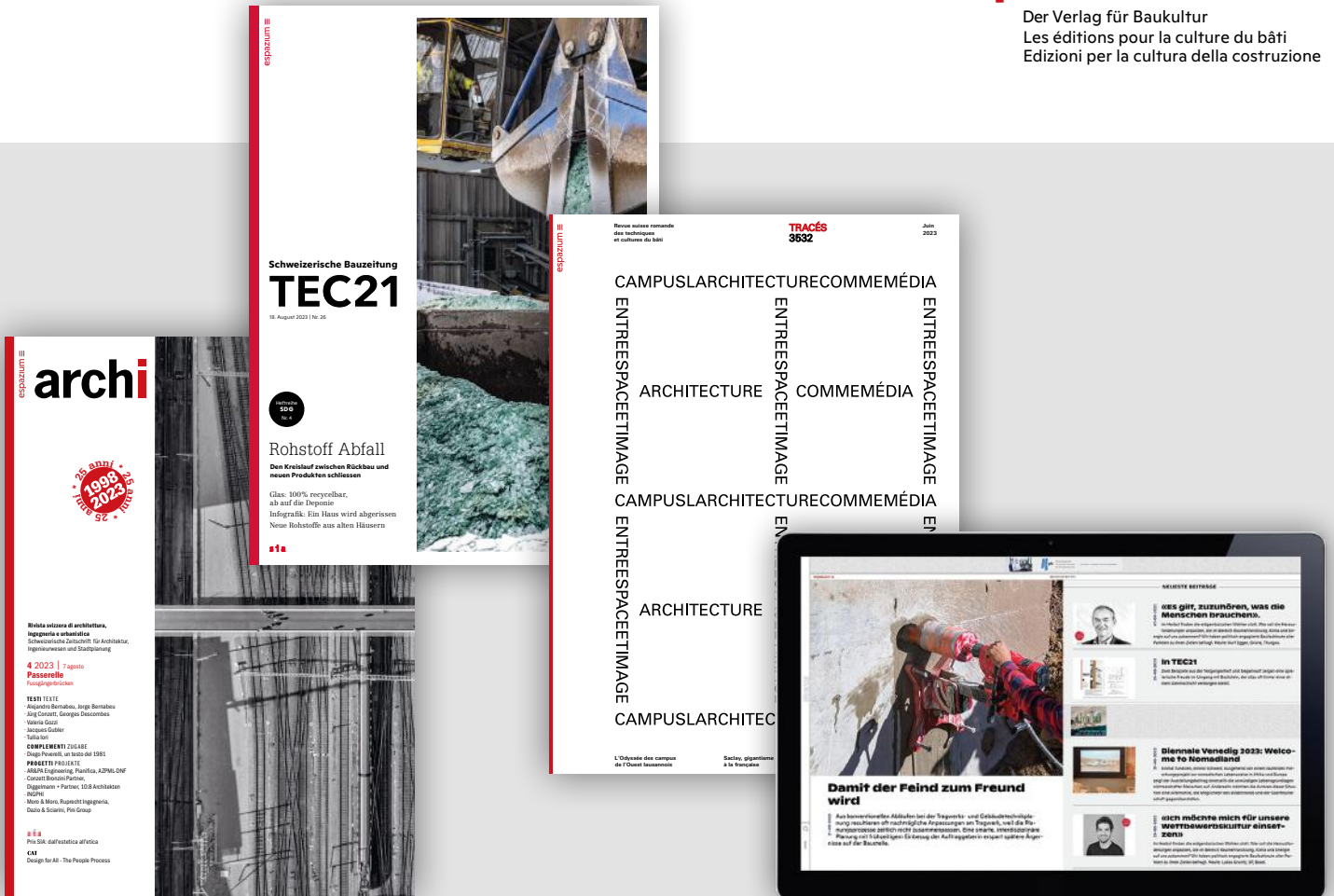


Media Documentation 2024

espazium ≡

Der Verlag für Baukultur
Les éditions pour la culture du bâti
Edizioni per la cultura della costruzione



espazium – The Publisher for Building Culture

is the leading national media provider for everyone planning and building in Switzerland.

Its four media products combined reach a large audience in all language and cultural regions of the country. *espazium – The Publisher for Building Culture* has strong, competent backers, comprising the Swiss Society of Engineers and Architects (SIA), the Federation of Swiss Architects (BSA/FAS), the Swiss Association of Consulting Engineering Companies suisse.ing and the ETH and EPFL Alumni (Fondation Acube). The main shareholder is the SIA and its members are the first readers.

TEC21

TRACÉS

archi

espazium.ch

Zürichsee Werbe AG · Tiefenastrasse 2 · CH-8640 Rapperswil-Jona
T +41 (0)44 928 56 11 · espazium@fachmedien.ch

Ein Unternehmen der Galledia

 **FACHMEDIEN**

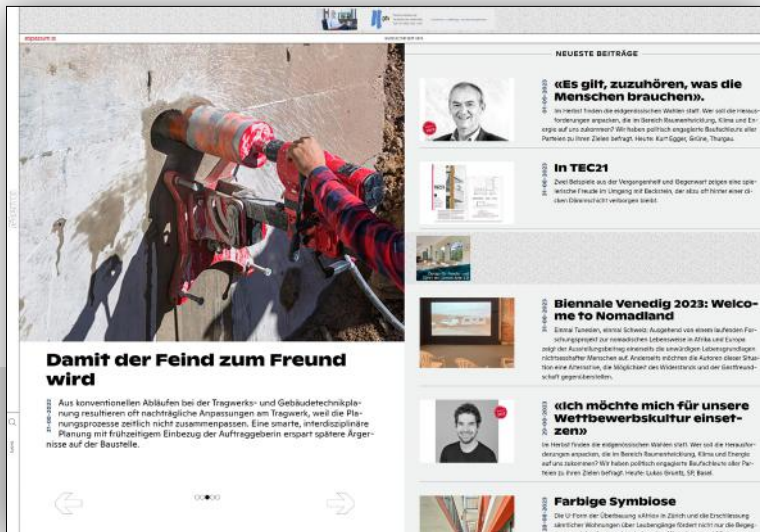
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Photo: IL2 - ancrages T3 © Severin Malaud

espazium.ch – the online portal of The Publisher for Building Culture



espazium.ch is the interdisciplinary and independent platform for dialogue on building culture in Switzerland. The online portal of espazium – The Publisher for Building Culture is the only trilingual website in Switzerland that reports on topics from the fields of architecture, engineering, the environment and related disciplines.

Specialist articles and news reports from the construction industry, digital feature dossiers and job vacancies can be found on espazium.ch.

On competitions.espazium.ch, the online editorial team publishes current invitations to tender and the results of past competitions – a much appreciated tool for all construction professionals.

Education.espazium.ch advertises courses and training programmes in the field of construction and the latest from Swiss universities.

In the building culture agenda, espazium.ch publishes all important events in Switzerland and neighboring countries in cooperation with the Swiss Association of Engineers and Architects SIA and the Federal Office for Culture BAK.

