

# 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

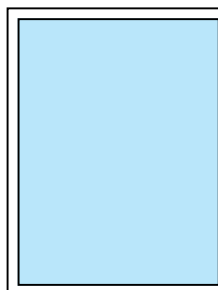
Edition	Editorial deadline	Advertisement deadline	Copy deadline	Themes
2/19 of 14 February	6 December	3 January	17 January	<b>New products at the IMM Cologne</b> Bathrooms and spas
3/19 of 14 March	17 January	31 January	14 February	<b>Lifestyle for gardens</b> (Furniture, lights, shading) Wardrobes,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

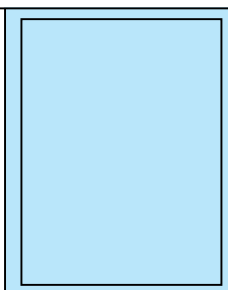


**1/1 page**

CHF 7'450.00

Widht 199 mm

Height 278 mm

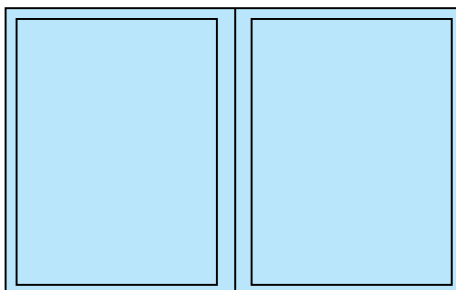


**1/1 page bleed**

CHF 7'450.00

Widht 225 mm \*

Height 297 mm \*

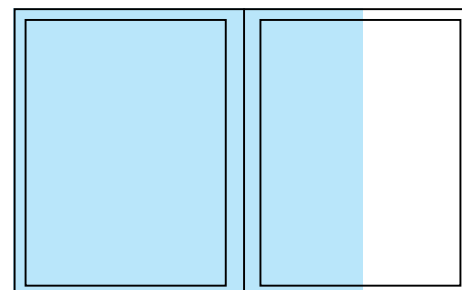


**2/1 page over spine bleed**

CHF 11'480.00

Widht 450 mm \*

Height 297 mm \*

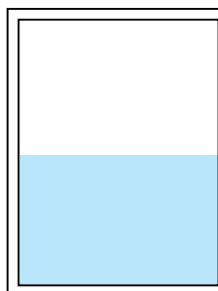


**1 1/2 page over spine bleed**

CHF 9'590.00

Widht 355 mm \*

Height 297 mm \*



**1/2 page cw.**

CHF 4'030.00

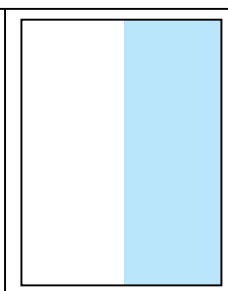
Widht 184 mm

Height 137 mm

bleed

Widht 225 mm \*

Height 146 mm \*



**1/2 page high**

CHF 4'030.00

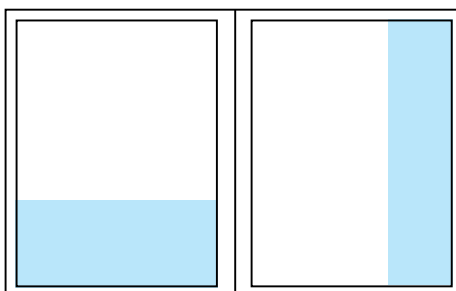
Widht 90 mm

Height 278 mm

bleed

Widht 103 mm \*

Height 297 mm \*



**1/3 page cw.**

CHF 3'110.00

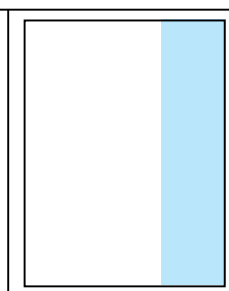
Widht 184 mm

Height 90 mm

bleed

Widht 225 mm \*

Height 99 mm \*



**1/3 page high**

CHF 3'110.00

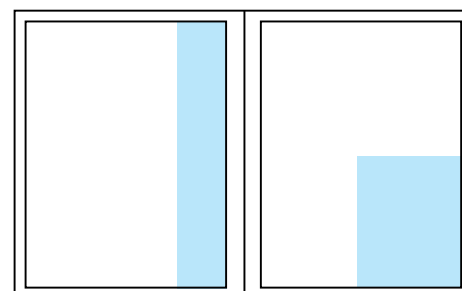
Widht 60 mm

Height 278 mm

bleed

Widht 73 mm \*

Height 297 mm \*



**1/4 page high**

CHF 2'140.00

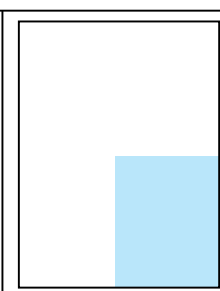
Widht 43 mm

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

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

