

Huge Special Edition with Features on Planning a Garden.



DAS EINFAMILIEN
HAUS

An annual publication of the magazine DAS EINFAMILIENHAUS

Media 2019

Characteristics.

TRENDMAGAZIN GARTENIDEE will appear in 2019 in its 29th year with two editions at the beginning of March for the Giardina trade fair as well in a spring edition at the end of April.

Our successful sales concept with a grandiose appearance at the GIARDINA trade fair as an award partner with a GARTENIDEE/GIARDINA cooperation booth as well as additional sales to subscribers of the DAS EINFAMILIENHAUS magazine have made TRENDMAGAZIN GARTENIDEE into the leading title in the area of garden design.

With this concept you will reach your potential customers at the best moment in time: Exactly when they intensively deal

with planting, gardening and garden design and want to make their garden more beautiful for the summer. The scope of the editorial work offers valuable information in this respect and helpful tips all relating to the garden and its maintenance.

Large scale garden reports show beautiful gardens with exceptional designs, whereby the editors place particular emphasis reproducible concepts: the aim is to give readers ideas, inspiration and information on competent companies and partners for the design of their own unique garden world.

In addition to this Trendmagazin Gartenidee presents numerous new products and tips which we have tracked down at international trade fairs and garden exhibitions.

As you will be able to see for yourself from the following theme plan all the attractive, important topics which attract garden lovers are covered.

GARTENIDEE is a Swiss magazine and fulfils the highest demands with regard to paper quality, design and editorial content. Long term advertising impact and advert response rates which are routinely excellent have served to make GARTENIDEE increasingly popular with advertisers and readers from year to year.



official media partner association aqua suisse

CONTENT & THEMES

Beginning of February – Edition 1/19 – date 28.02.2019		Editorial deadline: 06.12.18
		Insertion deadline: 03.01.19
		Artwork deadline: 31.01.19
Features	Beautiful gardens, garden designs and garden designers	
News	New products, ideas, addresses, books and tips	
Garden trends	Fair preview Giardina 2019	
Garden planning	Outdoor lighting, outdoor materials, edging, privacy screens	
Planting special	A new take on plants, plant containers	
Garden furniture	Furniture & accessories: Tables, chairs, parasols, shade sails	
Market news	Garden equipment and garden maintenance	
Extra	Summer houses, glass extensions, conservatories	

Beginning of May – Edition 2/19 – date 02.05.2019		Editorial deadline: 07.02.19
		Insertion deadline: 07.03.19
		Artwork deadline: 04.04.19
Features	Beautiful gardens, garden designs and garden designers	
News	New products, ideas, addresses, books and tips	
Garden trends	Fair highlights Giardina 2019, Aqua Swiss Award 2019/20 – tender	
Garden furniture	Summer furniture, shade sails, parasols	
Summer special	Outdoor kitchen, BBQs and accessories	
Garden planning	Outdoor lighting, plants, garden equipment and garden care	
Extra	Natural swimming pools, natural ponds and swimming pools	

ADVERT PROMOTIONS

1/1 page 4c	Fr. 5'500.-	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
1/2 page 4c	Fr. 3'100.-	184 mm x 137 mm (horizontal) 90 mm x 278 mm (vertical)
1/3 page 4c	Fr. 2'600.-	184 mm x 90 mm (horizontal) 60 mm x 278 mm (vertical)
1/4 page 4c	Fr. 1'800.-	184 mm x 66 mm (horizontal) 90 mm x 137 mm
2 nd + 3 rd cover-page 4c	Fr. 6'200.-	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
4 th cover-page 4c	Fr. 6'900.-	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
All prices are net excluding V.A.T., Advisory commission 10%		(bleed = 3 mm)

SURCHARGES/DISCOUNTS/INSERTS/SUPPLEMENTS

Discounts Repeat discount: 5%	Stickers Only in association with an advert 1/1 page CHF 95.- per thousand. Multiple page stickers CHF 190.- per thousand.	Inserts/Supplements 2 pages Fr.5'000.- 4 pages Fr.6'250.- 8 pages Fr.7'800.-
Surcharge Placing surcharge: 10%		These prices include postage; Prices for larger brochures on request.

CONTENT MARKETING

Promotion spreads are editorial colour pages newly created by the publisher according to the customers' requirements, which are primarily product-related and have a strong advertising character. They are identified as a "Promotion" and their layout is designed to reflect that of the editorial sections (Copyright through the publisher).	On request we offer business associates, resellers and partners of the advertiser ten copies free of charge each or further copies with a discount of around 50% per copy. The costs for production of the print documents are included in the price!	Publication price: 2/1 pages 4 colour CHF 6'890.- 1/1 pages 4 colour CHF 3'780.-
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TARGET AUDIENCE, PRINT RUN, DISTRIBUTION

Target audience

The editorial concept targets single-family homeowners who want to improve their garden's appearance, to redesign it or to modernize it. It also speaks to building owners planning a completely new layout in conjunction with the construction of their building.

Distribution

Purchasers can pick up a copy of GARTENIDEE at any leading Swiss Kiosk, where it is sold from March through August. POS displays support sales of the magazine at the retail level. GARTENIDEE is also sold at all leading trade shows and exhibitions (SWISSBAU, Giardina, Baumusterzentrale Zürich, etc.). Over and above that, GARTENIDEE has a direct marketing campaign where reply cards with peel and stick labels are used with advertisements in leading Swiss architectural and lifestyle magazines.

Print run circulation

Kiosk sales (with multiple subsequent deliveries)	12'500	copies
Sales at trade fairs, exhibitions, One-off sales by means of coupon advertisements and shipment to the subscribers DAS EINFAMILIENHAUS	9'000	copies
Archive, advertising copies	1'000	copies
Total circulation	22'500	copies

PUBLISHER AND TECHNICAL DATA

Etzel-Verlag AG Knonauerstrasse 56 Postfach 266 CH-6330 Cham/ZG Tel. +41 (0)41 785 50 85 www.etzel-verlag.ch info@etzel-verlag.ch	Publication date: 28.02.19 / 02.05.19 Artwork deadline: 31.01.19 / 04.04.19 Insertion deadline: 03.01.19 / 07.03.19 Editorial deadline: 06.12.18 / 07.02.19
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	Data formats: QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-3. 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. The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.

CONTACTS

PUBLISHER	EDITORIAL	MEDIA PROMOTION
Etzel-Verlag AG Knonauerstrasse 56 Postfach 266 CH-6330 Cham/ZG Tel. +41 (0)41 785 50 85 www.etzel-verlag.ch info@etzel-verlag.ch	Brigitte Kesselring Wildbachstrasse 66 CH-8008 Zürich Tel. +41 (0)43 499 99 29 b.kesselring@bluewin.ch	Andreas Jost / Marcel Hablützel Hansruedi Hofer / Lukas Elsener Etzel-Verlag AG Knonauerstrasse 56 Postfach 266 CH-6330 Cham/ZG Tel. +41 (0)41 785 50 85 andreas.jost@etzel-verlag.ch marcel.h@etzel-verlag.ch hansruedi.hofer@etzel-verlag.ch lukas.elsener@etzel-verlag.ch Media Administration: Christina Uttinger christina.uttinger@etzel-verlag.ch