

# MEDIA DATA 2026

Print & Online | Effective 1 January 2026

# Archi+Technik tektur

Architektur + Technik – The Swiss construction trade magazine

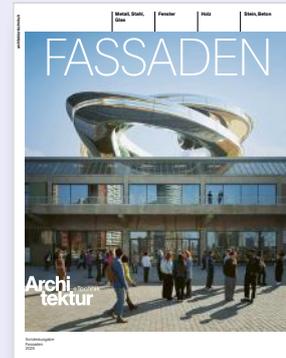


## «Architektur + Technik» at a glance:

- Total print run 7,200 copies
- Published 8x a year
- 2 special editions a year:

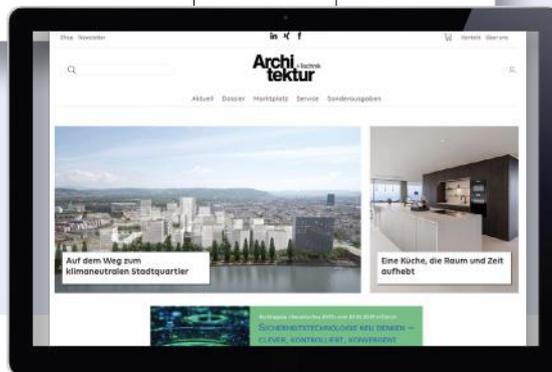


## «Innenarchitektur & Design»



## «Fassaden»

[www.architektur-technik.ch](http://www.architektur-technik.ch)



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# Magazine positioning

## Editorial concept

«Architektur + Technik» first appeared on the market in 1978 and is one of Switzerland's most renowned construction trade publications. Eight times a year, it publishes classic architectural reports on buildings in Switzerland and abroad. The authors report on current events in the architectural scene and conduct interviews with experts from the construction industry. Announcements about new products and services round out the publication's offerings. The regular edition of «Architektur + Technik» is supplemented each year by special editions such as « Fassaden » and « Innenarchitektur & Design ». The trade journal «Architektur + Technik» is distributed within Switzerland by subscription, targeted mailings, and at industry trade fairs.

## Contents

The magazine is divided into the following sections:

- **Current:** News from the architecture scene, architecture competitions, trends, exhibitions and trade fairs, guest columns, independent project reviews
- **Dossier:** In-depth examination of a predefined topic in the form of object reports, interviews, background reports, etc.
- **Marketplace:** Supplementary, technical and sales-oriented reports, as well as information about new products, materials and services
- **Service:** Information on industry events, trade fairs, continuing education, literature, etc.

**Editors** Morris Breunig, Editor-in-Chief

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**Publisher** BL Verlag AG,

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**Administration** Josta Heller

T +41 44 928 56 10, architektur-technik@fachmedien.ch

# Circulation / Readership

## Circulation figures

**Print run**

7,200 copies

## Readership

The trade journal is aimed at decision-makers in the construction and real estate industry and primarily addresses architects and planners in building construction (67% architecture and interior design firms, 9% engineering and construction firms, building and civil engineering offices, 5% general, building and civil engineering companies, 4% industrial purchasing, and the remainder miscellaneous).

**Subscription service** Prices in CHF including VAT.

- **Annual subscription Switzerland** 72.–  
(8 issues + 2 special editions)
- **2-year subscription Switzerland** 109.–  
(16 issues + 4 special editions)
- **Copy price** 7.50  
(International: plus postage)



High-quality architectural reports from Switzerland and abroad find their interested specialist audience in «Architektur + Technik».

