

Media Kit 2026

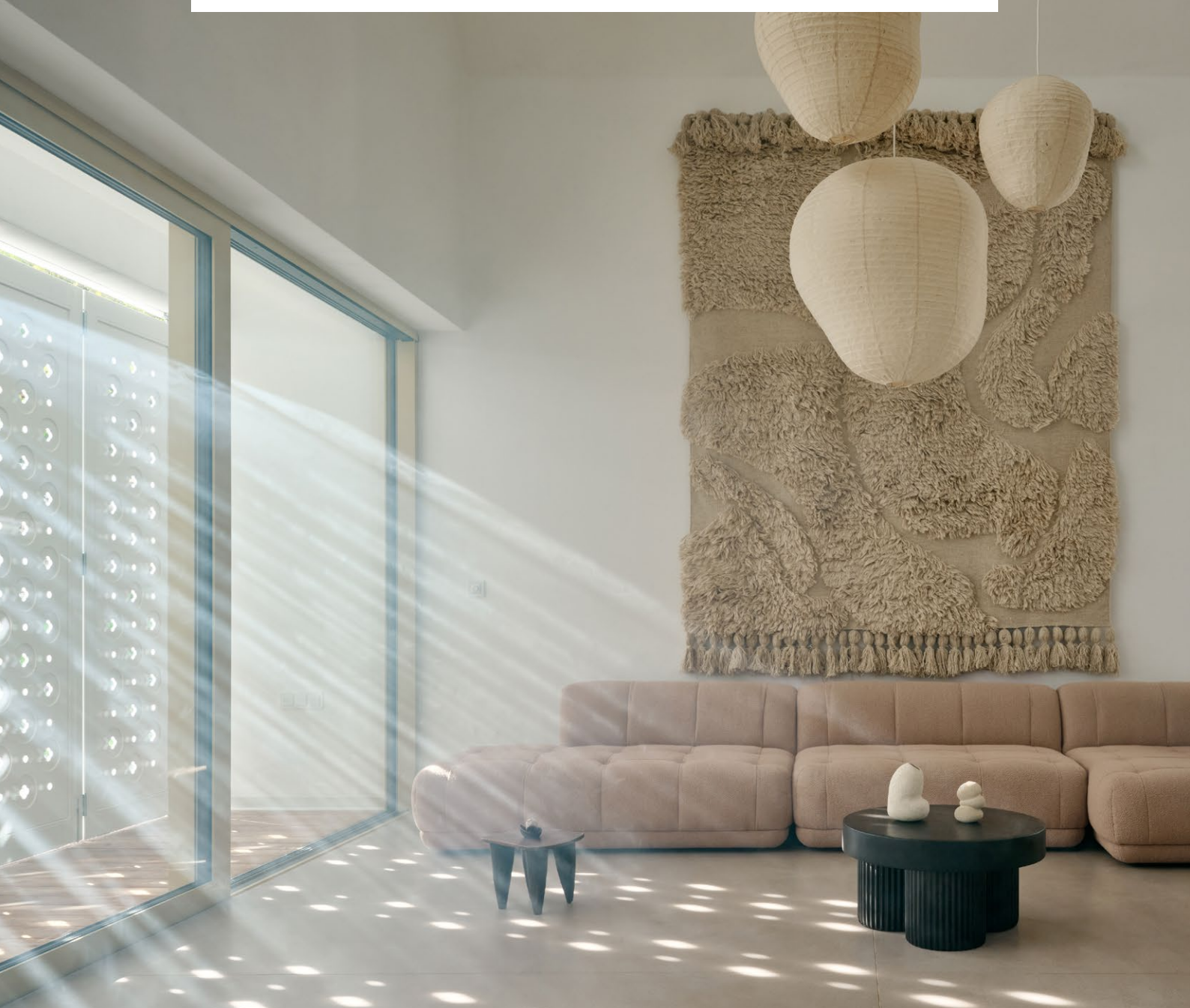
archithema

Publikationen im Bereich Architektur, Wohnen & Bauen

DAS
IDEALE HEIM

umbauen⁺
renovieren

meter



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Das Ideale Heim – The Magazine for Architecture, Design and Living Culture



What is your ideal home? A lakeside villa? A city townhouse with a roof terrace? A converted farmhouse in the countryside? In our magazine – Europe's oldest interior and living magazine – you'll find inspiration for every ideal. Through high-quality architecture and interior design features, we present harmonious living environments that inspire or simply invite you to dream. We are constantly on the lookout for engaging, authentic stories about how people live.

Thanks to our research and regular presence at the most important design and furniture fairs, we keep our readers up to date on the latest trends in interiors and lifestyle. In collaboration with international trend research teams, we even offer insights into the future. Studio visits and portraits of contemporary designers are also part of our editorial focus.

I look forward to an inspiring and high-quality collaboration.

Roland Merz,
Editor-in-Chief



Das Ideale Heim – Ideal since 1927

Sophisticated Readership

- Educated, financially strong, design-oriented and loyal (35% of subscribers have subscribed to Das Ideale Heim for 10 years or more).
- Design professionals: designers, architects, interior architects, universities; specialist trade; official media partner of VSI.ASAI.
- Property owners, decision-makers and influencers in the construction and design industries.
- Readers interested in architecture, design and living.

Each issue reaches at least 39 000 readers, 36% of whom belong to the highest income group (> CHF 10 000.–/month).

Total readership: 169 000 (see p. 4 for details).

(Source: MACH Basic 2025-1)

• **Frequency:** 10 issues per year

• **Circulation:** 29 000 copies (of which 23 000 print)

Print subscribers / multiple subscriptions:	9 000 copies
E-paper subscribers (Readly, Yumpu):	6 000 copies
Newsstands:	5 000 copies
Display in showrooms, hotels, premium stores, media partnerships, events:	4 300 copies
Trade fairs and airport business lounges:	4 000 copies
Shop sales, specimen copies and archive copies:	700 copies

Sample issue:

[DAS IDEALE HEIM \(pdf\)](#)

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Publication and Editorial Schedule 2026

DAS IDEALE HEIM

Issue	Editorial Focus	Editorial Deadline	Advertising Deadline	Publication
2	Kitchens: furniture, appliances, fittings Entrance areas: wardrobes, small furniture, accessories	28.11.2025	19.12.2025	30.01.2026
3	Bathroom inspiration & private spas Flooring	06.01.2026	27.01.2026	27.02.2026
4	Garden design: outdoor spaces, furniture, shading, fireplaces & grills	03.02.2026	24.02.2026	27.03.2026
5	Scandinavian design Home office/Shelves & Sideboards	05.03.2026	26.03.2026	30.04.2026
6	International design trends from Salone del Mobile.Milan	30.03.2026	23.04.2026	29.05.2026
7+8	Kitchen & dining area Garden: furniture & outdoor kitchens	19.05.2026	09.06.2026	10.07.2026
9	Swiss manufacturers Armchairs & sofas Swiss Architecture Awards – the nominees	29.06.2026	13.07.2026	28.08.2026
10	Beautiful sleep: beds & textiles Wardrobes & storage	10.08.2026	01.09.2026	02.10.2026
11	Lighting Home entertainment Houses of the Year Swiss Architecture Awards – the winning projects	07.09.2026	29.09.2026	30.10.2026
12+1/27	Quiet Luxury Gift guide Carpets & textiles, colours & wallpapers	13.10.2026	03.11.2026	04.12.2026

