

Media Documentation 2025

espazium ≡

Der Verlag für Baukultur
Les éditions pour la culture du bâti
Edizioni per la cultura della costruzione



espazium – The Publisher for Building Culture

is the leading national media provider for everyone planning and building in Switzerland.

Its four media products combined reach a large audience in all language and cultural regions of the country. *espazium – The Publisher for Building Culture* has strong, competent backers, comprising the Swiss Society of Engineers and Architects (SIA), the Federation of Swiss Architects (BSA/FAS), the Swiss Association of Consulting Engineering Companies suisse.ing and the ETH and EPFL Alumni (Fondation Acube). The main shareholder is the SIA, and its members are the primary readers within an overall diverse target group.

TEC21

TRACÉS

archi

espazium.ch

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A Galledia company

 **FACHMEDIEN**

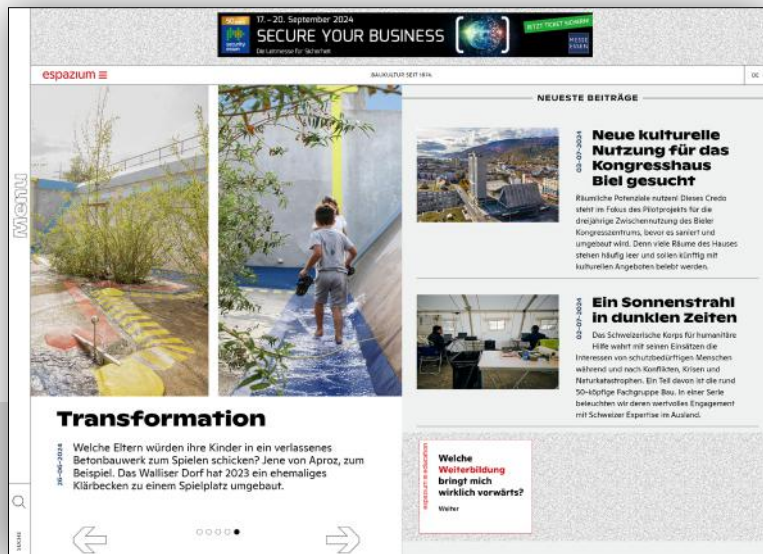
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Photo: Construction of new school premises and a gymnasium for the Belvédère facility, Lausanne, © Clément Cattin

espazium.ch – the online portal of The Publisher for Building Culture



espazium.ch is the interdisciplinary and independent platform for dialogue on building culture in Switzerland. The online portal of espazium – The Publisher for Building Culture is the only trilingual website in Switzerland that reports on topics from the fields of architecture, engineering, environment and related disciplines.

Specialist articles and news reports from the construction industry, along with digital feature dossiers and a Switzerland-wide job market, are available on espazium.ch.

On competitions.espazium.ch, the online editorial team publishes current invitations to tender and the results of past competitions – a much appreciated tool for all construction professionals.

Education.espazium.ch promotes courses, training programs in the field of construction, and the latest updates from Swiss universities.

In events.espazium.ch, our building culture agenda, espazium.ch publishes all important events in Switzerland and neighboring countries in cooperation with the Swiss Association of Engineers and Architects SIA and the Federal Office for Culture BAK.

Online advertising options

On espazium.ch

display advertising, advertorials, edu-Push

In the newsletter

display advertising in the German-, French- or Italian-language newsletter, teaser

Target audience

Specialists in architecture, design, interior design, spatial planning, engineering, project management, building technology, building physics, environment, energy and materials technology as well as building owners, property developers, general contractors, investors, authorities, universities, decision-makers and influencers in the construction sector, students

Monthly Usage Numbers

on espazium.ch

Page Views	260,000
Unique Visitors	66,200
Ø Dwell Time in Minutes	03:02

Average values January to June 2024

Source: Google Analytics

in the newsletter

Subscribers d/f/i	7,124
Open rate	57 %
Click rate	12 %

on Social Media

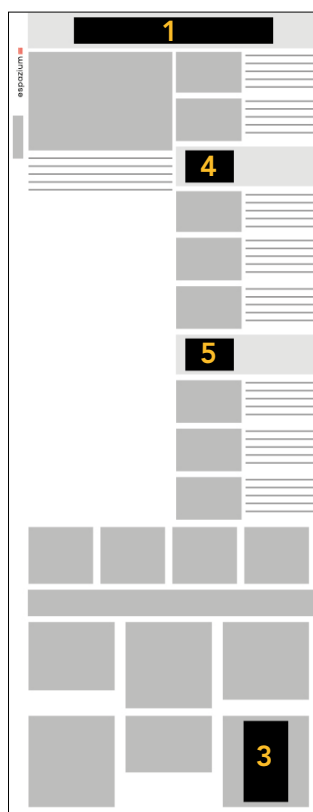
Follower on Instagram	8,400
Follower on LinkedIn	8,300

August 2024

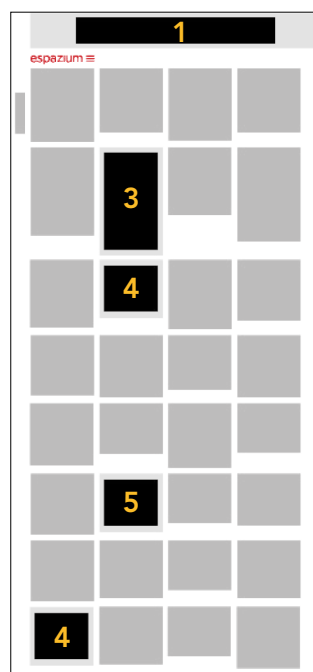
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Display advertising on espazium.ch

Form of advertising	Placement	Dimensions	Price German	Price French	Price Italian	Combo Price 20% G, F, I
1 Maxiboard	Run of Site	994 × 118 px	1,600.–	1,100.–	800.–	2,800.–
2 Leaderboard	Competition, Jobs	728 × 90 px	1,000.–	800.–	600.–	1,920.–
3 Halfpage-Ad	Home, News	300 × 600 px	1,000.–	800.–	600.–	1,920.–
4 Rectangle 1	Home, News, Competition	300 × 250 px	1,200.–	900.–	700.–	2,240.–
5 Rectangle 2	Home, News, Competition	300 × 250 px	1,000.–	800.–	600.–	1,920.–
6 Halfpage-Ad - Competition	Competition	300 × 600 px	1000.–	800.–	600.–	1920.–



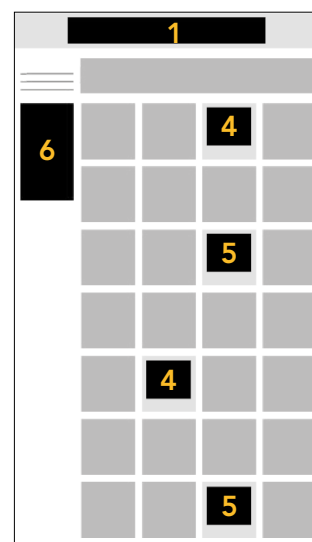
Home



News



Competition List View



Competition Box View

Technical data

File size max. 200 KB

Format HTML5, gif, jpg, 3rd party tag

HTML5: Please refer to the [specifications](#) on our website. Always send link separately.