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# Schedule 2026

Issue Special edition	Booking deadline	On-sale date	Main topics	Trade fairs / Supplements
1-2	21.01.2026	<b>11.02.2026</b>	<b>Dossier: housing construction</b> Kitchen trends; interior, flooring, walls, acoustics; building envelope, insulation, fire protection	· Domotex, Hannover, Jan 19-22 · imm, Cologne, Jan 20-23
3	03.03.2026	<b>25.03.2026</b>	<b>Dossier: healthcare buildings</b> Wooden construction; shading, outdoor space; light, lighting; stairs, elevators	· Light+Building, Frankfurt, Mar 8-13 · digital BAU, Cologne, Mar 24-26
4	13.04.2026	<b>06.05.2026</b>	<b>Dossier: single-family homes</b> Remodelling; bathroom fittings; windows, doors, access systems; building services (HVAC/solar/energy)	· Fensterbau Frontale, Nürnberg, Mar 24-27 · ifh Intherm, Nürnberg, Apr 14-17 · Blickfang, Basel, Mar 20-24
<b>Innenarchitektur &amp; Design</b>	07.05.2026	<b>27.05.2026</b>	Bathroom; wall/floor; kitchen; lighting; interior design, furniture	· Salone del Mobile, Mailand, Apr 21-26
5-6 (with annual edition Küchen)	22.05.2026	<b>17.06.2026</b>	<b>Dossier: sports and leisure facilities</b> Public sanitary facilities, water/air supply systems; floor coverings; building envelope (facades, windows)	
7-8 (with annual edition Bäder)	22.07.2026	<b>12.08.2026</b>	<b>Dossier: housing development</b> Remodelling; kitchen; timber construction and interior finishing, insulation, soundproofing; roof, roof conversion	· bauen+modernisieren, Zurich, 9/26 · Cersaie, Bologna, Sep 21-25 · Marmomac, Verona, Sep 22-25
9-10 (with special edition Fassaden)	01.09.2026	<b>23.09.2026</b>	<b>Dossier: office and administrative buildings</b> Interior design, room design, furniture; walls/ceilings, acoustics; elevators, stairs; building services (HVAC/solar/energy)	· Orgatec, Cologne, Oct 27-30 · Hausbau+Energie, Berne, 11/26 · Neue Räume, Zurich, Sep 24-27
<b>Fassaden</b>	26.08.2026	<b>23.09.2026</b>	Metal/steel/glass; wood; stone/concrete; windows/doors/gates	· Advanced Building Skins, Berne, Nov 3-4
11	12.10.2026	<b>04.11.2026</b>	<b>Dossier: educational buildings</b> Remodelling; floors, walls, ceilings, acoustics; windows, doors, gates, fire protection	· Blickfang, Zurich, Nov 20-22 · Meet The Architect, Dornbirn, Nov 26-27
12	16.11.2026	<b>09.12.2026</b>	<b>Dossier: Hotels and restaurants</b> Bathroom, wellness; light, lighting; interior textiles, colors; access and locking systems	· BAU, Munich, Jan 11-15 2027

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# Special editions 2026

## Innenarchitektur & Design (Interior Design & Design)

The special edition «Innenarchitektur & Design» reports on the latest trends in design, interior design, and related infrastructure. It covers the areas of interior design, restaurants, bars, and lounges, as well as bathrooms, wellness, and spas. Suppliers and manufacturers from the fields of interior design and furnishings, bathrooms, wellness and spas, as well as furniture, lighting, floor, wall and ceiling coverings are offered an exclusive advertising platform and the opportunity to present their products in the individual areas. In addition, advertisers have the opportunity to showcase their innovations and products in an attractive environment with PR articles and advertorials. Advertising customers can count on the support of the editorial team with interviews and reports on relevant issues. This special issue is aimed specifically at all relevant decision-makers in the construction and real estate industry.

## Fassaden (Façades)

The word «façade» comes from French and refers to the actual «face» of a building, i.e., the first impression it makes. This year's edition pays tribute to this important area of architecture. Market overviews provide readers with interesting information about façade designers, façade builders, façade maintenance, and façade suppliers. Interviews with innovative suppliers and property reports highlight the different types of façades made from materials such as steel, glass, wood, stone, concrete, and ceramics, as well as textile, plastic, and photovoltaic elements. The special issue also devotes a large section to proven and innovative products from these areas.

### Frequency

«Fassaden» once a year / since 2007

### Print run

«Innenarchitektur & Design» once a year / since 2023  
7,200 copies

### Editorial office

Morris Breunig, Editor-in-Chief, T +41 58 344 98 24  
morris.breunig@blverlag.ch

### Head of Media Consulting

Sabina Guggenbühl, T +41 58 344 98 23  
sabina.guggenbuehl@fachmedien.ch

### Distribution

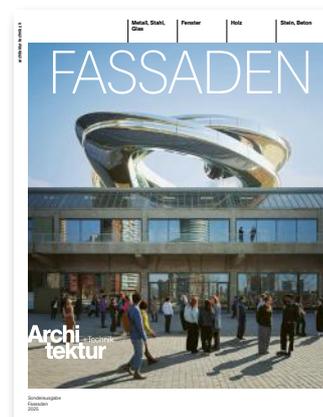
Readers of the magazine «Architektur + Technik» receive all special editions as part of their regular subscription. «Fassaden» is included with the magazine. Subscribers receive «Innenarchitektur & Design» as a single issue following the Milan Furniture Fair. In addition, all issues are specifically published at trade fairs.



