

RAUM UND WOHNEN

The Swiss magazine for architecture, living and design



Media Documentation 2027

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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 over 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 is the Swiss perspective illustrated, but a colourful overview of European lifestyle culture in the broadest sense is provided by international articles. The design quality of RAUM UND WOHNEN matches its high editorial standards.

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, page break 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 features international articles covering the world of good design plus inspiration for a more mindful lifestyle on a regular six-weekly basis.»

Kirsten Höttermann, Editor-in-Chief

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.



RAUM UND WOHNEN
is an 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.

Themes and Dates



Edition	Editorial deadline	Advertising deadline	Copy-deadline	Themes Extra	Themes Trend	
02/03 2027 11 February	3 December 2026	18 December 2026	14 January 2027	Kitchen – fittings and appliances	Furniture trends 2027, Wellness	
03/04 2027 18 March	21 January 2027	15 January	18 February	Garden furniture	Home office, Tableware	
05/06 2027 22 April	25 February 2027	19 February	23 March	Design for the dining room	Home textiles, Wall & floor coverings	
06/07 2027 10 June	12 April 2027	9 April	10 May	Milan Design Week	Outdoor furniture, Cooking outdoors	
Special edition 22 July	16 April 2027	21 May	17 June	Trend Magazine Kitchen & Bath Annual publication*		
08/09 2027 19 August	14 June 2027	18 June	22 July	Design for the bathroom	Swiss design, Watches & jewelry	
09/10 2027 23 September	29 July 2027	23 July	26 August	Scandinavian furniture	Design carpets, Wallpaper & fabrics	
10/11 2027 28 October	2 September 2027	27 August	30 September	Design in the bedroom	Lights, Fittings (kitchen & bathroom)	
12/01 2027/2028 2 December	7 October 2027	1 October	4 November	Design in the living room	Gifts & lifestyle, Storage space	
Special edition 16 December	13 September 2027	15 October	11 November	Trend Magazine Wellness Ideas 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

Annual publications of RAUM UND WOHNEN

- Trend magazine Kitchen & Bath
- Trend magazine Wellness Ideas

*see separate media documentation

For important news there's a special stop-press section with a shorter editorial deadline

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.

Who are our readers?

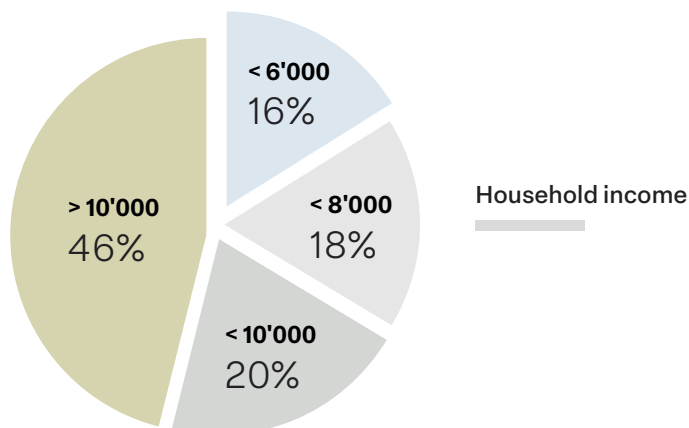
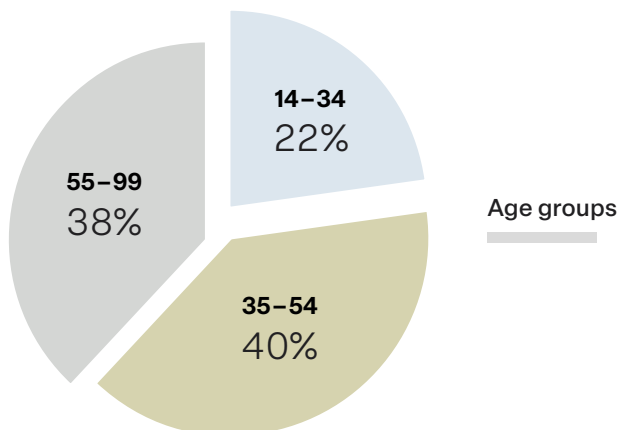
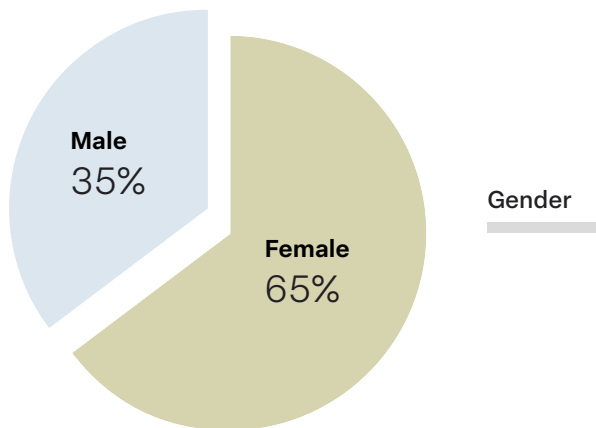
Modern, affluent, style-conscious people who are interested in design and interiors and have a high affinity for architecture

Property owners, prospective homeowners, architects, interior designers, retailers and influencers are inspired by Raum und Wohnen.

