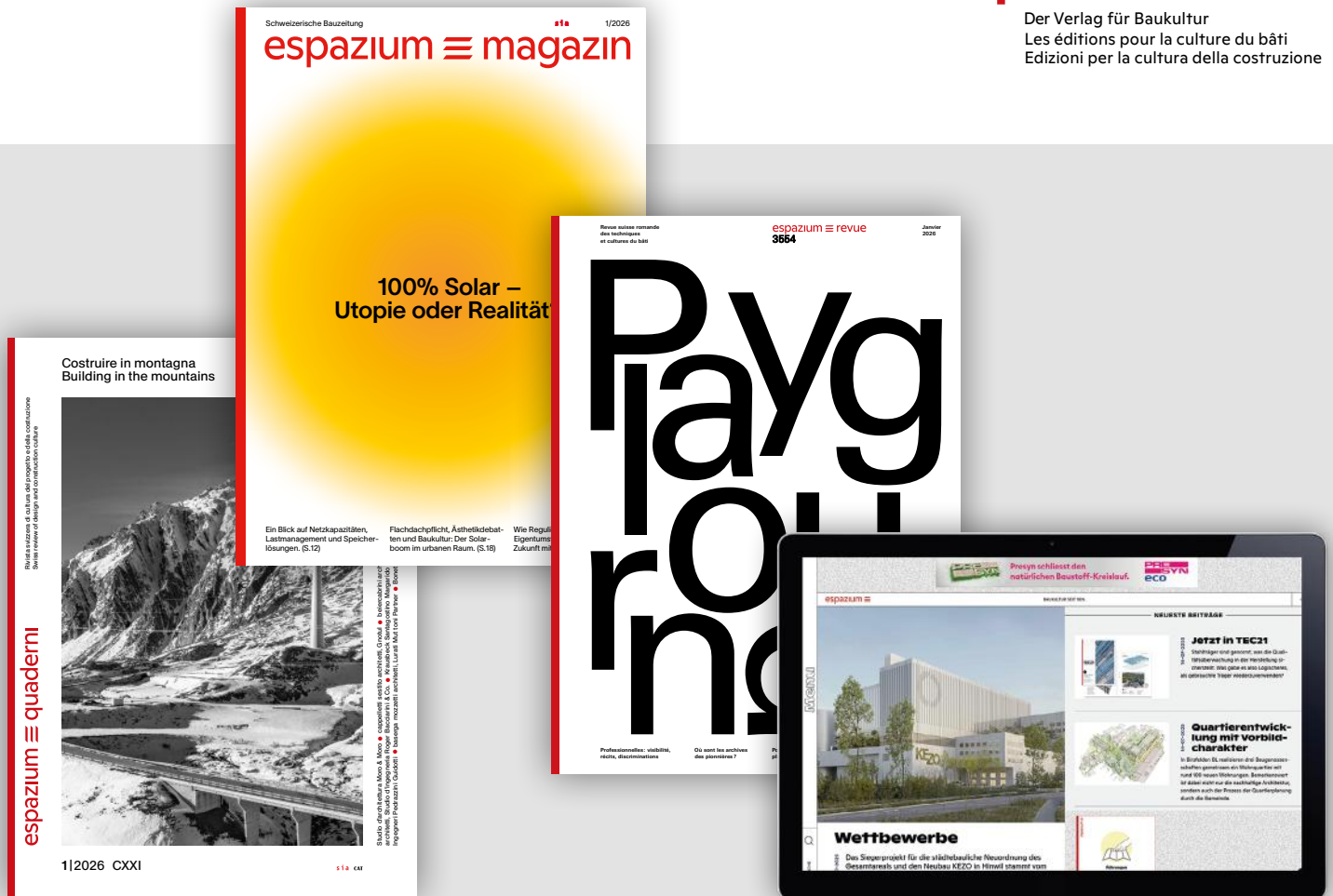


Media Documentation 2026

espazium ≡

Der Verlag für Baukultur
Les éditions pour la culture du bâti
Edizioni per la cultura della costruzione



espazium – The Publisher for Building Culture

is the leading national media provider for everyone planning and building in Switzerland.

Its four media products combined, reach a large audience in all language and cultural regions of the country. *espazium – The Publisher for Building Culture* has strong, competent backers, comprising the Swiss Society of Engineers and Architects (SIA), the Federation of Swiss Architects (BSA/FAS), the Swiss Association of Consulting Engineering Companies suisse.ing and the ETH and EPFL Alumni (Fondation Acube). The main shareholder is the SIA, and its members are the primary readers within an overall diverse target group.

