



— 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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