

**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.

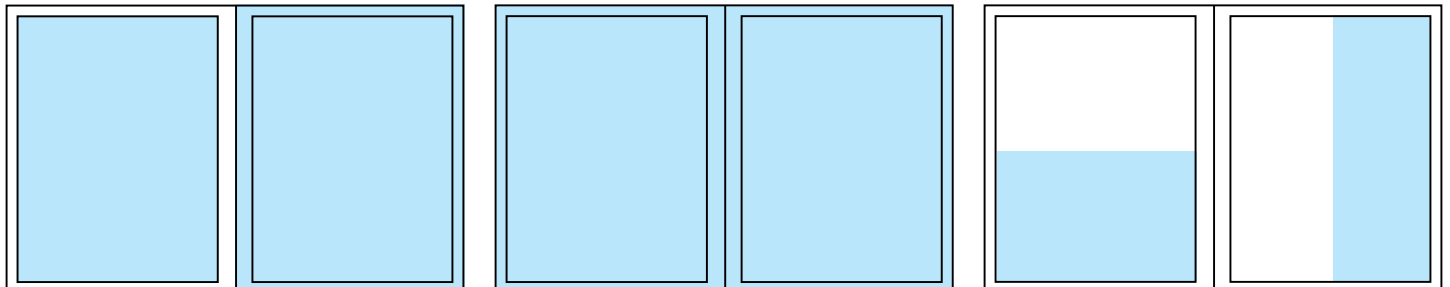
Themes and dates 2019

1/19 from 07.02.2019	2/19 from 28.03.2019	3/19 from 29.05.2019	4/19 from 25.03.2019	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
<p>FOCUS Bathrooms</p> <ul style="list-style-type: none"> - Bathroom furniture - Tubs, showers - Planning issues <p>FOCUS Wellness at home</p> <ul style="list-style-type: none"> - Steam bath, saunas - Gym - Shower toilets <p>HOUSE + TECHNOLOGY Exterior lighting</p> <p>FAIR REVIEW BauHolzEnergie Trade Fair Bern</p> <p>GARDEN Trends for the new season</p>	<p>FOCUS Garden</p> <ul style="list-style-type: none"> - Pergola, Shade - Fireplaces and barbecues - Lawn care - Gardener equipment - Outdoor kitchens - Planting designs <p>Bath Exhibition</p> <ul style="list-style-type: none"> - Fittings <p>DOMESTIC TECHNOLOGY Heating systems</p> <p>Design-Radiators</p> <p>Water treatment systems</p>	<p>FOCUS Kitchen technology</p> <ul style="list-style-type: none"> - Equipment for cooking, baking, frying, cooling and washing up - Cooker hood ventilators <p>INTERIOR FITTINGS Stairways and banisters</p> <p>OUTDOORS Garden and garden planning</p> <ul style="list-style-type: none"> - Flooring: outdoor surfaces - Screen, boundaries, fences - Professional planning - Concepts and styles - Giardina trend report 	<p>FOCUS Kitchen</p> <ul style="list-style-type: none"> - Furniture programmes - Sinks - Fittings - Surface coverings - System for waste separation <p>GARDEN Pools and ponds</p> <ul style="list-style-type: none"> - Examples - Pool roofing - Design of surrounding area <p>INTERIOR FITTINGS Floors: Parquet</p> <p>FINANCING Planning correctly</p> <p>FAIR Bauen & Modernisieren</p>	<p>FOCUS Indoor fireplaces</p> <ul style="list-style-type: none"> - Fireplaces, stoves, pellet furnaces - Timber store and accessoires <p>INTERIOR FITTINGS Floors: Linoleum, cork, cast iron</p> <p>EQUIPMENT Washroom</p> <ul style="list-style-type: none"> - Washing, Tumble drying <p>OUTDOORS Outdoor spas</p> <ul style="list-style-type: none"> - Outdoor saunas, Rest areas, Whirlpool <p>DOMESTIC TECHNOLOGY Building security</p> <ul style="list-style-type: none"> - Security windows and doors - Intercom systems - Lighting - Alarm systems - Safes 	<p>FOCUS Transparent building</p> <ul style="list-style-type: none"> - Conservatories - Green houses - Glazed balconies - Large-scale window facades <p>A VISIT TO Kitchen Exhibition News</p> <p>INTERIOR FITTINGS Stoneware, Ceramics for walls and floors</p> <p>COMPETITION System house of the year 2019</p> <p>FAIR Bauen & Modernisieren (Review)</p>

