

City of Wood

2025



Photos: Danielle Fischer

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

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«City of Wood» Project 2025-2026

The «City of Wood» project, which was initiated by the FOEN in 2015, seeks to familiarise institutional investors, general contractors, project developers and municipalities, as well as planning experts from architecture and engineering, with the possibilities and advantages of timber construction in Switzerland. It also underscores the added value of the material in economic, social, ecological and architectural respects. Through close cooperation with SIA inForm and Lignum (a.o. www.holzbauberuehren.ch), coordinated and jointly promoted activities, the project reaches even greater reach.

Where possible, buildings and topics using Swiss wood are related to ESG criteria (Environmental, Social and Corporate Governance). These set a framework for environmental, sustainability and social issues for companies, governments and authorities, of which timber construction can also be a part.

The potential of buildings made of Swiss wood includes, among other things, the temporary storage of CO₂ and the reduction of gray CO₂ emissions thanks to the use of a local building material that is sustainably produced in Switzerland. This includes circular construction with the closing of material cycles, in view of the growing necessity of a waste-free construction industry. It goes without saying that upcoming issues will also feature topical themes such as modular construction, hybrid construction methods, interior design in wood, new technologies, wooden façades and examples of innovative architecture.

Media support, specialist events

Developments in timber construction are presented and discussed within a high-calibre specialist audience, using the following formats:

- **Regular reporting in three languages d/f/i print and online:** the trade reviews TEC21, TRACÉS and Archi as well as the online portal espazium.ch report on construction and research (construction and technology, sustainability and costs, lighthouse projects), list recommended events, guided tours, conferences and panel discussions as well as current links to further information and partners.
- **Twelve special issues «City of Wood» 2015–2026, trilingual d/f/i:** the special issues 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 continuously updated digital dossier brings together articles on the topic of wood from the trade reviews TEC21, TRACÉS and Archi, espazium.ch and the special issues – comprehensive, professionally focused and clearly laid out, an indispensable reference work for all players and decision-makers in timber construction.
- **Factory and company tours** in the context of field trips with readers of the trade journals, espazium.ch and with SIA members can help people understand and become aware of your products and sustainability strategies.
- **Distribution in a print run of 25,000 copies throughout Switzerland:**
 - Institutional investors, general contractors and government bodies
 - Planners, SIA members (supplements to TEC21, TRACÉS and Archi) – reaches all architectural and engineering offices throughout Switzerland
 - Municipalities
 - Distributed at trade shows and events

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

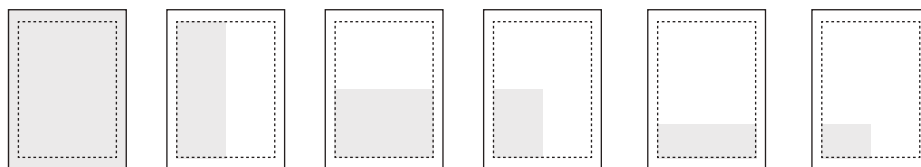
Monthly Usage Numbers

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 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 «City of Wood» 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 City of Wood: 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 City of Wood		German	French	Italian
— 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
City of Wood, no. 11	October 2025	beginning of August 2025	25 000 copies



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



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