

MAISONS & AMBIANCES

LE MAGAZINE SUISSE POUR LE DESIGN, L'ARCHITECTURE ET L'INTÉRIEUR



MEDIA DOCUMENTATION 2025

PRINT | DIGITAL



M/A - MAISONS ET AMBIANCES was established over 35 years ago to provide high-quality reporting on design, architecture, interiors and construction. During this time the magazine has become a leading publication in the French-speaking regions of West Switzerland, with its unique format making it a firm favourite with readers.

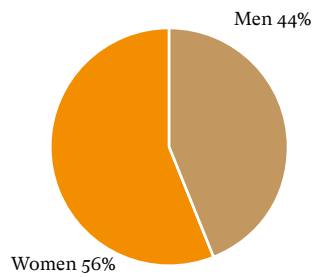
State-of-the-art graphics and typography ensure that the high-quality editorial content always attracts maximum attention. Thanks to its exacting quality standards M/A appeals to affluent, sophisticated readers who view architecture and interiors as expressions of their personal lifestyle and are receptive to new things.

M/A has carefully selected, exclusive partnerships with leading institutions and events such as Designers' Saturday, Salon du Design, Design Miami Basel, Neue Räume, ECAL and HEAD and also enjoys an excellent reputation in both national and international architectural circles.

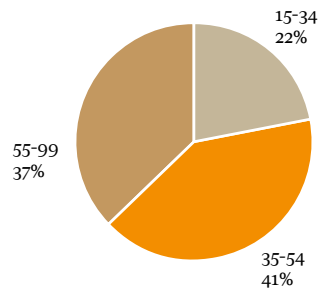
It is distributed via subscriptions; sales at newsstands; at West Switzerland's premier showrooms and exhibitions; at trade fairs and by mailing to selected target groups such as architects, interior designers, home furnishers, planners, real estate companies, notaries, doctors, lawyers, estate agents, etc., ensuring stable, verified circulation figures.

M/A allows you to reach both future and existing homeowners and readers who are interested in design and interiors as well as key decision-makers in the construction and furniture industries within the scope of a first-class editorial environment.

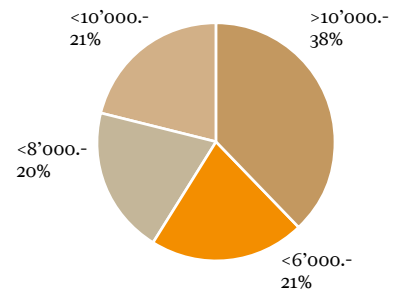
READERSHIP



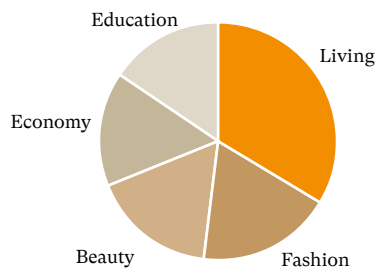
Gender



Age



Family income



Interest in living and furnishing, followed by fashion, beauty, business and education

DISTRIBUTION

AUDITED SOLD CIRCULATION

Newsstand deliveries

19'000 copies

Subscribers

5'000 copies

5'900 copies

Subscribed advertising distribution to varying target groups plus sample magazines for trade fairs and exhibitions, issue for permanent building exhibitions, furniture retail, etc.

4'800 copies

E-Paper (readly, app)

2'000 copies

Copies for direct sales from the publisher via ads, DM, Internet, etc

500 copies

Specimen and archive copies

800 copies

(Facebook 5'000 followers / Instagram 12'000 followers)

TARGET GROUPS

- Design and living enthusiasts
- Architecture enthusiasts
- Owners
- Future owners
- Architects
- Interior designers
- Professionals in the industry
- Influencers