Running time 1 month

Rotation max. 5

Delivery 5 working days before campaign start

All prices in CHF excl. VAT.

Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.

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Advertorials on espazium.ch

Premium Advertorial

Your offer appears prominently in the loop on «Home» for one week, alternating with three editorial articles. Your teaser will appear on the «News» page for one month, embedded in the editorial articles.

Infos teaser	
Picture	1
Picture format	2,880 × 1,920 px
Title	40 characters including spaces
Lead	120 characters including spaces
Placement	News

Infos article	
Picture	5
Picture format	2,880 × 1,920 px
Video	linked to Youtube / Vimeo
Logo	
Title	40 characters including spaces
Lead	300 characters including spaces
Main text	max. 4,000 characters including spaces with subtitles

Prices «Premium advertorial»			
	Position 1	Position 2	Position 3
German	2,600.–	2,200.–	1,900.–
French	1,800.–	1,500.–	1,300.–
Italian	1,200.–	1,000.–	900.–
Running time*	1 month	1 month	1 month

*Running time for the loop: 1 week



Teaser on the «News» page



Your offer in the loop on «Home»

Surcharges

- Advertorial Tags** for 1-3 search keywords CHF 500.–
- Surcharge for teaser in the NL** linked to the advertorial CHF 450.– (see p.6)

All prices in CHF excl. VAT. Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.

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Advertorials on espazium.ch

Advertorial

Your offer is present on the «News» page for one month, the teaser is embedded in the editorial articles.

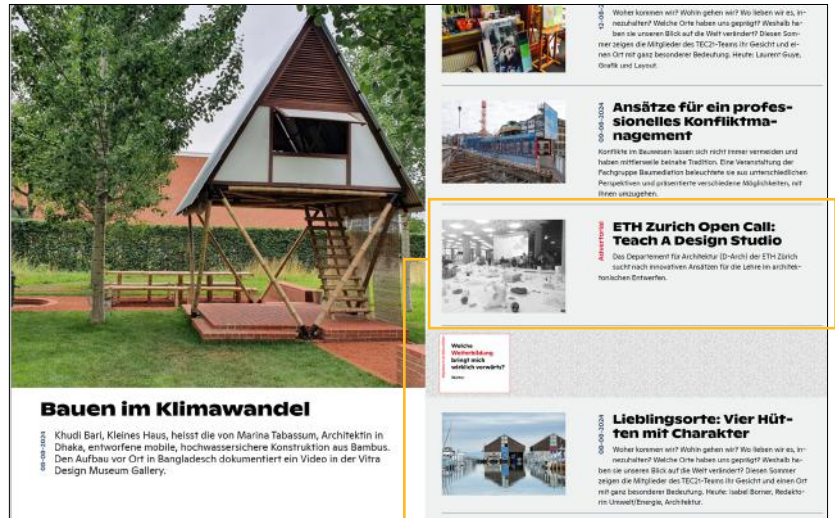
Infos teaser	
Picture	1
Picture format	2,880 × 1,920 px
Title	40 characters including spaces
Lead	120 characters including spaces
Placement	News

Infos article	
Picture	5
Picture format	2,880 × 1,920 px
Video	linked to Youtube / Vimeo
Logo	
Title	40 characters including spaces
Lead	300 characters including spaces
Main text	max. 2,000 characters including spaces with subtitles



Teaser on the «News» page

Prices «Advertorial»			
	Position 1	Position 2	Position 3
German	1,500.–	1,300.–	1,100.–
French	900.–	750.–	650.–
Italian	600.–	500.–	450.–
Running time	1 month	1 month	1 month



Attractive as an additional offer:
Your teaser on «Home» for 1 week

Prices additional offer	
	Surcharge
German	400.–
French	300.–
Italian	200.–
Running time	1 week

Surcharges

Advertorial Tags for 1-3 search keywords CHF 500.–

Surcharge for teaser in the NL linked to the advertorial CHF 450.–

All prices in CHF excl. VAT. Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.

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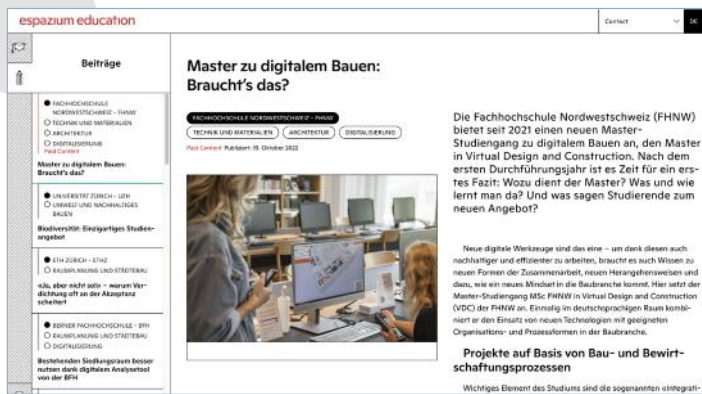
Edu-Push: Focus on education

Present your training courses on [espazium.ch](https://www.espazium.ch) and benefit from the reach of Switzerland's leading digital platform for building culture!

«Edu-Push» assures maximum visibility for all your products and services in training and continuing education. You also benefit from our network and community, home to a multitude of construction professionals – your potential students.

[education.espazium.ch](https://www.espazium.ch) is the only freely accessible online platform in Switzerland dedicated to academic training, continuing education, research and teaching in the field of building culture. Here, professionals and students will find a carefully curated range of courses as well as information on the most important activities from the Swiss education landscape.

