

MAISONS ET AMBIANCES

LA REVUE SUISSE POUR L'HABITATION, L'ARCHITECTURE ET LE DESIGN

Print | Digital

Media documentation 2019

The direct route to a high-end target group which is specifically interested in architecture, building, interiors and design.



«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.

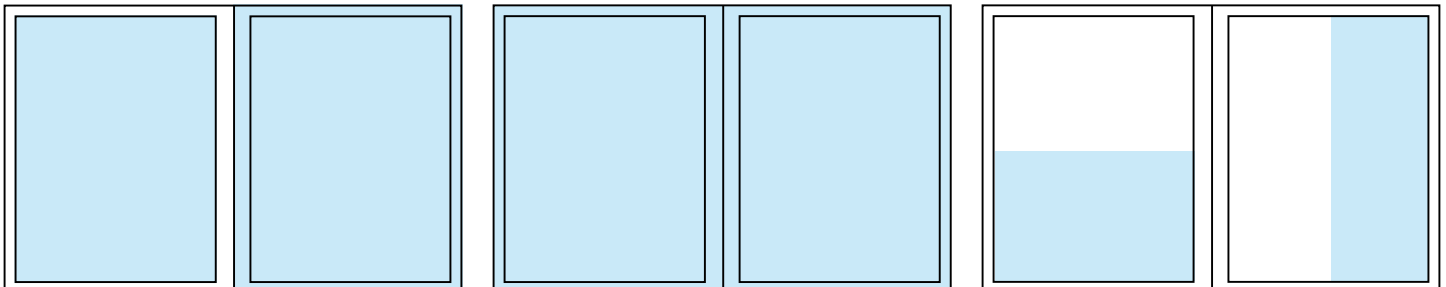
Themes and dates 2019

1/19 from 28.02.2019	2/19 from 09.05.2019	3/19 from 11.07.2019	4/19 from 12.09.2019	5/19 from 21.11.2019
Editorial deadline 07.12.18 Insertion deadline 10.01.19 Artwork deadline 31.01.19	Editorial deadline 15.02.19 Insertion deadline 15.03.19 Artwork deadline 10.04.19	Editorial deadline 19.04.19 Insertion deadline 17.05.19 Artwork deadline 13.06.19	Editorial deadline 21.06.19 Insertion deadline 19.07.19 Artwork deadline 14.08.19	Editorial deadline 30.08.19 Insertion deadline 27.09.19 Artwork deadline 24.10.19
<p>SPECIAL Bath and wellness at home</p> <ul style="list-style-type: none"> - Steam bath, saunas - Gym - Shower toilets <p>LIVING & DESIGN Novelties at the Cologne Furniture Fair</p> <p>SPECIAL EDITION Habitat & Jardin trade fair, Lausanne</p> <p>EXTRA Transparent building</p> <ul style="list-style-type: none"> - Conservatories - Green houses - Glazed balconies - Glass facades - Window renovation 	<p>SPECIAL Lifestyle Garden</p> <ul style="list-style-type: none"> - Furniture - Shading - Lamps - Pools - Design - Equipment <p>LIVING & DESIGN Upholstered furniture and side tables</p>	<p>SPECIAL The bathroom</p> <ul style="list-style-type: none"> - Tubs - Showers - Fittings - Toilets - Bathroom radiators <p>LIVING & DESIGN Novelties at the Milan Furniture Fair</p> <p>EXTRA Front doors and stairs</p>	<p>SPECIAL Kitchen technology</p> <ul style="list-style-type: none"> - Equipment for cooking, baking, frying, cooling and washing up - Extraction <p>LIVING & DESIGN Cupboards and storage units</p> <p>Designer rugs</p> <p>EXTRA Energy systems</p> <ul style="list-style-type: none"> - An overview of heating systems - Planning issues 	<p>SPECIAL Kitchen trends</p> <ul style="list-style-type: none"> - Furniture programmes - Current trends - Colours, materials <p>LIVING & DESIGN Tables and chairs</p> <p>Lamps</p> <p>EXTRA Indoor fireplaces</p> <ul style="list-style-type: none"> - Fireplaces, stoves, pellet furnaces - Timber store and accessoires

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 / Prices



1/1 page

CHF 5'720.00

Widht 199 mm
Height 278 mm

1/1 page bleed

CHF 5'720.00

Widht 225 mm*
Height 297 mm*

2/1 page over spine bleed

CHF 8'910.00

Widht 450 mm*
Height 297 mm*

1/2 page cw.

