

MEDIA INFORMATION 2010

DAS EINFAMILIENHAUS is in its 34rd 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 2010

1/10 dated Feb. 4, 2010	2/10 dated Mar. 25, 2010	3/10 dated May 27, 2010	4/10 dated Jul. 29, 2010	5/10 dated Sept. 30, 2010	6/10 dated Nov. 25, 2010
<p>Editorial deadline: Nov. 12 Insertion deadline: Dec. 10 Artwork deadline: Jan. 7</p>	<p>Editorial deadline: Dec. 12 Insertion deadline: Jan. 28 Artwork deadline: Feb. 25</p>	<p>Editorial deadline: Feb. 25 Insertion deadline: Mar. 25 Artwork deadline: Apr. 22</p>	<p>Editorial deadline: May 5 Insertion deadline: Jun. 3 Artwork deadline: Jul. 1</p>	<p>Editorial deadline: Jul. 8 Insertion deadline: Aug. 5 Artwork deadline: Sep. 2</p>	<p>Editorial deadline: Sept. 2 Insertion deadline: Sept. 30 Artwork deadline: Oct. 28</p>
<p><u>Focus</u> Kitchen technology – Appliances for baking, roasting, steaming, cooling etc.</p> <p><u>EQUIPMENT</u> Wellness at home – Saunas – Gym equipment</p> <p><u>Finishings</u> Windows</p> <p><u>Fair review</u> «House Construction and Energy Fair 2009»</p>	<p><u>FOCUS</u> An insight into attractive bathroom exhibitions – Portrait – Products – Key information</p> <p><u>FAIR REVIEW</u> Swissbau 2010</p> <p><u>EXTRA</u> House automation – Affordable solutions in system building – Automation in private homes: Networked and multifunctional – Advice for house builders – Innovations and trends</p> <p><u>EQUIPMENT</u> Radiators</p>	<p><u>Focus</u> Bathroom – News – tubs – showers – fittings – toilets – Walls and floors in the wet area</p> <p><u>EXTRA</u> Organic building & living – Report on an organically built house – Organic building materials – Using rain water</p> <p><u>EQUIPMENT</u> Garages</p> <p><u>FINANCIAL PLANNING</u> Advance withdrawal of pension fund monies</p>	<p><u>Focus</u> Kitchen trends – Furniture programmes – Innovations – Sinks and fittings – Worktops</p> <p><u>GARDEN</u> Pool Time – Planning swimming pools and swimming ponds – Market overview – Maintenance</p> <p><u>Financial planning</u> Mortgages: Getting your bearings in the financial planning jungle</p> <p><u>Finishings</u> Floorings: Parquet & alternatives</p> <p>Doors</p>	<p><u>Focus</u> Autumn evenings by the fireplace – Current open fires and stoves – Accessories – Cooking and baking with wood</p> <p><u>Finishings</u> Flooring: Self-levelling floors, linoleum, cork</p> <p>Laundry</p> <p><u>POOL</u> Winter pleasure with an outdoor jacuzzi</p> <p>Extending the swimming season using pool roofing</p>	<p><u>Focus</u> A 365 day garden season thanks to a conservatory – Planning – Realization – Good examples</p> <p><u>Finishings</u> Flooring: Stoneware Ceramics</p> <p>Pellet stoves & wood burners</p> <p><u>Fair review</u> «Construct & Modernise, Zurich»</p> <p><u>Contest</u> System house of the year</p>

WITH BAUGUIDE SUPPLEMENTS:

- Heating, energy and household technology
- Minergie low energy systems

LARGE SCALE SPECIAL SUPPLEMENT:

- Garden ideas and trends

detailed topics as per supplementary sheet

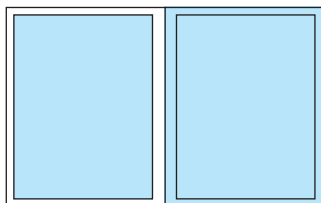
Regular columns:

- Extensive pictorial coverage of the finest Swiss single family homes
- Profile reports on pre-fab and standard houses made of wood and stone
- Portraits: Captains in the building industry

- Journal with trends, exhibition information, products
- Green mailbox: tips from the garden pro
- Other countries: construction practice around the world
- New books around house and garden

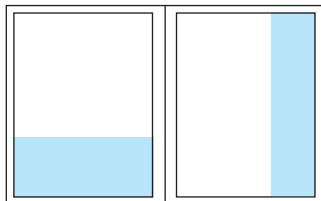
FORMAT PLAN

Standard formats



1/1 page
Widht 199 mm
Height 278 mm

1/1 page bleed
Widht 225 mm
Height 297 mm
(+ bleed)



1/3 page cw.
Widht 184 mm
Height 90 mm

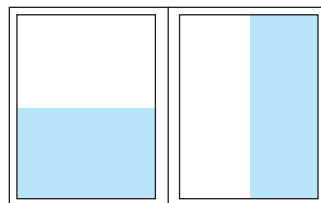
1/3 page high
Widht 60 mm
Height 278 mm

Bleed bonus:

On both sides, above and below, both 3 mm

On advertisements over spine two separate copies are necessary. The bleed bonusses also have to be taken into considered relative to the spine.