1 – Paid Content Article



Specifications for the six different entries in your Edu-Push package

- 1 article on continuing education or interview with a programme director, published on [education.espazium.ch](https://www.espazium.ch)
- 4,000 characters inc. spaces
- 1-2 photos or video

2 – Listing in the educational offerings



2 The listing includes

- Title: max. 40 chars., short description max. 500 chars.
 - Factsheet: information on title/degree, target group, duration, tuition days, registration deadline, number of ECTS, cost, tuition language, study location, next course dates, contact
- Your listing will be displayed at the top of the education offerings.

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Edu-Push: Focus on education

3 – Listing on espazium.ch, Education category



3 Your listing will be displayed at the top of the education.espazium.ch homepage.

4 – Teasers in the loop on espazium.ch



4 Runs for 1 week in a loop
 — 1 photo, format 2,880 × 1,920 px
 — Title 40 chars. inc. spaces
 — Lead/outline 120 characters inc. spaces

5 – Paid post on LinkedIn



5 Text written by editors (inc. tags)

6 – Teaser in Newsletter



6 The listing includes
 — 1 photo, format 2,880 × 1,920 px
 — Title 40 chars. inc. spaces
 — Lead/outline 120 characters inc. spaces

Edu-Push offers

Packages (can only be booked as a package)	
German	1,400.–
French	900.–
Italian	700.–
Running time	2 weeks

Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.

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Display advertising in the German, French or Italian-language newsletter

	German	French	Italian
Newsletter / year	weekly*	weekly*	twice a month
Appears	Wednesday	Thursday	Thursday
Number of subscribers (increasing)	4,360	1,935	1,001
Advertising deadline	Monday before shipment	Monday before shipment	Thursday before shipment

* except Christmas/New Year and August

Prices in CHF per newsletter				
1 Leaderboard	728 × 90 px	600.–	400.–	250.–
2 Rectangle	300 × 250 px	550.–	350.–	200.–
3 Teaser* linked to Advertorial				450.–

* Information teaser on page 5

Readership Architects, interior designers, designers, planners, room planners, engineers, builders, property developers, project managers, general contractors, investors, government bodies, universities, building technicians, building physicists, environment, energy experts, decision-makers and influencers in the construction sector, students

Content Specialist articles on current topics from the industry, news reports, competition announcements and results, event information, educational opportunities, job vacancies and new publications.

Special newsletter on the subject of education every spring and summer. (ge/fr and it)

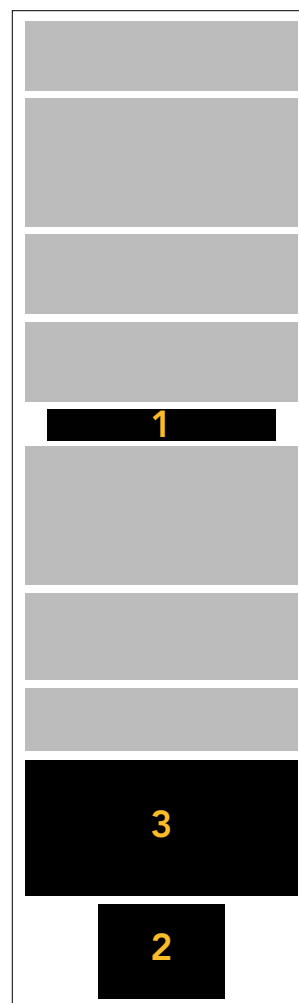
Open rate **52.7 %** – On average, **more than half of all recipients** open the newsletter!

Technical data

File size: max. 200 KB
File format: gif, jpg
Send to: espazium@fachmedien.ch

All prices in CHF excl. VAT.

Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.



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Special editions 2025 – Overview



transfer – Practice-oriented information for construction planners

Frequency	once a year since 2020
Print run	20,000 copies
Format	bilingual publication, German / French
Readership	Architects, planners, institutional, public and private clients, political executives (cantons, municipalities) in all three parts of Switzerland
Distribution	«transfer» no. 5/2025 is published as a supplement to TEC21 and TRACÉS.



City of wood

Frequency	once a year since 2015
Print run	25,000 copies
Format	trilingual publication, German / French / Italian
Target groups	Institutional investors, public and private building owners, cooperatives / Planning experts in timber construction, material technology, structural planning in timber, building technology, fire protection, environment, energy / Planning experts from architecture, interior design, project development and real estate consulting / Municipalities, general contractors, project developers
Distribution	«City of wood» no. 11/2025 is published as a supplement to TEC21, TRACÉS and Archi.



Real Estate and Energy

Frequency	once a year since 2018
Print run	22,000 copies
Format	trilingual publication, German / French / Italian
Target groups	Institutional real estate investors such as insurance companies, pension funds, public and private building owners, housing cooperatives / Planning experts from building physics, building technology, fire protection, environment, energy, engineering / Planning experts from architecture, project development, real estate consulting and interior design / Municipalities, general contractors, project developers
Distribution	«Real Estate and Energy» no. 8/2025 is published as a supplement to TEC21, TRACÉS and Archi.

Detailed information as PDF under [«transfer»](#) / [«City of wood»](#) / [«Real Estate and Energy»](#)

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Special editions 2025 – Overview



Façades

Frequency	once a year since 2022
Print run	20,000 copies
Format	bilingual publication, German / French
Target groups	Institutional investors, municipalities, builders, general contractors, project developers, architects, engineers, planners and interior designers, building technicians, building physicists, environment, energy professionals
Distribution	«Façades» no. 4/2025 is published as a supplement to TEC21 and TRACÉS.



Biodiversity in urban areas

Frequency	once a year since 2025
Print run	22,000 copies
Format	trilingual publication, German / French / Italian
Target groups	Institutional real estate investors such as insurance companies, pension funds, public and private building owners, housing cooperatives / Planning experts from architecture, landscape architecture, project development, real estate consulting and the environment / Municipalities, general contractors, developers
Distribution	«Biodiversity» no. 1/2025 is published as a supplement to TEC21, TRACÉS and Archi.

Detailed information as PDF under [«Façades»](#) / [«Biodiversity»](#)

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TEC21 – Swiss Construction Review



TEC21 has been the leading construction magazine for German-speaking Switzerland for 150 years. The specialist editorial team sheds light on future-relevant issues, reports in a critical and insightful way, recognises new developments, identifies causal relationships and investigates background stories.