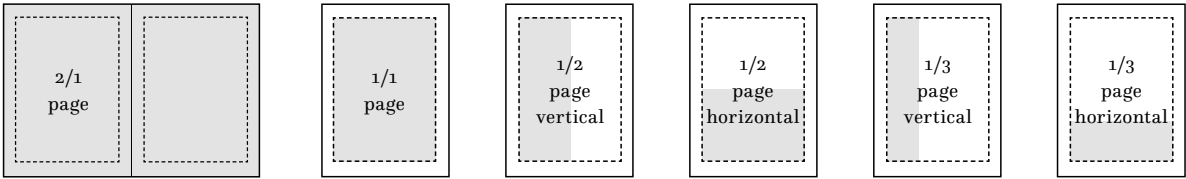
MACH BASIC 2025-1

		Reach (in thousands):	Reach (in %)	Structure (in %)	Index (Total population)
		39	0.7	100	=100
Gender	Man	16	0.6	39.8	80
	Woman	24	0.9	60.2	120
Age	14–34	5	0.3	12.3	43
	35–54	14	0.8	35.3	105
	55+	21	1.0	52.3	138
Education	Mandatory	4	0.4	9.3	58
	Intermediate	18	0.8	46.8	107
	Higher	17	0.8	43.9	109
Employment status	Top management, employed	2	1.0	4.4	134
	Middle management, employed	6	0.8	14.7	107
	Freelancer	1	1.5	3.6	203
	Entrepreneur, owner	4	2.0	10.0	270
Gross household income (monthly)	Up to CHF 6 000.–	11	0.7	28.6	96
	CHF 6 000.– to 8 000.–	6	0.6	15.4	102
	CHF 8 000.– to 10 000.–	8	0.8	20.1	106
	CHF 10 000.– to 15 000.–	8	0.7	19.5	93
	Over CHF 15 000.–	6	1.2	16.4	167
Interests (very/quite strong)	Living & furnishing	34	1.6	85.9	217
	Food & cooking, gastronomy	31	1.0	77.9	131
	Travel	29	0.9	71.8	119
	Art and culture	27	1.3	68.0	170
	Fashion and clothing	20	1.4	49.2	180

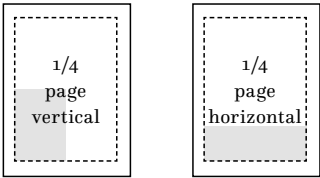
Total readership (widest reader circle): 169 000

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Formats and Prices



Print area (in mm)	390 × 237	177 × 237	85 × 237	177 × 115	54 × 237	177 × 74
Full bleed +3 mm bleed all around / 6 mm binding margin	420 × 280	210 × 280	101 × 280	210 × 136	65 × 280	210 × 89
Price (4c, in CHF):	14 600.–	7 300.–	4 100.–	4 100.–	2 800.–	2 800.–
Partner Content in CHF (including text, layout and image editing)	15 100.–	7 800.–	4 600.–	4 600.–	–	–



Print area (in mm)	85 × 115	177 × 54
Full bleed +3 mm bleed all around / 6 mm binding margin	101 × 136	210 × 65
Price (4-color, in CHF)	2 200.–	2 200.–

Bleed Advertisements – Important Notes

Due to potential trim and fold variations, important design elements should be placed at least 10 mm away from the trim and spine edges. For double-page spreads, a 6 mm image overlap (3 mm per side) is required within the net format.

Special Placements

Special Placements	
Inside front cover (2nd cover page)	8 800.–
Inside back cover (3rd cover page)	8 100.–
Outside back cover (4th cover page)	9 500.–
Gatefold (3 pages)	24 900.–
Opening spread	17 600.–
Mandatory placement (e.g., next to editorial):	+15%
All surcharges are calculated on the respective gross prices and qualify for BK or JUP II commissions.	

Discounts

All advertisement and insert/supplement revenues can be combined with all Swiss publications from Archithema Publishing (excluding technical costs/postage).
The discount scale can be found in the [revenue summary table](#) on page 17.

Surcharges

BK and JUP II cannot be combined.
BK 15%
JUP II 15% (from 3 pages)

Terms and conditions

All prices in CHF, excl. VAT

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Inserts and Supplements

Loose inserts				
Weight	up to 25g	26–50g	51–75g	from 76g
Advertising value	6 600.–	7 320.–	8 860.–	on request
Technical costs	500.–	500.–	500.–	on request
Postal charges	see below			
Format	max. 200 × 270 mm / min. 105 × 148 mm			

Tip-on cards/booklets			
Weight		up to 25g	26–50g
on 1/1 page ad		7 190.–	on request
Technical costs / 1 000 copies			
Card		40.–	
Booklet		60.–	
Postal charges	see below		
Format	max. 185 × 210 mm / min. 80 × 60 mm		

Postal rates (for inserts, bound-in inserts, and tip-on items)	
up to 25g	14.– / 1 000 copies
26–50g	28.– / 1 000 copies
51–75g	42.– / 1 000 copies

Prices for more extensive inserts and bound-in materials available on request. Inserts and bound-in materials are only possible in limited quantities.

Bound inserts				
Weight	up to 25g	26–50g	51–75g	from 76g
Advertising value	7 700.–	8 700.–	10 200.–	on request
Technical costs	500.–	500.–	500.–	on request
Postal charges	see below			
Format	max. 210 × 280 mm / min. 148 × 210 mm (plus 3 mm binding, bottom, and front trim; plus 4 mm head trim)			

Delivery address	AVD Goldach Sulzstrasse 12, CH–9403 Goldach (please indicate publication and issue)
Delivery deadline	14 days before publication
Discounts	All advertisement and insert/supplement revenues can be combined with all Swiss publications from Archithema Verlag (excluding technical costs/ postage). The discount scale can be found in the revenue summary table on page 17.
Surcharges	BK or JUP II 15% on advertising value.
Terms and conditions	All prices in CHF, excl. VAT

umbauen + renovieren – The Magazine for Property Owners, Architecture Companies and the Building Industry



umbauen + renovieren brings the world of renovation into the spotlight. Our passion for architecture, living and Switzerland's building heritage – past and future – inspires us daily to report on current renovation topics. For 40 years, **umbauen + renovieren** has been building bridges between property owners and construction professionals, fostering exchange and dialogue. Over these four decades, both the architectural landscape and the building industry have evolved, and renovation has gained increasing importance and recognition. Buildable land is scarce, and sustainable renovation and conversion are more relevant than ever.

We present pioneering renovation projects and introduce readers to products, materials and craftsmanship techniques. Together with experts, we also address current issues relating to property financing, insurance and value preservation.

Britta Limper,
Editor-in-Chief



umbauen + renovieren – New spaces emerge in the mind

Readership

- 50% property owners.
- 50% professional readers: design and construction specialists – including 10% architects/interior architects, decision-makers and influencers in the building industry, as well as universities and businesses.

