

# Media documentation 2024

The straight way 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.

The editorial team will now focus on a special topic in each issue. The readership will therefore be made aware of trends and innovations that are currently being discussed in the industry. The topics are equally concerned with new materials, art, interior design, craftsmanship and enjoyment.

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.

## Characteristics



RAUM UND WOHNEN stands for contemporary interiors, design & architecture at the highest level - and has done so for 48 years now.

RAUM UND WOHNEN presents homes and interiors as a key element of our culture. Generously presented articles on topics from the subject areas of architecture, interiors and design characterise the look of this successful magazine.

RAUM UND WOHNEN is a lifestyle magazine which confidently and comprehensively guides readers through the diversity of a world which is characterised by its aesthetics and exclusivity.



«RAUM UND WOHNEN features international articles covering the world of good design plus inspiration for a more mindful lifestyle on regular six-weekly basis.»  
Kirsten Höttermann, Chief Editorial Team

## Special editions

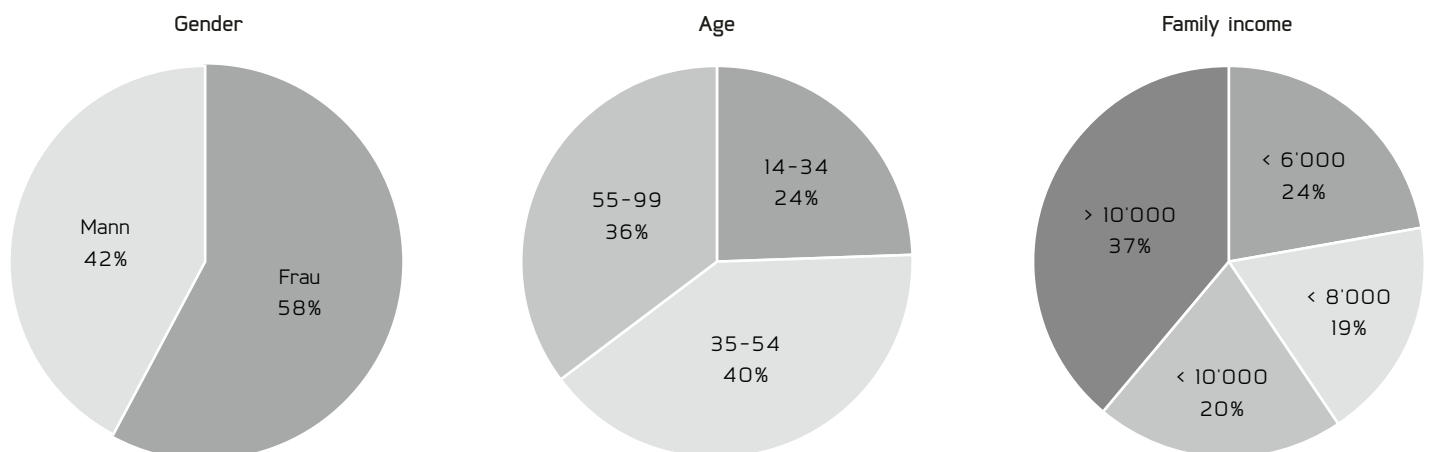
RAUM UND WOHNEN is supplemented by three annual publications in the same high-end design which cover topics from the subject areas of kitchens, bathrooms, wellness, pools and garden design - all thoroughly researched and exceptionally comprehensive. Separate media documentation providing detailed information is available on request.