Planning, architecture and engineering offices use TEC21 as an indispensable working tool for practice. TEC21 is the only interdisciplinary construction review dealing with topics from the fields of architecture, engineering and the environment.

With its expert articles, competition announcements and job vacancies, TEC21 is always right up-to-date.

The editorial team is made up of 100% construction professionals.

Media quality

The leading technical-scientific construction review in German-speaking Switzerland

The only Swiss construction review covering all construction-related topics

Market leader with 13,100 copies

Official review of the Swiss Society of Engineers and Architects (SIA)

A must-read for all planners (architectural and engineering offices in German-speaking Switzerland)

Documentation tool that is archived for reference

Cross-media link with espazium.ch

Language: German

Readership

Architects, interior architects, designers, planners, urban planners, engineers, building owners, developers, project managers, general contractors, investors, public authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector, students

High level of education and income (degree from university, ETH or university of applied science)

Approx. 50,000 people read TEC21 every week

Print run and circulation

Distributed circulation:	12,246 copies
Of which paid copies:	12,017 copies
Free share:	312 copies
Digital version:	668 copies
(WEMF/KS certification 2024)	

25 issues per year + special editions

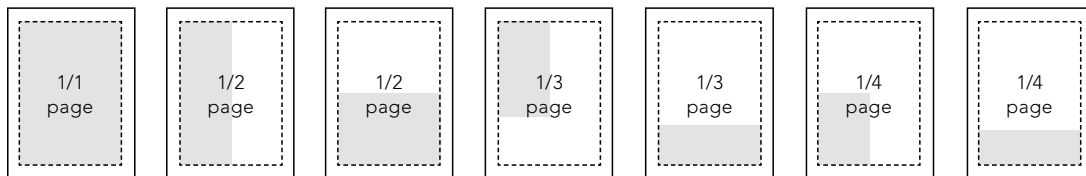
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Publication and topic schedule 2025

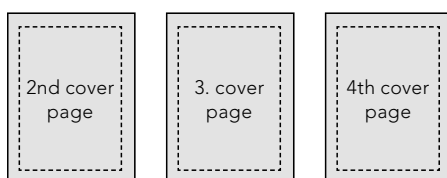
TEC21				
Issue	Copy deadline	On-sale date	Editorial focus topics	Showcase / Exhibitions / Special issues (SH)
1*	17.12.24	10.01.25	Remodelling, energy-efficient refurbishment, renovation, historical preservation	Materials and systems / Baumesse Munich, 13–17 Jan 25; Fernwärme Forum, Bern, 23 Jan 25
2	14.01.25	24.01.25	Constructing, planning, building	Building materials, sustainable building products, training & cont. ed.
3*	28.01.25	07.02.25	Architecture, building, remodelling, design	Interior fittings: kitchens, bathrooms, energy, lighting / Bauen+Wohnen, Lucerne, 14–16 Feb 25
4*	11.02.25	21.02.25	Architecture, building, remodelling, design	Glass, façade, windows, roof, shading, sustainable building products, training & cont. ed. / glasstec, Düsseldorf, 18–20 Feb 25; com:bau, Dornbirn, 21–23 Feb 25
5*	25.02.25	07.03.25	Architecture, building, remodelling, energy	Light, building technology, building automation, security / ISH, Frankfurt, 17–21 Mar 25
6*	11.03.25	21.03.25	Façade, windows, glass, insulation, photovoltaics, wood	Solar architecture, sustainable building, exterior walls, floor, heating, training & continuing education / PV-Tagung, 1–2 Apr 25; BFHB windays, Biel, 3–4 Apr 25; VGQ Holzbau-Forum 4 Apr 25
7*	25.03.25	04.04.25	Interior fittings, design	Furniture, kitchen, bathroom, light, floor, training & continuing education / Salone del Mobile, Milan, 8–13 Apr 25
8*	08.04.25	22.04.25	Energy, building services, heating, ventilation, insulation	Circular economy, furniture, light, training & continuing education / architect@work, Zurich, 7–8 May 25
9*	22.04.25	02.05.25	Materials, building materials: CONCRETE	Infrastructure, road, bridge and tunnel construction, tunnel lighting, signals, fire protection / World Tunnel Congress, Stockholm, 9–15 May 25; Architekturbieniale, Venice, 10 May – 23 Nov 25; Swiss Tunnel Day, Biel, 12 Jun 25
10	06.05.25	16.05.25	Architecture, building, remodelling, design	Training & cont. ed.
11	20.05.25	30.05.25	Constructing, planning, building	News from the construction sector, training & continuing education
12	03.06.25	13.06.25	Remodelling, energy-efficient refurbishment, renovation, historical preservation	Ventilation, windows, doors, water, heating, façade, roof, basement, shading
13	17.06.25	27.06.25	Sustainable/circular construction, circular economy	Software for architects and engineers, training & continuing education
14	01.07.25	11.07.25	Materials, building materials: STEEL	Façade, glass, windows, doors and sliding systems, fire protection, sun protection, balconies
15	15.07.25	25.07.25	Materials, building materials: CLAY	Walls, ceilings, wood, bricks, insulation
16*	05.08.25	15.08.25	Remodelling, energy-efficient refurbishment, renovation, historical preservation	Cradle to cradle, re-use, recycling, training & continuing education / Bauen & Modernisieren, Zurich, 18–21 Sep 25
17*	19.08.25	29.08.25	Façade, roof, windows, insulation, photovoltaics, building technology	Insulation, building envelope, building materials / Building Technology Congress, Lucerne, 17 Sep 25; SYSB, Sep 25; Solar architecture 2025
18*	02.09.25	12.09.25	Materials, building materials: WOOD	Colors, circular economy / Wood Construction Day, Biel, 17 Sep 25; Holzmesse, Basel, 14–18 Oct 25 / SH: Transfer
19	16.09.25	26.09.25	Interior fittings, design	Kitchens, bathrooms, wellness, lights, walls, ceilings, flooring
20*	30.09.25	10.10.25	Architecture, building, remodelling, design	Net zero, sustainable building products, sponge city, glass, circular economy / glasstec, Düsseldorf, 22–25 Oct 25 / SH: City of Wood
21	14.10.25	24.10.25	Materials, building materials: NATURAL STONE	Daylight, shading, façades, exterior and interior areas / SH: Biodiversity
22*	28.10.25	07.11.25	Architecture, building, remodelling, energy	Modular construction / Hausbau + Energiemesse, Bern, Nov 25
23*	11.11.25	21.11.25	Materials, building materials: BRICK	Brick, earthquake resistance, masonry, clinker brick, façade / Swissbau, Basel, 20–23 Jan 26
24*	25.11.25	05.12.25	Sustainable / circular construction, circular economy	Innovative solutions for energy-efficient and sustainable construction / Swissbau, Basel, 20–23 Jan 26 / SH: Real estate + Energy / SH: Façades
25*	09.12.25	19.12.25	Architecture, building, remodelling, design	Ecological and sustainable building products / Swissbau, Basel, 20–23 Jan 26
1/26*	16.12.25	09.01.26	Architecture, building, remodelling, design	News from the construction sector / Swissbau, Basel, 20–23 Jan 26
2/26	13.01.26	23.01.26	Architecture, building, remodelling, design	Training & continuing education
* Large print runs				

