



**Media Data 2019**

# Concept

**Wohnrevue is a high-quality special-interest magazine focusing on design, interior design, architecture, and lifestyle. In terms of content, Wohnrevue is clearly divided into the two areas "Focus on Switzerland" and "Inspiration" (see below). In addition to the print edition, we also report online and on social media channels on current issues from the global world of design. Beyond this, suitably themed customer events bring to life the magazine and also the worlds of our partners.**

## Focus on Switzerland

Every month, we surprise our sophisticated readership with Swiss reportages and exciting background stories from the design scene here. Who is causing a stir in this country? Where are the hottest studios and design shops? Where are the stylish places to go out, dine or stay overnight? Our self-produced content is exclusive and independent.

## Inspiration

The second part of the magazine is devoted to the goings-on in the international design scene. With a change of main themes each month, Wohnrevue offers its readership inspiration for various sophisticated living environments. In addition, the expert editorial staff reports on important fairs and introduces leading Swiss design stores.

## Live Experience

We hold suitably themed, exclusive customer events with interested partners. This way we create an attractive environment in which readers and potential new customers can experience brands and buy products.

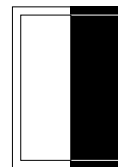
# Formats and Prices



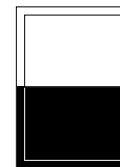
2/1 pages  
430 × 275 mm  
CHF 9,600



1/1 page  
215 × 275 mm  
CHF 7,500



1/2 page vertical  
105 × 275 mm  
CHF 4,800



1/2 page horizontal  
215 × 135 mm  
CHF 4,800

## Special Placements

Inside front cover	<b>CHF 8,900</b>
Inside back cover	<b>CHF 8,500</b>
Outside back cover	<b>CHF 9,500</b>

DISCOUNT FOR REPEAT ADVERTISING:  
3 × 5%, 6 × 10%, 9 × 15%, 12 × 20%

WE GRANT DISPLAY ADS FOR HALF-PAGE  
ADVERTISEMENTS.

## Pull-out Supplements and Inserts

up to 50 g	<b>CHF 6,400</b>
51 g to 75 g	<b>CHF 7,100</b>
76 g to 100 g	<b>CHF 7,800</b>

INCLUDING POSTAGE (NO COMMISSION), NO QUANTITY DISCOUNT. OTHER FORMATS AND SPECIAL REQUESTS ON ENQUIRY.

ALL PRICES INCLUDE FOUR-COLOUR PRINTING AND BLEED, SUBJECT TO 7.7% VAT. RECORDING OR CHANGES WILL BE INVOICED AT COST. AGENCY COMMISSION (LEGAL AND CONSULTING COSTS): 10%

YOU WILL FIND OPTIONS FOR ONLINE ADVERTISING AT [WOHNREVUE.CH/ONLINE](http://WOHNREVUE.CH/ONLINE)

## Editorial Plan

01–19	04.12.18 02.01.19	Bathroom Home Office
02–19	08.01.19 06.02.19	Kitchens and Kitchen Appliances Lights imm Cologne
03–19	05.02.19 06.03.19	Garden: Tables, Chairs, Loungers Curtains
04–19	05.03.19 03.04.19	Garden: Lounger Furniture Sunshades Outdoor Lights
05–19	09.04.19 08.05.19	Milan Furniture Fair Floorings (Indoor and Outdoor)
06–19	07.05.19 05.06.19	Tap Fittings (Kitchen and Bathroom) Table Top Fireplaces and Grills
07–19	04.06.19 03.07.19	Bathroom Shelves and Sideboards Clocks
08–19	09.07.19 07.08.19	Kitchen and Kitchen Appliances Natural Stone
09–19	06.08.19 04.09.19	Lights Tables and Chairs
10–19	10.09.19 09.10.19	Sofas and Armchairs (incl. Sofa Beds) Fireplaces and Stoves Design Rugs
11–19	08.10.19 06.11.19	Swiss Furniture and Design Wellness and Sport
12–19	05.11.19 04.12.19	Bedroom: Beds and Bedclothes Cupboards and Modular Furniture

## Readership

**Wohnrevue is read  
by 60,000 people per  
month.\***

**66**  
percent

**of the readers are  
female, over 35 years  
old, earn over CHF  
90,000 a year and own  
a home.**

**85**  
percent

**prioritise design, quality  
and individuality  
above price in their  
buying decisions.**

**50**  
percent

**purchase Wohnrevue  
by subscription. In  
addition to this, Wohn-  
revue is prominently  
laid out at fashionable  
specialist stores,  
important industry  
events, trade fairs, and  
Zurich Airport.**

\* ACCORDING TO A SURVEY IN COOPERATION WITH THE UNIVERSITY OF BERN. THE CIRCULATION IS 20,000. WOHNREVUE IS WEMF-VERIFIED AND ALSO CERTIFIED WITH THE SEAL OF QUALITY "Q-PUBLIKATION" OF THE SWISS MEDIA ASSOCIATION (VSM). YOU CAN FIND FURTHER INFORMATION ON THE MEDIA DATA AT [WOHNREVUE.CH/MEDIADATEN](http://WOHNREVUE.CH/MEDIADATEN)