## Readership

### Who are our readers?

- Modern, affluent, style-conscious people who are interested in design and interiors and have a high architecture affinity.
- Property owners, future home owners, architects, interior designers, specialist retailers and influencers take inspiration from Raum und Wohnen.
- Socialmedia-Follower (Instagram 6'000 / Facebook 17'000)



### Readership

Readers per issue = 62'000 regular readers

Absolute reach = 217'000 read at least one of the last six issues



Source: Mach Basic 2023

## Distribution

Newsstand deliveries	11'000 copies
Subscribers	9'200 copies
Subscribed advertising distribution to varying target groups plus sample magazines for trade fairs and exhibitions, issue for permanent building exhibitions, furniture retail, etc.	2'500 copies
E-Paper (readly, app)	6'000 copies
Copies for direct sales from the publisher via ads, DM, Internet, etc	500 copies
Specimen and archive copies	800 copies
<b>Audited sold circulation</b> (24'000 print / 6'000 e-Paper)	<b>30'000 copies</b>

## Themes and dates 2024

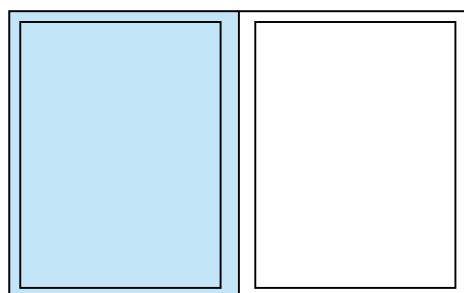
Edition	Editorial deadline	Advertisement deadline	Copy deadline	Themes
2•3/24 of 15 February	7 December	15 December	18 January	<b>Kitchen (kitchen, fittings, kitchen devices)</b> <b>IMM Cologne</b>
3•4/24 of 21 March	25 January	19 January	22 February	<b>Garden (furniture, shading, lights, outdoor-kitchen &amp; grill), spas, young Swiss design</b>
5•6/24 of 25 April	29 February	23 February	26 March	<b>Design for the dining room (tables, chairs, tableware &amp; lights), home office, home textiles</b>
6•7/24 of 6 June	11 April	5 April	6 May	<b>New releases Furniture Fair Milan, garden (new releases furniture fair), wall and floor coverings</b>
Special publication of 18 July Kitchen and Bath	15 April	17 May	13 June	<b>TRENDMAGAZIN KÜCHE &amp; BAD</b> Annual publication*
8•9/24 of 15 August	10 June	14 June	16 July	<b>Design for the bathroom (furniture, fittings &amp; accessoires), storage space, jewelry &amp; watches</b>
9•10/24 of 19 September	25 July	19 July	22 August	<b>Scandinavian furniture</b> <b>Wallpaper and fabrics, design carpets</b>
10•11/24 of 24 October	29 August	23 August	26 September	<b>Design in the bedroom (beds, wardrobes, sofa beds &amp; bedding), kitchen new releases, lights</b>
12/24•1/25 of 28 November	3 October	27 September	31 October	<b>Design in the living room (upholstery and side tables, armchairs, lights), gifts and lifestyle, fireplaces</b>
Special publication of 12 Dec. Wellness ideas	9 September	11 October	7 November	<b>TRENDMAGAZIN WELLNESSIDEEN</b> Annual publication*

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

### Annual publications of RAUM UND WOHNEN

- Trendmagazin KÜCHE & BAD
  - Trendmagazin WELLNESSIDEEN
- (\*see separate media documentation)