## «Innenarchitektur & Design»

**On-sale date** 27.5.2026

**Copy deadline** 7.5.2026



## «Fassaden»

**On-sale date** 23.9.2026

**Copy deadline** 26.8.2026

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# Advertisements – Formats and prices

**Magazine format** 230 × 300 mm  
**Print area** 197 × 270 mm

Advertisements	4-colour
<b>Panorama page</b>	10,836.–
<b>1/1 page</b>	6,522.–
<b>1/2 page</b>	3,682.–
<b>1/3 page</b>	2,840.–
<b>1/4 page</b>	2,314.–

Other formats available upon request

## Cover pages

<b>Inside front cover (IFC)</b>	6,943.–
<b>Inside back cover (IBC)</b>	6,733.–
<b>Outside back cover (OBC)</b>	7,995.–

## Advertising opportunities in «Market Overviews» in the special edition «Fassaden»

<b>Basic entry</b>	for free
company name + website	
<b>Logo entry</b>	421.–
Logo, company name + website	

## Terms & Conditions

<b>Placement editorial</b>	526.–
<b>Placement surcharge</b>	263.–
<b>Agency commission</b>	10%
<b>Recurring discounts</b>	on <a href="#">page 12</a>

All prices in € plus VAT. The General Terms and Conditions of FACHMEDIEN – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

## Technical specifications

**Digital data** high-end, PDF/X-4 (note: fonts must be embedded).

**Image data** high-resolution TIFF or JPEG (300 ppi at original size), images and vectors (EPS/AI) in CMYK color space (no RGB files)

**Colour management** For more detailed information on colour management, please consult the [colour management specifications](#).

**Print materials** Print-ready PDF by e-mail to: [architektur-technik@fachmedien.ch](mailto:architektur-technik@fachmedien.ch).

Any costs incurred for the production of print material will be charged separately at cost.

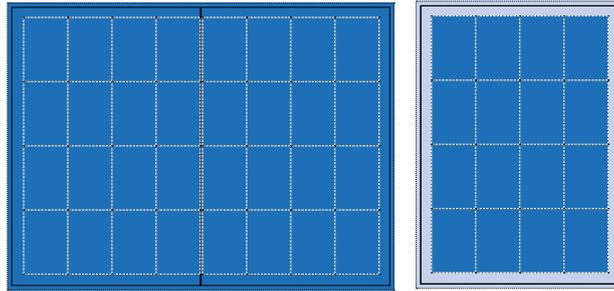
**Printing method** Sheet-fed offset

**Colours** 4-colour CMYK

**Grid** AM80 **Paper** uncoated

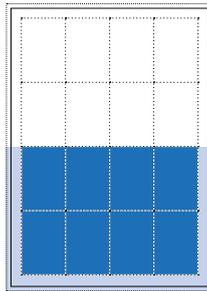
**Binding method** adhesive bond

**Print** Galledia Print AG, Burgauerstrasse 50, 9230 Flawil

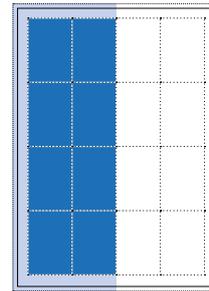


**Panorama page**  
460 × 300 mm bl

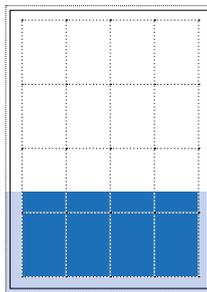
**1/1 page**  
197 × 270 mm TA  
230 × 300 mm bl



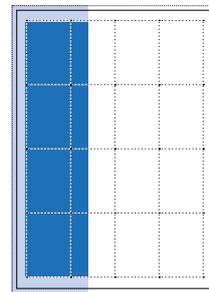
**1/2 page horizontal**  
197 × 131 mm TA  
230 × 141 mm bl



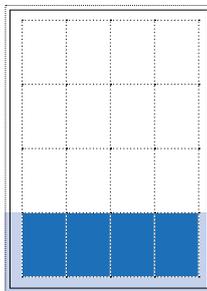
**1/2 page vertical**  
96 × 270 mm TA  
106 × 300 mm bl



