

# 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.

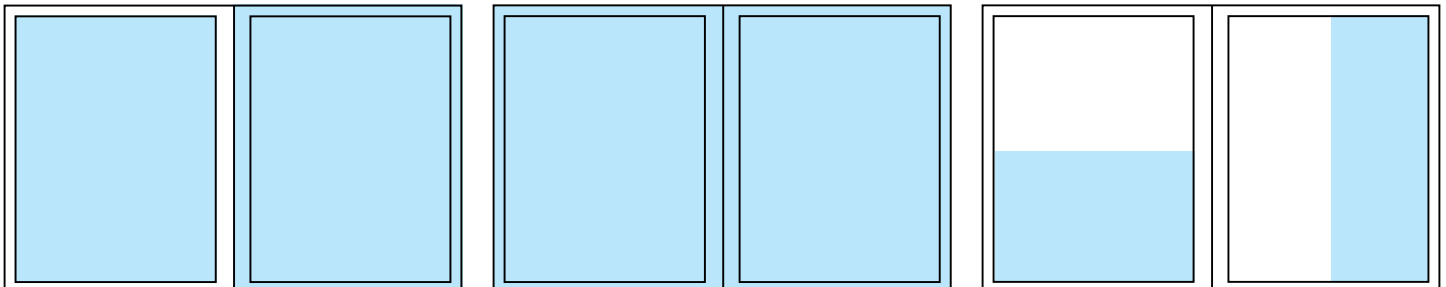
# Themes and dates 2019

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

## 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

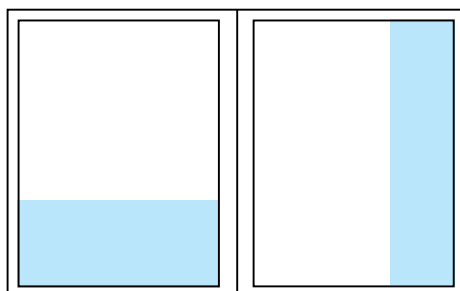
**bleed**  
Widht 225 mm\*  
Height 146 mm\*

### 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

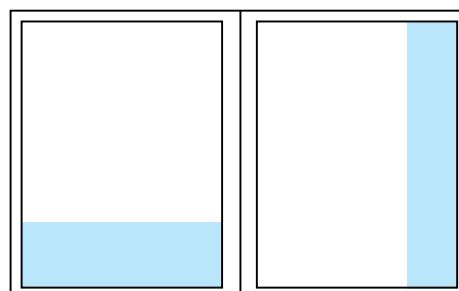
**bleed**  
Widht 225 mm\*  
Height 99 mm\*

### 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.

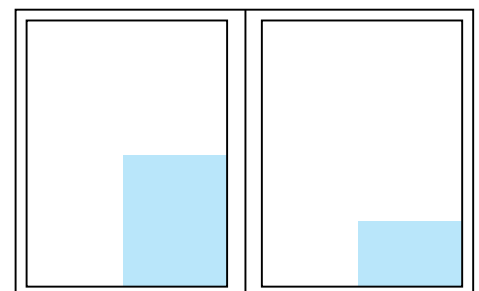
CHF 1'650.00

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

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

## Special placings

|  |              |                    |
|--|--------------|--------------------|
| <b>2<sup>nd</sup> cover-page:</b>      | CHF 5'970.00 | inside front cover |
| <b>4<sup>th</sup> cover-page:</b>      | CHF 6'440.00 | back cover         |
| <b>1/3 page (horizontal)/Strip Ad:</b> | 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

|                 |              |
|-----------------|--------------|
| <b>2 pages</b>  | CHF 4'480.00 |
| <b>4 pages</b>  | CHF 4'790.00 |
| <b>6 pages</b>  | CHF 5'050.00 |
| <b>8 pages</b>  | CHF 5'300.00 |
| <b>16 pages</b> | CHF 6'640.00 |

Prices include postage; for larger brochures on request.

## Stickers

|                                   |   |
|-----------------------------------|---|
| <b>Two-page glued insert</b>      | CHF 95.00 per thousand copies, incl. postage  |
| <b>Multiple page glued insert</b> | CHF 190.00 per thousand copies, incl. postage |

Only in association with an advert 1/1 page

## Technical data

|                                       |   |
|---------------------------------------|---|
| <b>Printing processes:</b>            | Rotary offset, CTP  |
| <b>Print copy:</b>                    | Data formats:<br>QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-3.<br>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. |
| <b>Production of print documents:</b> | The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.  |
| <b>Audited Sold circulation:</b>      | 17'500 copies   |

# Digital media

cross media options



## Responsive Banner

Responsive HTML5-Banner (Button 1)

**MAISONS ET AMBIANCES**  
LE MAGAZINE SUISSE POUR LE DESIGN, L'ARCHITECTURE ET L'INTÉRIEUR  
DESIGN | ARCHITECTURE ET INTÉRIEUR | ACTUS | CUISINE ET SALLE DE BAINS | OBJETIF CONSTRUIRE | RÉPERTOIRE | NEWSLETTER



**DESTINATION: LA FONDATION JAN MICHALSKI**  
La Fondation, site à Montrichier, est dédiée à la rencontre de la littérature et des arts avec le public. Visite en photos.

