

# MAISONS ET AMBIANCES

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

PRINT | DIGITAL

# MEDIA DOCUMENTATION 2020

THE DIRECT ROUTE TO A HIGH-END TARGET GROUP WHICH IS SPECIFICALLY INTERESTED IN ARCHITECTURE, BUILDING, INTERIORS AND DESIGN.



MAISONS ET AMBIANCES was established over 30 years ago to provide high-quality reporting on design, architecture, interiors and construction. During this time the magazine has become a leading publication in the French-speaking regions of West Switzerland, with its unique format making it a firm favourite with readers.

State-of-the-art graphics and typography ensure that the high-quality editorial content always attracts maximum attention. Thanks to its exacting quality standards MAISONS ET AMBIANCES appeals to affluent, sophisticated readers who view architecture and interiors as expressions of their personal lifestyle and are receptive to new things.

MAISONS ET AMBIANCES has carefully selected, exclusive partnerships with leading institutions and events such as Designers> Saturday, Salon du Design, Neue Räume, ECAL and HEAD and also enjoys an excellent reputation in both national and international architectural circles.

It is distributed via subscriptions; sales at newsstands; at West Switzerland's premier showrooms and exhibitions; at trade fairs and by mailing to selected target groups such as architects, interior designers, home furnishers, planners, real estate companies, notaries, doctors, lawyers, estate agents, etc., ensuring stable, verified circulation figures.

MAISONS ET AMBIANCES allows you to reach both future and existing homeowners and readers who are interested in design and interiors as well as key decision-makers in the construction and furniture industries within the scope of a first-class editorial environment.

