



Schedule and Topic Plan

Issue	Main theme	PD	AD
No. 02/25	World of Kitchens, the entrance – the calling card of the house: sideboards wardrobes, lockers, shelves	31.01.2025	20.12.2024
No. 03/25	Inspiration Bathroom, trends 2025	28.02.2025	28.01.2025
No. 04/25	Gardens, outdoor furniture, fireplaces & outdoor kitchens, landscaping	28.03.2025	25.02.2025
No. 05/25	Livingroom: armchairs, sofas, sideboards & shelves, side tables & chairs, homeoffice	02.05.2025	27.03.2025
No. 06/25	Interior design, parquet & floor coverings, wallpapers, wall colours, international design & furniture trends 2025 from Salone	30.05.2025	25.04.2025
No. 7+8/25	World of Kitchens, the well-laid table, summer stories & travelling	11.07.2025	10.06.2025
No. 09/25	Bathrooms, private spas, Swiss Design & manufactures	22.08.2025	21.07.2025
No. 10/25	Beautiful sleep: beds, bed linen, cupboards, storage systems, dressing room, sofa beds	26.09.2025	26.08.2025
No. 11/25	Lighting special, home entertainment, stylish conversion, «Häuser des Jahres»	31.10.2025	29.09.2025
No. 12/25+1/26	The luxury edition: precious material and interior design, rugs and textiles, fireplaces & tiled stoves, Special: smart home	05.12.2025	04.11.2025

PD = Publishing date

AD = Ad deadline

Advertising Prices

Format in page coverage	
1/1 page 4 c	CHF 7300.–
2/1 page 4 c	CHF 14600.–
Opening spread	CHF 17600.–
Inside front cover	CHF 8800.–
Inside back cover	CHF 8100.–
Back cover	CHF 9500.–

— 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 40 000 readers
Source of supply: Mach Basic 2024-2

Readily per issue:
Unique readers: ø 5 650
Total page views: ø 610 788

— FREQUENCY: 10 × PER YEAR
— PRINT RUN: 24 000 COPIES



- 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.
- Special 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 20 000 copies	PD 07.03.2025 AD 04.02.2025	The latest news in gardening, plants, garden planning and little helpers
BÄDER 16 000 copies	PD 20.06.2025 AD 15.05.2025	The latest from the bath; floor planning, wellness, sauna, swimming pool
HÄUSER* 16 000 copies	PD 15.11.2024 AD 15.10.2024	From the desire to become a homeowner all the way to financing and construction.
KÜCHEN 16 000 copies	PD 19.09.2025 AD 19.08.2025	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 5 500.–
	Inside Front Cover	CHF 6 600.–
	Back Cover	CHF 7 200.–
Küchen & Bäder	1/1 page 4 c	CHF 7 300.–
	Inside Front Cover	CHF 8 800.–
	Back Cover	CHF 9 500.–

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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