

# MEDIA DATA 2026

# traumhaus

Print & Online | Effective 1 January 2026

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



## «traumhaus» at a glance:

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



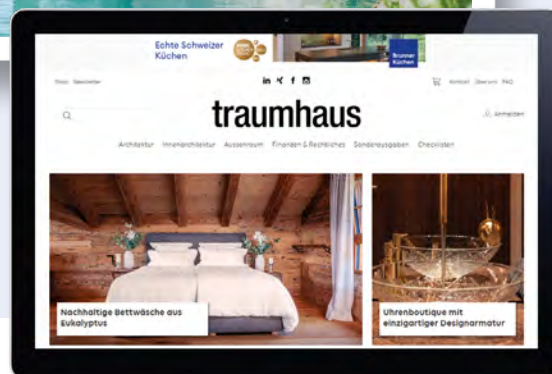
## «hausbau von A-Z»



## «küchen»



## «bäder»



[www.traumhaus.ch](http://www.traumhaus.ch)



# Index of contents

<u>Content &amp; circulation</u>	3
<u>Readership</u>	3
<u>Schedule 2026</u>	4
<u>Formats &amp; prices</u>	5
<u>Short portraits (house reports)</u>	6
<u>Advertorial</u>	7
<u>Loose/bound inserts</u>	8
<u>Online offer</u>	9
<u>Newsletter</u>	12
<u>Special editions 2026 – «küchen» and «bäder»</u>	13
<u>Special edition 2026 – «hausbau von A–Z»</u>	16
<u>Discounts</u>	19
<u>Contact</u>	20



# 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

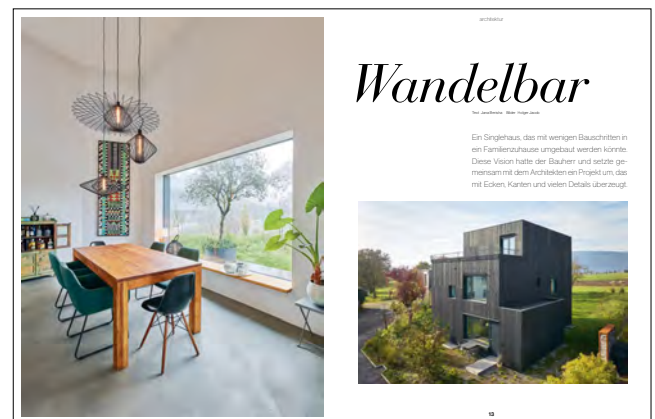
## Readership

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



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

# Schedule 2026

Issue Special edition	Booking deadline	On-sale date	Main topics	Trade fairs / Supplements
1	26.01.2026	<b>16.02.2026</b>	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
<b>hausbau von A-Z*</b>	23.02.2026	<b>16.03.2026</b>	Everything you need to know about buying and building your own home	
2	23.03.2026	<b>13.04.2026</b>	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
<b>küchen**</b>	27.05.2026	<b>17.06.2026</b>	Kitchen reports, kitchen planning and design, kitchen products and trends	
3	01.06.2026	<b>22.06.2026</b>	Building family homes, nursery / children's room Modular living Household appliances Floor coverings (indoor and outdoor)	· With supplement «küchen»
<b>bäder**</b>	20.07.2026	<b>12.08.2026</b>	Bathroom reports, bathroom planning and design, bathroom products and trends	
4	27.07.2026	<b>17.08.2026</b>	Bedrooms and closet systems Windows, glazing, winter garden Home automation	· Bauen & Modernisieren, Zurich, Sep 17–20 · With supplement «bäder»
5	23.09.2026	<b>12.10.2026</b>	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	<b>08.12.2026</b>	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

[Back to overview](#)

# 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
<b>Panorama page</b>	11,993.–
<b>1/1 page</b>	6,628.–
<b>1/2 page</b>	3,577.–
<b>1/3 page</b>	2,630.–
<b>1/4 page</b>	2,051.–
<b>1/8 page</b>	1,157.–

Other formats available upon request

## Cover pages

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

## Terms & Conditions

<b>Placement editorial</b>	526.–
<b>Placement surcharge</b>	263.–
<b>Agency commission</b>	10%
<b>Recurring discounts</b>	on <a href="#">page 19</a>

All prices in € plus VAT. The general terms and conditions available at [www.fachmedien.ch](http://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: [anzeigen.traumhaus@galledia.ch](mailto:anzeigen.traumhaus@galledia.ch). Any costs incurred for the production of print material will be charged separately at cost.