## Special placings

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

Special placement for large format ads on agreement

## Inserts / Supplements

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

Prices include postage; for bulkier brochures on request.

## Stickers

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

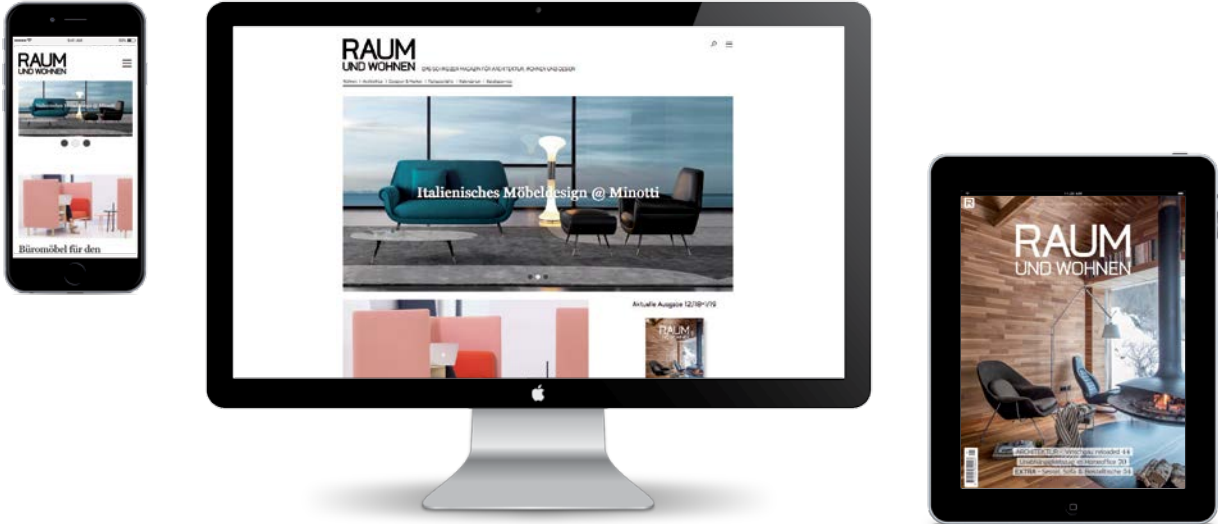
Only in association with an advert 1/1 page

## Technical data

<b>Printing processes:</b>	Rotary offset, CTP
<b>Print copy:</b>	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.
<b>Production of print documents:</b>	The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.
<b>Audited Sold circulation:</b>	26'000 copies
<b>Readership:</b>	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 – Croissant inklusive. So fühlt sich Homeoffice an. Schöne Büroeinrichtung macht den Tag perfekt.

Aktuelle Ausgabe 12/18\*1/19



Jetzt lesen:  
Printabo Digitalabo

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 umgeben ins Büro trampelt und Pause, wenn mir danach ist – Crossant inklusive. So fühlt sich Homeoffice an. Schöne Büroeinrichtung macht den Tag perfekt.



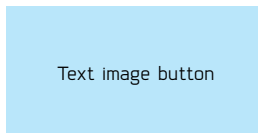
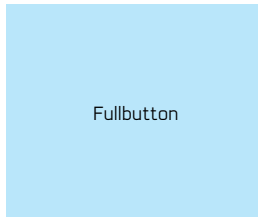
### Hauptsache mit Köpfchen: Betten

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 Fanel-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.



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

### Submission:

by email to: online@etzel-verlag.ch

### Placements:

monthly

### 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

\*Basis (1.18 - 11.18)

## Your contact

### Object management and promotion

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