

WOHNREVUE

MEDIA DATA 2018

EDITORIAL PLAN

EDITION	RELEASED	ADVERTISER DEADLINE	FOCAL POINTS
01/18	03.01.18	05.12.17	Bathroom Home office Entrance
02/18	07.02.18	09.01.18	Kitchens and kitchen appliances Light fixtures Furniture exhibition in Cologne
03/18	07.03.18	06.02.18	Garden 1: Tables, chairs, lounges Curtains
04/18	04.04.18	06.03.18	Garden 2: Lounge furniture Sunshades Giardina Zurich
05/18	09.05.18	10.04.18	Garden 3: Outdoor fireplaces Outdoor light fixtures Flooring (indoor and outdoor)
06/18	06.06.18	08.05.18	Fixtures (kitchen and bath) Table top Furniture exhibition in Milan
07/18	04.07.18	05.06.18	Bathroom Shelves and sideboards Watches
08/18	08.08.18	10.07.18	Kitchens and kitchen appliances Natural stone
09/18	05.09.18	07.08.18	Light fixtures Tables and chairs
10/18	10.10.18	11.09.18	Sofas and armchairs (incl. sofa beds) Chimneys and stoves Designer rugs
11/18	07.11.18	09.10.18	Swiss furniture and design Entertainment electronics Wellness and sport for the home
12/18	05.12.18	06.11.18	Bedroom: beds, bedding, wardrobes Christmas presents Designers' Saturday

PRICES AND FORMATS

ADVERTISERS

ADVERTISERS	PRICE
2/1	CHF 9600.-
1/1	CHF 6000.-
1/2	CHF 3100.-
1/3	CHF 2200.-
1/4	CHF 1800.-

Repeat business discount: 3 × 5%, 6 × 10%, 9 × 15%, 12 × 20%
 Four-colour printing (ISO scale) net: CHF 900.-
 Full bleed format advertisers net: CHF 300.-

COVER PAGES

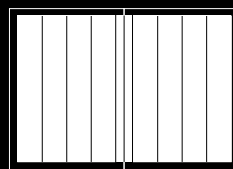
2 nd cover page	CHF 7400.-
3 rd cover page	CHF 7000.-
4 th cover page	CHF 8000.-

SUPPLEMENTS & ENCLOSURES

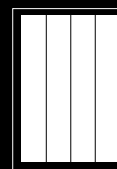
up to 50 g	CHF 6400.-
51 g to 75 g	CHF 7100.-
76 g to 100 g	CHF 7800.-

Shipping costs included (no commission), no quantity discount. Other formats and special requests upon request.

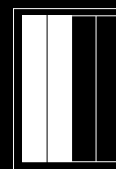
All prices are exclusive of the 7,7% VAT. Registration regarding changes will be invoiced at cost.
 Agency commission (legal and consultancy fees): 10%



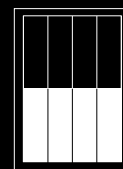
2/1 pages
 ** 440 × 297 mm



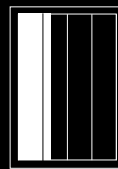
1/1 page
 * 203 × 283 mm
 ** 220 × 297 mm



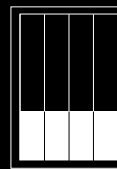
1/2 page portrait
 * 98 × 283 mm
 ** 105 × 297 mm



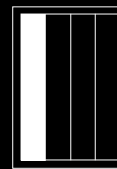
1/2 page landscape
 * 203 × 138 mm
 ** 220 × 145 mm



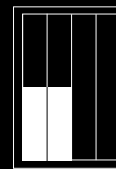
1/3 page portrait
 * 63 × 283 mm
 ** 70 × 297 mm



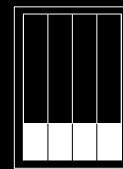
1/3 page landscape
 * 203 × 90 mm
 ** 220 × 97 mm