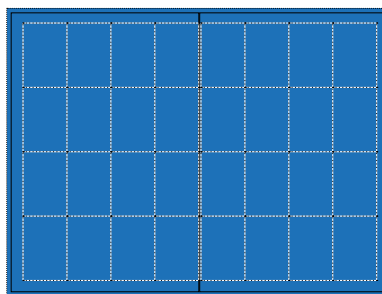
**Printing method** Sheet-fed offset

**Colours** 4-colour CMYK

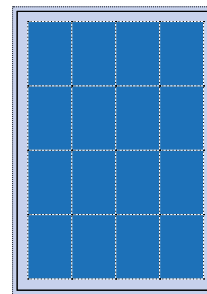
**Grid** AM80 **Paper** uncoated

**Binding method** adhesive bond

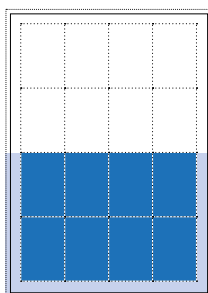
**Print** Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



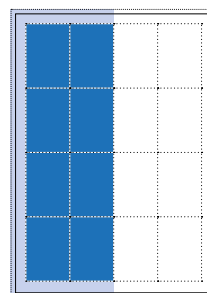
**Panorama page**  
460 × 300 mm bl



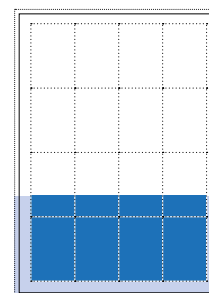
**1/1 page**  
200 × 265 mm TA  
230 × 300 mm bl



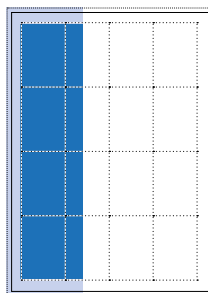
**1/2 page horizontal**  
200 × 128 mm TA  
230 × 146 mm bl



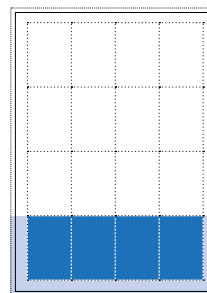
**1/2 page vertical**  
96 × 265 mm TA  
111 × 300 mm bl



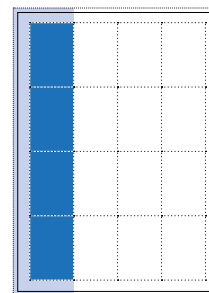
**1/3 page horizontal**  
200 × 83 mm TA  
230 × 100 mm bl



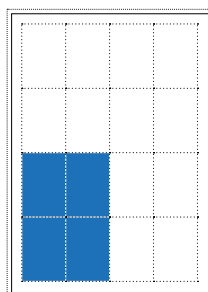
**1/3 page vertical**  
62 × 265 mm TA  
77 × 300 mm bl



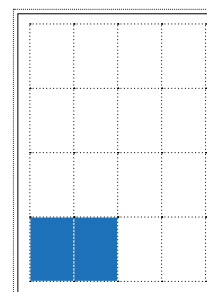
**1/4 page horizontal**  
200 × 60 mm TA  
230 × 77 mm bl



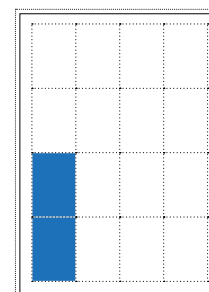
**1/4 page vertical**  
45 × 265 mm TA  
60 × 300 mm bl



**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

[Back to overview](#)



# Advertorial

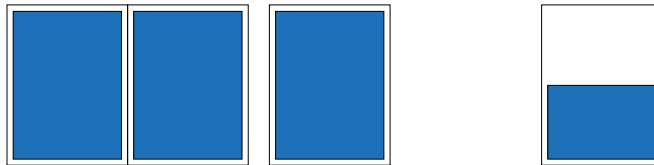
In some cases, a successful advertising presence requires a more complex form of communication. For brands seeking storytelling opportunities and deeper product integration, traumhaus offers advertorials – editorial-style articles positioned within relevant magazine sections.

