



HOMES

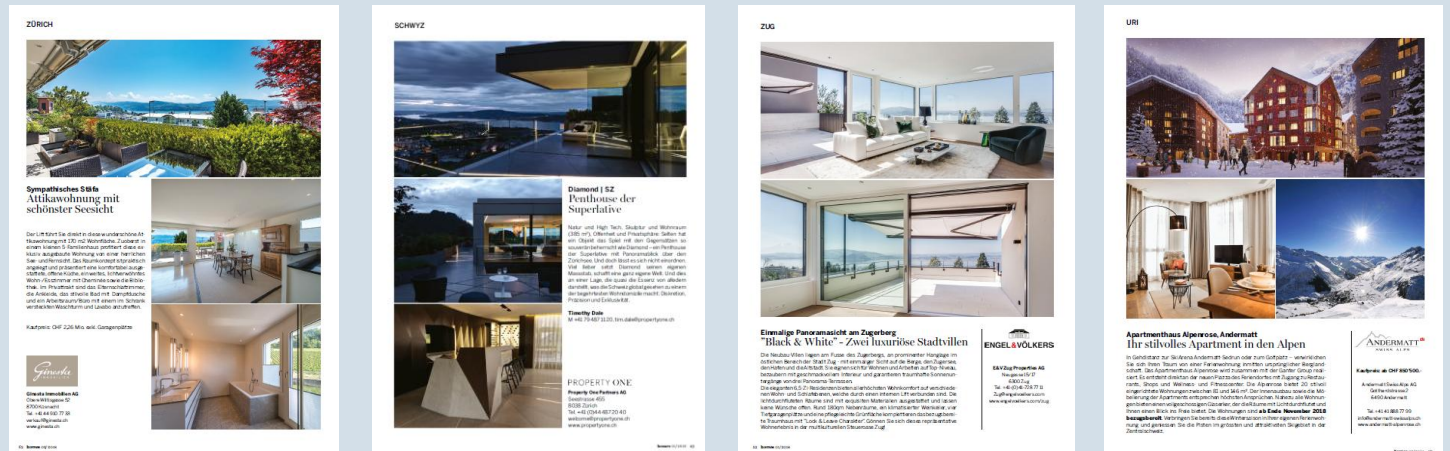
Real estate presentations 2026

Characteristics

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.

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.



Real Estate Presentations

Frequency	Discount of individual price	Price CHF 1/1 Seite	Price CHF 1/1 page
1x	--	5,170	2,350
2x	3%	5,016	2,280
4x	5%	4,913	2,233
6x	10%	4'653	2,115
8x	15%	4,396	1,998
10x	20%	4,136	1,880
12x	30%	3,608	1,640
14x and up	40%	3,102	1,410

Print run: 54,000 copies, 2026 rate

Conditions:

The general terms and conditions apply and can be found at 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 / Reach: 162,000 readers / 3.0%
Men / women: 78% / 22%

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

Architectural presentations

Discount of individual price	Price CHF 2/1 page	Price CHF 1/1 page
--	5,720	2,600
3%	5,548	2,522
5%	5,434	2,470
10%	5,148	2,340
15%	4,862	2,210
20%	4,576	2,080
30%	4,004	1,820
40%	3,432	1,560

Publication dates

	HOMES 1	HOMES 2
BILANZ	24.04.2026	30.10.2026
Advertising deadline / Submission of documents (images, text and logo)	18.03.2026	30.09.2026
Final corrections / printing approval	25.03.2026	09.10.2026

Supplement in «Handelszeitung» on 23 April and 05 November 2026.

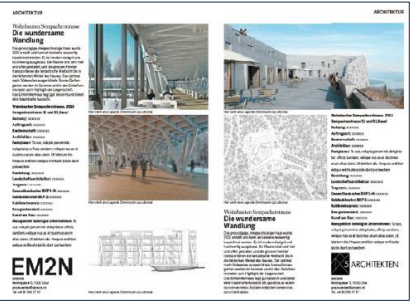
Printing approval:

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

2/1 page



1/1 page



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