Readers per issue:
80'000 regular readers

Absolute reach
279'000 people read at least one of the last six issues

Social media followers
Instagram 9'000
Facebook 17'000



Mach Basic 2026

wemf
remp

Newsstand deliveries	9'000 copies
Subscribers	9'200 copies
Subscribed advertising distribution to varying target groups plus sample magazines for trade fairs and exhibitions, issues 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

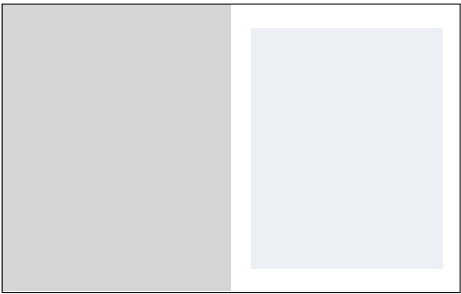
Content marketing (publicity report) in annual issues

Reader competition / Product placement

Newsletter

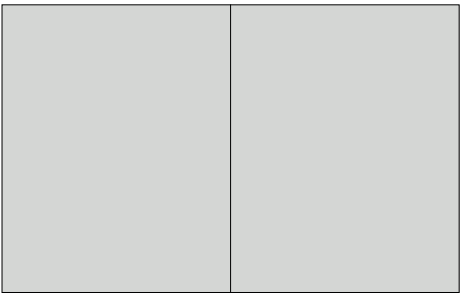
Property portraits

For detailed questions and offers, please contact your customer advisor



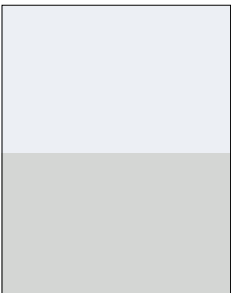
1/1 Page

CHF 7'600
Width 225 mm
Height 297 mm



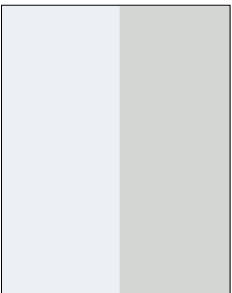
2/1 Page

CHF 11'900
Width 450 mm
Height 297 mm



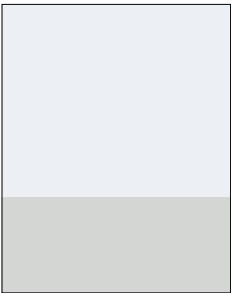
1/2 Page cw.

CHF 4'300
Width 225 mm
Height 146 mm



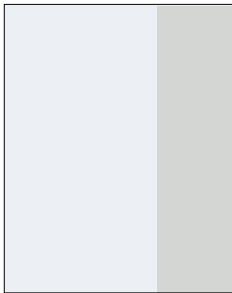
1/2 Page high

CHF 4'300
Width 103 mm
Height 297 mm



1/3 Page high

CHF 3'500
Width 73 mm
Height 297 mm



1/3 Page editorial

CHF 4'000
Width 73 mm
Height 297 mm

Bleed allowance: 3 mm on all sides

Discounts / Surcharges



Repeat discount

from 4x 15%, 6x 20%, 8x 30%

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 Placements

Inside front cover	CHF 8'600	first left-hand page of the magazine
Inside back cover	CHF 8'100	last right-hand page of the magazine
Outside back cover	CHF 9'900	the last page of the magazine
Page 4	CHF 8'400	to the left of the editorial
Page 5	CHF 4'000	following editorial copy, 1/3 page right
Page 7, 9	CHF 8'500	to the right of the contents page

Special placement for large format ads on agreement.

Special placements cannot be changed or cancelled.

Inserts / Supplements / Stickers

2 pages	CHF 6'500
4 pages	CHF 8'100
8 pages	CHF 10'300
16 pages	CHF 12'900

Prices include postage; for bulkier brochures on request.

Two-page glued insert	CHF 95 per thousand copies, incl. postage
Multiple-page glued insert	CHF 190 per thousand copies, incl. postage

Only in combination with a full-page advertisement

Technical Data



Printing processes

Rotary offset, CTP, PSOcoated_v3.icc

Print copy

Data formats 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

By FTP or email to the advertisement administration with binding colour proof.
Colour tolerances are unavoidable. They do not constitute sufficient grounds for a discount.

