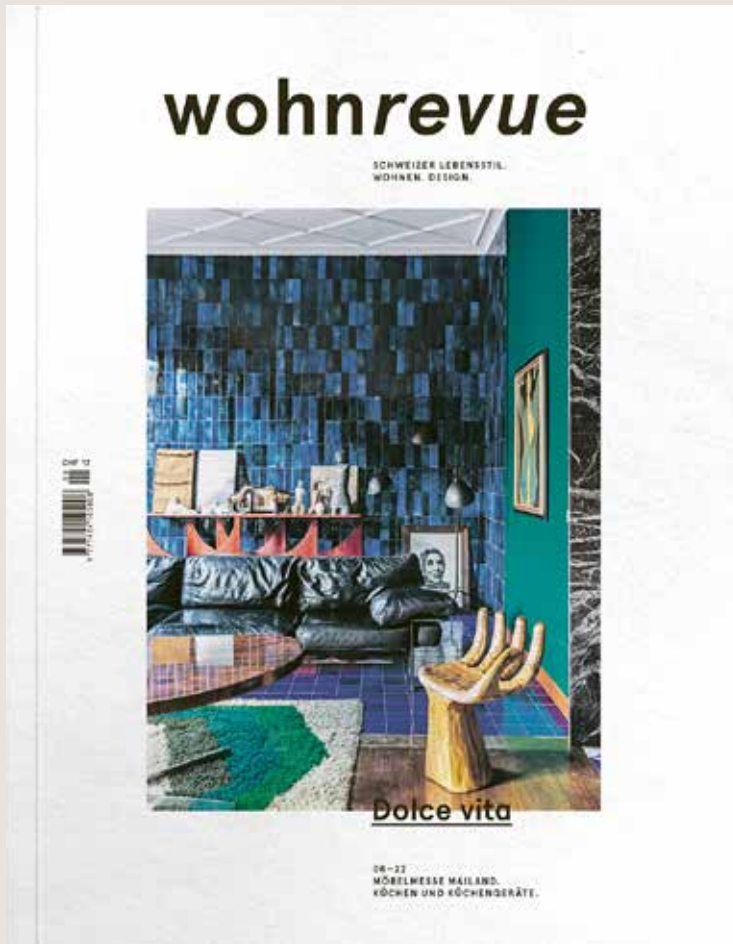


MEDIA DATA 2023

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: month after month, the magazine for Swiss lifestyle, living and design offers a broad range of background stories.

Use the Wohnrevue to get out your advertising message.



WEBSITE

Page-Impressions: 18 200
Visits: 13 400
Unique User: 11 500



MAGAZINE

Frequency of publication: 11 × per year
Readership: 60,000 readers
Print run: 20,000 copies
Circulation: 17,336 copies