TEC21



espazium ≡ magazin

TRACÉS



espazium ≡ revue

archi



espazium ≡ quaderni

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<u>espazium quaderni</u>	<i>Swiss review for building and planning culture in Italian and English (formerly archi)</i>	20
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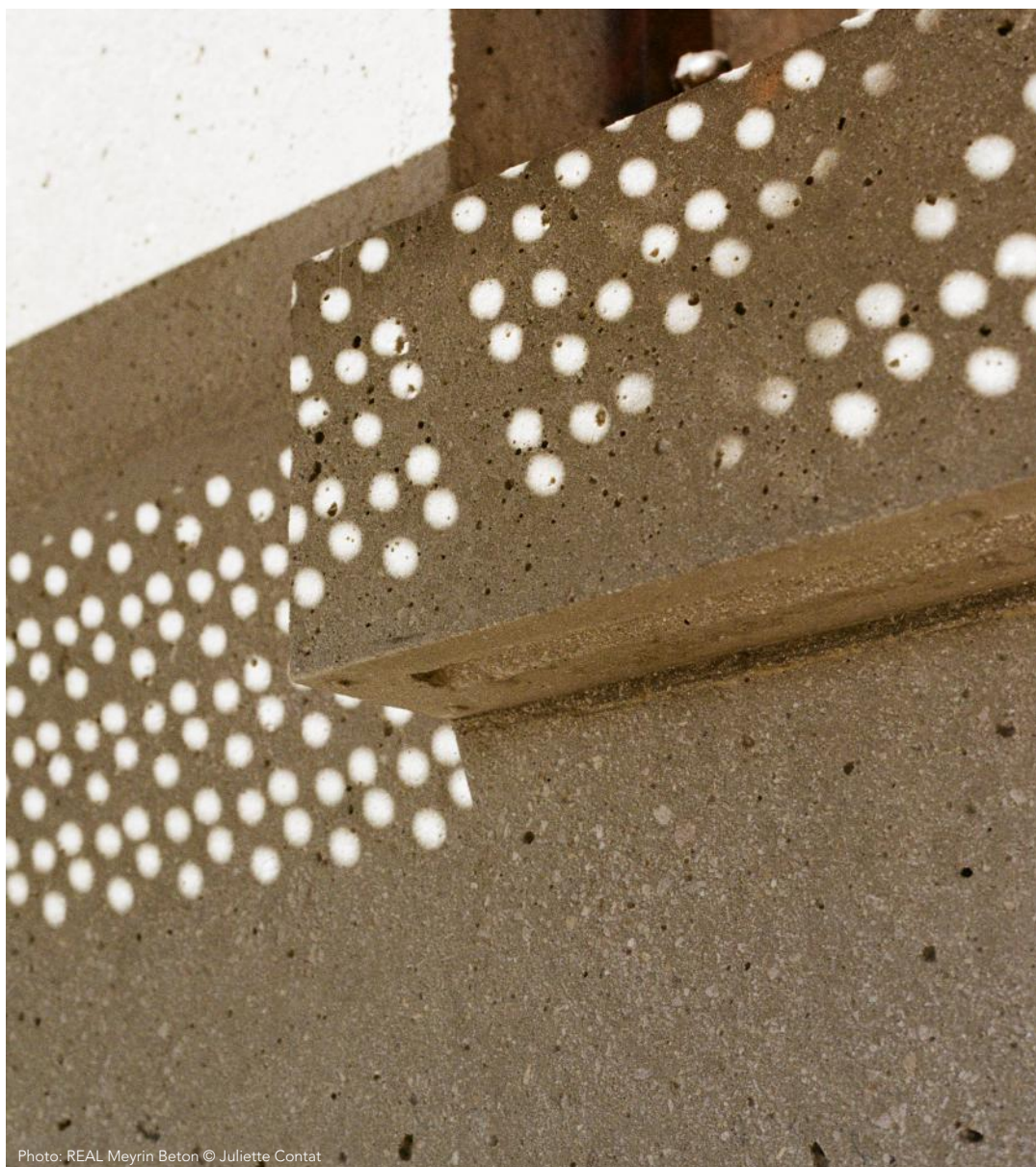
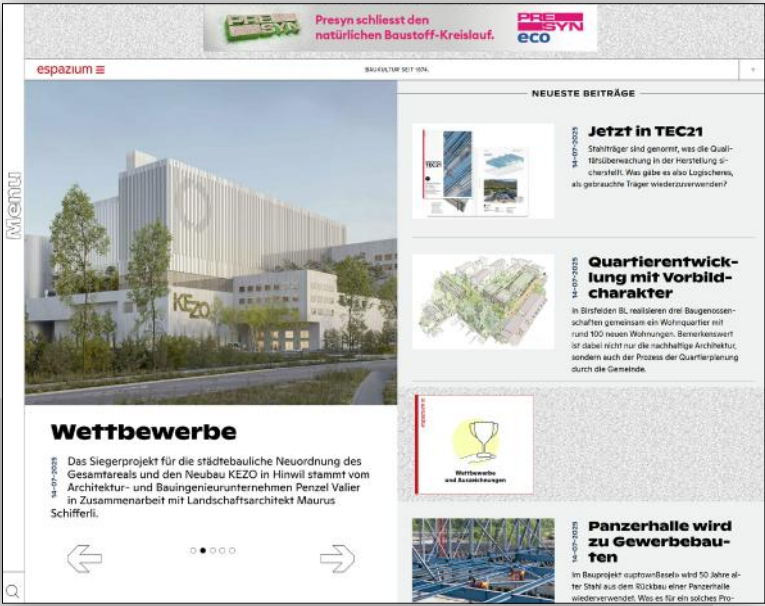


Photo: REAL Meyrin Beton © Juliette Contat

espazium.ch – the online portal of The Publisher for Building Culture



espazium.ch is the interdisciplinary and independent platform for dialogue on building culture in Switzerland. The online portal of espazium – The Publisher for Building Culture is the only trilingual website in Switzerland that reports on topics from the fields of architecture, engineering, environment and related disciplines.

Specialist articles and news reports from the construction industry, along with digital feature dossiers and a Switzerland-wide job market, are available on espazium.ch.

On competitions.espazium.ch, the online editorial team publishes current invitations to tender and the results of past competitions – a much appreciated tool for all construction professionals.

Education.espazium.ch promotes courses, training programs in the field of construction, and the latest updates from Swiss universities.

In events.espazium.ch, our building culture agenda, espazium.ch publishes all important events in Switzerland and neighboring countries in cooperation with the Swiss Association of Engineers and Architects SIA and the Federal Office for Culture BAK.

Online advertising options

On espazium.ch

display advertising, advertorials, edu-Push

In the newsletter

display advertising in the German-, French- or Italian-language newsletter, teaser

Target audience

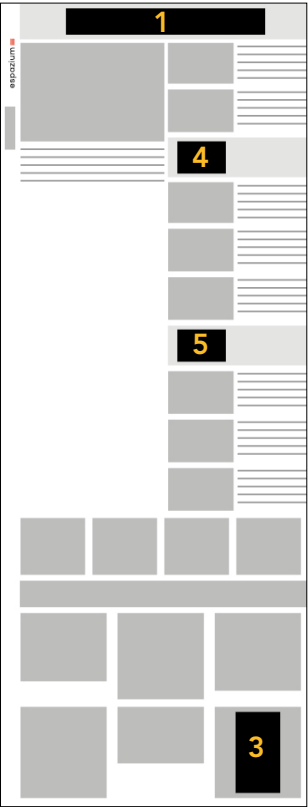
Specialists in architecture, design, interior design, spatial planning, engineering, project management, building technology, building physics, environment, energy and materials technology as well as building owners, property developers, general contractors, investors, authorities, universities, decision-makers and influencers in the construction sector, students

Monthly Usage Numbers	
on espazium.ch	
Page Views	217,823
Unique Visitors	38,688
Ø Dwell Time in Minutes	03:02
Average values January to August 2025 Source: Google Analytics	
in the newsletter	
Subscribers d/f/i	6,580
Open rate	57 %
Click rate	12 %
on Social Media	
Follower on Instagram	11,000
Follower on LinkedIn	9,800
September 2025	

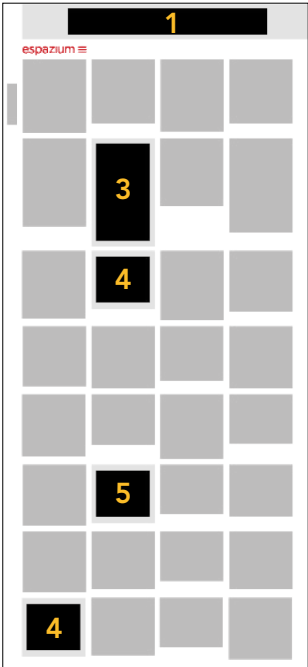
[Back to overview](#)

Display advertising on espazium.ch

Form of advertising	Placement	Dimensions	Price German	Price French	Price Italian	Combo Price 20 % G, F, I
1 Maxiboard	Run of Site	994 × 118 px	1,600.–	1,100.–	800.–	2,800.–
2 Leaderboard	Competition, Jobs	728 × 90 px	1,000.–	800.–	600.–	1,920.–
3 Halfpage-Ad	Home, News	300 × 600 px	1,000.–	800.–	600.–	1,920.–
4 Rectangle 1	Home, News, Competition	300 × 250 px	1,200.–	900.–	700.–	2,240.–
5 Rectangle 2	Home, News, Competition	300 × 250 px	1,000.–	800.–	600.–	1,920.–
6 Halfpage-Ad - Competition	Competition	300 × 600 px	1000.–	800.–	600.–	1920.–



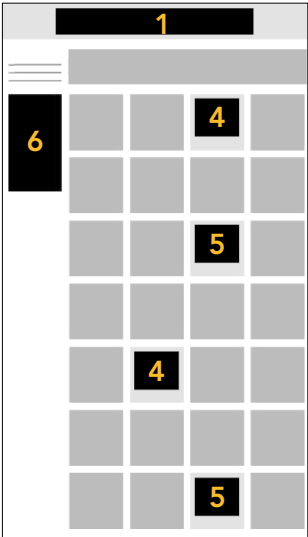
Home



News



Competition
List View



Competition
Box View

Technical data

- File size** max. 200 KB
- Format** HTML5, gif, jpg, 3rd party tag
HTML5: Please refer to the [specifications](#) on our website. Always send link separately.
- Running time** 1 month
- Rotation** max. 5
- Delivery** 5 working days before campaign start

All prices in CHF excl. VAT. Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG ([www.fachmedien.ch](#)). Price changes reserved.

