Media data 2020

Print, Online
Hochparterre Wettbewerbe
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Hochparterre Print

Hochparterre, the journal for architecture, planning and design, has had an important say in Swiss design and architecture matters since 1988, and its impact extends far beyond Switzerland’s borders. It seeks to do three things: inform, evaluate and make a useful contribution. The journal’s goal is to be a specialized professional source but also clear and comprehensible. Hochparterre selects topics in view of their current importance.

The specialist magazine is aimed at a clearly defined readership:
– Architects
– Designers
– Interior designers
– Students in these fields of study
– Building authorities
– Housing associations
– Specialist consultants
– General contractors
– Public institutions and administrations
– Institutional investors
– Architecture and design enthusiasts

Hochparterre enables you to reach the real decision-makers even more efficiently by avoiding waste circulation. All major, important Swiss architects and authorities as well as universities and institutes of technology subscribe to the journal. Hochparterre is an important tool for this target group, it is retained for reference purposes and its topicality extends well beyond the date of publication.

A week before the advertising deadline, you will receive a preview of the topics covered in the following issue. Subscribe to the preview of topics free of charge: anzeigen@hochparterre.ch
Basic information

Executive board   Lilia Glanzmann  Werner Huber  Agnes Schmid

Magazine editor  Andres Herzog

Sales and marketing  Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61  Elena Wespi, wespi@hochparterre.ch, +41 44 444 28 67

Print   Stämpfli AG, Bern

Lithograph   Team media GmbH, Gurtnellen

Publishing frequency (10 issues per year) monthly

Circulation area  Switzerland, Southern Germany, Vorarlberg (Austria)

Circulation  8000 copies

Number of readers  76,000 per issue

Subscriptions  www.hochparterre.ch/abonnieren

Prices  individual copy: CHF 18.–  
        Annual subscription: CHF 179.– incl. Online subscription  
        Annual subscription for students: 50% discount

Dates of publication 2020

<table>
<thead>
<tr>
<th>Edition no.</th>
<th>Publication date</th>
<th>Advertising / print deadline</th>
</tr>
</thead>
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<tr>
<td>1 – 2</td>
<td>13.01.2020</td>
<td>04.12.2019</td>
</tr>
<tr>
<td>3</td>
<td>26.02.2020</td>
<td>29.01.2020</td>
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<td>4</td>
<td>01.04.2020</td>
<td>04.03.2020</td>
</tr>
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<td>5</td>
<td>06.05.2020</td>
<td>02.04.2020</td>
</tr>
<tr>
<td>6 – 7</td>
<td>17.06.2020</td>
<td>15.05.2020</td>
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<tr>
<td>8</td>
<td>05.08.2020</td>
<td>08.07.2020</td>
</tr>
<tr>
<td>9</td>
<td>02.09.2020</td>
<td>05.08.2020</td>
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<tr>
<td>10</td>
<td>07.10.2020</td>
<td>09.09.2020</td>
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<tr>
<td>11</td>
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<tr>
<td>12</td>
<td>02.12.2020</td>
<td>04.11.2020</td>
</tr>
</tbody>
</table>
Advertising formats and prices

1/1 page
without edge trim
225 × 306 mm
b & w  CHF 4500.–
2 colours  CHF 5400.–
4 colours  CHF 6920.–

1/1 page
with edge trim*
240 × 320 mm
b & w  CHF 4500.–
2 colours  CHF 5400.–
4 colours  CHF 6920.–
*5 mm at the trimming edges

1/2 page vertical
without edge trim
110 × 306 mm
b & w  CHF 2350.–
2 colours  CHF 2810.–
4 colours  CHF 3610.–

1/2 page vertical
with edge trim*
117 × 320 mm
b & w  CHF 2350.–
2 colours  CHF 2810.–
4 colours  CHF 3610.–
*5 mm at the trimming edges

1/2 page horizontal
without edge trim
225 × 151 mm
b & w  CHF 2350.–
2 colours  CHF 2810.–
4 colours  CHF 3610.–

1/2 page horizontal
with edge trim*
240 × 157 mm
b & w  CHF 2350.–
2 colours  CHF 2810.–
4 colours  CHF 3610.–
*5 mm at the trimming edges

