



— 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 63 000 readers (broadest readership 264 000 readers), including 49% in the highest income categories (over CHF 8 000 monthly).

Schedule and Topic Plan

Issue	Main theme	PD	AD
No. 02/20	World of Kitchens	31.01.2020	03.01.2020
No. 03/20	Bathrooms/fitings	28.02.2020	28.01.2020
No. 04/20	Garden, garden furniture, landscaping	27.03.2020	25.02.2020
No. 05/20	Living and dining room	24.04.2020	20.03.2020
No. 06/20	Interior design, parquet & floor coverings, (wallpapers, wall colours), fabrics	29.05.2020	24.04.2020
No. 7+8/20	World of Kitchens, the well-laid table	03.07.2020	02.06.2020
No. 09/20	Bathrooms/fitings	14.08.2020	14.07.2020
No. 10/20	Beds, cupboards, storage systems	18.09.2020	18.08.2020
No. 11/20	Lighting special, home entertainment	23.10.2020	22.09.2020
No. 12/20+1/21	Giving, interior, fabrics, fireplaces, tiled stoves & energy	04.12.2020	03.11.2020

PD = Publishing date AD = Ad deadline

Advertising Prices

Format in page coverage	
1/1 page 4 c	CHF 6 980.-
1/2 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 23 000 copies	PD 06.03.2020 AD 04.02.2020	The latest news in gardening, plants, garden planning and little helpers
BÄDER 18 000 copies	PD 12.06.2020 AD 29.04.2020	The latest from the bath; floor planning, wellness, sauna, swimming pool
HÄUSER 18 000 copies	PD 28.08.2020 AD 29.07.2020	From the desire to become a homeowner all the way to financing and construction.
KÜCHEN 18 000 copies	PD 18.09.2020 AD 12.08.2020	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: 210 x 280 mm + 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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