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Reach
108,000 readers
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Impressum
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«Building technology» special
This «Handelszeitung» and «PME» national special presents new
and innovative developments in building technology

Characteristics

Building technology is the term given to all the technical systems that are used in and on buildings to improve comfort and functionality. These include heating, ventilation, air-conditioning and sanitary systems, solar panels, active façades, electrical and lighting technology and building automation. The aim of building technology is to ensure the efficient and sustainable use of resources such as energy, water and air, to provide the energy consumed by the building in a renewable way and to offer users a pleasant indoor climate and a high level of security.

The «building technology» special in «Handelszeitung», published on 22 June, and in «PME», published on 31 May 2023, presents new and innovative applications of building technology. In cooperation with Suissetec, the employers' and industry association for building technology and building envelopes, this special supplement highlights current trends in the industry and explains how companies and private individuals can benefit from various solutions.

Book your national advertisement in «Handelszeitung» or «PME» in this practical special now and renew it online at the same time. All «Handelszeitung» specials are also published digitally at handelszeitung.ch/specials! We will be happy to advise you.

Advertisement formats

Page format	Type area (w x h) Handelszeitung	Bleed (w x h) * PME
1/1 page	291 x 438 mm	210 x 282 mm
1/2 page, landscape	291 x 219 mm	210 x 140 mm
1/3 page, landscape	291 x 145 mm	210 x 96 mm
1/4 page, landscape	291 x 110 mm	210 x 74 mm

Other formats are available on request

* For bleed-off, trim +5 mm applies on all 4 edges. Text and parts which may not be trimmed must be 8 mm from the edge.

Pricing

Page format	Handelszeitung CHF gross	PME CHF gross	* HZ + PME CHF net
1/1 page	13 500	8 550	19 913
1/2 page	8 505	6 600	13 455
1/3 page	5 631	5 640	9 861
1/4 page	4 272	5 160	8 142

* Prices when booking Handelszeitung and PME (25% discount on PME prices deducted)

Publication dates

Title	Published	Advertisement deadline	Print material deadline
Handelszeitung	22.06.2023	08.06.2023	19.06.2023
PME	31.05.2023	10.05.2023	17.05.2023

Online

All «Handelszeitung» specials are now also published online at handelszeitung.ch/specials.

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Topics

Energy efficiency

The importance of building technology for energy efficiency: how can the energy consumption of buildings be reduced and what positive effects does this have on both operating costs and the environment?

Buildings as power plants

Renewable energy systems for buildings can be of great importance beyond just generating heat or electricity – they can ensure security of supply for buildings, contribute to the energy transformation of the building fleet and also benefit e-mobility.

Smart homes

The role of automation and networking of building technology: how the planning and integration of smart systems in buildings improves comfort and functionality for users while increasing energy, resource and cost efficiency.

COVID-19

The impact of the COVID-19 pandemic: how the requirements for ventilation and airing systems in building interiors have changed in order to minimise the spread of viruses and bacteria, and what building technology can do to supply the number one resource: «clean air».

Sustainability

Sustainability and climate protection in building technology: how building technology can help reduce emissions and environmental impact while increasing comfort and operational, resource and cost efficiency.

Innovation

The development of new materials and technologies as well as digital processes: which innovations and trends are currently on the market and how they can help overcome the challenges of planning and installation in the construction and building technology sector.

Profitability

Investments in building technology: the effects of investments in technical systems in terms of the total costs and profitability of buildings and real estate.

Conditions

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Key figures	Handelszeitung	PME
Distributed circulation:	31,607 copies	14,062 copies
Readership:	64,000 readers	43,000 readers
Reach:	1.3%	2.6%
Men / women:	67% / 33%	71% / 29%

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

Urban planning

The role of building technology in development planning: how smart systems can help make built-up areas more sustainable and efficient, improve the use of locally available resources and improve people's quality of life.

Continuing education

Current trends in education: which training and continuing education programs in building technology are currently in demand and have the best prospects for the future.

Data protection

Building technology and data protection: how to ensure the security and privacy of users in smart buildings.

More specials on the topic of «real estate»

Topic	Title	Published
Own home	Handelszeitung	13.04.2023
Homes	Handelszeitung Bilanz	27.04.2023 28.04.2023
Real estate investment	Handelszeitung	01.06.2023
Living and building trends	Handelszeitung	06.07.2023
Smart Home	Handelszeitung	20.07.2023
Sustainable buildings	Handelszeitung	31.08.2023
Luxury real estate	Handelszeitung Bilanz	07.09.2023 29.09.2023
Real Estate	Handelszeitung	19.10.2023

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