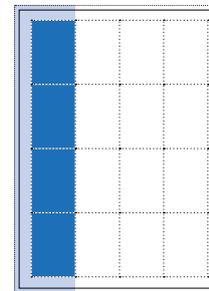
**1/3 page horizontal**  
197 × 85 mm TA  
230 × 95 mm bl



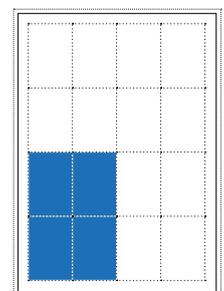
**1/3 page vertical**  
62 × 270 mm TA  
72 × 300 mm bl



**1/4 page horizontal**  
197 × 62 mm TA  
230 × 72 mm bl



**1/4 page vertical**  
45 × 270 mm TA  
55 × 300 mm bl



**1/4 page 2 columns**  
96 × 131 mm TA

TA = type area  
bl = bleed edges allow 3 mm trim

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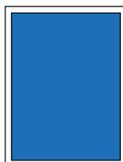
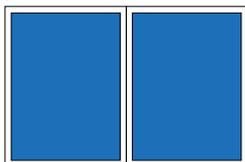
# PR publications

The popular advertorials are created in collaboration with the editorial team according to the publisher's layout concept.

PR 4-colour	Maxi	Midi
Number of pages	2/1 page	1/1 page
Text (inc. spaces)	2,500 - 3,500 characters	1,000 - 1,500 characters
Images (resolution 300 dpi)	5-6	1-3
Print	8,668.-	5,870.-
Print & online	9,720.-	6,922.-

Recurring discounts on [page 12](#)

Additional formats and package deals available upon request



34 Schwerpunkt  
Fassaden

Struktur als Statement  
**Eine Fassade mit Tiefe**

Die Postresidenz am See in Ansoa setzt architektonische Akzente: Die Fassade mit ihrer markanten Rillenstruktur in Stuckoptik fügt sich harmonisch ins Dorfbild ein und gibt dem Gebäude gleichzeitig einen unverwechselbaren Charakter.

**Die zentrale Werk-  
ausgabe Die Fassade verleiht der Postresidenz eine spezielle Struktur.**  
Foto: Felix Huber

Unsprödiglich war eine Metall-  
fassade geplant, doch der Ver-  
schlag wurde von der Gemeinde  
Ansoa nicht genehmigt. Der Archi-  
tekt Christoph Kneiberg aus Ba-  
sel entwickelte daher gemeinsam  
mit dem Innenarchitekten Corrado  
Eggenmann von der Capla AG  
eine Idee, die besser zum Orts-  
bild passt: eine strukturierte Ver-  
putzschale (Kampanari) mit ge-  
schwungener Oberfläche, welche  
die Formensprache der umgeben-  
den gelbten Metallfassade auf-  
greift. Um das Konzept greifbar  
zu machen, fertigte Eggenmann das  
erste Fassadenmuster freihändig

mit einer Stüchle an. «Ich wird  
eine Fassade nur über die Farb-  
gebung definiert, doch hier rück-  
te die Struktur eher ins Zentrum,  
so Eggenmann. Die Rillenstruktur  
in Stuckoptik prägte die Fassaden-  
optik und sorgte für eine markante  
Oberfläche, die sich bewusst von  
einer Idee, die besser zum Orts-  
bild passt: eine strukturierte Ver-  
putzschale (Kampanari) mit ge-  
schwungener Oberfläche, welche  
die Formensprache der umgeben-  
den gelbten Metallfassade auf-  
greift. Um das Konzept greifbar  
zu machen, fertigte Eggenmann das  
erste Fassadenmuster freihändig

**Technische Umsetzung mit  
Herausforderungen**  
Um das großformatige Fassadenbild  
präzise umzusetzen, wurden spe-  
ziell gefasste Trennfäden entwickelt.  
Hier konnten die Experten von  
Kabe Farben ins Spiel. Gemeinsam

mit dem ausführenden Unterneh-  
men Genigys AG entwickelte das  
Team eine technisch und ästhe-  
tisch überzeugende Lösung. «Die  
Herausforderung bestand darin,  
die Struktur gleichmässig über die  
gesamte Fläche zu ziehen – mög-  
lichst ohne sichtbare Anlaufstellen»,  
erklärt Philipp Länzlinger, An-  
wendungstechniker bei Kabe Far-  
ben. Die Trennfäden wurden getrennt  
und optimiert, bis die gewünsch-  
te Präzision erreicht wurde und  
Genigys damit arbeiten konnte.  
«Wir kennen Kabe Farben seit vie-  
len Jahren und schätzen die Quali-  
tät der Produkte sowie die profes-

