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SINGLE-COPY PRICE: CHF 9.50
QUANTITY: 27 200 COPIES

— DAS IDEALE HEIM is Switzerland's longest-established interior design magazine. Since 89 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.

— DAS IDEALE HEIM has earned a reputation as an important specialist publication for design and architecture.

— SOPHISTICATED READERS Each issue reaches at least 77 000 readers (broadest readership 272 000 readers), including 49% in the highest income categories (over CHF 8 000 monthly).

Schedule and Topic Plan

IH	Main theme	PD	AD
No. 02/17	Kitchens/kitchen appliances	27. 01. 2017	27. 12. 2016
No. 03/17	Bathrooms/fitings	24. 02. 2017	24. 01. 2017
No. 04/17	Conservatories/garden furniture	24. 03. 2017	21. 02. 2017
No. 05/17	Living and dining room	28. 04. 2017	24. 03. 2017
No. 06/17	Parquet/floor coverings, wallpapers	02. 06. 2017	28. 04. 2017
No. 7+8/17	Kitchens/kitchen appliances	07. 07. 2017	06. 06. 2017
No. 09/17	Bathrooms/fitings	18. 08. 2017	17. 07. 2017
No. 10/17	Beds, cupboards, storage systems	22. 09. 2017	22. 08. 2017
No. 11/17	Lighting special, home entertainment The well-laid table	27. 10. 2017	26. 09. 2017
No. 12/17+1/18	Fireplaces, tiled stoves, energy	08. 12. 2017	07. 11. 2017

PD = Publishing date

AD = Ad deadline

Advertising Prices

Format in page coverage	
1/1 page 4 c	CHF 6 980.-
½ page 4 c	CHF 3 980.-

Specials



- 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



- From the desire to become a homeowner all the way to financing and construction.
- Advice and new products for all aspects of the house: kitchens, bathrooms, windows, flooring, stairs, pre-designed homes, energy etc.
- The “Building and Planning Guide”: an industry roundup/contacts for readers nearing the purchase decision.



- 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

DAS IDEALE HEIM Special Publications

Issue	Deadline		Focus
GARTEN 23000 copies	PD	10.03.2017	The latest news in gardening, plants, garden planning and little helpers
	AD	07.02.2017	
BÄDER 20000 copies	PD	23.06.2017	The latest from the bath; floor planning, wellness, sauna, swimming pool
	AD	12.05.2017	
HÄUSER 18000 copies	PD	01.09.2017	From the desire to become a homeowner all the way to financing and construction.
	AD	02.08.2017	
KÜCHEN 20000 copies	PD	22.09.2017	Everything in your kitchen; tips on kitchen planning; new products; kitchen equipment; all kitchen furniture; accessories
	AD	16.08.2017	

PD = Publishing date AD = Ad deadline

Advertising Prices

Format in page coverage		
Garten & Einfamilienhäuser	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/m² wood-free, white, glossy coated, UV lacquered

Content: roll offset, paper: 90 g/m² white, glossy coated

Binding method: perfect bound

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