



homes

Das Magazin für Wohnen und Immobilien

1/2021
CHF 6.- / Euro 6.-

Exklusiv
TOP
Immobilien-
Angebote

Editorial
themes
Facts & figures
in 2021

**DAS WAR
EINE
RUINE**

BÜRO ALS BÜHNE
So arbeiten wir
in Zukunft

WOHNEN MIT DESIGN
So wohnt es sich
mit Statement-Stücken

IMMO-BEWERTUNG
So bewerten
die Profis

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	30.04.2021	12.04.2021	16.04.2021
Bilanz	homes II	28.10.2021	11.10.2021	15.10.2021
Handelszeitung	homes I	29.04.2021	12.04.2021	16.04.2021
Handelszeitung	homes II	28.10.2021	11.10.2021	15.10.2021

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
2. CP	179 x 238	210 x 282	22 081
4. CP	179 x 238	210 x 282	22 081

Performance data

- homes print run 70.000 copies, 2021 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 01/01/2021. 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.

Key figures

Readership:	213 000
Reach:	4.4% in German-speaking Switzerland
Men / women:	73% / 27%

Source: MACH Basic 2021-1, German-speaking Switzerland

Themen «homes» April 2021

Modular/flexible building:

This is how to plan houses that evolve with the different stages of life. With examples and a service section.

Sustainable building:

Turning a house into a power station. It's not just energy self-sufficient – it also produces electricity for the grid. As an example, we present a converted listed house in Bergün.

The future of the working world: Storyline:

What the pandemic will leave behind: «blended working». The future of work is the «Hoffice». When working from home, the office becomes a hub of shared ideas and creativity. This requires an office environment that's homely and inspiring. We present some examples.

Quick news:

Ten inspirational ideas for your home office space. Gadgets, furniture, lighting, etc.

Designer furniture:

We present the most striking designer furniture and accessories for indoors and outdoors

Property valuation:

How to value a property. We provide an overview of the different methods with the help of an example. Pros and cons, costs, providers. Reader service: two-page questionnaire to help readers value their own property, in collaboration with IAZI

Grand finale:

The «Real estate presentations» – sales advertisements for estate agents and sellers of high-quality properties, as well as for architects who wish to showcase their work. All this is offered at very attractive rates.

Please ask for the separate fact sheet on the real estate and architecture presentations, as well as on estate agent advertorials.

Contact
Ringier Advertising

Michael Germann
michael.germann@ringier.ch
Tel. +41 44 259 89 63

Delivery of print material
anzeigen-prod@ringier.ch