Concept

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.

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.

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.
Editorial Plan

12—21  02.11.21  Bedroom: Beds and Bedclothes
01—22  01.12.21  Cupboards and Modular Furniture
               Bathroom
02—22  05.01.22  Möbelmesse Köln
               02.02.22  Kitchen and Kitchen Appliances
               Homeoffice
03—22  02.02.22  Garden: Tables, Chairs, Lounges
               02.03.22  Stockholm Furniture Fair
04—22  09.03.22  Garden: Lounger Furniture
               06.04.22  Lights
               Curtains
05—22  04.04.22  Milan Furniture Fair
               04.05.22  Sunshades
               Fireplaces and Grills
06—22  03.05.22  Tap Fittings (Kitchen and Bathroom)
               01.06.22  Floorings (Indoor and Outdoor)
07—22  07.06.22  Bathroom
               06.07.22  Shelves and Sideboards
               Clocks
08—22  05.07.22  Kitchen and Kitchen Appliances
               03.08.22  Natural Stone
09—22  09.08.22  Lights
               07.09.22  Tables and Chairs
10—22  07.09.22  Sofas and Armchairs (incl. Sofa Beds)
               05.10.22  Fireplaces and Stoves
               Design Rugs
11—22  04.10.22  Swiss Furniture and Design
               02.11.22  Wellness and Sport
12—22  09.11.22  Bedroom: Beds and Bedclothes
01—23  07.12.22  Cupboards and Modular Furniture
               Bathroom
**Discount for Repeat Advertising:**
- 3 × 5%, 6 × 10%, 9 × 15%, 12 × 20%

*We grant display ads for half-page advertisements. 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%**
Online

Google Analytics

Users ~10,000*
Page views ~15,000*

Newsletter

Subscribers 4,190

Newsletter

600 × 150 px
Sent monthly
CHF 900*

Advertorial

Teaser
Title: max. 40 characters including spaces
Text: max. 150 characters incl. spaces
Article
Title: max. 50 characters including spaces
Text: max. 2,500 characters incl. spaces
max. 5 images/videos
CHF 1,200*

Wideboard
994 × 250 px
CHF 800*

Half Page Ad
300 × 600 px
CHF 650*

Medium Rectangle
300 × 250 px
CHF 450*

Facebook post
CHF 500

Instagram story
CHF 400

Google Analytics

Social Media (as of Sept. 2021)
Facebook subscribers 12,904
Instagram followers 7,402

Newsletter

Subscribers 4,190

* PER MONTH
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.
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** +41 58 200 56 60
**Delivery** zeitschriftenverlag@chmedia.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.
- Thickness: Max. 6 mm, thicker by request.
- Type of supplement finishing: 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.
Imprint

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