

Media documentation 2026

The Swiss magazine for architecture, living and design



CHARACTERISTICS

RAUM UND WOHNEN. The demonstrably most-read Swiss living magazine, carefully researched, competently written and perfectly visualised, is at the forefront of the latest trends in architecture, living and design.

For 50 years, 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.



RAUM UND WOHNEN is a interior magazine that confidently and comprehensively accompanies the reader through its diversity into a world characterized by aesthetics and exclusivity.

M/A MAISONS ET AMBIANCES covers the important and affluent French-speaking readership with an independent editorial team from Lausanne and unique graphics. We would be happy to advise you on attractively priced combination options.



«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



Several reports on first-class individual architecture and generous home reports are an integral part of the editorial concept.

We also attach particular importance to our graphic design so that your advertising message is shown to its best advantage in the editorial environment and in a colour-coordinated manner.



We present your new products from a wide range of areas such as furniture, kitchen, bathroom, interior design, lighting, accessories and much more.

THEMES / DATES

Edition	Editorial deadline	Adv. deadline	Copy deadline	Themes
2•3/26 of 12 February	4 December	19 December	15 January	Extra: Kitchen (fittings & kitchen devices) Trend: Furniture trends 2026, German design
3•4/26 of 19 March	22 January	16 January	19 February	Extra: Garden (furniture, lights, shading) Trend: Spas, Tableware
5•6/26 of 23 April	26 February	20 February	24 March	Extra: Design for the dining room (tables & chairs) Trend: Homeoffice, Home textiles
6•7/26 of 11 June	16 April	10 April	13 May	Extra: Furniture Fair Milan Trend: Outdoor furniture (Fair), Wall & floor coverings
Special publication of 30 July Kitchen and Bath	27 April	29 May	25 June	TRENDMAGAZIN KÜCHE & BAD Annual publication*
8•9/26 of 20 August	8 June	12 June	16 July	Extra: Design for the bathroom (furniture & fittings) Trend: Swiss design, Watches & jewelry
9•10/26 of 17 September	23 July	17 July	20 August	Extra: Scandinavian furniture Trend: Design carpets, Wallpaper & fabrics
10•11/26 of 22 October	27 August	21 August	24 September	Extra: Design in the bedroom Trend: Lights, Kitchen new releases
12/26•1/27 of 26 November	1 October	25 September	29 October	Extra: Design in the living room Trend: Gifts & lifestyle, Storage space
Special publication of 10 Dec. Wellness ideas	7 September	9 October	5 November	TRENDMAGAZIN WELLNESSIDEEN Annual publication*

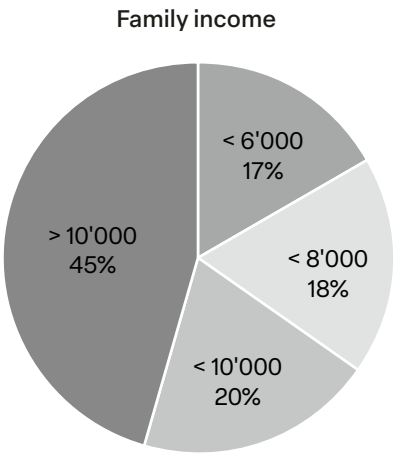
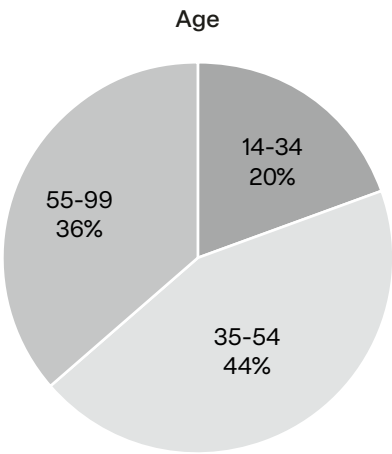
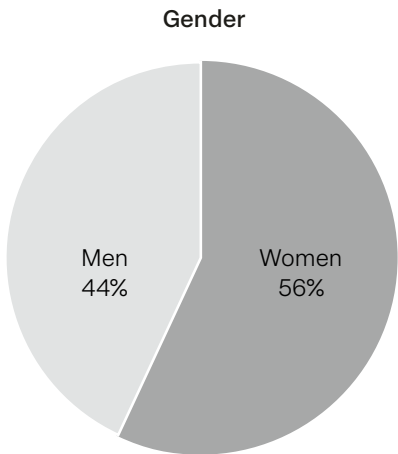
Regularly featured in RAUM UND WOHNEN Articles about architecture and interiors, Design trends, Profiles, Calendar of events, Trend Hotels, Design Awards, Swiss Design, current focus topics. (For important news there’s a special stop-press section with a shorter editorial deadline)

Annual publications of RAUM UND WOHNEN
– Trendmagazin KÜCHE & BAD
– Trendmagazin WELLNESSIDEEN
(*see separate media documentation)

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 7’000 / Facebook 17’000)



Readership

Readers per issue = 79’000 regular readers
Absolute reach = 264’000 read at least one of the last six issues



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.



