

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.

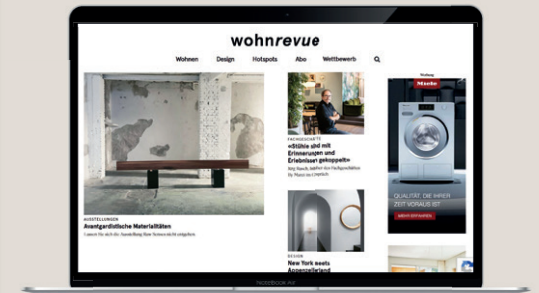
WEBSITE

Page-Impressions: 16,000
Visits: 12,900
User: 10,300



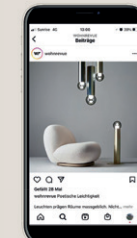
MAGAZINE

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



NEWSLETTER

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



SOCIAL MEDIA

Facebook: 13,400 Followers
Instagram: 9,100 Followers

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

25% 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
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 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.

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

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

All prices excl. 8.1 % VAT.

NEWSLETTER FIXED PRICE CHF 900



Publication

12 x per year, every mid-month, on Wednesdays

Advertising formats:

Banner

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

Image and text

Size: 560 x 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 x 250 pixels
Format: JPG/GIF, max. 250 KB
URL for linking

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
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

All prices excl. 8.1 % VAT.

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

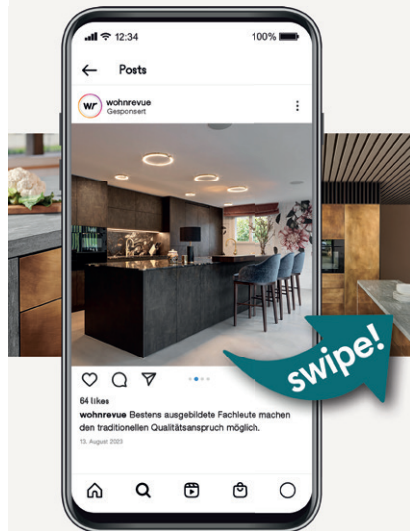
CHOOSE FROM THESE FORMATS:

TEXT IMAGE AD



1080 × 1080 pixel
JPG
URL for linking, if required, with specified UTM tracking
Copy: max. 40 characters, incl. spaces

CAROUSEL ADS



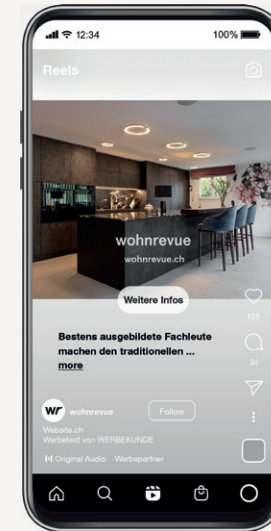
1080 × 1080 pixel
3 to max. 5 images (without text)
Text under the individual images (max. 40 characters incl. spaces)
URL for linking, if required, with specified UTM tracking

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 × 1920 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

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

YOUR CONTACTS



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The General Terms and Conditions at
chmediawerbung.ch/agb apply.

SOME OF OUR PUBLICATIONS



swissmom