

MyRoom – bold, new, different

myroom



Special edition featuring living & lifestyle furnishing concepts

* MEDIA 2019 *

MyRoom – bold, new, different



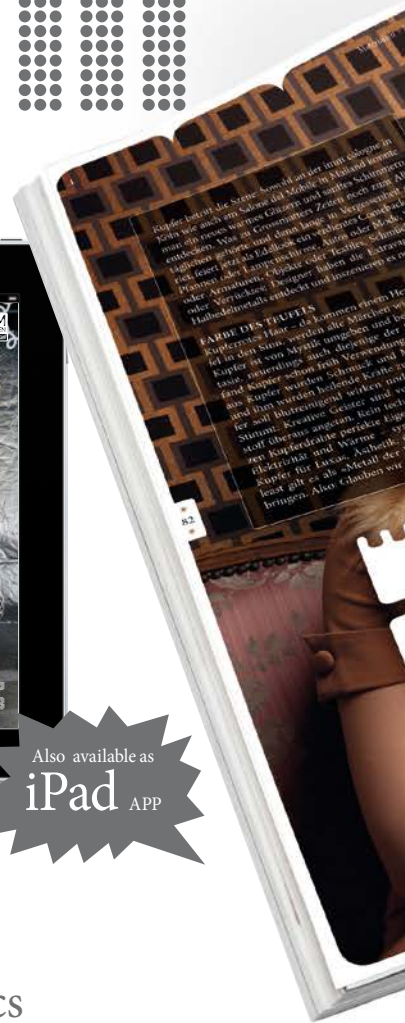
Description

MyRoom is lively, refreshing, different – and all the rage. Our aim is to highlight this fact more broadly in 2019 and even go one step further. In addition to producing the magazine as usual in German, we will now also be printing an English version. The reasoning behind this move is that an increasing number of people living and working in Switzerland are not originally from the German speaking regions. These so-called expats are an attractive target group in that they earn above-average salaries and are well-educated. Many of them have also acquired residential properties in Switzerland and would certainly welcome new ideas in their own language addressing the subject of living space. Thanks to cooperation with leading expat organisations, we are now able to directly and reliably reach out to this group and do just that. The English version will also be available at all the major point-of-sale kiosks in urban centres and airports as well as in German-speaking Switzerland and Romandy. As such, MyRoom is not only exceptional in terms of layout, the distribution concept is also unique. MyRoom is the first and only Swiss home lifestyle magazine to also appear in English.

Addressing the hottest topics and showcasing trends with a future, the annual edition remains up-to-date over a long period and is sure to be frequently read. Individuality and lifestyle are the major topics of our time as we develop and live our own personal lifestyles freely and uncoerced. In new and converted buildings rigidly defined room boundaries are disappearing in favour of more open plan living areas. This has given rise to inherently innovative concepts that MyRoom subsequently discovers and reveals. MyRoom is a source of both inspiration and advice, provides fresh ideas and reliable tips, shows how to apply colours and materials in the home and showcases the best designer creations – and how these professionals envisage the future we will live in. Design-based target groups put a premium on interior decoration and regularly spend good money on that very aspect. In terms of concept, MyRoom is unique in Switzerland. Although internationally orientated, the special edition of 'Raum und Wohnen' magazine constantly focuses on 'Made in Switzerland' and showcases Swiss manufacturers.



Also available as
iPad APP



Topics

- ⊗ **Milieu**
 - Hot Spot Design 2019
 - Brands, designers, news
 - Specials
- ⊗ **Furnishing/lifestyle**
 - Reports
 - Best pieces
 - Showcase
 - Addresses, books, tips
- ⊗ **Contrasts**
 - Styles
 - Materials, colours, innovations
 - Living area, sleeping area, kitchen, bathroom
- ⊗ **Focus on design**
 - Design studios
 - Design scenes
 - Designer profiles
- ⊗ **International trends**
 - This&that



Print run & distribution

Total print run:	25'000 copies
German edition:	19'000 copies
English edition:	6'000 copies

MyRoom is distributed via all the main kiosks in Switzerland. The special edition is also supplied free of charge as an 11th issue to all subscribers of RAUM UND WOHNEN magazine. Additional distribution is via placement at furniture retailers and major furniture trade fairs and exhibitions. The entire issue incl. advertisements is also available online via the RAUM UND WOHNEN app. Close cooperation is also maintained with the publisher's home portal haus-und-wohnen.ch: selected editorial articles are also published under the heading "MyRoom".

Target group definition

My Room addresses a high-income target group which has a high design affinity and is interested in an unusual mix of various design worlds and objects with history. Age group/s from 30 to and including 'best ages'.

Advertising rates

1/1 page 4c	Fr. 7'300.-	199 mm x 278 mm (print space) 225 mm x 297 mm (+ bleed)
3/4 page 4c	Fr. 6'100.-	184 mm x 205 mm (horizontal, print space) 132 mm x 278 mm (vertical, print space)
2/3 page 4c	Fr. 5'650.-	184 mm x 186 mm (horizontal, print space) 122 mm x 278 mm (vertical, print space)
1/2 page 4c	Fr. 3'950.-	184 mm x 137 mm (horizontal, print space) 90 mm x 278 mm (vertical, print space)
1/3 page 4c	Fr. 3'050.-	184 mm x 90 mm (horizontal, print space) 60 mm x 278 mm (vertical, print space)
1/4 page 4c	Fr. 2'100.-	184 mm x 66 mm (horizontal, print space) 90 mm x 137 mm (vertical, print space)
2. 2. Cover	Fr. 8'850.-	199 mm x 278 mm (print space)
3. 2. Cover	Fr. 8'550.-	225 mm x 297 mm (+ bleed)
4. 2. Cover	Fr. 9'350.-	

All prices are net and exclusive of statutory VAT;
(bleed = 3 mm)

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Inserts/pull-out supplements

2-page Fr. 6'100.- 8-page Fr. 9'700.-
4-page Fr. 7'600.- 16-page Fr. 12'100.-
Prices inclusive delivery cost; prices for more comprehensive brochures upon request.

Portrait of manufactory

Editorial pages newly created by the publisher following agreement with the customer that are primarily product-related and have a strong advertising character: these are designated 'manufactory' and are adapted to match the magazine concept in terms of layout (publisher therefore has copyright). The email address, web address and QR code are listed as reference addresses. Publication cost for 4-colour incl. editorial management and production: 2/1 pages: Fr. 7'900.- / 1/1 page: Fr. 4'990.-

Top brands

All advertising customers are automatically listed with their logo on the Top brands page free of charge.

Specifications

Final format: 225 mm x 297 mm
Printing process: Web offset, CTP
Print materials: Data formats: QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-3. Include all texts. Colour definition CMYK. Resolution 300 dpi. Full bleed advertisements plus 3 mm bleed.
Data delivery: CD, FTP or by email to the advertising administration incl. binding colour proof. Production/reworking of print materials is charged at cost price.
Publication deadline: 31. October 2019
Closing date for print materials: 26. September 2019
Closing date: 29. August 2019
Copy deadline: 15. July 2019



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