1/4 page block
without edge trim
110 × 151 mm
b & w  CHF 1250.–
2 colours  CHF 1500.–
4 colours  CHF 1880.–

1/4 page landscape
without edge trim
225 × 73 mm
b & w  CHF 1250.–
2 colours  CHF 1500.–
4 colours  CHF 1880.–

1/8 page vertical
without edge trim
110 × 73 mm
b & w  CHF 630.–
4 colours  CHF 800.–

Specific placement
Inside front cover   CHF 7900.–
Back cover         CHF 7900.–
First 1/1 page right, opposite text  CHF 7900.–
Further 1/1 pages, opposite text CHF 7500.–
1/2 page, display advertisement CHF 3950.–
1/4 page, display advertisement  CHF 2080.–
Panorama advertisements

2/1 panorama
Without edge trim
466 x 306 mm
b & w   CHF 9720.–
2 colours CHF 11,700.–
4 colours CHF 15,000.–

2/1 panorama
With edge trim*
480 x 320 mm
b & w   CHF 9720.–
2 colours CHF 11,700.–
4 colours CHF 15,000.–
* 5 mm at the trimming edges

1/2 panorama
Without edge trim
466 x 150,5 mm
b & w   CHF 4970.–
2 colours CHF 6070.–
4 colours CHF 7900.–

1/2 panorama
With edge trim*
480 x 157,5 mm
b & w   CHF 4970.–
2 colours CHF 6070.–
4 colours CHF 7900.–
* 5 mm at the trimming edges

Special Advertising Formats

Gatefolder
3 x 1/1 page folded inwards, incl. 2nd Cover page
4 colours CHF 24800.–

All prices excl. V.A.T.
We will gladly clarify the realisation of further special advertisement formats.
Combined offer with the specialist journal “Hochparterre Wettbewerbe”

Small Package (3×)  2 × Hochparterre, 1 × Hochparterre Wettbewerbe: 10% discount
Large Package (5×)  3 × Hochparterre, 2 × Hochparterre Wettbewerbe: 15% discount

Individual combinations on request.

Job advertisements

30% discount for Hochparterre subscribers.

Hochparterre subscribers receive 30% discount on advertising rates. In addition, printed job advertisements are published online in the section hochparterre.ch/jobs online for 4 weeks free of charge. We also publish job advertisements exclusively online.

Discounts

<table>
<thead>
<tr>
<th>Agency commission</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>15%</td>
</tr>
<tr>
<td>Supplements</td>
<td>not eligible for discount</td>
</tr>
</tbody>
</table>

Repeat discounts*

| 3 x | 5% |
| 5 x | 10% |
| 10 x| 15% |

* Within 12 months, ordered at one time without change in size.
Supplements / Inserts

Cards
Up to A5 CHF 550.– per thousand, not eligible for agency discount

Loose inserts *
Up to 50g CHF 700.– per thousand, not eligible for agency discount
Up to 100g CHF 1100.– per thousand, not eligible for agency discount
From 101g CHF 1500.– per thousand, not eligible for agency discount
Order forms, glued ** CHF 200.– per thousand, not eligible for agency discount
Booklet, glued ** CHF 300.– per thousand, not eligible for agency discount

Inserts with third-party advertisements
A surcharge of 30% of the gross price for a page advertisement (or applicable format) is charged for each advertisement.

Delivery address for inserts
Stämpfli AG, Wölfistrasse 1, 3006 Bern.
10 working days prior to publication date.
Attention: Warehousing costs are charged for goods delivered earlier.
A design comp / dummy is required in advance.
Further details on format limits on request.

Split editions on request
Split surcharge for inserts CHF 2000.–

Prices for a thousand incl. technical costs and postage. Prices excl. V.A.T.
* Technical details on request. ** Only in combination with an advertisement.
Technical details

Format

240 × 320 mm (+ 5 mm allowance at each side for edge trim)

Paper

PlanoJet, brilliant-white, FSC, 90 g/m²

Printing

Offset

Printing copy

digital data (CMYK, uncoated) by e-mail or on data carrier, incl. proofs

Proofs

Please provide true colour proof or proof print.

