



homes - Real estate presentations

Alongside elegant reports and classy photo spreads spotlighting apartments, houses and gardens, the second section of the magazine provides a platform for you – estate agents and architects – to advertise your beautiful properties, with plenty of photographs and all the relevant facts.

A real estate or architecture presentation is the perfect way to showcase your property to the exclusive readership of BILANZ and Handelszeitung. All this is available at the great prices listed below.

We handle the design and layout of these pages in-house for you. We will be happy to send you the instructions and all available templates by e-mail - for enquiries, please contact Sonam Pünkang (Tel. +41 58 259 60 92 / sonam.puenkang@ringier.ch).

Publication dates

	homes 1	homes 2
BILANZ	26.04.2024	25.10.2024
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Printing approval:

The advertisement price includes 1 correction by the customer. Further corrections such as layout changes etc. are charged at CHF 150.-.

Real Estate Presentations

Frequency	Discount off individual price	Price CHF 1/1 page	Price CHF 2/1 page
1x	--	2350	5170
2x	3%	2280	5016
4x	5%	2233	4913
6x	10%	2115	4653
8x	15%	1998	4396
10x	20%	1880	4136
12x	30%	1640	3608
14x and up	40%	1410	3102

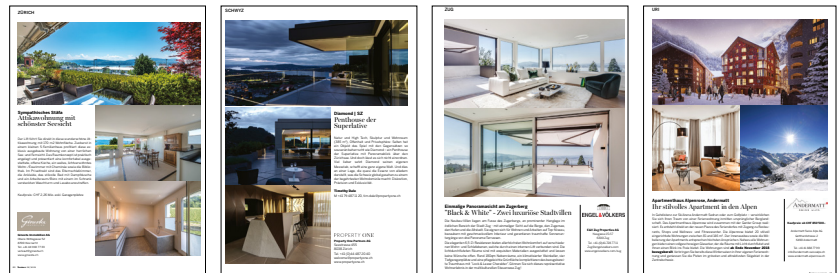


Image features on your real estate firm (full-page)
Placement before real estate presentation

Property presentation - panoramic spread
Placement after real estate presentation



Architectural presentations

Frequency	Discount	Price CHF 1/1 page	Price CHF 2/1 page
1x	--	2600	5720
2x	3%	2522	5548
4x	5%	2470	5434
6x	10%	2340	5148
8x	15%	2210	4862
10x	20%	2080	4576
12x	30%	1820	4004
14x and up	40%	1560	3432

2/1 page

1/1 page



Key figures homes

Readership: 150,000
Reach: 2.8% in German-speaking Switzerland
Men/ women: 77% / 23%

Source: MACH Basic 2023-2, German-speaking Switzerland

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