

MEDIA DATA 2026

Print & Online | Effective 1 January 2026

Archi+Technik tektur

Architektur + Technik – The Swiss construction trade magazine

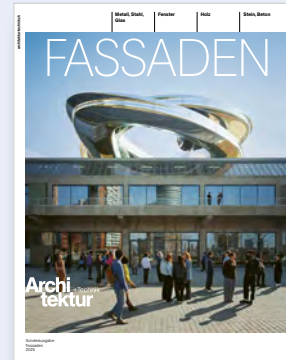


«Architektur + Technik» at a glance:

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



«Innenarchitektur & Design»



«Fassaden»

www.architektur-technik.ch



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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.

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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	11.02.2026	Dossier: housing construction 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	25.03.2026	Dossier: healthcare buildings 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	06.05.2026	Dossier: single-family homes 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
Innenarchitektur & Design	07.05.2026	27.05.2026	Bathroom; wall/floor; kitchen; lighting; interior design, furniture	· Salone del Mobile, Mailand, Apr 21-26
5-6 (with annual edition Küchen)	22.05.2026	17.06.2026	Dossier: sports and leisure facilities Public sanitary facilities, water/air supply systems; floor coverings; building envelope (facades, windows)	
7-8 (with annual edition Bäder)	22.07.2026	12.08.2026	Dossier: housing development 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	23.09.2026	Dossier: office and administrative buildings 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
Fassaden	26.08.2026	23.09.2026	Metal/steel/glass; wood; stone/concrete; windows/doors/gates	· Advanced Building Skins, Berne, Nov 3-4
11	12.10.2026	04.11.2026	Dossier: educational buildings 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	09.12.2026	Dossier: Hotels and restaurants 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

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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
Panorama page	10,836.–
1/1 page	6,522.–
1/2 page	3,682.–
1/3 page	2,840.–
1/4 page	2,314.–

Other formats available upon request

Cover pages

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

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

Basic entry	for free
company name + website	
Logo entry	421.–
Logo, company name + website	

Terms & Conditions

Placement editorial	526.–
Placement surcharge	263.–
Agency commission	10%
Recurring discounts	on page 12

All prices in € plus VAT. The general terms and conditions available at 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: anzeigen.architektur-technik@galledia.ch. Any costs incurred for the production of print material will be charged separately at cost.

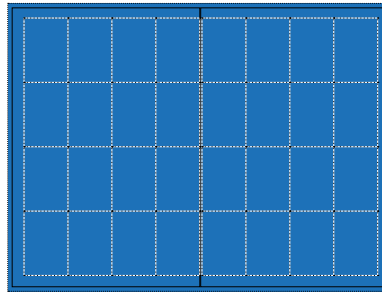
Printing method Sheet-fed offset

Colours 4-colour CMYK

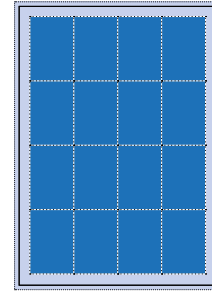
Grid AM80 **Paper** uncoated

Binding method adhesive bond

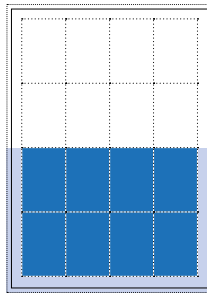
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



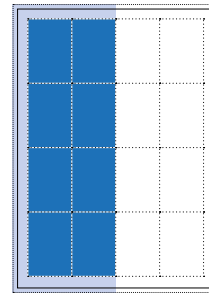
Panorama page
460 × 300 mm bl



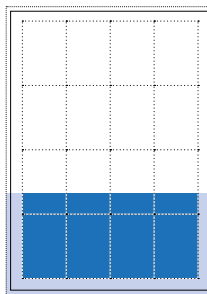
1/1 page
197 × 270 mm TA
230 × 300 mm bl



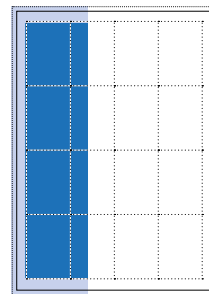
1/2 page horizontal
197 × 131 mm TA
230 × 141 mm bl