35 Schwerpunkt  
Fassaden

**Die markante Rillen-  
fassade vereint  
Präzision, Technik  
und höchste Hand-  
werklichkeit zu einem  
einzigartigen Unikat.**

**Präzise aufgenommene  
Rillenstrukturen verlei-  
hen der Fassade  
eine unverwechsel-  
bare Stuckoptik.**

**Auf höchstem Niveau**  
Die Umsetzung der Rillenstruktur  
stellte hohe Anforderungen an die  
Präzision. Das Relief musste exakt  
verlaufen – insbesondere an Fassa-  
denelementen wie Fensterlabou-  
ren und der Dachkante. Dies er-  
forderte präzise Handarbeit, da-  
mit die Struktur möglichst naht-  
los fortgesetzt werden konnte.  
Auch das exakte Ziehen der Lini-  
en auf einer Höhe von 2,6 Metern  
am Gerüst war eine Herausforde-

rung, die intensive Tests und fein  
abgestimmte Techniken erforder-  
te. Die Zahlen sprechen für sich:  
Für die markante Optik wurden  
5,5 Tonnen Strukturputz verar-  
beitet, aufgetragen auf 6000 Qua-  
dratmeter Dämmfläche. Abschlie-  
send kam ein speziell abgestimm-  
ter Kabe-Farbtön zum Einsatz –  
insgesamt 238 Kilogramm Farbe.

**Ein Zusammenspiel**  
Das Ergebnis ist eine Fassade, die  
durch ihre handwerkliche Präzi-  
sion und ihr gestalterisches Kon-  
zept überzeugt. «Die Fassade in-  
tegriert sich weich in die Lan-

dschaft und unterstreicht dennoch  
die Einzigartigkeit des Gebäu-  
des», fasst Eggenmann zusammen.  
Die enge Zusammenarbeit zwi-  
schen Architekten, Bauherren, Kabe  
Farben und zudem der  
Genigys AG machte es möglich,  
eine technisch wie gestalterisch  
anspruchsvolle Lösung zu realisie-  
ren. Christina Cosami, Head of  
Marketing der Postresidenz am See,  
bringt es auf den Punkt: «Die Fassa-  
de fügt sich harmonisch in die  
Umgebung ein und unterstreicht  
den exklusiven Charakter unse-  
res Hotels.»  
► kabe-farben.ch

**Die Postresidenz am  
See fügt sich perfekt  
ins Dorfbild von Ansoa.**

Architektur + Technik 5-6/25

Sample PR

All prices in € plus VAT. The General Terms and Conditions of FACHMEDIEN – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

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# Loose/bound inserts

Quantity to be supplied: 7,400 copies

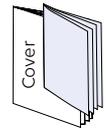
## Loose inserts

Format max.<sup>1</sup> 220 × 295 mm

inserted loosely or loose ins. outside	per 1000 copies			Invoiced circulation	Price <sup>2</sup>
	Advert. value	Tech. cost	Total		
up to 25 g	689.-	47.-	736.-	7,200	5,299.-
up to 50 g	742.-	47.-	789.-	7,200	5,681.-
up to 75 g	794.-	47.-	841.-	7,200	6,055.-



Loose insert  
inside



Loose insert  
outside

## Bound inserts

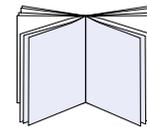
### centrefold

Format max.<sup>1</sup> 220 × 295 mm

up to 25 g	689.-	42.-	731.-	7,200	5,263.-
up to 50 g	742.-	42.-	784.-	7,200	5,645.-
up to 75 g	794.-	42.-	836.-	7,200	6,019.-

Top/bottom and front trim: min. 5 mm to max. 40 mm

Milling edge in the collar: 3 mm



Bound insert  
centrefold

<sup>1</sup> For bleed edges allow 3mm trim on all sides

<sup>2</sup> Plus postal charges

## Other special formats on request

### Loose/bound inserts over 75g on request

Postal rates* per 1,000 copies	
up to 25 g	15.-
up to 50 g	30.-
up to 75 g	44.-

\*Prices subject to change

## Terms

**Agency commission** 10%

**Recurring discounts** on [page 12](#)

**Delivery of inserts** Please refer to Galledia's Guidelines for the delivery of inserts [delivery of inserts](#).

**Production** Take advantage of our expertise in the production of print inserts. Commissioning us to produce your inserts reduces administrative effort for you and eliminates transport costs. You also benefit from our many years of experience in the production of quality print products.