Online advertising options

On espazium.ch

display advertising, advertorials, edu-Push

In the newsletter

display advertising in the German-, French- or Italian-language newsletter, teaser

Target audience

Specialists in architecture, engineering, design, interior design, spatial planning, project management, building technology, building physics, environment, energy and materials technology as well as building owners, property developers, general contractors, investors, authorities, universities, decision-makers and influencers in the construction sector, students

Monthly Usage Numbers

on espazium.ch

Page Views	352 481
Visits	140 376
Unique Visitors	88 034
Ø Dwell Time in Minutes	07:44

Average values January to June 2023

Source: Google Analytics

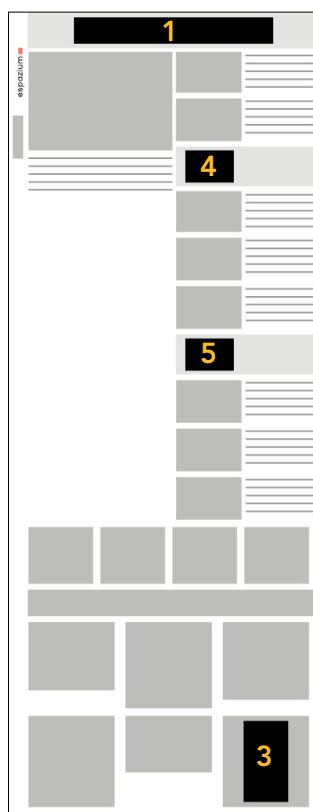
Newsletter subscribers d/f/i	7 124
Open rate	57%
Click rate	12%
Follower on Instagram	7 000
Follower on LinkedIn	6 755

September 2023

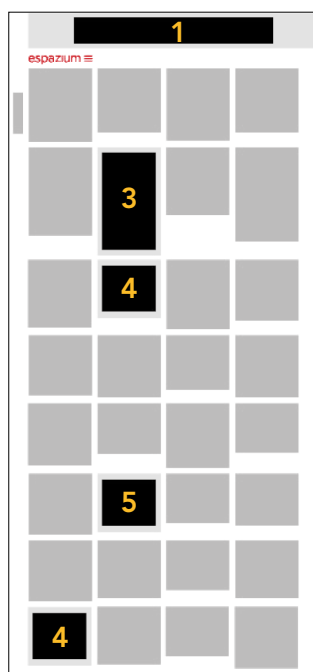
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Display advertising on espazium.ch

Form of advertising	Placement	Dimensions	Price German	Price French	Price Italian	Combo Price 20% G, F, I
1 Maxiboard	Run of Site	994 × 118 px	1,600.–	1,100.–	800.–	2,800.–
2 Leaderboard	Competition, Jobs	728 × 90 px	1,000.–	800.–	600.–	1,920.–
3 Halfpage-Ad	Home, News	300 × 600 px	1,000.–	800.–	600.–	1,920.–
4 Rectangle 1	Home, News, Competition	300 × 250 px	1,200.–	900.–	700.–	2,240.–
5 Rectangle 2	Home, News, Competition	300 × 250 px	1,000.–	800.–	600.–	1,920.–
6 Halfpage-Ad - Competition	Competition	300 × 600 px	1000.–	800.–	600.–	1920.–



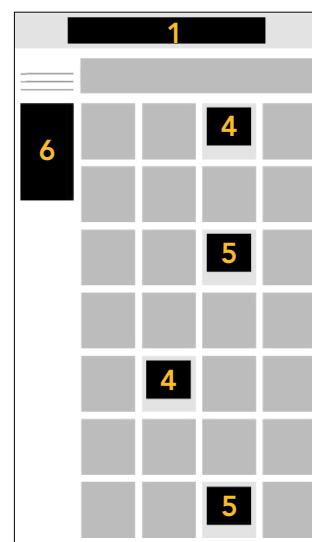
Home



News



Competition List View



Competition Box View

Technical data

- File size** max. 200 KB
- Format** HTML5, gif, jpg, 3rd party tag
HTML5: Please refer to the [specifications](#) on our website. Always send link separately.
- Running time** 1 month
- Rotation** max. 5
- Delivery** 5 working days before campaign start

All prices in CHF excl. VAT.

Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.

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Advertorials on espazium.ch

AKTUELLES



Netto-Null: der Weg zu klimaneutralen Immobilien

Die Immobilienbranche ist gefordert, die Treibhausgasemissionen von Null und nicht zu reduzieren. Eine Antwortung an das Netto-Null-Ziel ist heute bereits möglich, wenn entsprechende Anreize und Massnahmen kombiniert werden. Ein neues Whitepaper zeigt Handlungsfelder für Planende und Bauherren auf.



Passiver Brandschutz mit (Ri-)Gips

Der Schutz und die Sicherheit von Menschen und Objekten stellen ein Brandfall immer an erster Stelle. Der wirksamste Schutz vor Feuer, Rauch und Hitze ist und bleibt die bauliche Brandschutz. Mit dem hochfesten Brandschutzprodukt Ri- und Systemen von Rigips entstehen die ganzheitliche bauliche Brandschutzsysteme. Mit dem Rigips System Brandschutzsystem sind Sie jederzeit in der Lage, hohe Brandschutzanforderungen zu erfüllen und tragende Strukturen für das Brandschutz zu gewährleisten.



«Es gilt, zuzuhören, was die Menschen brauchen.»

Im Harter finden die angetriebenen Welter nicht. Wie soll die Bauwirtschaft aussehen, die im Bereich Baumentwicklung und Energie auf uns zu kommen? Wie kann politisch ein gutes Baufachwissen fördern zu Ihren Seiten schlag? Mit Kurt Eggen, Riva, Thurgau.



Biennale Venedig 2023: Welcome to Nomadland

23. August 2023
Enrico Trevisan, einital Schwiz. Ausgehend von einem laufenden Forschungsprojekt zur nomadischen Lebensweise in Afrika und Europa zeigt die Ausstellungseröffnung die wichtigsten Lebensgrundlagen nomadischer Menschen auf. Außerdem erzählen die Autoren über Strukturen einer Arbeitswelt, die Möglichkeiten des Wandertums und den Baufachwissen gegenüberstellen.

On the «News» page, your teaser appears prominently, embedded in the editorial articles.

Infos Teaser	
Picture	1
Picture format	2,880 × 1,920 px
Title	40 characters including spaces
Lead	120 characters including spaces
Placement	News



STEINER

© Steiner AG

Advertorial

Von innen aufgewertet

Inmitten der Stadt Basel hat die Steiner AG im Rahmen eines Verdichtungsprojekts auf bisher untergenutztem Grund wertvollen neuen Wohnraum geschaffen. Das Projekt «Landskronhof» zeigt exemplarisch, wie eine hochwertige Siedlungsentwicklung nach innen erreicht werden kann.

