

Media Kit 2027

archithema

Publikationen im Bereich Architektur, Wohnen & Bauen

DAS
IDEALE HEIM

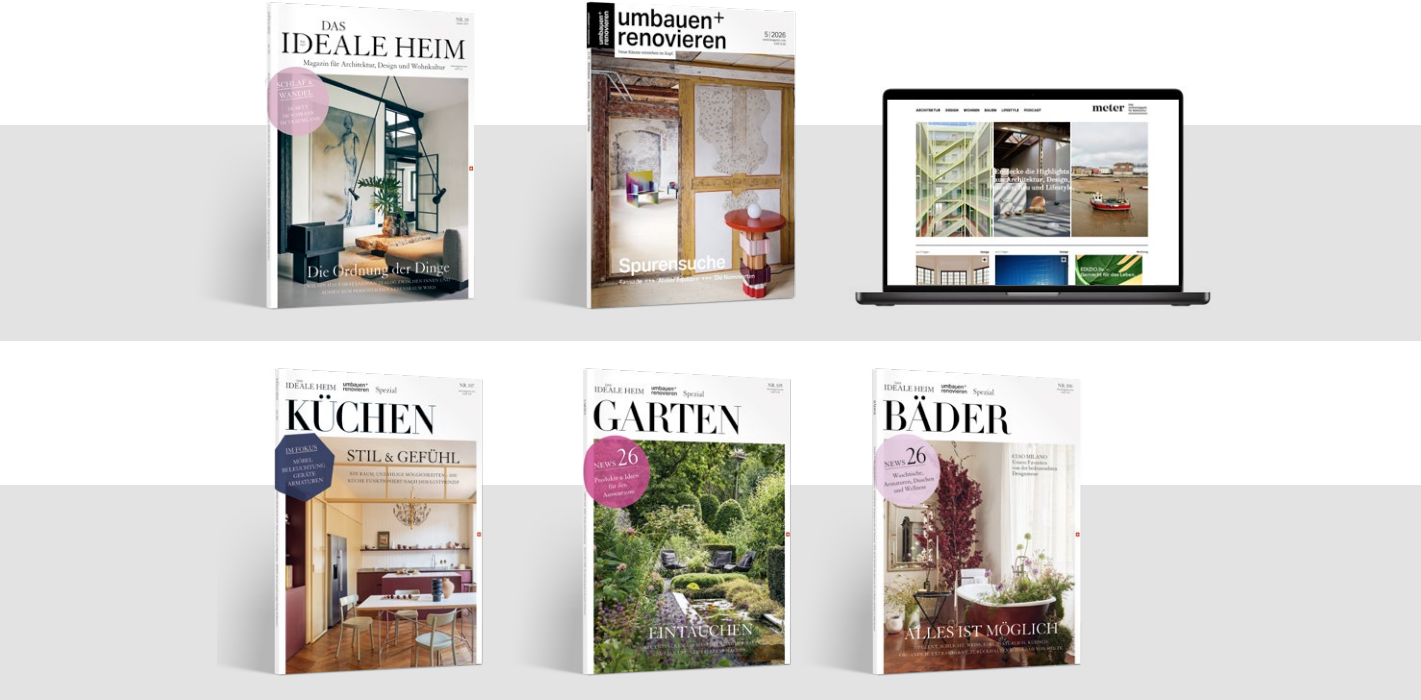
**umbauen⁺
renovieren**

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 44 000 readers, 36% of whom belong to the highest income group (> CHF 10 000.–/month).

Total readership: 177 000 (see p. 4 for details).