On request, we can produce a proof for CHF 75.–.

Delivery address

to team@teammedia.ch and cc to anzeigen@hochparterre.ch

Data carriers and proofs

Hochparterre, Anzeigen, Ausstellungsstrasse 25, 8005 Zürich
Please always state the appropriate issue.

Programs

Adobe InDesign up to version CC, Adobe Photoshop up to CC, Adobe Illustrator up to CC, QuarkXPress up to version 9.0, Adobe Acrobat
Advertising Insertion Terms and Conditions

Applicability Insertion orders are based on the rates set by the Publisher. The Terms and Conditions of insertion are binding for all orders, unless otherwise agreed.
Publication The Advertiser is fully responsible for the content of an advertisement. The Advertiser shall defend, indemnify and hold Publisher harmless against any and all claims by third parties. The Publisher reserves the right to refuse publication of advertisements, to suspend or revise current advertisements.
Ordering All insertions, revisions, optimizations or cancellations must be delivered in writing.
Changes The Advertiser may be able to postpone advertising orders Online without incurring charges provided the order price is not changed and capacity is available.
Suspended work Cancellation or postponement of scheduled advertisements cannot be accepted after the advertising deadline due to technical reasons. Confirmed insertion orders for Online can be suspended at any time, but 50% of the net/net order value will be charged. From 2 weeks prior to the start of the order, 75% of the net/net order value will be charged, from 1 week prior to order start to 100% of the net/net order sum.
The publisher shall not be held liable for errors in the publication of advertising orders, changes and suspensions.
Sample withdrawal/final print version On request, the final print version will be supplied if the printing documents are available on time. CHF 75.– will be charged for this service.
The customer is responsible for corrections. If the final print version is not returned before the deadline, printing approval is deemed to have been given.
Inserts Free delivery.
Printing errors/typographic faults The Advertiser is not entitled to a discount if printing errors do not affect the sense of an advertisement. The Publisher shall not be held liable for advertisements which are defective due to unsuitable printing substrates or poor graphics. The Advertiser does not have the right to claim for compensation or price reduction unless the impact of the advertisement is adversely affected due to serious faults in technical reproduction.
Discount rule Each advertisement order is only valid for the advertisement of an individual Advertiser. If discount rates are exceeded or fall short, discount compensation is applied. Insertion contracts are valid with “Hochparterre” journal for the period of one year from the date the first advertisement is published.
Terms of Payment 30 days after receipt of the invoice, without discount. In case of foreclosure, insolvency or bankruptcy, any discount reimbursement or agency commissions shall be forfeited.
Copy delivery 2 copies are delivered free of charge, larger quantities are invoiced.
Complaints must be made within 10 days after the invoice has been issued.
Rate changes The right to make rate changes is reserved and also applies to on-going orders and contracts.
Jurisdiction For both parties, the court of jurisdiction is Zurich.
Hochparterre Online

The news portal Hochparterre.ch brings you the very latest news about everything happening in the field of architecture, planning and design in Switzerland on a daily basis. Hochparterre.ch publishes the editors’ commentaries, information about architecture competitions, pictures, plans, videos and a daily press review. In addition, all Hochparterre publications and products are presented and on sale.

Basic information

Executive board
Lilia Glanzmann
Werner Huber
Agnes Schmid

Head of Online
Urs Honegger

Sales and marketing
Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61
Elena Wespi, wespi@hochparterre.ch, +41 44 444 28 67

Subscription
www.hochparterre.ch/abonnieren

Price
Monthly subscription: CHF 14.–
Monthly subscription for students: 50% discount

User profile
50% between 24 and 34 years old
18% mobile users

Key figures (per month)
Unique User: 35,000 *; Visits: 70,000 *
Page Impressions: 160,000 *
Registered users: 7100
Newsletter subscribers: 5600

Facebook: 9100 Likes, Twitter: 1550 followers, Instagram: 4000 subscribers

* Google Analytics average values
Standard Advertising Desktop (IAB Standard)

- Skyscraper
  - 160 × 600 Pixel
  - 150 KB
  - CPM Home CHF 100.–
  - CPM Run of Site CHF 90.–

- Halfpage Ad
  - 300 × 600 Pixel
  - 150 KB
  - CPM Home CHF 120.–
  - CPM Run of Site CHF 100.–

- Wideboard
  - 994 × 250 Pixel
  - 150 KB
  - CPM Home CHF 120.–
  - CPM Run of Site CHF 110.–

Special advertising formats

- Branding Day (Desktop)
  - CPM Home CHF 990.– / day

Further special offers and customer-specific solutions on request.