THEMES AND DATES 2025

1/25 FROM 20.02.2025	2/25 FROM 24.04.2025	3/25 FROM 26.06.2025	4/25 FROM 04.09.2025	5/25 FROM 20.11.2025
Editorial deadline 29.11.24 Insertion deadline 20.12.24 Artwork deadline 23.01.25	Editorial deadline 31.01.25 Insertion deadline 21.02.25 Artwork deadline 25.03.25	Editorial deadline 04.04.25 Insertion deadline 25.04.25 Artwork deadline 26.05.25	Editorial deadline 13.06.25 Insertion deadline 04.07.25 Artwork deadline 07.08.25	Editorial deadline 29.08.25 Insertion deadline 19.09.25 Artwork deadline 23.10.25
FOCUS THE BATHROOM – Materials – Tubs – Showers – Fittings – Sanitary devices LIVING & DESIGN FURNITURE TRENDS 2025 – Novelties indoor – Novelties outdoor SPECIAL FRONT DOORS, STAIRS, TRANSPARENT BUILDING	FOCUS LIFESTYLE GARDEN – Furniture – Shading – Lamps – Pools – Design – Equipment – Tiles LIVING & DESIGN LIVING ROOM, UPHOLSTERED FURNITURE AND SIDE TABLES HOME TEXTILES SPECIAL OFFICE-TRENDS PARTNERSHIP DESIGN MIAMI BASEL	FOCUS KITCHEN TECHNOLOGY AND FITTINGS LIVING & DESIGN MILAN FURNITURE FAIR – Novelties indoor – Novelties outdoor SPECIAL SMART HOME, HOME AUTOMATION, SECURITY, HIGHTECH, HIFI PARTNERSHIP ZURICH DESIGN WEEK	FOCUS BATH AND WELLNESS AT HOME – Furniture programmes – Steam bath, saunas – Gym, accessories LIVING & DESIGN BEDROOM – Beds an linen – Cupboards and storage units SPECIAL WALL AND FLOOR COVERINGS PARTNERSHIP DESIGN MIAMI PARIS LE SALON DU DESIGN	FOCUS KITCHEN TRENDS – Furniture programmes – Current trends – Colours, materials LIVING & DESIGN DINING ROOMS, TABLES AND CHAIRES TABLE DECORATION (DISHES, TEXTILES) DESIGNER LAMPS FURNITURE OF THE YEAR 2025 SPECIAL ENERGY SYSTEMS & INDOOR FIREPLACES, RENEWABLE ENERGIES PARTNERSHIP ARTGENÈVE

FURTHERMORE REGULARLY:

Reports on high level individual architecture, reports on renovations, current system houses with cost/benefit comparisons, exemplary landscape gardening, other countries: How building is done elsewhere, designer portraits etc.

FORMAT PLAN / PRICES

1/1 PAGE CHF 5'980.00 Widht 199 mm Height 278 mm	1/1 PAGE bleed CHF 5'980.00 Widht 225 mm * Height 297 mm *	2/1 PAGE over spine bleed CHF 9'370.00 Widht 450 mm * Height 297 mm *		1/2 PAGE CW. CHF 3'390.00 Widht 184 mm Height 137 mm bleed Widht 225 mm * Height 146 mm *	1/2 PAGE HIGH CHF 3'390.00 Widht 90 mm Height 278 mm bleed Widht 103 mm * Height 297 mm *
1/3 PAGE CW. CHF 2'580.00 Widht 184 mm Height 90 mm bleed Widht 225 mm * Height 95 mm *	1/3 PAGE HIGH CHF 2'580.00 Widht 60 mm Height 278 mm bleed Widht 73 mm * Height 297 mm *	1/4 PAGE CW. CHF 1'880.00 Widht 184 mm Height 66 mm	1/4 PAGE Standard CHF 1'880.00 Widht 90 mm Height 137 mm		

* Bleed bonus:
On both sides, above and below, both 3 mm

DISCOUNTS AND SURCHARGES

REPEAT DISCOUNT	at 3x 10%, 4x 15%, 5x 20% (discounts on mono net basic prices, all titles published can be freely combined)
DISCOUNT FOR COMBINATIONS	2 titles 5%, 3 titles 10% (discounts on mono net basic prices, all titles published can be freely combined)
PLACING SURCHARGE	10% on binding requirements, if these can be kept (available from 1/3 page)
ADVISORY COMMISSION	10%

SPECIAL PLACINGS

INSIDE FRONT COVER	CHF 6'190.00	inside front cover
INSIDE BACK COVER	CHF 5'890.00	right-hand page
OUTSIDE BACK COVER	CHF 6'690.00	back cover
1/3 PAGE (HORIZONTAL)/STRIP AD	CHF 2'990.00	page 3, editorial

Special placings for large format adverts on request.

Special placements can't be switched nor canceled.

INSERTS / SUPPLEMENTS

2 PAGES	CHF 4'800.00
4 PAGES	CHF 5'200.00
8 PAGES	CHF 5'800.00
16 PAGES	CHF 7'200.00

Prices include postage; for larger brochures on request.

STICKERS

TWO-PAGE GLUED INSERT	CHF 95.00 per thousand copies, incl. postage
MULTIPLE PAGE GLUED INSERT	CHF 190.00 per thousand copies, incl. postage

Only in association with an advert 1/1 page

TECHNICAL DATA

PRINTING PROCESSES	Rotary offset, CTP, PSOcoated_v3.icc
PRINT COPY	Data formats: QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-4. Enclose all fonts. Colours defined as CMYK. Image resolution 300 dpi. Advertisements which run off the edge plus 3 mm. Data delivery: CD, FTP or per e-mail to the advertisement administration with binding colour proof. Colour tolerances are unavoidable. They do not form sufficient reason for discounts.
PRODUCTION OF PRINT DOCUMENTS	The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.

