

MEDIA DATA 2026

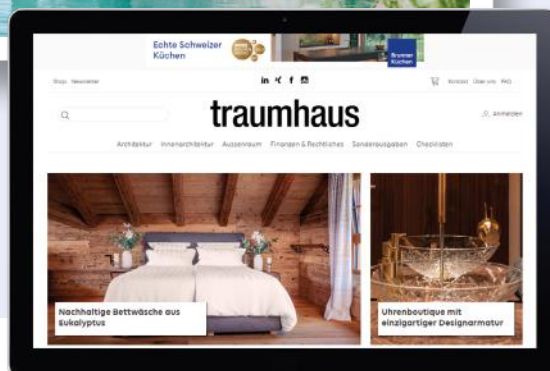
Print & Online | Effective 1 January 2026

traumhaus

traumhaus – The Swiss magazine for planning, building, and living



www.traumhaus.ch



«traumhaus» at a glance:

- Total print run 14,500 copies
- Published 6x a year
- 3 special editions a year:



«hausbau von A-Z»



«küchen»



«bäder»

BL Verlag AG | Baslerstrasse 60 | 8048 Zürich
T +41 44 928 56 11 | traumhaus@fachmedien.ch

FACHMEDIEN
Ein Unternehmen der Galedia

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Magazine positioning

Editorial concept

traumhaus (literally «dream house») is Switzerland's leading magazine for planning, building, and living. With dedicated sections on architecture, interior design, and finance & legal matters, supported by rotating special focus topics, the magazine informs, guides, and inspires readers throughout every stage of the homebuilding journey.

Topics covering planning, construction, and interior design of single-family homes are presented with clarity, structure, and strong visual appeal. Exclusive, in-house produced home features, guest articles from specialists, expert interviews, and product spotlights create a diverse, high-quality reading experience that blends information with inspiration. Published six times a year with a circulation of 14,500 copies, traumhaus is available nationwide by subscription and at newsstands.

Three special editions complement the regular magazine and offer focused communication environments for advertisers:

- Hausbau von A-Z (House Building from A to Z) – the annual guide to buying, financing, and building a home.
- Küchen (Kitchens) – themed around design trends, innovations, and kitchen planning expertise.
- Bäder (Bathrooms) – dedicated to bathroom architecture, wellness, and interior solutions.

The latter two are also distributed with the trade journal Architektur + Technik, expanding reach to architects, planners, and building professionals.

Contents

traumhaus delivers targeted, high-quality content for homeowners, builders, and design-conscious readers. Its editorial mix combines inspirational home features with expert knowledge and market insight across the following sections:

- **Architecture:** Comprehensive features on new builds and architectural highlights from Switzerland and abroad.
- **House Profiles:** Overview of system and architect-designed houses from leading providers.
- **Interior Design:** Case studies, furnishing concepts, and style advice from professionals.
- **Finance & Legal:** Expert commentary on current financial and legal aspects of home ownership.
- **Other Topics:** Focus Topics – Rotating special reports on outdoor living, building materials, or design innovations.
- **Blickpunkt:** Industry insights and News – Brief updates, trade fair reports, and key events.

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Circulation / Readership

Circulation figures

Print run

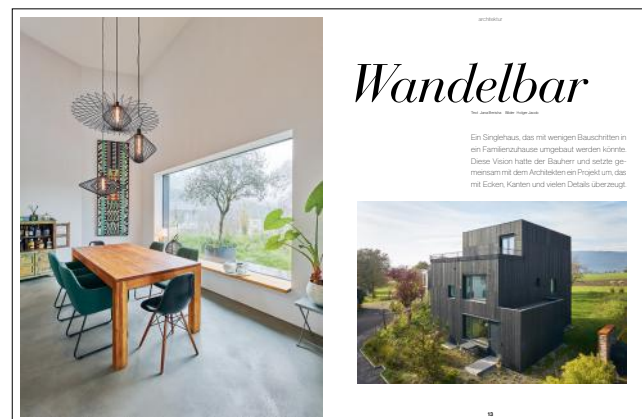
14,500 copies

Readership

The magazine is aimed at private builders who want to realize their dream by building their own home. Furthermore traumhaus' target audience includes renovators, and homeowners who are actively planning, constructing, or redesigning their homes – an audience that values high-quality information, reliable expertise, and premium design aesthetics.

Subscription service Prices in CHF including VAT.

- | | |
|--|------|
| · Annual subscription Switzerland
(6 issues + special editions «küchen», «bäder») | 49.– |
| · 2-year subscription Switzerland
(12 issues + special editions «küchen», «bäder») | 85.– |
| · Copy price
(International: plus postage) | 9.50 |



Topics related to planning, construction, and interior design of a single-family home are presented in an appealing way.

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Schedule 2026

Issue Special edition	Booking deadline	On-sale date	Main topics	Trade fairs / Supplements
1	26.01.2026	16.02.2026	Kitchen trends and appliances Outdoor furniture Garden planning Garden design	· imm Cologne, Jan 20–23 · Bauen+Wohnen, Lucerne, Feb 27– Mar 1 · Giardina, Zurich, Mar 11–15 · Eigenheim Messe, Solothurn, Mar 19–22 · Bauen+Wohnen, Aargau, Apr 16–19
hausbau von A–Z*	23.02.2026	16.03.2026	Everything you need to know about buying and building your own home	
2	23.03.2026	13.04.2026	Bathroom innovations Swimming pools, bio pools Wall coverings and textiles	· Light & Building, Frankfurt, Mar 8–13 · Münchner Stofffrühling (Munich Fabric Spring Fair), Mar 12–15 · Salone del Mobile/Euro Cucina, Milan, Apr 21–26
küchen**	27.05.2026	17.06.2026	Kitchen reports, kitchen planning and design, kitchen products and trends	
3	01.06.2026	22.06.2026	Building family homes, nursery / children's room Modular living Household appliances Floor coverings (indoor and outdoor)	· With supplement «küchen»
bäder**	20.07.2026	12.08.2026	Bathroom reports, bathroom planning and design, bathroom products and trends	
4	27.07.2026	17.08.2026	Bedrooms and closet systems Windows, glazing, winter garden Home automation	· Bauen & Modernisieren, Zurich, Sep 17–20 · With supplement «bäder»
5	23.09.2026	12.10.2026	Kitchen and kitchen technology Living room and dining room Lighting and lighting concepts (indoor and outdoor) Heating systems and energy	· Hausbau + Energie Fair, Berne 11/26
6	17.11.2026	08.12.2026	Building with wood Bathroom and wellness Fireplaces and stoves	