The prices shown are, cost per thousand (CPM). You are charged this amount for your advertisements to be displayed a thousand times on our website. You select advertising duration, and you also decide whether your advertisement is displayed on the homepage (Home) or randomly on all pages and sections of the site (Run of Site).

All prices excl. V.A.T.
Standard Advertising Mobile

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Resolution</th>
<th>CPM Home</th>
<th>CPM Run of Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wideboard</td>
<td>320x160 Pixel</td>
<td>CHF 90.–</td>
<td>CHF 80.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250 Pixel</td>
<td>CHF 90.–</td>
<td>CHF 80.–</td>
</tr>
<tr>
<td>Rectangle Swipe Cube</td>
<td>4x 300x250 Pixel</td>
<td>CHF 90.–</td>
<td>CHF 80.–</td>
</tr>
<tr>
<td>Poster Ad</td>
<td>320x460 Pixel</td>
<td>CHF 100.–</td>
<td>CHF 90.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250 Pixel</td>
<td>CHF 90.–</td>
<td>CHF 80.–</td>
</tr>
</tbody>
</table>

Special offers and customer-specific solutions on request.

All prices excl. V.A.T.

Technical details

Hochparterre must receive the ready-to-use advertising medium in the form of a JPG, GIF, PNG or HTML5 (Redirect / Third Party Tag), not larger than 150 KB (display), resp. 40 KB (mobile site) as well as the Internet address (URL) to which it is to be linked, four working days before publication.

Please send an e-mail to anzeigen@hochparterre.ch

Discounts

<table>
<thead>
<tr>
<th>Discount Type</th>
<th>Percentage</th>
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<tr>
<td>Agency commission</td>
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<tr>
<td>Quantity discounts</td>
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<tr>
<td>Display × 100,000 (ad impressions)</td>
<td>5%</td>
</tr>
<tr>
<td>Display × 200,000 (ad impressions)</td>
<td>10%</td>
</tr>
<tr>
<td>Display × 300,000 (ad impressions)</td>
<td>15%</td>
</tr>
</tbody>
</table>
Online job advertisements

30% discount for Hochparterre subscribers

In the hochparterre.ch/jobs section, we publish your job advertisement. Hochparterre subscribers receive 30% discount on the rates below. We also have an attractive print combined offer.

<table>
<thead>
<tr>
<th>Rates*</th>
<th>up to 3000 characters (including spaces): CHF 1000.–</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>From 3001 characters (including spaces): CHF 1500.–</td>
</tr>
</tbody>
</table>

| Duration | 4 weeks |

All prices excl. V.A.T. Not eligible for agency commission.

* These prices apply to the publication of a job advertisement in black and white with a coloured logo.
**Newsletter**

The Hochparterre newsletter keeps you up to date with the most important architecture, planning and design news once a week.

**Key figures**
- Subscribers: 5600
- Opening rate: 55%

**Formats and prices**

<table>
<thead>
<tr>
<th>Leaderboard or Picture-Text-Ads</th>
<th>728 x 90 Pixel</th>
<th>150 KB</th>
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</thead>
<tbody>
<tr>
<td>Top Placement CHF 900.– per issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower Placement CHF 750.– per issue</td>
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<td></td>
</tr>
</tbody>
</table>

All prices excl. V.A.T. No discount available.

**Technical details**

Picture-Text-Ads must be delivered ready. Hochparterre must receive the ready-to-use advertising medium in the form of a JPG, GIF or PNG (Redirect), not larger than 150 KB as well as the Internet address (URL) to which it is to be linked, four working days before publication. Please send an e-mail to anzeigen@hochparterre.ch
Advertising Insertion Terms and Conditions

Applicability  Insertion orders are based on the rates set by the Publisher. The Terms and Conditions of insertion are binding for all orders, unless otherwise agreed.