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 *

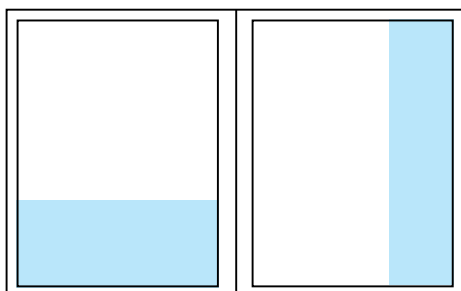
1/2 page high

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 *

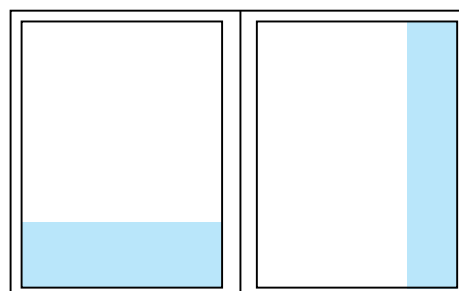
1/3 page high

CHF 3'080.00

Widht 60 mm
Height 278 mm

bleed

Widht 73 mm *
Height 297 mm *



1/4 page cw.

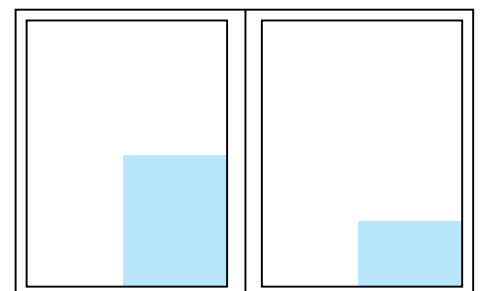
CHF 2'090.00

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

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

Special placings

2nd cover-page:	CHF 7'450.00	inside front cover
4th cover-page:	CHF 8'110.00	back cover
1/3 page (horizontal)/Strip Ad:	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

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

Prices include postage; for larger brochures on request.

Stickers

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

Only in association with an advert 1/1 page

Technical data

Printing processes:	Rotary offset, CTP
Print copy:	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.
Production of print documents:	The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.
Audited Sold circulation:	24'800 copies

Digital media

cross media options



Responsive Banner

Responsive HTML5-Banner (Button 1)



Netzwerke im Eigenheim
Kaum noch ein Lebensbereich im Alltag, der nicht digitalisiert und vernetzt ist. Und auch die Entwicklung im Bereich Smart Home geht weiter. An verschiedenen Messen und Events wurden bemerkenswerte Neuheiten präsentiert.



Aktuelle Ausgabe 4/18



Jetzt lesen:
Printabo Digitalabo

Medium
Rectangle

Responsive HTML5 banners adapt themselves to the available advertising surface according to the screen size and screen format of the user. The height is fix while the width adapts itself accordingly.

There are the following two banners available:

«Button 1»

Height: 90px

Minimum width: 300px

Maximum width: 1600px

Positioning: all pages

Over the site header, maximum 3 rotating

Costs: Fr. 900.00 per month

«Medium Rectangle»

Height: 250px

Minimum width: 300px

Maximum width: 800px

Positioning: home and all sections

Possible directly under the self-advertising

Costs:

Home: Fr. 700.00 per month

Section: Fr. 500.00 per month

Fullbutton / Text image button

HAUS Schweizer Magazin für Bauen, Wohnen, Haus und Garten



Netzwerken im Eigenheim

Kaum noch ein Lebensbereich im Alltag, der nicht digitalisiert und vernetzt ist. Und auch die Entwicklung im Bereich Smart Home geht weiter. An verschiedenen Messen und Events wurden bemerkenswerte Neuheiten präsentiert.



