



- FREQUENCY: 10 × PER YEAR
- PRINT RUN: 25 500 COPIES

— DAS IDEALE HEIM is Switzerland’s longest-established interior design magazine. Since 1927 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 61 000 readers (broadest readership 251 000), including 46% in the highest income categories (over CHF 8 000 monthly). Source of supply: Mach Basic 2020-2

Schedule and Topic Plan

Issue	Main theme	PD	AD
No. 02/21	World of Kitchens	29.01.2021	05.01.2021
No. 03/21	Bathrooms/fitings	26.02.2021	26.01.2021
No. 04/21	Garden, garden furniture, landscaping	26.03.2021	23.02.2020
No. 05/21	Living and dining room	23.04.2021	17.03.2021
No. 06/21	Interior design, parquet & floor coverings, (wallpapers, wall colours)	28.05.2021	22.04.2021
No. 7+8/21	World of Kitchens, the well-laid table	02.07.2021	31.05.2021
No. 09/21	Bathrooms/fitings	13.08.2021	13.07.2021
No. 10/21	Beds, cupboards, storage systems	24.09.2021	24.08.2021
No. 11/21	Lighting special, home entertainment	22.10.2021	21.09.2021
No. 12/21+1/22	Interior, fabrics, fireplaces, tiled stoves & energy	03.12.2021	02.11.2021

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
<b>GARTEN</b> 21 000 copies	PD 12.03.2021 AD 09.02.2021	The latest news in gardening, plants, garden planning and little helpers
<b>BÄDER</b> 17 000 copies	PD 11.06.2021 AD 28.04.2021	The latest from the bath; floor planning, wellness, sauna, swimming pool
<b>HÄUSER</b> 17 000 copies	PD 19.11.2021 AD 20.10.2021	From the desire to become a homeowner all the way to financing and construction.
<b>KÜCHEN</b> 17 000 copies	PD 17.09.2021 AD 11.08.2021	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 × 280 cm + 3mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m<sup>2</sup> wood-free, white, glossy coated

Content: roll offset, paper: 90 g/m<sup>2</sup> white, semi-matt coated

Binding method: perfect bound

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