Publication  The Advertiser is fully responsible for the content of an advertisement. The Advertiser shall defend, indemnify and hold Publisher harmless against any and all claims by third parties. The Publisher reserves the right to refuse publication of advertisements, to suspend or revise current advertisements.

Ordering  All insertions, revisions, optimizations or cancellations must be delivered in writing.

Changes  The Advertiser may be able to postpone advertising orders Online without incurring charges provided the order price is not changed and capacity is available.

Suspended work  Cancellation or postponement of scheduled advertisements cannot be accepted after the advertising deadline due to technical reasons. Confirmed insertion orders for Online can be suspended at any time, but 50% of the net / net order value will be charged. From 2 weeks prior to the start of the order, 75% of the net / net order value will be charged, from 1 week prior to order start to 100% of the net / net order sum.

The publisher shall not be held liable for errors in the publication of advertising orders, changes and suspensions.

Discount rule  Each advertisement order is only valid for the advertisement of an individual Advertiser. If discount rates are exceeded or fall short, discount compensation is applied.

Insertion contracts are valid with “Hochparterre” journal for the period of one year from the date the first advertisement is published.

Terms of Payment  30 days after receipt of the invoice, without discount. In case of foreclosure, insolvency or bankruptcy, any discount reimbursement or agency commissions shall be forfeited.

Complaints  must be made within 10 days after the invoice has been issued.

Rate changes  The right to make rate changes is reserved and also applies to on-going orders and contracts.

Jurisdiction  For both parties, the court of jurisdiction is Zurich.
Content Marketing – Werkplatz

- Your content features in the “Werkplatz” section, a prestigious, independent setting well regarded by your target group.
- The article featuring the project is written by experienced journalists.
- Your company is presented as a specialist and as a contact for architects.
- The article is prominently positioned for 4 days in the highlight-box in the top part of the homepage. It then becomes part of a chronologically ordered series on the news portal and remains accessible in the “Werkplatz” Hochparterre.ch section at all times.
- The “Werkplatz” fix placement on the homepage guarantees maximum visibility.
- The “Werkplatz” article is filed under the section of the same name and its location on the Internet is permanent. The Internet address (URL) is fixed, all links remain active.

Examples www.hochparterre.ch/werkplatz

Price

CHF 3,950.– (excluding photos and V.A.T.)

Discount

Agency commission 15%
Cross-media Marketing – Werkplatz Spezial

Print

- As insert in the Hochparterre magazine, “Werkplatz Spezial” reaches 76,000 readers.
- Of these readers, 85% are architects, 15% are planners and designers, and 5% are non-professionals.
- The article is written by experienced journalists.
- “Werkplatz Spezial” is announced in the Hochparterre magazine under “Kiosk”.
- You will receive 50 additional copies for your own use.

Online

- Hochparterre.ch reaches 35,000 Unique users per month.
- For four days, the article appears in the highlight box on the front page.
- Fixed “Werkplatz” placement on the front page.
- The “Werkplatz” article is found because Google favours journalistic publications to commercial platforms.
- Fixed URL and active links keep “Werkplatz” in Google’s digital memory.
- Hochparterre.ch is considered a strong backlink by Google.

Social Media

The “Werkplatz” article is posted on all our social media channels.
- Facebook page (9,100 likes)
- Twitter (1,550 followers)
- Instagram (4,000 subscribers)
- Linkedin

Cross-media benefit

- Distribution and positioning on all Hochparterre channels with links and grouping of all contacts on your own company website.
- This has a positive effect on the visibility of your brand and thus on the rank of your website in search engines (back links).
- With “Werkplatz Spezial” you will reach the real decision makers via print, online and social media efficiently and without spreading loss.
- A QR code links to further information on your website.

Examples

Sample on request
Price

CHF 8,950.– (excluding photos and V.A.T.)

