Extensive Special Edition with the Theme Kitchen and Bathroom Planning.

RAUM UND WOHNEN

An annual publication of the magazine RAUM UND WOHNEN

Media 2016

Characteristics.

«Trendmagazin Küche & Bad:»

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

«Trendmagazin Küche & Bad» 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 & Bad» has a published circulation of 21'800 and, thanks to the content being very up-to-date, it has been established for more than a decade as the decisive 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 target groups.

The second edition of the «Trendmagazin Küche & Bad» will increasingly include associated editorial themes 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 and topics

Kitchens and appliances	Bathrooms
Reports on kitchens and cooking	Reportages around bathroom and bath culture
New kitchens – New Products – 2016 Eurocucina Milan – Trends	New bathrooms – New Products – 2016 Eurobagno Milan – Trends
Kitchen organisation – Storage – Interior fittings	Materials – Market news
Materials – Market news	New fittings – Fittings – Bathroom radiators and accessories
New fittings – State-of-the-art technologies for cooking, baking, roasting and cooling – Small appliances and accessories – Sinks and fittings, incl. taps	Planning – Background infos, Product News
Planning – Background infos, Product News	Utility rooms – Washing machines – Tumble driers – Planning ideas

Circulation

Circualtion: 21'800 copies

Sales are made through all important newsagents in Switzerland. Furthermore this supplement is promoted to interested buyers through coupon advertisements in the leading architecture and lifestyle magazines in Switzerland!

Advertising Prices

1/1 page 4c	Fr. 7'300.–	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
3/4 page 4c	Fr. 6'100.–	184 mm x 205 mm (horizontal) 132 mm x 278 mm (vertical)
2/3 page 4c	Fr. 5'650.–	184 mm x 186 mm (horizontal) 122 mm x 278 mm (vertical)
1/2 page 4c	Fr. 3'950.–	184 mm x 137 mm (horizontal) 90 mm x 278 mm (vertical)
1/3 page 4c	Fr. 3'050.–	184 mm x 90 mm (horizontal) 60 mm x 278 mm (vertical)
1/4 page 4c	Fr. 2'100.–	184 mm x 66 mm (horizontal) 90 mm x 137 mm (vertical)
2nd Inner cover Kitchen 4c 2nd Inner cover Bathroom 4c	Fr. 9'350.– Fr. 9'350.–	199 mm x 278 mm (horizontal) 225 mm x 297 mm (+ bleed)
All prices are net excluding V.A.T.		(bleed = 3 mm)

Inserts/Supplements

Inserts/Supplements

2 pages	Fr.	6'100.–	8 pages	Fr.	9'700.–
4 pages	Fr.	7'600.–	16 pages	Fr.	12'100.–

These prices include postage;
Prices for larger brochuures
on request.

Promotion double-pages

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 marked «promotion» and their layout is suited to the magazine concept (Thus copyright is with the publisher).

Logos are possible.These promotion pages that follow will be placed in the right editorial environment.
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.

Publication price:
2/1 pages 4 colour
CHF 8'990.–.

1/1 pages 4 colour
CHF 4'495.–.

The costs for production of the print documents are included in the price!

Publisher and technical data

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