

# Media data 2020

## Hochparterre Wettbewerbe



# 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

<u>Executive board</u>	Lilia Glanzmann Werner Huber Agnes Schmid
<u>Editors</u>	Ivo Bösch Marcel Bächtiger
<u>Sales and marketing</u>	Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61
<u>Print</u>	Stämpfli AG, Bern
<u>Lithograph</u>	Team media GmbH, Gurtnellen
<u>Publication frequency</u>	5 issues p.a.
<u>Circulation area</u>	all of Switzerland
<u>Circulation</u>	2200 copies
<u>Prices</u>	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

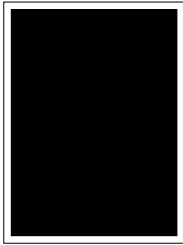
## Technical details

<u>Format</u>	210×297 mm (+ 3 mm allowance at each side for edge trim)
<u>Paper</u>	Planojet, brilliant-white, FSC, 200g/m <sup>2</sup> (cover); 100g/m <sup>2</sup> (inside)
<u>Printing</u>	Offset
<u>Printing copy</u>	digital data (CMYK, uncoated) by e-mail or on data carrier, incl. proofs
<u>Proofs</u>	Please provide true colour proof or proof print. On request, we can produce a proof for CHF 75.–.
<u>Delivery address</u>	to team@teammedia.ch and cc to anzeigen@hochparterre.ch
<u>Data carriers and proofs</u>	Hochparterre, Anzeigen, Ausstellungsstrasse 25, 8005 Zürich Please always state the appropriate issue.
<u>Programs</u>	Adobe InDesign up to version CC, Adobe Photoshop up to CC, Adobe Illustrator up to CC, QuarkXPress up to version 9.0, Adobe Acrobat

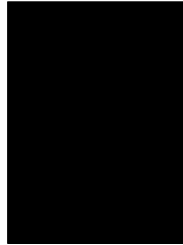
## Dates 2020

<u>Edition no.</u>	<u>Publication date</u>	<u>Advertising deadline</u>	<u>Print deadline</u>
1	27.02.2020	10.01.2020	30.01.2020
2	14.05.2020	16.03.2020	09.04.2020
3	09.07.2020	19.05.2020	11.06.2020
4	15.10.2020	28.08.2020	17.09.2020
5	10.12.2020	23.10.2020	12.11.2020

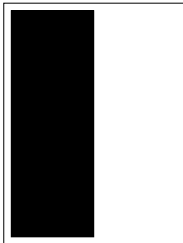
## Advertising formats and prices



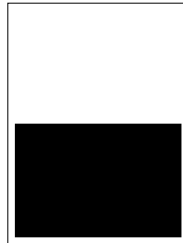
1/1 page  
without edge trim  
184×277 mm  
b & w CHF 1800.–  
4 colours CHF 2500.–



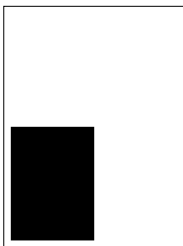
1/1 page  
with edge trim\*  
210×297 mm  
b & w CHF 1800.–  
4 colours CHF 2500.–  
\* 3 mm at the trimming edges



1/2 page vertical  
without edge trim  
90×277 mm  
b & w CHF 1100.–  
4 colours CHF 1500.–



1/2 page horizontal  
without edge trim  
184×136 mm  
b & w CHF 1100.–  
4 colours CHF 1500.–



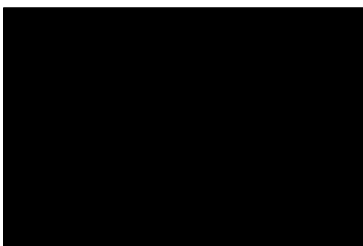
1/4 page block  
without edge trim  
90×136 mm  
b & w CHF 600.–  
4 colours CHF 1000.–



1/4 page horizontal  
without edge trim  
184×66 mm  
b & w CHF 600.–  
4 colours CHF 1000.–



2/1 panorama  
without edge trim  
402×277 mm  
b & w CHF 3400.–  
4 colours CHF 4700.–



2/1 panorama  
with edge trim\*  
420×297 mm  
b & w CHF 3400.–  
4 colours CHF 4700.–  
\* 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 x: 5%, 5 x: 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 x) 2 x Hochparterre, 1 x Hochparterre Wettbewerbe: 10% discount

Large Package (5 x) 3 x Hochparterre, 2 x 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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+41 44 444 28 88, [anzeigen@hochparterre.ch](mailto:anzeigen@hochparterre.ch), [www.hochparterre.ch](http://www.hochparterre.ch)

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