* Special edition of «traumhaus»
 ** Special edition of «traumhaus» and «Architektur + Technik»

We also publish the following content:

- Reports on architects and system houses
- Guest articles on current topics in the areas of finance, insurance, and legal matters
- Interviews and case studies on the topic of interior design
- News in brief from the industry
- Insights and reports on events and trade fairs

Subject to change without notice

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Advertisements – Formats and prices

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

Magazine format 230 × 300 mm
Print area 200 × 265 mm

Advertisements	4-colour
Panorama page	11,993.–
1/1 page	6,628.–
1/2 page	3,577.–
1/3 page	2,630.–
1/4 page	2,051.–
1/8 page	1,157.–

Other formats available upon request

Cover pages

Inside front cover (IFC)	7,048.–
Inside back cover (IBC)	6,838.–
Outside back cover (OBC)	7,995.–

Terms & Conditions

Placement editorial	526.–
Placement surcharge	263.–
Agency commission	10%
Recurring discounts	on page 19

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

Technical specifications

Digital data Whenever possible, we prefer high-end PDFs in Euroscale (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: traumhaus@fachmedien.ch. Any costs incurred for the production of print material will be charged separately at cost.

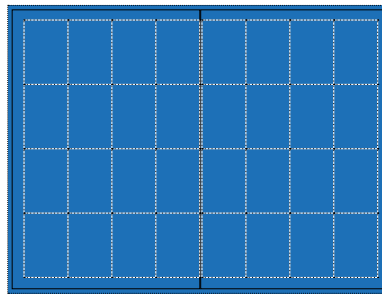
Printing method Sheet-fed offset

Colours 4-colour CMYK

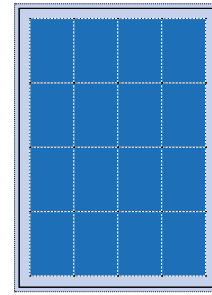
Grid AM80 **Paper** uncoated

Binding method adhesive bond

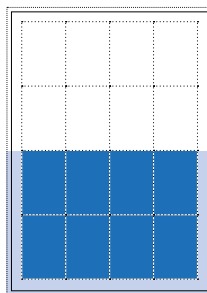
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



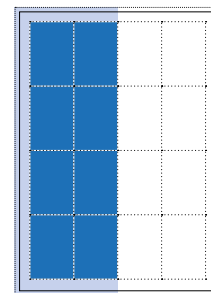
Panorama page
460 × 300 mm bl



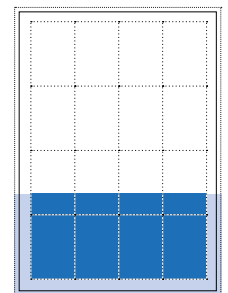
1/1 page
200 × 265 mm TA
230 × 300 mm bl



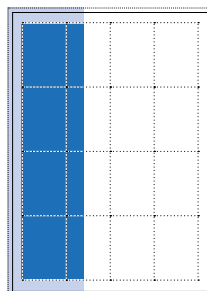
1/2 page horizontal
200 × 128 mm TA
230 × 146 mm bl



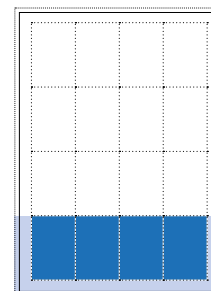
1/2 page vertical
96 × 265 mm TA
111 × 300 mm bl



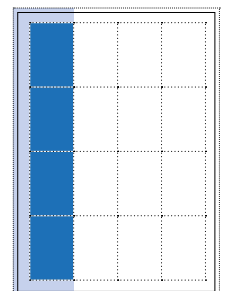
1/3 page horizontal
200 × 83 mm TA
230 × 100 mm bl



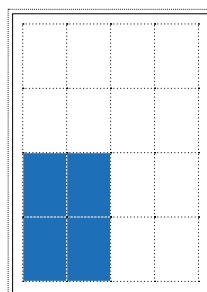
1/3 page vertical
62 × 265 mm TA
77 × 300 mm bl



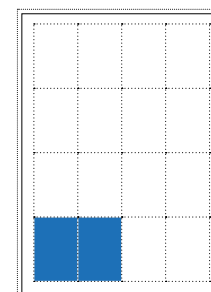
1/4 page horizontal
200 × 60 mm TA
230 × 77 mm bl



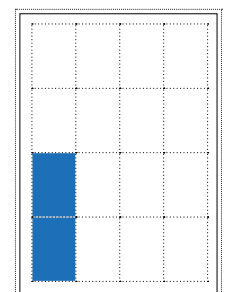
1/4 page vertical
45 × 265 mm TA
60 × 300 mm bl



1/4 page 2 columns
96 × 128 mm TA



1/8 page horizontal
96 × 60 mm TA



1/8 page vertical
45 × 125 mm TA

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Short portraits (house reports)

Within the Hausporträts section, traumhaus presents striking new buildings and renovations to an audience of active builders and design enthusiasts.