• **Frequency:** 6 times per year

• **Circulation:** 18 000 copies (14 000 print)

Print subscribers / multiple subscriptions:	5 000 copies
E-paper (Ready, Yumpu):	4 000 copies
Newsstands:	3 000 copies
Display in showrooms, hotels, media partnerships and events:	1 400 copies
Trade fairs and airport business lounges:	4 000 copies
Shop sales, specimen copies and archive copies:	600 copies

Sample issue:

[umbauen + renovieren \(pdf\)](#)

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UMBAUEN + RENOVIEREN

Issue	Editorial Focus	Editorial Deadline	Advertising Deadline	Publication
2	Bathrooms & Private spas	23.12.2025	20.01.2026	20.02.2026
3	Garden planning: pools, shading, flooring, outdoor kitchens Monument Preservation Award, Canton of Bern	25.02.2026	19.03.2026	24.04.2026
4	Interior design: joinery, stairs, doors, floors, walls Lighting	05.05.2026	26.05.2026	26.06.2026
5	Facades, windows, shading, insect protection, security Material worlds: technical textiles & innovations Swiss Architecture Awards – the nominees	29.06.2026	13.07.2026	28.08.2026
6	Energy: heating systems, photovoltaics, distribution, insulation Swiss Architecture Awards – the winning projectsww	07.09.2026	29.09.2026	30.10.2026
1/27	Kitchens: furniture, appliances, fittings	20.10.2026	10.11.2026	11.12.2026

BODENBELAGE Von Melchioralsal bis hin zu Nusschalen – das Spektrum an Materialien für die Bodengestaltung scheint endlos weiterzuwachsen.

Eine breite Palette

ANNA KUNZ
SILVIA STÜDINGER

Früher Bodenbeläge waren eher pragmatisch: Meist bestanden sie aus gestampfter Erde, auch Schilfrohmatten oder Tierhäute kamen in Zelen zum Einsatz. Einzig in Palästen oder Tempeln gab es dekorative, versetzte Böden. Im freien antiken Griechenland findet man Kieselsteinmosaiken, eine Kunstform, die auch im Römischen Reich weitergeführt wurde. Die Renaissance und der Barock bringen schließlich eine Hochblüte der dekorativen Bodenfläche: Erste Parkettmuster werden verlegt. In Palästen finden sich kunstvolle Mosaiken und Intarsien. Mit der Industrialisierung im 19. Jahrhundert kommen neue Materialien hinzu: Fliesen werden erstmals industriell gefertigt, 1890 erfindet der englische Chemiker Friedrich Wöhler Linoleum, ein der zweiten Hälfte des 20. Jahrhunderts ergötzen neu synthetische Stoffe wie Vinyl, Laminat und Teppiche aus Kunstfasern die Bodenbelagssortiment.

Große Vielfalt
Heute ist die Auswahl an Bodenbelägen so breit wie das Universum. Was ist eigentlich genau der Unterschied zwischen Keramik und Feinsteinzeugfliesen? Zwischen Vinyl und Laminat? Zwischen Parkett und Dielen?

Naturmaterialien wie Holz oder Kork erfreuen sich gerade wegen ihrer angenehmen Haptik grosser Beliebtheit. Auch ein Treppchenboden ist warm und gemütlich sowie schalldämmend und langlebig. Laminat wiederum ist eine kostengünstige Variante, die in einer Vielzahl an Dekoren erhältlich ist. Vinyl – im Gegensatz zu Laminat, das aus Holzfasern besteht, wird dieser Bodenbelag aus Kunststoff hergestellt – ist sehr pflegeleicht und zudem wasserabweisend. Während Fliesen dekorativ, auch hochglänzend, ebenfalls leicht zu pflegen und oft sogar feuerresistent sind, ist die Schönheit von Natursteinplatten kaum zu überbieten.

Um bleibt die Qual der Wahl, die sich durch stetig neue Materialinnovationen vergrössert: einen bescheidenen Überblick stellen wir auf den folgenden Seiten vor.

Hintergrund

Recycling
Terrazzo Verschiedene Materialien aus dem Bauhof, wie Zement, Gestein und Fliesen, werden im Dacheisenguss verarbeitet. Das Ergebnis ist ein einzigartiges Muster aus Stein und Zement, das in verschiedenen Farben und Mustern erhältlich ist.

1

Vinylboden Die einseitigen Platten der XL-ENDE-Kollektion schaffen ein grossartiges und elegantes Raumgefühl. Dank ihrer naturgetreuen Farbfolge und Textur lassen sich die pflegeleichen, wasserfesten Fliesenbeläge kaum von echten Holzbohlen unterscheiden.

floortrack.ch

2

Zementfliesen Die «Vita»-Platten verfügen dank des Gittermusters in ihrer Deckfläche über eine unregelmässige Textur. Da sie nicht geölt sind, sondern durch die dazwischenliegende Pressung des Zementes entstehen, ist die Herstellung ausserordentlich umweltfreundlich.

viamaterial.de

2

3

4

5

3

Holzblockboden Für die Kollektion «Urban» Engine werden Buchenstämme horizontal zerlegt, sodass die Schnittfläche der Jahressringe zeigt. Diese noch nicht weiterverarbeitete Schnittart bietet neben der einzigartigen Optik eine resiliente Oberfläche und eine gute Schallabsorption.

schotten-hausen.com

4

Keramikfliesen Keramische Bodenbeläge sind dank ihrer Herstellung aus natürlichen Rohstoffen wie Ton und Mineralen räumlich flexibel und pflegeleicht – ideal für Schichtkeller. Sie bieten zudem eine grosse Vielfalt an Designs – hier ein schillerndes Hand gezeichnetes.

ganz-baukeramik.ch

5

Fugentöne Der Bodenbelag «Fandango» eine Mischung aus Weissmarmor, Wasser, Quarzsand und Farbpigmenten – wird als dazwischen liegend auf den Boden gegossen. Die klare, glatte Oberfläche ist wasserabweisend, pflegeleicht und strapazierfähig.

a1-industrieboeden.ch

6

Marmorblockfliesen Die «Marmosacco»-Kollektion aus 15 x 15 cm grossen, selbst polierten Marmorblockfliesen bietet sich für Terrassen und Maximallösungen von traditionellen Marmorböden an.

bisazza.com

5

6

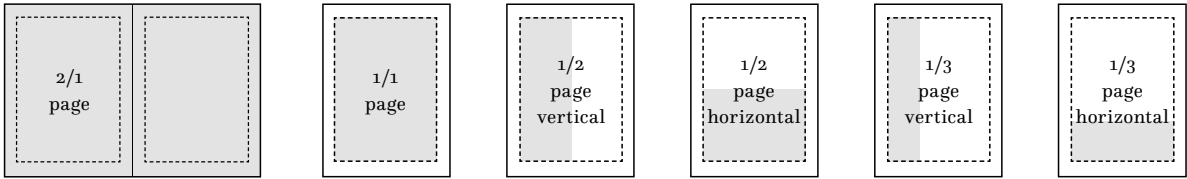
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umbauen+renovieren 5/2025

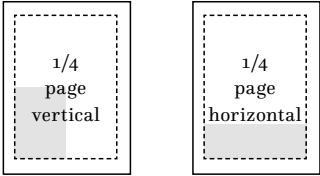
umbauen+renovieren 5/2025

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Formats and Prices



Print Area (in mm)	390 × 237	177 × 237	85 × 237	177 × 115	54 × 237	177 × 74
Full bleed +3 mm bleed all around / 6 mm binding margin	420 × 280	210 × 280	101 × 280	210 × 136	65 × 280	210 × 89
Price (4-color, in CHF)	11 000.–	5 500.–	3 100.–	3 100.–	2 200.–	2 200.–
Partner Content in CHF (including text, layout and image editing)	11 500.–	6 000.–	3 600.–	3 600.–	–	–



Print Area (in mm)	85 × 115	177 × 54
Full bleed +3 mm bleed all around / 6 mm binding margin	101 × 136	210 × 65
Price (4-color, in CHF)	2 000.–	2 000.–

Bleed Advertisements – Important Notes

Due to potential trim and fold variations, important design elements should be placed at least 10 mm inside from the trim and spine edges. For double-page spreads, a 6 mm image overlap (3 mm per side) is required within the net format.