08-08-2022 Publikationsdatum

Die Nachfrage nach bezahlbarem Wohnraum steigt. Doch eine weitere Zersiedlung im Land ist für den Grossteil der Schweizer Bevölkerung keine Option. Somit steigt der Nutzungsdruck in Wohngebieten und gilt es besonders auf eine Frage Antworten zu finden: Wie lassen sich bestehende Bauzonen so weiterentwickeln, dass anstelle von Dichtstress echte Lebensqualität entsteht? Erzielt wird dies vor allem durch das Bebauen bestehender Lücken, aber auch durch

Infos Article	
Picture	5
Picture format	2,880 × 1,920 px
Video	linked to Youtube / Vimeo
Logo	
Title	40 characters including spaces
Lead	300 characters including spaces
Main text	max. 2,000 characters including spaces with subtitles



Von innen aufgewertet

Inmitten der Stadt Basel hat die Steiner AG im Rahmen eines Verdichtungsprojekts auf bisher untergenutztem Grund wertvollen neuen Wohnraum geschaffen. Das Projekt «Landskronhof» zeigt exemplarisch, wie eine hoch-

Identität statt Abriss

18-08-2022

Im ehemaligen Felix Platter-Spital in Basel aus den 1950er-Jahren wird ab Ende 2022 gewohnt. Der ursprünglich geplante Abriss konnte durch eine Umnutzung für die Genossenschaft wohnen & mehr abgewendet werden. Im Konzept der ARGE Müller Sigrist / Resp Architekten bringt ein vielfältiger Wohnungsmix die unterschiedlichsten Gruppen unter einem Dach zusammen.

Haute Couture in Holz

18-08-2022

Rahmen aus vertikalen und horizontalen Schälungen, ausgefüllt mit zweifacher Schindeln. Die Architektin Alta Flury Hülte zwei Neudesigns für ein bestehendes Schulhaus in Aarau in ein massgeschneidertes Kleid aus Lärchenholz.

Planungssektor schätzt wirtschaftliche Lage verhalten positiv ein

17-08-2022

Werde eidg. dipl. Experte/-in Gesundes und nachhaltiges Bauen

sanu

Attractive: Your offer appears in the loop for one week, alternating with three editorial articles.

Infos Loop Advertorial	
Picture	5
Picture format	2,880 × 1,920 px
Video	linked to Youtube / Vimeo
Logo	
Title	40 characters including spaces
Lead	300 characters including spaces
Main text	max. 4,000 characters including spaces with subtitles

Prices in CHF excl. VAT.	News			Home, right
	Position 1	Position 2	Position 3	Surcharge*
German	1,500.–	1,300.–	1,100.–	400.–
French	900.–	750.–	650.–	300.–
Italien	600.–	500.–	450.–	200.–
Running time	1 month	1 month	1 month	1 week

*Each advertorial can additionally be booked for one week on HOME.

News / Loop (Home, left) for 1 week		
Position 1	Position 2	Position 3
2,600.–	2,200.–	1,900.–
1,800.–	1,500.–	1,300.–
1,200.–	1,000.–	900.–
1 month	1 month	1 month

Surcharge Advertorial Tags for 1-3 search keywords CHF 500.– / Surcharge for teaser in the NL linked to the advertorial CHF 450.– (see p.6)

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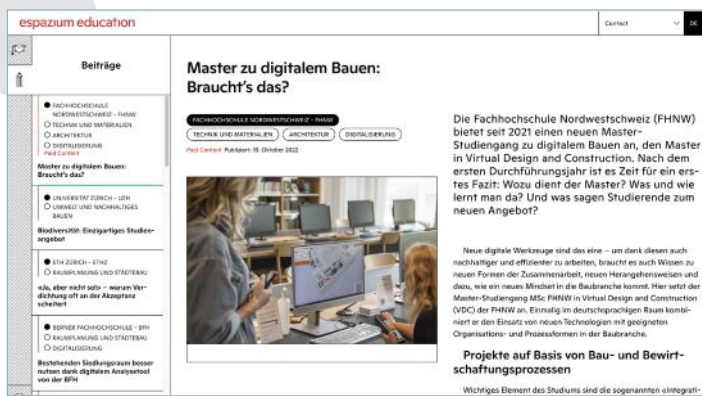
Edu-Push: Focus on education

Present your training courses on [espazium.ch](https://www.espazium.ch) and benefit from the reach of Switzerland's leading digital platform for building culture!

«Edu-Push» assures maximum visibility for all your products and services in training and continuing education. You also benefit from our network and community, home to a multitude of construction professionals – your potential students.

[education.espazium.ch](https://www.education.espazium.ch) is the only freely accessible online platform in Switzerland dedicated to academic training, continuing education, research and teaching in the field of building culture. Here, professionals and students will find a carefully curated range of courses as well as information on the most important activities from the Swiss education landscape.

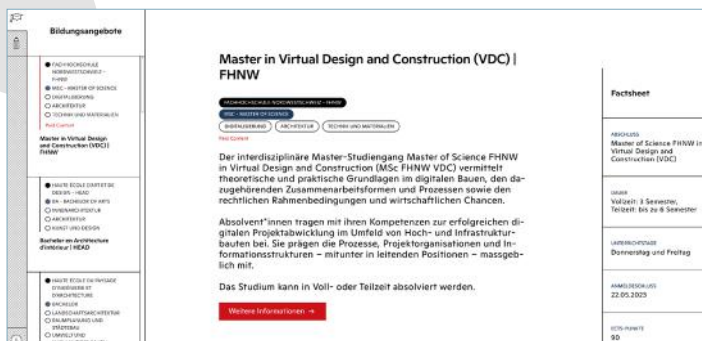
1 – Paid Content Article



Specifications for the six different entries in your Edu-Push package

- 1 short article on continuing education or interview with a programme director, published on [education.espazium.ch](https://www.education.espazium.ch)
 - 4000 characters inc. spaces
 - 1-2 photos or video

2 – Listing in the educational offerings



- 2 The listing includes
 - Title: max. 40 chars., short description max. 500 chars.
 - Factsheet: information on title/degree, target group, duration, tuition days, registration deadline, number of ECTS, cost, tuition language, study location, next course dates, contact
 Your listing will be displayed at the top of the education offerings.

Edu-Push: Focus on education

3 – Listing on espazium.ch, Education category



3 Your listing will be displayed at the top of the education.espazium.ch homepage.

4 – Teasers in the loop on espazium.ch



4 Runs for 1 week in a loop
 — 1 photo, format 2880 × 1920 px
 — Title 40 chars. inc. spaces
 — Lead/outline 120 characters inc. spaces

5 – Paid post on LinkedIn



5 Text written by editors (inc. tags)

6 – Teaser in Newsletter



6 The listing includes
 — 1 photo, format 2880 × 1920 px
 — Title 40 chars. inc. spaces
 — Lead/outline 120 characters inc. spaces

Edu-Push offers

Packages (can only be booked as a package)	
German	1,400.–
French	900.–
Italian	700.–
Running time	2 weeks

Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch).
 Price changes reserved.

Display advertising in the German, French or Italian-language newsletter

	German	French	Italien
Newsletter / year	weekly*	weekly*	twice a month
Appears	Wednesday	Thursday	Thursday
Number of subscribers (increasing)	4360	1935	1001
Advertising deadline	Monday before shipment	Monday before shipment	Thursday before shipment

* except Christmas/New Year and August

Prices in CHF per newsletter				
1 Leaderboard	728 × 90 px	600.–	400.–	250.–
2 Rectangle	300 × 250 px	550.–	350.–	200.–
3 Teaser* linked to Advertorial				450.–

* Information teaser on page 5

Readership Architects, interior designers, designers, planners, room planners, engineers, builders, property developers, project managers, general contractors, investors, government bodies, universities, building technicians, building physicists, environment, energy experts, decision-makers and influencers in the construction sector, students

Content Specialist articles on current topics from the industry, news reports, competition announcements and results, event information, educational opportunities, job vacancies and new publications.