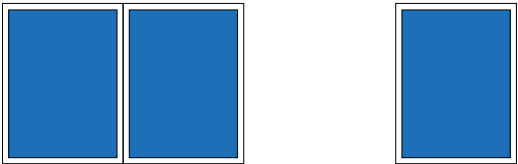
These short portraits – produced in collaboration with the editorial team – combine compelling imagery, concise descriptions, and architectural data. They serve as both inspiration for readers and brand visibility for participating manufacturers and construction partners.

Each feature adheres to the magazine's layout standards to ensure aesthetic consistency and editorial credibility.

Short portraits 4-colour	Maxi	Midi
Number of pages	2/1 page	1/1 page
Text (inc. spaces)	750 - 850 characters	350 - 400 characters
Images (resolution 300 dpi)	5-6 Floor plans (unlabeled) of all floors	1-3
Advertising customers	2,104.–	1,262.–
Other	5,365.–	2,946.–

Recurring discounts on [page 19](#)

Additional formats and package deals available upon request



hausportal

Offenheit

Das Einfamilienhaus wurde individuell auf die Wünsche der Bauherren abgestimmt und das Grundstück entsprechend. Die halbhochgelegene, vierstöckige Bauweise schafft eine angenehme und dennoch beeindruckende Wohn- und Lebensumgebung, die den Wohnkomfort maximiert. Der offene Grundriss verbindet geräumige Wohn- und Essbereiche mit einer modernen Küche inklusive Kochinsel und Vorratsraum, von einer hellen und freundlichen Atmosphäre umgeben. Ein Highlight im EG ist der überdachte Sitzplatz im Außenbereich, der direkt vom offenen Wohnbereich aus zugänglich ist. Das Obergeschoss besteht aus einem geräumigen Schlafzimmer mit einem luxuriösen Badestudio kombiniert wurde. }

Kobal AG
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9407 Märbach
5402 Balen-Dietwil
3421 Lyssach
Tel. 071 775 85 85
info@kobalhaus.ch

Technische Angaben

Konstruktion: Massivbauweise (Beton und Mauerwerk/Fachwerk)
Fenster: Velux eingetragte Schutzmarke

Raumangebot: Nettowohnfläche 208 m²
Anzahl Zimmer 15

Ausbau: Wände, Abstell, Parkett
Bäder, Parkett, Parkett
Fenster, Parkett, Abstell
2-bach-Wohnung

Technik: Luft-Wasser-Wärmepumpe
Bodenheizung

Sample house report

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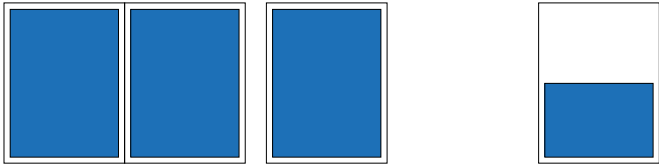
Advertorial

In some cases, a successful advertising presence requires a more complex form of communication. For brands seeking storytelling opportunities and deeper product integration, traumhaus offers advertorials – editorial-style articles positioned within relevant magazine sections.

These tailor-made features combine the authenticity of editorial content with the persuasive power of brand messaging. They are designed, edited, and produced by the publisher's editorial-team in cooperation with the advertiser to guarantee both quality and compliance with layout standards.

Advertorials include one proofreading cycle. Each additional proofreading run € 105.–

Advertorial 4-colour	Maxi	Midi	Mini
Number of pages	2/1 page	1/1 page	1/2 page
Text (inc. spaces)	max. 4,000 characters	max. 2,000 characters	max. 1,500 characters
Images (resolution 300 dpi)	4-6	1-3	1
Advertising value	14,307.–	7,890.–	4,313.–
	Text and image data supplied, layout by the publisher including editing, proofreading, layout and production		
Online publication	842.–	842.–	842.–
Recurring discounts	on page 19		



Sample advertorial 1/1 page

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: 14,700 copies

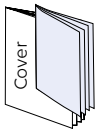
Loose inserts

Format max.¹ 220 × 295 mm

inserted loosely or loose ins. outside	per 1,000 copies			Invoiced circulation	Price ²
	Advert. value	Tech. cost	Total		
up to 25 g	326.–	47.–	373.–	14,500	5,408.50
up to 50 g	349.–	47.–	396.–	14,500	5,742.00
up to 75 g	385.–	47.–	432.–	14,500	6,264.00



Loose insert
inside



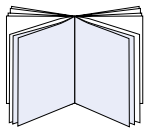
Loose insert
outside

Bound inserts

centrefold

Format max.¹ 220 × 295 mm

up to 25 g	326.–	47.–	373.–	14,500	5,408.50
up to 50 g	349.–	47.–	396.–	14,500	5,742.00
up to 75 g	385.–	47.–	432.–	14,500	6,264.00



Bound insert
centrefold

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

Milling edge in the collar: 3 mm

¹ For bleed edges allow 3mm trim on all sides

² 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
Recurring discounts
Delivery of inserts
Production

10%

on [page 19](#)

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

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 traumhaus@fachmedien.ch.

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– Zürichsee Werbe AG (www.fachmedien.ch) shall apply.

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Online offer – traumhaus.ch

The online platform **traumhaus.ch** expands the magazine's reach into the digital space and serves as a year-round information hub for planning, building, and living. Content includes editorials from the print magazine, exclusive online articles, industry news, product launches, and image galleries. This makes traumhaus.ch an ideal communication channel for advertisers targeting private builders and owners, architects, planners and designers or other design-oriented readers who are seeking for inspiration. Digital placements range from classic display formats to native advertorials and image-text promotions. All formats are optimized for both desktop and mobile delivery, ensuring brand exposure across devices.