(Source: MACH Basic 2026-2)

• Frequency: 10 issues per year

• Circulation: 29 000 copies (of which 22 000 print)

Print subscribers / multiple subscriptions:	8 000 copies
E-paper subscribers (Readly, Yumpu, Cafeyn):	7 000 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 \(online\)](#)

[Back to overview](#)

Publication and Editorial Schedule 2027

DAS IDEALE HEIM

Issue	Editorial Focus	Editorial Deadline	Advertising Deadline	Publication
2	• Kitchens: furniture, appliances, fittings • Tables & chairs	07/12/2026	21/12/2026	29/01/2027
3	• Bathroom & Private Spa: furniture, washbasin areas, showers, bathtubs & fittings • Shelving & sideboards	05/01/2027	26/01/2027	26/02/2027
4	• Garden: outdoor design, furniture, shading, fire pits & grills	04/02/2027	25/02/2027	02/04/2027
5	• Scandinavian Design • Sofas & armchairs	03/03/2027	24/03/2027	30/04/2027
6	• International design trends from Salone del Mobile 2027 in Milan	01/04/2027	22/04/2027	28/05/2027
7+8	• Kitchen & table setting • Garden: furniture & outdoor kitchens	18/05/2027	08/06/2027	09/07/2027
9	• Swiss Made • Anniversary: 100 Years of Das Ideale Heim	21/06/2027	13/07/2027	27/08/2027
10	• Sleeping beautifully: beds & textiles • Dressing room: wardrobes & storage	09/08/2027	31/08/2027	01/10/2027
11	• Inspiration: Light • Entrance: Cloakrooms, small furniture, accessories, home entertainment	07/09/2027	28/09/2027	29/10/2027
12+1/27	• Quiet Luxury: gift guide • Flooring, rugs & textiles, paints & wallpapers	11/10/2027	02/11/2027	03/12/2027

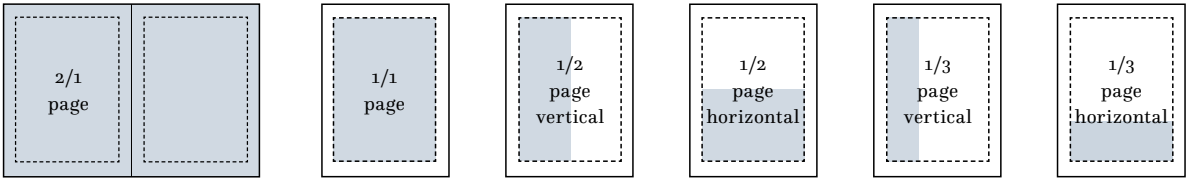
MACH BASIC 2026-2

		Reach (in thousands):	Reach (in %)	Structure (in %)	Index (Total population)
		44	0.6	100	=100
Gender	Man	16	0.4	36.4	73
	Woman	28	0.7	63.6	126
Age	14-34	4	0.2	9.7	34
	35-54	14	0.5	30.9	93
	55+	26	0.9	59.4	156
Education	Mandatory	2	0.2	5.6	33
	Intermediate	19	0.6	44.3	103
	Higher	22	0.7	50.1	125
Employment status	Top management, employed	2	0.8	4.6	141
	Middle management, employed	5	0.5	11.7	94
	Freelancer	2	1.1	3.9	186
	Entrepreneur, owner	4	1.6	10.0	283
Gross household income (monthly)	Up to CHF 6 000.-	9	0.4	21.2	67
	CHF 6 000.- to 8 000.-	11	0.7	24.1	126
	CHF 8 000.- to 10 000.-	8	0.6	18.2	97
	CHF 10 000.- to 15 000.-	9	0.5	19.6	93
	Over CHF 15 000.-	7	1.0	16.9	178
Interests (very/quite strong)	Living & furnishing	36	1.2	81.5	217
	Food & cooking, gastronomy	36	0.8	81.1	131
	Travel	31	0.7	70.8	118
	Art and culture	29	0.9	67.3	158
	Fashion and clothing	24	1.2	55.3	202

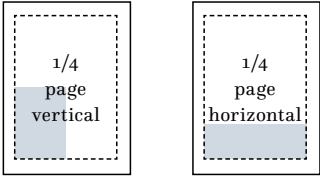
Total readership (widest reader circle): 177 000

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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	16 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:** 4 times per year

• **Circulation:** 17 000 copies (13 000 print)

