Wohnrevue is a high-quality special-interest magazine focusing on design, interior design, architecture, and lifestyle. In terms of content, Wohnrevue is divided into the areas of the Swiss scene, focus and trends. In addition to the print edition, we report online and on social media channels on current issues from the international design scene. Suitably themed customer events bring to life the magazine and the worlds of our partners.

Swiss scene and focus
Every month, we surprise our sophisticated readership with Swiss reportages on home design and exciting background stories from the design scene in both Switzerland and abroad. Who is causing a stir in this country? Where are the hottest studios and design shops? Where are the stylish places to go out, dine or stay overnight? The predominantly self-produced content is exclusive and independent.

Trends
The second part of the magazine is devoted to the goings-on in the international design scene. With a change of main themes each month, Wohnrevue offers its readership inspiration for various sophisticated living environments. In addition, the expert editorial staff reports on important fairs and introduces leading Swiss design stores.

Live Experience
With our partners, we design exclusive customer events for which we provide editorial support. This way we create an attractive environment in which readers and potential new customers can experience brands and buy products. Guaranteed publicity means that the event reaches the largest possible number of design-oriented and affluent customers – before, during and after the event.
Editorial Plan

01—21  08.12.20  Bathroom
        06.01.21  Home Office

02—21  05.01.21  Cologne Furniture Fair
        03.02.21  Kitchen and Kitchen Appliances

03—21  02.02.21  Garden: Tables, Chairs, Lounges
        03.03.21  Stockholm Furniture Fair
                    Table Top
                    Special Supplement: Hotels

04—21  09.03.21  Garden: Lounger Furniture
                    Lights
        07.04.21  Curtains

05—21  06.04.21  Milan Furniture Fair
        05.05.21  Sunshades
                    Fireplaces and Grills

06—21  04.05.21  Tap Fittings (Kitchen and Bathroom)
        02.06.21  Floorings (Indoor and Outdoor)

07—21  08.06.21  Bathroom
        07.07.21  Shelves and Sideboards
                    Clocks

08—21  06.07.21  Kitchen and Kitchen Appliances
        04.08.21  Natural Stone

09—21  03.08.21  Lights
        01.09.21  Tables and Chairs
                    Special Supplement: Kitchen and Bathroom

10—21  07.09.21  Sofas and Armchairs (incl. Sofa Beds)
        06.10.21  Fireplaces and Stoves
                    Design Rugs
                    Special Supplement: Hotels

11—21  05.10.21  Swiss Furniture and Design
        03.11.21  Wellness and Sport
                    Special Supplement: Swissness

12—21  02.11.21  Bedroom: Beds and Bedclothes
        01.12.21  Cupboards and Modular Furniture
                    Neue Räume

 Formats and Prices

2/1 page  430 × 275 mm  CHF 9,600
1/1 page  215 × 275 mm  CHF 7,500

1/2 page vertical  105 × 275 mm  CHF 4,800
1/2 page horizontal  215 × 135 mm  CHF 4,800

Special Placements

Inside front cover  CHF 8,900
Inside back cover  CHF 8,500
Outside back cover  CHF 9,500
Overture  CHF 10,500

Discount for repeat advertising: 3 × 5%, 6 × 10%, 9 × 15%, 12 × 20%
We grant display ads for half-page advertisements.

Pull-out Supplements and Inserts

up to 50 g  CHF 6,400
51 g to 75 g  CHF 7,100
76 g to 100 g  CHF 7,800

Including postage (no commission), no quantity discount. Other formats and special requests on enquiry.

All prices include four-colour printing and bleed, subject to 7.7% VAT. Recording or changes will be invoiced at cost. Agency commission (legal and consulting costs): 10%
Voices from the Industry

„Wohnrevue is a refreshing monthly extravaganza of information, and as a print edition it is a wonderful haptic experience to leaf through – excellent!”
CLAUDIA SILBERSCHMIDT — INTERIOR DESIGNER

„I really like the design-oriented, modern format of Wohnrevue and its feel. Its cutting-edge reporting is understandable and relevant, and you can feel the close links between the editors and the professionals from the field of interior design.”
ANDREAS TISCHHAUSER — TEXTILES MAGNATE

„Wohnrevue is a modern magazine which addresses the entire world of modern living in all its variety, and provides a lot of information to all those who are interested in interior design, architecture and lifestyle.”
GIOVANNI ARQUINT — AGENT

Readership

Wohnrevue is read by 60,000 people per month.*

66 percent of the readers are female, over 35 years old, earn over CHF 90,000 a year and own a home.

85 percent prioritise design, quality and individuality above price in their buying decisions.

50 percent purchase Wohnrevue by subscription. In addition to this, Wohnrevue is prominently laid out at fashionable specialist stores, important industry events, trade fairs, and Zurich and Basel airports.

* ACCORDING TO A SURVEY IN COOPERATION WITH THE UNIVERSITY OF BERN. THE CIRCULATION IS 20,000. WOHNREVUE IS WEMF-CERTIFIED AND ALSO LABELLED WITH THE SEAL OF QUALITY "Q-PUBLIKATION" OF THE SWISS MEDIA ASSOCIATION (VSMI). YOU CAN FIND FURTHER INFORMATION ON THE MEDIA DATA AT WOHNREVUE.CH/MEDIADATEN
Online

Google Analytics
Users 3,737 *
Page views 11,842 *
Time on the page 2 min

Newsletter
Subscribers 4,190 *
Opening rate 32%

Social Media (as of Sept 2020)
Facebook subscribers 13,653
Instagram followers 6,042

Native Advertising and Brand Stories
Are you interested in editorial content tailor-made for your brand or company? We look forward to hearing from you.

Specifications

Adverts
Colour mode CMYK or greyscale
Colour profile PSO Uncoated v3 (FOGRA 52)
Total ink application 300%
Resolution 300 dpi
File format PDF X-4
Bleed 3 mm

Contact Nicole Kuster
Delivery anzeigen@wohnrevue.ch

Loose Insert
Placement Subject to technical feasibility. Placed on the magazine, inserted without prescribed position, inserted under cover page.
Sizes Min. 105 × 148 mm
Max. 205 × 275 mm (Recommended: max. 200 x 265 mm)
Weight Standard: 10-120 g/copy
If not standard: this requires a technical feasibility assessment. Max. 6 mm, thicker by request.
Thickness The product must have a closed edge (no accordion fold).

Co-binder for Adhesive Binding
Placement Between two sheets, fastened to the top, other placement by request.
Sizes Min. 140 x 140 mm incl. 10 mm head trim.
Max. 215 x 285 mm incl. 10 mm head trim (additional 3 mm milling edge, 8-12 mm front edge trim, max. 30 mm tail edge trimming).
Weight of paper For two pages, min. 150 g/m², max. 300 g/m².
Finishing Delivered folded.

Newsletter

600 × 150 px
Sent monthly
CHF 900*

Sponsored Content
Article with copyedited content (max. 2,500 characters, 5 images or videos)
CHF 1,200*

Facebook post
CHF 500

Instagram story
CHF 400

Specifications Adverts

Wideboard
994 × 250 px
CHF 800*

Half Page Ad
300 × 600 px
CHF 650*

Medium Rectangle
300 × 250 px
CHF 450*

Co-binder for Adhesive Binding
Placement
Sizes
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The circulation of Wohnrevue is WEMF-certified.
Seal of quality
Wohnrevue is labelled with the Q seal of quality.