

Extensive Special Edition with the Theme Kitchen and Bathroom



RAUM
UND WOHNEN

An annual publication of the magazine RAUM UND WOHNEN

Media 2027

Characteristics

- **The latest trends for kitchen and bathroom**
- **Market overview of the latest programmes**
- **design and lifestyle**
- **Fittings for housework room and laundry**

In 2027 «TRENDMAGAZIN KÜCHE UND BAD» is going to be published in its 25th volume. It is an annual publication from «Etzel-Verlag» and provides the reader with a cross section of the latest furnishing programmes and fittings as well as a host of practical tips. Due to the fact that the publication of the magazine is oriented towards the Trend Trade Fairs, the magazine reflects the most current preferences in

the layout of kitchens and bathrooms, as well as innovations in material and technology.

«TRENDMAGAZIN KÜCHE UND BAD» has a published circulation of 21'000 and, thanks to the content being very up-to-date, it has been established for over two decades as the firmly information medium. It reaches the target group of architects, builders and house owners over the course of an entire year through different sales channels.

News-agent sales as well as permanent advertising in all important architecture and lifestyle publications in Switzerland and sales at all relevant trade fairs and exhibitions guarantee an optimal capture of the intended tar-

get groups. The further development in content allows to include additional topics and background information. Special planning examples, new generations of kitchen appliances and fittings, equipment for laundry room or utility room as well as current future studies will be presented in this way. Pages of information with tips and news round off the range of topics. The first part of the publication will be dedicated to the kitchen. By turning the magazine the reader has, instead of the normal last page, another title page, namely that of the bathrooms theme, which starts here and takes up around 50% of the publication!

Content / topics

Kitchens and Kitchen equipment	Bathrooms and Bathroom equipment
<u>Reports / Trends Kitchen International Architecture</u> <u>New kitchens</u> – Market spectrum and new products – Kitchen Design Switzerland <u>Kitchen organisation</u> – Storage – Interior fittings <u>Materials</u> – Market news <u>New fittings</u> – State-of-the-art technologies for cooking, baking, roasting and cooling – Small appliances and accessories – Sinks and fittings, incl. taps <u>Planning</u> – Background infos, Product News, Material worlds	<u>Reports / Trends Bathroom International Architecture</u> <u>New bathrooms</u> – Market spectrum and new products – Bathroom Design Switzerland <u>Materials</u> – Market news <u>New fittings</u> – Fittings – Bathroom radiators and accessories <u>Planning</u> – Background infos, Product News, Material worlds <u>Utility rooms</u> – Washing machines – Tumble driers – Planning ideas

Circulation

Circulation: 21'000 copies (16'000 print / 5'000 e-paper)

Sales are made through all important newsagents in Switzerland.

Furthermore this supplement is promoted to interested buyers through advertisements in the leading architecture and lifestyle magazines in Switzerland!

Advertising Prices

1/1 page 4c	Fr. 7'600.00	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
1/2 page 4c	Fr. 4'300.00	184 mm x 137 mm (vertical, type area) 225 mm x 146 mm (+ bleed) 90 mm x 278 mm (horizontal) 103 mm x 297 mm (+ bleed)
1/3 page 4c	Fr. 3'500.00	184 mm x 90 mm (vertical) 225 mm x 95 mm (+ bleed) 60 mm x 278 mm (horizontal) 73 mm x 297 mm (+ bleed)
2nd Inner cover Kitchen 4c 2nd Inner cover Bathroom 4c	Fr. 9'400.00 Fr. 9'400.00	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
All prices are net excluding V.A.T. Special placements can't be switched nor canceled.		(bleed = 3 mm)

Inserts / Supplements

Inserts/Supplements				These prices include postage; Prices for larger brochures on request.
2 pages	Fr. 6'500.00	8 pages	Fr. 10'300.00	
4 pages	Fr. 8'100.00	16 pages	Fr. 12'900.00	

Content Marketing

Promotion spreads are editorial colour pages newly created by the publisher according to the customers' requirements, which are primarily product-related and have a strong advertising character. They are identified as a «Promotion» and their layout is designed to reflect that of the editorial sections (Copyright through the publisher).	Logos are possible. On request we offer business associates, resellers and partners of the advertiser fifteen copies free of charge each or further copies with a discount of around 50% per copy. The costs for production of the print documents are included in the price!	Publication price: 2/1 pages 4c Fr. 9'400.00 1/1 page 4c Fr. 5'400.00
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Publisher / dates / technical data

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