

**DAS EINFAMILIEN  
HAUS**

Print | Digital

# Media documentation 2019

The direct route to home owners and people having building work carried out



DAS EINFAMILIENHAUS is in its 43th year of publication, and its clear target-audience focus has made it an extremely successful magazine. It targets people who are looking for or already own a single-family home. The editorial content is comprised of four sections: BUILDING, LIVING, HOUSE and GARDEN.

DAS EINFAMILIENHAUS provides readers with information that specifically addresses the Swiss marketplace, such as reports on single-family houses with price and feature comparisons, news items on houses and well-researched specialist articles. The extensive reader-service support has also contributed to making DAS EINFAMILIENHAUS an indispensable source of information for every building owner. Since the magazine is mainly sold through kiosks, advertisers are guaranteed to be able to influence the building owner's purchasing decision at the most opportune time; namely, during the planning phase.

Because DAS EINFAMILIENHAUS reaches the right people at the right time, the magazine achieves an unusually high reader response rate to reader services and coupons. Year over the year, the publication increasingly emphasizes topics that are of special interest, especially to homeowners. As a result, the number of people reading DAS EINFAMILIENHAUS in this target sector continues to grow.

As a result of various design improvements and new reader services, the print run over the last number of years has increased substantially. The number of advertisers has also continuously gone up, leading to the production of issues that consistently have over 200 pages.

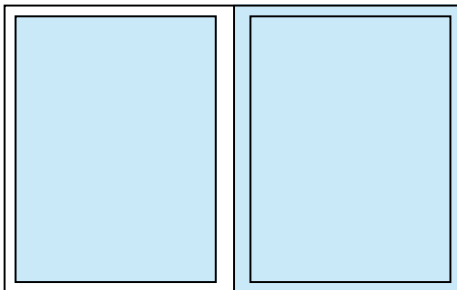
# Themes and dates 2019

1/19 from 07.02.2019	2/19 from 28.03.2019	3/19 from 29.05.2019	4/19 from 25.07.2019	5/19 from 26.09.2019	6/19 from 28.11.2019
Editorial deadline 15.11.18 Insertion deadline 13.12.18 Artwork deadline 11.01.19	Editorial deadline 03.01.19 Insertion deadline 31.01.19 Artwork deadline 28.02.19	Editorial deadline 07.03.19 Insertion deadline 04.04.19 Artwork deadline 02.05.19	Editorial deadline 02.05.19 Insertion deadline 29.05.19 Artwork deadline 27.06.19	Editorial deadline 04.07.19 Insertion deadline 31.07.19 Artwork deadline 29.08.19	Editorial deadline 05.09.19 Insertion deadline 03.10.19 Artwork deadline 31.10.19
<b>FOCUS</b> <b>Bathrooms</b> – Bathroom furniture – Tubs, showers – Planning issues  <b>FOCUS</b> <b>Wellness at home</b> – Steam bath, saunas – Gym – Shower toilets  <b>HOUSE + TECHNOLOGY</b> <b>Exterior lighting</b>  <b>FAIR REVIEW</b> <b>BauHolzEnergie Trade Fair Bern</b>  <b>GARDEN</b> <b>Trends for the new season</b>	<b>FOCUS</b> <b>Garden</b> – Pergola, Shade – Fireplaces and barbecues – Lawn care – Gardener equipment – Outdoor kitchens – Planting designs  <b>Bath Exhibition</b> – Fittings  <b>DOMESTIC TECHNOLOGY</b> <b>Heating systems</b>  <b>Design-Radiators</b>  <b>Water treatment systems</b>	<b>FOCUS</b> <b>Kitchen technology</b> – Equipment for cooking, baking, frying, cooling and washing up – Cooker hood ventilators  <b>INTERIOR FITTINGS</b> <b>Stairways and banisters</b>  <b>OUTDOORS</b> <b>Garden and garden planning</b> – Flooring: outdoor surfaces – Screen, boundaries, fences – Professional planning – Concepts and styles – Giardina trend report	<b>FOCUS</b> <b>Kitchen</b> – Furniture programmes – Sinks – Fittings – Surface coverings – System for waste separation  <b>GARDEN</b> <b>Pools and ponds</b> – Examples – Pool roofing – Design of surrounding area  <b>INTERIOR FITTINGS</b> <b>Floors: Parquet</b>  <b>FINANCING</b> <b>Planning correctly</b>  <b>FAIR</b> <b>Bauen &amp; Modernisieren</b>	<b>FOCUS</b> <b>Indoor fireplaces</b> – Fireplaces, stoves, pellet furnaces – Timber store and accessoires  <b>INTERIOR FITTINGS</b> <b>Floors: Linoleum, cork, cast iron</b>  <b>EQUIPMENT</b> <b>Washroom</b> – Washing, Tumble drying  <b>OUTDOORS</b> <b>Outdoor spas</b> – Outdoor saunas, Rest areas, Whirlpool  <b>DOMESTIC TECHNOLOGY</b> <b>Building security</b> – Security windows and doors – Intercom systems – Lighting – Alarm systems – Safes	<b>FOCUS</b> <b>Transparent building</b> – Conservatories – Green houses – Glazed balconies – Large-scale window facades  <b>A VISIT TO</b> <b>Kitchen Exhibition News</b>  <b>INTERIOR FITTINGS</b> <b>Stoneware, Ceramics for walls and floors</b>  <b>COMPETITION</b> <b>System house of the year 2019</b>  <b>FAIR</b> <b>Bauen &amp; Modernisieren (Review)</b>

