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KÜCHE
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— DAS IDEALE HEIM is Switzerland's longest-established interior design magazine. Since 90 years Das Ideale 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 71 000 readers (broadest readership 202 000 readers), including 50.5% in the highest income categories (over CHF 8 000 monthly).

Schedule and Topic Plan

IH	Main theme	PD	AD
No. 02/18	Kitchens/kitchen appliances	26. 01.2018	22. 12.2017
No. 03/18	Bathrooms/fittings	23. 02.2018	23. 01.2018
No. 04/18	Conservatories/garden furniture	23. 03.2018	20. 02. 2018
No. 05/18	Living and dining room	27. 04. 2018	22. 03. 2018
No. 06/18	Parquet/floor coverings, wallpapers	01. 06.2018	26. 04.2018
No. 7+8/18	Kitchens/ kitchen appliances	06. 07. 2018	05. 06. 2018
No. 09/18	Bathrooms/fittings	17. 08.2018	16. 07. 2018
No. 10/18	Beds, cupboards, storage systems	21. 09.2018	21. 08.2018
No. 11/18	Lighting special, home entertainment The well-laid table	26. 10. 2018	25. 09. 2018
No. 12/18+1/19	Fireplaces, tiled stoves, energy	07. 12.2018	06. 11. 2018

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 09.03.2018 AD 06.02.2018	The latest news in gardening, plants, garden planning and little helpers
BÄDER 20000 copies	PD 22.06.2018 AD 15.05.2018	The latest from the bath; floor planning, wellness, sauna, swimming pool
HÄUSER 18000 copies	PD 31.08.2018 AD 31.07.2018	From the desire to become a homeowner all the way to financing and construction.
KÜCHEN 20000 copies	PD 21.09.2018 AD 15.08.2018	Everything in your kitchen; tips on kitchen planning; new products; kitchen equipment; all kitchen furniture; accessories

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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