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 available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.

[Back to overview](#)

# Loose/bound inserts

Quantity to be supplied: 14,700 copies

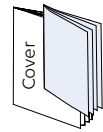
## Loose inserts

Format max.<sup>1</sup> 220 × 295 mm

inserted loosely or loose ins. outside	per 1,000 copies			Invoiced circulation	Price <sup>2</sup>
	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

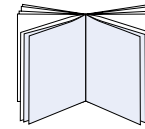
centrefold

Format max.<sup>1</sup> 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

<sup>1</sup> For bleed edges allow 3mm trim on all sides

<sup>2</sup> 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 [anzeigen.traumhaus@galledia.ch](mailto:anzeigen.traumhaus@galledia.ch).

All prices in € plus VAT. The general terms and conditions available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.

[Back to overview](#)

# 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.

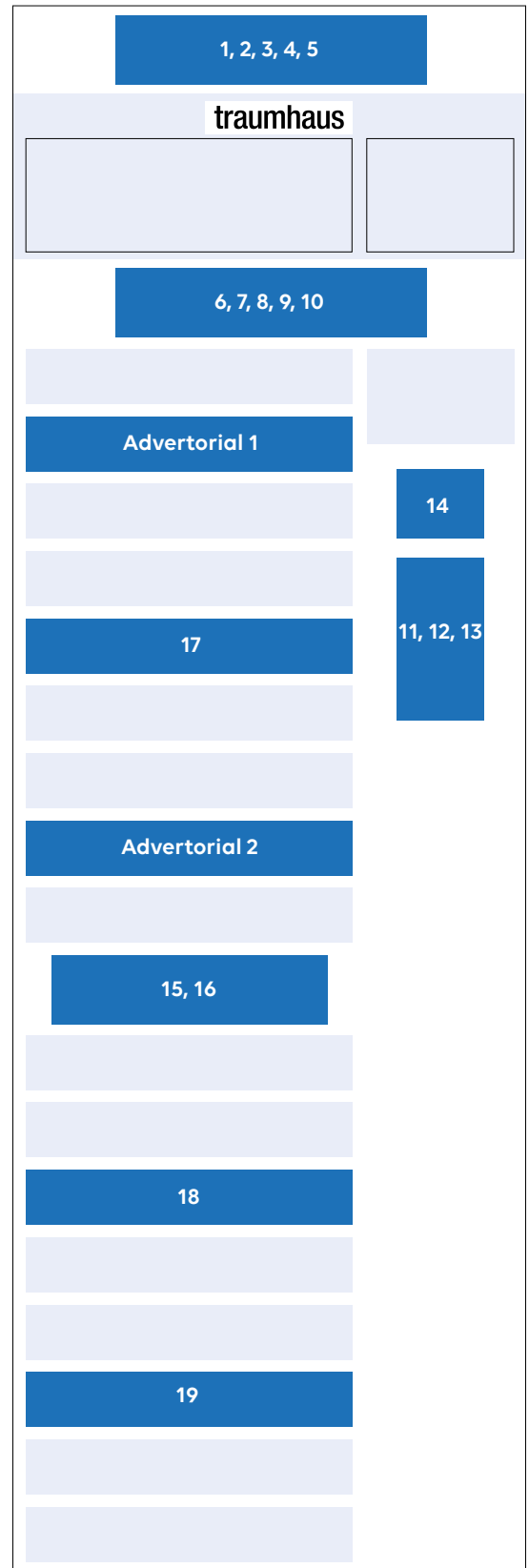
Advertising form	Format in pixels	Placement	Price 1 month
<b>1 Wideboard top</b>	994 × 250		
<b>2 Maxiboard top</b>	994 × 118		
<b>3 Billboard top</b>	970 × 250		
<b>4 Leaderboard top</b>	728 × 90		
<b>5 Leaderboard special top</b>	728 × 250	ROS	894.-
<b>6 Wideboard second</b>	994 × 250		
<b>7 Maxiboard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

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

All prices in € plus VAT. The general terms and conditions available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.