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Advertorials on espazium.ch

Premium Advertorial

Your offer appears prominently in the loop on «Home» for one week, alternating with three editorial articles. Your teaser will appear on the «News» page for one month, embedded in the editorial articles.

Infos teaser	
Picture	1
Picture format	2,880 × 1,920 px
Title	40 characters including spaces
Lead	120 characters including spaces
Placement	News

Infos article	
Picture	5
Picture format	2,880 × 1,920 px
Video	linked to Youtube / Vimeo
Logo	
Title	40 characters including spaces
Lead	300 characters including spaces
Main text	max. 4,000 characters including spaces with subtitles

Prices «Premium advertorial»			
	Position 1	Position 2	Position 3
German	2,600.–	2,200.–	1,900.–
French	1,800.–	1,500.–	1,300.–
Italian	1,200.–	1,000.–	900.–
Running time*	1 month	1 month	1 month

*Running time for the loop: 1 week



Teaser on the «News» page



Your offer in the loop on «Home»

Surcharges

- Advertorial Tags for 1-3 search keywords CHF 500.–
- Surcharge for teaser in the NL linked to the advertorial CHF 450.– (see p.6)

All prices in CHF excl. VAT. Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.

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Advertorials on espazium.ch

Advertorial

Your offer is present on the «News» page for one month, the teaser is embedded in the editorial articles.

Infos teaser	
Picture	1
Picture format	2,880 × 1,920 px
Title	40 characters including spaces
Lead	120 characters including spaces
Placement	News

Infos article	
Picture	5
Picture format	2,880 × 1,920 px
Video	linked to Youtube / Vimeo
Logo	
Title	40 characters including spaces
Lead	300 characters including spaces
Main text	max. 2,000 characters including spaces with subtitles

Prices «Advertorial»			
	Position 1	Position 2	Position 3
German	1,500.–	1,300.–	1,100.–
French	900.–	750.–	650.–
Italian	600.–	500.–	450.–
Running time	1 month	1 month	1 month

Surcharges

Advertorial Tags for 1-3 search keywords CHF 500.–

Surcharge for teaser in the NL linked to the advertorial CHF 450.–

All prices in CHF excl. VAT. Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.

AKTUELLES

Wofür es Wert ist, Gebautes zu pflegen
Die Ausstellung «For What It's Worth» im ZAZ Bellerive spannt einen Bogen von der Vergangenheit über die Gegenwart bis in die Zukunft der Denkmaltreue. Der Autor: für die gebaute Umwelt Sorge zu tragen und bisher marginalisierte Gruppen miteinzubeziehen.

Führungswechsel bei susse.ing
Nach 20 Jahren an der Spitze von susse.ing übergibt Geschäftsführer Dr. Mario Merli per 1. Januar 2025 die operative Verantwortung. Die Geschäftsführung übernehmen künftig Livie Brahler und Maurice Lindgren in einer gemeinsamen Co-Leitung.

Lösung des Lärmproblems beim Bauen in dicht besiedelten städtischen Gebieten
Die Verdichtung städtischer Gebiete unterliegt strengen Schweizer SIA-Lärmvorschriften, wobei Messungen mit offenen Fenstern viele Projekte blockieren. Baurac-Porenbeton vereint Dichte, Luftdurchlässigkeit und Wärmeeffizienz in einem Material und gewährt...

Peripatetischer Choralchor für P...
Der 52. Wokkerpreis erhielt im italienischen Choralchor 23. August fand ein vielfältiger...

Teaser on the «News» page

Bauen im Klimawandel
Khudi Bari, Kleines Haus, heisst die von Marina Tabassum, Architektin in Dhaka, entworfene mobile, hochwassersichere Konstruktion aus Bambus. Den Aufbau vor Ort in Bangladesch dokumentiert ein Video in der Vitra Design Museum Gallery.

Ansätze für ein professionelles Konfliktmanagement
Konflikte im Baubereich lassen sich nicht immer vermeiden und haben mittlerweile beträchtliche Tradition. Eine Veranstaltung der Fachgruppe Baurecht und Bauverfahren zeigt aus unterschiedlichen Perspektiven und anbietet verschiedene Möglichkeiten, mit ihnen umzugehen.

ETH Zurich Open Call: Teach A Design Studio
Das Departement für Architektur (ID-Arch) der ETH Zürich sucht nach innovativen Ansätzen für die Lehre im architektonischen Entwurf.

Lieblingsorte: Vier Hütten mit Charakter
Woher kommen wir? Wohin gehen wir? Wo leben wir es, in der Natur? Welche Orte haben uns geprägt? Welche haben sie unseren Blick auf die Welt verändert? Diesen Sommer zeigen die Mitglieder des TEC21-Teams ihr Gesicht und einen Ort mit ganz besonderer Bedeutung. Heute: Isabel Berner, Redaktorin Umwelt/Energie, Architektur.

Attractive as an additional offer:
Your teaser on «Home» for 1 week

Prices additional offer	
	Surcharge
German	400.–
French	300.–
Italian	200.–
Running time	1 week

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Edu-Push: Focus on education

Present your training courses on [espazium.ch](https://www.espazium.ch) and benefit from the reach of Switzerland's leading digital platform for building culture!

«Edu-Push» assures maximum visibility for all your products and services in training and continuing education. You also benefit from our network and community, home to a multitude of construction professionals – your potential students.

[education.espazium.ch](https://www.espazium.ch) is the only freely accessible online platform in Switzerland dedicated to academic training, continuing education, research and teaching in the field of building culture. Here, professionals and students will find a carefully curated range of courses as well as information on the most important activities from the Swiss education landscape.

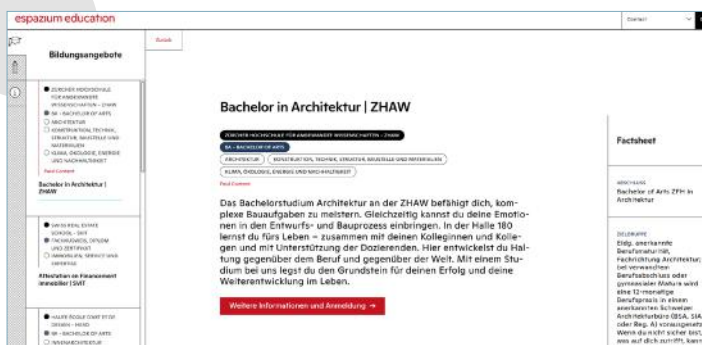
1 – Paid Content Article



Specifications for the six different entries in your Edu-Push package

- 1 article on continuing education or interview with a programme director, published on [education.espazium.ch](https://www.espazium.ch)
- 4,000 characters inc. spaces
- 1-2 photos or video

2 – Listing in the educational offerings



- 2 The listing includes
 - Title: max. 40 chars., short description max. 500 chars.
 - Factsheet: information on title/degree, target group, duration, tuition days, registration deadline, number of ECTS, cost, tuition language, study location, next course dates, contact
- Your listing will be displayed at the top of the education offerings.

