

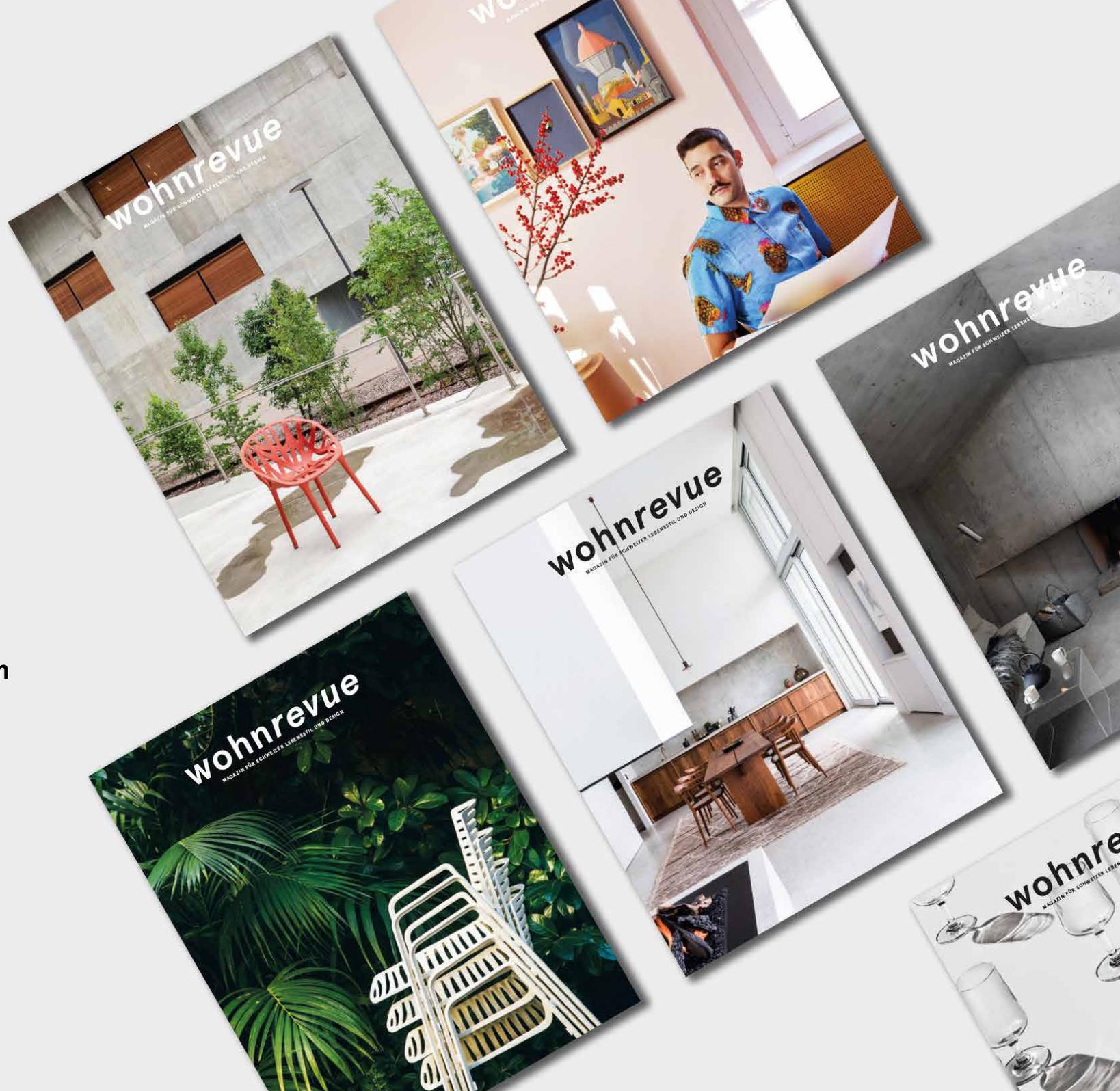
**wohnrevue**  
ONLINE PRESENCE

## Wohnrevue 2.0

The Wohnrevue has been a nationally and internationally renowned home magazine for over 30 years. It provides inspiration for one of the most important places in your world – your home.

From 2019 we are setting two core themes:  
**Switzerland** and **inspiration**

In addition to the print edition, we organise exclusive customer events with interested partners. This way, the world of Wohnrevue, and the philosophy and products of our partners, can be experienced in an attractive environment.



## 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.

## Readership

**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.

**72**

percent

of readers are also inspired by our digital channels.