**Regular columns:** – Extensive pictorial coverage of the finest Swiss single family homes – House ideas in wood and stone, company portraits – Residential property-related legal issues – Portraits: Captains in the building industry – Journal with trends, exhibition information, products – Garden design: Information from the experts – New books around house and garden

**New series - Smart homes:**  
Modern technology for more comfort.  
Fair news and implementation case studies

## Format plan / Prices



**1/1 page**

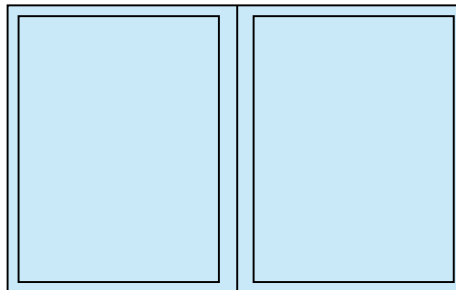
CHF 6'890.00

Widht 199 mm  
Height 278 mm

**1/1 page bleed**

CHF 6'890.00

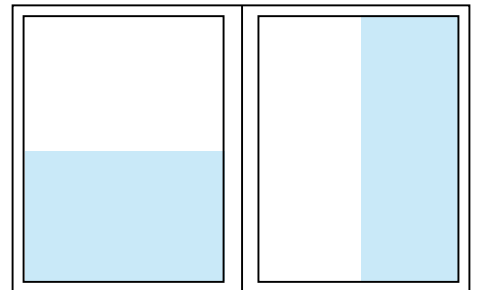
Widht 225 mm\*  
Height 297 mm\*



**2/1 page over spine bleed**

CHF 10'770.00

Widht 450 mm\*  
Height 297 mm\*



**1/2 page cw.**

CHF 3'880.00

Widht 184 mm  
Height 137 mm

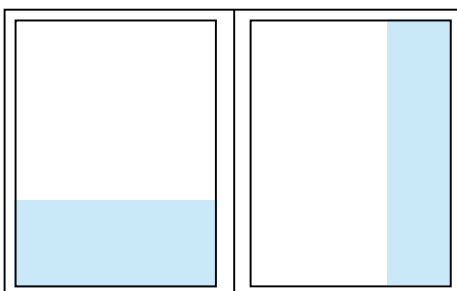
**bleed**  
Widht 225 mm\*  
Height 146 mm\*

**1/2 page high**

CHF 3'880.00

Widht 90 mm  
Height 278 mm

**bleed**  
Widht 103 mm\*  
Height 297 mm\*



**1/3 page cw.**

CHF 3'080.00

Widht 184 mm  
Height 90 mm

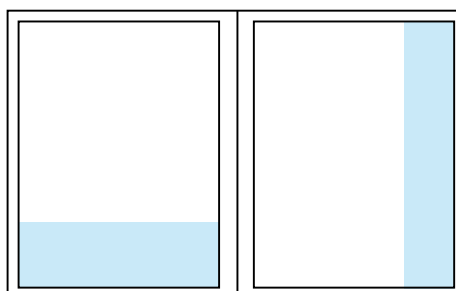
**bleed**  
Widht 225 mm\*  
Height 99 mm\*