Special Placements

Special placements	
Inside front cover (2nd cover page)	6 600.–
Inside back cover (3rd cover page)	6 100.–
Outside back cover (4th cover page)	7 200.–
Gatefold (3 pages)	18 700.–
Opening Spread	13 200.–
Fixed placement requirement	+ 15%

All surcharges apply to gross prices and qualify for BK or JUP II commissions.

Discounts

All advertisement and insert/supplement revenues can be combined with all Swiss publications from Archithema Publishing (excluding technical costs/postage).

The discount scale can be found in the [revenue summary table](#) on page 17.

Surcharges

BK and JUP II cannot be combined.
BK 15%
JUP II 15% (from 3 pages)

Terms and conditions

All prices in CHF, excl. VAT

Inserts and Supplements

Loose inserts				
Weight	up to 25g	26–50g	51–75g	from 76g
Advertising value	4 740.–	5 460.–	6 800.–	on request
Technical costs	350.–	350.–	350.–	on request
Postal charges	see below			
Format	max. 200 × 270 mm / min. 105 × 148 mm			

Tip-on cards/booklets			
Weight	up to 25g		26–50g
on 1/1 page ad	5 440.–		on request
Technical costs / 1 000 copies			
Card	40.–		
Postal charges	see below		
Format	max. 185 × 210 mm / min. 80 × 60 mm		

Postal rates (for inserts, bound-in inserts, and tip-on items)	
up to 25g	14.– / 1 000 copies
26–50g	28.– / 1 000 copies
51–75g	42.– / 1 000 copies

Prices for more extensive inserts and bound-in materials available on request. Inserts and bound-in materials are only possible in limited quantities.

Bound inserts				
Weight	up to 25g	26–50g	51–75g	from 76g
Advertising value	5 310.–	6 030.–	7 470.–	on request
Technical costs	350.–	350.–	350.–	on request
Postal charges	see below			
Format	max. 210 × 280 mm / min. 148 × 210 mm (plus 3 mm binding, bottom, and front trim; plus 4 mm head trim)			

Delivery address	AVD Goldach Sulzstrasse 12, CH–9403 Goldach (please indicate publication and issue)
Delivery deadline	14 days before publication
Discounts	All advertisement and insert/supplement revenues can be combined with all Swiss publications from Archithema Publishing (excluding technical costs/postage). The discount scale can be found in the revenue summary table on page 17.
Surcharges	BK or JUP II 15% on advertising value.
Terms and conditions	All prices in CHF, excl. VAT

Bäder und Küchen



The annually published BÄDER Special meets the strong demand among property owners and architects for comprehensive information on bathroom design and technology.

It answers key questions such as:

What should be considered when planning a bathroom?

What new materials, products and innovations are available?

Which accessories and design trends are currently popular?

The BÄDER Special provides thorough and expert guidance on all these topics.

Readership

Homeowners, property developers, sanitaryware retailers, architects and interior designers

Circulation

Print run:	16 000 copies
Newsstands: *	11 000 copies
Display in showrooms and at trade fairs:	3 900 copies
Specimen copies, shop sales, subscription premiums, archive copies:	1 100 copies

* In addition to newsstand sales, also bundled with
Das Ideale Heim 10/26 and umbauen + renovieren 6/26

Publication date: 12 June 2026

Sample issue:

[BÄDER \(pdf\)](#)



The annually published KÜCHEN Special presents current trends in kitchen design and offers valuable tips and inspiration.

It explores all aspects of kitchen planning – from layout and types of kitchens to furniture and appliances – and includes accessories that add a personal touch to every kitchen.

Readership

Homeowners, property developers, carpenters, kitchen retailers, architects and interior architects.

Circulation

Print run:	16 000 copies
Newsstands: *	11 000 copies
Display in showrooms and at trade fairs:	3 900 copies
Specimen copies, shop sales, subscription premiums, archive copies:	1 100 copies

* In addition to newsstand sales, also bundled with
Das Ideale Heim 3/27 and umbauen + renovieren 4/27

Publication date: 25 September 2026

Sample issue:

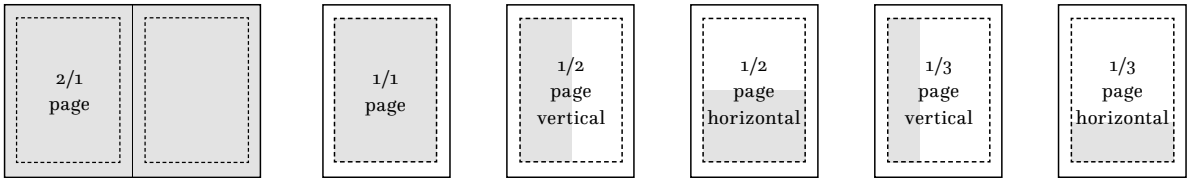
[KÜCHEN \(pdf\)](#)

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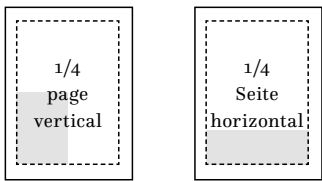
Publication Dates 2026 Bäder and Küchen

Bäder and Küchen				
Issue	Editorial Deadline	Advertising Deadline	Publication	Circulation
Bäder	16.04.2026	07.05.2026	12.06.2026	16 000 Ex.
Küchen	28.07.2026	25.08.2026	25.09.2026	16 000 Ex.

Formats and Prices



Print Area (in mm)	390 × 237	177 × 237	85 × 237	177 × 115	54 × 237	177 × 74
Full bleed	420 × 280	210 × 280	101 × 280	210 × 136	65 × 280	210 × 89
+3 mm bleed all around / 6 mm binding margin						
Price (4-color, in CHF)	14 600.–	7 300.–	4 100.–	4 100.–	2 800.–	2 800.–
Partner Content in CHF (including text, layout and image editing)	15 100.–	7 800.–	4 600.–	4 600.–	–	–



Print Area (in mm)	85 × 115	177 × 54
Full bleed	101 × 136	210 × 65
+3 mm bleed all around / 6 mm binding margin		
Price (4-color, in CHF)	2 200.–	2 200.–

Bleed Advertisements – Important Notes

Due to potential trim and fold variations, important design elements should be placed at least 10 mm inside from the trim and spine edges. For double-page spreads, a 6 mm image overlap (3 mm per side) is required within the net format.

Special Placements Bäder and Küchen

Special Placements	
Inside front cover (2nd cover page)	8 800.–
Inside back cover (3rd cover page)	8 100.–
Outside back cover (4th cover page)	9 500.–
Gatefold (3 pages)	24 900.–
Opening Spread	17 600.–
Mandatory placement (e.g., next to editorial)	+ 15%
All surcharges apply to gross prices and are subject to BK or JUP II commissions.	

