



- FREQUENCY: 10 × PER YEAR
- PRINT RUN: 25 500 COPIES

— DAS IDEALE HEIM is Switzerland's longest-established interior design magazine. Since 1927 Das Ideale Heim covers and illustrates today's directions in architecture and design, and that is why it clearly reflects the taste of a readership that is orientated to urban living and in step with the times.

— DAS IDEALE HEIM has earned a reputation as an important specialist publication for design and architecture and is official media partner of **vsi.asai**. (Association of Swiss Interior Architects/Architects).

— SOPHISTICATED READERS Each issue reaches at least 45 000 readers
Source of supply: Mach Basic 2022, Ready.

Schedule and Topic Plan

Issue	Main theme	PD	AD
No. 02/23	World of Kitchens, the entrance – the calling card of the house: sideboards wardrobes, lockers, shelves	27.01.2023	23.12.2022
No. 03/23	Inspiration Bathroom, homeoffice	24.02.2023	24.01.2023
No. 04/23	Gardens, outdoor furniture, fireplaces & outdoor kitchens, landscaping	24.03.2023	21.02.2023
No. 05/23	Living & dining: sofas, sideboards & shelves, tables & chairs	28.04.2023	24.03.2023
No. 06/23	Interior design, parquet & floor coverings, wallpapers, wall colours, international furniture trends 2023	02.06.2023	28.04.2023
No. 7+8/23	World of Kitchens, the well-laid table, summer stories & travelling, design news imm cologne	14.07.2023	12.06.2023
No. 09/23	Bathrooms, private spas, Swiss Design & manufactures	25.08.2023	17.07.2023
No. 10/23	Beautiful sleep: beds, bed linen, cupboards, storage systems, dressing room, sofa beds	29.09.2023	29.08.2023
No. 11/23	Lighting special, home entertainment, stylish conversion	04.11.2023	03.10.2023
No. 12/23+1/24	The luxury edition: precious material and interior design, rugs and textiles, fireplaces & tiled stoves * Supplement smart home	08.12.2023	07.11.2023

PD = Publishing date AD = Ad deadline

Advertising Prices

Format in page coverage	
1/1 page 4 c	CHF 7190.–
1/2 page 4 c	CHF 4100.–



- UP TO DATE: new products and trends in the world of gardens
- EXPERT ADVISOR: tips on garden design, tools and equipment, conservatories, lighting, ground coverings/natural stone, swimming pools/ponds
- MARKET OVERVIEW: tools and equipment, garden furniture, fences, ground coverings, accessories
- SECTION with an extensive list of sources, including addresses



- UP TO DATE: new products and trends in the world of baths
- EXPERT ADVISOR: proper planning, construction and furnishing of baths
- MARKET OVERVIEW: fittings, bathtubs, bath furniture, ceramic products, accessories
- SECTION with an extensive list of sources, including addresses



- From the desire to become a homeowner all the way to financing and construction.
- Advice and new products for all aspects of the house: kitchens, bathrooms, windows, flooring, stairs, pre-designed homes, energy etc.
- Supplement smart home



- UP TO DATE: new products and trends in the world of kitchens
- EXPERT ADVISOR: tips on kitchen planning, appliances and devices, and kitchen furniture
- MARKET OVERVIEW: appliances and devices, kitchen furniture, accessories and "little helpers"
- SECTION with an extensive list of sources, including addresses

DAS IDEALE HEIM Special Publications

Issue	Deadline	Focus
GARTEN 21 000 copies	PD 10.03.2023 AD 07.02.2023	The latest news in gardening, plants, garden planning and little helpers
BÄDER 17 000 copies	PD 16.06.2023 AD 09.05.2023	The latest from the bath; floor planning, wellness, sauna, swimming pool
HÄUSER* 17 000 copies	PD 17.11.2023 AD 18.10.2023	From the desire to become a homeowner all the way to financing and construction. * Supplement smart home (see separate price list)
KÜCHEN 17 000 copies	PD 29.09.2023 AD 31.08.2023	Everything in your kitchen; tips on kitchen planning; new products; kitchen equipment; all kitchen furniture; accessories

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Advertising Prices

Format in page coverage		
Garten & Einfamilienhäuser	1/1 page 4 c	CHF 5 440.–
	½ page 4 c	CHF 3 030.–
Küchen & Bäder	1/1 page 4 c	CHF 7 190.–
	½ page 4 c	CHF 4 100.–

Technical Specifications

Size: 210 × 280 mm + 3 mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m² wood-free, white, matt coated

Content: roll offset, paper: 90 g/m² white, matt coated

Binding method: perfect bound

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