Special newsletter on the subject of education every spring and summer. (ge/fr und it)

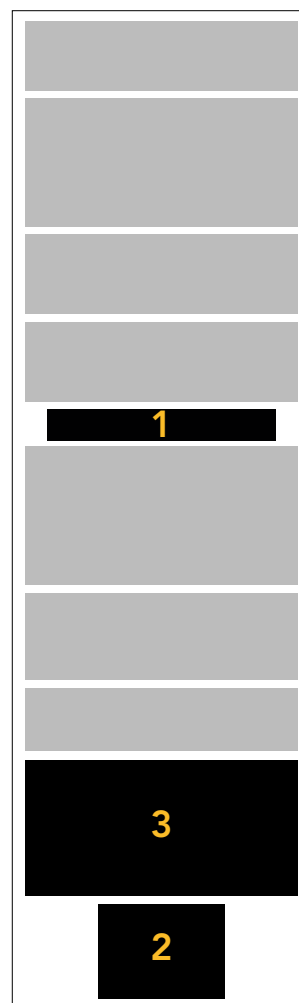
Open rate **52.7 %** – On average, **more than half of all recipients** open the newsletter!

Technical data

File size: max. 200 KB
File format: gif, jpg
Send to: tec21@fachmedien.ch

All prices in CHF excl. VAT.

Terms of business. The General Terms and Conditions of FACHMEDIEN - Zürichsee Werbe AG (www.fachmedien.ch). Price changes reserved.



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TEC21 – Swiss Construction Journal



TEC21 has been the leading construction magazine for German-speaking Switzerland for 150 years. The specialist editorial team sheds light on future-relevant issues, reports in a critical and insightful way, recognises new developments, identifies causal relationships and investigates background stories.

Planning, architecture and engineering offices use TEC21 as an indispensable working tool for practice. TEC21 is the only interdisciplinary construction journal dealing with topics from the fields of architecture, engineering and the environment.

With its expert articles, competition announcements and job vacancies, TEC21 is always right up-to-date.

The editorial team is made up of 100% construction professionals.

Media quality

The leading technical-scientific construction journal in German-speaking Switzerland

The only Swiss construction journal covering all construction-related topics

Market leader with 13,100 copies

Official journal of the Swiss Society of Engineers and Architects (SIA)

Compulsory reading for all planners (architectural and engineering offices in German-speaking Switzerland)

Documentation tool that is archived for reference

Cross-media link with espazium.ch

Language: German

Readership

Architects, interior architects, designers, planners, urban planners, engineers, building owners, developers, project managers, general contractors, investors, public authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector

High level of education and income (degree from university, ETH or university of applied science)

Approx. 48,000 people read TEC21 every week

Print run and circulation

Distributed circulation:	12,487 copies
Of which paid copies:	12,388 copies
Free share:	338 copies
Digital version:	722 copies
(WEMF/KS certification 2023)	

28 issues per year + special editions

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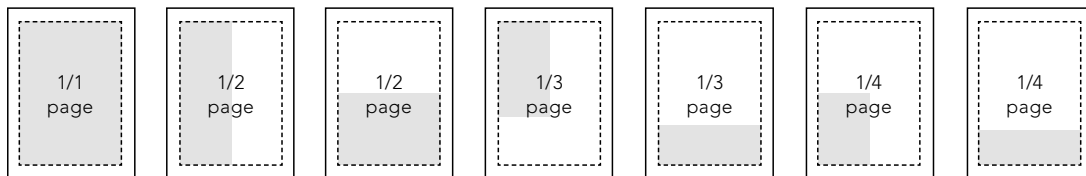
Publication and topic schedule 2024

TEC21				
Issue	Copy deadline	On-sale date	Editorial focus topics	Showcase / Exhibitions / Special issues (SH)
1*	20.12.23	12.01.24	Architecture, engineering, sustainable building	Innovative building products, exhibition preview: Swissbau, Basel, 16–19 Jan 24 / SH: Swiss Kitchen Award
2	16.01.24	26.01.24	Architecture, engineering, building	Civil engineering, road construction, training & continuing education
3*	30.01.24	09.02.24	Architecture, building, remodelling	Circular architecture, interior fittings, kitchen, energy / Bauen + Wohnen, Lucerne, 23–25 Feb 24
4	13.02.24	23.02.24	Energy, building technology, sustainable	Light, building technology / com:bau, Dornbirn, 1 Mar 24 / Light + Building, Frankfurt, 3–8 Mar 24
5*	27.02.24	08.03.24	Remodelling, refurbishment, renovation, historical preservation	Building envelope, paints, plaster, interior design, indoor climate / Fensterbau Frontale, Nuremberg, 19–22 Mar 24 / Swiss PV Conference, 21–22 Mar 24 / VGQ Holzbau Forum, Baden, 22 Mar 24
6*	12.03.24	22.03.24	Façade, roof, windows, insulation, sustainable	Façade, windows, roof, glass, daylight, room climate, training & continuing education / Cultura Suisse, Bern, 10–12 Apr 24
7*	26.03.24	05.04.24	Interior fittings, design	Kitchen, colour, light, furniture, materials, acoustics, climate, training & continuing education / Salone del Mobile/EuroCucina, Milan, 16–21 Apr 24 / Bauen+Wohnen Aargau, Wettingen, 25–28 Apr 24
8*	09.04.24	19.04.24	Wood, sustainable	Wood-based materials, interior design, stairs, façade systems, training & continuing education / Wood Construction Day, Biel, 2 May 24
9	23.04.24	03.05.24	Materials, building materials: CONCRETE	Recycling, sustainable, stairs, building envelope, colour, training & continuing education / Swiss Tunnel Congress, 5–7 Jun 24
10*	07.05.24	17.05.24	Constructing, planning, building	training & continuing education / ETH Wohnforum, 24 May 24
11	21.05.24	31.05.24	Architecture, building, remodelling	Sustainable and ecological building materials, training & cont. ed.
12	28.05.24	07.06.24	Architecture, building, remodelling, design	Interior fittings: Kitchen, bathroom, furniture, light, building automation
13	04.06.24	14.06.24	Digital technology, BIM, building tech	Ventilation/air conditioning, heating, training & continuing education / SH: Best of Bachelor
14*	18.06.24	28.06.24	Anniversary Issue	150 years of TEC21
15	02.07.24	12.07.24	Architecture, building, remodelling	Interior and exterior design, training & continuing education
16	16.07.24	26.07.24	Architecture, building, remodelling, design	Training & continuing education
17*	30.07.24	09.08.24	Architecture, building, remodelling, design	Interior fittings: kitchens, bathrooms, sanitation, furniture / Landschaftskongress, 5–6 Sep 24
18*	13.08.24	23.08.24	Remodelling, refurbishment, renovation, historical preservation	Bauen & Modernisieren, Zurich, 26–29 Sep 24 / neue räume, Zurich, 26–29 Sep 24
19	27.08.24	06.09.24	Materials, building materials: BRICK	Sustainable, earthquake-proofing, masonry, clinker, façade, roof
20*	03.09.24	13.09.24	Constructing, planning, building, below ground	Sustainability, tunnel construction, fastening, sealing, insulation, supporting structure, concrete, steel / Building Technology Congress, 18 Sep 24
21	10.09.24	20.09.24	Interior fittings, design	Kitchens, bathrooms, lighting, furniture, walls, ceilings, flooring, screed, stairs, interior doors, heating and plumbing, air conditioning & ventilation
22	24.09.24	04.10.24	Architecture, building, remodelling	Lighting, office furniture, cabinets, colours, wall, floor, partitions, windows, daylight, air-conditioning systems, acoustics / Orgatec – Rethinking Work, Cologne, 22–25 Oct 24 / SH: City of Wood
23*	01.10.24	11.10.24	Architecture, design, glass	Façade, windows, bathroom, kitchen, stairs, double glazing, fall protection, partition walls, supporting structure / glasstec, Düsseldorf, 22–25 Oct 24
24	15.10.24	25.10.24	Natural stone interior and exterior	Interior design, design, sustainability, garden, training & continuing education
25*	29.10.24	08.11.24	Sustainable, circular construction	Building products, re-use, recycling, cradle to cradle/circular economy / Hausbau + Energiemesse, Bern, 14–17 Nov 24
26	12.11.24	22.11.24	Architecture, building, remodelling, hospital construction	
27	26.11.24	06.12.24	Sustainable, architecture, building, remodelling	Natural building materials, training & continuing education / SH: Real estate + Energy
28	10.12.24	20.12.24	Constructing, planning, building, steel	Doors, gates, windows, façades, roofing, reinforcement, stairs, supporting structures, bridges / Baumesse Munich, 13–17 Jan 25
1/25	31.12.24	10.01.25	Architecture, building, remodelling, design	Baumesse Munich, 13–17 Jan 25
2/25	14.01.25	24.01.25	Architecture, building, remodelling	Training & continuing education