Discounts	All advertisement and insert/supplement revenues can be combined with all Swiss publications from Archithema Verlag (excluding technical costs/postage). The discount scale can be found in the revenue summary table on page 17.
Surcharges	BK and JUP II cannot be combined. BK 15% JUP II 15% (from 3 pages)

Inserts and Supplements

Loose inserts				
Weight	up to 25g	26–50g	51–75g	from 76g
Advertising value	6 600.–	7 320.–	8 860.–	on request
Technical costs	500.–	500.–	500.–	on request
Format	max. 200 × 270 mm / min. 105 × 148 mm			

Bound inserts				
Weight	up to 25g	26–50g	51–75g	from 76g
Advertising value	7 700.–	8 700.–	10 200.–	on request
Technical costs	500.–	500.–	500.–	on request
Format	max. 210 × 280 mm / min. 148 × 210 mm (plus 3 mm binding, bottom, and front trim; plus 4 mm head trim)			

Tip-on cards/booklets		
Weight	up to 25g	26–50g
on 1/1 page ad	7 190.–	on request
Technical costs / 1 000 copies		
Card	40.–	
Booklet	60.–	
Format	max. 185 × 210 mm / min. 80 × 60 mm	

Delivery address	AVD Goldach Sulzstrasse 12, CH–9403 Goldach (please state publication and issue)
Delivery deadline	14 days before publication
Discounts	All advertisement and insert/supplement revenues can be combined with all Swiss publications from Archithema Publishing (excluding technical costs/postage). The discount scale can be found in the revenue summary table on page 17.
Surcharges	BK 15%
Terms and conditions	All prices in CHF, excl. VAT

Garten and Einfamilienhäuser



The Extended Living Space – GARTEN

It's what makes a home complete: the outdoor area. Whether it's a representative garden, a cosy patio or balcony, an outdoor wellness zone or an allotment – this is where we retreat, recharge, celebrate and pursue our hobbies.

The «green zone» is as unique as its users – and the possibilities are just as diverse.

The annual publication GARTEN showcases this diversity through inspiring reports, portraits, product collections and interviews with specialists. It provides practical information, ideas and tips for designing this special living space.

Circulation

Print run:	25 500 copies (of which 20 500 print)
E-Paper (Readly, Yumpu):	5 000 copies
Newsstands: *	9 000 copies
Giardina Fair:	4 600 copies
Coop/Jumbo garden centres:	5 000 copies
Airport business lounges:	1 000 copies
Shop sales, sample copies, subscription bonuses, archive copies:	900 copies

* In addition to newsstand sales, also bundled with Das Ideale Heim 6/26

Publication date: 6 March 2026

Sample issue:
[GARTEN \(pdf\)](#)



From Dream to Reality – EINFAMILIENHÄUSER

Most property owners build or buy a detached home only once in their lives. That makes it all the more important to choose the right materials and fittings. Before and during construction, readers turn to EINFAMILIENHÄUSER for inspiration and guidance – from financing to completion.

Key editorial topics include: kitchens, bathrooms, windows, flooring, staircases, system-built homes, financing and energy.

Circulation

Print run:	15 500 copies
Newsstands:	5 000 copies
Display in showrooms:	2 500 copies
Media partnerships, events, trade fairs, and airport business lounges:	7 000 copies
Shop sales, sample copies, subscription bonuses, archive copies:	1 000 copies

Publication date: 20 November 2026

Sample issue:
[EINFAMILIENHÄUSER \(pdf\)](#)

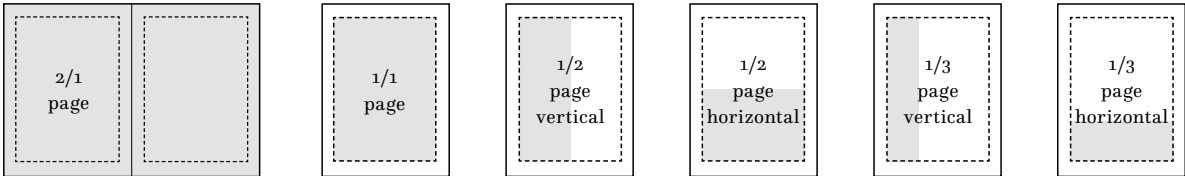
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Publication Dates 2026 Garten and Einfamilienhäuser

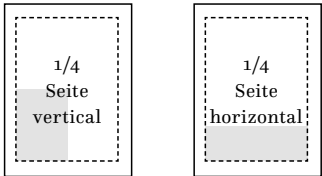
Garten and Einfamilienhäuser

Issue	Editorial Deadline	Advertising Deadline	Publication	Circulation
Garten	13.01.2026	03.02.2026	06.03.2026	25 500 copies
Einfamilienhäuser	29.09.2026	20.10.2026	20.11.2026	15 500 copies

Formats and Prices



Print Area (in mm)	390 × 237	177 × 237	85 × 237	177 × 115	54 × 237	177 × 74
Full bleed	420 × 280	210 × 280	101 × 280	210 × 136	65 × 280	210 × 89
+3 mm bleed all around / 6 mm binding margin						
Price (4-color, in CHF)	11 000.–	5 500.–	3 100.–	3 100.–	2 200.–	2 200.–
Partner Content in CHF (including text, layout and image editing)	11 500.–	6 000.–	3 600.–	3 600.–	–	–
«Garten» Guide	–	–	2 300.–	2 300.–	–	–
Texts and images must be supplied. The editorial team will prepare the final print layout.						



Print Area (in mm)	85 × 115	177 × 54
Full bleed	101 × 136	210 × 65
+3 mm bleed all around / 6 mm binding margin		
Price (4-color, in CHF)	2 000.–	2 000.–
«Garten» Guide	1 300.–	1 300.–
Texts and images must be supplied. The editorial team will prepare the final print layout.		

Bleed Advertisements – Important Notes

Due to potential trim and fold variations, important design elements should be placed at least 10 mm inside from the trim and spine edges. For double-page spreads, a 6 mm image overlap (3 mm per side) is required within the net format.

Special Placements Garten and Einfamilienhäuser

Special Placements	
Inside front cover (2nd cover page)	6 600.–
Inside back cover (3rd cover page)	6 100.–
Outside back cover (4th cover page)	7 200.–
Gatefold (3 pages)	18 700.–
Opening Spread	13 200.–
Fixed placement requirement	+ 15%

All surcharges are applied to gross prices and qualify for BK or JUP II commissions.

Discounts All advertisement and insert/supplement revenues can be combined with all Swiss publications from Archithema Publishing (excluding technical costs/postage).

The discount scale can be found in the [revenue summary table](#) on page 17.

Surcharges BK and JUP II cannot be combined.

BK 15%

JUP II 15% (from 3 pages)

Inserts and Supplements

Loose inserts				
Weight	up to 25g	26–50g	51–75g	from 76g
Advertising Value	4 740.–	5 460.–	6 800.–	on request
Technical Costs	350.–	350.–	350.–	on request
Format	max. 200 × 270 mm / min. 105 × 148 mm			

Tip-on cards			
Weight	up to 25g		26–50g
on 1/1 page ad	5 440.–		on request
Technical costs / 1 000 copies			
Card	40.–		
Format	max. 185 × 210 mm / min. 80 × 60 mm		

Bound inserts				
Weight	up to 25g	26–50g	51–75g	from 76g
Advertising Value	5 310.–	6 030.–	7 470.–	on request
Technical Costs	350.–	350.–	350.–	on request
Format	max. 210 × 280 mm / min. 148 × 210 mm (plus 3 mm binding, bottom, and front trim; plus 4 mm head trim)			

Delivery address AVD Goldach
Sulzstrasse 12, CH–9403 Goldach
(please state publication and issue)

Delivery deadline 14 days before publication

Discounts All advertisement and insert/supplement revenues can be combined with all Swiss publications from Archithema Publishing (excluding technical costs/postage).

