MEDIA DATA 2027

traumhaus

Print, Online & Newsletter | Effective 1 January 2027

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



«traumhaus» at a glance:

- Total print run 14,500 copies
- Published 6× a year
- Monthly newsletter
- 3 special editions a year: «hausbau von A–Z», «küchen» and «bäder»









traumhaus.ch – visitor numbers:

• Page views	3 498
• Visits	2 516
• Users	2 162

Monthly average figures, Jan - Aug 2026

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Magazine positioning

Editorial concept
traumhaus (literally «dream house») is Switzerland's leading magazine for planning, building, and living. With dedicated sections on architecture, interior design, and finance & legal matters, supported by rotating special focus topics, the magazine informs, guides, and inspires readers throughout every stage of the homebuilding journey.
Topics covering planning, construction, and interior design of single-family homes are presented with clarity, structure, and strong visual appeal. Exclusive, in-house produced home features, guest articles from specialists, expert interviews, and product spotlights create a diverse, high-quality reading experience that blends information with inspiration. Published six times a year with a circulation of 14,500 copies, traumhaus is available nationwide by subscription and at newsstands.
Three special editions complement the regular magazine and offer focused communication environments for advertisers:

- «hausbau von A – Z» (house building from A to Z) – the annual guide to buying, financing, and building a home.
- «küchen» (kitchens) – themed around design trends, innovations, and kitchen planning expertise.
- «bäder» (bathrooms) – dedicated to bathroom architecture, wellness, and interior solutions.

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

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

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

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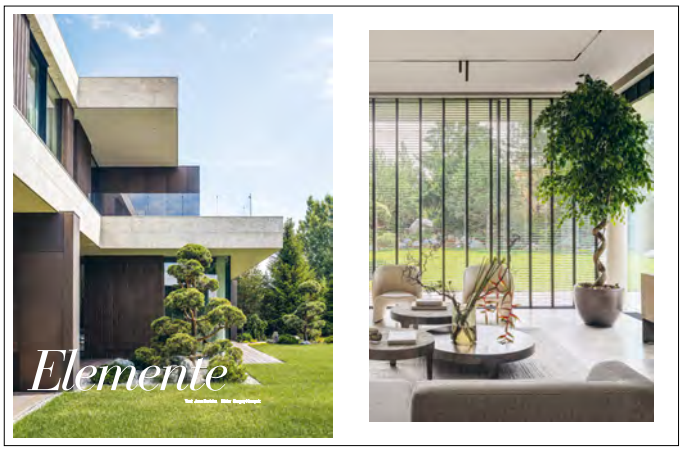
Circulation / readership

Circulation figures
Print run 14,500 copies

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

Subscription service Prices in CHF including VAT.

- **Annual subscription Switzerland** 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.

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Schedule 2027

Issue Special edition	Booking deadline	On-sale date	Main topics	Trade fairs / supplements
1	28.01.2027	**15.02.2027**	Kitchen trends and appliances outdoor furniture garden planning garden design	· imm Cologne, Jan 19–22, 27 · Bauen+Wohnen, Lucerne, Feb 26–28, 27 · Giardina, Zurich, Mar 10–14, 27 · Eigenheim Messe, Solothurn, Mar 18–21, 27 · Bauen+Wohnen, Aargau, Apr 8–11, 27
hausbau von A – Z*	25.02.2027	**15.03.2027**	Everything you need to know about buying and building your own home	
2	18.03.2027	**12.04.2027**	Bathroom innovations swimming pools, bio pools wall coverings and textiles	· Münchner Stofffrühling (Munich Fabric Spring Fair), Mar 11–14, 27 · ISH Frankfurt, Mar 15–19, 27 · Blickfang, Basel, Mar 19–21, 27 · Salone del Mobile/Euroluce, Milan, Apr 13–18, 27
küchen**	27.05.2027	**16.06.2027**	Kitchen reports, kitchen planning and design, kitchen products and trends	
3	03.06.2027	**21.06.2027**	Building homes for families, nursery / children's room innovative housing concepts household appliances floor coverings (indoor and outdoor)	· With supplement «küchen»
bäder**	22.07.2027	**11.08.2027**	Bathroom reports, bathroom planning and design, bathroom products and trends	
4	29.07.2027	**16.08.2027**	Bedrooms and closet systems windows, glazing, winter garden smart home	· Bauen & Modernisieren, Zurich, Sep 23–26, 27 · With supplement «bäder»
5	23.09.2027	**11.10.2027**	Kitchen and kitchen technology living room and dining room lighting concepts heating systems and energy	· Hausbau+Energie Fair, Berne, Nov 25–28, 27
6	18.11.2027	**06.12.2027**	Building with wood stairs, elevators bathroom and wellness fireplaces and stoves	· Blickfang, Zurich, Nov, 27 · Swissbau, Basel, Jan 18–21, 28