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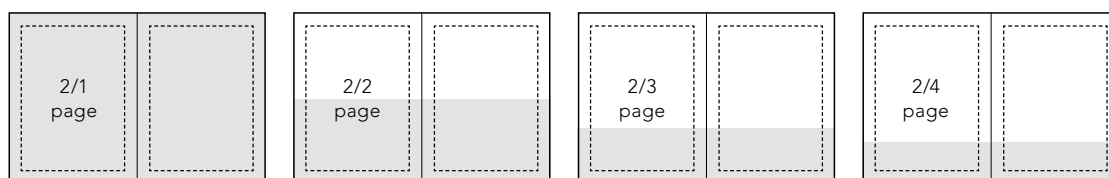
Formats and prices for commercial ads and job vacancies



Type area in mm	200 × 270	97 × 270	200 × 132	97 × 178	200 × 86	97 × 132	200 × 63
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142		220 × 96		220 × 73
Price b/w	3,635.–	2,075.–	2,075.–	1,600.–	1,600.–	1,175.–	1,175.–
Price CMYK	4,675.–	3,050.–	3,050.–	2,530.–	2,530.–	1,990.–	1,990.–



Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300
Price CMYK	5,490.–	5,300.–	5,650.–



Bled-off plus 3 mm trim	440 × 300	440 × 142	440 × 96	440 × 73
Price CMYK	9,350.–	6,100.–	5,060.–	3,980.–

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Ad formats and prices / Technical data

Supplements	
Advertising value 1 page	5,675.–
Per additional page	+ 250.–
Technical costs	+ 480.–
Postage costs	see below

Bound inserts	maximum weight 50g
Advertising value 1 page DIN A4 / A3 folded	6,165.–
Technical costs	430.–
Format (5 mm head trim)	on request
Postage costs	see below

Glued insert	on request
Postage costs	see below

Postage costs	per 1,000 copies
Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements
In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

Printing process	Web offset, screen 60
Printing colours	Euroscale
Magazine size	220 × 300 mm
Type area	200 × 270 mm
Print materials	As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)
Resolution	300 dpi
Send data to	FACHMEDIEN - Zürichsee Werbe AG Tiefenaustrasse 2, 8640 Rapperswil-Jona tec21@fachmedien.ch
Prices	in CHF plus VAT

Small ads	1/6 page	1/8 page
Type area in mm	97 × 86	97 × 63
Price b/w	850.–	650.–
Price CMYK	1,415.–	1,190.–
Other formats on request		

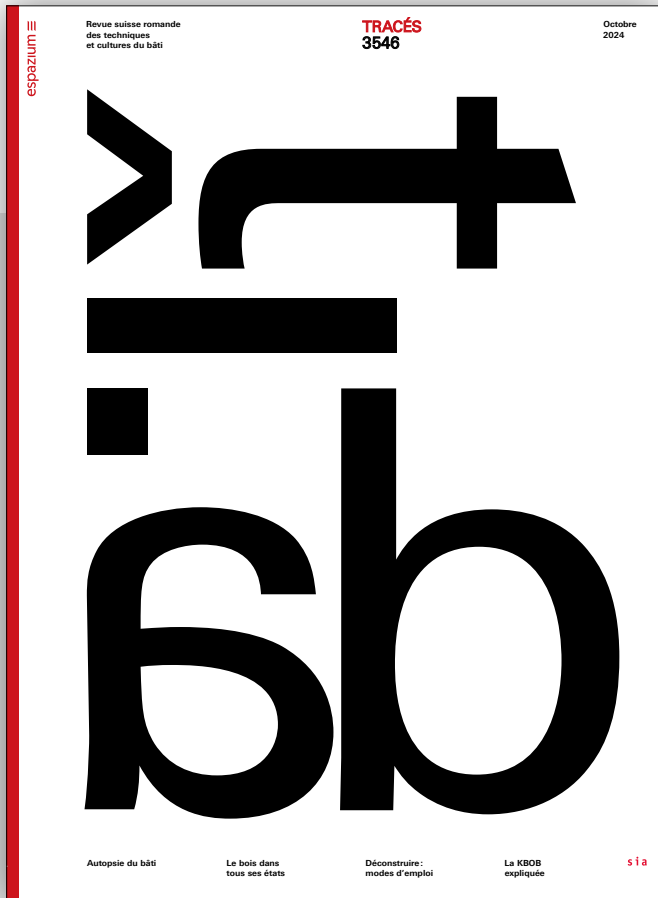
Job ads	
All job ads additionally free online at espazium.ch	
Delivered with frame of	0.4 points
Surcharge for immediate online placement	120.–
Immediate internet connection and newsletter TEC21	250.–

Frequency discounts Commercial advertisements	
3 ×	3%
6 ×	6%
9 ×	9%
12 ×	12%
15 ×	15%
19 - 25 ×	20%

Surcharges / Agency commission	
Placement regulations and content	+ 10%
Advertorial	+ 20%
Agency commission from customer net rate	5%

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TRACÉS – Construction review for French-speaking Switzerland



Media quality

Leading technical-scientific construction review in French-speaking Switzerland

Market leader in French-speaking Switzerland with 4,700 copies

Official trade review of the Swiss Society of Engineers and Architects SIA

A must-read for all planners (architectural and engineering offices in French-speaking Switzerland)

Documentation tool that is archived for reference

Cross-media link with [espazium.ch](https://www.espazium.ch)

Language: French

150 years in 2025

After two world wars and a pandemic, the title is still going strong and will reach the venerable age of 150 years in 2025. To celebrate this appropriately, a big party and a golden edition will bring together the readers, advertisers, correspondents and editors who have collectively contributed to the success of this historic title.