The discount scale can be found in the [revenue summary table](#) on page 17.

Surcharges BK 15%

Terms and conditions All prices in CHF, excl. VAT

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Discounts scale

Sales Volume (CHF)	Discount	Sales Volume (CHF)	Discount
5 000.–	2%	55 000.–	12%
10 000.–	3%	60 000.–	13%
15 000.–	4%	65 000.–	14%
20 000.–	5%	70 000.–	15%
25 000.–	6%	80 000.–	16%
30 000.–	7%	90 000.–	17%
35 000.–	8%	100 000.–	18%
40 000.–	9%	120 000.–	19%
45 000.–	10%	140 000.–	20%
50 000.–	11%		

All advertisement and insert (supplement) revenues can be accumulated across all publications from Archithema Publishing (excluding technical costs/postage).

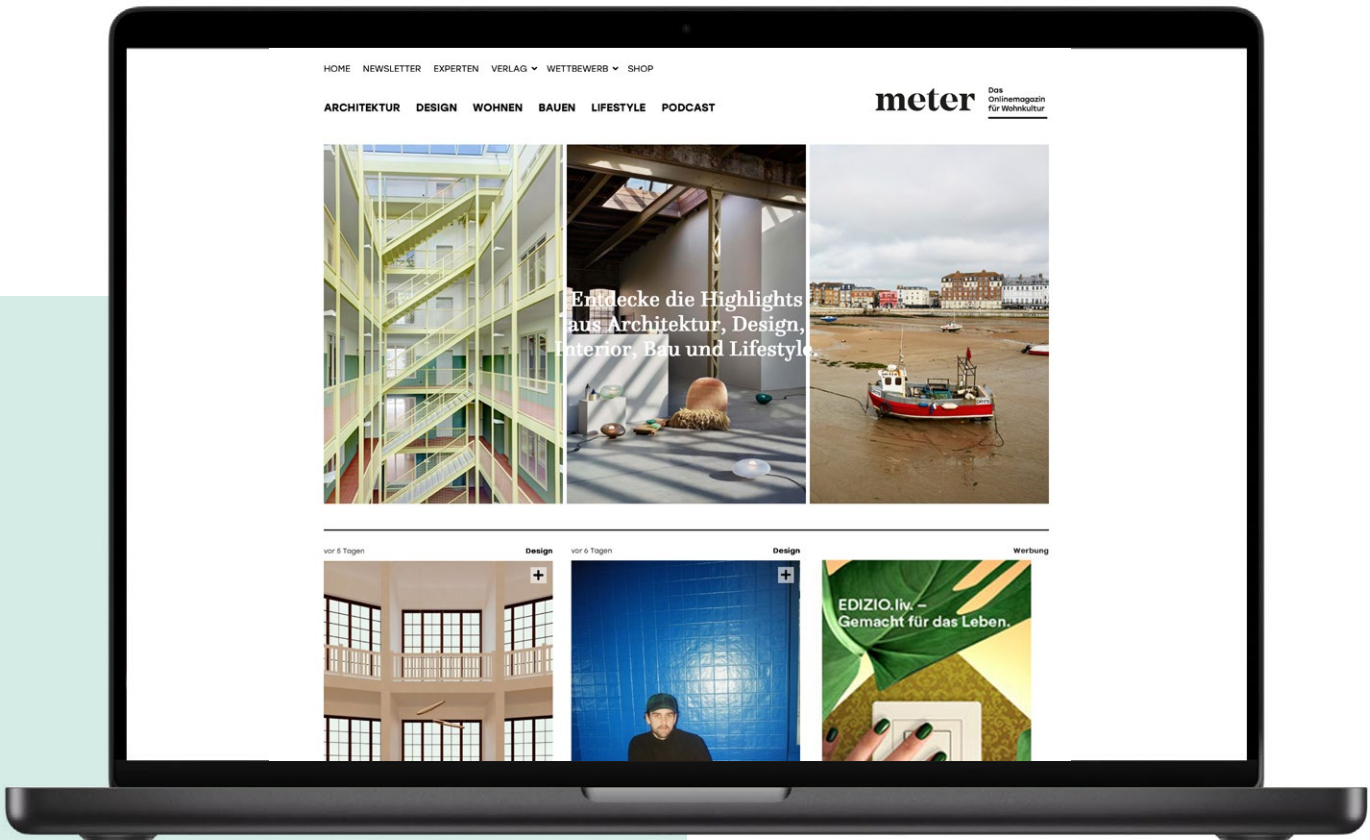
Order period: 12 months

Technical Data

Data Submission for CTP Processing

PDF	PDF in print resolution with crop marks and 3 mm bleed on all pages (for full-page ads) · Fonts: must be embedded in the PDF · Colors: CMYK color space (UCR 320%) · Image resolution: 305 dpi, bitmap images at least 600 dpi · Color profiles: Cover and content pages: PSOcoated v3 (ECI)
Mail	High-End-PDF to anzeigen@archithema.ch
Design by publisher	Lithography, typesetting, and proof costs will be invoiced separately
Technical inquiries	For information about technical data, call 044 204 18 84
Magazine Format / Type Area	210×280 mm (Trimmed size); 177×237 mm (Type area)
Printing process	Rotary offset, 70-screen
Paper	90 g/m², white, matte BD
Color printing	4-color European scale (Order: 1. Cyan, 2. Yellow, 3. Magenta, 4. Black)

metermagazin.com – The Online Portal of Archithema Publishing



«With metermagazin, we have created a platform for a variety of topics connected to architecture, design and interiors; the aim – distinct from our magazines – is to provide a space for personal opinions, criticism and new, surprising points of view.»

Monthly User Numbers for metermagazin.com	
Page Views	34 500
Visits	22 900
Unique Visitors	10 140
Average values September 2024 – August 2025	
Instagram Follower	8 800*
Facebook Follower	7 100*
Newsletter Subscribers	8 000*
Ø Newsletter Open Rate	46 %

*As of October 25

Online Advertising Opportunities

- metermagazin.com
- Display Advertising

Partner Content

Paid Posts

Newsletter

Social Media

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Display advertising on metermagazin.com

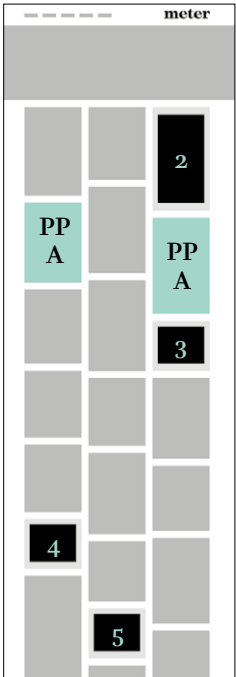
Advertising form	Placement	Width × height in pixels	metermagazin.com Price/per month
1 Maxiboard	On all channels (Architecture, Design, Home Living, Building & Lifestyle) and article pages	994 × 118	620.–
2 Halfpage-Ad	Home, all channels	300 × 600	800.–
3 Rectangle 1	Home, all channels and article pages (ROS)	300 × 250	780.–
4 Rectangle 2	Home, all channels	300 × 250	570.–
5 Rectangle 3	Home, all channels	300 × 250	570.–

PP/A = Paid Posts and Partner Content, specifications on page 20-21

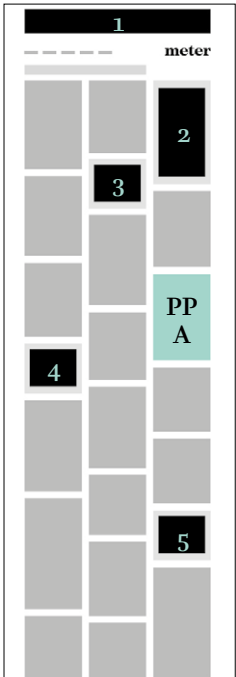
All prices in CHF excluding VAT.