## Formats / Prices

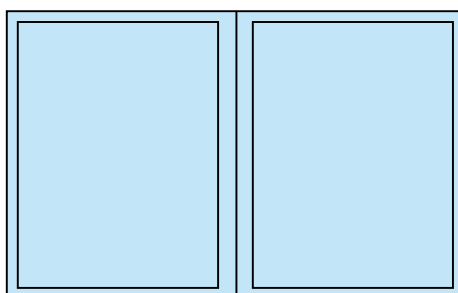


### 1/1 Page

CHF 7'400.00

Widht 225 mm

Height 297 mm



### 1/1 Page 2 cp

CHF 8'400.00

Widht 225 mm

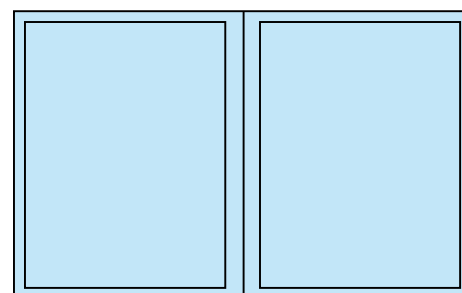
Height 297 mm

### 1/1 Page 4 cp

CHF 9'900.00

Widht 225 mm

Height 297 mm

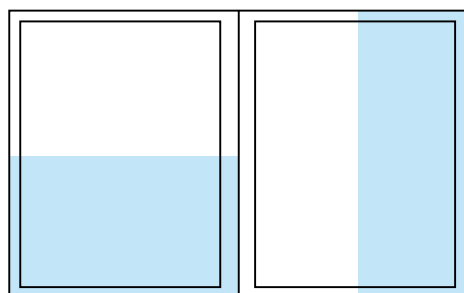


### 2/1 Page

CHF 11'400.00

Widht 450 mm

Height 297 mm



### 1/2 Page cw..

CHF 4'200.00

Widht 225 mm

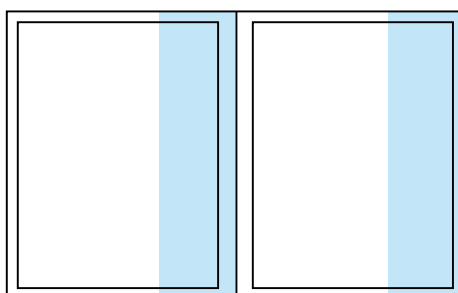
Height 146 mm

### 1/2 Page high

CHF 4'200.00

Widht 103 mm

Height 297 mm



### 1/3 Page high

CHF 3'400.00

Widht 73 mm

Height 297 mm

### 1/3 Page Edi high

CHF 3'900.00

Breite 73 mm

Höhe 297 mm

Bleed bonus:

On both sides, above and below, both 3 mm



## Discounts and surcharges

<b>Repeat discount</b>	from 4x 15%, 6x 20%, 8x 25% (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 8'400.00	first left-hand page of the magazine
<b>Inside back cover</b>	CHF 7'900.00	last right-hand page of the magazine
<b>Outside back cover</b>	CHF 9'900.00	the last page of the magazine
<b>Page 4</b>	CHF 8'200.00	to the left of the editorial
<b>Page 5</b>	CHF 3'900.00	following editorial copy, 1/3 page right
<b>Page 7, 9</b>	CHF 8'300.00	to the right of the contents page

Special placement for large format ads on agreement.

Special placements can't be switched nor canceled.

## Inserts / Supplements

<b>2 pages</b>	CHF 6'500.00
<b>4 pages</b>	CHF 8'100.00
<b>8 pages</b>	CHF 10'300.00
<b>16 pages</b>	CHF 12'900.00

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, PSOcoated_v3.icc
<b>Print copy</b>	Data formats: QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-4. 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.

# Digital media

## cross media options



## Responsive Banner

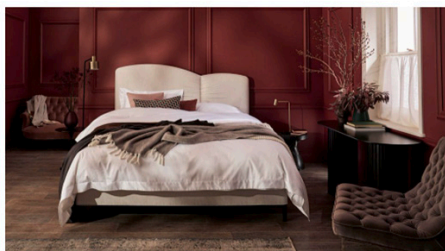
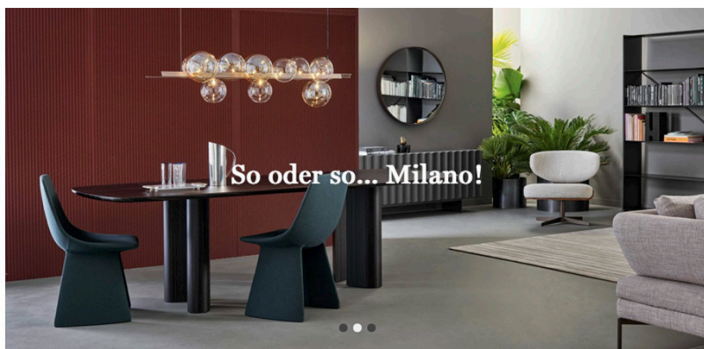
Responsive HTML5-Banner (Button 1)

