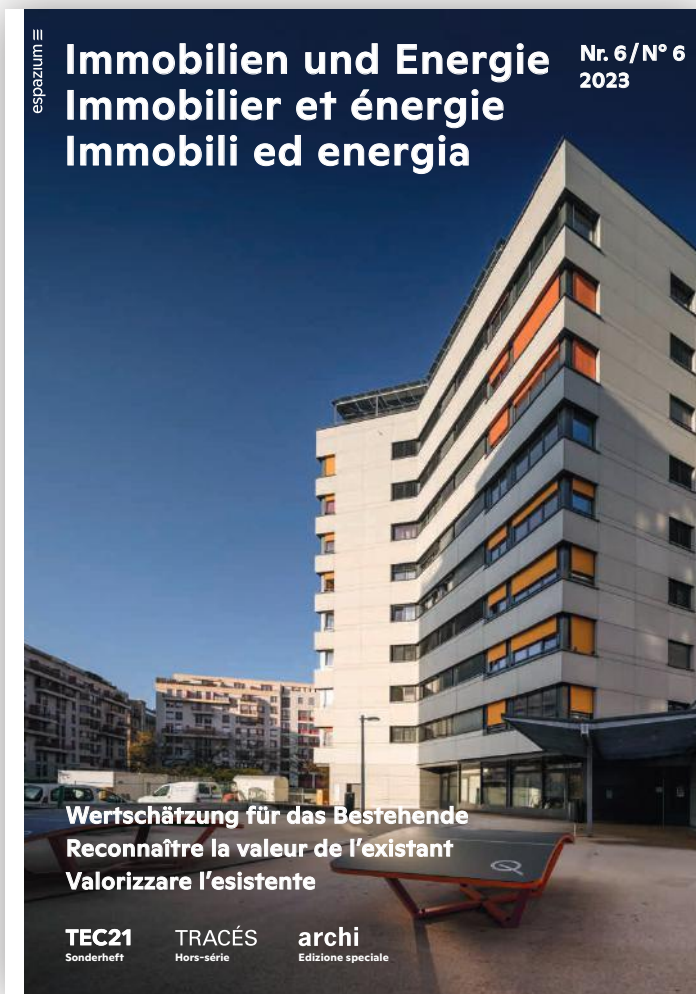


2025

Real Estate and Energy

Compass for Institutional Investors



A cooperation between
espazium – The Publisher for Building Culture
and Wüest Partner AG

Sponsored by the Swiss Federal Office of Energy (SFOE)

TEC21

TRACÉS

archi

espazium ≡

wüestpartner

«Real Estate and Energy» Project 2025

How can the building stock be renewed sustainably? How do you make residential and administrative buildings fit for the next life cycle in economic and energy terms? And how do buildings become climate-neutral? The «Real Estate and Energy» special issues look at strategic, planning and practice-oriented guidelines on how existing individual buildings and real estate portfolios can be renewed in an energy-efficient way. The focus of the published discussions, technical information and project portraits is on the criteria that must play a role in decision-making during the development phase. An additional focus is on the new forms of cooperation between the energy and real estate industries.

This special publication seeks to improve the transfer of know-how and prepares relevant information in an easily understandable way. It is compulsory reading and a tool of the trade for public, private and institutional investors as well as for architectural and engineering offices in Switzerland.

Media support, specialist events

The topic of «Real Estate and Energy» is presented and discussed within a high-calibre specialist audience, using the following formats:

- **Regular reporting in three languages d/f/i print and online** in the magazines TEC21, TRACÉS and Archi as well as digitally on espazium.ch; coverage of the latest findings from construction and research (construction and technology, sustainability and costs, lighthouse projects), lists events, guided tours, conferences and panel discussions as well as current links to further information, partners and related articles in the digital dossier.
- **Seven special issues «Real Estate and Energy» 2018 – 2027 trilingual d/f/i** offer high-level specialist information on the latest findings and players from construction and research, present lighthouse projects and provide in-depth articles to accompany the specialist events.
- **Digital reference work trilingual d/f/i**: the digital dossier is continuously updated and brings together the most important articles on the topics of real estate and energy from the trade reviews TEC21, TRACÉS and Archi, espazium.ch and the special issues – comprehensive, thematically focused and clearly laid out, an indispensable digital reference work for all players and decision-makers in the energy and real estate industry.
- **Distributed throughout Switzerland with a print run of 22,000 copies:**
 - Institutional real estate investors such as insurance companies, pension funds, public developers, housing cooperatives, total/general contractors, developers and client representatives
 - SIA members: all engineering and architectural firms in Switzerland (supplements in TEC21, TRACÉS and Archi)
 - Building technicians, building physicists, energy specialists
 - Bau + Energie exhibition, Berne, 2024
 - Swiss Federal Office of Energy SFOE – internal distribution
- **Exclusive investor events 2018 – 2027** in Zurich, cooperation with Wüest Partner AG

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

Parties involved

- Swiss Federal Office of Energy (SFOE)
- Wüest Partner AG, Zurich
- *espazium - The Publisher for Building Culture*

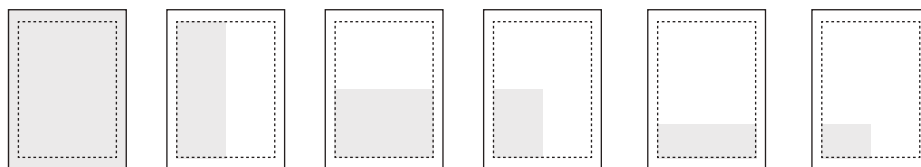
Monthly Usage Numbers

on espazium.ch

	Page Views	260 000
	Unique Visitors	66 200
	Dwell Time in Minutes	03:02
	Average values Jan - Jun 2024	
Newsletter subscribers d/f/i		7 124
	Open rate	57 %
	Click rate	12 %
Follower on	Instagram	8 400
	LinkedIn	8 300
	August 2024	