DIGITAL MEDIA

CROSS MEDIA OPTIONS



RESPONSIVE BANNER

Responsive HTML5-Banner (Button 1)

MAISONS & AMBIANCES - LE MAGAZINE SUISSE POUR LE DESIGN, L'ARCHITECTURE ET L'INTÉRIEUR

Design | Architecture et intérieur | Actus | Cuisine et salle de bains | Objectif cuisine | Répertoire

FAIRE SALON

PAYSAGE

Cet été, la nature investit le champ culturel. Deux propositions suisses nous emmènent au fil de l'eau.

ACTUELLEMENT EN KIOSQUE

Lire:

Print Digital

DÉTENTE ET ÉLÉGANCE AVEC ROYAL BOTANIA

Depuis 1992, l'entreprise familiale d'origine belge bouscule les codes du mobilier d'extérieur. Chez Royal Botania, le confort ultime se conjugue avec

AQUA SUISSE AWARD 2024

Le concours bisannuel a couronné les trois plus belles piscines de Suisse. ZIREG Ziswiler GmbH décroche la première place.

Responsive HTML5 banners adapt themselves to the available advertising surface according to the screen size and screen format of the user. The height is fix while the width adapts itself accordingly.

There are the following two banners available:

«BUTTON 1»

Height: 90px

Minimum width: 300px

Maximum width: 1600px

Positioning: all pages

Over the site header, maximum 5 rotating

Costs: Fr. 1'100.00 per month

«MEDIUM RECTANGLE»

Height: 250px

Minimum width: 300px

Maximum width: 800px

Positioning: all sections

Possible directly under the self-advertising, maximum 5 rotating

Costs: Fr. 900.00 per month

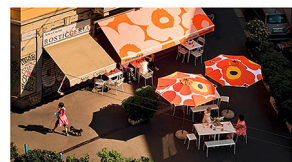
Medium
Rectangle

DESIGN



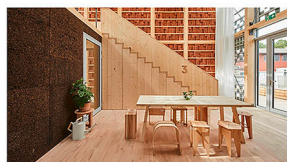
DÉTENTE ET ÉLÉGANCE AVEC ROYAL BOTANIA

Depuis 1992, l'entreprise familiale d'origine belge bouscule les codes du mobilier d'extérieur. Chez Royal Botania, le confort ultime se conjugue avec un design raffiné. La vie en plein air n'a jamais été aussi luxueuse !



MILAN

Déterminer les tendances qui coloniseront les décors de demain. Chaque mois d'avril, le monde du design rejoint la capitale lombarde pour remplir cette mission. Le Salon du meuble a attiré cette année 361 417 visiteurs. En ville, showrooms et demeures historiques ont ouvert leurs portes aux nouvelles créations. Décryptage des courants à venir.



ÉTOFFES D'HELVÉTIE

Qu'elle se couvre de matières naturelles ou de tissus vertueux, en 2023, la maison s'habille de mode écoresponsable. L'option la plus durable ? Soutenir la création et la production locale. Tour d'horizon de la filière textile suisse.

Fullbutton

Text image button

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquam erat.

Fullbutton

The text image buttons appear in the «Look and Feel» of the redactional creation. As a consequence, on mobile appliances they are designated as publireport and/or as advertisement while the fullbuttons develop their effect as advertising surface.

Upon request, both advertising forms can be integrated with extensive advertorials.

«FULLBUTTON»

Width: 800px

Height: 667px

Positioning: all sections

Costs: Fr. 700.00 per month

«TEXT IMAGE BUTTON»

Image Width: 800px

Image Height: 667px

Title: 35 characters. Text: 135 characters

Positioning: all sections

Costs: Fr. 700.00 per month

«ADVERTORIAL»

ONLY POSSIBLE IN CONNECTION WITH THE TEXT IMAGE BUTTON OR WITH THE FULLBUTTON

Between 2 and 3 images and between 2'500 and 3'000 characters text

Cost: Fr. 400.- per month

If the technical implementation of buttons and advertorials is carried out by the publishing house, high-resolution original files of the images are required.

POSITIONING / SPECIALS / DISCOUNTS

SECTIONS

Home

Design | Architecture et intérieur | Actus |

Cuisines et salle de bains | Objectif construire

CONTRACT DISCOUNTS

3 months = 10% / 6 months = 20% / 12 months = 30%

Consultancy commission = 10%

SINGLE-FAMILY HOUSE REPORTS

Activations of already produced reports

(same content as for the print editing, plus logo and link)

In the section Single-Family House

Yearly publication fees per house including technical revision: Fr. 350.00

(no contract discount and no consultancy commission)

Confirmed reservations for all advertising media cannot be rescheduled. The booked period will be invoiced.

TECHNICAL DATA

FORMATS

GIF, JPEG / Button 1 and Medium Rectangle HTML5

SUBMISSION

by email to: online@etzel-verlag.ch

PLACEMENTS

monthly

PRODUCTION

Our graphic art and technical specialists will be pleased to advise you.

NUMBER OF VISITS

Ø 9'000* per month

PAGES

Ø 59'000* per month

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