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

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

Subject to change without notice

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Advertisements – formats & prices

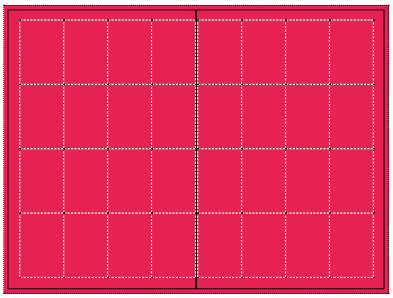
TA = type area
bl = bleed edges allow 3 mm trim

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

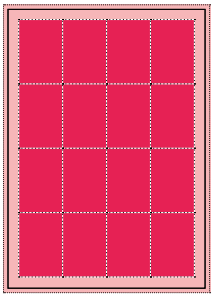
Advertisements	4-colour
Panorama page	11,993.–
1/1 page	6,628.–
1/2 page	3,577.–
1/3 page	2,630.–
1/4 page	2,051.–
1/8 page	1,157.–

Other formats available upon request

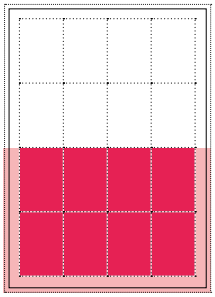
Cover pages	
Inside front cover (IFC)	7,048.–
Inside back cover (IBC)	6,838.–
Outside back cover (OBC)	7,995.–



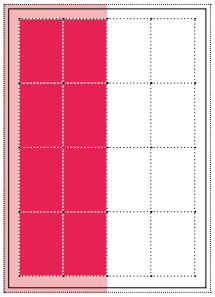
Panorama page
460 × 300 mm bl



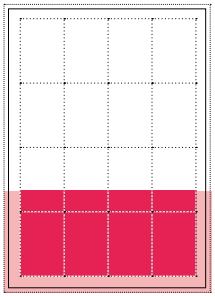
1/1 page
200 × 265 mm TA
230 × 300 mm bl



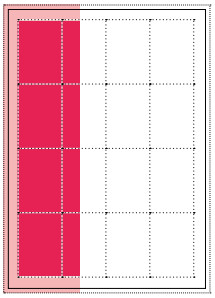
1/2 page horizontal
200 × 128 mm TA
230 × 146 mm bl



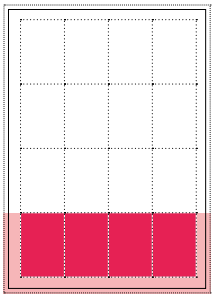
1/2 page vertical
96 × 265 mm TA
111 × 300 mm bl



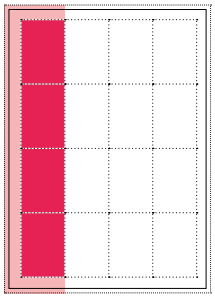
1/3 page horizontal
200 × 83 mm TA
230 × 100 mm bl



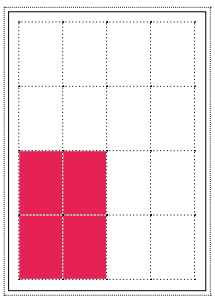
1/3 page vertical
62 × 265 mm TA
77 × 300 mm bl



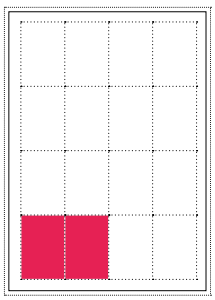
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230 × 77 mm bl



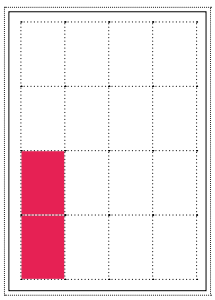
1/4 page vertical
45 × 265 mm TA
60 × 300 mm bl



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

Terms & conditions

Placement editorial 526.–
Placement surcharge 263.–
Agency commission 10 %
Recurring discounts on *page 20*

All prices in €. The general terms and conditions available at 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. 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

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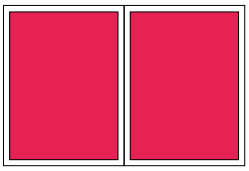
Short portraits (house reports)

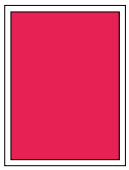
Within the «Hausporträts» section, traumhaus presents striking new buildings and renovations to an audience of active builders and design enthusiasts.
These short portraits – produced in collaboration with the editorial team – combine compelling imagery, concise descriptions, and architectural data. They serve as both inspiration for readers and brand visibility for participating manufacturers and construction partners.
Each feature adheres to the magazine's layout standards to ensure aesthetic consistency and editorial credibility.