Readership

Architects, interior designers, planners, engineers, property developers, project managers, authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector

High level of education and income (degree from university, ETH and university of applied science)

Print run and circulation

Distributed circulation: 4,419 copies

Of which paid copies: 4,082 copies

(WEMF/KS certification 2024)

11 issues per year + special editions

TRACÉS sets the tone

TRACÉS is known for its very high editorial quality. With its editorials, the magazine positions itself in the public debate.

- Since 2020, the graphic layout and the iconic covers designed by Automatico Studio have caught the eye.
- Since 2022, TRACÉS has had its finger on the pulse with the «En chantier» and «En visite» sections, giving professionals a voice, including on social networks.
- Since 2023, TRACÉS has been working with the magazine «T», which is distributed by Le Temps, to reach the general public.
- In 2024, all award-winning projects from French-speaking Switzerland (DRA5, Arc Award, SIA Prize or «The Best») were first published in TRACÉS.

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Publication and topic schedule 2025

TRACÉS

Issue	Copy deadline	Advertisement for the <i>Réalisation</i> section	On-sale date	Editorial focus topics	Showcase / Exhibitions / Special issues (SH)
1*	17.12.25	17.12.25	10.01.25	Transformation, renovating, refurbishing	Sustainable building products, energy and materials / Baumesse, Munich, 13–17 Jan 25
2	21.01.25	28.01.25	07.02.25	Renovation, energy-eff. refurbishment and real estate strategies	Energy, heat pumps, façades, photovoltaics, heating and ventilation, windows and insulation
3*	18.02.25	25.02.25	07.03.25	Constructing, planning, building, sustainability	Roads, pavements, outdoor facilities, concrete, civil engineering / Habitat & Jardin, Lausanne, Mar 25
4*	18.03.25	25.03.25	04.04.25	Wood, interior design, infrastructure construction	Furniture, decoration, lamps, bathrooms and kitchens / Salone del Mobile, Milan, 8–13 Apr 25
5	15.04.25	22.04.25	02.05.25	Architecture, building, remodelling, interior design	Public spaces and playgrounds, furniture, lighting
6	27.05.25	03.06.25	13.06.25	Architecture, building, remodelling, façade	Innovative solutions for energy-efficient and sustainable construction
7	24.06.25	01.07.25	11.07.25	Renovation, remodeling, energy-eff. refurbishment, first floor	Stairs, first floor, heating, windows, shop windows, shading, daylight
8–9*	26.08.25	02.09.25	12.09.25	Constructing, planning, building	BIM, artificial intelligence, innovative building products, sustainable construction / Wood Construction Day, Biel, 8 May 25; Bauen & Modernisieren, Zurich, 18–21 Sep 25; Batimat, Paris, 30 Sep – 3 Oct 25 / SH: Transfer
10*	23.09.25	30.09.25	10.10.25	CO ₂ , net zero, cradle to cradle	Circular economy, re-use, sustainable building materials and products / Conference BIM 2025, Lausanne / SH: City of Wood
11*	21.10.25	28.10.25	07.11.25	150 years - Anniversary edition from TRACÉS	SH: Biodiversity
12	18.11.25	25.11.25	05.12.25	Architecture, building, remodelling, earthquake	Natural hazards, surveys, flood protection / Swissbau, Basel, 20–23 Jan 26 / SH: Real estate + Energy / SH: Façades
1/26*	16.12.25		09.01.26	Architecture, building, remodelling	Swissbau, Basel, 20–23 Jan 26

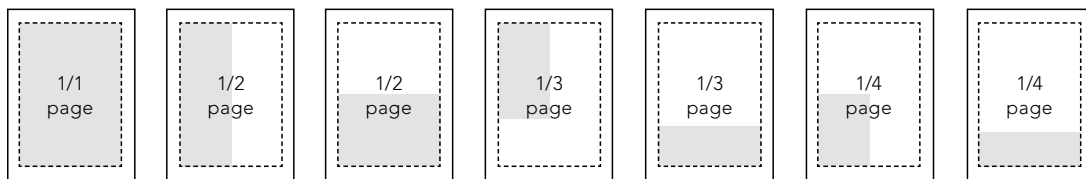
* Large print runs



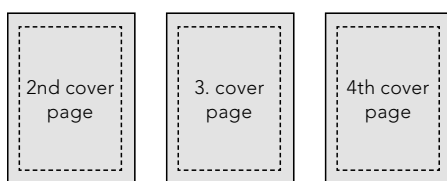
Photo: Construction of new school premises and a gymnasium for the Belvédère facility, Lausanne, © Clément Cattin

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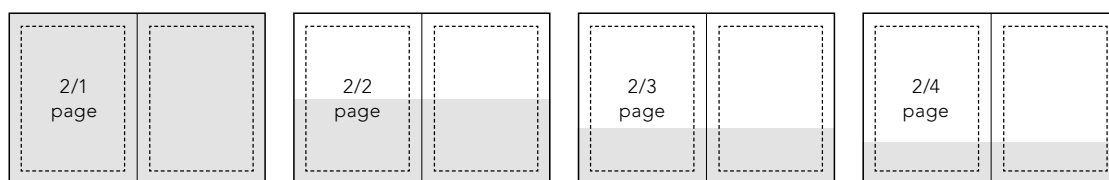
Formats and prices for commercial ads and job vacancies



Type area in mm	200 × 270	97 × 270	200 × 132	97 × 178	200 × 86	97 × 132	200 × 63
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142		220 × 96		220 × 73
Price b/w	2,850.–	1,590.–	1,590.–	1,240.–	1,240.–	800.–	800.–
Price CMYK	3,750.–	2,470.–	2,470.–	2,140.–	2,140.–	1,590.–	1,590.–



Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300
Price CMYK	4,380.–	4,300.–	4,500.–



Bled-off plus 3 mm trim	440 × 300	440 × 142	440 × 96	440 × 73
Price CMYK	7,500.–	4,940.–	4,280.–	3,180.–

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Ad formats and prices / Technical data

Supplements	
Advertising value 1 page	4,180.–
Per additional page	+ 240.–
Technical costs	+ 420.–
Postage costs	see below

