

Extensive Special Edition with the Theme Kitchen and Bathroom Planning.



**RAUM
UND WOHNEN**

An annual publication of the magazine RAUM UND WOHNEN

Media 2021

Characteristics.

«Trendmagazin Küche & Bad:»

- **The latest trends for kitchen and bathroom**
- **Market overview of the latest programmes**
- **Fittings for housework room and laundry**
- **design and lifestyle in kitchen and bathroom**

In 2021 «TRENDMAGAZIN KÜCHE UND BAD» is going to be published in its 18th volume. It is an annual publication from «Etzel-Verlag» and provides the reader with a cross section of the latest furnishing programmes and fittings as well as a host of practical tips. Due to the fact that the publication of the magazine is oriented

towards the Trend Trade Fairs, the magazine reflects the most current preferences in the layout of kitchens and bathrooms, as well as innovations in material and technology.

«TRENDMAGAZIN KÜCHE UND BAD» has a published circulation of 21'000 and, thanks to the content being very up-to-date, it has been established for almost two decades as the firmly information medium. It reaches the target group of architects, builders and house owners over the course of an entire year through different sales channels.

News-agent sales as well as permanent advertising in all important architecture and lifestyle publications in Switzerland and sales at all relevant trade fairs and

exhibitions guarantee an optimal capture of the intended target groups. The further development in content allows to include additional topics and background information. Special planning examples, new generations of kitchen appliances and fittings, equipment for laundry room or utility room as well as current future studies will be presented in this way. Pages of information with tips and news round off the range of topics.

The first part of the publication will be dedicated to the kitchen. By turning the magazine the reader has, instead of the normal last page, another title page, namely that of the bathrooms theme, which starts here and takes up around 50% of the publication!

CONTENT AND TOPICS

Kitchens and Kitchen equipment	Bathrooms and Bathroom fittings
<p><u>Reports on kitchens and cooking</u></p> <p><u>New kitchens</u></p> <ul style="list-style-type: none"> – New products and trends at the EuroCucina 2021, Salone del Mobile, Milan – Market spectrum and new products in Switzerland <p><u>Kitchen organisation</u></p> <ul style="list-style-type: none"> – Storage – Interior fittings <p><u>Materials</u></p> <ul style="list-style-type: none"> – Market news <p><u>New fittings</u></p> <ul style="list-style-type: none"> – State-of-the-art technologies for cooking, baking, roasting and cooling – Small appliances and accessories – Sinks and fittings, incl. taps <p><u>Planning</u></p> <ul style="list-style-type: none"> – Background infos, Product News 	<p><u>Reportages around bathroom and bath culture</u></p> <p><u>New bathrooms</u></p> <ul style="list-style-type: none"> – New products and trends from the Salone Internazionale del Bagno 2021, Milan – Market spectrum and new products in Switzerland <p><u>Materials</u></p> <ul style="list-style-type: none"> – Market news <p><u>New fittings</u></p> <ul style="list-style-type: none"> – Fittings – Bathroom radiators and accessories <p><u>Planning</u></p> <ul style="list-style-type: none"> – Background infos, Product News <p><u>Utility rooms</u></p> <ul style="list-style-type: none"> – Washing machines – Tumble driers – Planning ideas

CIRCULATION

Circulation 21'000 copies (19'000 print / 2'000 e-paper)

Sales are made through all important newsagents in Switzerland. Furthermore this supplement is promoted to interested buyers through coupon advertisements in the leading architecture and lifestyle magazines in Switzerland!

ADVERTISING PRICES

1/1 page 4c	Fr. 7'300.-	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
1/2 page 4c	Fr. 3'950.-	184 mm x 137 mm (horizontal) 225 mm x 146 mm (+ bleed) 90 mm x 278 mm (vertical) 103 mm x 297 mm (+ bleed)
1/3 page 4c	Fr. 3'050.-	184 mm x 90 mm (horizontal) 225 mm x 99 mm (+ bleed) 60 mm x 278 mm (vertical) 73 mm x 297 mm (+ bleed)
1/4 page 4c	Fr. 2'100.-	90 mm x 137 mm (type area) 184 mm x 66 mm (horizontal) 225 mm x 75 mm (+ bleed) 43 mm x 278 mm (vertical) 57 mm x 297 mm (+ bleed)
2 nd Inner cover Kitchen 4c 2 nd Inner cover Bathroom 4c	Fr. 9'350.- Fr. 9'350.-	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
All prices are net excluding V.A.T. Special placements can't be switched nor canceled.		(bleed = 3 mm)

INSERTS/SUPPLEMENTS

Inserts/Supplements				These prices include postage; Prices for larger brochures on request.
2 pages	Fr. 6'100.-	8 pages	Fr. 9'700.-	
4 pages	Fr. 7'600.-	16 pages	Fr. 12'100.-	

CONTENT MARKETING

<p>Promotion spreads are editorial colour pages newly created by the publisher according to the customers' requirements, which are primarily product-related and have a strong advertising character. They are identified as a "Promotion" and their layout is designed to reflect that of the editorial sections (Copyright through the publisher).</p>	<p>Logos are possible. On request we offer business associates, resellers and partners of the advertiser fifteen copies free of charge each or further copies with a discount of around 50% per copy.</p> <p>The costs for production of the print documents are included in the price!</p>	<p>Publication price: 2/1 pages 4 colour CHF 8'990.-.</p> <p>1/1 pages 4 colour CHF 4'990.-.</p>
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PUBLISHER AND TECHNICAL DATA

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