



# homes

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

## Characteristics

The property magazine homes combines aesthetic home stories with hard facts about the real estate market. Its reports focus on the latest real estate trends, such as smart homes, national and international market developments, as well as selected service-related topics. The new positioning provides a balanced mix for readers of business media. All this is presented in the usual, classy homes look

homes is completed by various pages of real estate and architecture presentations, in which estate agents and architects showcase their most beautiful properties – including direct links for prospective buyers. Please ask for the separate «Real estate presentations» fact sheet. homes is published twice a year as a supplement to BILANZ and Handelszeitung.

## Publication dates

Title	Topic	Published	Advertisement deadline	Print material deadline
Bilanz	homes I	28.04.2023	10.04.2023	13.04.2023
Bilanz	homes II	27.10.2023	09.10.2023	10.10.2023

«homes» will be enclosed with the Handelszeitung on 27 April and 26 October 2023.

## Pricing

Page format	Type area Width x height in mm	* Bleed Width x height in mm	Gross price in CHF
1/1 page	179 x 238	210 x 282	16 985
2/1 page panorama	390 x 238	420 x 282	37 367
1/2 page, landscape	179 x 117	210 x 139	10 615
inside cover page	179 x 238	210 x 282	22 081
4th cover page	179 x 238	210 x 282	22 081

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.

## Performance data

- homes print run 70.000 copies, 2023 rate
- 35.000 BILANZ copies
- 33.000 Handelszeitung copies
- 1,000 single subscribers
- 1,000 airline copies, real estate companies

### Distribution

As a supplement to BILANZ and Handelszeitung

### Conditions

Advertising rates valid from 01/01/2023. All prices in CHF/gross, AC YTP 15% plus 7.7% VAT. Prices subject to change. The general terms and conditions apply, and can be found at [www.ringier-advertising.ch](http://www.ringier-advertising.ch).

### Key figures

Readership:	152,000
Reach:	3.1% in German-speaking Switzerland
Men / women:	73% / 27%

Source: MACH Basic 2022-2, German-speaking Switzerland

## Topics «homes» April 2023

### Showcasing beautiful residential properties

- The palazzo of Didier Guillon (Valmont) in Venice
- A modern, newly built villa in Herrliberg
- A masseria in Puglia belonging to Bruno and Monica Bencivenga

### New series

- Long-established companies: first instalment on Fortuny Srl, Italy

### Service

- Green construction: Recycling is out, reuse is the new motto
- Interview with Professor Catherine de Wolf, ETH Zurich, with many examples

### On-trend this season

- Homes shows the most beautiful loungers for the home garden or terrace

### Classics

- My favourite things: Matteo Thun
- Homes with joie de vivre

### Contact

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