Page dominant formats



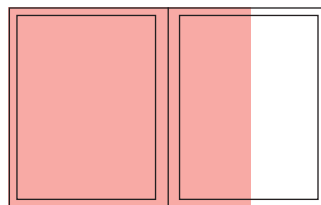
1/2 page cw.
Widht 184 mm
Height 137 mm

1/2 page high
Widht 90 mm
Height 278 mm



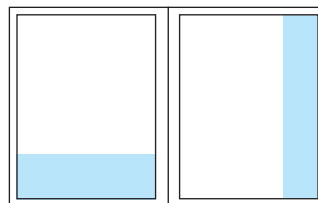
3/4 page cw.
Widht 184 mm
Height 205 mm

3/4 page high
Widht 132 mm
Height 278 mm



1 1/2 page over spine bleed
Widht 355 mm (+ bleed)
Height 297 mm

Linked formats



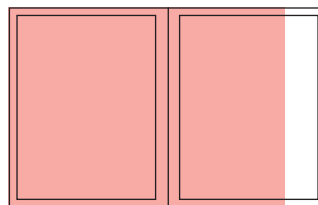
1/4 page cw.
Widht 184 mm
Height 66 mm

1/4 page high
Widht 43 mm
Height 278 mm

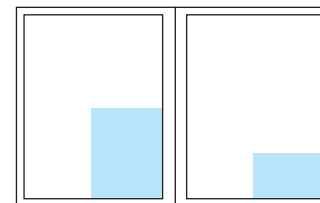


2/3 page cw.
Widht 184 mm
Height 186 mm

2/3 page high
Widht 122 mm
Height 278 mm

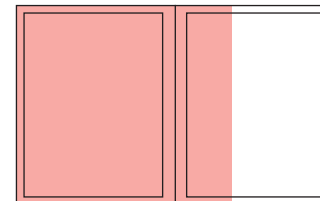


1 3/4 page over spine bleed
Widht 386 mm (+ bleed)
Height 297 mm

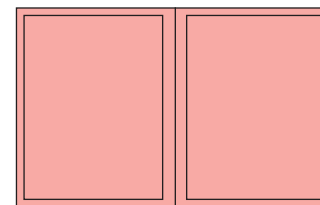


1/4 page
Widht 90 mm
Height 137 mm

1/8 page
Widht 60 mm
Height 66 mm



1 1/3 page over spine bleed
Widht 304 mm (+ bleed)
Height 297 mm



2/1 page over spine bleed
Widht 450 mm (+ bleed)
Height 297 mm

RAPID COST CALCULATION MONOCHROME ADVERTISEMENTS

	Formats	Net price at 1+2x	Net price from 3x	Net price from 4+5x	Net price from 6x
		—	5%	7.5%	10%
Deduction for repeat advertisements:					
Standard formats	1/1 page b/w	4'470.00	4'246.50	4'134.75	4'023.00
	1/2 page b/w	2'690.00	2'555.50	2'488.25	2'421.00
	1/3 page b/w	2'090.00	1'985.50	1'933.25	1'881.00
	1/4 page b/w	1'570.00	1'491.50	1'452.25	1'413.00
	1/8 page b/w	870.00	826.50	804.75	783.00
Page dominant formats	3/4 page b/w	4'240.00	4'028.00	3'922.00	3'816.00
	2/3 page b/w	3'490.00	3'315.50	3'228.25	3'141.00
Linked formats	1 1/3 page b/w	6'560.00	6'232.00	6'068.00	5'904.00
	1 1/2 page b/w	7'160.00	6'802.00	6'623.00	6'444.00
	1 3/4 page b/w	8'710.00	8'274.50	8'056.75	7'839.00
	2/1 page b/w	8'940.00	8'493.00	8'269.50	8'046.00
Special placings	Basic prices				
	black/white:				
	2 nd cover-page	4'850.00	4'607.50	4'486.25	4'365.00
	3 rd cover-page	4'850.00	4'607.50	4'486.25	4'365.00
	4 th cover-page	5'290.00	5'025.50	4'893.25	4'761.00
page 3, 1/3 high	2'730.00	2'593.50	2'525.25	2'457.00	
Use of the cover pages and pages 3 and 4 are only possible in 4 colour.					
Inserts/Supplements	2 pages	5'490.00	5'215.50	5'078.25	4'941.00
	4 pages	6'790.00	6'450.50	6'280.75	6'111.00
	8 pages	8'420.00	7'999.00	7'788.50	7'578.00
	16 pages	10'540.00	10'013.00	9'749.50	9'486.00
Prices include postage; for larger brochures on request.					
Stickers	Only in association with an advert 1/1 page CHF 95.00 per thousand copies, incl. postage.				
	Multiple page stickers CHF 190.00 per thousand copies, incl. postage.				

RAPID COST CALCULATION ADDITIONAL COLOUR CHARGES

Standard formats

1/1 page	2'235.00
1/2 page	1'076.00
1/3 page	627.00
1/4 page	471.00
1/8 page	261.00

Page dominant formats

3/4 page	2'120.00
2/3 page	1'745.00

Linked formats

1 1/3 page	3'280.00
1 1/2 page	3'580.00
1 3/4 page	4'355.00
2/1 page	4'470.00

Special placings

2 nd cover-page	2'425.00
3 rd cover-page	2'425.00
4 th cover-page	2'645.00
page 3, 1/3 high	819.00

DISCOUNTS AND SURCHARGES

Repeat discount: at 3x 5%, at 4+5x 7.5%, from 6x 10% (discounts on mono net basic prices, all titles published can be freely combined)

Discount for combinations: 2 titles 10%, 3 titles 15% (discounts on mono net basic prices, all titles published can be freely combined)

Special colour surcharge: 25% of gross advert price (if mixed from scale colours)

Placing surcharge: 10% on binding requirements, if these can be kept

TECHNICAL DATA

<u>Printing processes:</u>	Rotary offset, CTP
<u>Print copy:</u>	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.
<u>Production of print documents:</u>	The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.
<u>Production:</u>	23,600 copies

SPECIAL PLACINGS

2 nd cover-page:	first page on the left hand side in the magazine
3 rd cover-page:	on the right hand side opposite the subscription card
4 th cover-page:	on the back page of the magazine
page 3:	opposite Editorial (only 4c.)
Special placings for large format adverts on request	

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