Your advertising options

Formats and
prices in CHF
plus VAT



Format	1/1 page	1/2 page portrait	1/2 page landscape	1/4 page portrait	1/4 page landscape	1/8 page landscape
Type area	190 x 258 mm	92 x 258 mm	190 x 126 mm	92 x 126 mm	190 x 60 mm	92 x 60 mm
Bled-off*	210 x 297 mm	102 x 297 mm	210 x 142 mm	–	–	–
4 color 1 x	7,500.–	4,000.–	4,000.–	2,200.–	2,200.–	1,500.–

Magazine size: 216 x 303 mm, type area: 190 x 258 mm

*plus 3 mm trim

Offer for full-page advertisements

- **Free** listing in the company directory of the special issue
(company name, location, www address, info@address, logo)
- **Free** press report (500 chars., 1 colour photo) in the special issue

Offer for half-page advertisements

- **Free** press report (500 chars., 1 colour photo) in TEC21 no. 27/2024

Offer for the company directory

- Entry in the company directory of the special issue
- Company name, location, www address, info@address, logo
- Format: 1/21 page landscape
- Price: 700.–

E-dossier «Real Estate and Energy» at espazium.ch – exclusive offer for 3 months

- Sponsor logo on the e-dossier overview page
- Leaderboard or rectangle in the newsletter (special issue series distribution)
- Leaderboard: Competition, jobs
- Medium Rectangle: Home, News, competition
- Advertorial: e-dossier (with text, images and possibly video)

Price e-dossier sponsorship for 3 months: 4,000.– (value 8,600.–) (Only with available seats)

Offer cross-media

- Print: advertisement 1/1 page 7,500.00
free press report (500 characters, 1 picture) **and** entry in the company directory
- Digital: special newsletter Real Estate and Energy: leaderboard 600.00
espazium.ch: rectangle 2, running time: 1 month 1,000.00
espazium.ch: advertorial, running time: 1 month 1,500.00
- Regular price: 10,600.00

Total cross-media special package incl. 15% discount 9,010.00

Offer special newsletter		German	French	Italien
Real Estate and Energy				
— Leaderboard	728 x 90 px	600.–	400.–	250.–
— Rectangle	300 x 250 px	550.–	350.–	200.–

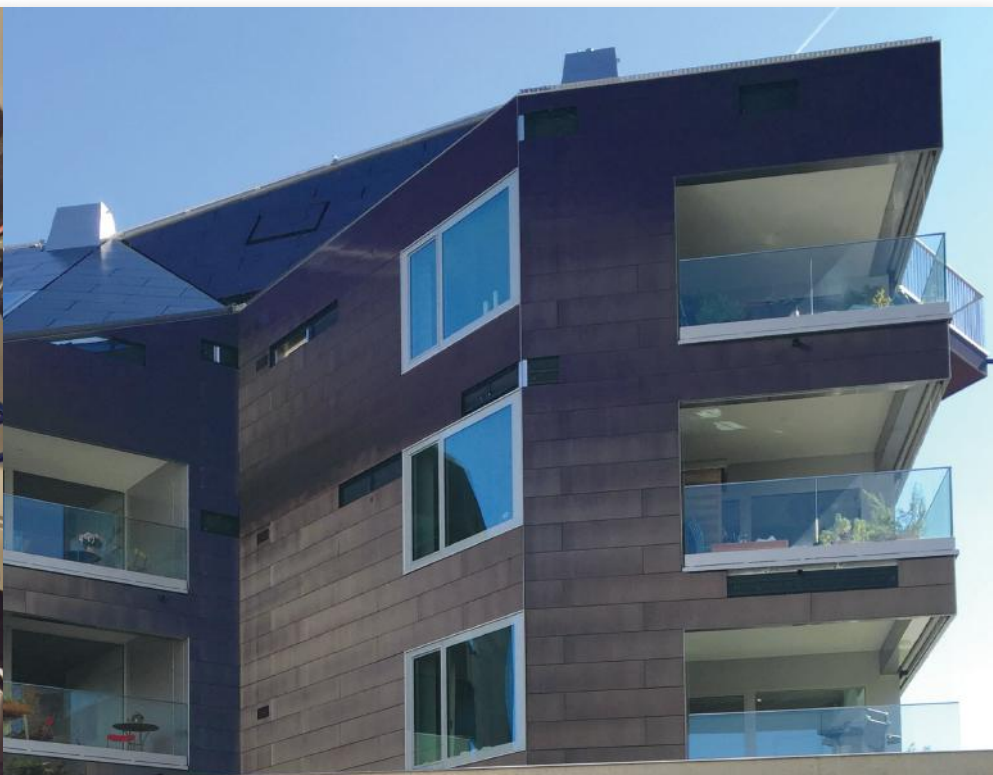
Publication and topic schedule

Special issue	On-sale date	Copy deadline	Print run
Real Estate and Energy VIII	December 2025	Mid-October2025	22 000 copies

We would also be happy to advise you personally and provide you with a quote.



Photos: Judit Solt



Zicafet Lutfiu
Head of Media Consulting
T +41 44 928 56 14
zicafet.lutfiu@fachmedien.ch



Sabrina Camerota
Media Consulting
T +41 44 928 56 34
sabrina.camerota@fachmedien.ch



Sabine Troidl
Media Consulting
T +41 44 928 56 22
sabine.troidl@fachmedien.ch