



Schedule and Topic Plan

Issue	Main theme	PD	AD
No. 02/24	World of Kitchens, the entrance – the calling card of the house: sideboards wardrobes, lockers, shelves	26.01.2024	20.12.2023
No. 03/24	Inspiration Bathroom, homeoffice, trends 2024	23.02.2024	23.01.2024
No. 04/24	Gardens, outdoor furniture, fireplaces & outdoor kitchens, landscaping	22.03.2024	20.02.2024
No. 05/24	Living & dining: sofas, sideboards & shelves, tables & chairs	26.04.2024	22.03.2024
No. 06/24	Interior design, parquet & floor coverings, wallpapers, wall colours, international design & furniture trends 2024	31.05.2024	02.05.2024
No. 7+8/24	World of Kitchens, the well-laid table, summer stories & travelling	12.07.2024	11.06.2024
No. 09/24	Bathrooms, private spas, Swiss Design & manufactures, The Swiss Architecture Awards – best new building: the nominees	23.08.2024	15.07.2024
No. 10/24	Beautiful sleep: beds, bed linen, cupboards, storage systems, dressing room, sofa beds The Swiss Architecture Awards – best new building: the winner	27.09.2024	27.08.2024
No. 11/24	Lighting special, home entertainment, stylish conversion	01.11.2024	01.10.2024
No. 12/24+1/25	The luxury edition: precious material and interior design, rugs and textiles, fireplaces & tiled stoves * Supplement smart home	06.12.2024	05.11.2024

— DAS IDEALE HEIM is Switzerland’s longest-established interior design magazine. Since 1927 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 and is official media partner of **vsi.asai**. (Association of Swiss Interior Architects/Architects).

— SOPHISTICATED READERS Each issue reaches at least 34 000 readers Source of supply: Mach Basic 2023, Readyly.

— FREQUENCY: 10 × PER YEAR  
— PRINT RUN: 24 000 COPIES

Advertising Prices

Format in page coverage	
1/1 page 4 c	CHF 7 300.–
1/1 first right hand page 4 c	CHF 8 400.–
2/1 page 4 c	CHF 14 600.–
Opening spread	CHF 18 300.–
Second double page (after opening spread)	CHF 17 600.–
Inside front cover	CHF 8 800.–
Inside back cover	CHF 8 100.–
Back cover	CHF 9 500.–



- 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.
- Supplement smart home



- 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
<b>GARTEN</b> 20 000 copies	PD 08.03.2024 AD 06.02.2024	The latest news in gardening, plants, garden planning and little helpers
<b>BÄDER</b> 16 000 copies	PD 14.06.2024 AD 13.05.2024	The latest from the bath; floor planning, wellness, sauna, swimming pool
<b>HÄUSER *</b> 16 000 copies	PD 15.11.2024 AD 15.10.2024	From the desire to become a homeowner all the way to financing and construction. * Supplement smart home (see separate price list)
<b>KÜCHEN</b> 16 000 copies	PD 20.09.2024 AD 20.08.2024	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 5 500.–
	Inside Front Cover	CHF 6 600.–
	Back Cover	CHF 7 200.–
Küchen & Bäder	1/1 page 4 c	CHF 7 300.–
	Inside Front Cover	CHF 8 800.–
	Back Cover	CHF 9 500.–

## Technical Specifications

Size: 210 × 280 mm + 3 mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m<sup>2</sup> wood-free, white, matt coated

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

Binding method: perfect bound

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