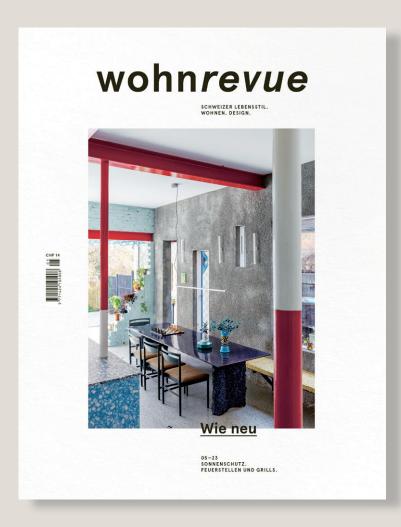
# **MEDIA DATA 2024**



# THE MAGAZINE FOR LIVING, DESIGN AND SWISS LIFESTYLE

Inspiring lifestyle reports, innovative interior design and architecture projects as well as current trends on the national and international design scene: the living and design magazine offers a broad range of background stories. Use the Wohnrevue to get out your advertising message.

# **WEBSITE**

Page-Impressions: 16,000 Visits: 12,900

**User:** 10,300





# **MAGAZINE**

Frequency of publication: 10 × per year Print run: 20,000 copies Circulation: 18,059 copies







Instagram: 9,100 Followers

# **NEWSLETTER**

Frequency of publication: 12 × per year Readership: 3,150 recipients



# **READERSHIP**

Target groups







Private individuals with

- property
- high interest in interior architecture and design

Industry representatives from

- interior architecture, design, architecture
- trade, sales, marketing and finance

# Demographics

Gender

60% FEMALE

Age

**85% OVER 35 YEARS** 

Monthly Household Income

**10%** up to CHF 4,000



CHF 4,100 to CHF 8,000 CHF



**65%** more than CHF 8,000

# **DISTRIBUTION**



- Subscribers
- Specialist shops
- Newspaper stands
- Zurich and Basel airports
- Hotels
- Industry events and trade fairs

List not exhaustive

Extrapolation customer survey 2023

# **DEADLINES 2024**

Edition	Publication	Closing date for advertisements	Data delivery	Main topics
2	14 February	17 January	31 January	Kitchens and kitchen appliances, cupboards and system furniture
3	13 March	14 February	28 February	Bathroom, outdoor furniture
4	19 April	20 March	5 April	Lamps, curtains and textiles
5	15 May	15 April	29 April	Sunshades, fireplaces, barbecues and outdoor kitchens
6	12 June	13 May	28 May	Kitchens, Milan Furniture Fair
7 / 8	10 July	12 June	26 June	Fittings (kitchen and bathroom), bedrooms
9	11 September	13 August	28 August	Lamps, tables and chairs
10	16 October	18 September	2 October	Sofas and armchairs (incl. sofa beds), designer carpets
11	13 November	15 October	29 October	Swiss Furniture and Design, shelves and sideboards
12-24 / 1-25	11 December	13 November	27 November	Bedrooms, flooring, wellness



# **ADVERTISEMENTS**

# **FORMATS AND COSTS IN CHF**



2/1-page	CHF 9,600
80	430 × 275



1/1-page	CHF 7,500
ВО	215 × 275



1/2-pageCHF 4,800portrait BO $105 \times 275$ landscape BO $215 \times 135$ 

 $\mathsf{BO} = \mathsf{bled}\text{-off}$  advertisements with an additional 3 mm bleed.

# **SPECIAL PLACEMENTS**

2nd cover page	CHF 8,900
3rd cover page	CHF 8,500
4th cover page	CHF 9,500
Overture	CHF 10,500

#### **TECHNICAL CONDITIONS**

#### File format

We prefer you only send PDF documents of X1a, X3 or X4 quality. Further information on the PDF/X standard can be found at: www.pdfx-ready.ch

# Colour space

The magazine is printed in the "PSO Uncoated v3 (FOGRA 52)" colour profile. Please note that all colours used that do not correspond to this colour profile are converted into "relative colorimetric".