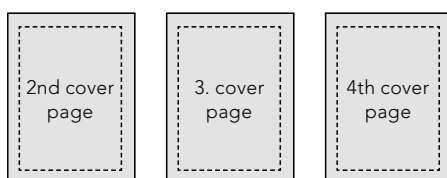
* Large print runs

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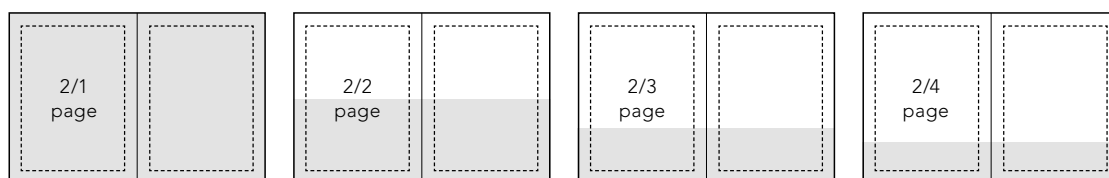
Formats and prices for commercial ads and job vacancies



Type area in mm	200 × 270	97 × 270	200 × 132	97 × 178	200 × 86	97 × 132	200 × 63
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142		220 × 96		220 × 73
Price b/w	3,635.–	2,075.–	2,075.–	1,600.–	1,600.–	1,175.–	1,175.–
Price CMYK	4,675.–	3,050.–	3,050.–	2,530.–	2,530.–	1,990.–	1,990.–



Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300
Price CMYK	5,490.–	5,300.–	5,650.–



Bled-off plus 3 mm trim	440 × 300	440 × 142	440 × 96	440 × 73
Price CMYK	9,350.–	6,100.–	5,060.–	3,980.–

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Ad formats and prices / Technical data

Supplements	
Advertising value 1 page	5,675.–
Per additional page	+ 250.–
Technical costs	+ 480.–
Postage costs	see below

Bound inserts	maximum weight 50g
Advertising value 1 page DIN A4 / A3 folded	6,165.–
Technical costs	430.–
Format (5 mm head trim)	on request
Postage costs	see below

Glued insert	on request
Postage costs	see below

Postage costs	per 1,000 copies
Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements
In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

Printing process	Web offset, screen 60
Printing colours	Euroscale
Magazine size	220 × 300 mm
Type area	200 × 270 mm
Print materials	As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)
Resolution	300 dpi
Send data to	FACHMEDIEN - Zürichsee Werbe AG Tiefenaustrasse 2, 8640 Rapperswil-Jona tec21@fachmedien.ch
Prices	in CHF plus VAT

Small ads	1/6 page	1/8 page
Type area in mm	97 × 86	97 × 63
Price b/w	850.–	650.–
Price CMYK	1,415.–	1,190.–
Other formats on request		

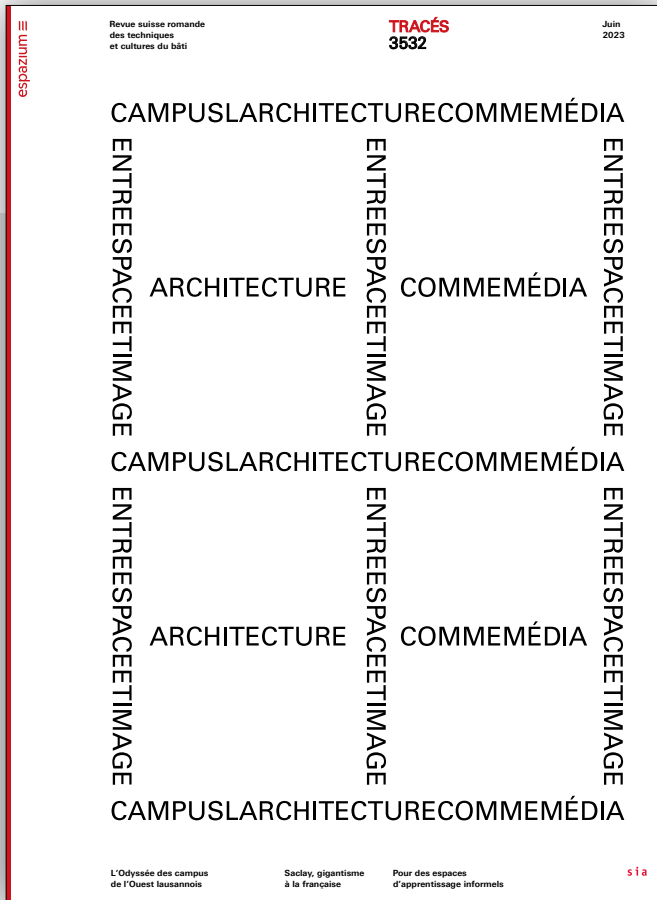
Job ads	
All job ads additionally free online at espazium.ch	
Delivered with frame of	0.4 points
Surcharge for immediate online placement	120.–
Immediate internet connection and newsletter TEC21	250.–

Frequency discounts Commercial advertisements	
3 ×	3%
6 ×	6%
9 ×	9%
12 ×	12%
15 ×	15%
19 - 35 ×	20%

Surcharges / Agency commission	
Placement regulations and content	+ 10%
Advertorial	+ 20%
Agency commission from customer net rate	5%

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TRACÉS – Construction journal for French-speaking Switzerland



Media quality

Leading technical-scientific construction journal in French-speaking Switzerland

Market leader with 4,700 copies

Official trade journal of the Swiss Society of Engineers and Architects SIA

Compulsory reading for all planners (architectural and engineering offices in French-speaking Switzerland)

Documentation tool that is archived for reference

Cross-media link with espazium.ch

Language: French

New specialist journal 2020

Relaunched in September 2020, TRACÉS is a monthly magazine with a new graphic concept, more photos and more construction projects. The new editorial project has met with a very positive response from engineers and architects in French-speaking Switzerland.