Production of print documents

The production of print documents on the basis of original artwork, photographs, retouching or prints is not included in the price.

Your Contact

Object management and promotion

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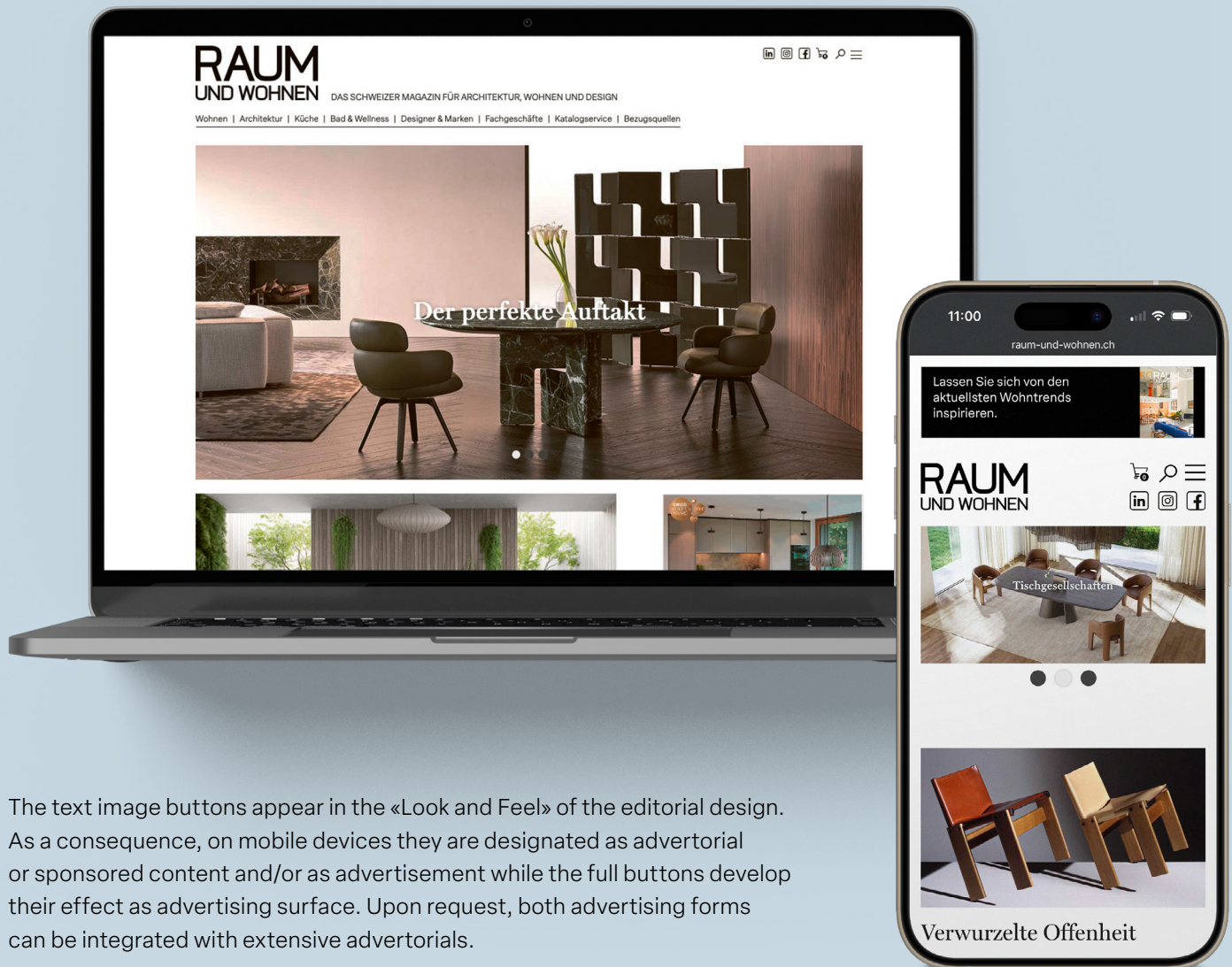
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The text image buttons appear in the «Look and Feel» of the editorial design. As a consequence, on mobile devices they are designated as advertorial or sponsored content and/or as advertisement while the full buttons develop their effect as advertising surface. Upon request, both advertising forms can be integrated with extensive advertorials.

Full button Width: 800px
Height: 667px
Positioning: all sections
CHF 700 per month

Text image button Image Width: 800px
Image Height: 667px
Title: 35 characters. Text: 135 characters
Positioning: all sections
CHF 700 per month

Advertorial Only possible in connection with the text image button
or with the full button
Between 2 and 3 images and
between 2500 and 3000 characters of text
CHF 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.

Online 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.

Image files

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 38'000* per month

Pages

Ø 410'000* per month

*Basis (7.25 - 6.26)



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