1/4 page portrait strip
 * 46 × 283 mm
 ** 53 × 297 mm



1/4 page portrait
 * 98 × 138 mm



1/4 page landscape
 * 203 × 66 mm
 ** 220 × 73 mm

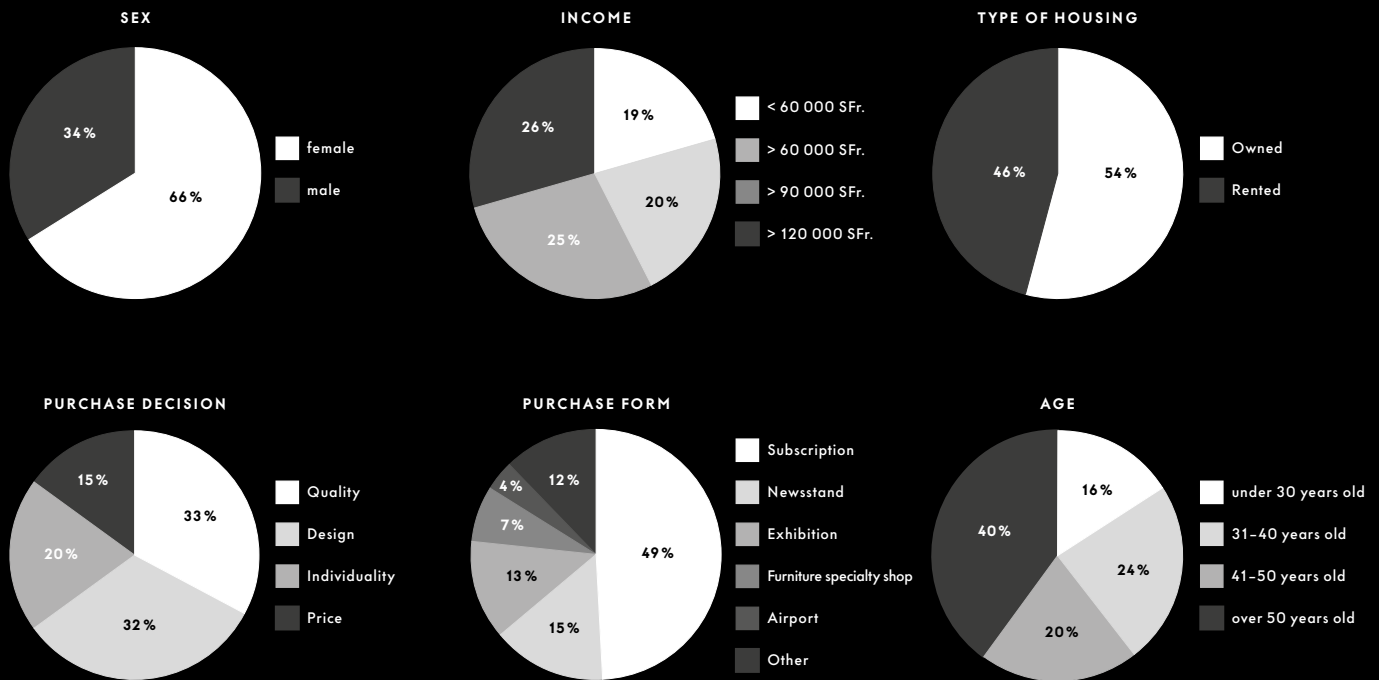
* = Type area

** = Bled off (For all bled off formats, 3 mm of trimming in addition to the provided size is required for all four sides.)

ONLINE/DIGITAL

ONLINE/DIGITAL	SIZE	PRICE
Display window app / website per month	-	CHF 1200.-
Banner on the website per month	990 × 150 px	CHF 1200.-
Banner in the newsletter per edition	600 × 91 px	CHF 900.-

READER SURVEY



SECTOR VOICES



USHI TAMBORRIELLO
DESIGNER AND SCENE DESIGNER

"In the thicket of information platforms for designers, Wohnrevue displays a refreshing, reliable presence for designers. Using well-made, competent content, topics and opinions are made accessible to an interested public with style. Behind this, there is a dedicated team which performs research, conducts interviews, maintains personal interaction and which feels obligated to independent journalism."

HENRIK MAASZ
PROPRIETOR OF PERPETUUM MOBILE



"Over the years, Wohnrevue has blossomed from an average home and living brochure into an exciting lifestyle magazine which has the capacity to interest a wide readership on the topic of design. That is why it has become a fascinating advertising medium for the collection I sell."

CONCEPT

Wohnrevue is a special interest magazine with the main topics of design, architecture, interior architecture and lifestyle. In order to be able to provide its sophisticated readership with well-founded and independent information about the latest and most innovative trends in these fields, the specialist team attends national and international exhibitions, participates at relevant events and visits leading manufacturing companies and specialty shops. Wohnrevue also maintains in-depth and direct interaction with established designers and young creative minds in the living and lifestyle scene. As a complement to the printed edition, Wohnrevue also reports regularly in a blog (blog.wohnrevue.ch). As a quick me-

dium, this allows interesting and amusing facts from the world of living and lifestyle to be dealt with on short notice and without regard for printing deadlines. Furthermore, articles in the printed edition can be added to and gone into in more detail there - with additional background information in the form of images, videos and words.

Further information on the media data can be found at www.wohnrevue.ch/unternehmen

IMPRINT

PUBLISHER
ADDRESS
TELEPHONE
FAX
EMAIL
WEB ADDRESS

NZZ Fachmedien AG
Stationsstrasse 49, CH-8902 Urdorf
+41 44 735 80 00
+41 44 735 80 01
info@wohnrevue.ch
www.wohnrevue.ch

PUBLICATION FREQUENCY Monthly
PRINT RUN 20,000 copies
YEAR 31st year
ANNOUNCEMENTS anzeigen@wohnrevue.ch
TERMS AND CONDITIONS www.wohnrevue.ch/agb
WEMF/Q-PUBLICATION www.wohnrevue.ch