For a non-binding quote, contact us at [architektur-technik@fachmedien.ch](mailto:architektur-technik@fachmedien.ch).

All prices in € plus VAT. The General Terms and Conditions of FACHMEDIEN – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

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# Online offer – architektur-technik.ch

At [www.architektur-technik.ch](http://www.architektur-technik.ch), users can find a diverse and interesting range of online content. Current topics and news from the architecture scene, interesting architectural projects, as well as structural innovations and new products. The online shop also offers all publications and specials from Architektur + Technik.

Complementing the print publication, the website offers advertisers the ideal communication-platform for positioning their brand precisely with its target group, placing targeted advertising messages accurately, and maintaining a long-term, effective dialogue with potential customers.

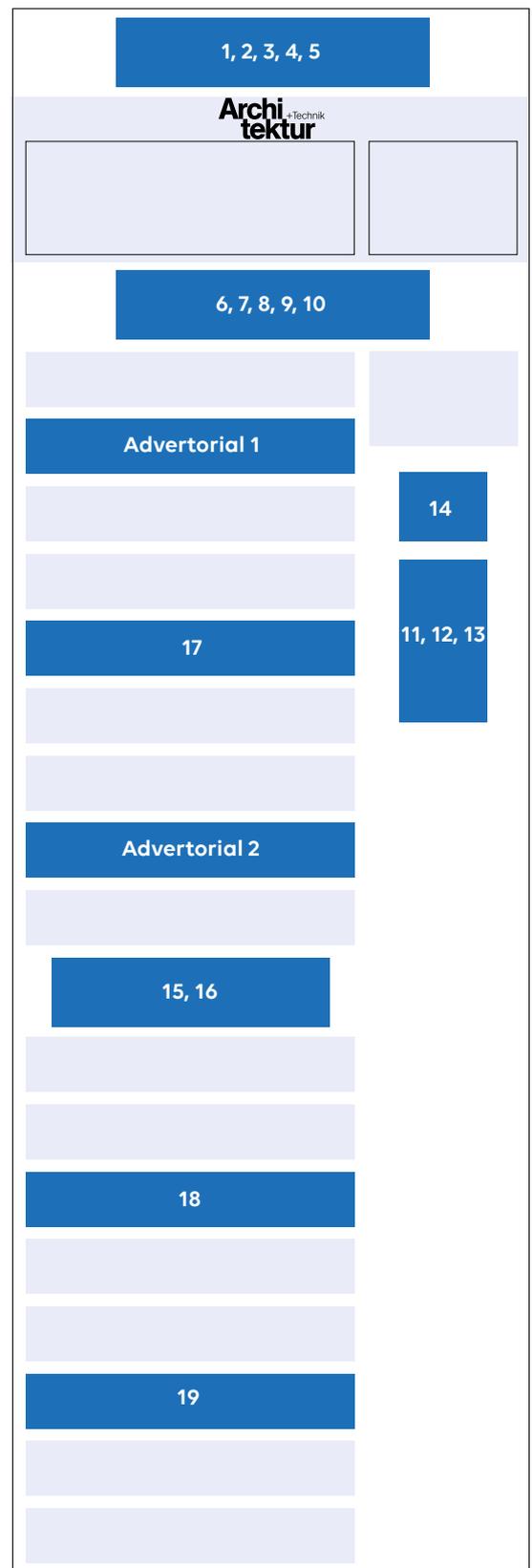
Advertising form	Format in pixels	Placement	Price 1 month
<b>1 Wideboard top</b>	994 × 250		
<b>2 Maxiboard top</b>	994 × 118		
<b>3 Billboard top</b>	970 × 250		
<b>4 Leaderboard top</b>	728 × 90		
<b>5 Leaderboard special top</b>	728 × 250	ROS	894.–
<b>6 Wideboard second</b>	994 × 250		
<b>7 Maxiboard second</b>	994 × 118		
<b>8 Billboard second</b>	970 × 250		
<b>9 Leaderboard second</b>	728 × 90		
<b>10 Leaderboard special second</b>	728 × 250	Home	736.–
<b>11 Halfpage ad</b>	300 × 600		
<b>12 Wide skyscraper</b>	160 × 600		
<b>13 Exp. wide skyscraper</b>	300 × 600	ROS	684.–
<b>14 Medium rectangle</b>	300 × 250	Home, categories	631.–
<b>15 Leaderboard context</b>	728 × 90	Home, categories,	
<b>16 Leaderboard special context</b>	728 × 250	article level	631.–
<b>17 Image-text display 1</b>			2,209.–
<b>18 Image-text display 2</b>			1,788.–
<b>19 Image-text display 3</b>			1,368.–
Headline	130 characters including spaces		
Image	1 image, 600 × 400 px (gif, jpg, png)		
Link	Specify target URL		

