



- 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 46.3% 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. 02/22	World of Kitchens, the entrance – the calling card of the house, winner «Das beste Einfamilienhaus»	28.01.2022	03.01.2022
No. 03/22	Inspiration Bathroom, furniture trends 2022, review imm cologne, living under the roof	25.02.2022	25.01.2022
No. 04/22	Gardens, outdoor furniture, fireplaces & outdoor kitchens, landscaping	25.03.2022	22.02.2022
No. 05/22	Living and dining room, wooden constructions – great architecture from the sustainable building material	29.04.2022	24.03.2022
No. 06/22	Interior design, parquet & floor coverings, wallpapers, wall colours, review Salone Del Mobile	27.05.2022	21.04.2022
No. 7+8/22	World of Kitchens, the well-laid table, summer stories & travelling	08.07.2022	30.05.2022
No. 09/22	Bathrooms, private spas, Swiss Design & manufactures	26.08.2022	20.07.2022
No. 10/22	Beds, cupboards, storage systems, «Häuser des Jahres 2022»	30.09.2022	30.08.2022
No. 11/22	Lighting special, home entertainment, stylish conversion	28.10.2022	28.09.2022
No. 12/22+1/23	Interior, fabrics, fireplaces, tiled stoves & energy, * Supplement smart home	02.12.2022	01.11.2022

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.–



- 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.
- Supplement smart home



- 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 18.03.2022 AD 15.02.2022	The latest news in gardening, plants, garden planning and little helpers
<b>BÄDER</b> 17 000 copies	PD 10.06.2022 AD 03.05.2022	The latest from the bath; floor planning, wellness, sauna, swimming pool
<b>HÄUSER*</b> 17 000 copies	PD 18.11.2022 AD 19.10.2022	From the desire to become a homeowner all the way to financing and construction. * Supplement smart home (see separate price list)
<b>KÜCHEN</b> 17 000 copies	PD 19.08.2022 AD 12.07.2022	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 mm + 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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