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Reach
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«Own home» special

The dream of owning your own home – where can it be achieved and how can it be financed? Find out in the «Handelszeitung» special on 13 April 2023

Characteristics

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Publication date

Topic	Published	Advertisement deadline	Print material deadline
Own home	13.04.2023	30.03.2023	10.04.2023

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Key figures	Handelszeitung
Distributed circulation:	31,607 copies
Readership:	64,000 readers
Reach:	1,3%
Men/women:	67%/33%

Sources: WEMF-Circulation Bulletin 2022 and MACH Basic 2022-2, German-speaking Switzerland

More specials on the topic of «real estate»

Topic	Title	Published
Homes	Handelszeitung	27.04.2023
	Bilanz	28.04.2023
Yielding real estate	Handelszeitung	01.06.2023
Building technology	Handelszeitung	22.06.2023
	PME	31.05.2023
Living and building trends	Handelszeitung	06.07.2023
Smart Home	Handelszeitung	20.07.2023
Sustainable buildings	Handelszeitung	31.08.2023
Luxury real estate	Handelszeitung	07.09.2023
	Bilanz	29.09.2023
Real Estate	Handelszeitung	19.10.2023

57%
Affinity 106
... of «Handelszeitung» readers live in their own apartment or house.

5 000
Affinity 147
... people (8% of the total readership) intend to buy an apartment or house in the next 12 months.

Source: MACH Consumer 2022, German-speaking Switzerland

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