

Media data 2020

Print



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

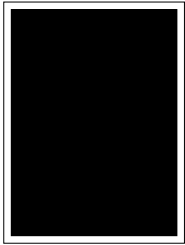
Basic information

<u>Executive board</u>	Lilia Glanzmann Werner Huber Agnes Schmid
<u>Magazine editor</u>	Andres Herzog
<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>Publishing frequency</u>	(10 issues per year) monthly
<u>Circulation area</u>	Switzerland, Southern Germany, Vorarlberg (Austria)
<u>Circulation</u>	8000 copies
<u>Number of readers</u>	76,000 per issue
<u>Subscriptions</u>	www.hochparterre.ch/abonnieren
<u>Prices</u>	individual copy: CHF 18.– Annual subscription: CHF 179.– incl. Online subscription Annual subscription for students: 50% discount

Dates of publication 2020

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

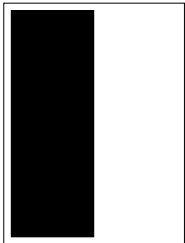
Advertising formats and prices



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



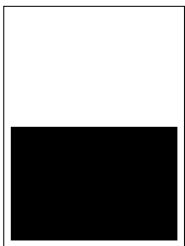
1/1 page
with edge trim*
240×320 mm
b & w CHF 4500.–
2 colours CHF 5400.–
4 colours CHF 6920.–
* 5 mm at the trimming edges



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



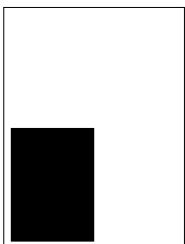
1/2 page vertical
with edge trim*
117×320 mm
b & w CHF 2350.–
2 colours CHF 2810.–
4 colours CHF 3610.–
* 5 mm at the trimming edges



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



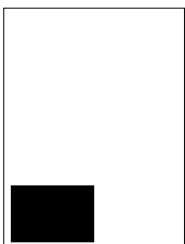
1/2 page horizontal
with edge trim*
240×157 mm
b & w CHF 2350.–
2 colours CHF 2810.–
4 colours CHF 3610.–
* 5 mm at the trimming edges



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.–

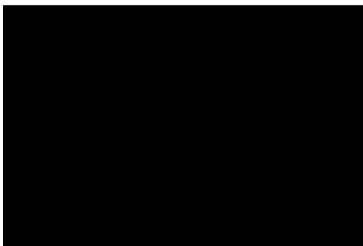
Specific placement

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 × 306 mm
b & w CHF 9720.–
2 colours CHF 11,700.–
4 colours CHF 15,000.–



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

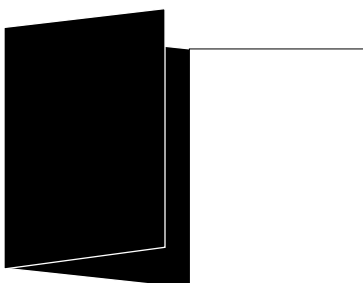


1/2 panorama
Without edge trim
466 × 150,5 mm
b & w CHF 4970.–
2 colours CHF 6070.–
4 colours CHF 7900.–



1/2 panorama
With edge trim*
480 × 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 × 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 (3x) 2x Hochparterre, 1x Hochparterre Wettbewerbe: 10% discount

Large Package (5x) 3x Hochparterre, 2x 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

Agency commission

Advertisement	15%
Supplements	not eligible for discount

Repeat discounts*

3x	5%
5x	10%
10x	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, Wölflistrasse 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

<u>Format</u>	240×320 mm (+ 5 mm allowance at each side for edge trim)
<u>Paper</u>	PlanoJet, brilliant-white, FSC, 90g/m ²
<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

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.

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 40,000 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 as a strong backlink by Google

Social Media

The “Werkplatz” article is posted on all our social media channels.

- Facebook (9000 subscribers)
- Twitter (1655 followers)
- Instagram (5500 subscribers)
- LinkedIn (750 followers)

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 (backlinks).
- 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

has been postponed to 2021 due to coronavirus

<u>Topic</u>	<u>Edition No.</u>	<u>Publication date</u>	<u>Submission deadline</u> <u>photos, project plans</u>
Office furniture and light	3/21	24.02.2021	24.11.2020
Windows and façades	8/21	04.08.2021	04.05.2021
Kitchen and bathroom	1-2/22	12.01.2022	12.10.2021

Contact details

Hochparterre AG, Ausstellungsstrasse 25, CH-8005 Zürich
+41 44 444 28 88, anzeigen@hochparterre.ch, www.hochparterre.ch

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

Executive board Lilia Glanzmann, glanzmann@hochparterre.ch
Werner Huber, huber@hochparterre.ch
Agnes Schmid, schmid@hochparterre.ch