

MEDIA INFORMATION 2011

DAS EINFAMILIENHAUS is in its 35th 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 2011

1/11 dated Feb. 3, 2011 Editorial deadline: Nov. 11 Insertion deadline: Dec. 9 Artwork deadline: Jan. 6	2/11 dated Mar. 24, 2011 Editorial deadline: Dec. 30 Insertion deadline: Jan. 27 Artwork deadline: Feb. 24	3/11 dated May 26, 2011 Editorial deadline: Mar. 3 Insertion deadline: Mar. 31 Artwork deadline: Apr. 28	4/11 dated Jul. 28, 2011 Editorial deadline: May 5 Insertion deadline: Jun. 2 Artwork deadline: Jun. 30	5/11 dated Sept. 29, 2011 Editorial deadline: Jul. 7 Insertion deadline: Aug. 4 Artwork deadline: Sep. 1	6/11 dated Nov. 24, 2011 Editorial deadline: Sept. 1 Insertion deadline: Sept. 29 Artwork deadline: Oct. 27
<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 2010»</p>	<p><u>FOCUS</u> An insight into attractive bathroom exhibitions – Portrait – Products – Key information</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> Design-Radiators</p> <p>Shade</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> Flooring: outdoor surfaces</p> <p><u>FINISHINGS</u> Cellar</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 – Pool roofing</p> <p><u>FINANCIAL PLANNING</u> Policy issues</p> <p><u>FINISHINGS</u> Floorings: Parquet</p> <p>Stairs</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> Outdoor whirlpools</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><u>HEATINGS</u> Heat pumps</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

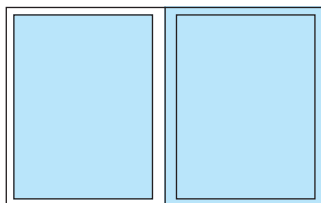
Regular columns:

- 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
- Other countries: construction practice around the world
- New books around house and garden

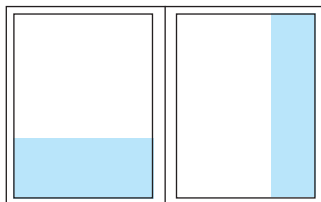
FORMAT PLAN

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

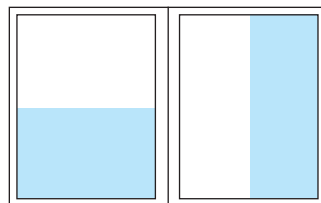
1/3 page high
Widht 60 mm
Height 278 mm

Bleed bonus:

On both sides, above and below, both 3 mm

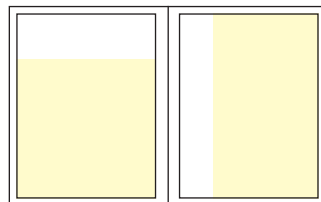
On advertisements over spine two separate copies are necessary. The bleed bonusses also have to be taken into considered relative to the spine.