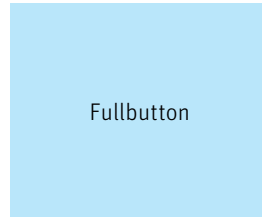
Messerückblick Bauen & Modernisieren

Vier Tage Hochbetrieb in sieben Hallen bei 400 Ausstellern. Das lebendigste Bauhaus der Schweiz zeigte vom 6. bis 9. September 2018 Neuheiten, Innovationen und Trends vom Heizungskeller bis zum Dachfirst. An der Messe Bauen & Modernisieren in Zürich gab es für Bauherren, Hausbesitzer und Architekten viel zu entdecken.

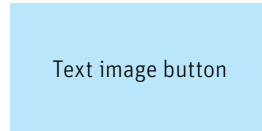


Eigenheim statt Sparstrumpf

Wer Wohneigentum kauft, investiert sein Ersparnis und setzt alles auf eine Karte. Wann lohnt sich das? Wo sind die Risiken? Und wie viel Geldreserven müssen trotzdem noch sein? – Zwei Experten aus der Praxis liefern die Antworten.

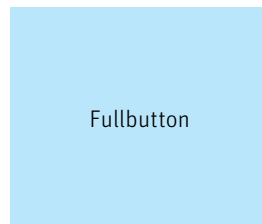


Fullbutton



Text image button

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquam erat.



Fullbutton

The text image buttons appear in the «Look and Feel» of the redactional creation. As a consequence, on mobile appliances they are designated as publireport and/or as advertisement while the fullbuttons develop their effect as advertising surface.

Upon request, both advertising forms can be integrated with extensive advertorials.

«Fullbutton»

Width: 800px

Height: 667px

Positioning / costs:

Home: Fr. 500.00 per month

Section: Fr. 300.00 per month

«Text image button»

Image Width: 800px

Image Height: 667px

Title: 35 characters. Text: 135 characters

Positioning / costs:

Home: Fr. 500.00 per month

Section: Fr. 300.00 per month

«Advertorial»

Only possible in connection with the text image button or with the fullbutton. Between 2 and 3 images and between 2'500 and 3'000 characters text additional price per creation: Fr. 400.–

If the technical implementation of buttons and advertorials is carried out by the publishing house, high-resolution original files of the images are required.

Positioning / Specials / Discounts

Sections

Home

Living | Architecture | Designer and trademarks | Kitchen | Bathroom and wellness | garden | Branch information | exhibitions | open space

Contract discounts

3 months = 5% / 6 months = 10% / 12 months = 15%

Consultancy commission = 10%

Single-Family House Reports

Activations of already produced reports

(same content as for the print editing, plus logo and link)

In the section Single-Family House

Yearly publication fees per house including technical revision: Fr. 700.00

(no contract discount and no consultancy commission)

Confirmed reservations for all advertising media cannot be rescheduled. The booked period will be invoiced.

Technical data

Formats:

GIF, JPEG

Submission:

by email to: online@etzel-verlag.ch

Placements:

monthly

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

Object management and promotion

Head of Sales & Marketing
Marcel Hablützel
marcel.h@etzel-verlag.ch
Tel. +41 (0)41 785 50 85

Key Account
Andreas Jost
andreas.jost@etzel-verlag.ch
Tel. +41 (0)41 785 50 85

Sales Account
Dennis Popovic
dennis.popovic@etzel-verlag.ch
Tel. +41 (0)41 785 50 85

Ad scheduling

Print
Norina Bühlmann
norina.buehlmann@etzel-verlag.ch
Tel. +41 (0)41 785 50 62

Digital
Manuela Müller
manuela.mueller@etzel-verlag.ch
Tel. +41 (0)41 785 50 74

Editor-in-chief

Christine Vollmer
christine.vollmer@etzel-verlag.ch
Tel. +41 (0)41 785 50 68

Publishing management

Thomas Stähli
thomas.staehli@etzel-verlag.ch
Tel. +41 (0)41 785 50 85

Head of administration, sales, production

Sarah Stähli
sarah.staehli@etzel-verlag.ch
Tel. +41 (0)41 785 50 61



Etzel-Verlag AG

Knauerstrasse 56
CH-6330 Cham/ZG
Tel. +41 (0)41 785 50 85
www.etzel-verlag.ch
info@etzel-verlag.ch