#### Image resolution/Transparency

For the highest possible quality of the images, they should have a resolution of 70 l/cm. Transparent elements should be flattened beforehand with a resolution of at least 500 l/cm.

#### Geometry/Crop

In order to avoid additional costs, please provide us with the print data according to the published advertisement sizes specified in the media data. Advertisements with bled-off margins require a 3 mm bleed on all sides.

#### **DELIVERY**

# zeitschriftenverlag@chmedia.ch

With the following information in the subject line: Magazine/issue/customer/subject/size (please send up to max. 20 MB via e-mail).

# **LOOSE INSERTS**

# Total costs gross

up to 50 g	CHF 8,400	
up to 75 g	CHF 9,000	
up to 100 g	CHF 9,600	

Prices incl. postage and technical costs. No commission, no quatity discount.

Other formats and specific requirements on request.

# **TECHNICAL CONDITIONS**

Minimum format:  $105 \times 148$  mm Maximum format:  $205 \times 275$  mm

Weight: 10–120 grams/ex., heavier on request. Thickness: maximum 6 mm, thicker on request.

Specifications: closed spine and section. Product 3-sided

ready trimmed. No fanfold.

#### **DELIVERY**

Same side, unbound in frames on pallets, at least 14 days before publication directly to:

Vogt-Schild Druck AG

Supplement "Wohnrevue" (+ issue no.) Gutenbergstrasse 1, CH-4552 Derendingen

Any costs for customs clearance/transport are borne by the customer.

Vogt-Schild Druck AG is solely the delivery address.

#### General terms and conditions

Before a binding commitment is made, Vogt-Schild Druck AG must be provided with two binding samples (good for printing) in good time; in the case of adhesive labels, a sketch of the placement must also be provided. Special designs require a test run, for which 200 original samples must be included in the calculation.

Inserts/bound inserts with third-party advertisements, per advertisement 20 % of the gross price of an advertisement page.

# Print run/delivery quantity

20,000 copies. All prices quoted are insertion costs exclusive of printing costs. All specialities are eligible for contract and commission; AC/ASB: 5 % on specialities.

Bookings of brochure inserts from customers abroad are charged with 8.1 % VAT. Decision: Federal Tax Administration FTA/VAT audit. autumn 2017.

#### DISCOUNTS

# Repeat discount

3 ×	5 %	
6 ×	10 %	
9 ×	15 %	
10 ×	20 %	

Purchase period 12 months. Discounts cannot be combined.

Fixed orders with text and subject change, but without size change.

#### AC II / ASB II / ZEWO

#### AC II / ASB II

# Advisory commission II

15 % on all orders placed through an advertising and/or media agency entitled to commission. 5 % AC is granted on special forms of advertising such as inserts, bound inserts, adhesive labels, etc.

# Annual sales bonus II

15 % with an annual minimum order of 3 pages per year in one or more magazines by CH Regionalmedien AG.

# ZEWO discount

All ZEWO-eligible customers receive a 35 % discount.

All prices excl. 8.1 % VAT.

# wohn*revue*

# **BANNER**

# WIDE BOARD FIXED PRICE CHF 800



# Channel: Multiscreen

Size: 994 × 250 pixels Format: GIF/JPEG/PNG/HTML5\* Size: optimally 250 KB URL for linking, incl. UTM tracking Runtime: 4 weeks

# HALF-PAGE AD FIXED PRICE CHF 650



# Channel: Multiscreen

Size: 300 × 600 pixels Format: GIF/JPEG/PNG/HTML5\* Size: optimally 250 KB URL for linking, incl. UTM tracking Runtime: 4 weeks

# RECTANGLE FIXED PRICE CHF 450



# Channel: Multiscreen

Size: 300 × 250 pixels Format: GIF/JPEG/PNG/HTML5\* Size: optimally 250 KB URL for linking, incl. UTM tracking Runtime: 4 weeks

# **ADVERTORIAL**

**FIXED PRICE CHF 1,200** 



#### Runtime

4 weeks

#### Placement

Fixed placement on homepage and embedded in the editorial articles

#### Teaser image

700 × 437 pixels, max. 250 KB

# Teaser text

Title: max. 40 characters incl. spaces
Text: max. 150 characters incl. spaces

# Advertorial image

max. 5 images, max. 250 KB

# **Advertorial Text**

Title: max. 50 characters incl. spaces
Text: max. 2500 characters incl. spaces

# Linking

Target URL

# **DISCOUNTS**

Advisory commission 5%

# **DELIVERY**

# Delivery date

7 working days before the start of the campaign

# **Delivery address**

zeitschriftenverlag@chmedia.ch

All prices excl. 8.1 % VAT.