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Edu-Push: Focus on education

3 – Listing on espazium.ch, Education category



4 – Teasers in the loop on espazium.ch



3 Your listing will be displayed at the top of the education.espazium.ch homepage.

- 4 Runs for 1 week in a loop
- 1 photo, format 2,880 × 1,920 px
 - Title 40 chars. inc. spaces
 - Lead/outline 120 characters inc. spaces

5 – Paid post on LinkedIn



5 Text written by editors (inc. tags)

6 – Teaser in Newsletter



- 6 The listing includes
- 1 photo, format 2,880 × 1,920 px
 - Title 40 chars. inc. spaces
 - Lead/outline 120 characters inc. spaces

Edu-Push offers

Packages (can only be booked as a package)	
German	1,400.–
French	900.–
Italian	700.–
Running time	2 weeks

All prices in CHF excl. VAT. Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.

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Display advertising in the German, French or Italian-language newsletter

	German	French	Italian
Newsletter / year	weekly*	weekly*	twice a month
Appears	Wednesday	Tuesday	Thursday
Number of subscribers (increasing)	3,650	1,860	1,070
Advertising deadline	Monday before shipment	Monday before shipment	Tuesday before shipment

* except Christmas/New Year and August

Prices in CHF per newsletter				
1 Leaderboard	728 × 90 px	600.–	400.–	250.–
2 Rectangle	300 × 250 px	550.–	350.–	200.–
3 Teaser* linked to Advertorial				450.–

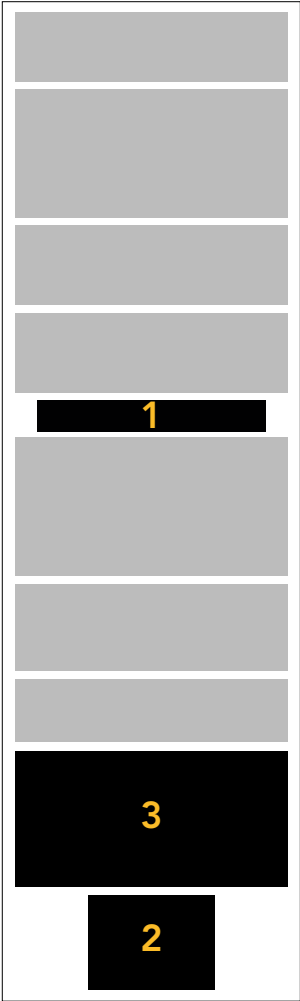
* Information teaser on page 5

Readership	Architects, interior designers, designers, planners, room planners, engineers, builders, property developers, project managers, general contractors, investors, government bodies, universities, building technicians, building physicists, environment, energy experts, decision-makers and influencers in the construction sector, students
Content	Specialist articles on current topics from the industry, news reports, competition announcements and results, event information, educational opportunities, job vacancies and new publications.
Special newsletter	on the subject of education every spring and summer. (ge/fr and it)
Open rate	57 % – On average, more than half of all recipients open the newsletter!

Technical data

File size:	max. 200 KB
File format:	gif, jpg
Send to:	espazium@fachmedien.ch

All prices in CHF excl. VAT. Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.



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Special editions 2026 – Overview



transfer – Circular economy / Circular construction

Frequency	once a year since 2020
Print run	20,000 copies
Format	bilingual publication, German / French
Readership	Architects, planners, institutional, public and private clients, political executives (cantons, municipalities) in all three parts of Switzerland
Distribution	«transfer» no. 5/2026 is published as a supplement to <i>espazium magazin</i> and <i>espazium revue</i> .



City of wood

Frequency	once a year since 2015
Print run	25,000 copies
Format	trilingual publication, German / French / Italian
Target groups	Institutional investors, public and private building owners, cooperatives / Planning experts in timber construction, material technology, structural planning in timber, building technology, fire protection, environment, energy / Planning experts from architecture, interior design, project development and real estate consulting / Municipalities, general contractors, project developers
Distribution	«City of wood» no. 12/2026 is published as a supplement to <i>espazium magazin</i> , <i>espazium revue</i> and <i>espazium quaderni</i> .



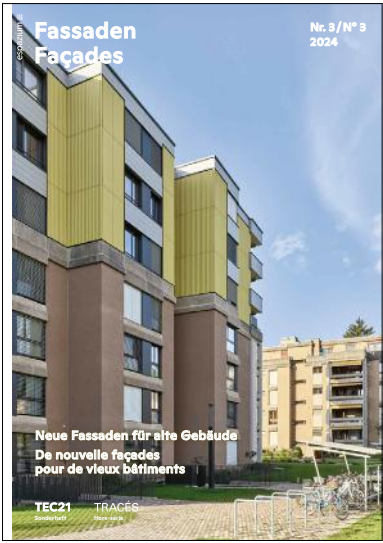
Real Estate and Energy

Frequency	once a year since 2018
Print run	22,000 copies
Format	trilingual publication, German / French / Italian
Target groups	Institutional real estate investors such as insurance companies, pension funds, public and private building owners, housing cooperatives / Planning experts from building physics, building technology, fire protection, environment, energy, engineering / Planning experts from architecture, project development, real estate consulting and interior design / Municipalities, general contractors, project developers
Distribution	«Real Estate and Energy» no. 9/2026 is published as a supplement to <i>espazium magazin</i> , <i>espazium revue</i> and <i>espazium quaderni</i> .

Detailed information as PDF under [«transfer»](#) / [«City of wood»](#) / [«Real Estate and Energy»](#)

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Special editions 2026 – Overview



Façades

Frequency	once a year since 2022
Print run	20,000 copies
Format	bilingual publication, German / French
Target groups	Builders, general contractors and planning specialists from the fields of façade planning, project development, architecture, building technology, building physics, energy, engineering, interior design and the environment
Distribution	«Façades» no. 5/2026 is published as a supplement to <i>espazium magazin</i> and <i>espazium revue</i> .

Detailed information as PDF under [«Façades»](#)



Photo: Judit Solt

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espazium magazin – Swiss Construction Review



espazium magazin has been the leading construction magazine for German-speaking Switzerland since 1874. The specialist editorial team sheds light on future-relevant issues, reports in a critical and insightful way, recognises new developments, identifies causal relationships and investigates background stories.

Planning, architecture and engineering offices use espazium magazin as an indispensable working tool for practice. It is the only interdisciplinary construction review dealing with topics from the fields of architecture, engineering and the environment.

With its expert articles, competition announcements and job vacancies, espazium magazin is always right up-to-date.

The editorial team is made up of 100% construction professionals.