## Visitor numbers

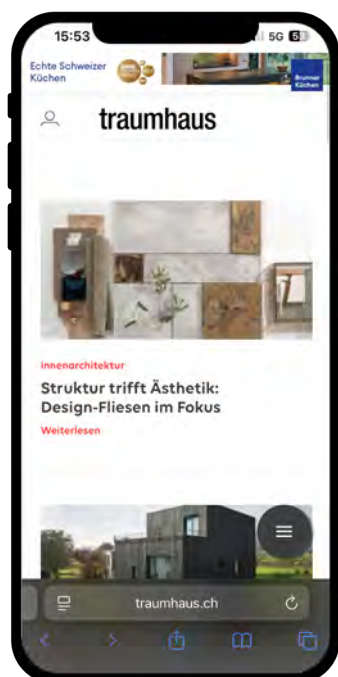
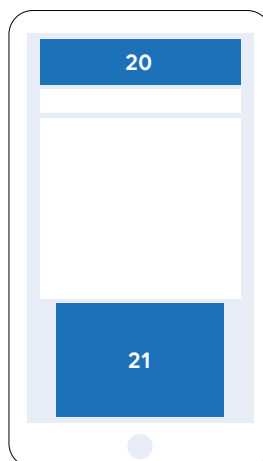
<b>Page views</b>	3,391
<b>Visits</b>	2,027
<b>Unique visitors</b>	1,739

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

[Back to overview](#)

# Mobile online offer – traumhaus.ch

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



Examples of mobile advertising

All prices in € plus VAT. The general terms and conditions available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.

[Back to overview](#)

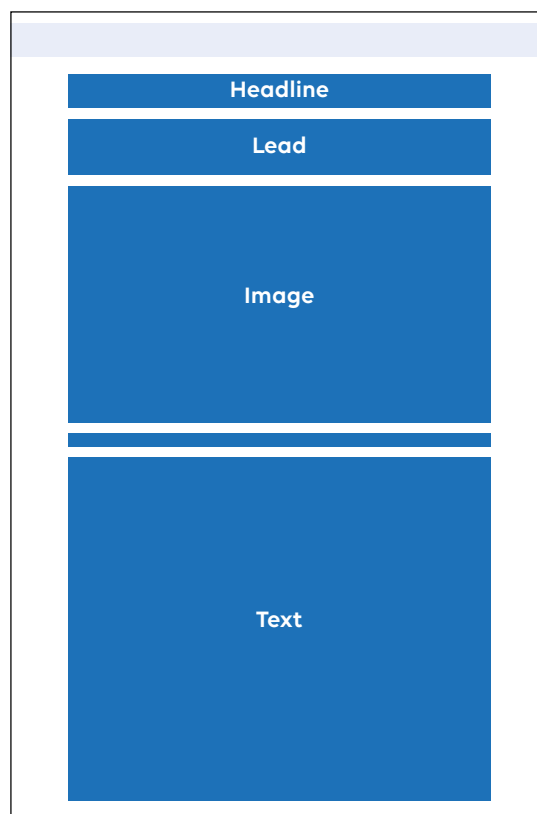
# Advertorial on traumhaus.ch

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

Recurring discounts on [page 19](#)



Advertorial example on traumhaus.ch

All prices in € plus VAT. The general terms and conditions available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.

[Back to overview](#)

# 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.

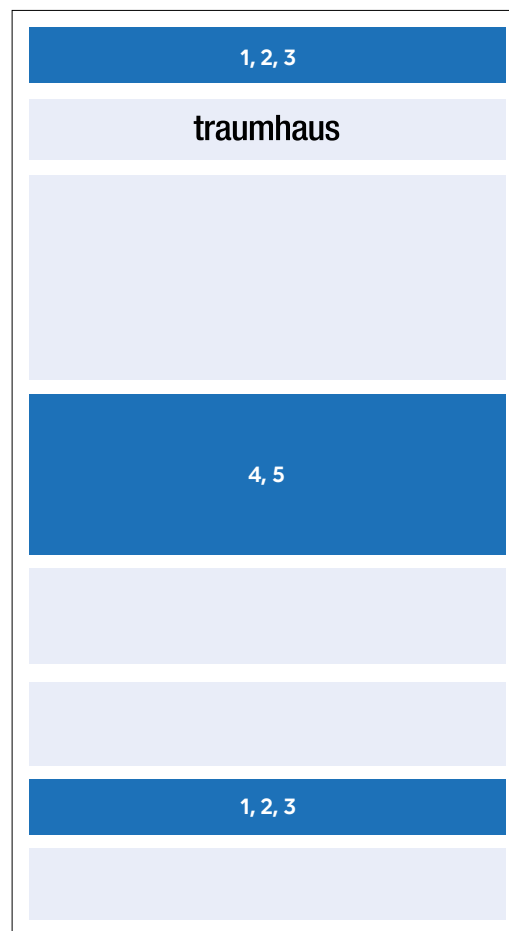
Advertising form	Format	Price per dispatch
<b>1 Leaderboard - NL</b>	728 × 90 px	
<b>2 Billboard - NL</b>	970 × 250 px	
<b>3 Wideboard - NL</b>	994 × 250 px	789.–
<b>4 Image-text ad - NL small</b>		789.–
Headline	max. 30 characters including spaces	
Leadtext	max. 250 characters including spaces	
Image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