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

Recurring discounts on *page 20*

Additional formats and package deals available upon request







Sample house report

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

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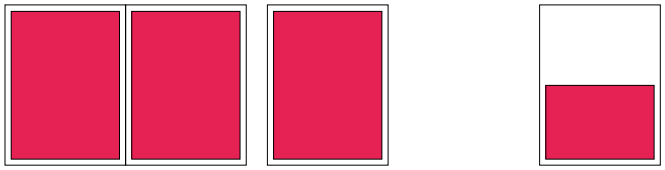
Advertorial

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

These tailor-made features combine the authenticity of editorial content with the persuasive power of brand messaging. They are designed, edited, and produced by the 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 and production		
Online publication	842.–	842.–	842.–
Recurring discounts	on *page 20*		




Advertorial

Der Wasserhahn, der alles kann

Quooker steht für eine Idee, die den Küchenalltag nachhaltig verändert hat. In der Schweiz steht Quooker seit 15 Jahren für langlebige Produkte, kurze Wege und einen bewussten Umgang mit Ressourcen.

Erfunden in den Niederlanden und bis heute als Familienbetrieb geführt, verbindet Quooker technologische Innovation mit Verantwortung gegenüber Mensch und Umwelt. Das Herzstück jedes Quooker-Systems ist die Effiziente Kochendes, gekühltes, sprudelndes und stilles Wasser steht jederzeit direkt aus der Küchenarmatur bereit. Das spart Wasser, Energie, Zeit und Verpackungen – ein klarer Mehrwert für Haushalte, die Nachhaltigkeit selbstverständlich leben. Mit dem neuen Flex Square erweitert Quooker sein Sortiment um ein vielseitiges Modell. Die klare, eckige Form trifft auf maximale Flexibilität. Dank flexiblem Auslaufschlauch wird der Wasserhahn zum Alltagshelfer – vom schnellen Füllen der Trinkflasche bis zum Abspülen. Im Alltag zeigt Quooker seine Stärke. Morgens ist heisses Wasser sofort verfügbar, tagsüber ist die Trinkflasche im Handumdrehen gefüllt, abends gelingt entspanntes Kochen ohne Umwege. Quooker denkt mit, nimmt Arbeit ab und bringt Leichtigkeit in die Küche. Dabei bleibt alles angenehm ruhig, sicher und intuitiv. So entstehen kleine Momente, die Raum für Wesentliche schaffen. Quooker verbindet durchdachte Technik mit zeitlosem Design und einem verantwortungsvollen Umgang mit Ressourcen. Entwickelt für Menschen, die Komfort, Qualität und Nachhaltigkeit als selbstverständlichen Teil ihres Lebens sehen. |

quooker.ch

Quooker Flex liefert 100 °C kochendes, warmes und kaltes Wasser sowie optional gefiltertes sprudelndes oder stilles Wasser.

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Sample advertorial 1/1 page

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

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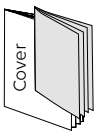
Loose/bound inserts

Quantity to be supplied: 14,700 copies

Loose inserts	**Format max.[1]** 220 × 295 mm				
inserted loosely or	**per 1,000 copies**			**Invoiced**	**Price[2]**
loose ins. outside	Advert. value	Tech. cost	Total	**circulation**	
up to 25 g	326.–	47.–	373.–	14,500	5,408.50
up to 50 g	349.–	47.–	396.–	14,500	5,742.00
up to 75 g	385.–	47.–	432.–	14,500	6,264.00



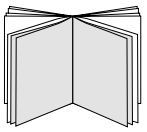
Loose insert inside



Loose insert outside

Bound inserts					
centrefold	**Format max.[1]** 220 × 295 mm				
up to 25 g	326.–	47.–	373.–	14,500	5,408.50
up to 50 g	349.–	47.–	396.–	14,500	5,742.00
up to 75 g	385.–	47.–	432.–	14,500	6,264.00

Top/bottom and front trim: min. 5 mm to max. 40 mm
Milling edge in the collar: 3 mm



Bound insert centrefold

[1] For bleed edges allow 3 mm trim on all sides
[2] Plus postal charges

Other special formats on request
Loose/bound inserts over 75 g 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 20*
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.