Print subscribers / multiple subscriptions:	4 000 copies
E-paper (Cafeyn, Readly, 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 \(online\)](#)

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UMBAUEN + RENOVIEREN

Issue	Editorial Focus	Editorial Deadline	Advertising Deadline	Publication
1	• Garden: shading, pools & outdoor wellness, planning & design, outdoor kitchens • Bathroom & Private Spa: furniture, washbasin areas, showers, bathtubs, toilets, fittings, wellness, laundry room	19/01/2027	16/02/2027	19/03/2027
2	• Interior fit-out: joinery in kitchens, bathrooms and living spaces, staircases, floor & wall design, storage solutions • Barrier-free living	19/04/2027	18/05/2027	18/06/2027
3	• Façades: design and renovation, windows, doors, shading, roofs, security • Energy: heating systems, photovoltaics, insulation, controls, distribution, fireplaces & stoves	20/07/2027	17/08/2027	17/09/2027
4	• Kitchen: concepts & design, furniture, appliances, fittings • Renovating systematically	12/10/2027	09/11/2027	10/12/2027

MATERIALIEN Die Küchenarbeit, das steht fest, ist ein echter Härtestest. Hitze, spitze Gegenstände, Stöße, Säuren und Nässe wirken schonungslos auf die Arbeitsflächen ein, und das täglich. Die Frage nach dem richtigen Material für diese Belastung ist aber ebenso eine der persönlichen, ästhetischen Vorlieben.

Die richtige Platte

REDAKTION: SILVIA STEINIGER

Naturstein
Wer sich für Naturstein in der Küche entscheidet, führt schweres Geschütz auf – hochstählisch, denn Steinplatten haben ein gewisses Gewicht und benötigen eine entsprechende Konstruktion. Das höchste Gut von Naturstein ist ihr Einzigartigkeit. Jede Platte ist ein Unikat und weist durch Facetteneinschlüsse und Kalkablagerungen zu begrenzten. Im Küchenbereich werden hauptsächlich sogenannte Hartgesteine wie Granit, Quarzite und Gneise eingesetzt, die ausgesprochen schalls- und kratzunempfindlich sind. Auch können heiße Flammen ohne Bedenken abgeleitet werden, denn Temperaturen bis zu 600 Grad sind kein Problem. Hartgesteine mit hohem Quarzanteil sind zudem säurebeständig. Insbesondere bei weicheren Gesteinsarten wie Marmor ist die richtige Pflege entscheidend – aggressive, kahlbleichende Reinigungsmittel sollten also sein. Naturstein ist schadstofffrei, lebensmittel- und geruchsnutral. Er zeichnet sich ausserdem durch eine lange Lebensdauer aus. Ein Glück, dass er schenker nie aus der Mode gerät – Eine gute Beratung für die Wahl und den Umgang mit dem Naturprodukt ist essenziell.

Masivholz
Auch Holz punktet mit Charakter – mit ihm verbindet er automatisch eine warme, gemütliche Atmosphäre und die Nähe zur Natur. Abweichungen in der Maserung und Struktur oder solche, die mit der Zeit in der Farbe auftreten, verleiern ihm normalerweise als Zeichen von Authentizität. Der dem Holz eigene Säuregehalt sorgt für Hygiene, es ergibt sich jedoch, die Platte zum Schutz vor Flecken und Verunreinigungen regelmäßig zu ölen und Flüssigkeiten möglichst rasch aufzuwischen. Vorsicht geboten ist im Umgang mit scharfen Gegenständen (die Arbeitsplatte ersetzt nicht das Schneidebrett!) sowie Hitze: Holz reagiert auf beides empfindlich, ebenso auf Stöße.