Discount

Agency commission 15%

Publication dates and topics 2020

<table>
<thead>
<tr>
<th>Topic</th>
<th>Edition No.</th>
<th>Publication date</th>
<th>Submission deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office furniture and light</td>
<td>8 / 20</td>
<td>05.08.2020</td>
<td>05.05.2020</td>
</tr>
<tr>
<td>Windows and façades</td>
<td>10 / 20</td>
<td>07.10.2020</td>
<td>07.07.2020</td>
</tr>
<tr>
<td>Kitchen and bathroom</td>
<td>1-2 / 21</td>
<td>20.01.2021</td>
<td>20.10.2020</td>
</tr>
</tbody>
</table>
Hochparterre Wettbewerbe

Hochparterre Wettbewerbe believes it has an important say in the Swiss debate about architecture competitions. The journal does not only aim to record and inform but to provide investigative and critical journalism as well. Hochparterre Wettbewerbe is the only comprehensive specialist journal about architecture competitions in Switzerland. Architecture offices and architects have been using it as a documentation and reference work for years. Hochparterre Wettbewerbe is read by everyone who wants to know what and where future projects are going to be built, so that they can offer their services and products.

Since May 2017, the specialist journal has also its own website. In the online archive hochparterre-wettbewerbe.ch all competitions can be searched and downloaded.

Basic information

Executive board  Lilia Glanzmann
Werner Huber
Agnes Schmid

Editors  Ivo Bösch
Marcel Bächtiger

Sales and marketing  Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61
Elena Wespi, wespi@hochparterre.ch, +41 44 444 28 67

Print  Stämpfli AG, Bern

Lithograph  Team media GmbH, Gurtnellen

Publication frequency  5 issues p.a.

Circulation area  all of Switzerland

Circulation  2200 copies

Prices  Individual copy: CHF 44.–
Annual subscription: CHF 198.– incl. digital
Two year subscription: CHF 336.60.– incl. digital
Monthly subscription digital: CHF 18.–
Monthly subscription for students: 50% discount
Technical details

Format  210 × 297 mm (+ 3 mm allowance at each side for edge trim)

Paper     Planojet, brilliant-white, FSC, 200 g/m² (cover); 100 g/m² (inside)

Printing  Offset

Printing copy  digital data (CMYK, uncoated) by e-mail or on data carrier, incl. proofs

Proofs  Please provide true colour proof or proof print.
        On request, we can produce a proof for CHF 75.–.

Delivery address  to team@teammedia.ch and cc to anzeigen@hochparterre.ch

Data carriers and proofs  Hochparterre, Anzeigen, Ausstellungsstrasse 25, 8005 Zürich
                          Please always state the appropriate issue.

Programs  Adobe InDesign up to version CC, Adobe Photoshop up to CC,
          Adobe Illustrator up to CC, QuarkXPress up to version 9.0,
          Adobe Acrobat

Dates 2020

<table>
<thead>
<tr>
<th>Edition no.</th>
<th>Publication date</th>
<th>Advertising deadline</th>
<th>Print deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27.02.2020</td>
<td>10.01.2020</td>
<td>30.01.2020</td>
</tr>
<tr>
<td>2</td>
<td>14.05.2020</td>
<td>16.03.2020</td>
<td>09.04.2020</td>
</tr>
<tr>
<td>3</td>
<td>09.07.2020</td>
<td>19.05.2020</td>
<td>11.06.2020</td>
</tr>
<tr>
<td>4</td>
<td>15.10.2020</td>
<td>28.08.2020</td>
<td>17.09.2020</td>
</tr>
</tbody>
</table>
### Advertising formats and prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Without Edge Trim</th>
<th>With Edge Trim*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1/1 page</strong></td>
<td>184 × 277 mm</td>
<td>210 × 297 mm</td>
</tr>
<tr>
<td>b &amp; w</td>
<td>CHF 1800.–</td>
<td>CHF 1800.–</td>
</tr>
<tr>
<td>4 colours</td>
<td>CHF 2500.–</td>
<td>CHF 2500.–</td>
</tr>
<tr>
<td><strong>1/2 page vertical</strong></td>
<td>90 × 277 mm</td>
<td>184 × 136 mm</td>
</tr>
<tr>
<td>b &amp; w</td>
<td>CHF 1100.–</td>
<td>CHF 1100.–</td>
</tr>
<tr>
<td>4 colours</td>
<td>CHF 1500.–</td>
<td>CHF 1500.–</td>
</tr>
<tr>
<td><strong>1/4 page block</strong></td>
<td>90 × 136 mm</td>
<td></td>
</tr>
<tr>
<td>b &amp; w</td>
<td>CHF 600.–</td>
<td></td>
</tr>
<tr>
<td>4 colours</td>
<td>CHF 1000.–</td>
<td></td>
</tr>
<tr>
<td><strong>2/1 panorama</strong></td>
<td>402 × 277 mm</td>
<td></td>
</tr>
<tr>
<td>b &amp; w</td>
<td>CHF 3400.–</td>
<td></td>
</tr>
<tr>
<td>4 colours</td>
<td>CHF 4700.–</td>
<td></td>
</tr>
<tr>
<td><strong>2/1 panorama</strong></td>
<td>420 × 297 mm</td>
<td></td>
</tr>
<tr>
<td>b &amp; w</td>
<td>CHF 3400.–</td>
<td></td>
</tr>
<tr>
<td>4 colours</td>
<td>CHF 4700.–</td>
<td></td>
</tr>
</tbody>
</table>