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

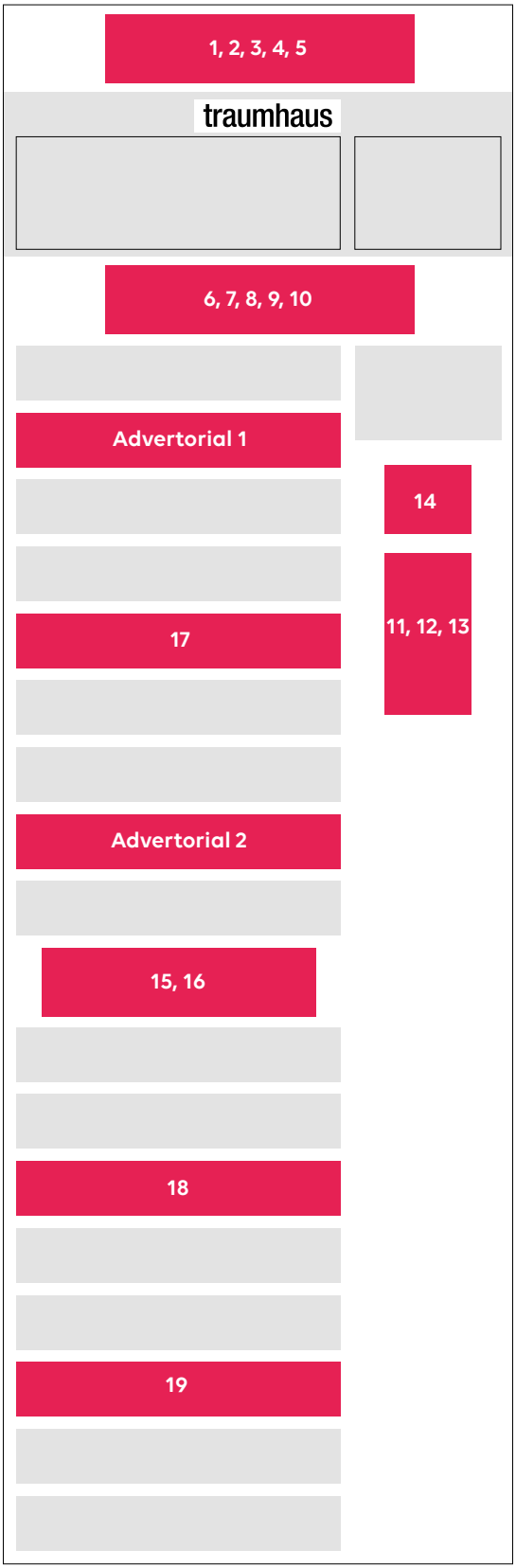
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Online offer – traumhaus.ch

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

Advertising form	Format in pixels	Placement	Price 1 month
1 **Wideboard top**	994 × 250		
2 **Maxiboard top**	994 × 118		
3 **Billboard top**	970 × 250		
4 **Leaderboard top**	728 × 90		
5 **Leaderboard special top**	728 × 250	ROS	894.–
6 **Wideboard second**	994 × 250		
7 **Maxiboard second**	994 × 118		
8 **Billboard second**	970 × 250		
9 **Leaderboard second**	728 × 90		
10 **Leaderboard special second**	728 × 250	Home	736.–
11 **Halfpage ad**	300 × 600		
12 **Wide skyscraper**	160 × 600		
13 **Exp. wide skyscraper**	300 × 600	ROS	684.–
14 **Medium rectangle**	300 × 250	Home, categories	631.–
15 **Leaderboard context**	728 × 90	Home, categories, article level	
16 **Leaderboard special context**	728 × 250		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 20*

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

Visitor numbers

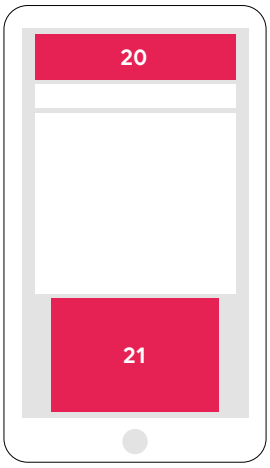
Page views	3,498
Visits	2,516
Users	2,162

Monthly average figures, Jan - Aug 2026, source: Google Analytics

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Mobile online offer – traumhaus.ch