Media quality

The leading technical-scientific construction review in German-speaking Switzerland

The only Swiss construction review covering all construction-related topics

Market leader with 13,100 copies

Official review of the Swiss Society of Engineers and Architects (SIA)

A must-read for all planners (architectural and engineering offices in German-speaking Switzerland)

Documentation tool that is archived for reference

Cross-media link with espazium.ch

Language: German

Readership

Architects, interior architects, designers, planners, urban planners, engineers, building owners, developers, project managers, general contractors, investors, public authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector, students

High level of education and income (degree from university, ETH or university of applied science)

Approx. 50,000 people read *espazium magazin* every week

Print run and circulation

Distributed circulation:	12,024 copies
Of which paid copies:	11,842 copies
Free share:	324 copies
Digital version:	625 copies
(WEMF/KS certification 2025)	

25 issues per year + special editions

TEC21 → espazium ≡ magazin

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Publication and topic schedule 2026

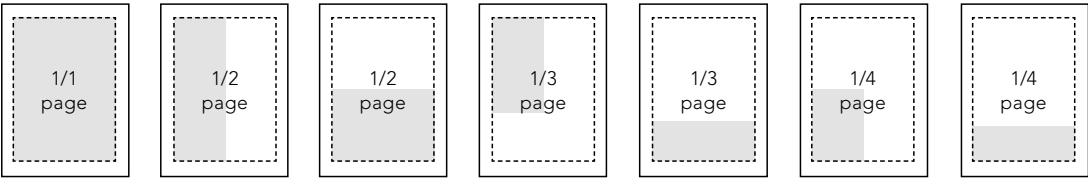
espazium magazin

Issue	Copy deadline	On-sale date	Editorial focus topics	News / Exhibitions / Special issues (SH)
1*	16.12.25	09.01.26	Sustainable construction	Insulation materials, windows, heating, ventilation, air conditioning technology, renewable energies, smart building technology, building materials with a lower carbon footprint, water and resource management, interiors, health / Swissbau, Basel, 20–23 Jan 26 ; Fernwärme Forum, Berne, 22 Jan 26
2	13.01.26	23.01.26	Constructing, planning, building	Photovoltaics, wood construction, insulation materials, green roofs, green façades, building technology, training & continuing education
3*	27.01.26	06.02.26	Architecture, building, natural hazards	Flood protection, earthquake safety, foundations, retaining walls, reinforcement, drainage, composite façades, roofs, drainage concepts, fire protection, heat hazards / Terra Solid, Lucerne, 24–26 Feb 26
4*	10.02.26	20.02.26	Architecture, building, remodelling, design	Training & continuing education, green building materials, circular economy / Bauen+Wohnen, Lucerne, 27 Feb–1 Mar 26
5*	24.02.26	06.03.26	Infrastructure construction, sustainable and healthy building	Road construction, noise, exhaust fumes, green spaces, open spaces, training & continuing education / Swiss Floor, Lucerne, Mar 26 ; com:bau, Dornbirn, 6–8 Mar 26 ; Light & Building, Frankfurt, 8–13 Mar 26
6*	10.03.26	20.03.26	Façade, windows, glass, insulation, photovoltaics	Photovoltaics, battery management systems (BMS), façades, adhesives and sealants, insulation materials, moisture protection, insulation / PV-Tagung, 31 Mar–1 Apr 26 ; Symposium Solares Bauen, Sep 26
7*	24.03.26	03.04.26	Materials, building materials: wood	Support structures, building extensions, connection technology, interior finishing, roof and wall cladding, façades, insulation, fire protection, training & continuing education / VGQ Holzforum, Baden, 9 Apr 26
8*	07.04.26	17.04.26	Interior fittings, design	Acoustics, sound insulation, installation and partition wall systems, furniture, lighting, kitchen, bathroom, training & cont. education / Salone del Mobile, Milan, 21–26 Apr 26
9	21.04.26	01.05.26	Architecture, engineering, environment	Support structures, reinforcement, concrete, steel, insulation, building envelope, façade and surface materials: rear-ventilated façades, climate-friendly façade panels, ecological paints
10	05.05.26	15.05.26	Constructing, planning, building, concrete	Concrete, recycling, exposed concrete, screed concrete, façades, supporting structure, interior, floor, sustainability goals, training & continuing education
11	19.05.26	29.05.26	Architecture, building, remodelling: housing construction	Drywall profiles, substructures, pre-wall and partition wall systems, wood-based materials, wall and floor coverings, curtains, acoustic ceilings, furniture, kitchens, bathrooms, lighting, stairs, doors
12	02.06.26	12.06.26	Architecture, building, remodelling	Furniture, lighting, training & continuing education
13*	16.06.26	26.06.26	Sponge city, heat reduction, biodiversity	Façade and roof structures, glazing, windows, blinds, awnings, slats, insulation and airtightness solutions, green roofs, rainwater management, training & continuing education / Verleihung Prix SIA, Fribourg, 11 Jun 26
14	30.06.26	10.07.26	Constructing, planning, building, steel	Supporting structure, fire protection, heat, façades, fittings, concrete, wood, glass, roof, windows, training & continuing education / SH: Transfer circular economy
15	21.07.26	31.07.26	Constructing, planning, building	Sustainability, circular economy, decarbonization, energy transition, training & continuing education
16	04.08.26	14.08.26	Remodelling, renovation, historical preservation	Room structure, supporting structure, insulation, moisture, windows, doors, floor coverings, screed, plumbing, bathroom, electrical/smart home, ventilation
17*	18.08.26	28.08.26	Façade, windows, insulation, solar construction, wood	Photovoltaics, insulation materials, green roofs and façades, building technology, training & continuing education / Symposium Solares Bauen, Sep 26 ; Holzbautag, Biel, 10 Sep 26
18*	01.09.26	11.09.26	Architecture, building, skyscrapers	Supporting structures, façades, concrete, wood, windows, doors, insulation, stairs, elevators, building services, fire protection, training & continuing education / Building Technology Congress 2026, Lucerne
19	15.09.26	25.09.26	Interior fittings, design	Building materials, surfaces, coatings, acoustics, sound insulation, installation and partition wall systems, furniture, lighting, kitchen, bathroom, training & continuing education
20*	29.09.26	09.10.26	Architecture, building, clay	Support structure, façades, insulation, training & continuing education / glasstec, Düsseldorf, 20–23 Oct 26 / SH: City of Wood
21*	13.10.26	23.10.26	Architecture, building, stone	Natural stone, façades, floor coverings, stairs, wall and floor coverings, window sills, exposed masonry, bathrooms, kitchens / Orgatec, 27–30 Oct 26
22	27.10.26	06.11.26	Architecture, building, remodelling, energy	Insulation materials, windows, heating, ventilation, air conditioning technology, renewable energies, smart building technology, building materials with a lower carbon footprint, water and resource management, interiors, health / SH: Real estate + Energy
23	10.11.26	20.11.26	Architecture, building, brick	Exterior and interior walls, load-bearing structures, thermal and sound insulation, stairs, aesthetics, design, façades, masonry, clay, earthquake safety, training & cont. education
24	24.11.26	04.12.26	Sustainable construction, circular economy	Certified, recyclable building materials, wood systems, low- and zero-CO ₂ materials, insulation materials, recycling-friendly drywall and component systems, recycling and reuse solutions, BIM/digitalization / SH: Façades
25*	08.12.26	18.12.26	Architecture, building, remodelling	Sustainable building materials, training & cont. education / BAU München, 11–15 Jan 27
1/27*	15.12.26	08.01.27	Architecture, building, remodelling	News from the construction industry / BAU München, 11–15 Jan 27
2/27*	12.01.27	22.01.27	Architecture, building, remodelling	Training & continuing education / BAU München, 11–15 Jan 27

