

## MEDIA INFORMATION 2011

«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 with six editions 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 2011

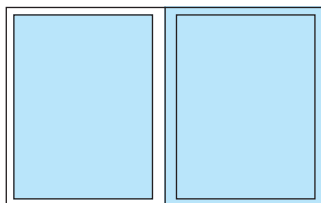
<b>2/11 from 25.02.2011</b> Editorial deadline: 03.12.10 Insertion deadline: 31.12.10 Artwork deadline: 28.01.11	<b>3/11 from 29.04.2011</b> Editorial deadline: 04.02.11 Insertion deadline: 04.03.11 Artwork deadline: 29.03.11	<b>4/11 from 08.07.2011</b> Editorial deadline: 15.04.11 Insertion deadline: 13.05.11 Artwork deadline: 10.06.11	<b>5/11 from 02.09.2011</b> Editorial deadline: 10.06.11 Insertion deadline: 08.07.11 Artwork deadline: 05.08.11	<b>6/11 from 28.10.2011</b> Editorial deadline: 05.08.11 Insertion deadline: 02.09.11 Artwork deadline: 30.09.11	<b>1/12 from 23.12.2011</b> Editorial deadline: 30.09.11 Insertion deadline: 28.10.11 Artwork deadline: 25.11.11
<p>Special <b>Winter garden</b> – Market overview</p> <p>Equipment <b>Floor coverings: Parquetry and laminates</b></p> <p>Trade fair <b>Habitat &amp; Jardin (preview)</b></p> <p>Living &amp; design <b>Upholstered furniture</b></p>	<p>Special <b>Garden</b> – Garden furniture – Barbecues – Providers of shade</p> <p>Equipment <b>Floor coverings: Self Leveling, Linoleum, Cork</b></p> <p>Living &amp; design <b>Tables and chairs</b></p> <p><b>Report now!/ Maison &amp; Objet</b></p>	<p>Special <b>Kitchen technology</b> – Appliances for baking, roasting, steaming, cooling etc.</p> <p>Equipment <b>Floor coverings: Carpets</b></p> <p>Living &amp; design <b>Report Milan furniture fair</b></p> <p><b>Design rugs</b></p>	<p>Special <b>The bathroom</b> – Tubs – Showers – Fittings – Bathroom radiators</p> <p>Extra <b>Pools &amp; swimming ponds</b> – Planning, selection, system, maintenance</p> <p>Planning <b>Financial planning</b></p> <p>Living &amp; design <b>System furniture</b></p>	<p>Extra <b>Built-in kitchens</b> – Current trends – Colours, materials</p> <p>House &amp; technology <b>Overview of current heating systems</b></p> <p>Living &amp; design <b>Table settings</b></p> <p><b>Lighting and lamps</b></p> <p><b>Report Meuble Paris/ Maison &amp; Objet</b></p>	<p>Special <b>Fireplaces &amp; ovens</b> – New trends – Traditional items</p> <p>Equipment <b>Wellness at home</b> – Sauna – Fitness – Bathing worlds</p> <p>Living &amp; design <b>Beds</b></p>

## Furthermore regularly:

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

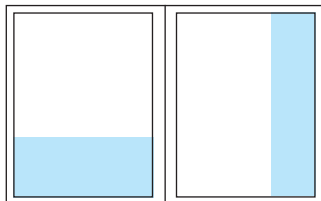
# FORMAT PLAN

## Standard formats



**1/1 page**  
Widht 199 mm  
Height 278 mm

**1/1 page bleed**  
Widht 225 mm  
Height 297 mm  
(+ bleed)



**1/3 page cw.**  
Widht 184 mm  
Height 90 mm

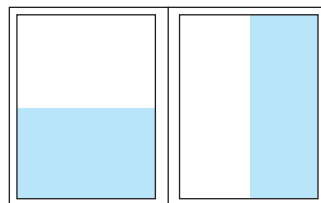
**1/3 page high**  
Widht 60 mm  
Height 278 mm

### 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



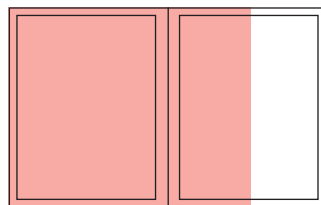
**1/2 page cw.**  
Widht 184 mm  
Height 137 mm

**1/2 page high**  
Widht 90 mm  
Height 278 mm



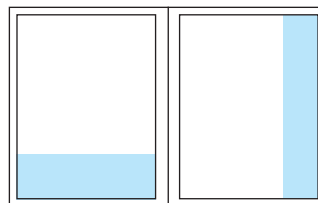
**3/4 page cw.**  
Widht 184 mm  
Height 205 mm