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







Examples of mobile advertising

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

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Advertorial on traumhaus.ch

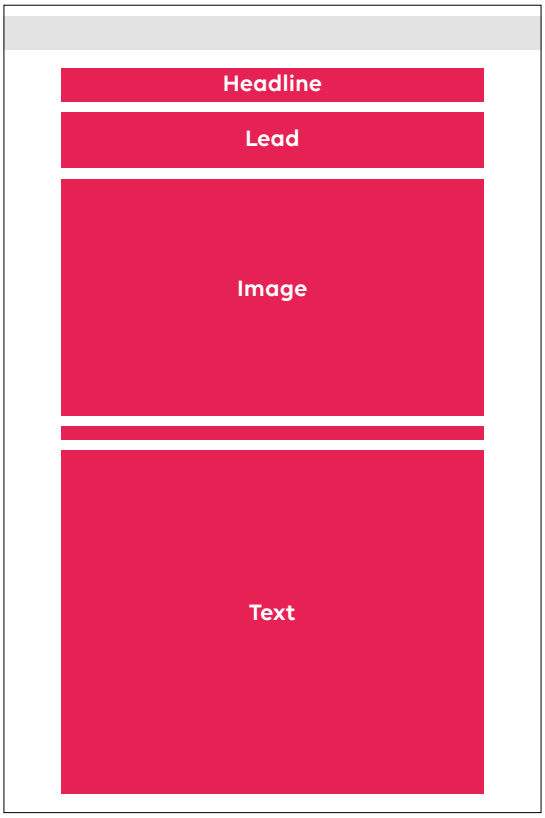
Online advertorials on traumhaus.ch enable advertisers to communicate complex messages in a journalistic context. These branded content features combine informative writing with product storytelling, supported by strong visuals and direct links to the advertiser's website.

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

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

Recurring discounts on *page 20*





Advertorial example on traumhaus.ch

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

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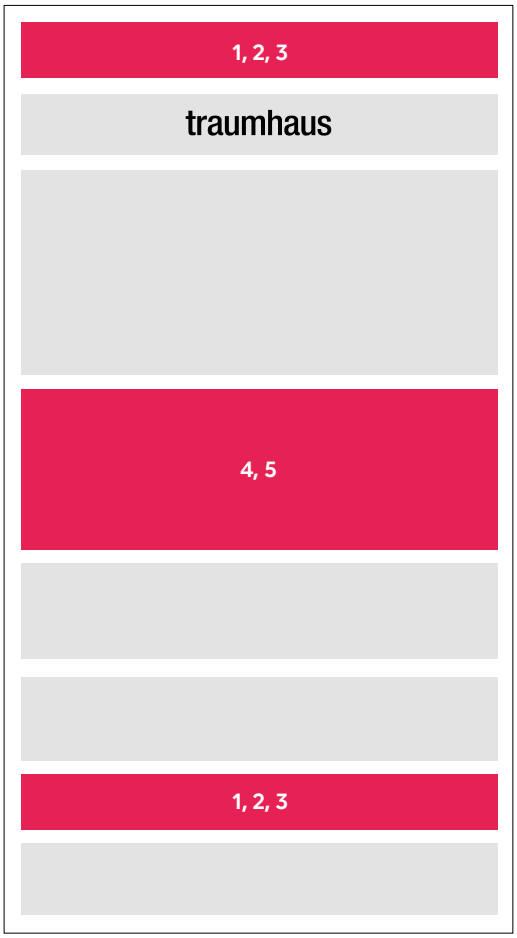
Newsletter – traumhaus.ch

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

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

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

Advertising form		Format	Price per dispatch
1 **Leaderboard - NL**		728 × 90 px	
2 **Billboard - NL**		970 × 250 px	
3 **Wideboard - NL**		994 × 250 px	789.–
4 **Image-text ad - NL small**			789.–
Headline	max. 30 characters including spaces		
Leadtext	max. 250 characters including spaces		
Image	1 image, 600 × 600 px (square)		
Link	Supply with target URL		
5 **Image-text ad - NL large**			894.–
Headline	max. 50 characters including spaces		
Leadtext	max. 600 characters including spaces		
Image	1 image, 600 × 600 px (square)		
Link	Supply with target URL		



Publication schedule 2027

5.2. / 5.3. / 2.4. / 7.5. / 11.6. / 16.7. / 6.8. / 3.9. / 8.10. / 5.11. / 3.12.