**RAUM  
UND WOHNEN**

DAS SCHWEIZER MAGAZIN FÜR ARCHITEKTUR, WOHNEN UND DESIGN



Wohnen | Architektur | Designer & Marken | Fachgeschäfte | Kalenderium | Katalogservice | Bezugsquellen



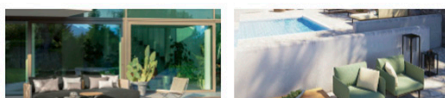
**Schönheitsschlaf**

Es gibt Menschen, die legen sich abends einfach nur ins Bett und schlafen direkt ein. Wie bereichernd! Was ich hingegen brauche, ist eine Umgebung zum Wohlfühlen. Denn es dauert eine ganze Weile, bis mir abends die Augen zufallen – und so lange lasse ich meinen Blick gerne über eine schöne Schlafzimmereinrichtung schweifen.

Aktuelle Ausgabe 06\*07/22



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 5 rotating

Costs: Fr. 900.00 per month

### «Medium Rectangle»

Height: 250px

Minimum width: 300px

Maximum width: 800px

Positioning: all sections

Possible directly under the self-advertising

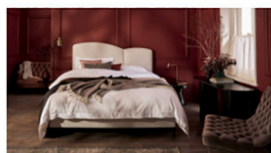
Costs: Fr. 700.00 per month

### Wohnen



#### Kleidung mit Stil

Hochzeit, Geburtstag, Jubiläumsfeier – so gross die Freude über einen besonderen Anlass auch sein mag, die Wahl eines angemessenen Kleidungsstückes wird dabei schnell zur Herausforderung. Völlige Entscheidungsfreiheit hingegen geniessen wir: beim Stil der Wand- und Bodenbekleidung. Denn unser Zuhause unterliegt nur einem einzigen Dresscode – dem persönlichen.



#### Schönheitsschlaf

Es gibt Menschen, die legen sich abends einfach nur ins Bett und schlafen direkt ein. Wie beneidenswert! Was ich hingegen brauche, ist eine Umgebung zum Wohlfühlen. Denn es dauert eine ganze Weile, bis mir abends die Augen zufallen – und so lange lasse ich meinen Blick gerne über eine schöne Schlafzimmereinrichtung schweifen.



#### Lässig opulent

Üppig ist nicht immer gut. Denn zu viele verschiedene Möbel, Materialien und Accessoires finden nur dann zu einem stimmigen Ganzen zusammen, wenn der Stylist sein Handwerk beherrscht. Adrian Vigano tut das und beweist es mit einem lässig-opulenten Esszimmer.



Fullbutton

Text image button

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed  
dian 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: all sections

Costs: Fr. 500.00 per month

#### «Text image button»

Image Width: 800px

Image Height: 667px

Title: 35 characters. Text: 135 characters

Positioning: all sections

Costs: Fr. 500.00 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

### 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 / Button 1 and Medium Rectangle HTML5

### Submission

by email to: [online@etzel-verlag.ch](mailto:online@etzel-verlag.ch)

### Placements

monthly

### Production

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

### Number of visits

Ø 18'000\* per month

### Pages

Ø 320'000\* per month

\*Basis (7.22 - 6.23)

## 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  
Marcel Hablützel  
marcel.h@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

Key Account  
Dennis Popovic  
dennis.popovic@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

Key Account  
Nico Stähli  
nico.staehli@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

### Ad scheduling

Print  
Christina Uttinger  
christina.uttinger@etzel-verlag.ch  
Tel. +41 (0)41 785 50 76

Digital  
Manuela Müller  
manuela.mueller@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

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

**RAUM  
UND WOHNEN**