

# HOMES

Das Magazin für Wohnen und Immobilien

N°2  
Herbst 2025



## HOMES

With exciting reports, stunning photos and useful tips, homes is full of joie de vivre and added value.

### Characteristics

The high-quality magazine is dedicated to all things real estate and luxurious living. It includes opulent photo spreads and reports on stylish apartments, houses and gardens.

We let designers, real estate experts and architects have their say, and provide useful information on topics like smart homes and the property market, as well as inspiration and tips for people who like to surround themselves with nice things and a beautiful ambience.

In the second part, HOMES presents current listings on the real estate market, richly illustrated and with all relevant details.

homes is published twice a year as a supplement to BILANZ and Handelszeitung. Book your ad in HOMES now – we'll be happy to advise you!

## Pricing

| Page format             | * Bleed<br>Width x height | Prices<br>CHF gross |
|-------------------------|---------------------------|---------------------|
| 2/1 page panorama       | 420 x 282 mm              | 37,367              |
| 1/1 page                | 210 x 282 mm              | 16,985              |
| 2nd or 4th cover page   | 210 x 282 mm              | 22,081              |
| 1/2 page, landscape     | 210 x 139 mm              | 10,615              |
| 1/1 page Publireportage | 210 x 282 mm              | 20,085              |
| 1/2 page Publireportage | 210 x 139 mm              | 13,715              |

Other formats are available on request / \* For bleed-off, trimm +5 mm applies on all 4 edges.  
Text and parts which may not be trimmed must be 8 mm from the edge.

**Print run:** 54,000 copies, 2026 rate

**Distribution:** As a supplement to BILANZ and Handelszeitung

### Conditions:

The general terms and conditions apply and can be found at [www.ringier-advertising.ch](http://www.ringier-advertising.ch).  
All prices in CHF/gross, AC YTP 15%, plus 8.1% VAT. Prices are subject to change.

### Key figures

### HOMES

Readership: 162,000 readers  
Reach: 3.0%  
Men/women: 78% / 22%

Source: MACH Basic 2025-2, German-speaking Switzerland

## Publication dates

| Title  | Topic   | Published  | Advertisement<br>deadline | Print material<br>deadline |
|--------|---------|------------|---------------------------|----------------------------|
| Bilanz | HOMES 1 | 24.04.2026 | 27.03.2026                | 30.03.2026                 |
| Bilanz | HOMES 2 | 30.10.2026 | 09.10.2026                | 09.10.2026                 |

«HOMES» will be enclosed with the Handelszeitung on 23 April and 5 November 2026.

## Topics «HOMES» April 2026

**Gus Wüstemann:** We use his buildings to show how cost-effective and sustainable construction can work without compromising on aesthetics.

**Modern Scuol:** an architectural statement in concrete and wood – without any chalet kitsch.

**Interior trends:** from minimalism to chalet chic, we present the most important styles, including materials, colours and must-have accessories.

**My Best:** Beda Achermann, Art Director

**Exclusive travel highlights** for design enthusiasts and **current market assessments** from leading property experts

### Contact

Susanne Jerne, [susanne.jerne@ringier.ch](mailto:susanne.jerne@ringier.ch), Phone +41 58 909 98 24

### Delivery of print material

[anzeigen-prod@ringier.ch](mailto:anzeigen-prod@ringier.ch)