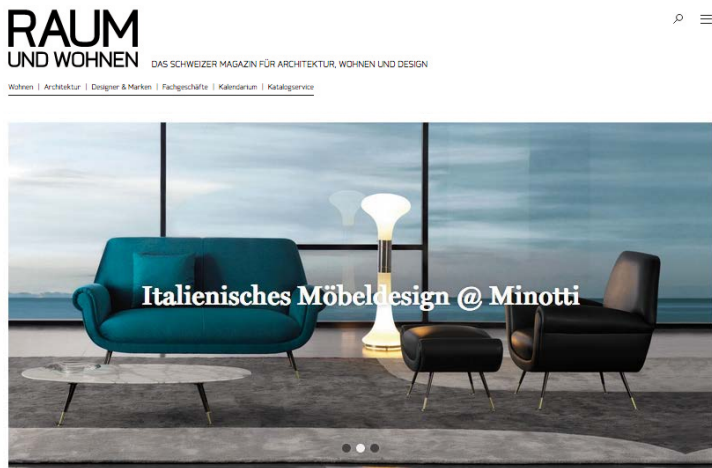
Digital media

cross media options



Responsive Banner

Responsive HTML5-Banner (Button 1)



Büromöbel für den Unabhängigkeitstag
 Heute ist Unabhängigkeitstag. Denn heute bestimme ich, wie der Tag abläuft. Keine stundenlangen Sitzungen, niemand, der ungeladeten ins Büro trampelt und Pause, wenn mir danach ist – Crossant inklusive. So fühlt sich Homeoffice an. Schöne Büroeinrichtung macht den Tag perfekt.



Aktuelle Ausgabe 12/18+1/19



Medium
Rectangle

Responsive HTML5 banners adapt themselves to the available advertising surface according to the screen size and screen format of the user. The height is fix while the width adapts itself accordingly.

There are the following two banners available:

«Button 1»

Height: 90px
 Minimum width: 300px
 Maximum width: 1600px
 Positioning: all pages
 Over the site header, maximum 3 rotating
 Costs: Fr. 900.00 per month

«Medium Rectangle»

Height: 250px
 Minimum width: 300px
 Maximum width: 800px
 Positioning: home and all sections
 Possible directly under the self-advertising
 Costs:
 Home: Fr. 700.00 per month
 Section: Fr. 500.00 per month

Wohnen



Büromöbel für den Unabhängigkeitstag

Heute ist Unabhängigkeitstag. Denn heute bestimme ich, wie der Tag abläuft. Keine stundenlangen Sitzungen, niemand, der ungebeten ins Büro trampelt und Pause, wenn mir danach ist – Crossant inklusive. So fühlt sich Homeoffice an. Schöne Büroeinrichtung macht den Tag perfekt.



Hauptsache mit Köpfchen: Betten

Im Bett wird geschlafen, gelesen, diskutiert und gearbeitet. Und es wird heutzutage weitaus mehr benutzt als nur in der Nacht, was auch erklärt, wieso die neuesten Modelle vor allem eins aufweisen: Kopfteil



Bettwäsche: Körperschmeichler

Nichts geht über diesen einen Moment, wenn man nach einem langen Tag in ein frisch bezogenes Bett schlüpfen kann. Der blumigzarte Duft, das angenehme Gefühl auf der Haut, der kühlende Stoff im Sommer oder die wärmende Flanel-Bettwäsche im Winter – jeder kennt diesen Augenblick, dem man sich mit Verzückung hingibt und es eigentlich gar nichts weiter braucht, als möglichst schnell das Licht zu löschen.



Fullbutton

Text image button

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquam erat.

Fullbutton

The text image buttons appear in the «Look and Feel» of the redactional creation. As a consequence, on mobile appliances they are designated as publireport and/or as advertisement while the fullbuttons develop their effect as advertising surface.

Upon request, both advertising forms can be integrated with extensive advertorials.

«Fullbutton»

Width: 800px

Height: 667px

Positioning / costs:

Home: Fr. 500.00 per month

Section: Fr. 300.00 per month

«Text image button»

Image Width: 800px

Image Height: 667px

Title: 35 characters. Text: 135 characters

Positioning / costs:

Home: Fr. 500.00 per month

Section: Fr. 300.00 per month

«Advertorial»

Only possible in connection with the text image button or with the fullbutton

Between 2 and 3 images and between 2'500 and 3'000 characters text additional price per creation: Fr. 400.-

If the technical implementation of buttons and advertorials is carried out by the publishing house, high-resolution original files of the images are required.

Positioning / Specials / Discounts

Sections

Home

Living | Architecture | Designer and trademarks | Kitchen | Bathroom and wellness | garden | Branch information | exhibitions | open space

Contract discounts

3 months = 5% / 6 months = 10% / 12 months = 15%

Consultancy commission = 10%

Confirmed reservations for all advertising media cannot be rescheduled. The booked period will be invoiced.

Technical data

Formats:

GIF, JPEG, FLASH

Submission:

by email to: online@etzel-verlag.ch

Placements:

Annually

Production:

Our graphic art and technical specialists will be pleased to advise you.

Number of visits:

Ø 24'000* per month

Pages:

Ø 140'000* per month

Your contact

Object management and promotion

Head of Sales & Marketing
Hansruedi Hofer
hansruedi.hofer@etzel-verlag.ch
Tel. +41 (0)41 785 50 85

Key Account
Lukas Elsener
lukas.elsener@etzel-verlag.ch
Tel. +41 (0)41 785 50 85

Ad scheduling

Print
Nicole Zimmermann
nicole.zimmermann@etzel-verlag.ch
Tel. +41 (0)41 785 50 63

Digital
Manuela Müller
manuela.mueller@etzel-verlag.ch
Tel. +41 (0)41 785 50 74

Editor-in-chief

Kirsten Höttermann
k.hoettermann@etzel-verlag.ch
Tel. +41 (0)41 785 50 65

Editors

Silja Cammarata
silja.cammarata@etzel-verlag.ch
Tel. +41 (0)41 785 50 66

Ursula Bünter
ursula.buenter@etzel-verlag.ch
Tel. +41 (0)41 785 50 71

Publishing management

Thomas Stähli
thomas.staehli@etzel-verlag.ch
Tel. +41 (0)41 785 50 85

Head of administration, sales, production

Sarah Stähli
sarah.staehli@etzel-verlag.ch
Tel. +41 (0)41 785 50 61



Etzel-Verlag AG

Knonaerstrasse 56
CH-6330 Cham/ZG
Tel. +41 (0)41 785 50 85
www.etzel-verlag.ch
info@etzel-verlag.ch