Page dominant formats



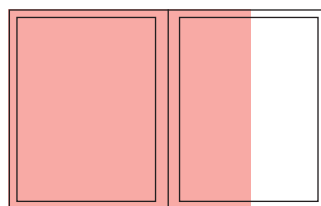
1/2 page cw.
Widht 184 mm
Height 137 mm

1/2 page high
Widht 90 mm
Height 278 mm



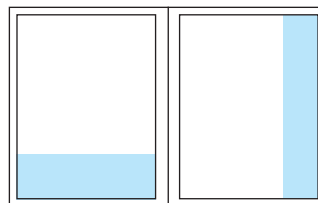
3/4 page cw.
Widht 184 mm
Height 205 mm

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



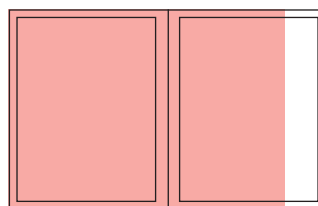
1/4 page cw.
Widht 184 mm
Height 66 mm

1/4 page high
Widht 43 mm
Height 278 mm

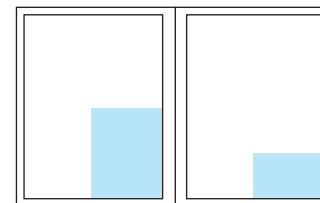


2/3 page cw.
Widht 184 mm
Height 186 mm

2/3 page high
Widht 122 mm
Height 278 mm

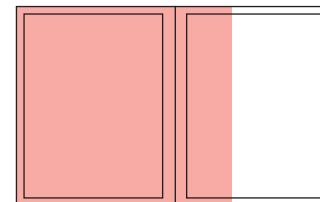


1 3/4 page over spine bleed
Widht 386 mm (+ bleed)
Height 297 mm

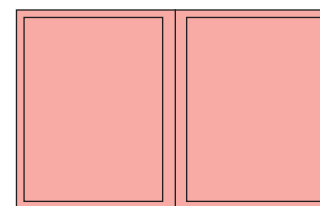


1/4 page
Widht 90 mm
Height 137 mm

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 FOUR COLOUR

	Formats	Net price at 1+2x —	Net price at 3x 4%	Net price at 4+5x 6%	Net price at 6x 8%
Deduction for repeat advertisements:					
Standard formats	1/1 page	6'750.—	6'480.—	6'345.—	6'210.—
	1/2 page	3'800.—	3'648.—	3'572.—	3'496.—
	1/3 page	2'750.—	2'640.—	2'585.—	2'530.—
	1/4 page	2'050.—	1'968.—	1'927.—	1'886.—
	1/8 page	1'150.—	1'104.—	1'081.—	1'058.—
Page dominant formats	3/4 page	6'350.—	6'096.—	5'969.—	5'842.—
	2/3 page	5'250.—	5'040.—	4'935.—	4'830.—
Linked formats	1 1/3 page	9'500.—	9'120.—	8'930.—	8'740.—
	1 1/2 page	10'550.—	10'128.—	9'917.—	9'706.—
	1 3/4 page	13'100.—	12'576.—	12'314.—	12'052.—
	2/1 page	13'500.—	12'960.—	12'690.—	12'420.—
Special placings	2 nd cover-page	7'300.—	7'008.—	6'862.—	6'716.—
	3 rd cover-page	7'300.—	7'008.—	6'862.—	6'716.—
	4 th cover-page	7'950.—	7'632.—	7'473.—	7'314.—
	page 3, 1/3 high	3'550.—	3'408.—	3'337.—	3'266.—
Inserts/Supplements	2 pages	5'450.—	5'232.—	5'123.—	5'014.—
	4 pages	6'750.—	6'480.—	6'345.—	6'210.—
	8 pages	8'350.—	8'016.—	7'849.—	7'682.—
	16 pages	10'450.—	10'032.—	9'823.—	9'614.—
Prices include postage; for larger brochures on request.					
Stickers	Only in association with an advert 1/1 page CHF 95.— per thousand copies, incl. postage. Multiple page stickers CHF 190.— per thousand copies, incl. postage.				

DISCOUNTS AND SURCHARGES

Repeat discount:

Discount for combinations:

Placing surcharge:

at 3x 4%, at 4+5x 6%, at 6x 8% (discounts on mono net basic prices, all titles published can be freely combined)

2 titles 5%, 3 titles 10% (discounts on mono net basic prices, all titles published can be freely combined)

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>	23,300 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
Special placings for large format adverts on request	

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PUBLISHER PROGRAM



Bauen, Wohnen, Haus
und Garten [6x]



Umbauen und Erneuern
[4x]



Architektur, Wohnen
und Design [10x]



Construction, habitation
et design [6x]



Ideen für die Gartenge-
staltung & -planung [2x]



Ratgeber für Bauherren
und Hausbesitzer [1x]



Ratgeber für Küchen-
und Badplanung [1x]



Ratgeber für den
Wellnessbereich [1x]



Alles über die mobile
Art des Wohnens [5x]



Tout sur l'habitat mobile
[5x]



Beilage Haustechnik,
Heizung und Energie



Beilage Bauen nach
Minergie-Standard



Internet-Portal zu Bauen,
Umbauen, Wohnen, Möbel,
Garten und Pools