Readership

Architects, interior designers, planners, engineers, property developers, project managers, authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector

High level of education and income (degree from university, ETH and university of applied science)

Print run and circulation

Distributed circulation: 4,421 copies

Of which paid copies: 4,124 copies
(WEMF/KS certification 2023)

11 issues per year + special issues

TRACÉS is the leading journal for architecture, engineering and urban planning in French-speaking Switzerland and makes an essential contribution to the debate on building culture. As a partner of the Swiss Society of Engineers and Architects (SIA), its roots in French-speaking Switzerland go back over 140 years. It is distinguished by scientific curiosity, a critical spirit and editorial care.

TRACÉS acts as a mirror of current affairs, commenting on changes in the natural and built environment and reporting on contemporary building practice.

The editorial team is made up of selected building professionals with a sound academic background.

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Publication and topic schedule 2024

TRACÉS

Issue	Copy deadline	Advertisement for the Réalisation section	On-sale date	Editorial focus topics	Showcase / Exhibitions / Special issues (SH)
1*	19.12.23	19.12.23	12.01.24	Architecture and property	Interior design: furniture, kitchen, bathroom, fittings / Swissbau, Basel, 16–19 Jan 24 / SH: Swiss Kitchen Award
2	23.01.24	30.01.24	09.02.24	Architecture, re-use and sustainability	Sustainable building products
3*	20.02.24	27.02.24	08.03.24	Architecture, façades, technology and construction	Prefabricated element construction, wood, concrete and steel. Kitchen, bathroom and furniture. / Habitat & Jardin, Lausanne, 14–17 Mar 24
4*	19.03.24	26.03.24	05.04.24	Construction and construction sites	Wood, ceilings, roofs, insulation, heating and climate, façades / Holzbahtag, Biel, 2 May 24
5*	16.04.24	23.04.24	03.05.24	Architecture	Outdoor design, gardens and biodiversity / Swiss Tunnel Congress, Lucerne, 5–7 Jun 24
6	21.05.24	28.05.24	07.06.24	Architecture, infrastructure construction and energy	Water, energy, sustainability
7	25.06.24	02.07.24	12.07.24	Architecture, sustainability and building materials	Windows, insulation, materials and natural building materials / SH: Best of Bachelor
8–9*	20.08.24	27.08.24	06.09.24	Civil engineering, architecture, wood and concrete	Concrete, ceilings, supporting structures, security / Bauen+Modernisieren, Zurich, 26–29 Sep 24; Batimat, Paris, 30 Sep–3 Oct 24
10*	17.09.24	24.09.24	04.10.24	Transformation, interior design, renovation and monument protection	Insulation, natural stone, façades, windows, concrete / BIM Conference, Lausanne, Nov 24 / SH: City of Wood
11*	22.10.24	29.10.24	08.11.24	Transformation, renovating and additions	Wood, steel, staircase construction / Hausbau + Energiemesse, Bern, 14–17 Nov 24
12	19.11.24	26.11.24	06.12.24	Infrastructure construction and energy	Concrete, water, electricity / SH: Real estate + Energy
1/25*	17.12.24	17.12.24	10.01.25		

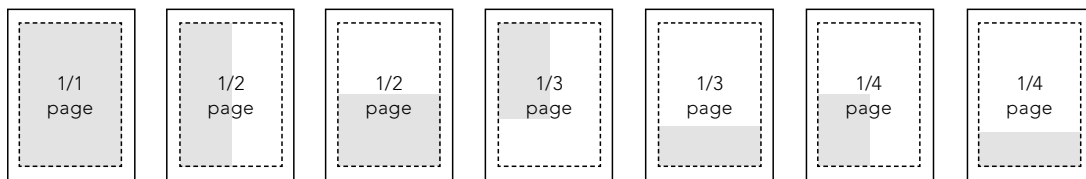
* Large print runs



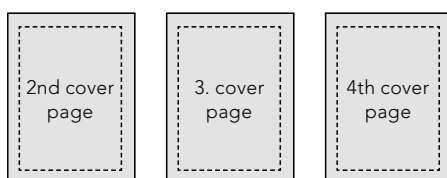
Photo: Gaymenzel Cervin - chambre 3 © Philomène Hoel

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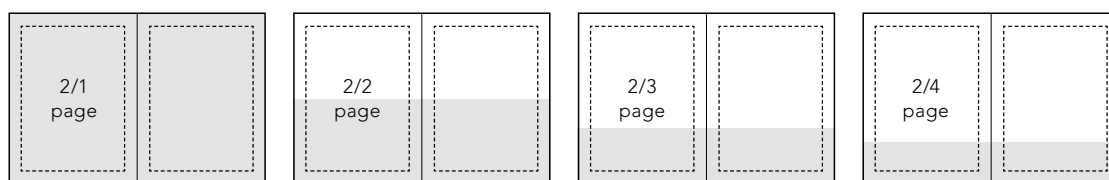
Formats and prices for commercial ads and job vacancies



Type area in mm	200 × 270	97 × 270	200 × 132	97 × 178	200 × 86	97 × 132	200 × 63
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142		220 × 96		220 × 73
Price b/w	2,850.–	1,590.–	1,590.–	1,240.–	1,240.–	800.–	800.–
Price CMYK	3,750.–	2,470.–	2,470.–	2,140.–	2,140.–	1,590.–	1,590.–



Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300
Price CMYK	4,380.–	4,300.–	4,500.–



Bled-off plus 3 mm trim	440 × 300	440 × 142	440 × 96	440 × 73
Price CMYK	7,500.–	4,940.–	4,280.–	3,180.–

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Ad formats and prices / Technical data

Supplements	
Advertising value 1 page	4,180.–
Per additional page	+ 240.–
Technical costs	+ 420.–
Postage costs	see below

Bound inserts	maximum weight 50g
Advertising value 1 page DIN A4 / A3 folded	4,990.–
Technical costs	320.–
Format (5 mm head trim)	on request
Postage costs	see below

Glued insert	on request
Postage costs	see below

Postage costs	per 1,000 copies
Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements

In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

Printing process	Web offset, screen 60
Printing colours	Euroscale
Magazine size	220 × 300 mm
Type area	200 × 270 mm
Print materials	As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)
Resolution	300 dpi
Send data to	FACHMEDIEN - Zürichsee Werbe AG Tiefenastrasse 2, 8640 Rapperswil-Jona traces@fachmedien.ch
Prices	in CHF plus VAT

