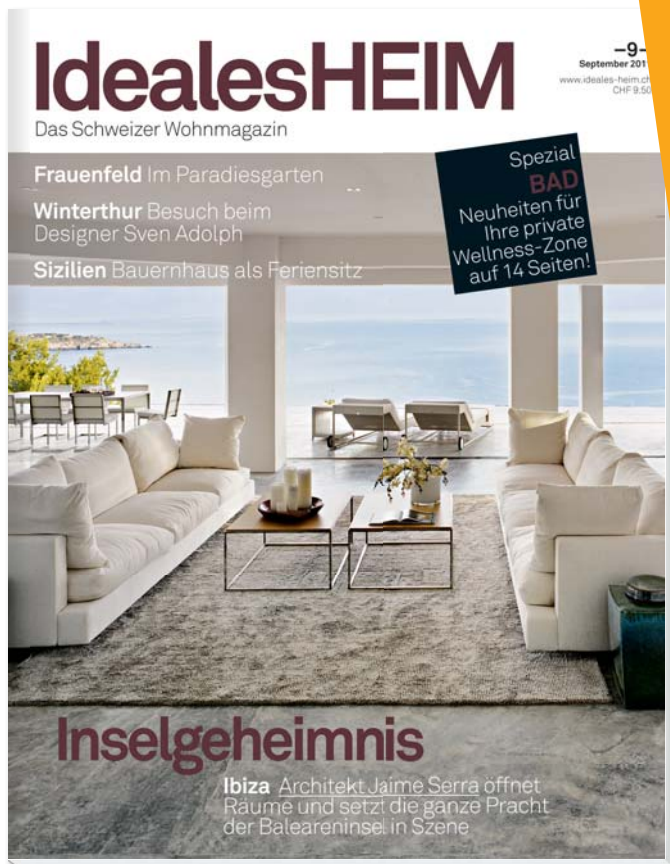


# Factsheet 2012

ARCHITHEMA:VERLAG AG



10x per year

January, February  
March, April, May, July  
August, September  
October, December

Single-copy price: CHF 9.50  
Quantity: 27 200 copies

→ **Sophisticated readers** Each issue reaches at least 136 000 readers, including 51% in the highest income categories (over CHF 8 000 monthly).

→ **IdealesHeim is Switzerland's longest-established interior design magazine.** Since 82 years Ideales Heim covers and illustrates today's directions in architecture and design, and that is why it clearly reflects the taste of a readership that is orientated to urban living and in step with the times.

→ **IdealesHeim has earned a reputation** as an important specialist publication for design and architecture.

## Readerships: MACH-BASIC 2011 IdealesHEIM

	Readers per issue	Structure in %	Affinities
Total readers per issue	136 000		
<b>Gender</b>			
Women	78 000	58	113
Men	57 000	42	87
<b>Age</b>			
14–34 years	19 000	14	42
35–54 years	60 000	44	122
55 years or older	57 000	42	137
<b>Net income HH</b>			
CHF 8 000 and higher	69 000	51	129
<b>Interest: Art and culture</b>			
very strong/strong	74 000	55	133
<b>Interest: Interiors/furnishings/furniture</b>			
very strong/strong	102 000	75	195
<b>Residence types (core target group, ages 30–64)</b>			
In own apartment, in own one-family house or in own multi-family houses	60 000	66	138
I purchase primarily exclusive, expensive furniture:			
Applies fully or for the most part to	26 000	29	258
<b>Planned purchases in the next 12 months (core target group, ages 30–64)</b>			
Bathrooms/shower area	13 000	15	99
Kitchen	10 000	11	111
Garden seating	18 000	20	126
Car	26 000	29	117
Car, new car	12 000	13	133

## Schedule and Topic Plan

IdealesHEIM	Main theme	PD	AD
No. 02/12	Kitchens/kitchen appliances	20.01.2012	21.12.2011
No. 03/12	Bathrooms/fittings	17.02.2012	18.01.2012
No. 04/12	Conservatories/garden furniture	16.03.2012	15.02.2012
No. 05/12	Living and dining room	20.04.2012	19.03.2012
No. 06/12	Parquet/floor coverings, office furnishings	25.05.2012	23.04.2012
No. 7+8/12	Kitchens/kitchen appliances	06.07.2012	06.06.2012
No. 09/12	Bathrooms/fittings	17.08.2012	18.07.2012
No. 10/12	Beds, cupboards, storage systems	21.09.2012	22.08.2012
No. 11/12	Big lighting special, home entertainment The well-laid table	26.10.2012	25.09.2012
No. 12/12+1/13	Fireplaces, tiled stoves	07.12.2012	07.11.2012

## Advertising Prices

### Format in page coverage

1/1 page 4 c	CHF 6 980.–
½ page 4 c	CHF 3 980.–



→ **up to date:** new products and trends in the world of gardens

→ **expert advisor:** tips on garden design, tools and equipment, conservatories, lighting, ground coverings/natural stone, swimming pools/ponds

→ **market overview:** tools and equipment, garden furniture, fences, ground coverings, accessories

→ **section** with an extensive list of sources, including addresses



→ **up to date:** new products and trends in the world of baths

→ **expert advisor:** proper planning, construction and furnishing of baths

→ **market overview:** fittings, bathtubs, bath furniture, ceramic products, accessories

→ **section** with an extensive list of sources, including addresses



→ **up to date:** new products and trends in the world of kitchens

→ **expert advisor:** tips on kitchen planning, appliances and devices, and kitchen furniture

→ **market overview:** appliances and devices, kitchen furniture, accessories and "little helpers"

→ **section** with an extensive list of sources, including addresses



→ **up to date:** new products and trends in the world of heating

→ **big specialist section:** all about the various heating systems available (oil, gas, heat pumps, wood and solar power)

→ **Information** on heat distribution, installation, isolation

→ **market overview:** heating systems, fireplaces, and woodfired stoves

## IdealesHEIM Special Publications

Issue	Deadline	Focus
<b>GARTEN</b> 25 000 copies	PD 09.03.2012	The latest news in gardening, plants, garden planning and little helpers
	AD 08.02.2012	
<b>BÄDER</b> 22 000 copies	PD 25.05.2012	The latest from the bath; floor planning, wellness, sauna, swimming pool
	AD 16.04.2012	
<b>KÜCHEN</b> 22 000 copies	PD 14.09.2012	Everything in your kitchen; tips on kitchen planning; new products; kitchen equipment; all kitchen furniture; accessories
	AD 08.08.2012	
<b>WÄRME</b> 22 000 copies	PD 23.11.2012	News and the latest trends in heating; Major specialist section: everything about various heating systems
	AD 16.10.2012	

PD = Publishing date

AD = Ad deadline

## Advertising Prices

Format in page coverage		
Wärme/Garten	1/1 page 4 c	CHF 5 280.-
	½ page 4 c	CHF 2 940.-
Küchen & Bäder	1/1 page 4 c	CHF 6 980.-
	½ page 4 c	CHF 3 980.-

## Technical Specifications

**Size:** 230 x 297 cm + 3mm trim (bleed)

**Printing process:**

**Cover:** sheet offset, paper: 200 g/m<sup>2</sup> wood-free, white, glossy coated, UV lacquered

**Content:** roll offset, paper: 90 g/m<sup>2</sup> white, glossy coated

**Binding method:** perfect bound

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