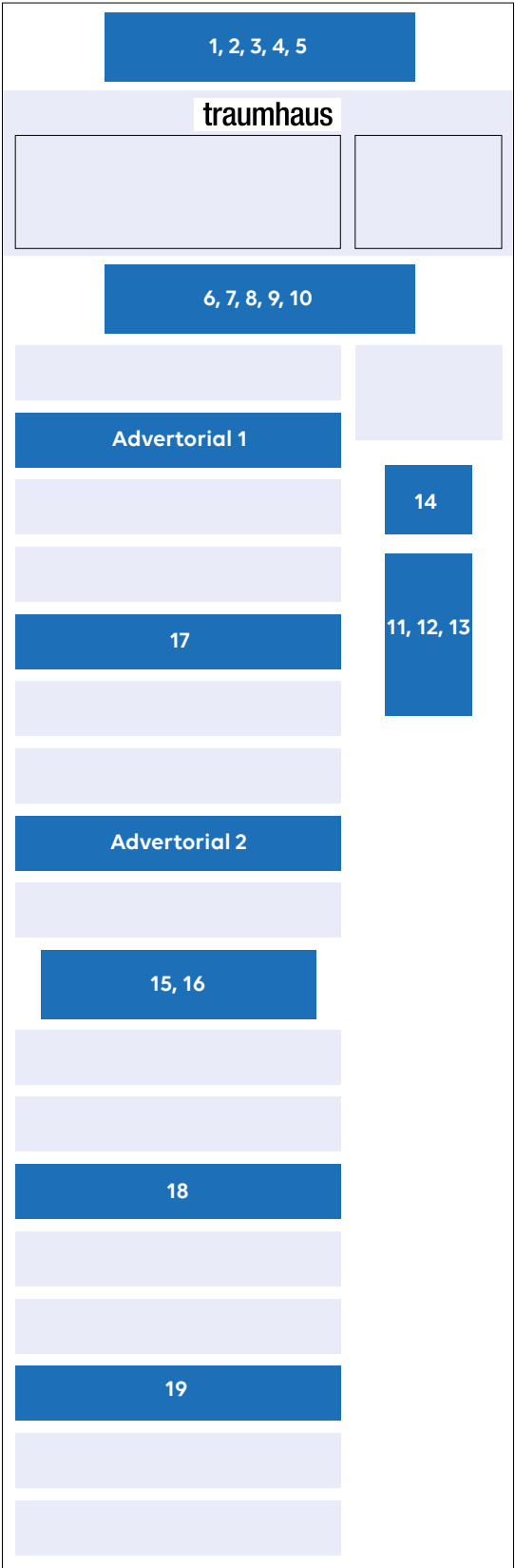
Advertising form	Format in pixels	Placement	Price 1 month
1 Wideboard top	994 × 250		
2 Maxiboard top	994 × 118		
3 Billboard top	970 × 250		
4 Leaderboard top	728 × 90		
5 Leaderboard special top	728 × 250	ROS	894.–
6 Wideboard second	994 × 250		
7 Maxiboard second	994 × 118		
8 Billboard second	970 × 250		
9 Leaderboard second	728 × 90		
10 Leaderboard special second	728 × 250	Home	736.–
11 Halfpage ad	300 × 600		
12 Wide skyscraper	160 × 600		
13 Exp. wide skyscraper	300 × 600	ROS	684.–
14 Medium rectangle	300 × 250	Home, categories	631.–
15 Leaderboard context	728 × 90	Home, categories,	
16 Leaderboard special context	728 × 250	article level	631.–
17 Image-text display 1			2,209.–
18 Image-text display 2			1,788.–
19 Image-text display 3			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

File size	max. 200 kB
File formats	HTML5, gif, jpg, png, Rich Media, Redirect
HTML5	Please refer to the specifications on our website.
Link	always send separately
Number	max. 2 banners rotating
Runtimes	1 month
Delivery	5 working days before the start of the campaign
Recurring discounts	on page 19

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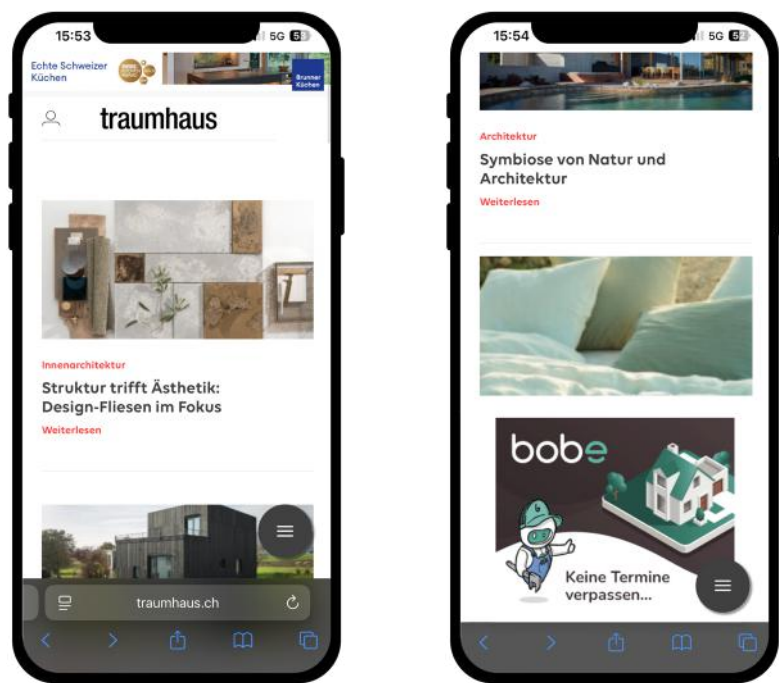
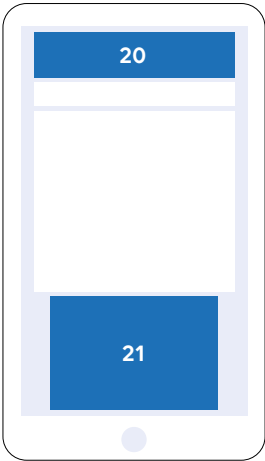