1 Mineralwerkstoffe Die «Supphire»-Slas Oberfläche stammt aus der «Lacoste»-Kollektion von HEMACS. hemacs.com/au-de

2 Keramik «KINETIC Area» besticht die Struktur des handhabeichen Stona Cippo di Gial – aber eine Farbe, die so in der Natur nicht vorkommt. cosentino.com/au-de

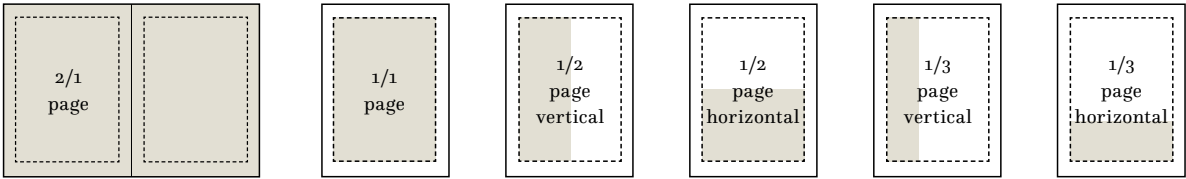
3 Keramik Die Kollektion «The Trip» zitiert optisch Seemann grüne mit Meeresfauna, Korallen und Adressen von Calacatta Marble. marazzi.de

4 High Pressure Laminate (HPL) Platten werden in der Schweiz ausschliesslich von der Firma Agilita produziert. agilita.ch

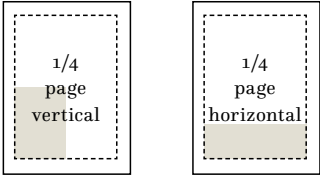
PHOTO: THOMAS MANNING/MACALUS

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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)	12 000.–	6 000.–	3 400.–	3 400.–	2 400.–	2 400.–
Partner Content in CHF (including text, layout and image editing)	12 500.–	6 500.–	3 900.–	3 900.–	–	–



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)	2 160.–	2 160.–

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)	7 100.–
Inside back cover (3rd cover page)	6 600.–
Outside back cover (4th cover page)	7 700.–
Gatefold (3 pages)	20 200.–
Opening Spread	14 200.–
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	5 000.–	5 750.–	7 000.–	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	5 500.–		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	5 600.–	6 350.–	7 600.–	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	16 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 and 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	16 100 copies
	(of which 14 500 Print, 1 600 E-Paper*)
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

- * Cafeyn, Readly, Yumpu
- ** In addition to newsstand sales, also bundled with Das Ideale Heim 10/27 and umbauen + renovieren 3/27

Publication date: 11 June 2027

Sample issue:
BÄDER (online)



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	16 500 copies
	(of which 14 500 Print, 2 000 E-Paper*)
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

- * Cafeyn, Readly, Yumpu
- ** In addition to newsstand sales, also bundled with Das Ideale Heim 3/28 and umbauen + renovieren 1/28

Publication date: 15 October 2027

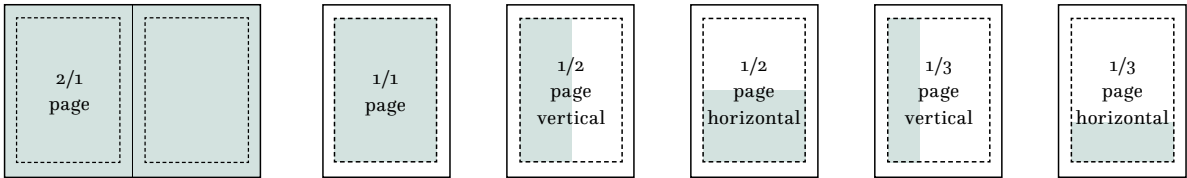
Sample issue:
KÜCHEN (online)

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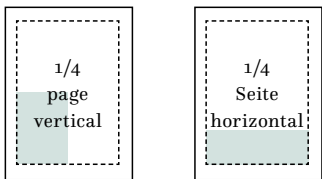
Publication Dates 2027 Bäder and Küchen

Bäder and Küchen				
Issue	Editorial Deadline	Advertising Deadline	Publication	Circulation
Bäder	12.04.2027	10.05.2027	11.06.2027	16 100 Ex.
Küchen	13.08.2027	10.09.2027	15.10.2027	16 500 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	16 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