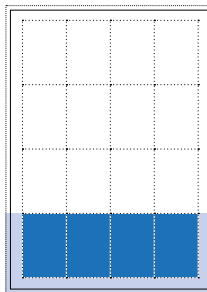
1/2 page vertical
96 × 270 mm TA
106 × 300 mm bl



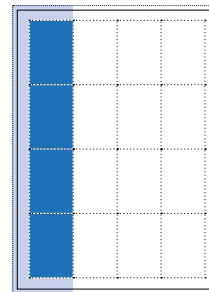
1/3 page horizontal
197 × 85 mm TA
230 × 95 mm bl



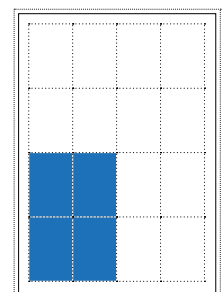
1/3 page vertical
62 × 270 mm TA
72 × 300 mm bl



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 Postleitzahl 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 unerwackbaren Charakter.

Das zentrale Werkstück: Die Fassade verleiht der Fassade eine spezielle Struktur.
Foto: Felix Huber

Ursprünglich war eine Metallfassade geplant, doch der Vorschlag wurde von der Gemeinde Ansoa nicht genehmigt. Der Architekt Christoph Kneiberg aus Basel entwickelte daher gemeinsam mit dem Innenarchitekten Corrado Eigenmann von der Capla AG ein Konzept, die sich bewusst von einer Idee, die besser zum Ortsbild passt: eine strukturierte Verputzfassade (Kampanerputz) mit schwarzer Oberfläche, welche die Formensprache der umliegenden gelbten Metallfassade aufgreift. Um das Konzept greifbar zu machen, fertigte Eigenmann das erste Fassadenmuster freihändig

mit einer Stuckoptik an. «Ich wird eine Fassade nur über die Farbgebung definiert, doch hier rückwärts die Struktur selbst ins Zentrum», so Eigenmann. Die Rillenstruktur in Stuckoptik prägte die Fassadenoptik und sorgte für eine markante Oberfläche, die sich bewusst von klassischen Putzfassaden abhebt.

Technische Umsetzung mit Herausforderungen
Um das großformatige Fassadenbildlich gelbten Metallfassade aufgreifen. Um das Konzept greifbar zu machen, fertigte Eigenmann das erste Fassadenmuster freihändig

mit dem ausführenden Unternehmen Genüggs AG entwickelte das Team eine technisch und architektonisch überzeugende Lösung. «Die Herausforderung bestand darin, die Struktur gleichmässig über die gesamte Fläche zu ziehen – möglichst ohne sichtbare Anlaufstellen», erklärt Philipp Länzlinger, Anwendungstechniker bei Kabe Farben. Die Traufkante wurden getrennt und optimiert, bis die gewünschten Präzisionen erreicht wurde und Genüggs damit arbeiten konnte. «Wir lernen Kabe Farben von vielen Jahren und schätzen die Qualität der Produkte sowie die profes-

35 Schwerpunkt
Fassaden

Die markante Rillenfassade vereint Präzision, Technik und höchste Handwerkskunst zu einem stolzerfüllten Unikat.

Präzise aufgenommene Rillenstrukturen verleiht der Fassade eine unerwackbare Stuckoptik.

Auf höchstem Niveau
Die Umsetzung der Rillenstruktur stellte hohe Anforderungen an die Präzision. Das Relief musste exakt vertiefen – insbesondere an Fassadenelementen wie Fensterbänken und der Dachkante. Dies erforderte präzise Handarbeit, damit die Struktur möglichst nahtlos fortgesetzt werden konnte. Auch das exakte Ziehen der Linien auf einer Höhe von 2,6 Metern am Gerüst war eine Herausforderung, die intensive Tests und fein abgestimmte Techniken erforderte. Die Zahlen sprechen für sich: Für die markante Optik wurden 5,5 Tonnen Strukturputz verarbeitet, aufgetragen auf 6000 Quadratmeter Dämmfläche. Abschliessend kam ein speziell abgestimmter Kabe-Farbtönen zum Einsatz – insgesamt 238 Kilogramm Farbe.

Ein Zusammenspiel
Das Ergebnis ist eine Fassade, die durch ihre handwerkliche Präzision und ihr gestalterisches Konzept überzeugt. «Die Fassade integriert sich weich in die Landschaft und unterstreicht den exklusiven Charakter unseres Hotels.»