Technical specifications

Published	monthly on Fridays
File size	max. 80 kB
File formats	jpg, png, gif
Number	several banners and image-text ads per NL
Link	always send separately
Data submission	to: anzeigen.traumhaus@galledia.ch
Recurring discounts	on *page 20*

Recipients

Newsletter subscribers	3,990
Open rate	16.3%
Click rate	32.1%

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

Back to overview

Stand-alone newsletter

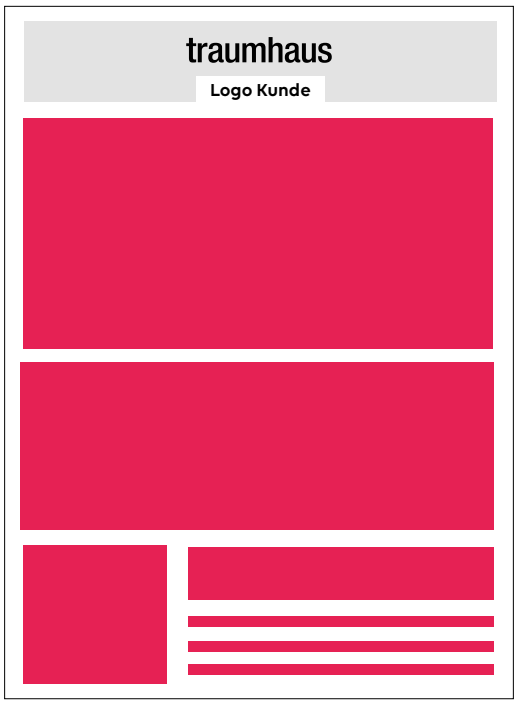
Template of the newsletter
For stand-alone newsletters, the layout is similar to the official newsletter and contains the traumhaus logo at the top, the customer's logo below, followed by the content provided and finally the traumhaus footer.

Adaptation to the customer's CI/CD
No changes can be made to fonts, colors or the structure of the template. We place the customer's logo prominently so that it is clear that the content originates from them and fill their content into the specified structure.

Sender of the newsletter
The same sender address is used as for the editorial newsletter. An individual sender address is too high a risk for SPAM reasons.

Subject of the newsletter
The following text is displayed in the subject line:
«Advertorial: free text of the customer's choice»

The stand-alone newsletter is sent to **3 990** recipients and guarantees you maximum attention through 100% exclusivity in the distribution of your advertising message.



Technical specifications
· Company logo · max. 4 articles with image, text and link to further information · Optional: Ads (leaderboard, text ad, static ads) · Recommended text length per block: 800 - 1,000 characters (incl. spaces)

Price	
Stand-alone newsletter per dispatch	3200.–
incl. creation of newsletter, one correction run, dispatch, statistics	
A **maximum of 1 stand-alone newsletter** is sent out per month.	

Recurring discounts on *page 20*

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

Back to overview

Special editions 2027 – «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-pannels, 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	16.06.2027
Copy deadline	27.05.2027



«bäder»
Bathroom reports, bathroom planning and design, bathroom products and trends.

On-sale date	11.08.2027
Copy deadline	22.07.2027

Back to overview

Advertisements – formats & prices

Special editions «küchen» and «bäder»

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

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

Other formats available on request

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

Advertorials	
2/1 page	17,042.–
1/1 page	11,572.–

Terms & conditions

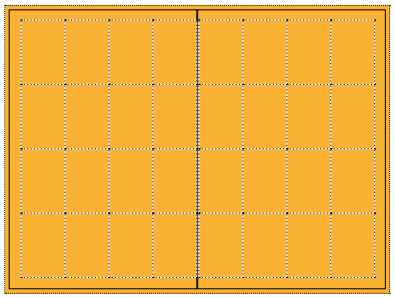
Placement editorial 526.–
Placement surcharge 526.–
Agency commission 10 %
Recurring discounts on *page 20*

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.

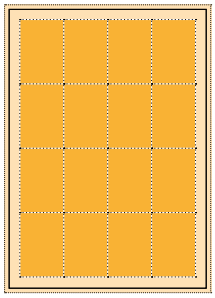
All prices in €. The general terms and conditions available at www.fachmedien.ch shall apply.