Advertorial 1 + 2 on page 11

## Technical specifications

<b>File size</b>	max. 200 kB
<b>File formats</b>	HTML5, gif, jpg, png, Rich Media, Redirect
<b>HTML5</b>	Please refer to the <a href="#">specifications</a> on our website.
<b>Link</b>	always send separately
<b>Number</b>	max. 2 banners rotating
<b>Runtimes</b>	1 month
<b>Delivery</b>	5 working days before the start of the campaign
<b>Recurring discounts</b>	on <a href="#">page 12</a>

All prices in € plus VAT. The General Terms and Conditions of FACHMEDIEN – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.



## Visitor numbers

<b>Page views</b>	4,161
<b>Visits</b>	3,157
<b>Unique visitors</b>	2,663

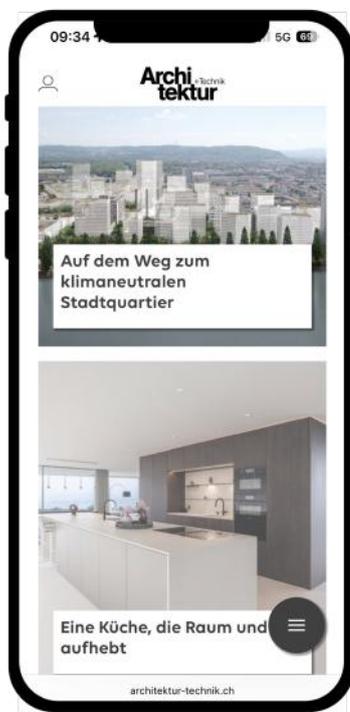
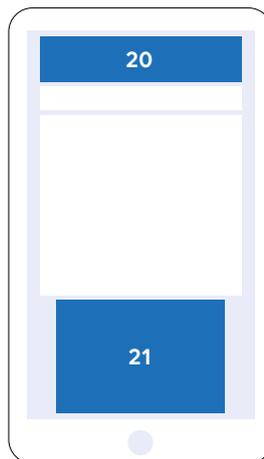
Monthly average figures, Jan - Dec 2025, source: Google Analytics

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# Mobile online offer – architektur-technik.ch

Advertising form	Format in pixels	Price 1 month
<b>20 Mobile leaderboard</b>	320 × 50	421.–
<b>21 Mobile medium rectangle</b>	300 × 250	421.–

Recurring discounts on [page 12](#)



Example of mobile advertising

All prices in € plus VAT. The General Terms and Conditions of FACHMEDIEN – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

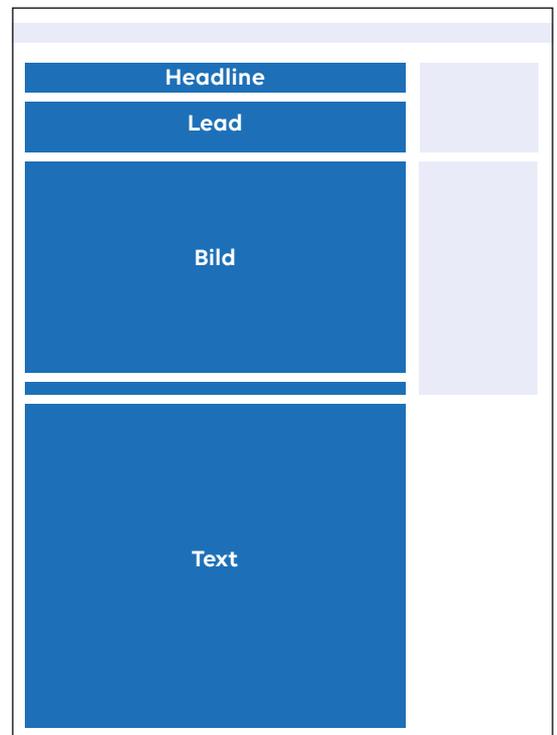
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# Advertorial on architektur-technik.ch

Advertorials are text contributions from advertising customers on the website architektur-technik.ch. The text informs the readership about the core topic or the advertiser's offers.