Visitor numbers	
Page views	3,391
Visits	2,027
Unique visitors	1,739
Monthly average figures, Jan - Aug 2025, source: Google Analytics	

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Mobile online offer – traumhaus.ch

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



Examples of mobile advertising

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

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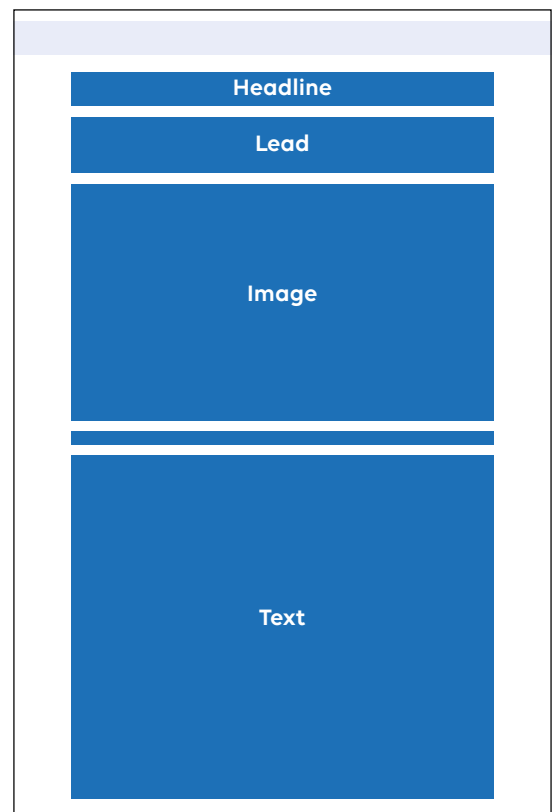
Advertorial on traumhaus.ch

Online advertorials on traumhaus.ch enable advertisers to communicate complex messages in a journalistic context. These branded content features combine informative writing with product storytelling, supported by strong visuals and direct links to the advertiser's website.

Each online advertorial includes editorial formatting, teaser text on the homepage, and category placement to ensure discoverability and sustained exposure over the campaign period.

Advertising form	Price 1 month
Advertorial 1	2,051.–
Advertorial 2	1,578.–
Headline	45 characters including spaces
Lead	200 characters including spaces
Text	max. 3,000 characters including spaces
Images	2 - 4, max. 3,000 × 3,000 px
Link	Specify target URL
Teaser	Text: 130 characters including spaces Image: 600 × 400 px (gif, jpg, png) Placement on Home and in the categories
Corrections	One correction run included in the price. Each additional correction run € 105.–

[Recurring discounts](#) on [page 19](#)



The screenshot shows a webpage from traumhaus.ch. The header includes a navigation menu and the traumhaus logo. The main headline reads 'Mehr Raum und neue Möglichkeiten im Dachgeschoss'. Below the headline is a sub-headline and a paragraph of text. The text mentions 'Viele Dächer bieten ungenutztes Potenzial für zusätzlichen Wohnraum...' and 'Optimaler Tageslichteinfall im Dachgeschoss'. There are social media sharing icons and a date 'Advertorial - 18. August 2025'. At the bottom, there are two small images showing a house at night.

Advertorial example on traumhaus.ch

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Newsletter – traumhaus.ch

The traumhaus newsletter is published monthly and reaches a steadily growing audience of subscribers interested in architecture, homebuilding, and interior trends. For advertisers, it provides a premium direct-marketing tool positioned alongside editorial highlights and event news.

Ad formats include banner placements and image-text modules, which link directly to advertisers' websites or landing pages.

The newsletter's concise design and focused content guarantee strong reader engagement, high open rates, and measurable performance metrics.

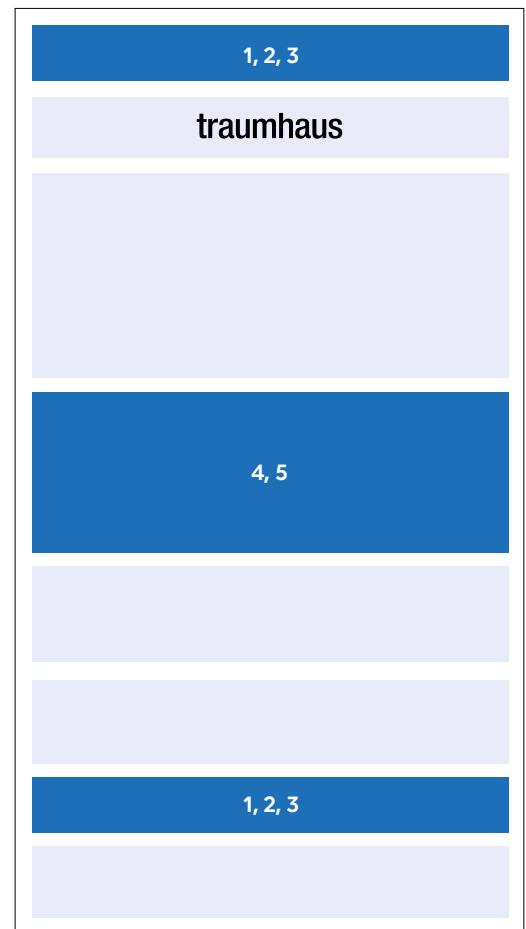
Advertising form	Format	Price per dispatch
1 Leaderboard - NL	728 × 90 px	
2 Billboard - NL	970 × 250 px	
3 Wideboard - NL	994 × 250 px	789.–
4 Image-text ad - NL small		789.–
Headline	max. 30 characters including spaces	
Leadtext	max. 250 characters including spaces	
Image	1 image, 600 × 600 px (square)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

6.2. / 6.3. / 3.4. / 8.5. / 12.6. / 17.7. / 7.8. / 4.9. / 9.10. / 6.11. / 4.12.

