

Time schedule and editorial calendar

Closing date for ads	Closing date for job ads	Publication	Edition	Specialist topics
09.12.2008	16.12.2008	January	01/2009	Floor coverings, garden furniture, indoor/outdoor
30.12.2008	19.01.2009	February	02/2009	Interior and exterior blinds, leather
29.01.2009	16.02.2009	March	03/2009	Textiles, soft furnishings, curtains, floor coverings, home textiles, Domotex, IMM Cologne
02.03.2009	18.03.2009	April	04/2009	Beds, mattresses, duvets, cushions, bed linen, bathroom accessories
30.03.2009	17.04.2009	May	05/2009	interieursuisse association annual report
28.04.2009	15.05.2009	June	06/2009	Textiles, Milan furniture trade fair, floor coverings
02.06.2009	18.06.2009	July	07/2009	Home décor, table linen, bed studios, blinds, accessories
02.07.2009	20.07.2009	August	08/2009	Textiles, curtains, soft furnishings, lighting
31.07.2009	18.08.2009	September	09/2009	Bedroom furniture, mattresses, duvets, cushions, bed linen
01.09.2009	17.09.2009	October	10/2009	Parquet flooring, carpets, elastic floor coverings, accessories, installation
01.10.2009	19.10.2009	November	11/2009	Home décor, chairs, furniture, upholstery materials, fabrics
30.10.2009	17.11.2009	December	12/2009	Textiles, curtains, furniture, accessories
01.12.2009	17.12.2009	January	01/2010	Swissbau
03.08.2009	10.08.2009	Special edition 16 September 2009		Kitchens (kitchen diners) Fireplaces (living rooms) Textiles/interior blinds Floor coverings Beds and bedrooms

Features

"interieur" is the official trade journal of the association of Swiss interior decorators, specialist furniture retailers and leather workers. The journal is in its 110th year. However, people are not generally aware of its long history as it has received several international awards for its design. Its up-to-date image, casual style and exciting juxtaposition of text and image appeal greatly to specialists, young designers and communication experts alike. The editorial content of "interieur" is persuasive in terms of its topical relevance and news value, with a good balance of in-house articles and selected PR material.

"interieur" attracts high levels of interest from retailers and management, as well as from directors of companies operating in the interior decorating sector, people working in the building and construction industry, and in the retail and wholesale trade.

A publicity campaign in "interieur" is an efficient way of investing your 2009 advertising budget without wasted coverage, whether you choose an advertisement (including cover page), company portrait, supplement, bound-in or bonded insert, or one or more supplier detail entries. In addition, "interieur" is the ideal platform for your job advertisements.

Ideally, place your advertisement and your job advertisement at the same time on www.interieur-suisse.ch.

Circulation approx. 12 000 readers

Distribution

- Members of interieursuisse association
- Subscribers
- Topic-related target despatch to trade
- 5 % Italian-speaking Switzerland
- 15 % French-speaking Switzerland
- 80 % German-speaking Switzerland

Trade journal

Official trade and business journal of the Swiss association of interior decorators, specialist furniture retailers and leather workers

Official E.U.T.D.S. journal (European interior designers)

Subscription prices

Members of interieursuisse

Free of charge

Non-members*

Euro 60.– per annum including postage

Euro 34.– per half year including postage

Abroad

Euro 61.– per annum including postage

Apprenticeship subscription*

Euro 28.– per annum including postage

* Prices include 2.4 % V.A.T.



Ziegler Druck- und Verlags-AG
ZD Medien.ch
Verlag "interieur"
Garnmarkt 10
P.O. Box 778
CH-8401 Winterthur

www.zdmedien.ch



THE LEADING TRADE JOURNAL FOR THE ENTIRE INTERIOR DESIGN SECTOR
LE MAGAZINE PROFESSIONNEL LEADER DE L'ENSEMBLE DE LA BRANCHE DE L'AMÉNAGEMENT INTÉRIEUR



interieursuisse

2009 Services / Prices



General Information

Publishing, advertising, subscriptions, printing and distribution

Ziegler Druck- und Verlags-AG, ZD Medien.ch, Verlag "interieur"
P.O. Box 778, CH-8401 Winterthur
Head office: Telephone +41(0)52 266 99 00, Fax +41(0)52 266 99 13
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Print run 4,500 copies

WEMF-confirmed 2008

Subscriptions	548 copies
Obligatory subscriptions	733 copies
Other sales	5 copies
Free copies (max. 5%)	64 copies
Total sold print run	1350 copies
Free print run	117 copies
Topic-related targeted despatch	3033 copies

Frequency of publication 12 times a year

Special edition once a year, 10 000 copies

Languages German/French

Advertisement prices

Size	Standard edition		Special edition	
	b/w	colour	b/w	colour CMYK
Prices net in Euro				
Cover page*		2500.–		3300.–
Second cover page		1994.–		2594.–
Third cover page		1954.–		2534.–
Fourth cover page		2167.–		2834.–
2/1 page panorama	2140.–	3574.–		4647.–
1/1 page	1187.–	1900.–	1514.–	2460.–
1/2 page	654.–	954.–	834.–	1240.–
1/4 page	360.–	540.–	460.–	707.–
1/8 page	214.–	320.–	274.–	420.–
1/16 page	137.–	207.–	174.–	270.–
Chromatic colour		320.–		414.–

***Front cover** image format 198 × 176 mm (incl. 3 mm bleed-off)
4-colour CMYK with logo

Product description on content page in German and French.