CHF 3'190.00

Widht 184 mm
Height 137 mm

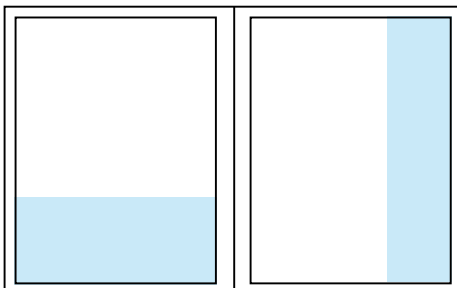
bleed
Widht 225 mm*
Height 146 mm*

1/2 page high

CHF 3'190.00

Widht 90 mm
Height 278 mm

bleed
Widht 103 mm*
Height 297 mm*



1/3 page cw.

CHF 2'370.00

Widht 184 mm
Height 90 mm

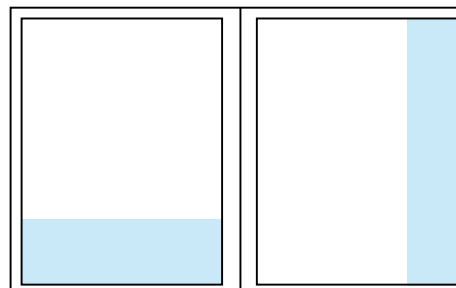
bleed
Widht 225 mm*
Height 99 mm*

1/3 page high

CHF 2'370.00

Widht 60 mm
Height 278 mm

bleed
Widht 73 mm*
Height 297 mm*



1/4 page cw.

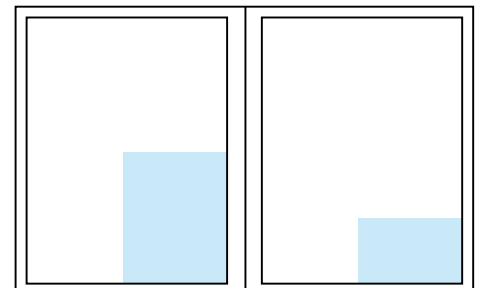
CHF 1'650.00

Widht 184 mm
Height 66 mm

1/4 page high

CHF 1'650.00

Widht 43 mm
Height 278 mm



1/4 page Standard

CHF 1'650.00

Widht 90 mm
Height 137 mm

1/8 page

CHF 1'080.00

Widht 90 mm
Height 66 mm

* Bleed bonus: On both sides, above and below, both 3 mm

Discounts and surcharges

Wiederholungsrabatt:	at 3x 5%, 4x 10%, 5x 15% (discounts on mono net basic prices, all titles published can be freely combined)
Discount for combinations:	2 titles 5%, 3 titles 10% (discounts on mono net basic prices, all titles published can be freely combined)
Placing surcharge:	10% on binding requirements, if these can be kept (available from 1/3 page)
Advisory commission:	10%

Special placings

2nd cover-page:	CHF 5'970.00	inside front cover
4th cover-page:	CHF 6'440.00	back cover
1/3 page (horizontal)/Strip Ad:	CHF 2'870.00	page 3, editorial

On the first sheet adjacent to the text: 4 pages optionally on the right or left side are available

Special placings for large format adverts on request

Inserts / Supplements

2 pages	CHF 4'480.00
4 pages	CHF 4'790.00
6 pages	CHF 5'050.00
8 pages	CHF 5'300.00
16 pages	CHF 6'640.00

Prices include postage; for larger brochures on request.

Stickers

Two-page glued insert	CHF 95.00 per thousand copies, incl. postage
Multiple page glued insert	CHF 190.00 per thousand copies, incl. postage

Only in association with an advert 1/1 page

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.
Audited Sold circulation:	17'500 copies

Digital media

cross media options



Button

MAISON ET AMBIANCES

LA REVUE SUISSE POUR L'HABITATION, L'ARCHITECTURE ET LE DESIGN

ACCUEIL	VERSION IMPRIMÉE	SERVICE	ÉDITEUR	Collection de catalogues	Panier
Actualités	Objectif construire	Agenda	Archive	Recherche	

Page d'accueil » Accueil » Actualités

Grand Prix suisse de design 2018

Le fabricant de sècheurs suisse Felco, qui a été fondé en 1945, doit sa renommée à son sècheur rouge Felco 2 créé en 1948. Avec des éléments interchangeables et une garantie à vie, cet outil passe de génération en génération tout en conservant sa qualité. La Confédération décerne un Grand Prix suisse de design à Felco en reconnaissance du caractère visionnaire de son approche de la création durable et de son engagement en faveur de la qualité dans un monde où règne l'obsolescence programmée. Située aux Geneveys-sur-Coffrane, l'entreprise familiale Felco a fait d'un instrument agricole usuel un objet de design emblématique.