Technical specifications

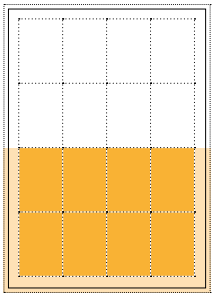
Digital data Highend, PDF/X-4 (note: fonts must be embedded)
Image data high-resolution TIFF or JPEG (300 ppi at original size), images and vectors (EPS/AI) in CMYK color space (no RGB files)
Colour management For more detailed information on colour management, please consult the *colour management specifications.*
Print materials Print-ready PDF by e-mail to: anzeigen.traumhaus@galledia.ch. Any costs incurred for the production of print material will be charged separately at cost.
Printing method Sheet-fed offset
Colours 4-colour CMYK
Grid AM80 **Paper** uncoated
Binding method adhesive bond
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



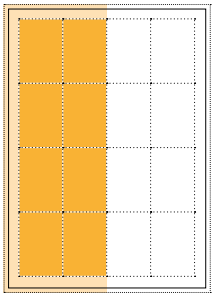
Panorama page
460 × 300 mm ra



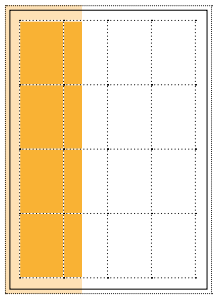
1/1 page
200 × 265 mm TA
230 × 300 mm bl



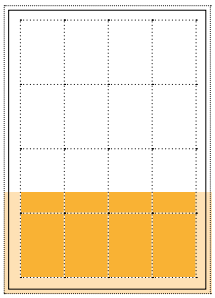
1/2 page horizontal
200 × 128 mm TA
230 × 146 mm bl



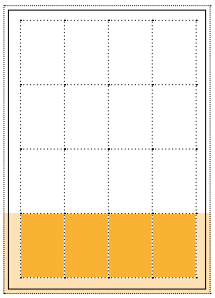
1/2 page vertical
96 × 265 mm TA
111 × 300 mm bl



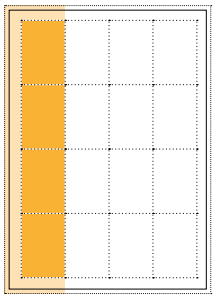
1/3 page vertical
62 × 265 mm TA
77 × 300 mm bl



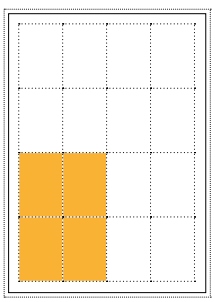
1/3 page horizontal
200 × 83 mm TA
230 × 100 mm bl



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



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



1/4 page 2 columns
96 × 128 mm TA

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

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Loose/bound inserts

Quantity to be supplied: 21,900 copies

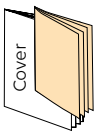
Special editions
«küchen» and «bäder»

Loose inserts **Format max.[1]** 220 × 295 mm

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



Loose insert inside

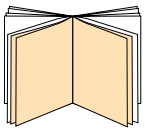


Loose insert outside

Bound inserts

centrefold	Format max.[1] 220 × 295 mm				
up to 25 g	342.–	47.–	389.–	21,700	8,441.–
up to 50 g	374.–	47.–	421.–	21,700	9,136.–
up to 75 g	439.–	47.–	486.–	21,700	10,546.–

Top/bottom and front trim: min. 5 mm to max. 40 mm
Milling edge in the collar: 3 mm



Bound insert centrefold

[1] For bleed edges allow 3 mm trim on all sides
[2] Plus postal charges

Other special formats on request
Loose/bound inserts over 75 g 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 20*
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.

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

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Special editions 2027 – «hausbau von A – Z»

Editorial concept

«hausbau von A – Z» is a special edition of traumhaus aimed at private homebuilders who are planning to build their own home or are already in the process. Published annually as a comprehensive reference guide and sold separately at newsstands, the magazine gives readers an overview of all the key topics involved in buying and building a home – from financing and planning to furnishing and fit-out.
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 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	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	15.03.2027
Copy deadline	25.02.2027

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Advertisements – Formats & prices

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

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

Other formats available on request

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

Terms & Conditions

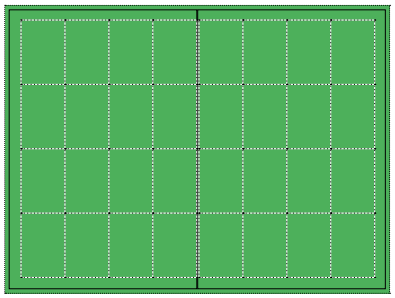
Placement editorial 526.–
Placement surcharge 263.–
Agency commission 10 %
Recurring discounts on *page 20*

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.

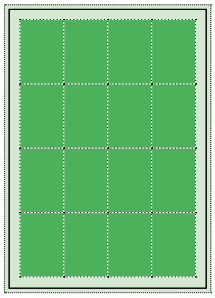
All prices in €. The general terms and conditions available at www.fachmedien.ch shall apply.

