



- 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
GARTEN 21 000 copies	PD 18.03.2022 AD 15.02.2022	The latest news in gardening, plants, garden planning and little helpers
BÄDER 17 000 copies	PD 10.06.2022 AD 03.05.2022	The latest from the bath; floor planning, wellness, sauna, swimming pool
HÄUSER* 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)
KÜCHEN 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

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