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	26 000 Exemplare (of which 20 500 Print, 5 500 E-Paper*)
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

* Cafeyn, Readly, Yumpu

** In addition to newsstand sales, also bundled with
Das Ideale Heim 6/27

Publication date: 11 March 2027

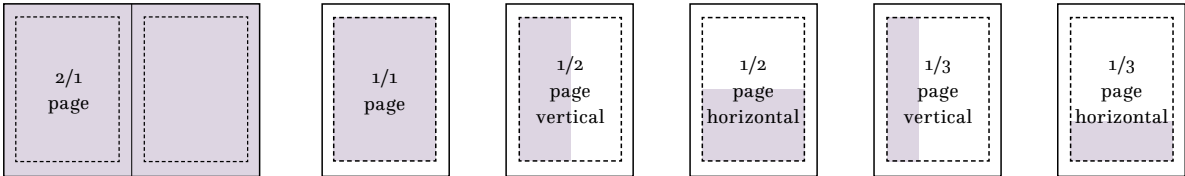
Sample issue:
[GARTEN \(online\)](#)

Publication Dates 2027 Garten

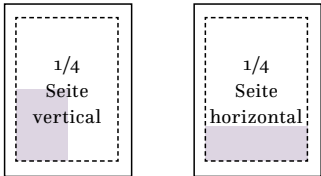
Garten

Issue	Editorial Deadline	Advertising Deadline	Publication	Circulation
Garten	11.01.2027	08.02.2027	11.03.2027	26 000 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)	12 000.–	6 000.–	3 400.–	3 400.–	2 400.–	2 400.–
Partner Content in CHF (including text, layout and image editing)	12 500.–	6 500.–	3 900.–	3 900.–	–	–
«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)	2 160.–	2 160.–

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

Special Placements	
Inside front cover (2nd cover page)	7 100.–
Inside back cover (3rd cover page)	6 600.–
Outside back cover (4th cover page)	7 700.–
Gatefold (3 pages)	20 200.–
Opening Spread	14 200.–
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	5 000.–	5 750.–	7 000.–	on request
Technical Costs	350.–	350.–	350.–	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	5 600.–	6 350.–	7 600.–	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)			

Tip-on cards		
Weight	up to 25g	26–50g
on 1/1 page ad	5500.–	on request
Technical costs / 1 000 copies		
Card	40.–	
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	16 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

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).