<sup>\*</sup> Delivery via Third Party Tag/ Redirected. In the case of physical delivery, all assets packed in a ZIP file

# **NEWSLETTER**

**FIXED PRICE CHF 900** 



#### **Publication**

 $12 \times per year$ , every mid-month, on Wednesdays

# Advertising formats:

# Banner

Size: 1000 × 250 pixels Format: JPG/GIF, max. 250 KB URL for linking

# Image and text

Size: 560 × 380 pixels

Format: JPG

Title: max. 50 characters incl. spaces Text: max. 300 characters incl. spaces

URL for linking

# **STANDALONE**

**FIXED PRICE CHF 1,800** 

Present your product exclusively according to your wishes. The first part of the newsletter will be editorial content to match your offer. You design the second part with a banner and two further newsletter tiles about your offer.



# Dispatch

Individual dispatch date - after consultation

# Banner

Size: 1000 × 250 pixels Format: JPG/GIF, max. 250 KB URL for linking

# $2 \times \text{image and } 2 \times \text{text}$

Size: 295 × 200 pixels Format: JPG, max. 250 KB

Title: max. 30 characters incl. spaces Text: max. 150 characters incl. spaces

URL for linking

# **Delivery date**

One month before dispatch of the newsletter

# **DISCOUNTS**

Advisory commission 5%

# **DELIVERY**

# Delivery date

7 working days before dispatch of the newsletter

# Delivery address

zeitschriftenverlag@chmedia.ch

Get additional attention for your brand: promote your content as an advertorial or a raffle to our common target group.

# STANDARD PACKAGE

**CHF 1,400** 

Predicted reach 20,000 people

# **PREMIUM PACKAGE**

**CHF 2,500** 

Predicted reach 45,000 people

#### Duration

2-4 weeks

# Campaign target

Traffic to landing page

# **Budget allocation**

The campaign amount is invested as a runtime budget

# BASIC SEGMENTATION WOHNREVUE

#### Locations

Switzerland

# Age

20-65+

# **Targeting**

Interests: interior architecture, design, architecture

#### **DELIVERY**

# Delivery date

7 working days before the start of the campaign

# **Delivery address**

zeitschriftenverlag@chmedia.ch

# **CHOOSE FROM THESE FORMATS:**

# **TEXT IMAGE AD**



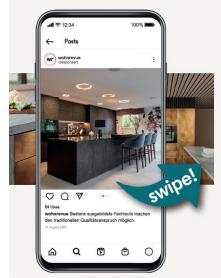
 $1080 \times 1080 \text{ pixel}$ 

JPG

URL for linking, if required, with specified UTM tracking

Copy: max. 40 characters, incl. spaces

# **CAROUSEL ADS**



1080 × 1080 pixel

3 to max. 5 images (without text)

Text under the individual images (max. 40 characters incl. spaces)

URL for linking, if required, with specified UTM tracking

# **STORY AD**



1080 × 1920 pixel

JPG or MP4 (max. 1 GB)

videos (max. 15 seconds)

Multiple slides or stories possible

All slides must be delivered individually

(no compact files)

URL for linking, if required, with specified UTM tracking

#### **INSTAGRAM REELS**



 $1080 \times 1920 \text{ pixel}$ 

MP4 (max. 1 GB) Reels max. 30 seconds

Embedded music, royalty free

URL for linking,

if required, with specified UTM tracking

Copy: max. 40 characters, incl. spaces

All prices excl. 8.1 % VAT.

**AT YOUR SERVICE** 

# wohn*revue*

# **YOUR CONTACTS**



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# **SOME OF OUR PUBLICATIONS**