Small ads	1/6 page	1/8 page
Type area in mm	97 × 86	97 × 63
Price b/w	580.–	450.–
Price CMYK	1,120.–	1,010.–
Other formats on request		

Job ads	
All job ads additionally free online at espazium.ch	
Delivered with frame of	0.4 points
Surcharge for immediate online placement	120.–
Immediate internet connection and newsletter TRACÉS	250.–

Frequency discounts Commercial advertisements	
3 ×	3%
6 ×	6%
9 ×	9%
11 ×	12%

Surcharges / Agency commission	
Placement regulations and content	+ 10%
Advertorial	+ 20%
Agency commission from customer net rate	5%

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Archi – Swiss journal for architecture, engineering and urban planning



Archi is the only specialist journal for planners in Italian-speaking Switzerland. As the successor to Rivista Tecnica, which was founded in 1910, it has been providing architects, engineers and urban planners with knowledge and services at local, national and international level since 1998.

Archi is a landmark among Swiss architectural journals and is also appreciated in Italy for its prestigious «Class A» classification in scientific circles.

The editorial team is made up exclusively of renowned professionals and academics; it focuses on disseminating the values of building culture by acting as a link between the Central-European and Mediterranean cultures.

Media quality

Leading technical-scientific construction journal in Italian-speaking Switzerland

Market leader with 3,200 copies

Official trade journal of the Swiss Society of Engineers and Architects SIA

Compulsory reading for all planners (Architecture and engineering offices in Ticino and the Italian-speaking areas of Graubünden)

Documentation tool that is archived for reference

Cross-media link with espazium.ch

Published since 1998

Language: Italian

Readership

Architects, planners, engineers, property developers, project managers, authorities, universities, building technicians, building physicists, environment, energy professionals, decision-makers and influencers in the building sector

High level of education and income (degree from university, ETH and university of applied science)

Print run and circulation

Distributed circulation: 3,157 copies

Of which paid copies: 3,057 copies
(WEMF/KS certification 2023)

6 issues per year + special issues

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Publication and topic schedule 2024

Archi					
Issue	Expromo / showcase deadline	Copy deadline	On-sale date	Editorial focus topics	Showcase / Exhibitions / Special issues (SH)
1*	11.12.23	15.1.24	12.02.24	Official catalog of the Premio SIA Ticino. Architecture, engineering, sustainability	Innovative products / Premio SIA Ticino, Event and exhibition at SUPSI in Mendrisio
2*	05.02.24	11.03.24	08.04.24	Urban planning, architecture, engineering, urban policies	New materials, new applications of traditional materials / SIA-Seminar, Lugano; Salone del Mobile/EuroCucina, 16–21 Apr 24, Milan
3*	07.04.24	12.05.24	10.06.24	Photovoltaic, solar thermal, facades, sustainability	Alternative energies
4	27.05.24	01.07.24	05.08.24	Engineering, informatics, CAD, computer programs for engineers	Plastics and substitutes for plastics / Bauen & Modernisieren, Zurich, 26–29 Sep 24 / SH: Best of Bachelor
5*	29.07.24	09.09.24	07.10.24	Architecture, housing, green spaces, biodiversity	Comfort / Lugano Lifestyle - Artecasa, Lugano, 10–13 Oct 24; Hausbau + Energiemesse, Bern, 14–17 Nov 24 / SH: City of Wood
6	07.10.24	11.11.24	09.12.24	Engineering, sustainability, renovations	High tech - Smart product / SH: Real estate + Energy
* Large print runs					

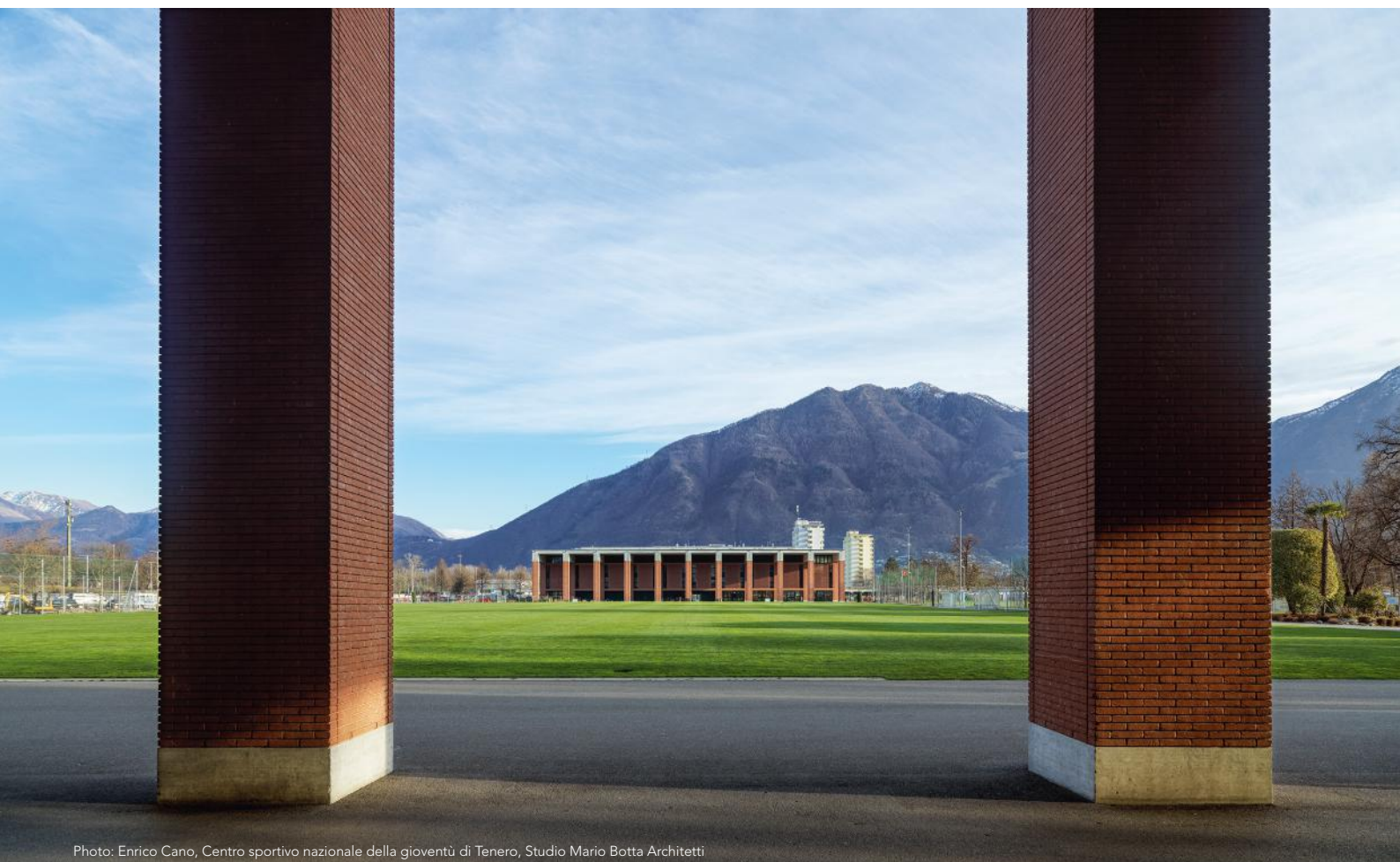


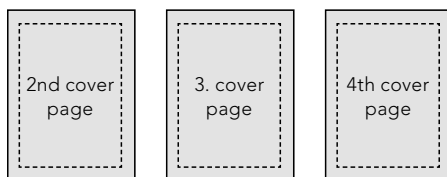
Photo: Enrico Cano, Centro sportivo nazionale della gioventù di Tenero, Studio Mario Botta Architetti