Technical specifications

Published	monthly on Fridays
File size	max. 80 kB
File formats	jpg, png, gif
Number	several banners and image-text ads per NL
Link	always send separately
Data submission	to: traumhaus@fachmedien.ch
Recurring discounts	on page 19



Recipients

The number of subscribers grows steadily after the first mailing. We are happy to provide you with information on this and on the current status of open and click rates at any time.

Special editions 2026 – «küchen» and «bäder»

Editorial concept

The kitchen and the bathroom have evolved from purely functional spaces into central lifestyle areas of the modern home. The themed editions Küchen and Bäder, published annually as supplements to traumhaus and Architektur + Technik, reflect this transformation.

Through inspiring features, expert interviews, and product overviews, these special issues deliver valuable insights for builders, planners, and contractors.

Content highlights

The special editions «küchen» and «bäder» cover the following topics:

Reports: Comprehensive reports on outstanding kitchen and bathroom projects for new builds and renovations in Switzerland and abroad

Advice: Practical advice and design inspiration from leading specialists (interviews, expert-panels, tips)

Products: Comprehensive product and trend coverage across all relevant categories – from materials and fittings to lighting and wellness.

- **Kitchen:** Furniture, sinks, fittings, appliances, technology, kitchen gadgets, and accessories
- **Bathroom:** Furniture, washbasins, bathtubs, showers, fittings, mirrors, radiators, toilets, floor and wall coverings, wellness and fitness, accessories

Frequency

«küchen» once a year / since 2011

«bäder» once a year / since 2011

Print run

21,700 copies

Editorial office

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Nuria Peón, Editor, T +41 58 344 98 36

nuria.peon@blverlag.ch

Head of Media Consulting

Jasmin Fricker, T +41 44 928 56 51

jasmin.fricker@fachmedien.ch

Distribution

As a free supplement to the trade journal «Architektur + Technik» and the consumer magazine «traumhaus». Free distribution at various construction trade fairs.



«küchen»

Kitchen reports, kitchen planning and design, kitchen products and trends.

On-sale date

17.06.2026

Copy deadline

27.05.2026



«bäder»

Bathroom reports, bathroom planning and design, bathroom products and trends.

On-sale date

12.08.2026

Copy deadline

20.07.2026

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Advertisements – Formats & prices

Special editions «küchen» and «bäder»

Magazine format 230 × 300 mm
Print area 200 × 265 mm

Advertisements 4-colour

Panorama page	14,202.–
1/1 page	9,678.–
1/2 page	5,260.–
1/3 page	3,735.–
1/4 page	3,103.–

Other formats available on request

Cover pages

Inside front cover	10,099.–
Inside back cover	9,678.–
Back cover	11,993.–

Advertorials

2/1 page	17,042.–
1/1 page	11,572.–

Terms & Conditions

Placement editorial 526.–

Placement surcharge 526.–

Agency commission 10%

Recurring discounts on [page 19](#)

Placement requests: Free of charge, will be taken into account where possible, but cannot be guaranteed for technical reasons. Failure to comply with placement requests does not entitle the customer to a price reduction. Colors outside the ISO scale available on request.

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

Technical specifications

Digital data Highend, 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: traumhaus@fachmedien.ch. Any costs incurred for the production of print material will be charged separately at cost.

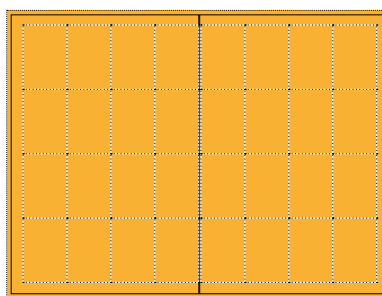
Printing method Sheet-fed offset

Colours 4-colour CMYK

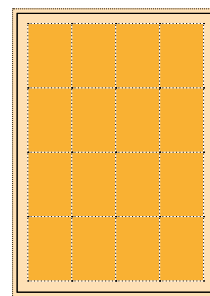
Grid AM80 **Paper** uncoated

Binding method adhesive bond

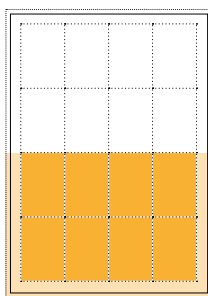
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



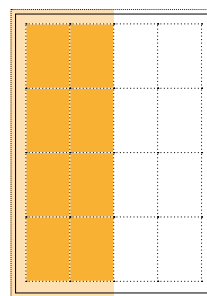
Panorama page
460 × 300 mm ra



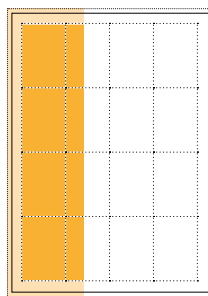
1/1 page
200 × 265 mm TA
230 × 300 mm bl



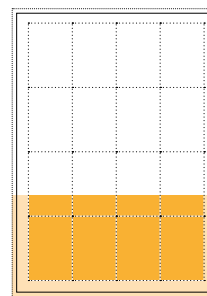
1/2 page horizontal
200 × 128 mm TA
230 × 146 mm bl



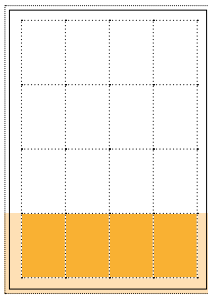
1/2 page vertical
96 × 265 mm TA
111 × 300 mm bl



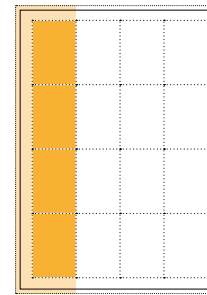
1/3 page vertical
62 × 265 mm TA
77 × 300 mm bl