Bound inserts	maximum weight 50g
Advertising value 1 page DIN A4 / A3 folded	4,990.–
Technical costs	320.–
Format (5 mm head trim)	on request
Postage costs	see below

Glued insert	on request
Postage costs	see below

Postage costs	per 1,000 copies
Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements

In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

Printing process	Web offset, screen 60
Printing colours	Euroscale
Magazine size	220 × 300 mm
Type area	200 × 270 mm
Print materials	As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)
Resolution	300 dpi
Send data to	FACHMEDIEN - Zürichsee Werbe AG Tiefenastrasse 2, 8640 Rapperswil-Jona traces@fachmedien.ch
Prices	in CHF plus VAT

Small ads	1/6 page	1/8 page
Type area in mm	97 × 86	97 × 63
Price b/w	580.–	450.–
Price CMYK	1,120.–	1,010.–
Other formats on request		

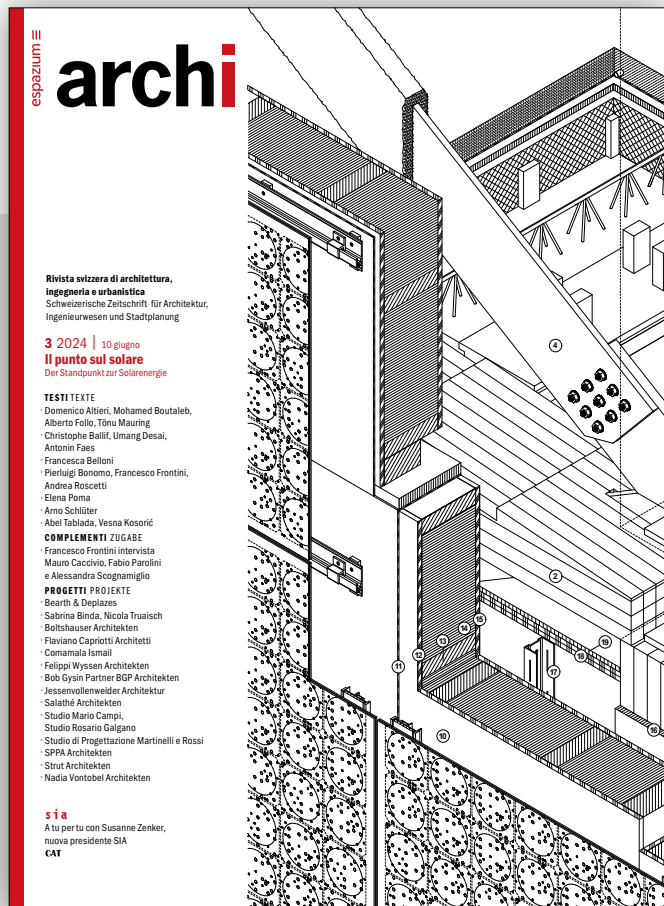
Job ads	
All job ads additionally free online at espazium.ch	
Delivered with frame of	0.4 points
Surcharge for immediate online placement	120.–
Immediate internet connection and newsletter TRACÉS	250.–

Frequency discounts Commercial advertisements	
3 ×	3%
6 ×	6%
9 ×	9%
11 ×	12%

Surcharges / Agency commission	
Placement regulations and content	+ 10%
Advertorial	+ 20%
Agency commission from customer net rate	5%

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Archi – Swiss review for architecture, engineering and urban planning



Archi is the only specialist review for planners in Italian-speaking Switzerland. As the successor to Rivista Tecnica, which was founded in 1910, it has been providing architects, engineers, and urban planners with knowledge and services at local, national, and international levels since 1998.

Archi is a landmark among Swiss architectural reviews and is also highly regarded in Italy for its prestigious «Class A» classification in scientific circles.

The editorial team is made up exclusively of renowned professionals and academics, focusing on disseminating the values of building culture and acting as a link between Central-European and Mediterranean cultures.

Media quality

Leading technical-scientific construction review in Italian-speaking Switzerland

Market leader in Italian-speaking Switzerland with around 3,500 copies

Official trade review of the Swiss Society of Engineers and Architects SIA

A must-read for all planners (Architecture and engineering offices in Ticino and the Italian-speaking areas of Graubünden)

Documentation tool that is archived for reference

Cross-media link with espaZium.ch

Published since 1998

Language: Italian

Readership

Architects, planners, engineers, property developers, project managers, authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector

High level of education and income (degree from university, ETH and university of applied science)

Print run and circulation

Distributed circulation: 3,153 copies

Of which paid copies: 2,979 copies
(WEMF/KS certification 2024)

5 issues (including one special double) per year
+ special editions

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Publication and topic schedule 2025

Archi					
Issue	Expromo / showcase deadline	Copy deadline	On-sale date	Editorial focus topics	Showcase / Exhibitions / Special issues (SH)
1	09.12.24	13.01.25	10.02.25	Details and construction techniques	Interiors & Design
2*	03.02.25	10.03.25	07.04.25	Public buildings	Shadow / <i>Salone del Mobile, Milan, 8–13 Apr 25</i>
3–4	12.05.25	16.06.25	14.07.25	Educational buildings	Light
5	07.07.25	18.08.25	15.09.25	Take care: Clinics, emergency shelters, housing for the elderly and community centers	Finishing work
6*	06.10.25	10.11.25	08.12.25	Single-family homes	Structure / <i>Lugano Lifestyle, 9–12 Oct 25; Swissbau, Basel, 20–23 Jan 26 / SH: City of Wood / SH: Biodiversity</i>
1/26*	03.11.25	08.12.25	12.01.26	Sustainable building	Outdoor spaces / <i>Swissbau, Basel, 20–23 Jan 26 / SH: Real estate + Energy / SH: Façades</i>
* Large print runs					



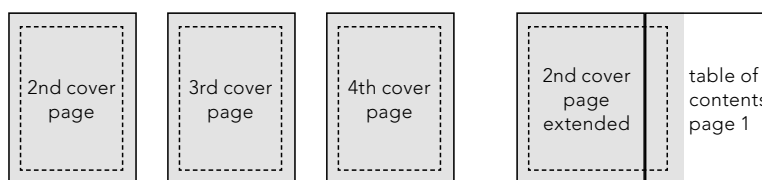
Photo: Judith Solt

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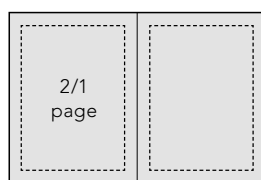
Formats and prices for commercial ads and job vacancies