Technical data

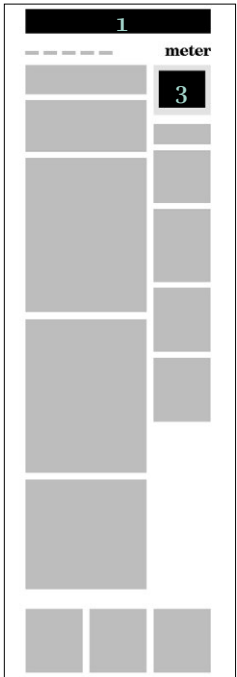
File size	max. 200 KB
Formats	gif, jpg, png
Rotation	max. 3
Delivery of material	5 business days before publication



Home



Channel, example



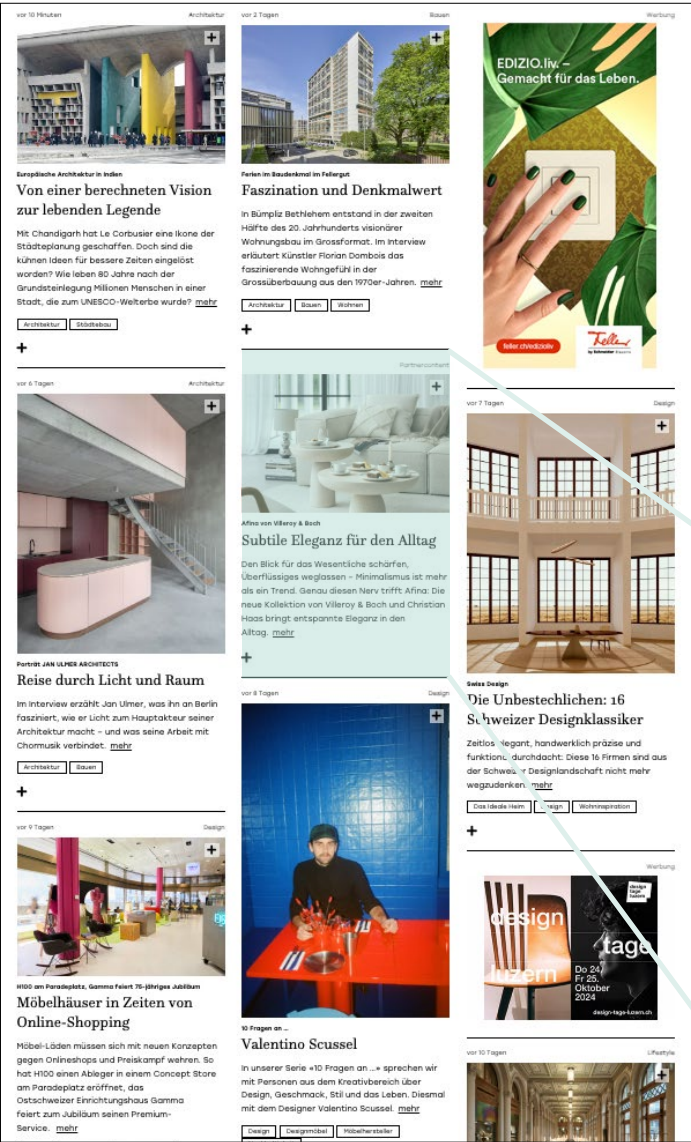
Article page

Paid Posts / Partner Content on metermagazin.com

Your message in an editorial design.

Partner Content are advertisements designed in an editorial style that closely resemble the look and feel of the magazine’s editorial content. The advantage lies in their credibility for readers and in the broad communication of information.

Design elements such as separate text boxes, visualizations, or images can be optimally integrated. In contrast to an Partner Content, the content for a paid post is fully provided by the client.



Paid Posts	
1 Header line	max. 30 characters (incl. spaces)
2 Headline	max. 30 characters (incl. spaces)
3 Teaser text	min. 150 to max. 240 characters (incl. spaces)

Teaser

Partnercontent



- Afina von Villeroy & Boch
- Subtile Eleganz für den Alltag
- Den Blick für das Wesentliche schärfen, Überflüssiges weglassen – Minimalismus ist mehr als ein Trend. Genau diesen Nerv trifft Afina: Die neue Kollektion von Villeroy & Boch und Christian Haas bringt entspannte Eleganz in den Alltag. [mehr](#)

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Paid Posts / Partner Content on metermagazin.com

Article

Advertorial

Subtile Eleganz für den Alltag

Afina von Villeroy & Boch

2. Oktober 2024 |     



Mit der neuen Kollektion Afina lassen sich die besonderen Momente im Alltag genießen. Bild: Villeroy & Boch

Den Blick für das Wesentliche schärfen, Überflüssiges weglassen – Minimalismus ist mehr als ein Trend, er ist ein Lebensgefühl. Genau diesen Nerv trifft Afina: Die neue Kollektion von Villeroy & Boch und Christian Haas bringt eine entspannte Eleganz in den Alltag.

Die Details: Eine raffinierte Linienführung, gepaart mit einem zarten Relief auf strahlend weißem Premium Porzellan. So geht Understatement in seiner schönsten Form.

Scheinbar schwerelos

Das Auffälligste an Afina ist ihre Formgebung: Durch den erhöhten Rand entsteht eine spannende Silhouette, die die moderne Coupe-Form in ein ganz neues Licht rückt. Die einzigartige Positionierung des Sockels bewirkt einen spannenden Schattenwurf, der das Porzellan scheinbar zum Schweben bringt und dem gedeckten Tisch eine außergewöhnliche Plastizität gibt. Verstärkt wird der Effekt durch die bewusst klassische Farbgebung. Das strahlend weiße Porzellan transportiert die leichte Eleganz von Afina besonders überzeugend. Auch das zarte Relief, mit dem sich die einzelnen Teile der Kollektion an unterschiedlichen Stellen schmücken, folgt dieser Idee: Die konzentrisch angeordneten Strahlen nehmen sich farblich völlig zurück und sind mehr zu spüren als zu sehen.



Das zarte Relief – von Sonnenstrahlen inspiriert – ist mehr zu spüren als zu sehen. Bild: Villeroy & Boch

Paid Posts	
1 Header line	max. 30 characters (incl. spaces)
2 Headline	max. 30 characters (incl. spaces)
4 Main text	Open character count (recommended max. 1500 characters) Address block follows the main text
5 Captions	max. 200 characters (incl. spaces). Multiple images can be combined in a slideshow: captions for all images are recommended. Image credits can be included. Single images are also possible.
6 Image formats / Video	900 pixels (30 cm) width at 72 dpi (or 10 x 15 cm at 150 dpi). For portrait formats, the height is considered the width. A video is embedded as a YouTube or Vimeo link. Please provide the corresponding link.