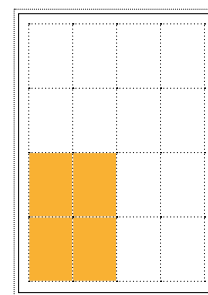
1/3 page horizontal
200 × 83 mm TA
230 × 100 mm bl



1/4 page horizontal
200 × 60 mm TA
230 × 77 mm bl



1/4 page vertical
45 × 265 mm TA
60 × 300 mm bl



1/4 page 2 columns
96 × 128 mm TA

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

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Loose/bound inserts

Quantity to be supplied: 21,900 copies

Special editions
«küchen» and «bäder»

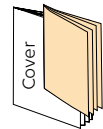
Loose inserts

Format max.¹ 220 × 295 mm

inserted loosely or loose ins. outside	per 1,000 copies			Invoiced circulation	Price ²
	Advert. value	Tech. cost	Total		
up to 25 g	342.–	47.–	389.–	21,700	8,441.–
up to 50 g	374.–	47.–	421.–	21,700	9,136.–
up to 75 g	439.–	47.–	486.–	21,700	10,546.–



Loose insert
inside



Loose insert
outside

Bound inserts

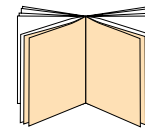
centrefold

Format max.¹ 220 × 295 mm

up to 25 g	342.–	47.–	389.–	21,700	8,441.–
up to 50 g	374.–	47.–	421.–	21,700	9,136.–
up to 75 g	439.–	47.–	486.–	21,700	10,546.–

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

Milling edge in the collar: 3 mm



Bound insert
centrefold

¹ For bleed edges allow 3mm trim on all sides

² 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 19](#)

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 traumhaus@fachmedien.ch.

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

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Special editions 2026 – «hausbau von A-Z»

Editorial concept

Hausbau von A-Z is the definitive Swiss annual guide for anyone planning or building a single-family home. It accompanies readers from the first idea through financing, construction, and furnishing – offering clear, practical guidance at every step. In addition to its practical tips, the publication also serves as a source of inspiration for homebuilding and interior design, helping readers bring their dream home to life.

Content Structure

Planning & Finance: Expert articles on financing, insurance, law, and approval procedures.

Houses: Reports on architect-designed and prefabricated homes, including insights into construction methods and materials.

Building Services: Energy systems, heating, lighting, and smart-home solutions.

Interior Design: Trends and product inspiration for kitchens, bathrooms, floors, walls, and fireplaces.

Outdoor Spaces: Landscaping, lighting, and pool design.

Trade Fairs & Exhibitions: Calendar and overview of major events.

Frequency

once a year / since 2014

Print run

14,500 copies

Editorial office

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Nuria Peón, Editor, T +41 58 344 98 36
nuria.peon@blverlag.ch

Head of Media Consulting

Jasmin Fricker, T +41 44 928 56 51
jasmin.fricker@fachmedien.ch

Distribution

Kiosk sales, all relevant construction and housing fairs, permanent construction exhibitions, targeted mailings to building contractors, reader bonus for «traumhaus» subscribers



«hausbau von A-Z»

Everything you need to know about buying and building your own home.

On-sale date

16.03.2026

Copy deadline

23.02.2026

Advertisements – Formats & prices

Special editions «hausbau von A–Z»

Magazine format 230 × 300 mm
Print area 200 × 265 mm

Advertisements	4-colour
Panorama page	11,993.–
1/1 page	6,628.–
1/2 page	3,577.–
1/3 page	2,630.–
1/4 page	2,051.–

Other formats available on request

Cover pages

Inside front cover	7,048.–
Inside back cover	6,838.–
Back cover	7,995.–

Terms & Conditions

Placement editorial 526.–
Placement surcharge 263.–
Agency commission 10%
Recurring discounts on [page 19](#)

Placement requests: Free of charge, will be taken into account where possible, but cannot be guaranteed for technical reasons. Failure to comply with placement requests does not entitle the customer to a price reduction. Colors outside the ISO scale available on request.

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

Technical specifications

Digital data Highend, 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: traumhaus@fachmedien.ch. Any costs incurred for the production of print material will be charged separately at cost.

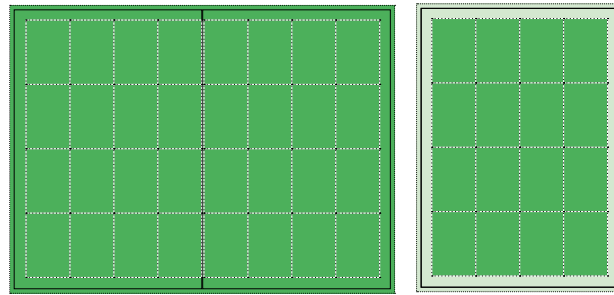
Printing method Sheet-fed offset

Colours 4-colour CMYK

Grid AM80 **Paper** uncoated

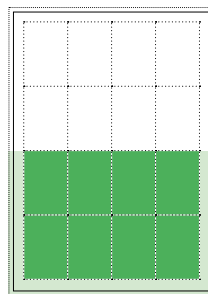
Binding method adhesive bond

Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil

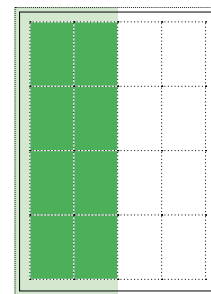


Panorama page
460 × 300 mm ra

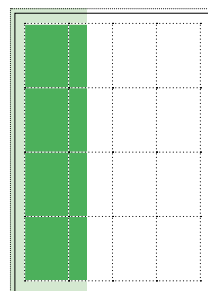
1/1 page
200 × 265 mm TA
230 × 300 mm bl