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Formats and prices for commercial ads and job vacancies



Type area in mm	200 × 270	97 × 270	200 × 132	200 × 86	97 × 132	200 × 63
2nd and 3. cover page:	194 × 270					
Bled-off plus 3 mm trim	220 × 300	107 × 300	220 × 142	220 × 96		220 × 73
2nd and 3. cover page:	214 × 300					
Price b/w	1,775.–	1,025.–	1,025.–	930.–	600.–	600.–
Price CMYK	2,980.–	2,170.–	2,170.–	2,075.–	1,500.–	1,500.–

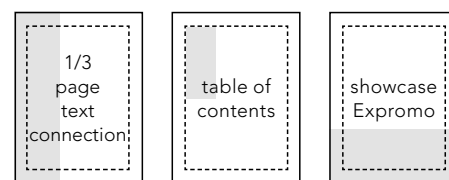


Bled-off plus 3 mm trim	220 × 300	220 × 300	220 × 300
Price CMYK	3,480.–	3,420.–	3,570.–



Bled-off plus 3 mm trim	440 × 300
Price CMYK	5,960.–

Special formats



Type area in mm	57 × 134		
Bled-off plus 3 mm trim	73 × 300		220 × 100
Price b/w	1,020.–	500.–	1,020.–
Price CMYK	2,280.–	1,100.–	2,280.–

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Ad formats and prices / Technical data

Small ads	1/6 page	1/8 page
Type area in mm	97 × 86	97 × 63
Price b/w	485.–	385.–
Price CMYK	1090.–	985.–
Other formats on request		

Supplements	
Advertising value 1 page	3420.–
Per additional page	+ 105.–
Technical costs	+ 300.–

Postage costs for inserts	per 1,000 copies
Postage costs up to 25 g	14.–
Postage costs 25 - 50 g	28.–
Postage costs 50 - 75 g	42.–

Third-party advertisements

In addition to the insertion-cost the extra flat-charge for third-party advertisement of any format in the inserted media equals to 20% of a full-page advertisement (4c) at the carrier-magazine's list-price.

Printing process	Web offset, screen 60
Printing colours	Euroscale
Magazine size	220 × 300 mm
Type area	200 × 270 mm
Print materials	As specified in the order confirmation, as digital data, high-resolution PDF / PDF/X4 (ISO 15930-7)
Resolution	300 dpi
Send data to	FACHMEDIEN - Zürichsee Werbe AG Tiefenastrasse 2, 8640 Rapperswil-Jona archi@fachmedien.ch
Prices	in CHF plus VAT

Frequency discounts

Commercial advertisements	
3 ×	5 %
6 ×	9 %

Surcharges / Agency commission

Placement regulations and content	+ 10%
Advertorial	+ 20%
Agency commission from customer net rate	5%



Photo: Ivana De Maria, Palestra scolastica d'appoggio a Gordola, Fiorini Architetti

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[FACHMEDIEN Terms and Conditions](#)

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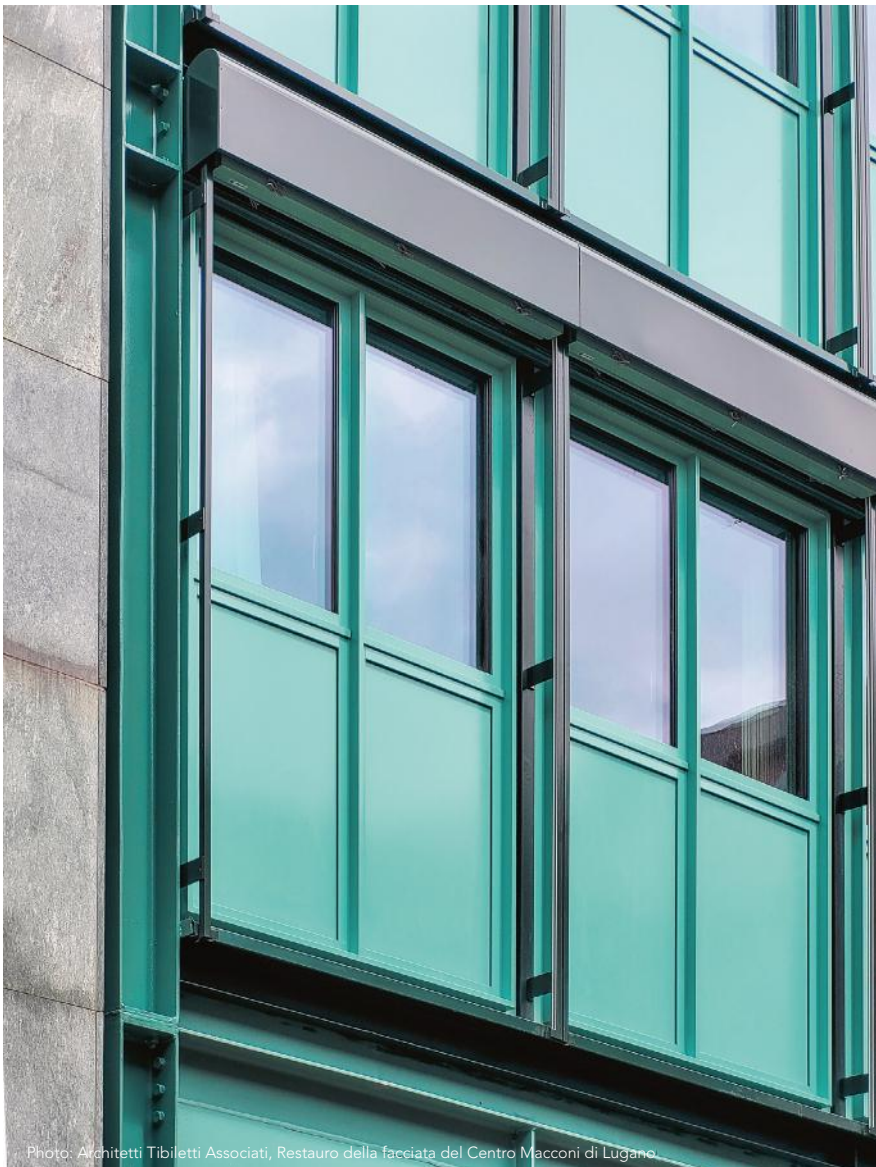


Photo: Architetti Tibiletti Associati, Restauro della facciata del Centro Macconi di Lugano

We secure the best
advertising spaces for you.