Die Postleitzahl 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 available at www.fachmedien.ch shall apply.

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Loose/bound inserts

Quantity to be supplied: 7,400 copies

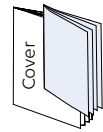
Loose inserts

Format max.¹ 220 × 295 mm

inserted loosely or loose ins. outside	per 1000 copies			Invoiced circulation	Price ²
	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

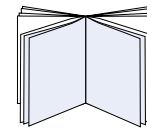
centrefold

Format max.¹ 220 × 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

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 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 anzeigen.architektur-technik@galledia.ch.

All prices in € plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

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Online offer – architektur-technik.ch

At 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.

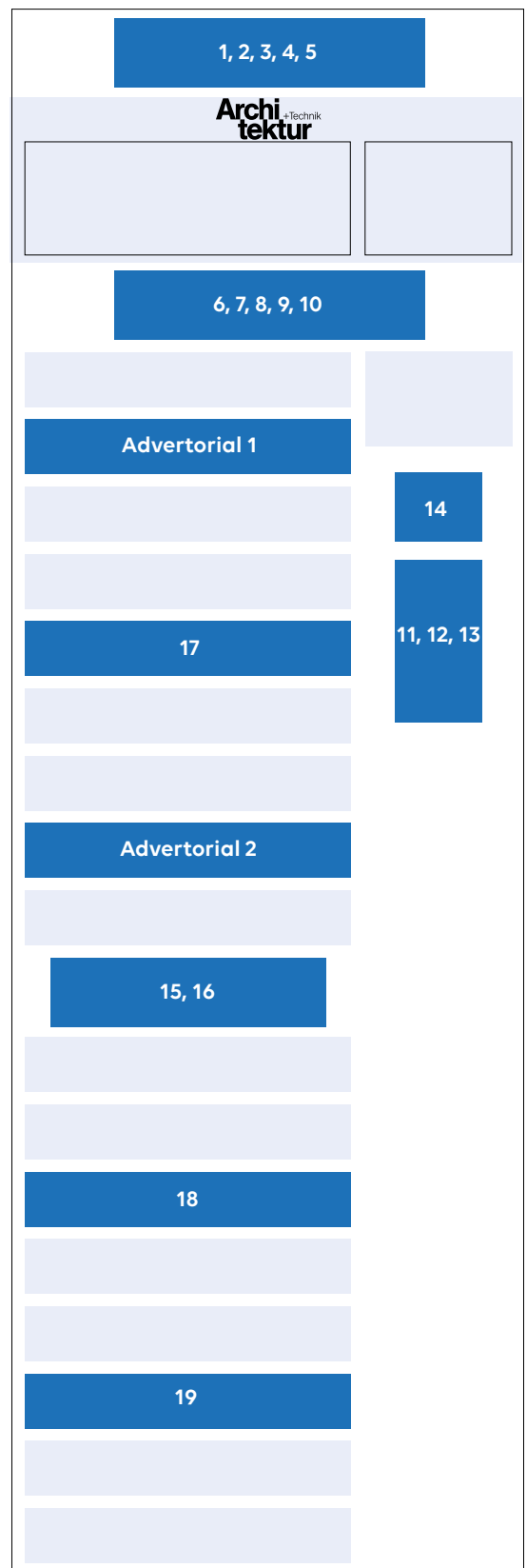
Advertising form	Format in pixels	Placement	Price 1 month
1 Wideboard top	994 × 250		
2 Maxiboard top	994 × 118		
3 Billboard top	970 × 250		
4 Leaderboard top	728 × 90		
5 Leaderboard special top	728 × 250	ROS	894.–
6 Wideboard second	994 × 250		
7 Maxiboard second	994 × 118		
8 Billboard second	970 × 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 12

All prices in € plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.