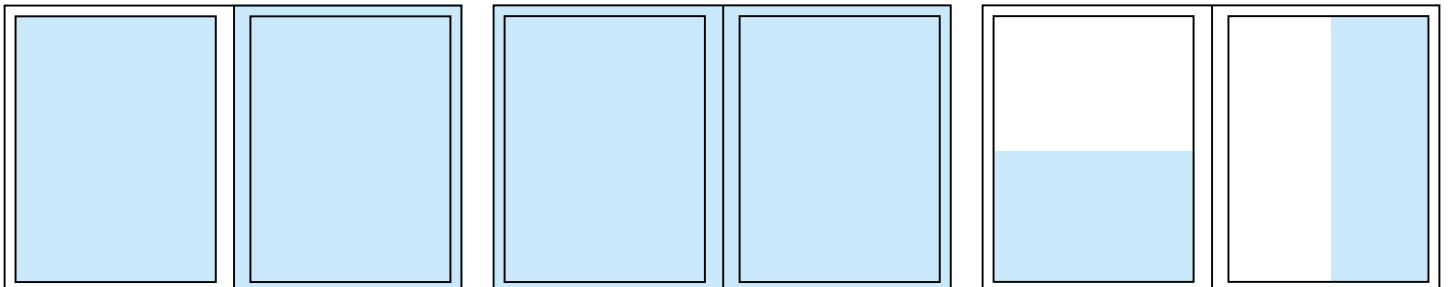
# THEMES AND DATES 2020

1/20 FROM 27.02.2020		2/20 FROM 30.04.2020		3/20 FROM 25.06.2020		4/20 FROM 10.09.2020		5/20 FROM 26.11.2020	
Editorial deadline	06.12.19	Editorial deadline	07.02.20	Editorial deadline	03.04.20	Editorial deadline	19.06.20	Editorial deadline	04.09.20
Insertion deadline	06.01.20	Insertion deadline	06.03.20	Insertion deadline	01.05.20	Insertion deadline	17.07.20	Insertion deadline	02.10.20
Artwork deadline	30.01.20	Artwork deadline	01.04.20	Artwork deadline	27.05.20	Artwork deadline	13.08.20	Artwork deadline	29.10.20
<b>FOCUS</b> <b>THE BATHROOM</b> - Tubs - Showers - Fittings - Toilets - Bathroom radiators  <b>LIVING &amp; DESIGN</b> <b>NOVELTIES AT THE COLOGNE FURNITURE FAIR</b>  <b>HOME TEXTILES (PARIS DÉCO OFF)</b>  <b>PARTNERSHIP</b> <b>HABITAT &amp; JARDIN TRADE FAIR, LAUSANNE</b>  <b>SPECIAL</b> <b>FRONT DOORS, STAIRS, TRANSPARENT BUILDING</b>		<b>FOCUS</b> <b>LIFESTYLE GARDEN</b> - Furniture - Shading - Lamps - Pools - Design - Equipment  <b>LIVING &amp; DESIGN</b> <b>LIVING ROOM, UPHOLSTERED FURNITURE AND SIDE TABLES</b>  <b>SPOTLIGHT</b> <b>CONTEMPORARY DESIGN, YOUNG DESIGNERS AND COLLECTION</b>  <b>SPECIAL</b> <b>ENERGY SYSTEMS &amp; INDOOR FIREPLACES</b>		<b>FOCUS</b> <b>KITCHEN TECHNOLOGY</b> - Equipment for cooking, baking, frying, cooling and washing up - Extraction  <b>LIVING &amp; DESIGN</b> <b>MILAN FURNITURE FAIR AND NOVELTIES OUTDOOR</b>  <b>SPOTLIGHT</b> <b>TREND HOTELS</b>  <b>TRENDS DESIGN WEEK MILAN</b>  <b>SPECIAL</b> <b>WALL AND FLOOR COVERINGS</b>		<b>FOCUS</b> <b>BATH AND WELLNESS AT HOME</b> - Furniture programmes - Steam bath, saunas - Gym, accessories - Shower toilets  <b>LIVING &amp; DESIGN</b> <b>CUPBOARDS AND STORAGE UNITS</b>  <b>BEDROOM, BEDS AND LINEN</b>  <b>SPOTLIGHT</b> <b>MID CENTURY MODERN DESIGN</b>  <b>PARTNERSHIP</b> <b>LE SALON DU DESIGN TRADE FAIR, GENEVA</b>  <b>DESIGNERS' SATURDAY, LANGENTHAL</b>  <b>SPECIAL</b> <b>DESIGNER RUGS</b>		<b>FOCUS</b> <b>KITCHEN TRENDS</b> - Furniture programmes - Current trends - Colours, materials  <b>LIVING &amp; DESIGN</b> <b>DINING ROOMS, TABLES AND CHAIRES</b>  <b>TABLE DECORATION (DISHES, TEXTILES)</b>  <b>DESIGNER LAMPS</b>  <b>SPECIAL</b> <b>OFFICE-TRENDS</b>	

## 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

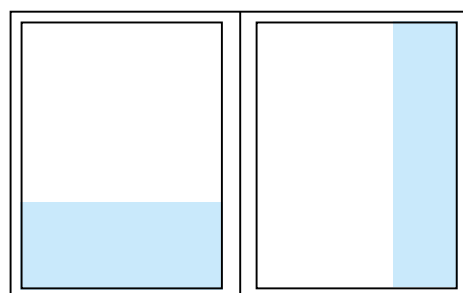
Widht 184 mm  
Height 137 mm

**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

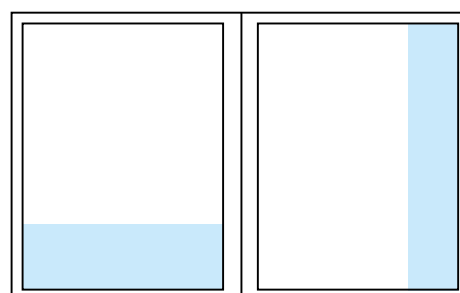
Widht 184 mm  
Height 90 mm

**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\*

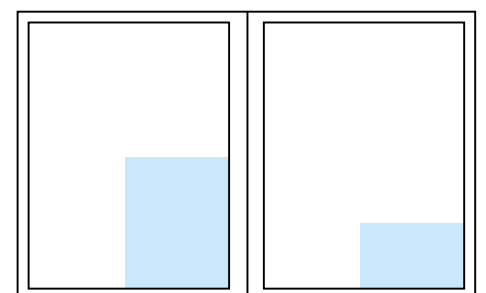


**1/4 PAGE CW.**  
CHF 1'650.00

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>REPEAT DISCOUNT:</b>	at 3x 5%, 4x 10%, 5x 15% (discounts on mono net basic prices, all titles published can be freely combined)
<b>DISCOUNT FOR COMBINATIONS:</b>	2 titles 5%, 3 titles 10% (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.

Special placements can't be switched nor canceled.

## 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: 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.
<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>	18'000 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 | OBJECTIF 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:  
Abo 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 5 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'INTERIEUR



### 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.



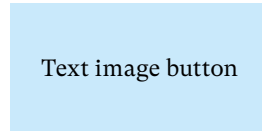
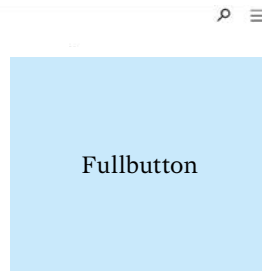
### DESIGN SYNCHRONE

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.



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



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)

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