* 3 mm at the trimming edges
Placement requests  Please apply early. Your request will be taken into consideration after consultation and wherever possible.

Repeat advertising rates  3 ×: 5%, 5 ×: 10%

Agency commission  15%

Inserts, loose  price on request, not eligible for agency commission

Order forms, glued  price on request, not eligible for agency commission

Combined offer with “Hochparterre” journal

Small Package (3 ×)  2 × Hochparterre, 1 × Hochparterre Wettbewerbe: 10% discount

Large Package (5 ×)  3 × Hochparterre, 2 × Hochparterre Wettbewerbe: 15% discount

Individual combinations on request.

All prices excl. V.A.T.
Advertising Insertion Terms and Conditions

Applicability Insertion orders are based on the rates set by the Publisher. The Terms and Conditions of insertion are binding for all orders, unless otherwise agreed.

Publication The Advertiser is fully responsible for the content of an advertisement. The Advertiser shall defend, indemnify and hold Publisher harmless against any and all claims by third parties. The Publisher reserves the right to refuse publication of advertisements, to suspend or revise current advertisements.

Ordering All insertions, revisions, optimizations or cancellations must be delivered in writing.

Changes The Advertiser may be able to postpone advertising orders Online without incurring charges provided the order price is not changed and capacity is available.

Suspended work Cancellation or postponement of scheduled advertisements cannot be accepted after the advertising deadline due to technical reasons. Confirmed insertion orders for Online can be suspended at any time, but 50% of the net/net order value will be charged. From 2 weeks prior to the start of the order, 75% of the net/net order value will be charged, from 1 week prior to order start to 100% of the net/net order sum.

The publisher shall not be held liable for errors in the publication of advertising orders, changes and suspensions.

Sample withdrawal/final print version On request, the final print version will be supplied if the printing documents are available on time. CHF 75.– will be charged for this service. The customer is responsible for corrections. If the final print version is not returned before the deadline, printing approval is deemed to have been given.

Inserts Free delivery.

Printing errors/typographic faults The Advertiser is not entitled to a discount if printing errors do not affect the sense of an advertisement. The Publisher shall not be held liable for advertisements which are defective due to unsuitable printing substrates or poor graphics. The Advertiser does not have the right to claim for compensation or price reduction unless the impact of the advertisement is adversely affected due to serious faults in technical reproduction.

Discount rule Each advertisement order is only valid for the advertisement of an individual Advertiser. If discount rates are exceeded or fall short, discount compensation is applied.

Insertion contracts are valid with “Hochparterre” journal for the period of one year from the date the first advertisement is published.

Terms of Payment 30 days after receipt of the invoice, without discount. In case of foreclosure, insolvency or bankruptcy, any discount reimbursement or agency commissions shall be forfeited.

Copy delivery 2 copies are delivered free of charge, larger quantities are invoiced.

Complaints must be made within 10 days after the invoice has been issued.

Rate changes The right to make rate changes is reserved and also applies to on-going orders and contracts.

Jurisdiction For both parties, the court of jurisdiction is Zurich.
Contact details

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