L'Office fédéral de la culture (OFC) a décerné le Grand Prix suisse de design 2018 à Felco, le fabricant suisse de sècheur, mondialement connu de tous les jardiniers.

Wellness intérieur/extérieur

L'édition annuelle du magazine alémanique vous révèle tout sur l'univers du fitness, wellness et bien-être à la maison: saunas, whirlpools, piscines, etc...



Chaque maison est unique et personnalisée...



... Mieux: la concrétisation des rêves de maisons individuelles et créatives, de très haute qualité. C'est la force des villes d'architectes subtiles de Kobelthaus!



Text/video button: Fixed category placement in the second column of content, linked to the client's homepage. With layout specifications

Button: Image 178 x 178 pixel, title 35 characters, text 170 characters
Images are inserted at a ratio of 50%.

Full button: 572 x 306 pixel, (no Flash files)
Images are inserted at a ratio of 50%.

Button with Advertorial

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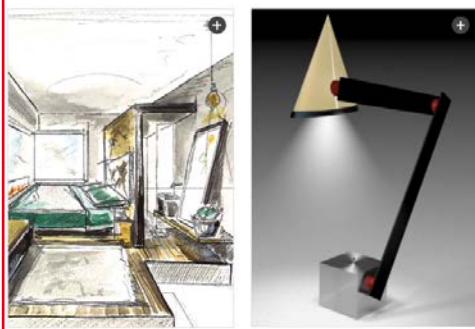
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Annonce

EDLausanne

De la liberté de création à la rigueur de la réalisation, les métiers de la décoration, de la mode, du graphisme et du design ont plus d'un dénominateur commun. L'objectif de l'EDLausanne : «Assurer une formation artistique, graphique et technique dans le respect de la personnalité de chaque étudiant».



Le dessin, langage universel des métiers d'art, est un outil de base pour exprimer sa créativité, mettre en valeur ses idées et établir des documents permettant de passer du projet à la mise en œuvre. Sous toutes ses formes, il est omniprésent dans l'enseignement de l'Ecole Dubois Lausanne, de l'esquisse au dessin technique, du croquis au dessin informatique, de l'illustration ou dessin de volume, de la perspective au dessin d'observation. C'est par la maîtrise de ces outils graphiques que chaque étudiant peut exprimer ses idées créatives et sa personnalité dans la réalisation de projets aussi diversifiés que réalistes répondant aux exigences et aux contraintes de la clientèle et des professionnels d'aujourd'hui.

AUTOCARAVANE

AUTOCARAVANE, l'homologue français de WOHNMOBIL & CARAVAN, vous dit tout sur le caravanning suisse, couvre et informe l'intégralité du marché suisse.



VOLA le classique du design danois

Depuis près de 40 ans, VOLA se fait le porte-parole du design scandinave à l'échelle internationale du design. La collection de robinetterie VOLA est un classique du design.



Wellness intérieur/extérieur

L'édition annuelle du magazine allemand vous révèle tout sur l'univers du fitness, wellness et bien-être à la maison: saunas, whirlpools, piscines, etc...



EDLausanne

Le décor, la communication, le vêtement, l'objet : un monde aussi diversifié que passionnant. L'Ecole Dubois à Lausanne vous ouvre les portes de l'apprentissage des métiers d'Art appliqué.



Text/video button with advertorial: exclusive advertising form as a button supplement, linked to a sub-page within the portal and, following this, to the client's homepage. The page has the same layout as the editorial section.

On request with free order form programming.

Button: Image 178 x 178 pixel, title 35 characters, text 170 characters
Images are inserted at a ratio of 50%.

Advertorial: 2 to 3 images (max. 1068 pixel width), approx. 2'500 to 3'000 characters of text for copy
Images are inserted at a ratio of 50%.

Placement / Prices (per month)

Button

CHF 500.00 News and trends

CHF 300.00 Topic category

Buttons / full buttons can be supplemented with an advertorial for a non-recurring surcharge of CHF 400.00.

Contract discount

On bookings for 6 consecutive months = 5%,

On bookings for 12 consecutive months = 15% / Advisory commission 10%

Placements which have been confirmed in writing cannot be postponed. A credit note will be issued for the period booked

Presentation of individual houses: Publication of product reports, images and texts which have already been compiled (content analogue to MAISONS ET AMBIANCES magazine).

Annual publication costs per house incl. technical editing, no contract discount and adviser's commission: CHF 350.00

Technical Data

Formats:

GIF, JPEG, FLASH

Submission:

by email to: online@etzel-verlag.ch

Placements:

Annually

Production:

Our graphic art and technical specialists will be pleased to advise you.

Number of visits:

Ø 12'000* per month

Pages:

Ø 60'000* per month

*Basis (8.17-7.18)

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