NEWSLETTER

Frequency of publication: 12 × per year
Readership: 3,400 recipients

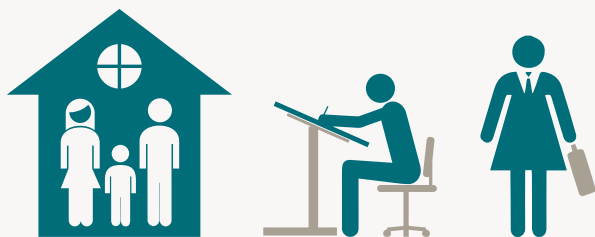


SOCIAL MEDIA

Facebook: 13 400 Followers
Instagram: 8 000 Followers

READERSHIP

Target groups



Private individuals with

- property
- high interest in interior architecture and design

Industry representatives from

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

Demographics

Gender

66% FEMALE

Age

OVER 35 YEARS

Income

OVER CHF 90,000/YEAR



DISTRIBUTION



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

List not exhaustive

DEADLINES 2023

Edition	Publication	Closing date for advertisements	Data delivery	Main topics	Special supplements
2	15 February	18 January	01 February	Kitchens and kitchen appliances, cupboards, and system furniture	
3	08 March	08 February	22 February	Gardens: Tables, chairs, loungers, lounge furniture, Stockholm Furniture Fair (7–11.02.23)	
4	12 April	13 March	27 March	Lamps, curtains	Watches
5	10 May	11 April	25 April	Sunshades, fireplaces, and barbecues	
6	14 June	12 May	30 May	Kitchens and kitchen appliances (Eurocucina Milan), Milan Furniture Fair (18–23.04.23), flooring (indoor and outdoor)	
7	12 July	14 June	28 June	Bathrooms, shelves, and sideboards, Imm Cologne (4–7.06.23)	
8	09 August	11 July	25 July	Fittings (kitchen and bathroom), natural stone, office	
9	13 September	16 August	30 August	Lights, tables, and chairs	Coffee (large print run 145,000)*
10	11 October	13 September	27 September	Sofas and armchairs (incl. sofa beds), fireplaces and stoves, designer carpets	
11	15 November	17 October	31 October	Swiss Furniture and Design, Table Top	Kitchens (large print run 145,000)*
12-23 / 01-24	13 December	15 November	29 November	Bedrooms: Beds and bedding, wardrobes and system furniture, bathrooms	

* Large circulation with the magazines Wohnrevue, Annemarie Wildeisen, "Kochen", and wir eltern

ADVERTISEMENTS

FORMATS AND COSTS IN CHF



2/1-page CHF 9,600
BO 430 × 275



1/1-page CHF 7,500
BO 215 × 275



1/2-page CHF 4,800
portrait BO 105 × 275
landscape BO 215 × 135

BO = bled-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 quantity discount.

Other formats and specific requirements on request.

TECHNICAL CONDITIONS

Minimum format: 105 × 148 mm

Maximum format: 205 × 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 7.7 % VAT. Decision: Federal Tax Administration FTA/VAT audit, autumn 2017.

SPECIAL SUPPLEMENTS

For more information and advertisement bookings in the special supplements, please contact our sales team.

DISCOUNTS

Repeat discount

3 ×	5%
6 ×	10%
9 ×	15%
11 ×	20%

Purchase period 12 months. Discounts cannot be combined.

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

AC II / ASB II / ZEW O

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.

ZEW O discount

All ZEW O-eligible customers receive a 35 % discount.

All prices excl. 7.7 % VAT.

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



Placement

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

DISCOUNTS

Advisory commission 5%

DELIVERY

Delivery date

7 working days before the start of the campaign

Delivery address

zeitschriftenverlag@chmedia.ch

NEWSLETTER

FIXED PRICE **CHF 900**



Publication

12 x per year, at the same time as the magazine

Duration

1 dispatch

Banner

Size: 1000 x 250 pixels

Format: JPG/GIF, max. 250 KB

Image and text

Size: 560 x 380 pixels

Format: JPG

Title: max. 50 characters incl. spaces

Text: max. 300 characters incl. spaces

STAND ALONE

FIXED PRICE **CHF 1,800**

Present your product exclusively according to your wishes. The content will be edited.



Dispatch

Individual dispatch date - exclusive

4 x per year

Banner

Size: 1000 x 250 pixels

Format: JPG/GIF, max. 250 KB

2 x image and 2 x text

Size: 295 x 200 pixels

Format: JPG, max. 250 KB

Title: max. 30 characters incl. spaces

Text: max. 150 characters incl. spaces

DISCOUNTS

Advisory commission 5%

DELIVERY

Delivery date

7 working days before dispatch of the newsletter

Delivery address

zeitschriftenverlag@chmedia.ch

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

TEXT IMAGE / VIDEO AD



1080 × 1080 pixel

For videos, a cover image (1080 × 1080 pixels) can be sent as well

JPG or MP4 (max. 1 GB)

Videos max. 30 seconds

URL for linking, if required, with specified UTM tracking

Copy: max. 40 characters, incl. spaces

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

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

INSTAGRAM REELS



1080 × 1920 pixel

Cover image (1080 × 1920 pixels) must also be submitted

MP4 (max. 1 GB)

Reels max. 30 seconds

URL for linking, if required, with specified UTM tracking

Copy: max. 40 characters, incl. spaces

YOUR CONTACTS



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chmediawerbung.ch/agb apply.

SOME OF OUR PUBLICATIONS



swissmom