<b>Published</b>	monthly on Fridays
<b>File size</b>	max. 80 kB
<b>File formats</b>	jpg, png, gif
<b>Number</b>	several banners and image-text ads per NL
<b>Link</b>	always send separately
<b>Data submission</b>	to: anzeigen.traumhaus@galledia.ch
<b>Recurring discounts</b>	on <a href="#">page 19</a>



## 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.

All prices in € plus VAT. The general terms and conditions available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.

[Back to overview](#)

# 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

Jana Berisha-Cucchia, Editor-in-Chief  
T +41 58 344 98 38, jana.berisha@galledia.ch  
Nuria Peón, Editor, T +41 58 344 98 36  
nuria.peon@galledia.ch

## Head of Media Consulting

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

[Back to overview](#)

# Advertisements – Formats & prices Special editions «küchen» and «bäder»

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

**Advertisements** **4-colour**

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

Other formats available on request

## Cover pages

<b>Inside front cover</b>	10,099.–
<b>Inside back cover</b>	9,678.–
<b>Back cover</b>	11,993.–

## Advertorials

<b>2/1 page</b>	17,042.–
<b>1/1 page</b>	11,572.–

## Terms & Conditions

<b>Placement editorial</b>	526.–
<b>Placement surcharge</b>	526.–
<b>Agency commission</b>	10%
<b>Recurring discounts</b>	on <a href="#">page 19</a>

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 available at [www.fachmedien.ch](http://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: [anzeigen.traumhaus@galledia.ch](mailto:anzeigen.traumhaus@galledia.ch). Any costs incurred for the production of print material will be charged separately at cost.

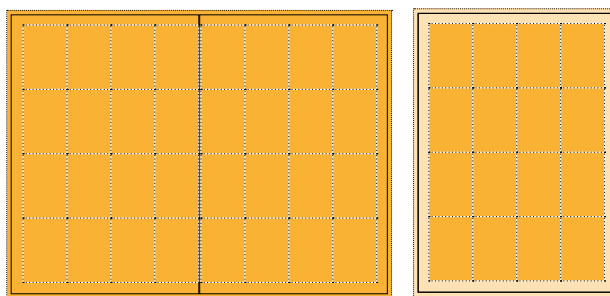
**Printing method** Sheet-fed offset

**Colours** 4-colour CMYK

**Grid** AM80 **Paper** uncoated

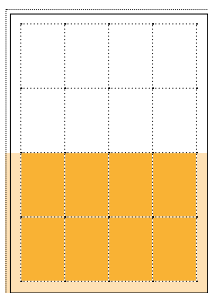
**Binding method** adhesive bond

**Print** Galledia Print AG, Burgauerstrasse 50, 9230 Flawil

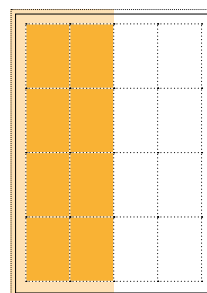


**Panorama page**  
460 × 300 mm ra

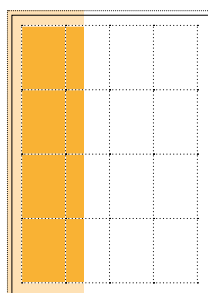
**1/1 page**  
200 × 265 mm TA  
230 × 300 mm bl



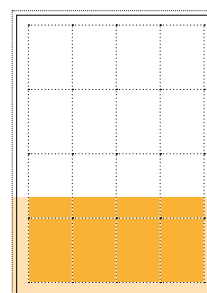
**1/2 page horizontal**  
200 × 128 mm TA  
230 × 146 mm bl



