



— FREQUENCY: 10 x PER YEAR
 — PRINT RUN: 27 000 COPIES

— DAS IDEALE HEIM is Switzerland’s longest-established interior design magazine. Since over 90 years Das Ideale Heim covers and illustrates today’s directions in architecture and design, and that is why it clearly reflects the taste of a readership that is orientated to urban living and in step with the times.

— DAS IDEALE HEIM has earned a reputation as an important specialist publication for design and architecture.

— SOPHISTICATED READERS Each issue reaches at least 64 000 readers (broadest readership 264 000 readers), including 50.9% in the highest income categories (over CHF 8 000 monthly).

Schedule and Topic Plan

| Issue | Main theme | PD | AD |
|----------------|---|--------------|--------------|
| No. 02/19 | World of Kitchens | 25. 01. 2019 | 19. 12. 2018 |
| No. 03/19 | Bathrooms/fitings | 28. 02. 2019 | 29. 01. 2019 |
| No. 04/19 | Conservatories, garden furniture, landscaping | 29. 03. 2019 | 26. 02. 2019 |
| No. 05/19 | Living and dining room | 26. 04. 2019 | 21. 03. 2019 |
| No. 06/19 | Interior design, parquet & floor coverings, (wallpapers, wall colours), fabrics | 31. 05. 2019 | 26. 04. 2019 |
| No. 7+8/19 | World of Kitchens, the well-laid table | 05. 07. 2019 | 03. 06. 2019 |
| No. 09/19 | Bathrooms/fitings | 16. 08. 2019 | 15. 07. 2019 |
| No. 10/19 | Beds, cupboards, storage systems | 20. 09. 2019 | 20. 08. 2019 |
| No. 11/19 | Lighting special, home entertainment | 25. 10. 2019 | 24. 09. 2019 |
| No. 12/19+1/20 | Giving, interior, fabrics, fireplaces, tiled stoves & energy | 06. 12. 2019 | 05. 11. 2019 |

PD = Publishing date AD = Ad deadline

Advertising Prices

| Format in page coverage | |
|-------------------------|-------------|
| 1/1 page 4 c | CHF 6 980.– |
| ½ page 4 c | CHF 3 980.– |

Specials



- UP TO DATE: new products and trends in the world of gardens
- EXPERT ADVISOR: tips on garden design, tools and equipment, conservatories, lighting, ground coverings/natural stone, swimming pools/ponds
- MARKET OVERVIEW: tools and equipment, garden furniture, fences, ground coverings, accessories
- SECTION with an extensive list of sources, including addresses



- UP TO DATE: new products and trends in the world of baths
- EXPERT ADVISOR: proper planning, construction and furnishing of baths
- MARKET OVERVIEW: fittings, bathtubs, bath furniture, ceramic products, accessories
- SECTION with an extensive list of sources, including addresses



- From the desire to become a homeowner all the way to financing and construction.
- Advice and new products for all aspects of the house: kitchens, bathrooms, windows, flooring, stairs, pre-designed homes, energy etc.



- UP TO DATE: new products and trends in the world of kitchens
- EXPERT ADVISOR: tips on kitchen planning, appliances and devices, and kitchen furniture
- MARKET OVERVIEW: appliances and devices, kitchen furniture, accessories and "little helpers"
- SECTION with an extensive list of sources, including addresses

DAS IDEALE HEIM Special Publications

| Issue | Deadline | Focus |
|-------------------------------|--------------------------------|---|
| GARTEN 23000 copies | PD 08.03.2019 AD 05.02.2019 | The latest news in gardening, plants, garden planning and little helpers |
| BÄDER 20000 copies | PD 14.06.2019 AD 03.05.2019 | The latest from the bath; floor planning, wellness, sauna, swimming pool |
| HÄUSER 18000 copies | PD 30.08.2019 AD 09.07.2019 | From the desire to become a homeowner all the way to financing and construction. |
| KÜCHEN 20000 copies | PD 20.09.2019 AD 14.08.2019 | Everything in your kitchen; tips on kitchen planning; new products; kitchen equipment; all kitchen furniture; accessories |

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Advertising Prices

| Format in page coverage | | |
|----------------------------|--------------|-------------|
| Garten & Einfamilienhäuser | 1/1 page 4 c | CHF 5 280.– |
| | ½ page 4 c | CHF 2 940.– |
| Küchen & Bäder | 1/1 page 4 c | CHF 6 980.– |
| | ½ page 4 c | CHF 3 980.– |

Technical Specifications

Size: 230 x 297 cm + 3mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m² wood-free, white, glossy coated, UV lacquered

Content: roll offset, paper: 90 g/m² white, glossy coated

Binding method: perfect bound

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