

### Media information 2016

«MAISONS & AMBIANCES» is the attractive publication, which is oriented towards a wide target group interested in building and lifestyle in Western Switzerland.

It is published annually (5 issues) and brings the best from the publications «DAS EINFAMILIENHAUS» and «RAUM UND WOHNEN» in a French translation version. This is completed with own researched articles from the editorial team of «MAISONS & AMBIANCES».

«MAISONS & AMBIANCES» reports in a host of articles on all important aspects of the areas architecture, building, lifestyle and design (see Theme plan).

«MAISONS & AMBIANCES» appears in an attractive layout and is four coloured throughout and printed as a glossy. This publication is distributed through all newsagents and through bookshops in Western Switzerland as well as through direct marketing to selected target groups such as architects, estate agents and house owners. Furthermore «MAISONS & AMBIANCES» is present at the known exhibitions in Western Switzerland.

In spite of the high quality editorial, layout and print, this magazine is offered at a reasonable copy price. «MAISONS & AMBIANCES» also offers the reader the services known from German speaking Switzerland.



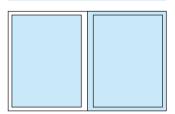
# Themes and dates 2016

2/16 from 04.03.2016         Editorial deadline       11.12.15         Insertion deadline       08.01.16         Artwork deadline       05.02.16	<b>3/16 from 06.05.2016</b> Editorial deadline 12.02.16 Insertion deadline 11.03.16 Artwork deadline 08.04.16	<b>4/16 from 08.07.2016</b> Editorial deadline 15.04.16 Insertion deadline 13.05.16 Artwork deadline 10.06.16	<b>5/15 from 16.09.2015</b> Editorial deadline 24.06.16 Insertion deadline 22.07.16 Artwork deadline 19.08.16	6/16 from 25.11.2016 Editorial deadline 02.09.16 Insertion deadline 30.09.16 Artwork deadline 28.10.16
Special Transparent building - Conservatories - Green houses - Glazed balconies - Glass facades  Special Wellness at home - Steam bath, saunas - Gym - Jacuzzi Living & design Novelties at the Cologne Furniture Fair Trade fair Large print run Habitat & Jardin	Special Garden - Garden furniture 8 - Providers of shade - Design & Floor coverings - Garden equipment & law care - Outdoor lighting  Equipment Floor coverings: Parquetry, Self Leveling, Linoleum, Cork  Living & design  Upholstered furniture	Special The bathroom - Tubs - Showers - Fittings - Toilets - Bathroom radiators  Extra Pools & swimming ponds - Planning, maintenance, examples, pool roofing  Equipment Windows - Energy savings potential - Market trends  Living & design Novelties at the Milan Furniture Fair	Special Kitchen technology - Equipment for cooking, baking, frying, cooling and washing up  Special Indoor fireplaces - Fireplaces, stoves pellet furnaces - Timber store and accessoires  Extra Mortagages & Co.  Equipment Floor coverings: Stoneware, Ceramics  Living & design Tables and chairs  Lights	Extra Kitchen trends - Furniture programmes - Current trends - Colours, materials  House & technology Overview of current heating systems - Heat pumps - Solar energy - Heating with oil or gas - Wood as an energy source  Living & design System furniture  Beds

Furthermore regularly:
Reports on high level individual architecture, reports on renovations, current system houses with cost/benefit comparisons, exemplary landscape gardening, other countries: How building is done elsewhere, designer portraits etc.

# Format plan

#### **Standard formats**



 1/1 page bleed

 Widht
 199 mm
 Widht
 225 mm

 Height
 278 mm
 Height
 297 mm

 (+ bleed)



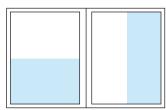
1/3 page cw.1/3 page highWidht184 mmWidht60 mmHeight90 mmHeight278 mm

#### **Bleed bonus:**

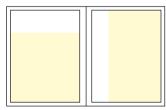
On both sides, above and below, both 3 mm

On advertisements over spine two separate copies are necessary. The bleed bonusses also have to be taken into considered relative to the spine.

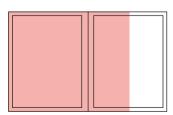
#### Page dominant formats



1/2 page tws.1/2 page highWidht184 mmWidht90 mmHeight137 mmHeight278 mm



**3/4 page cw.**Widht 184 mm
Height 205 mm
Widht 132 mm
Height 278 mm



**1/2 page** over spine bleed Widht 355 mm (+ bleed) Height 297 mm

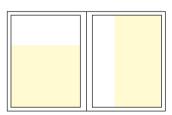
## **Linked formats**



 1/4 page cw.
 1/4 page high

 Widht
 184 mm
 Widht
 43 mm

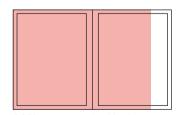
 Height
 66 mm
 Height
 278 mm



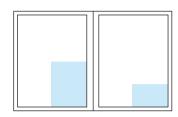
 2/3 page cw.
 2/3 page high

 Widht
 184 mm
 Widht
 122 mm

 Height
 186 mm
 Height
 278 mm



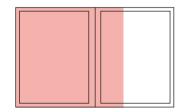
13/4 page over spine bleed Widht 386 mm (+ bleed) Height 297 mm