Technical specifications

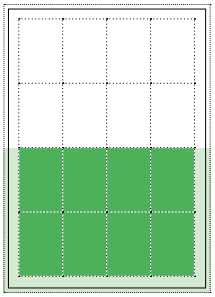
Digital data Highend, PDF/X-4 (note: fonts must be embedded)
Image data high-resolution TIFF or JPEG (300 ppi at original size), images and vectors (EPS/AI) in CMYK color space (no RGB files)
Colour management For more detailed information on colour management, please consult the *colour management specifications.*
Print materials Print-ready PDF by e-mail to: anzeigen.traumhaus@galledia.ch. Any costs incurred for the production of print material will be charged separately at cost.
Printing method Sheet-fed offset
Colours 4-colour CMYK
Grid AM80 **Paper** uncoated
Binding method adhesive bond
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



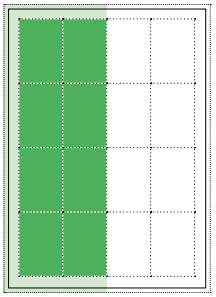
Panorama page
460 × 300 mm ra



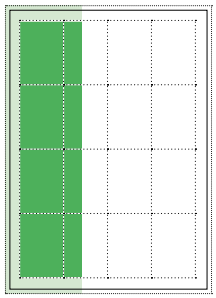
1/1 page
200 × 265 mm TA
230 × 300 mm bl



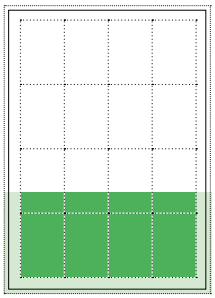
1/2 page horizontal
200 × 128 mm TA
230 × 146 mm bl



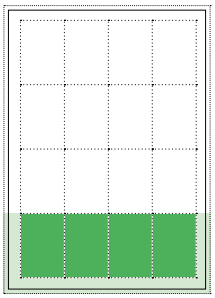
1/2 page vertical
96 × 265 mm TA
111 × 300 mm bl



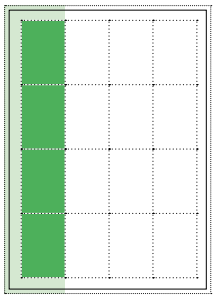
1/3 page vertical
62 × 265 mm TA
77 × 300 mm bl



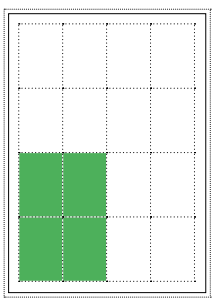
1/3 page horizontal
200 × 83 mm TA
230 × 100 mm bl



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



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



1/4 page 2 columns
96 × 128 mm TA

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

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Short portraits (house reports)

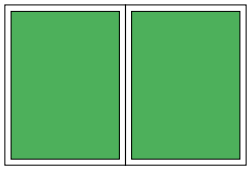
Special edition «hausbau von A – Z»

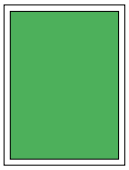
In the «Hausporträts» section, we present current new buildings to the interested target audience in each magazine. The popular short portraits and house reports are created in collaboration with the editorial team according to the publisher's layout concept.

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

Recurring discounts on *page 20*

Additional formats and package deals available upon request







Sample house report

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

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Loose/bound inserts

Quantity to be supplied: 14,700 copies

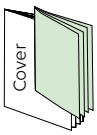
Special edition
«hausbau von A–Z»

Loose inserts **Format max.¹** 220 × 295 mm

inserted loosely or loose ins. outside	per 1,000 copies			Invoiced circulation	Price²
	Advert. value	Tech. cost	Total		
up to 25 g	326.–	47.–	373.–	14,500	5,408.50
up to 50 g	349.–	47.–	396.–	14,500	5,742.00
up to 75 g	385.–	47.–	432.–	14,500	6,264.00



Loose insert inside

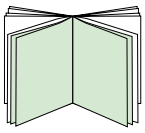


Loose insert outside

Bound inserts

centrefold	Format max.¹ 220 × 295 mm				
up to 25 g	326.–	47.–	373.–	14,500	5,408.50
up to 50 g	349.–	47.–	396.–	14,500	5,742.00
up to 75 g	385.–	47.–	432.–	14,500	6,264.00

Top/bottom and front trim: min. 5 mm to max. 40 mm
Milling edge in the collar: 3 mm



Bound insert centrefold

¹ For bleed edges allow 3 mm trim on all sides
² Plus postal charges

Other special formats on request
Loose/bound inserts over 75 g 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 %

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

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 €. The general terms and conditions available at www.fachmedien.ch shall apply.

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Contact



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