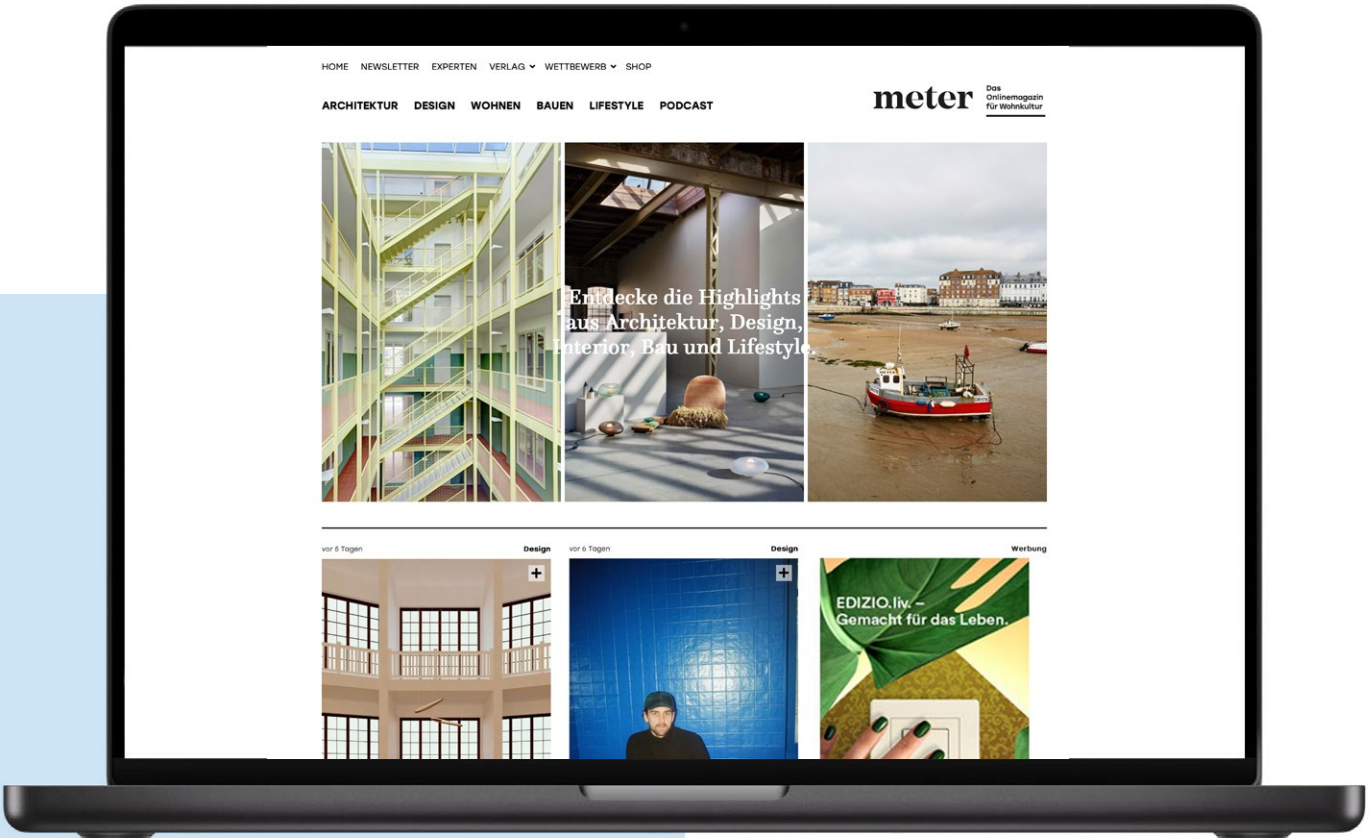
Order period: 12 months

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	80 g/m², white, matte BD, 1,2 Vol.
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	29 300
Visits	18 000
Unique Visitors	8 640
Average values September 2024 – August 2025	
Instagram Follower	9 240*
Facebook Follower	7 000*
Newsletter Subscribers	7 800*
Ø Newsletter Open Rate	30 %

*As of September 26

Online Advertising Opportunities

- metermagazin.com
- Display Advertising

Partner Content

Paid Posts

Newsletter

Social Media

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Display advertising on metermagazin.com

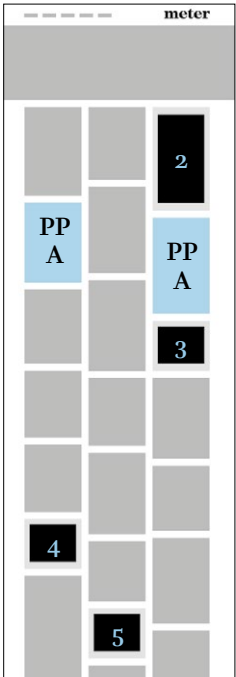
Advertising form	Placement	Width × height in pixels	metermagazin.com Price/per month
1 Maxiboard	On all channels (Architecture, Design, Home Living, Building & Lifestyle) and article pages	994 × 118	620.–
2 Halfpage-Ad	Home, all channels	300 × 600	800.–
3 Rectangle 1	Home, all channels and article pages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

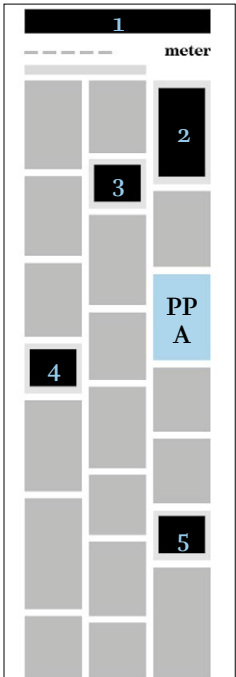
All prices in CHF excluding VAT.

