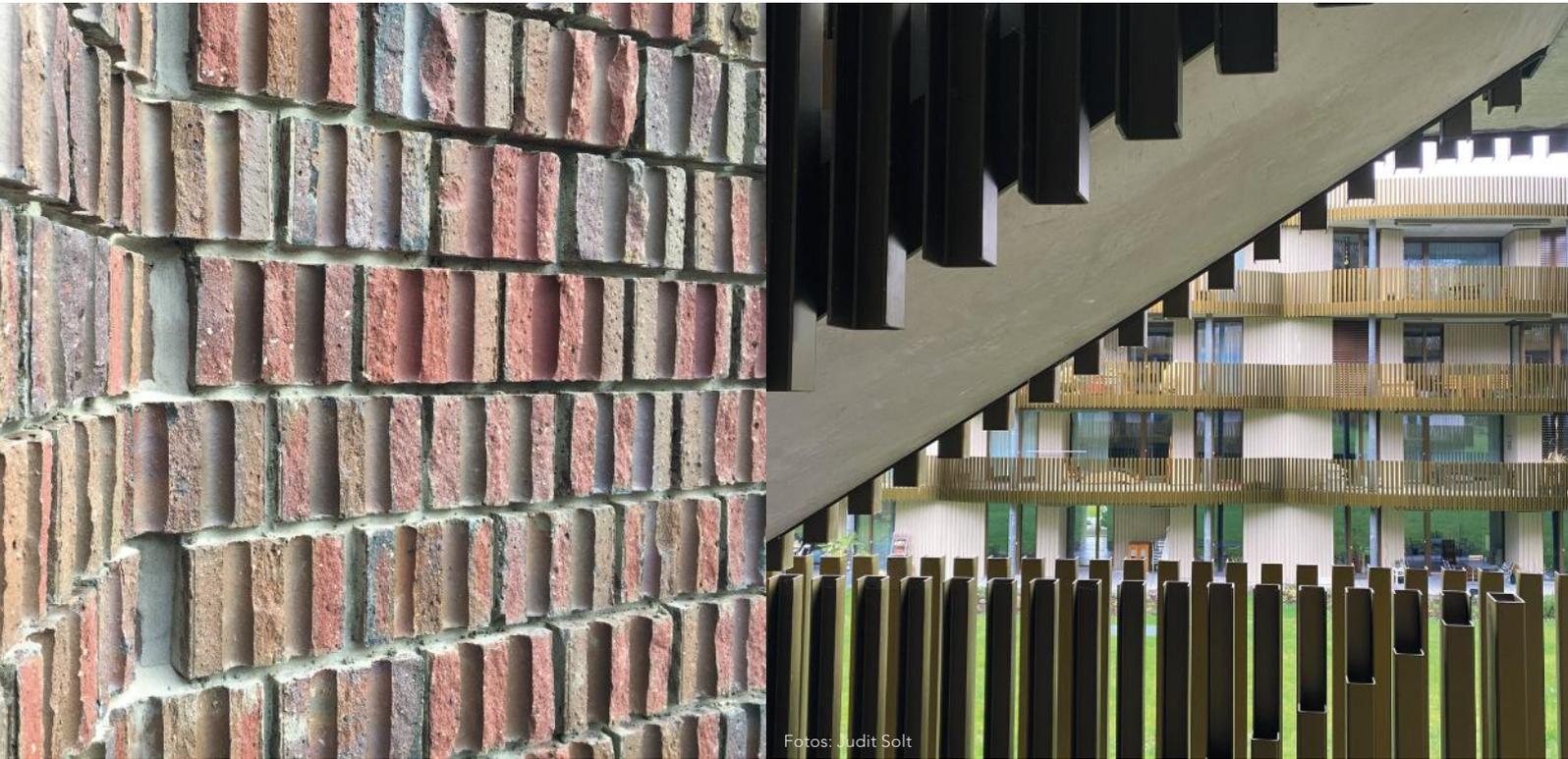


2026

# Façades



*espazium – The Publisher for Building Culture*

espazium ≡ magazin

espazium ≡ revue

espazium ≡ quaderni

## The façade

As the face of the building, the façade must fulfill a number of other functions in addition to providing climatic protection: it is expected to insulate the house to high energy standards, produce its own electricity by means of photovoltaics, generate heat with solar thermal energy, optimally supply compact buildings with daylight despite considerable building depths, protect against heat, provide shade, consist of ecologically sound materials, be durable and adaptable, recyclable and reusable, and inexpensive to maintain.

How can all these demands be catered to? What technologies, what materials are available today? What solutions have already been developed by the construction and planning industries?

The special issue reports on building practice. It presents successful solutions for today's façades in words, plans and images – using specific examples of current buildings from all over Switzerland.

**The special issue addresses relevant topics relating to the façade such as energy, photovoltaics, daylight, shading, sustainability and circular economy.**

## Media support

The developments in façades are presented and discussed within a high-calibre professional audience, using the following formats, amongst others:

- **Regular reporting print and online:** the specialist review *espazium magazin* as well as the online portal *espazium.ch* report on construction and research (construction and technology, sustainability and costs), list events, guided tours, conferences and panel discussions as well as current links to further information and partners.
- **The bilingual special issue «Façades» 2026 g/f** offers high-level specialist information on the latest findings and players from construction and research, presents lighthouse projects and provides in-depth articles.
- **Digital reference work trilingual g/f/i:** the continuously updated digital dossier brings together articles on the topic of façades from the trade reviews *espazium magazin*, *espazium revue* and *espazium quaderni*, *espazium.ch* and the special issue – comprehensive, professionally focused and clearly laid out, an indispensable reference work for all players and decision-makers in façades.
- **Distributed throughout Switzerland with a print run of 20,000 copies:**
  - Institutional investors, general contractors and government bodies
  - Planners, SIA members (supplement TEC21, TRACÉS and Archi) – reaches all architectural and engineering offices throughout Switzerland
  - Major distributors
  - Municipalities

## Target groups

Institutional investors, municipalities, builders, general contractors, project developers, architects, engineers, planners and interior designers, building technicians, building physicists, environment, environmental and energy professionals

## Monthly Usage Numbers

on *espazium.ch*

<b>Page Views</b>	217 823
<b>Unique Visitors</b>	38 688
<b>Dwell Time in Minutes</b>	03:02
Average values Jan - Aug 2025	

**Newsletter subscribers d/f/i** 6 580

**Open rate** 57 %

**Click rate** 12 %

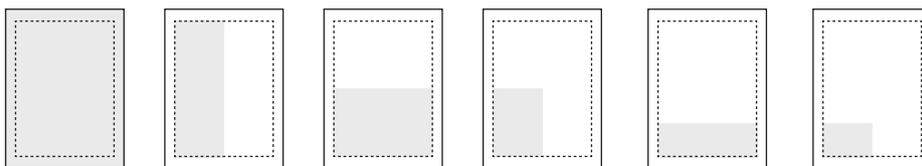
**Follower on Instagram** 11 000

**LinkedIn** 9 800

September 2025

## 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 «Façades» 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
— <b>free</b> press report (500 characters, 1 picture) <b>and</b> entry in the company directory	
— Digital: special newsletter façades: 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
<b>Total cross-media special package incl. 15% discount</b>	<b>9,010.00</b>

### Offer special newsletter

German

#### Façades

— Leaderboard	728 × 90 px	600.–
— Rectangle	300 × 250 px	550.–

## Publication and topic schedule

Special issue	On-sale date	Copy deadline	Print run
Façades	December 2026	October 2, 2026	20,000 copies



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



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