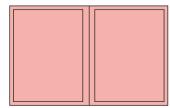
 1/4 page
 1/8 page

 Widht
 90 mm
 Widht
 90 mm

 Height
 137 mm
 Height
 66 mm



**1 1/3 page** over spine bleed Widht 304 mm (+ bleed) Height 297 mm



**2/1 page** over spine bleed Widht 450 mm (+ bleed) Height 297 mm

Rapid cost calculation Four coloured								
Deduction for repeat advertisements:	Formats	Net price at 1+2x —	Net price at 3x 5%	Net price at 4x 10%	Net price at 5x 15%			
Standard formats	1/1 page	5'720.—	5'434.—	5'148.—	4'862.—			
	1/2 page	3'190.—	3'030.50	2'871.—	2'711.50			
	1/3 page	2'370.—	2'251.50	2'133.—	2'014.50			
	1/4 page	1'650.—	1'567.50	1'485.—	1'402.50			
	1/8 page	1'080.—	1'026.—	972.—	918.—			
Page dominant formats	3/4 page	4'890.—	4'645.50	4'401.—	4'156.50			
	2/3 page	4'380.—	4'161.—	3'942.—	3'723.—			
Linked formats	1 1/3 page	6'800.—	6'460.—	6'120.—	5'780.—			
	1 1/2 page	7'370.—	7'001.50	6'633.—	6'264.50			
	1 3/4 page	8'090.—	7'685.50	7'281.—	6'876.50			
	2/1 page	8'910.—	8'464.50	8'019.—	7'573.50			
Special placings	2 <sup>nd</sup> cover-page	5'970.—	5'671.50	5'373.—	5'074.50			
	4 <sup>th</sup> cover-page	6'440.—	6'118.—	5'796.—	5'474.—			
Inserts/Supplements	2 pages 4 pages 8 pages 16 pages Prices include postage	4'480.— 4'790.— 5'300.— 6'640.— e; for larger brochures on	4'256.— 4'550.50 5'035.— 6'308.— request.	4'032.— 4'311.— 4'770.— 5'976.—	3'808.— 4'071.50 4'505.— 5'644.—			

Stickers

Only in association with an advert 1/1 page CHF 95.- per thousand copies, incl. postage. Multiple page stickers CHF 190.- per thousand copies, incl. postage.

# **Discounts and surcharges**

Repeat discount:

Discount for combinations:

Placing surcharge:

at 3x 5%, at 4x 10%, at 5x 15% (discounts on mono net basic prices, all titles published can be freely combined) 2 titles 5%, 3 titles 10% (discounts on mono net basic prices, all titles published can be freely combined) 10% on binding requirements, if these can be kept

#### Technical data

Printing processes: Rotary offset, CTP

Print copy: Data formats: QuarkXPress, InDesign, Illustrator,

Freehand, Photoshop and as Acrobat PDF file or PDF/X-3. Enclose all fonts. Colours defined as CMYK. Image resolution 300 dpi. Advertisements which run off the edge plus 3

mm. Data delivery: CD, FTP or per

e-mail to the advertisement administration with binding colour proof. Colour tolerances are unavoidable. They do not

form sufficient reason for discounts.

Production of print documents:

The production of print documents on the basis of originals, photos, retouch or prints is not included in

the price.

Production: 19'100 copies

## Special placings

2<sup>nd</sup> cover-page: inside front cover

4<sup>th</sup> cover-page: back cover

Special placings for large format adverts on request

## **Your contact / Publisher program**

#### Publisher and Media Administration

Etzel-Verlag AG Knonauerstrasse 56 CH-6330 Cham/ZG Tel. +41 (0)41 785 50 85 Fax +41 (0)41 785 50 88 www.etzel-verlag.ch info@etzel-verlag.ch Media Promotion

Andreas Jost – andreas.jost@etzel-verlag.ch Marcel Hablützel – marcel.h@etzel-verlag.ch Hansruedi Hofer – hansruedi.hofer@etzel-verlag.ch Lukas Elsener – lukas.elsener@etzel-verlag.ch Tel. +41 (0)41 785 50 85

Media Administration

Sarah Grüter - sarah.grueter@etzel-verlag.ch

Tel. +41 (0)41 785 50 76

Editorial

Regula Heck - regula.heck@etzel-verlag.ch



Bauen, Wohnen, Haus und Garten [6x]



Umbauen und Erneuern [4x]



Architektur, Wohnen und Design [10x]



Construction, habitation et design [5x]

haus und wohnen.ch



Ideen für die Gartengestaltung & -planung [2x]



Ratgeber für Küchen- und Badplanung [1x]



Ratgeber für den Wellnessbereich



[1x]

Ideenpaket für Bauherren und Hausbesitzer [1x]



Einrichtungsideen für Wohnen & Lifestyle

[1x]



Alles über die mobile Art des Wohnens, deutsch und französisch [5x]