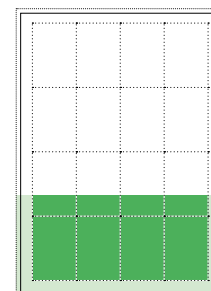
1/2 page horizontal
200 × 128 mm TA
230 × 146 mm bl



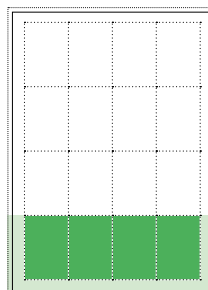
1/2 page vertical
96 × 265 mm TA
111 × 300 mm bl



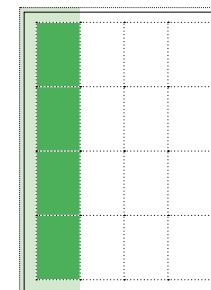
1/3 page vertical
62 × 265 mm TA
77 × 300 mm bl



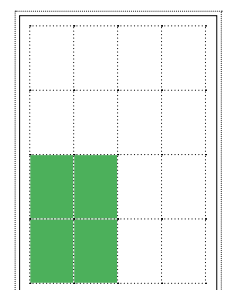
1/3 page horizontal
200 × 83 mm TA
230 × 100 mm bl



1/4 page horizontal
200 × 60 mm TA
230 × 77 mm bl



1/4 page vertical
45 × 265 mm TA
60 × 300 mm bl



1/4 page 2 columns
96 × 128 mm TA

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

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Short portraits (house reports)

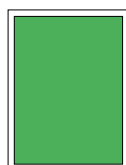
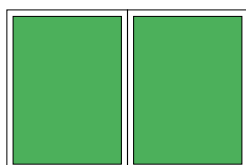
Special edition «hausbau von A-Z»

In the «Hausporträts» section, we present current new buildings to the interested target audience in each magazine. The popular short portraits and house reports are created in collaboration with the editorial team according to the publisher's layout concept.

Short portraits 4-colour	Maxi	Midi
Number of pages	2/1 page	1/1 page
Text (inc. spaces)	750 - 850 characters	350 - 400 characters
Images (resolution 300 dpi)	5-6 Floor plans (unlabeled) of all floors	1-3
Advertising customers	2,104.–	1,262.–
Other	5,365.–	2,946.–

Recurring discounts on [page 19](#)

Additional formats and package deals available upon request







hausporträt

haus

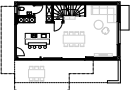
Raum und Weitblick

Klare Linien, eine kubische Formensprache und ein offener Grundriss zeichnen dieses Einfamilienhaus aus. Auf Wunsch des Bauherrn wurde das Projekt individualisiert an das Grundstück angepasst. Eine Erweiterung bis unter den Stützpunkt schuf Platz für eine grosszügige Doppelgarage und einen Eingang mit Carport. Im Erdgeschoss öffnet sich ein heller Wohn-, Ess- und Küchenbereich mit räumlichen Fensterfronten nach Süden, sodass der Blick direkt in den Garten führt. Die Fassade überzieht durch ihr Spiel aus kubischen Formen und vorgespannten Holzelementen, die dem Haus einen lebendigen Charakter verleihen. Im Obergeschoss befinden sich vier Schlafzimmer und ein grosszügiges Wohnflügel.

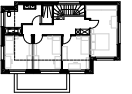
KobeltHaus, Kobelt AG
 Stadthausstrasse 7
 9437 Marbach
 Baden Dättwil, Lysnach
 Tel. 071 773 85 85
info@kobelthaus.ch

Grundriss



Erdgeschoss



Obergeschoss

Technische Angaben

Konstruktion	Massivbauweise in Beton und Mauerwerk, flächendeckende Fassade, Versatzverglasung mit Schutzansicht, vorvergrauter Estrichbodenbelichtung
Raumangebot	Bruttogeschossfläche 185m² Anzahl Zimmer 5,5
Ausbau	Wände, Böden, Wandschichten, begehbare Beschichtungen Böden, Parkett, Bodenplatten, Fenster, Holzküchenraum mit 3-fach-Verglasung
Technik	Luft-Wasser-Wärmepumpe, Bodenheizung, eSMART-house -all-in-one-System

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hausporträt 05-05

Sample house report

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

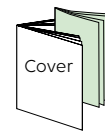
Quantity to be supplied: 14,700 copies

Special edition
«hausbau von A-Z»

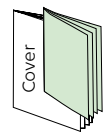
Loose inserts

Format max.¹ 220 × 295 mm

inserted loosely or loose ins. outside	per 1,000 copies			Invoiced circulation	Price ²
	Advert. value	Tech. cost	Total		
up to 25 g	326.–	47.–	373.–	14,500	5,408.50
up to 50 g	349.–	47.–	396.–	14,500	5,742.00
up to 75 g	385.–	47.–	432.–	14,500	6,264.00



Loose insert
inside



Loose insert
outside

Bound inserts

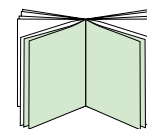
centrefold

Format max.¹ 220 × 295 mm

up to 25 g	326.–	47.–	373.–	14,500	5,408.50
up to 50 g	349.–	47.–	396.–	14,500	5,742.00
up to 75 g	385.–	47.–	432.–	14,500	6,264.00

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

Milling edge in the collar: 3 mm



Bound insert
centrefold

¹ For bleed edges allow 3mm trim on all sides

² 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 19](#)

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 traumhaus@fachmedien.ch

Discounts

Advertisers benefit from recurring-booking discounts across all media types – print, inserts, online, and newsletter. The cumulative structure rewards multi-issue and cross-media participation, reinforcing long-term brand presence in a trusted editorial environment.

Recurring discounts

3×	5%
6×	10%
9×	15%
12×	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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www.fachmedien.ch

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advertising spaces for you.