DISTRIBUTION

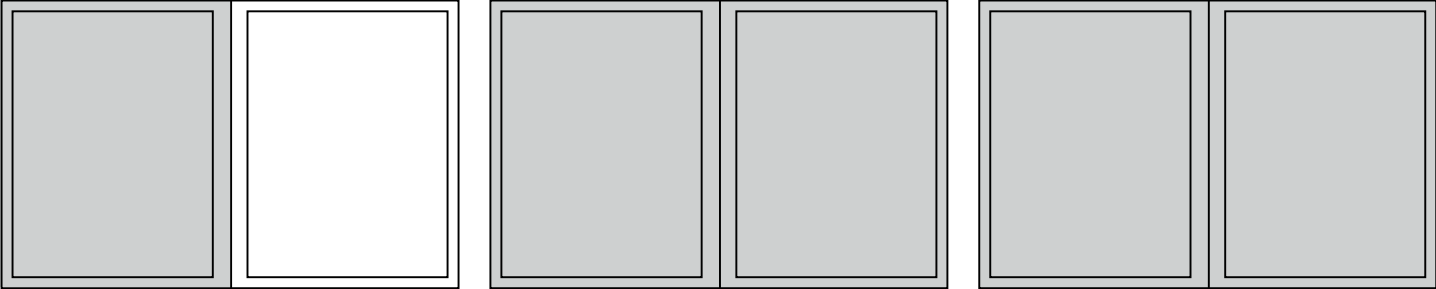
Newsstand deliveries	9’000	copies
Subscribers	9’200	copies
Subscribed advertising distribution to varying target groups plus sample magazines for trade fairs and exhibitions, issue for permanent building exhibitions, furniture retail, etc.	3’500	copies
E-Paper	6’000	copies
Copies for direct sales from the publisher via ads, DM, Internet, etc	500	copies
Specimen and archive copies	800	copies
Audited sold circulation (23’000 print / 6’000 e-Paper)	29’000	copies

SPECIAL OFFERS FOR MANUFACTURERS AND RETAILERS

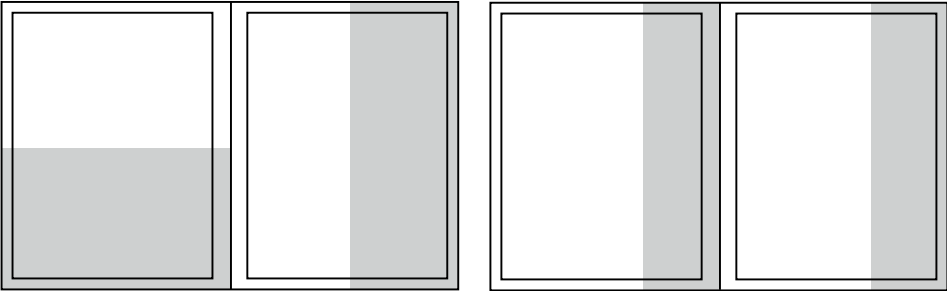
- Residential scene / www.wohn-szene.ch
- Web directory / Index of sources
- Content marketing (publicity report) in annual issues
- Reader competition / Product placement
- Newsletter
- Property portraits

For detailed questions and offers, please contact your customer advisor

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
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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 Editorial CHF 3'900.00 Widht 73 mm Height 297 mm
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Bleed bonus:
On both sides, above and below, both 3 mm

DISCOUNTS / SURCHARGES

Repeat discount	from 4x 15%, 6x 20%, 8x 25% (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%