ÉDITION ACTUELLE 1/19



Lire maintenant:  
Aho Digital



Medium  
Rectangle

Responsive HTML5 banners adapt themselves to the available advertising surface according to the screen size and screen format of the user. The height is fix while the width adapts itself accordingly.

There are the following two banners available:

### «Button 1»

Height: 90px

Minimum width: 300px

Maximum width: 1600px

Positioning: all pages

Over the site header, maximum 3 rotating

Costs: Fr. 900.00 per month

### «Medium Rectangle»

Height: 250px

Minimum width: 300px

Maximum width: 800px

Positioning: home and all sections

Possible directly under the self-advertising

Costs:

Home: Fr. 700.00 per month

Section: Fr. 500.00 per month

## Fullbutton / Text image button

MAISONS  
ET AMBIANCES LE MAGAZINE SUISSE POUR LE DESIGN, L'ARCHITECTURE ET L'INTÉRIEUR



### DESTINATION: LA FONDATION JAN MICHALSKI

La Fondation, sise à Montrichler, est dédiée à la rencontre de la littérature et des arts avec le public. Visite en photos.



### DESIGN SYNCHRONE

Designers et frères jumeaux, Ismael et Nathan Studer suivent depuis qu'ils sont nés un parcours analogue et une passion partagée pour le design.



### VENTES AUX ENCHÈRES CHEZ MOYARD

La fameuse maison Moyard à Morges, spécialisée dans l'ameublement et la décoration haut de gamme, est à un tournant de son histoire. Jean Winkler passe le témoin à son fils Mathieu Winkler, qui entend donner une nouvelle direction à l'entreprise. Pour la première fois de son histoire, l'enseigne organise deux ventes aux enchères.



Fullbutton

Text image button

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquam erat.

Fullbutton

The text image buttons appear in the «Look and Feel» of the redactional creation. As a consequence, on mobile appliances they are designated as publireport and/or as advertisement while the fullbuttons develop their effect as advertising surface.

Upon request, both advertising forms can be integrated with extensive advertorials.

#### «Fullbutton»

Width: 800px

Height: 667px

Positioning / costs:

Home: Fr. 500.00 per month

Section: Fr. 300.00 per month

#### «Text image button»

Image Width: 800px

Image Height: 667px

Title: 35 characters. Text: 135 characters

Positioning / costs:

Home: Fr. 500.00 per month

Section: Fr. 300.00 per month

#### «Advertorial»

Only possible in connection with the text image button or with the fullbutton. Between 2 and 3 images and between 2'500 and 3'000 characters text additional price per creation: Fr. 400.-

If the technical implementation of buttons and advertorials is carried out by the publishing house, high-resolution original files of the images are required.

## Positioning / Specials / Discounts

### Sections

Home

Design | Architecture et intérieur | Actus |

Cuisines et salle de bains | Objectif construire

### Contract discounts

3 months = 5% / 6 months = 10% / 12 months = 15%

Consultancy commission = 10%

### Single-Family House Reports

Activations of already produced reports

(same content as for the print editing, plus logo and link)

In the section Single-Family House

Yearly publication fees per house including technical revision: Fr. 350.00

(no contract discount and no consultancy commission)

Confirmed reservations for all advertising media cannot be rescheduled. The booked period will be invoiced.

## Technical Data

### Formats:

GIF, JPEG

### Submission:

by email to: [online@etzel-verlag.ch](mailto:online@etzel-verlag.ch)

### Placements:

monthly

### Production:

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

### Number of visits:

Ø 9'000\* per month

### Pages:

Ø 40'000\* per month

\*Basis (8.18-4.19)

## Your contact

### Object management and promotion

#### Head of Sales & Marketing

Marcel Hablützel  
marcel.h@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

Hansruedi Hofer  
hansruedi.hofer@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

#### Key Account

Lukas Elsener  
lukas.elsener@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

Andreas Jost  
andreas.jost@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

### Ad scheduling

#### Print

Christina Uttinger  
christina.uttinger@etzel-verlag.ch  
Tel. +41 (0)41 785 50 62

#### Digital

Manuela Müller  
manuela.mueller@etzel-verlag.ch  
Tel. +41 (0)41 785 50 74

### Editor-in-chief

Regula Heck-Tobler  
regula.heck@etzel-verlag.ch  
Tel. +41 (0)78 690 23 69

### Publishing management

Thomas Stähli  
thomas.staehli@etzel-verlag.ch  
Tel. +41 (0)41 785 50 85

### Head of administration, sales, production

Sarah Stähli  
sarah.staehli@etzel-verlag.ch  
Tel. +41 (0)41 785 50 61



#### **Etzel-Verlag AG**

Knonaerstrasse 56  
CH-6330 Cham/ZG  
Tel. +41 (0)41 785 50 85  
www.etzel-verlag.ch  
info@etzel-verlag.ch