Technical data

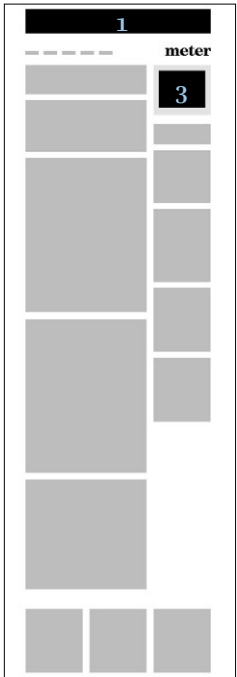
File size	max. 200 KB
Formats	gif, jpg, png
Rotation	max. 3
Delivery of material	5 business days before publication



Home



Channel, example



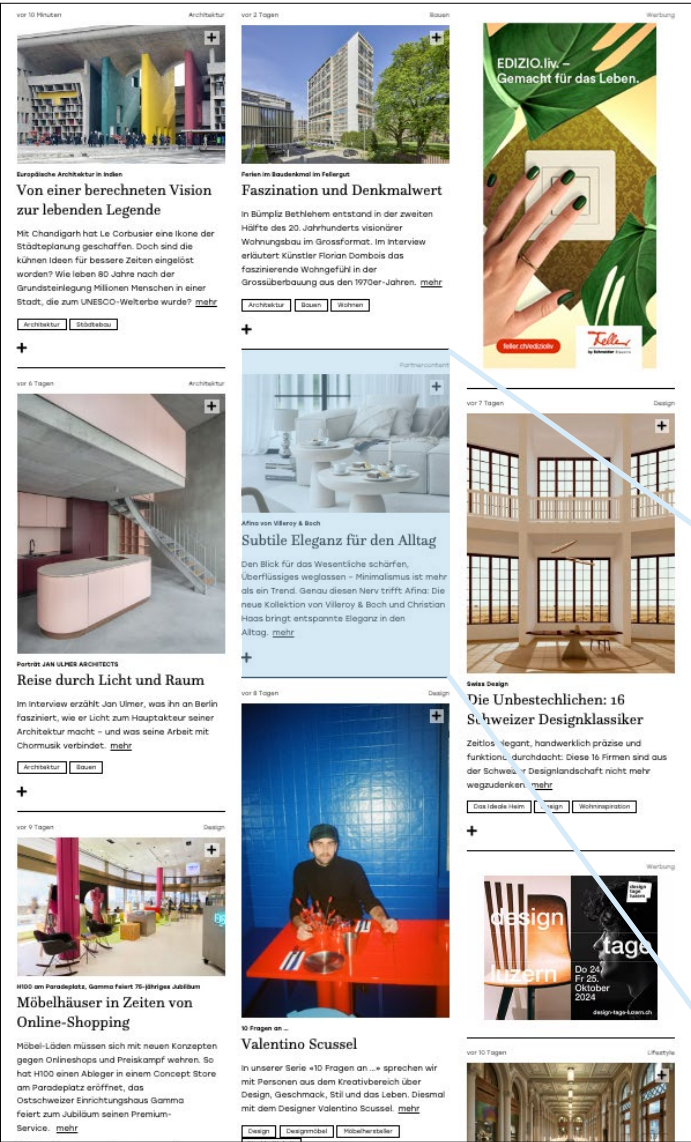
Article page

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	500.–
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	30%
Mailing Dates 2027	28.01. / 25.02. / 18.03. (Garten) / 01.04. / 29.04. / 27.05. / 17.06. (Bäder) / 15.07. / 26.08. / 23.09. / 28.10. (Küchen) / 09.12.
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 beliebte Mehrbranchenmesse mit neuen Ideen gespickt. [mehr](#)