# Numbers

## Users

1,900\*

## Site views

9,400\*

## Time on the site

1 min 38 sec\*

## Newsletter subscribers

4,600\*

## Newsletter open rate

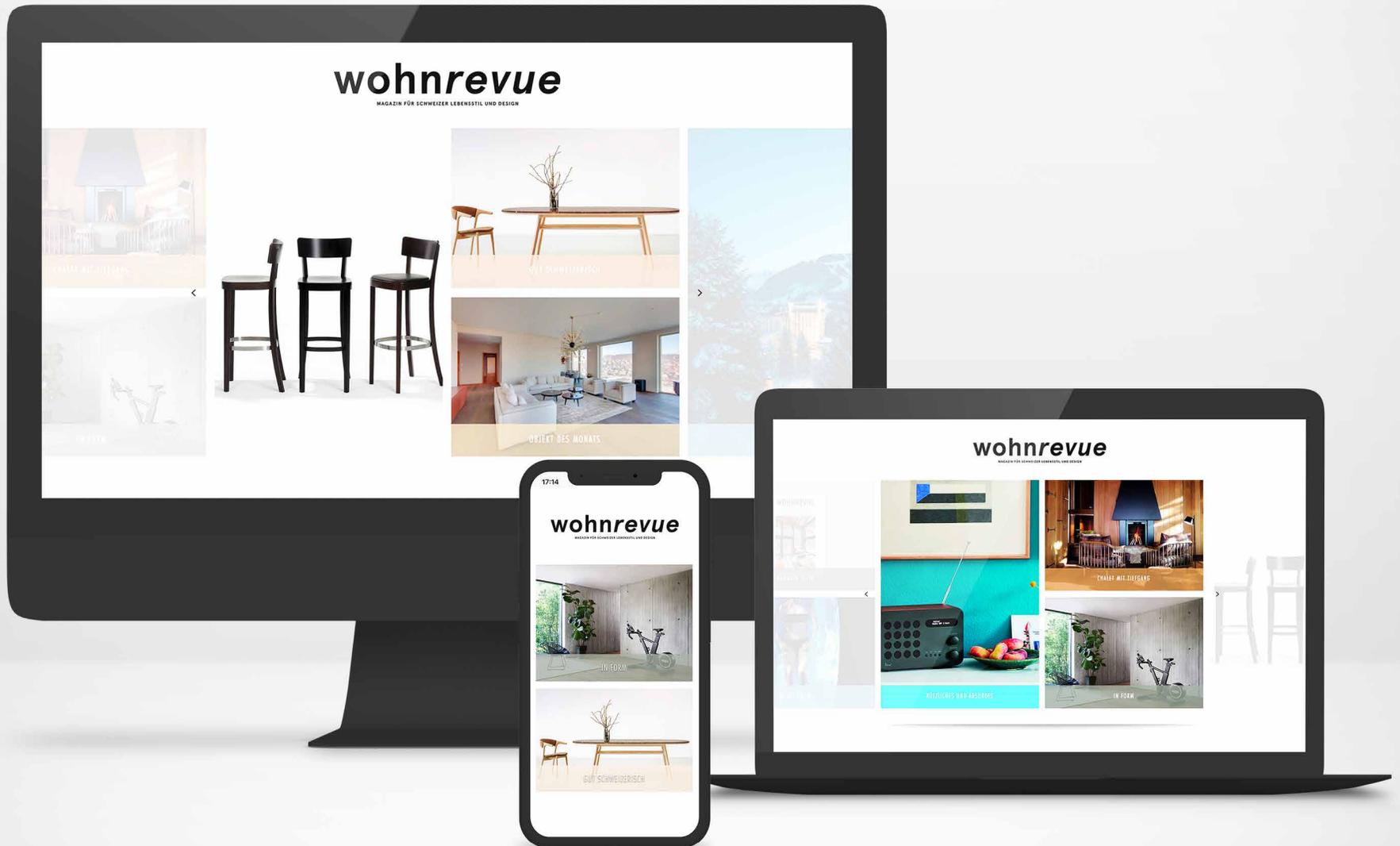
31%

## Followers on Facebook

13,123

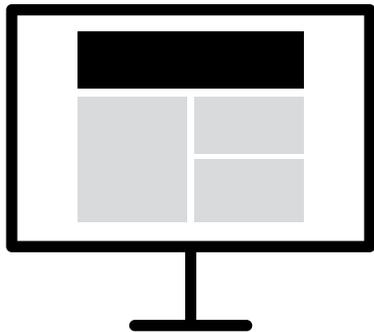
## Followers on Instagram

2,176



\* PER MONTH

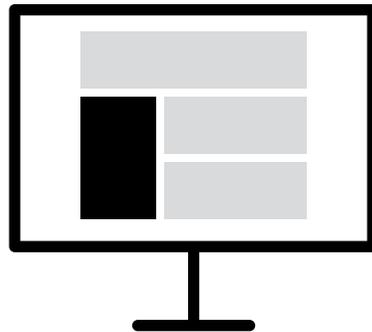
# Prominent placement of your adverts on wohnrevue.ch



## Maxiboard

994 × 250 pixels  
Link to product  
pages

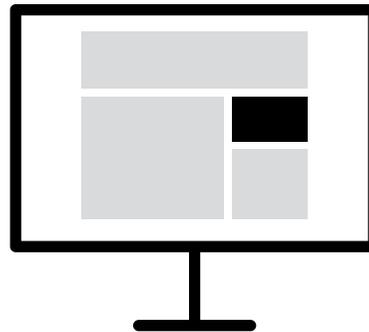
**CHF 900\***



## Half-page AD

300 × 600 pixels  
Link to home page  
and product pages

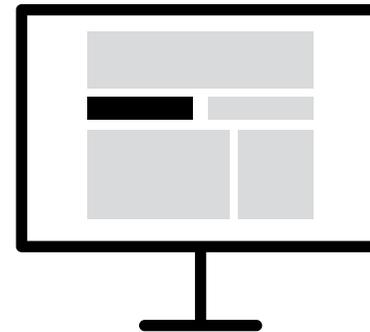
**CHF 750\***



## Medium rectangle

300 × 250 pixels  
Link to home page  
and product pages

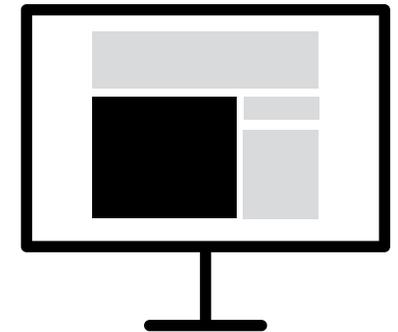
**CHF 750\***



## Newsletter

600 × 91 pixels  
Sent out monthly

**CHF 1,100\***



## Sponsored content

Articles with editorial  
content

**CHF 1,500\***

## Native advertising and brand stories

Are you interested in editorial content tailored to your brand or company?  
We look forward to hearing from you.

\* COST PER MONTH

**Secure one of our  
sought-after spots now.**