Visitor numbers

Page views	4,161
Visits	3,157
Unique visitors	2,663

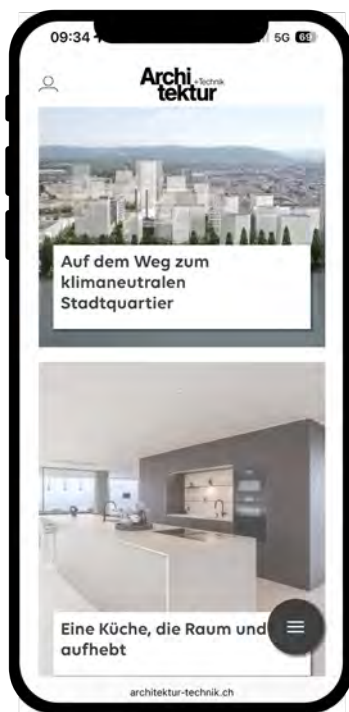
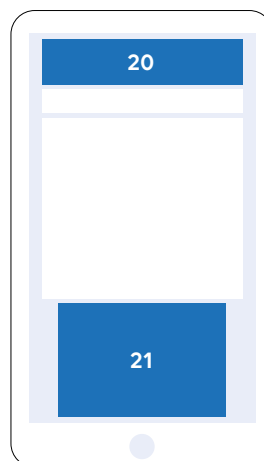
Monthly average figures, Jan - Dec 2025, source: Google Analytics

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Mobile online offer – architektur-technik.ch

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

Recurring discounts on [page 12](#)



Example of mobile advertising

All prices in € plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

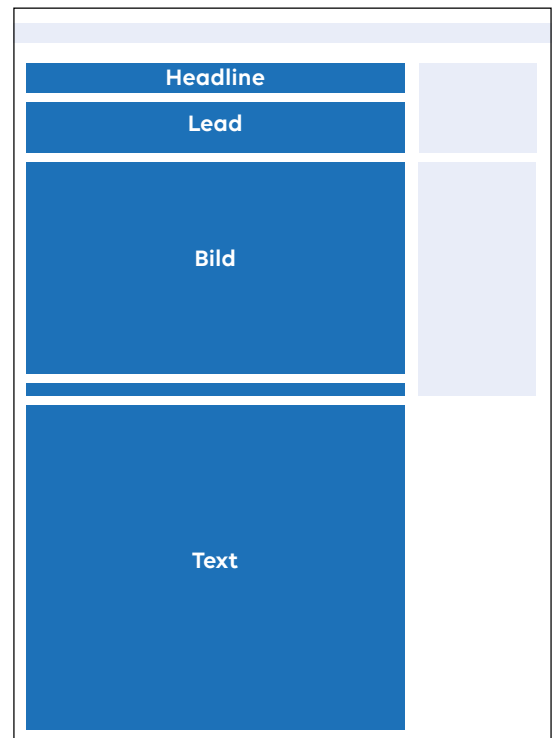
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Advertorial on architektur-technik.ch

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
Advertorial 1	3,366.–
Advertorial 2	3,051.–
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 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
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

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

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

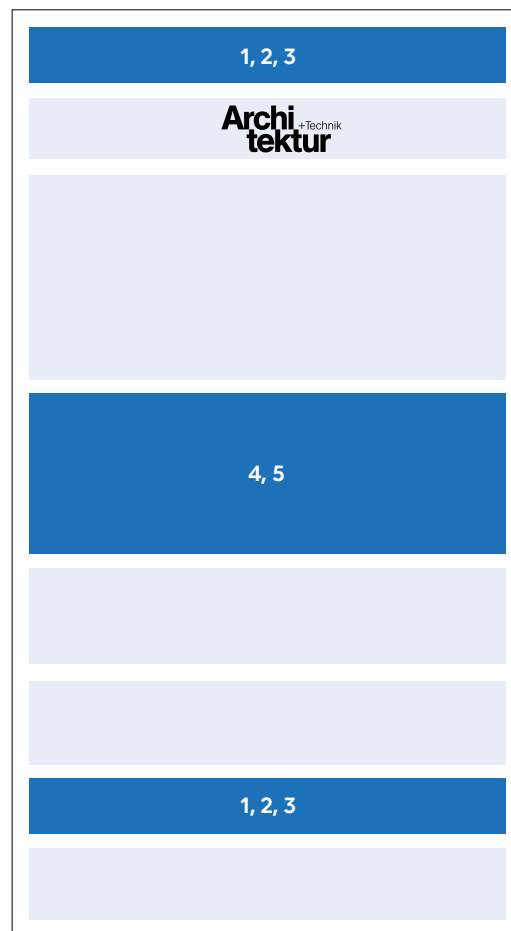
Discounts

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

3x	5%
6x	10%
9x	15%
12x	20%

All prices in € plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.



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.

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advertising spaces for you.