ZÜRICH DESIGN WEEKS

4.–14.9. 2025

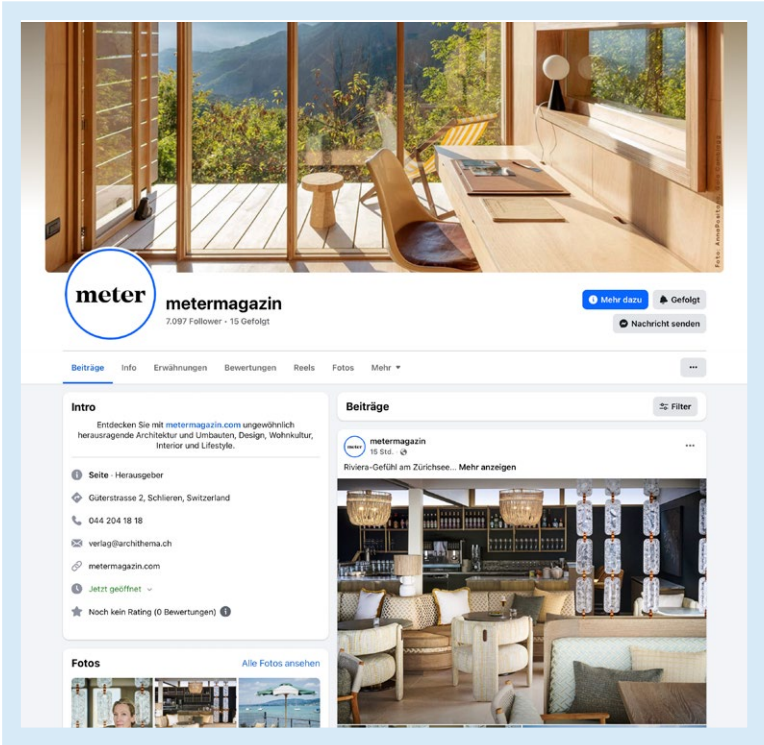
over 40 locations



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Advertising Opportunities on Social Media

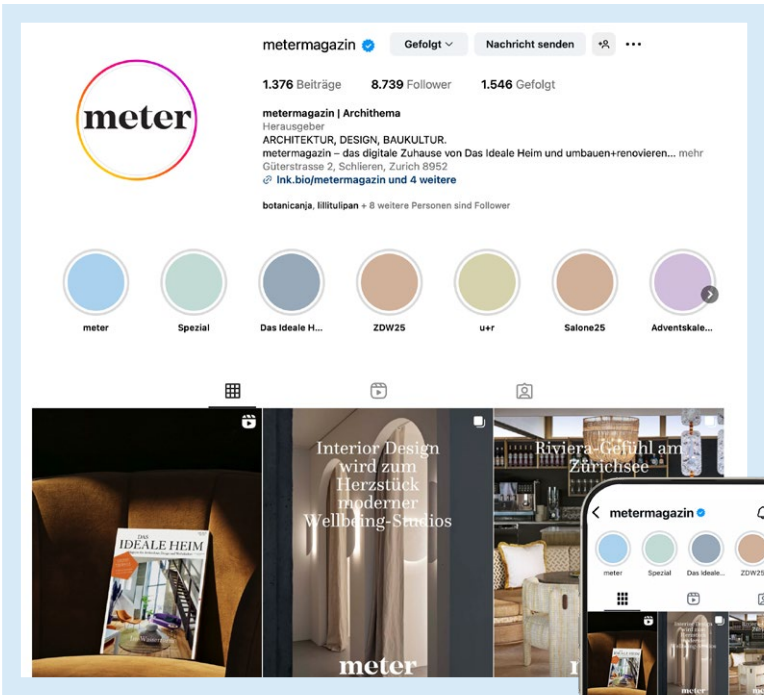
Facebook



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	7 000	800.–
Instagram	9 240	1 000.–

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