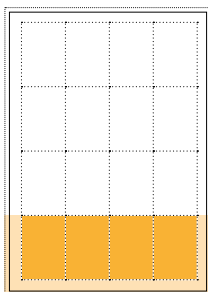
**1/2 page vertical**  
96 × 265 mm TA  
111 × 300 mm bl



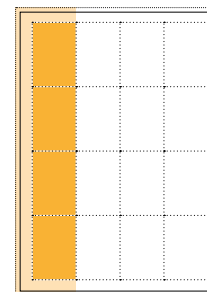
**1/3 page vertical**  
62 × 265 mm TA  
77 × 300 mm bl



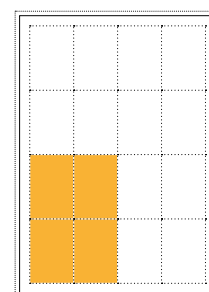
**1/3 page horizontal**  
200 × 83 mm TA  
230 × 100 mm bl



**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

[Back to overview](#)

# Loose/bound inserts

Quantity to be supplied: 21,900 copies

Special editions  
«küchen» and «bäder»

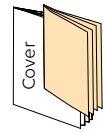
## Loose inserts

Format max.<sup>1</sup> 220 × 295 mm

inserted loosely or loose ins. outside	per 1,000 copies			Invoiced circulation	Price <sup>2</sup>
	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

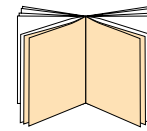
### centrefold

Format max.<sup>1</sup> 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

<sup>1</sup> For bleed edges allow 3mm trim on all sides

<sup>2</sup> 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 [anzeigen.traumhaus@galledia.ch](mailto:anzeigen.traumhaus@galledia.ch).

All prices in € plus VAT. The general terms and conditions available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.

[Back to overview](#)

# 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

Jana Berisha-Cucchia, Editor-in-Chief  
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Nuria Peón, Editor, T +41 58 344 98 36  
nuria.peon@gallegdia.ch

## Head of Media Consulting

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

[Back to overview](#)

# Advertisements – Formats & prices

Special editions «hausbau von A-Z»

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

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

Other formats available on request

## Cover pages

<b>Inside front cover</b>	7,048.–
<b>Inside back cover</b>	6,838.–
<b>Back cover</b>	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 available at [www.fachmedien.ch](http://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: [anzeigen.traumhaus@galledia.ch](mailto:anzeigen.traumhaus@galledia.ch). Any costs incurred for the production of print material will be charged separately at cost.

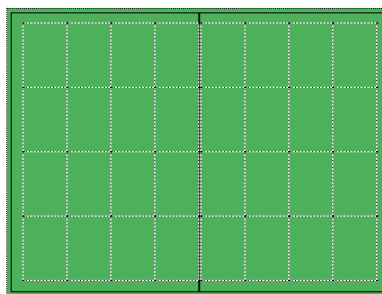
**Printing method** Sheet-fed offset

**Colours** 4-colour CMYK

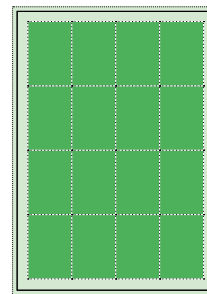
**Grid** AM80 **Paper** uncoated

**Binding method** adhesive bond

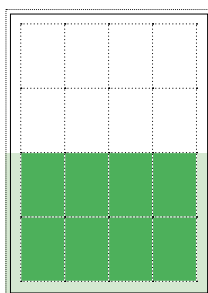
**Print** Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



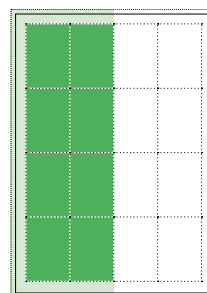
**Panorama page**  
460 × 300 mm ra



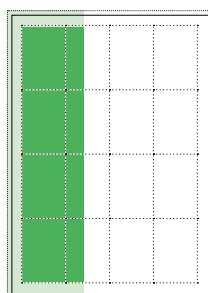
**1/1 page**  
200 × 265 mm TA  
230 × 300 mm bl



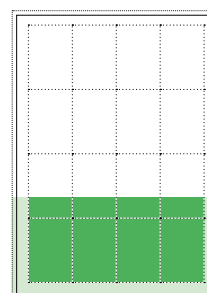
**1/2 page horizontal**  
200 × 128 mm TA  
230 × 146 mm bl