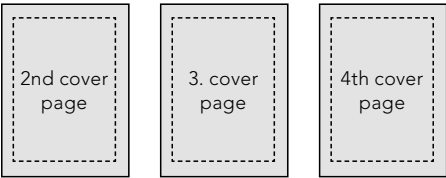
* Large print runs

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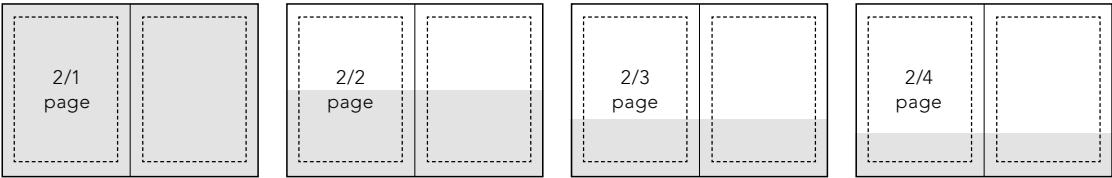
Formats and prices for commercial ads and job vacancies



Type area in mm	200 × 270	97 × 270	200 × 132	97 × 178	200 × 86	97 × 132	200 × 63
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142		220 × 96		220 × 73
Price b/w	3,635.–	2,075.–	2,075.–	1,600.–	1,600.–	1,175.–	1,175.–
Price CMYK	4,675.–	3,050.–	3,050.–	2,530.–	2,530.–	1,990.–	1,990.–



Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300
Price CMYK	5,490.–	5,300.–	5,650.–



Bled-off plus 3 mm trim	440 × 300	440 × 142	440 × 96	440 × 73
Price CMYK	9,350.–	6,100.–	5,060.–	3,980.–

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Ad formats and prices / Technical data

Supplements	
Advertising value 1 page	5,675.–
Per additional page	+ 250.–
Technical costs	+ 480.–
Postage costs	see below

Bound inserts	maximum weight 50g
Advertising value 1 page DIN A4 / A3 folded	6,165.–
Technical costs	430.–
Format (5 mm head trim)	on request
Postage costs	see below

Glued insert	on request
Postage costs	see below

Postage costs*	per 1,000 copies
Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements
In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

*Postage rates: Prices subject to change

Printing process	Web offset, screen 60
Printing colours	Euroscale
Paper	uncoated paper, matte
Magazine size	220 × 300 mm
Type area	200 × 270 mm
Print materials	As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)
Resolution	300 dpi
Send data to	FACHMEDIEN - Zürichsee Werbe AG Tiefenaustrasse 2, 8640 Rapperswil-Jona espazium@fachmedien.ch
Prices	in CHF plus VAT

Small ads	1/6 page	1/8 page
Type area in mm	97 × 86	97 × 63
Price b/w	850.–	650.–
Price CMYK	1,415.–	1,190.–
Other formats on request		

Job ads	
All job ads additionally free online at espazium.ch	
Delivered with frame of	0.4 points
Surcharge for immediate online placement	120.–
Immediate internet connection and newsletter <i>espazium magazin</i>	250.–

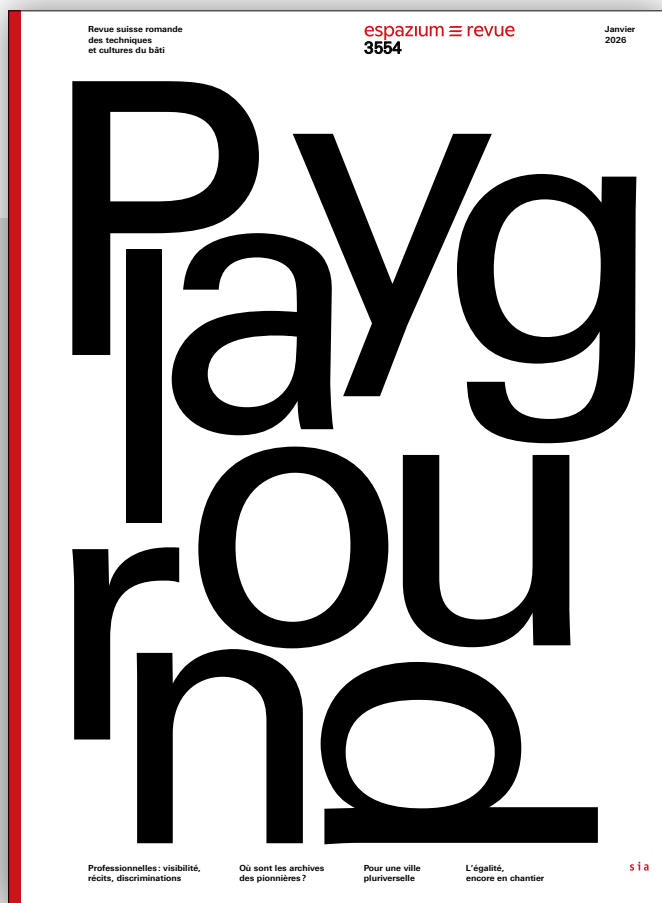
Company listings	
Company name, location, website address, email address, logo	
Format	1/21 page landscape
Entry in the company directory of <i>espazium magazin</i>	350.–
Annual subscription (worth 8 750.–)	4 990.–

Frequency discounts	
Commercial advertisements	
3 ×	3%
6 ×	6%
9 ×	9%
12 ×	12%
15 ×	15%
19 - 25 ×	20%

Surcharges / Agency commission	
Placement regulations and content	+ 10%
Advertorial	+ 20%
Agency commission from customer net rate	5%

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espazium revue – Construction review for French-speaking Switzerland



espazium revue sets the tone

espazium revue is known for its very high editorial quality. With its editorials, the magazine positions itself in the public debate.

- Since 2020, the graphic layout and the iconic covers designed by Automatico Studio have caught the eye.
- Since 2022, espazium revue has had its finger on the pulse with the «En chantier» and «En visite» sections, giving professionals a voice, including on social networks.
- Since 2023, espazium revue has been working with the magazine «T», which is distributed by Le Temps, to reach the general public.
- Almost all award-winning projects from French-speaking Switzerland (DRA5, Arc Award, SIA Prize or «The Best») were first published in espazium revue.

Media quality

Leading technical-scientific construction review in French-speaking Switzerland

Market leader in French-speaking Switzerland with 4,700 copies

Official trade review of the Swiss Society of Engineers and Architects SIA

A must-read for all planners (architectural and engineering offices in French-speaking Switzerland)

Documentation tool that is archived for reference

Cross-media link with [espazium.ch](https://www.espazium.ch)

Language: French

A new beginning after 150 years

After two world wars and a pandemic, the title is still going strong and has reached the venerable age of 150 years in 2025. The magazine has had several names: Bulletin technique, IAS, TRACÉS, etc. With the further development of the publishing house, the magazine was simply renamed *espazium revue* and is now an integral part of espazium's range of services and publications, alongside the platforms (competition, education, events) and the Italian- and German-language magazines.