**1/3 page high**

CHF 3'080.00

Widht 60 mm  
Height 278 mm

**bleed**  
Widht 73 mm\*  
Height 297 mm\*



**1/4 page cw.**

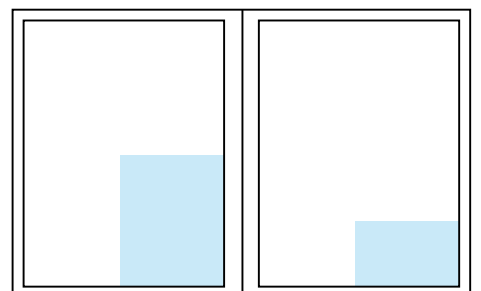
CHF 2'090.00

Widht 184 mm  
Height 66 mm

**1/4 page high**

CHF 2'090.00

Widht 43 mm  
Height 278 mm



**1/4 page Standard**

CHF 2'090.00

Widht 90 mm  
Height 137 mm

**1/8 page**

CHF 1'170.00

Widht 90 mm  
Height 66 mm

\* Bleed bonus: On both sides, above and below, both 3 mm

## Discounts and surcharges

<b>Repeat discount:</b>	at 3x 5%, 4x 10%, 6x 15% (discounts on mono net basic prices, all titles published can be freely combined)
<b>Discount for combinations:</b>	2 titles 5%, 3 titles 10% (discounts on mono net basic prices, all titles published can be freely combined)
<b>Placing surcharge:</b>	10% on binding requirements, if these can be kept (available from 1/3 page)
<b>Advisory commission:</b>	10%

## Special placings

<b>2<sup>nd</sup> cover-page:</b>	CHF 7'450.00	inside front cover
<b>4<sup>th</sup> cover-page:</b>	CHF 8'110.00	back cover
<b>1/3 page (horizontal)/Strip Ad:</b>	CHF 3'620.00	page 3 opposite editorial

On the first sheet adjacent to the text: 4 pages optionally on the right or left side are available

Special placings for large format adverts on request

## Inserts / Supplements

<b>2 pages</b>	CHF 5'560.00
<b>4 pages</b>	CHF 6'890.00
<b>6 pages</b>	CHF 7'780.00
<b>8 pages</b>	CHF 8'520.00
<b>16 pages</b>	CHF 10'660.00

Prices include postage; for larger brochures on request.

## Stickers

<b>Two-page glued insert</b>	CHF 95.00 per thousand copies, incl. postage
<b>Multiple page glued insert</b>	CHF 190.00 per thousand copies, incl. postage.

Only in association with an advert 1/1 page

## Technical data

<b>Printing processes:</b>	Rotary offset, CTP
<b>Print copy:</b>	Data formats: QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-3. Enclose all fonts. Colours defined as CMYK. Image resolution 300 dpi. Advertisements which run off the edge plus 3 mm. Data delivery: CD, FTP or per e-mail to the advertisement administration with binding colour proof. Colour tolerances are unavoidable. They do not form sufficient reason for discounts.
<b>Production of print documents:</b>	The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.
<b>Audited Sold circulation:</b>	24'800 copies

# Digital media

## cross media options



### Button



DAS FÜHRENDE SCHWEIZER MAGAZIN FÜR ALLE, DIE BAUEN ODER UMBAUEN WOLLEN

ONLINE	PRINT	SERVICE	VERLAG	Katalogservice	Warenkorb
News & Trends	Einfamilienhäuser	Finanzierung	Checklisten	Archiv	Suchen

Startseite > Online > News & Trends

#### Minergie-Haus mit Hang zur Moderne

Das Sichtbetonhaus mit Blick ins Grüne wirkt auf den ersten Blick kühl und streng. Wer es betritt, spürt sofort die Qualitäten vom Einfamilienhaus. Der japanisch inspirierte Minergie-Bau im Thurgau bietet seinen Bewohnern sehr viel Privatsphäre.



Im Inneren des Hauses ist eine warme Grundstimmung. Die raumhohen Fenster lenken den Blick hinaus ins Grüne.

Sitzt man im Wohnzimmer und blickt durch die raumhohen Fenster in die Ferne, fühlt man sich, als würde das Haus schweben. Die Aussicht zeigt Bäume und Himmel, darunter fällt der Hang steil ab bis zum Bach. Das Plätschern des Wassers und das Gezwitscher der Vögel sind die einzigen Geräusche. Das ist nicht selbstverständlich. Das Objekt befindet sich nur wenig abseits einer viel befahrenen Ausfallstrasse in Frauenfeld.