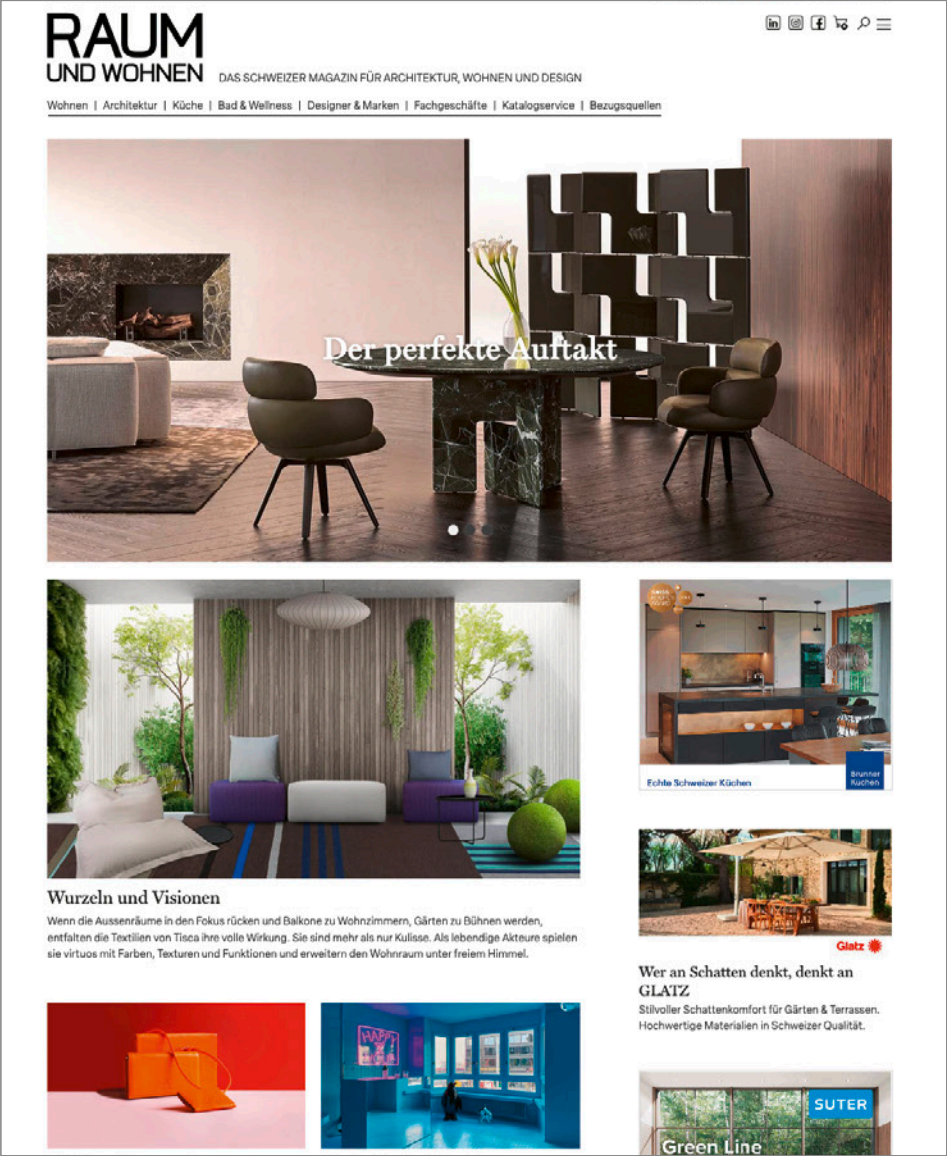
SPECIAL PLACINGS

Inside front cover	CHF 8'400.00	first left-hand page of the magazine
Inside back cover	CHF 7'900.00	last right-hand page of the magazine
Outside back cover	CHF 9'900.00	the last page of the magazine
Page 4	CHF 8'200.00	to the left of the editorial
Page 5	CHF 3'900.00	following editorial copy, 1/3 page right
Page 7, 9	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 /STICKERS

2 pages	CHF 6'500.00
4 pages	CHF 8'100.00
8 pages	CHF 10'300.00
16 pages	CHF 12'900.00
Prices include postage; for bulkier brochures on request.	
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	

ONLINE - RAUM-UND-WOHNEN.CH



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 advertise-ment 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. 700.00 per month

«Text image button»
Image Width: 800px
Image Height: 667px
Title: 35 characters. Text: 135 characters
Positioning: all sections
Costs: Fr. 700.00 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
Costs: Fr. 400.– per month

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 / DISCOUNTS

Sections	Home Living Architecture Designer and trademarks Kitchen Bathroom and wellness garden Branch information
Contract discounts	3 months = 10% / 6 months = 20% / 12 months = 30% Consultancy commission = 10%

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

FORMATS

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 17'000* per month
Pages	Ø 340'000* per month

*Basis (7.24 - 6.25)

TECHNICAL DATA

Printing processes

Print copy

Rotary offset, CTP, PSOcoated_v3.icc

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: 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.



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