Readership

Architects, interior designers, planners, engineers, property developers, project managers, authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector

High level of education and income (degree from university, ETH and university of applied science)

Print run and circulation

Distributed circulation: 4,399 copies
Of which paid copies: 4,073 copies
(WEMF/KS certification 2025)

11 issues per year + special editions

TRACÉS → **espazium ≡ revue**

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Publication and topic schedule 2026

espazium revue

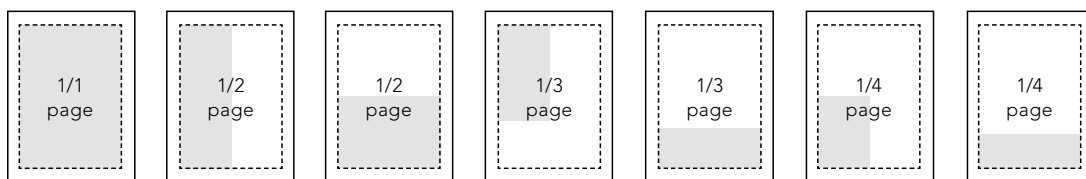
Issue	Copy deadline	Advertisement for the Réalisation section	On-sale date	Editorial focus topics	Showcase / Exhibitions / Special issues (SH)
1*	16.12.25	23.12.25	09.01.26	Infrastructure, energy, building technology, concrete	Software solutions for architects and engineers, logistics, building technology (heating, ventilation, air conditioning), concrete technologies / Swissbau, Basel, 20–23 Jan 26
2*	19.01.26	29.01.26	06.02.26	Sanierung, historical preservation, renovation	Roof, window and door systems, façades, interior design, floor coverings, sustainable building materials, heating and ventilation systems / Habitat & Jardin, Lausanne 12–15 Mar 26
3	16.02.26	26.02.26	06.03.26	Interior work: kitchen	Kitchen fronts, countertops, backsplashes, electrical appliances, sinks & faucets, lighting, bathroom furniture, water and sanitation technology, wood and floor coverings
4*	16.03.26	26.03.26	07.04.26	Sustainable construction & natural hazards	Flood protection, steel and concrete structures, plastics, security and property protection systems, sustainable building materials / Salone del Mobile, Milan, 21–26 Apr 26
5	27.04.26	07.05.26	15.05.26	Conversion & energy-efficient renovation	Supporting structures, insulation materials, façades, interior walls, floor coverings, installations (electrical, plumbing, heating), finishing and interior design
6	16.05.26	04.06.26	12.06.26	Architecture & design	Concrete, glass, metal, wood, natural stone, ceramics, mosaic, textiles, light installations, art in architecture
7*	22.06.26	02.07.26	10.07.26	Façades, sustainable construction, energy-efficient renovation	Insulation materials, clay, natural stone, bricks, façade systems, windows, plaster & paint, green roofs, energy-efficient heating and cooling systems / Holzbahtag, Biel, 10 Sep 26 / SH: Transfer circular economy
8–9	24.08.26	03.09.26	11.09.26	Urban development & skyscrapers	Façade and structural systems, elevators, windows, ventilation systems, fire protection solutions, sustainable building materials
10	21.09.26	01.10.26	09.10.26	Building materials & circular economy	Wood, clay, recycled materials, natural stone, insulation materials, environmentally friendly paints and varnishes / SH: City of Wood
11	19.10.26	29.10.26	06.11.26	Area development & housing construction	Outdoor spaces, landscaping, lighting concepts, floor coverings / SH: Real estate + Energy
12	16.11.26	26.11.26	04.12.26	Digitization & software for construction	BIM software, planning tools, project management software / SH: Façades
1/27*	14.12.26	22.12.26	08.01.27	Architecture & construction projects	Kitchens, bathrooms, façades, photovoltaic systems, windows & doors, stairs, garages / BAU München, 11–15 Jan 27
* Large print runs					



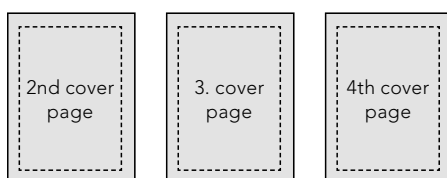
Photo: Maison de Quartier des Plaines-du-Loup à Lausanne: construction des murs en pisé © Joud Beaudouin Architectes

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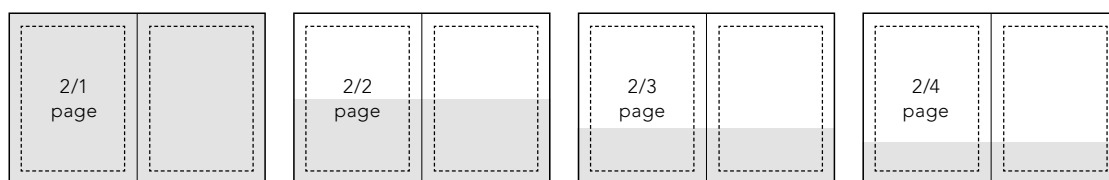
Formats and prices for commercial ads and job vacancies



Type area in mm	200 × 270	97 × 270	200 × 132	97 × 178	200 × 86	97 × 132	200 × 63
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142		220 × 96		220 × 73
Price b/w	2,850.–	1,590.–	1,590.–	1,240.–	1,240.–	800.–	800.–
Price CMYK	3,750.–	2,470.–	2,470.–	2,140.–	2,140.–	1,590.–	1,590.–



Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300
Price CMYK	4,380.–	4,300.–	4,500.–



Bled-off plus 3 mm trim	440 × 300	440 × 142	440 × 96	440 × 73
Price CMYK	7,500.–	4,940.–	4,280.–	3,180.–

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Ad formats and prices / Technical data

Supplements	
Advertising value 1 page	4,180.–
Per additional page	+ 240.–
Technical costs	+ 420.–
Postage costs	see below

Bound inserts	maximum weight 50g
Advertising value 1 page DIN A4 / A3 folded	4,990.–
Technical costs	320.–
Format (5 mm head trim)	on request
Postage costs	see below

Glued insert	on request
Postage costs	see below

Postage costs*	per 1,000 copies
Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements
In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

*Postage rates: Prices subject to change

Printing process	Web offset, screen 60
Printing colours	Euroscale
Paper	uncoated paper, matte
Magazine size	220 × 300 mm
Type area	200 × 270 mm
Print materials	As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)
Resolution	300 dpi
Send data to	FACHMEDIEN - Zürichsee Werbe AG Tiefenastrasse 2, 8640 Rapperswil-Jona espazium@fachmedien.ch
Prices	in CHF plus VAT

Small ads	1/6 page	1/8 page
Type area in mm	97 × 86	97 × 63
Price b/w	580.–	450.–
Price CMYK	1,120.–	1,010.–
Other formats on request		