Acht Jahre hatte die Bauherrschaft beruflich im Ausland verbracht, bevor sie die Koffer packte und in die Schweiz zurückkam. Immer wieder spielte das Ehepaar mit zwei Kindern mit dem Gedanken, ein Eigenheim zu bauen. Erst als das Paar per Zufall im Internet auf das freie Grundstück im Grünen stieß, wurden die Pläne konkret. In Zusammenarbeit mit dem ortsnaheliegenden Architekturbüro Bruno Stäheli entstand ein Haus, das zu hundert Prozent auf die Bedürfnisse der Bauherrschaft zugeschnitten ist. Die Wohn Erfahrungen, welche die Familie in Lateinamerika, in den USA und in Spanien gesammelt hatte, flossen ins Projekt ein.

#### Wellness im Wohnraum



Design, Emotionalität, Wärme und Komfort sind nur einige der Stichworte, welche die Wellnesswelt erobern, bei den Modellen von Kung Sauna aber längst ihren festen Platz haben.



#### Transparentes Wohndesign von Atrium



Transparente Flächen sind integraler Bestandteil eines jeden Bauobjektes. Feinste Profitechnik gibt den Blick frei. Transparentes Wohnen für höchste Ansprüche.



Text/video button: Fixed category placement in the second column of content, linked to the client's homepage. With layout specifications.

Button:  
Image 3200 x 1600 (min. 1600 x 800) pixel,  
title 35 characters, text 170 characters  
Resolution: 300 x 250 pixel

Full button:  
3200 x 2668 (min. 1600 x 1334) pixel,  
(no Flash files)  
Resolution: 300 x 250 pixel

## Button with Advertorial



DAS FÜHRENDE SCHWEIZER MAGAZIN FÜR ALLE, DIE BAUEN ODER UMBAUEN WOLLEN

ONLINE	PRINT	SERVICE	VERLAG	Katalogservice	Warenkorb
News & Trends	Einfamilienhäuser	Finanzierung	Checklisten	Archiv	Suchen

Startseite > Online > News & Trends

Anzeige

### Individuelle Schränke nach Mass direkt aus Obwalden

Alpnach Norm ist Ihr Partner für die Planung und Produktion Ihrer Wohnmöbel nach Mass.

Unsere Produkte sind genauso individuell wie Sie – unsere Kunden. Schweizer Qualitätshandwerk hat bei uns seit über 40 Jahren Tradition. Sie finden bei uns individuelle Schränke, Garderoben, Sideboards und weitere Produkte nach Mass für Ihren Wohnraum.

Individualität

Nützen Sie Ihre Nischen optimal aus und wählen Sie aus der riesigen Palette an Farben, Materialien und Ausstattungen die für Sie optimale Kombination von Design und Funktion aus. Unser Sortiment reicht von herkömmlichen Einbauschränken bis zu schwebenden Schiebtüren zu Ihrem begehrten Kleiderschrank. Individuelle Schränke und Möbel produzieren wir gerne gemäss Ihren Vorstellungen und Angaben.



Text/video button with advertorial: exclusive advertising form as a button supplement, linked to a sub-page within the portal and, following this, to the client's homepage. The page has the same layout as the editorial section.

On request with free order form programming.

Button:  
Image 3200 x 1600 (min. 1600 x 800) pixel,  
title 35 characters, text 170 characters  
*Resolution: 300 x 250 pixel*

Advertorial: 2 to 3 images (min. 3200 pixel width), approx. 2'500 to 3'000 characters of text for copy  
*Images are inserted at a ratio of 50%.*

## Placement / Prices (per month)

**Button** CHF 500.00 Interiors & Architecture (Home)  
CHF 300.00 Topic category

Buttons / full buttons can be supplemented with an advertorial for a non-recurring surcharge of CHF 400.00.

**Contract discount** On bookings for 6 consecutive months = 5%,  
On bookings for 12 consecutive months = 15% / Advisory commission 10%

Placements which have been confirmed in writing cannot be postponed. A credit note will be issued for the period booked.

Detached house presentations: Publication of reports which have already been produced with image and text (content analogue to DAS EINFAMILIENHAUS magazine) in the "Timber construction" or "Solid construction" sections.

Annual publication costs per house incl. technical editing, no contract discount and adviser's commission: CHF 700.00

## Technical data

**Formats:** GIF, JPEG, FLASH

**Submission:** by email to: [online@etzel-verlag.ch](mailto:online@etzel-verlag.ch)

**Placements:** Annually

**Production:** Our graphic art and technical specialists will be pleased to advise you.

**Number of visits:** Ø 32'000\* per month

**Pages:** Ø 180'000\* per month

\*Basis (8.17–7.18)

## Your contact

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