## Voices from the Industry

**“Designers and journalists are story-tellers. A designer tells a story with materials, whereas a journalist turns pictures into words. The aim of both, and of Wohnrevue, is to produce a spark in the heart of the user or reader: direct, clear, simple.”**

CHARLES O. JOB – ARCHITECT AND DESIGNER

**“An attractively designed magazine, and one that can surprise even interiors experts with its news. I enjoy reading it every month.”**

IRIA DEGEN – INTERIOR ARCHITECT

**“Wohnrevue is always a step ahead of the trends and networks manufacturers, readers and agents very well with each other. For me, Wohnrevue is a constant in the fast-moving and constantly changing media landscape.”**

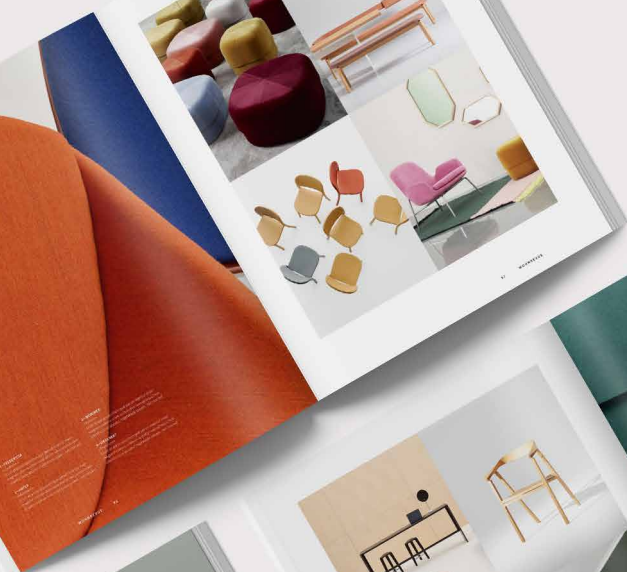
MARCO LUTZ – “EINRICHTER” AGENCY

## Imprint

Colour Mode	CMYK or greyscale
Total Ink Application	300%
Resolution	300 dpi
File Format	PDF X-4
Bleed	3 mm

Publishers	NZZ Fachmedien AG
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Fax	+41 44 735 80 01
E-mail	info@wohnrevue.ch
Internet	wohnrevue.ch

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WEMF/Q-Publikation	wohnrevue.ch

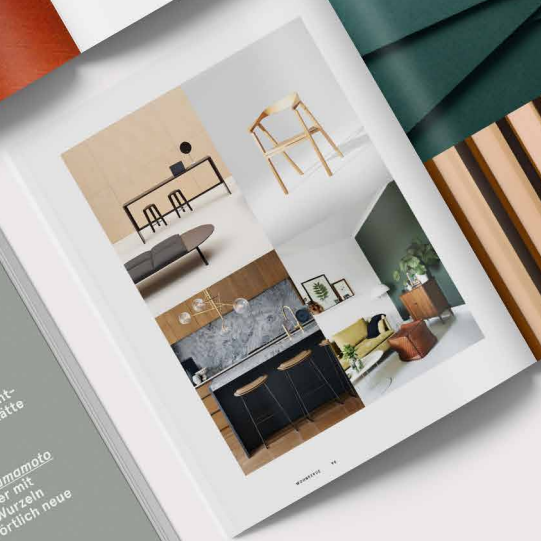


DESIGN  
**12—Aktuell**  
 Produkte und Neues  
 aus der Szene

ARCHITECTURE  
**16—Villa Ensemble**  
 Brutalismus macht sich  
 in Zürich breit

REISEN  
**20—Le Majordome**  
 Der ehemalige Schlachthof wird zur Schlafstätte  
 müder Touristen

TALENT  
**24—Severin Yamamoto**  
 Der Solothurner mit  
 japanischen Wurzeln  
 setzt wortwörtlich neue  
 Massstäbe.



**Auf dem  
 Vormarsch  
 — Severin  
 Yamamoto**

Der Solothurner Designer Severin Yamamoto ist ein Name, der in der internationalen Designszene immer mehr an Bedeutung gewinnt. Seine Werke zeichnen sich durch eine klare Linienführung und eine sorgfältige Materialauswahl aus. In diesem Interview spricht er über seine inspirierenden Reisen, die Herausforderungen bei der Entwicklung neuer Produkte und die Bedeutung der Zusammenarbeit mit Architekten und Handwerkern. Yamamoto betont die Wichtigkeit der Nachhaltigkeit und der Verantwortung gegenüber der Umwelt bei der Herstellung von Designobjekten. Seine Visionen für die Zukunft des Designes sind optimistisch und zeigen ein klares Bewusstsein für die Bedürfnisse der modernen Gesellschaft.