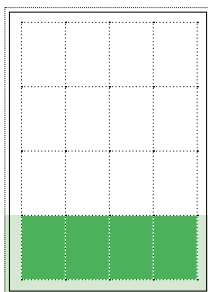
**1/2 page vertical**  
96 × 265 mm TA  
111 × 300 mm bl



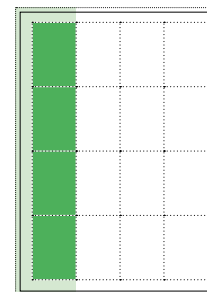
**1/3 page vertical**  
62 × 265 mm TA  
77 × 300 mm bl



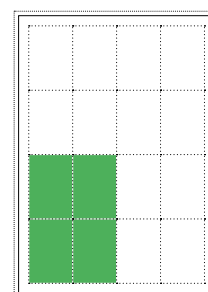
**1/3 page horizontal**  
200 × 83 mm TA  
230 × 100 mm bl



**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

[Back to overview](#)

# Short portraits (house reports)

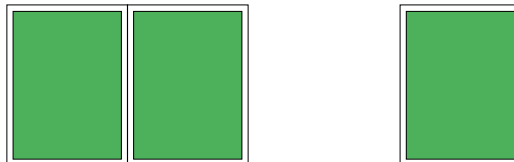
Special edition «hausbau von A-Z»

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

## Raum und Weitblick

Klare Linien, eine kubische Formsprache und ein offener Grundriss zeichnen dieses Einfamilienhaus aus. Auf Wunsch des Bauherrn wurde das Projekt individuell an das Grundstück angepasst: Eine Erweiterung bis unter den Sitzplatz schafft Platz für eine grosszügige Doppelgarage und einen Eingang mit Gartendecke. Im Erdgeschoss öffnet sich ein heller Wohn-, Ess- und Küchenbereich mit raumhohen Fensterfronten nach Süden, sodass der Blick direkt in den Garten führt. Die Fassade überträgt durch ihr Spiel aus kubischen Formen und verspielenen Holzelementen, die dem Haus einen lebendigen Charakter verleihen. Im Obergeschoss befinden sich vier Schlafzimmer und ein grosszügiges Wohlfühlbad. |

**KobeltHaus, Kobelt AG**  
 Staatsstrasse 7  
 9427 Müllbach  
 Baden Dättwil, Lyssach  
 Tel. 071 775 85 85  
[info@kobelthaus.ch](mailto:info@kobelthaus.ch)

**Technische Angaben**

**Konstruktion** Massivbauweise in Beton und Massivwerk, Flachdach, Fassade: Verputz, eingeleitet mit Schutzanstrich, vorvergraut, Echtholz-Türschwellenschwelle

**Raumangebot** Bruttogeschossfläche: 99m<sup>2</sup>  
Anzahl Zimmer: 5,5

**Ausbau** Wände, Abriebe, Wandaufbauten, fugenlos beschichtungen, Böden: Parkett, Bodenplatten, Fenster: Holz-Kunststoff mit 3-fach-Verglasung

**Technik** Luft-Wasser-Wärmepumpe, Bodenheizung, 4SMART House +48 in-one-System

22 traumhaus 05.20 traumhaus

Sample house report

All prices in € plus VAT. The general terms and conditions available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.

[Back to overview](#)

# Loose/bound inserts

Quantity to be supplied: 14,700 copies

Special edition  
«hausbau von A-Z»

## Loose inserts

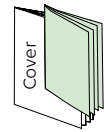
Format max.<sup>1</sup> 220 × 295 mm

inserted loosely or  
loose ins. outside

	per 1,000 copies			Invoiced circulation	Price <sup>2</sup>
	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

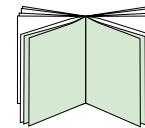
centrefold

Format max.<sup>1</sup> 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

<sup>1</sup> For bleed edges allow 3mm trim on all sides

<sup>2</sup> 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 [anzeigen.traumhaus@galledia.ch](mailto:anzeigen.traumhaus@galledia.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 available at [www.fachmedien.ch](http://www.fachmedien.ch) shall apply.

[Back to overview](#)

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www.fachmedien.ch

We secure the best  
advertising spaces for you.