Advertising form	Price
	1 month
<b>Advertorial 1</b>	3,366.-
<b>Advertorial 2</b>	3,051.-
<b>Headline</b>	45 characters including spaces
<b>Lead</b>	200 characters including spaces
<b>Text</b>	max. 3,000 characters including spaces
<b>Images</b>	2 - 4, max. 3,000 × 3,000 px
<b>Link</b>	Specify target URL
<b>Teaser</b>	Text: 130 characters including spaces Image: 600 × 400 px (gif, jpg, png) Placement on Home and in the categories
<b>Corrections</b>	One correction run included in the price. Each additional correction run € 105.-

**Recurring discounts** on [page 12](#)



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# Newsletter – architektur-technik.ch

The news-letter offers advertisers a very effective tool to place messages alongside industry news, events and specific articles or editor's tips.

Advertising form	Format	Price per dispatch
<b>1 Leaderboard - NL</b>	728 × 90 px	
<b>2 Billboard - NL</b>	970 × 250 px	
<b>3 Wideboard - NL</b>	994 × 250 px	789.–
<b>4 Image-text ad - NL small</b>		789.–
Headline	max. 30 characters including spaces	
Leadtext	max. 250 characters including spaces	
Image	1 image, 600 × 600 px (square)	
Link	Supply with target URL	
<b>5 Image-text ad - NL large</b>		894.–
Headline	max. 50 characters including spaces	
Leadtext	max. 600 characters including spaces	
Image	1 image, 600 × 600 px (square)	
Link	Supply with target URL	

## Publication schedule 2026

19.01. / 16.02. / 16.03. / 20.04. / 18.05. / 15.06. / 13.07. / 17.08. / 14.09. / 19.10. / 16.11. / 14.12.

### Additional themed newsletter «Remodelling»

31.3. / 30.06. / 30.9.

## Technical specifications

<b>Published</b>	monthly on Thursdays
<b>File size</b>	max. 80 kB
<b>File formats</b>	jpg, png, gif
<b>Link</b>	always send separately
<b>Data submission</b>	to: architektur-technik@fachmedien.ch

## Discounts

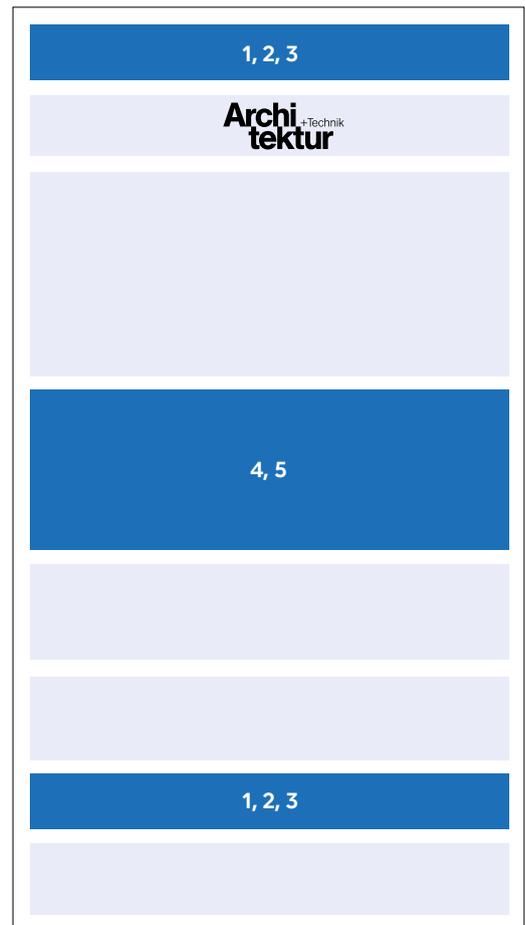
The advertising value of all forms of advertising (print, inserts, bound inserts, supplements, special forms of advertising, online and newsletter advertising are cumulative), as well as surcharges, are eligible for discounts and commissions. Technical and postage costs are not eligible for a discount.

### Recurring discounts

<b>3x</b>	5%
<b>6x</b>	10%
<b>9x</b>	15%
<b>12x</b>	20%

All prices in € plus VAT. The General Terms and Conditions of FACHMEDIEN – Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

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advertising spaces for you.