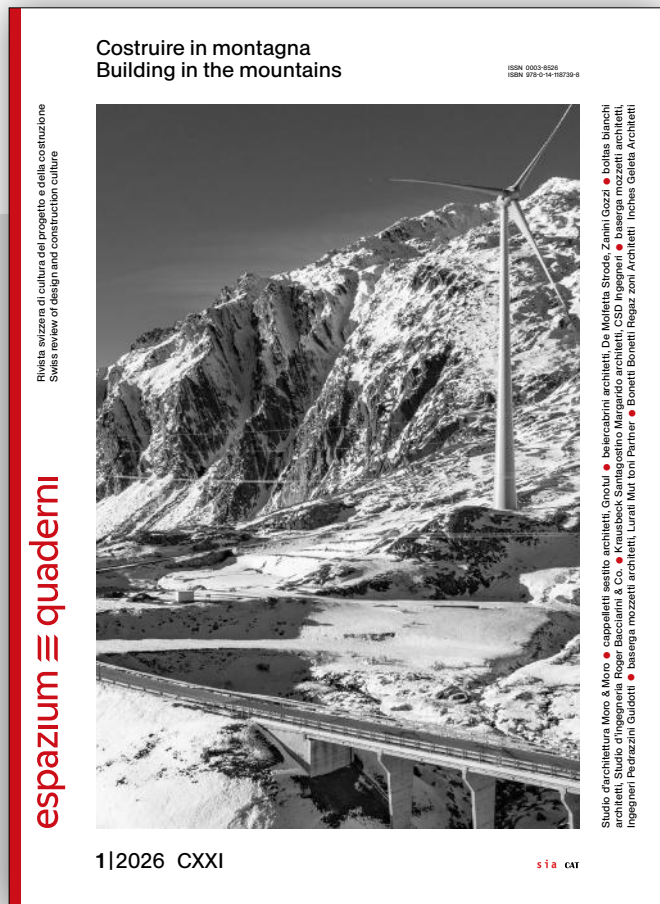
Job ads	
All job ads additionally free online at espazium.ch	
Delivered with frame of	0.4 points
Surcharge for immediate online placement	120.–
Immediate internet connection and newsletter <i>espazium revue</i>	250.–

Frequency discounts Commercial advertisements	
3 ×	3%
6 ×	6%
9 ×	9%
11 ×	12%

Surcharges / Agency commission	
Placement regulations and content	+ 10%
Advertorial	+ 20%
Agency commission from customer net rate	5%

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espazium quaderni – Swiss review for building and planning culture



espazium quaderni is the only specialist review for planners in Italian-speaking Switzerland. As the successor to Rivista Tecnica, which was founded in 1910, and Archi, espazium quaderni has been providing architects, engineers, and urban planners with knowledge and services at local, national, and international levels.

espazium quaderni is a landmark among Swiss architectural reviews and is also highly regarded in Italy for its prestigious «Classe A» classification in scientific circles.

The editorial team is made up exclusively of renowned professionals and academics, focusing on disseminating the values of building culture and acting as a link between Central-European and Mediterranean cultures.

Media quality

Leading technical-scientific construction review in Italian-speaking Switzerland

Market leader in Italian-speaking Switzerland with around 3,500 copies

Official trade review of the Swiss Society of Engineers and Architects SIA as well as CAT, Conferenza delle Associazioni Tecniche del Cantone Ticino

A must-read for all planners (Architecture and engineering offices in Ticino and the Italian-speaking areas of Graubünden)

Documentation tool that is archived for reference

Cross-media link with espazium.ch and social media

Published since 1910

Language: Italian/English

Readership

Architects, planners, engineers, property developers, project managers, authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector

High level of education and income (degree from university, ETH and university of applied science)

Print run and circulation

Distributed circulation: 3,056 copies

Of which paid copies: 2,894 copies
(WEMF/KS certification 2025)

6 issues per year + special editions

archi → **espazium $\equiv$ quaderni**

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Publication and topic schedule 2026

espazium quaderni

Issue	Expromo / showcase deadline	Copy deadline	On-sale date	Editorial focus topics	Showcase / Exhibitions / Special issues (SH)
1*	03.11.25	05.12.25	12.01.26	Engineering, steel, concrete, special concrete, wood, renewable materials	Outdoor spaces / <i>Swissbau, Basel, 20–23 Jan 26</i>
2*	05.01.26	09.02.26	09.03.26	Sustainable construction, energy, architecture, construction projects, building technology	Low tech / <i>Salone del Mobile, Milan, 21–26 Apr 26</i>
3*	16.03.26	20.04.26	18.05.26	Future of construction, digital fabrication, special concrete, digitalization, sustainability, innovative materials	Future of construction, startup & digital fabrication / <i>Future of Construction, ETH Zurich, 19–23 May 26</i>
4	11.05.26	15.06.26	13.07.26	Constructing, planning, building, upcycling, architecture, engineering	Transparent surfaces
5	13.07.26	17.08.26	14.09.26	Supporting structure, concrete, wood, steel, windows, energy, air conditioning technology	Paints
6	07.09.26	12.10.26	09.11.26	Upcycling, biodiversity, natural stone, street furniture	Natural stone / SH: City of Wood / SH: Real estate + Energy
1/27	01.11.26	04.12.26	11.01.27	Sustainability, upcycling, low carbon footprint, recycling	Water
* Large print runs					



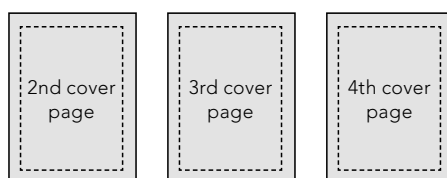
Photo: Rue des Rois 2, Ville de Genève © Nicole Zermatten

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Formats and prices for commercial ads and job vacancies



Type area in mm	200 × 270	97 × 270	200 × 132	200 × 86	97 × 132	200 × 63
2nd and 3. cover page:	194 × 270					
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142	220 × 96		220 × 73
2nd and 3. cover page:	214 × 300					
Price b/w	1,775.–	1,025.–	1,025.–	930.–	600.–	600.–
Price CMYK	2,980.–	2,170.–	2,170.–	2,075.–	1,500.–	1,500.–

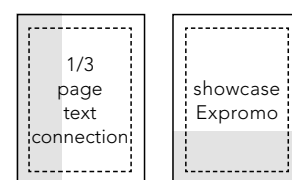


Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300
Price CMYK	3,480.–	3,420.–	3,570.–



Bled-off plus 3 mm trim	440 × 300
Price CMYK	5,960.–

Special formats



Type area in mm		
Bled-off plus 3 mm trim	73 × 300	220 × 100
Price b/w	1,020.–	1,020.–
Price CMYK	2,280.–	2,280.–

NEW: Print & Online package offer

Print:	Created by the editorial team, in collaboration with the customer
Vetrina Expromo	- Text: max. 800 characters (incl. spaces) 1 color picture
Online:	News section on position 1
Advertorial on espazium.ch	- max. 2,000 characters (incl. spaces) - max. 5 color pictures - Figure: see page 6
Total value	1,900.–
Special offer	1,300.–

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Ad formats and prices / Technical data

Supplements

Advertising value 1 page	3,420.–
Per additional page	+ 105.–
Technical costs	+ 300.–

Postage costs for inserts*

per 1,000 copies

Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements

In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

*Postage rates: Prices subject to change

Frequency discounts

Commercial advertisements

3 ×	5 %
5 ×	9 %

Surcharges / Agency commission

Placement regulations and content	+ 10 %
Advertorial	+ 20 %
Agency commission from customer net rate	5 %

Printing process Web offset, screen 60

Printing colours Euroscale

Paper uncoated paper, matte

Magazine size 220 × 300 mm

Type area 200 × 270 mm

Print materials As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)

Resolution 300 dpi

Send data to FACHMEDIEN - Zürichsee Werbe AG
Tiefenastrasse 2, 8640 Rapperswil-Jona
espazium@fachmedien.ch

Prices in CHF plus VAT



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advertising spaces for you.