**3/4 page high**  
Widht 132 mm  
Height 278 mm



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

## Linked formats



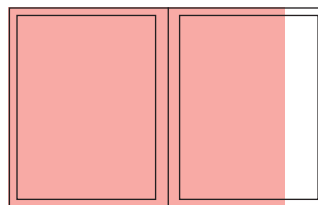
**1/4 page cw.**  
Widht 184 mm  
Height 66 mm

**1/4 page high**  
Widht 43 mm  
Height 278 mm

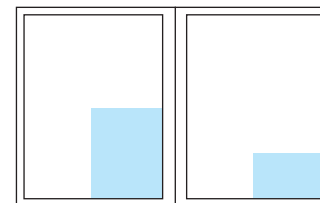


**2/3 page cw.**  
Widht 184 mm  
Height 186 mm

**2/3 page high**  
Widht 122 mm  
Height 278 mm

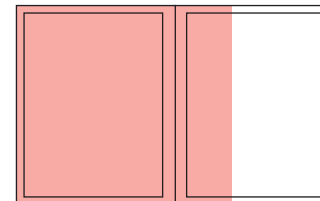


**1 3/4 page** over spine bleed  
Widht 386 mm (+ bleed)  
Height 297 mm

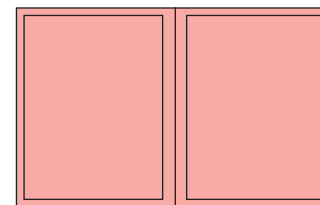


**1/4 page**  
Widht 90 mm  
Height 137 mm

**1/8 page**  
Widht 60 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

	Formats	Net price at 1+2x —	Net price at 3x 3%	Net price at 4+5x 6%	Net price at 6x 12%
<b>Deduction for repeat advertisements:</b>					
<b>Standard formats</b>	1/1 page	5'550.—	5'383.50	5'217.—	4'884.—
	1/2 page	3'100.—	3'007.—	2'914.—	2'728.—
	1/3 page	2'300.—	2'231.—	2'162.—	2'024.—
	1/4 page	1'600.—	1'552.—	1'504.—	1'408.—
	1/8 page	1'050.—	1'018.50	987.—	924.—
<b>Page dominant formats</b>	3/4 page	4'750.—	4'607.50	4'465.—	4'180.—
	2/3 page	4'250.—	4'122.50	3'995.—	3'740.—
<b>Linked formats</b>	1 1/3 page	6'800.—	6'596.—	6'392.—	5'984.—
	1 1/2 page	7'150.—	6'935.50	6'721.—	6'292.—
	1 3/4 page	7'500.—	7'275.—	7'050.—	6'600.—
	2/1 page	9'100.—	8'827.—	8'554.—	8'008.—
<b>Special placings</b>	2 <sup>nd</sup> cover-page	5'800.—	5'626.—	5'452.—	5'104.—
	3 <sup>rd</sup> cover-page	5'800.—	5'626.—	5'452.—	5'104.—
	4 <sup>th</sup> cover-page	6'250.—	6'062.50	5'875.—	5'500.—
<b>Inserts/Supplements</b>	2 pages	4'350.—	4'219.50	4'089.—	3'828.—
	4 pages	4'650.—	4'510.50	4'371.—	4'092.—
	8 pages	5'150.—	4'995.50	4'841.—	4'532.—
	16 pages	6'450.—	6'256.50	6'063.—	5'676.—
Prices include postage; for larger brochures on request.					
<b>Stickers</b>	<b>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.</b>				

## DISCOUNTS AND SURCHARGES

Repeat discount:	at 3x 3%, at 4+5x 6%, at 6x 12% (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

## 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: 19'300 copies

## SPECIAL PLACINGS

2<sup>nd</sup> cover-page: first page on the left hand side in the magazine

3<sup>rd</sup> cover-page: on the right hand side opposite the subscription card

4<sup>th</sup> cover-page: on the back page of the magazine

Special placings for large format adverts on request

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# PUBLISHER PROGRAM



Bauen, Wohnen, Haus  
und Garten [6x]



Umbauen und Erneuern  
[4x]



Architektur, Wohnen  
und Design [10x]



Construction, habitation  
et design [6x]



Ideen für die Gartenge-  
staltung & -planung [2x]



Ratgeber für Bauherren  
und Hausbesitzer [1x]



Ratgeber für Küchen-  
und Badplanung [1x]



Ratgeber für den  
Wellnessbereich [1x]



Alles über die mobile  
Art des Wohnens [5x]



Tout sur l'habitat mobile  
[5x]



Beilage Haustechnik,  
Heizung und Energie



Beilage Bauen nach  
Minergie-Standard

**haus  
und  
wohnen.ch**  
das Internet-Portal

Internet-Portal zu Bauen,  
Umbauen, Wohnen, Möbel,  
Garten und Pools