Prices	metermagazin.com Price/per month
Paid Post	1 200.–
Content provided by client	
Partner Content	2 100.–
Editorial preparation by staff according to client briefing	
Surcharge	400.–
If featured additionally in meter newsletter as «Sponsored Teaser», see page 22	

Delivery Deadlines
Paid Post: 7 working days before campaign start
Partner Content: 25 working days before campaign start

All prices in CHF excluding VAT.

You can learn more about other interesting cooperation opportunities from your customer advisor.

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Banner Advertising in the meter Newsletter

The newsletter is published 14 times a year and reaches 8 000 recipients (B2B and B2C).

Ad Type	Format	Price
1 Banner Ad	1 600 × 480 px	1 100.–
2 Sponsored Teaser		1 200.–
Image	1 000 × 800 px (no logo/text)	
Headline	max. 65 characters (incl. spaces)	
Text	max. 185 characters (incl. spaces)	
Link	freely selectable	

Newsletter Stats	8000 subscribers (as of October 2025)
Ø Open Rate Newsletter	46%
Mailing Dates 2026	29.1. / 26.2. / 5.3. (Garten) / 26.3. / 30.4. / 28.5. / 11.6. (Bäder) / 9. 7. / 27.8. / 24.9. (Küchen) / 1.10. / 29.10. / 19.11. (Einfamilienhäuser) / 10.12.
Delivery	5 working days before campaign start

View this email in your browser



meter mail

Architektur Design Wohnen Bauen

Liebe Leser:innen

Wohnen und Leben sind nicht dasselbe. So lautet zumindest eine sagenhafte Legende, deren Ursprung auf die frühen Nollerjahre in Schweden datiert werden kann. Ich möchte widersprechen. Denn egal, ob man in einem Turm wohnt, überall auf der Welt lebt oder die Adresse Om Eicke So Ham lautet: Wir sind doch immer mittendrin statt nur dabei.

Ihre Katrin Montiegel
stv. Chefredakteurin DAS IDEALE HEIM



Das ideale Heim

Im Turm wohnen

Und für den Flügel baute man ein grosses Fenster – Der niederländische Designer Michiel van der Kley lebt und arbeitet in einem stillgelegten Wasserturm.

JETZT LESEN

Sponsored Content Feller

EDIZIO.liv prestige – Design, das berührt

EDIZIO.liv prestige veredelt Wohnräume mit Rahmen aus sechs Echtmaterialien – von Glas bis Messing. Ergänzende Farbpaletten ermöglichen stilvolle Kombinationen für gehobene Ausbaustandards. [mehr](#)





Sponsored Content Swissbau

Die Swissbau 2026 setzt starke Impulse

Vom 20. bis 23./24. Januar 2026 trifft sich die Schweizer Bauwirtschaft in der Messe Basel. Das Swissbau Team hat die beliebteste Mehrbranchenmesse mit neuen Ideen gespickt. [mehr](#)



ZÜRICH DESIGN WEEKS

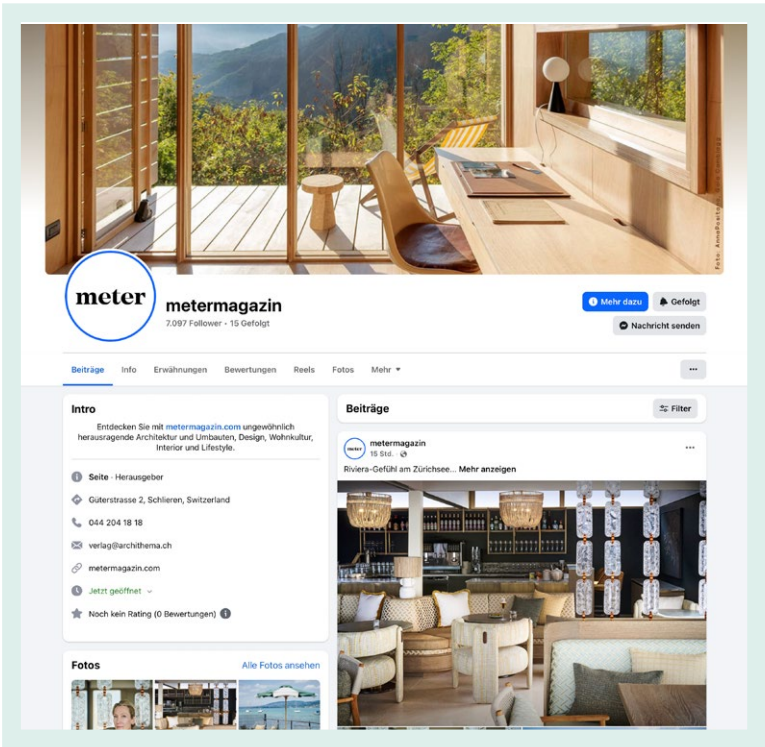
4.–14.9. 2025

over 40 locations

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Advertising Opportunities on Social Media

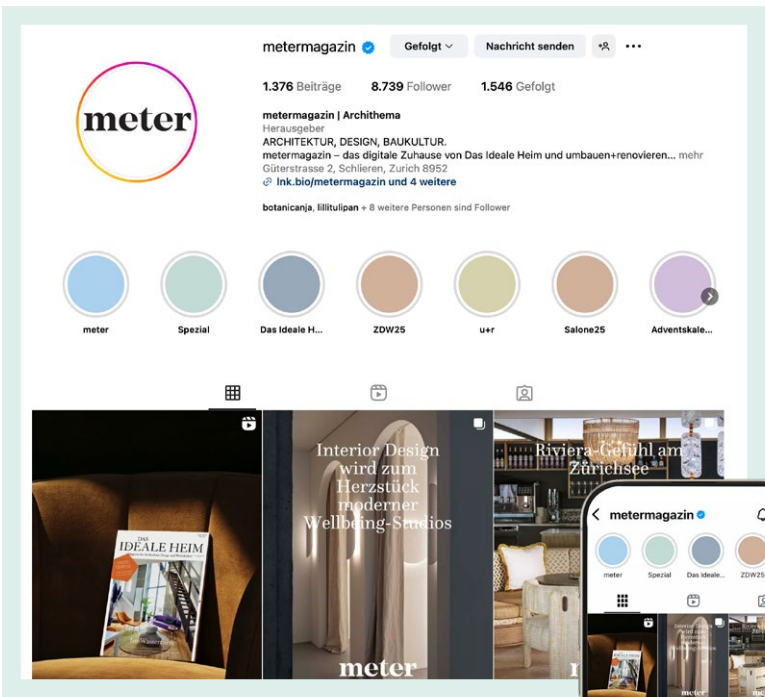
Facebook



Facebook

Images	1–5, jpg or png, various formats possible
Video	MP4 or MOV max. 4 GB 5 sec–3 min. 16:9 ratio
Text	Edited journalistically by the Digital Content Team
Hashtag	max. 3 #
Link	Target URL required

Instagram



Instagram

Images	1080 × 1350 px, 3-5 images, jpg or png
Video	MP4 or MOV max. 4 GB 5 sec–3 min
Format	1080 × 1920 px
Text	Edited journalistically by the Digital Content Team
Hashtag	max. 20 #
Link	Target URL required

Delivery: 7 working days before campaign start
Follower numbers as of September 2025

Plattform	Followers	Price (CHF)
Facebook	7 100	800.–
Instagram	8 800	900.–

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