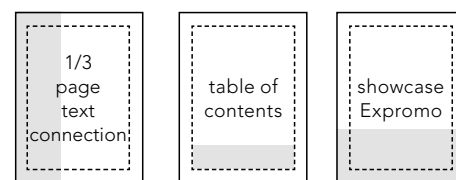
Type area in mm	200 × 270	97 × 270	200 × 132	200 × 86	97 × 132	200 × 63
2nd and 3. cover page:	194 × 270					
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142	220 × 96		220 × 73
2nd and 3. cover page:	214 × 300					
Price b/w	1,775.–	1,025.–	1,025.–	930.–	600.–	600.–
Price CMYK	2,980.–	2,170.–	2,170.–	2,075.–	1,500.–	1,500.–



Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300	297 × 300
Price CMYK	3,480.–	3,420.–	3,570.–	4,980.–



Special formats



Bled-off plus 3 mm trim	440 × 300
Price CMYK	5,960.–

Type area in mm	200 × 63		
Bled-off plus 3 mm trim	73 × 300	220 × 73	220 × 100
Price b/w	1,020.–	660.–	1,020.–
Price CMYK	2,280.–	1,650.–	2,280.–

NEW: Print & Online package offer

Print:	<ul style="list-style-type: none"> · Created by the editorial team, in collaboration with the customer
Vetrina Expromo	<ul style="list-style-type: none"> · Text: max. 800 characters (incl. spaces) · 1 color picture
Online:	<ul style="list-style-type: none"> · News section on position 1
Advertorial on espazium.ch	<ul style="list-style-type: none"> · max. 2,000 characters (incl. spaces) · max. 5 color pictures · Figure: see page 6
Total value	1,900.–
Special offer	1,300.–

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Ad formats and prices / Technical data

Supplements	
Advertising value 1 page	3,420.–
Per additional page	+ 105.–
Technical costs	+ 300.–

Postage costs for inserts	per 1,000 copies
Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements

In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

Frequency discounts Commercial advertisements	
3 ×	5 %
5 ×	9 %

Surcharges / Agency commission	
Placement regulations and content	+ 10%
Advertorial	+ 20%
Agency commission from customer net rate	5%

- Printing process** Web offset, screen 60
- Printing colours** Euroscale
- Magazine size** 220 × 300 mm
- Type area** 200 × 270 mm
- Print materials** As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)
- Resolution** 300 dpi
- Send data to** FACHMEDIEN - Zürichsee Werbe AG
Tiefenastrasse 2, 8640 Rapperswil-Jona
archi@fachmedien.ch
- Prices** in CHF plus VAT

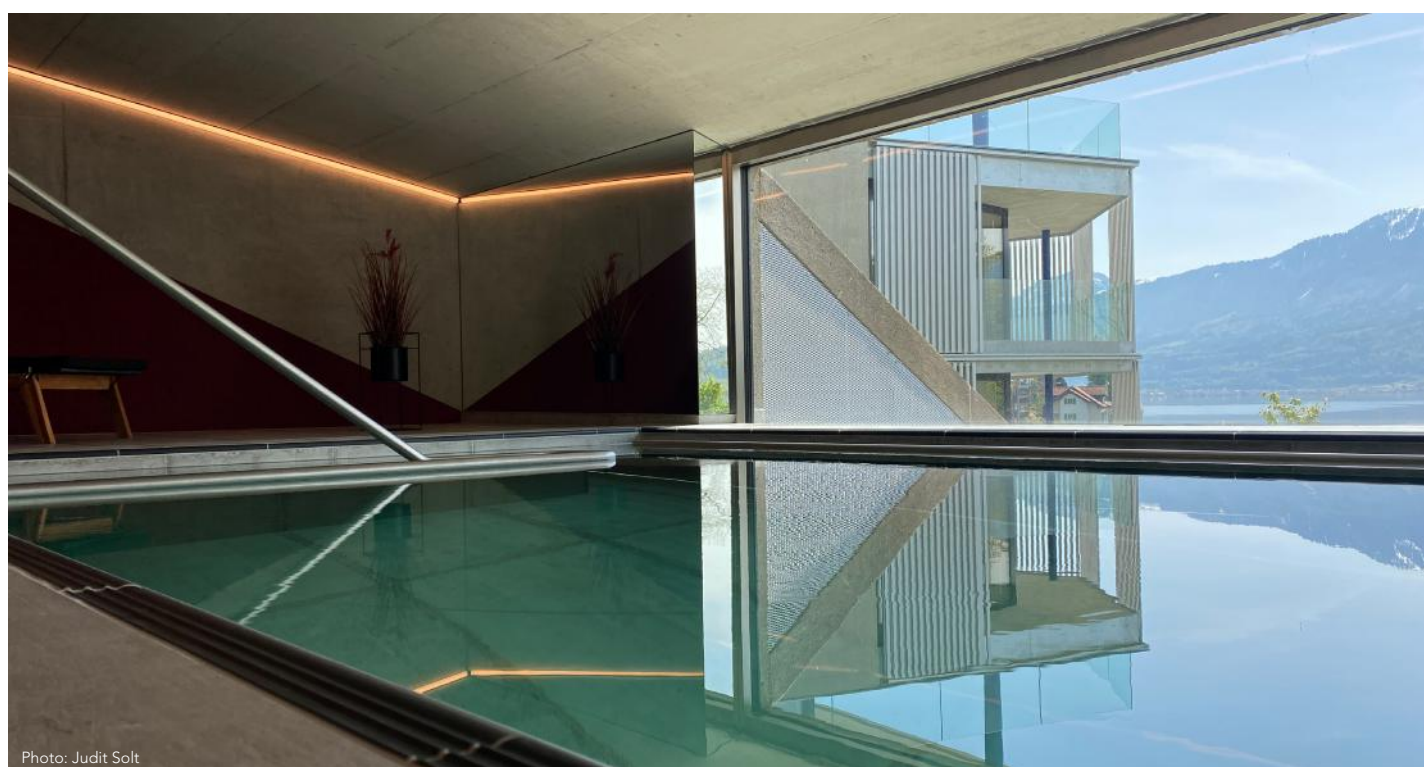


Photo: Judit Solt

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Photo: Conversion of a garage into a music school, Lausanne, ©JulieMasson

We secure the best
advertising spaces for you.