Surcharges (net)

Image processing and advertisement compilation costs will be charged as incurred to the advertiser. Pre-press proofs only provided if expressly requested.

Job advertisements placed simultaneously on the website:

10% surcharge on net print price

Website only Euro 160.–

Commission free for **advertisements using box numbers** Euro 10.–

Firm orders with repeat publication discount

3 times: 5%, 6 times: 10%, 9 times: 15%, 12 times: 20%

Booking period for repeat advertising is one year from day of first publication. Subject lines may be changed. No discount is granted for repeat publication of job ads and supplier details.

Requests regarding positioning of advertisements will be taken into account where possible; 10% surcharge for fixed position.

Company portrait/ publicity report

2 pages, 4-colour, 4 photos,
text by editorial staff,
including image processing

Standard edition
Euro 2594.–

Special edition
Euro 3367.–

1 page, 4-colour, 2 photos,
text by editorial staff,
including image processing

Euro 1394.–

Euro 1820.–

Free PR reports subject to approval of editorial staff
(max. 1/2 page PR including photo) – no ready-to-print materials

Supplier details

13 editions

43 mm wide × 12 mm high Euro 192.–

43 mm wide × 18 mm high Euro 249.–

43 mm wide × 24 mm high Euro 340.–

43 mm wide × 36 mm high Euro 398.–

43 mm wide × 48 mm high Euro 550.–

43 mm wide × 60 mm high Euro 587.–

Colour surcharge per category Euro 434.–

Internet entry on www.interieur-suisse.ch Euro 147.– per annum

Link Euro 34.– (only possible with internet entry)

Advertisements featuring bonded inserts possible on request

Inserts

Loose max. 50 g
Format max. 207 × 294 mm

Standard edition
Euro 2127.–

Special edition
Euro 3400.–

Bound-in max. 16 pages
with 5 mm head trim,
closed cross folding

Euro 1880.–

Euro 2867.–

Delivery

not banded, not folded
(to facilitate machine processing)

Delivery deadlines

carriage and expenses paid,
10 days before publication

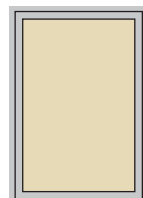
Delivery address

Ziegler Druck- und Verlags-AG, Logistik
Rudolf Diesel-Strasse 22, CH-8404 Winterthur
(indicating "interieur" and edition number)

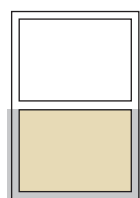
Adviser commission 10%

All prices excluding 7.6% V.A.T.

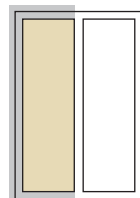
Formats



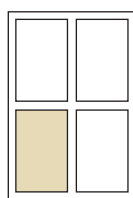
1/1 page
185×267 mm
216×303 mm



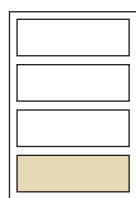
1/2 page horizontal
185×131 mm
213×147 mm



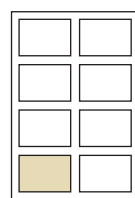
1/2 page vertical
90×267 mm
105×303 mm



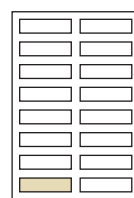
1/4 page vertical
90×131 mm



1/4 page horizontal
185×63 mm



1/8 page
90×63 mm



1/16 page
90×29 mm

Technical specifications

Printing process

Sheet-fed offset

Issue format

210×297 mm
Bled-off advertisements, head and edge trim: 3 mm each
Format 216×303 mm

Type area

Whole page 185×267 mm

Grid pattern/printing screen

54/60

Colours

4-colour CMYK colours and chromatic colours

PDF files ready for print

High-end PDF from version 1.3 (embedded fonts, CMYK)

Open data

Files in InDesign CS, QuarkXpress, Illustrator CS or Photoshop CS format. Always ensure that images to be used (300 dpi) and fonts are supplied. We require **a binding proof or print-out to check completeness** (proof, print, photocopy or fax). If neither of these is made available to us after data transfer, we accept no liability for correct publication. Data carriers: CD/DVD/USB-stick (or according to enquiry)

Data transfer

E-mail: interieur@zdmedien.ch

FTP: ftp@zieglerdruck.ch (user name and password: akzidenz)

Send folder with item description to employee responsible together with confirmation by telephone or fax.

Terms and conditions of advertising

Application	All advertising is placed at the rates published by the publishing house. The insertion conditions are binding for all orders, in as far as no other arrangements have been made in written form.
Publication	Advertisers bear full responsibility for the content of advertisements. In the event that the publisher is held liable by third parties, the advertiser is obliged to indemnify the publisher in respect of any claims. The publisher reserves the right to refuse to publish advertisements.
Cancellation	For technical reasons, it is not possible to cancel or postpone orders which have already been placed once the deadline for placement of advertisements has expired.
Pre-press proofs	Pre-press proofs are supplied on request, as long as the printing documents are available in good time. The advertiser is responsible for corrections. If pre-press proofs are not returned on schedule, authorisation for printing is deemed to have been granted.
Printing error or technical discrepancies	Printing errors which do not misrepresent the sense of an advertisement do not entitle the advertiser to a price rebate. No liability can be accepted for advertisements which are published in imperfect form due to unsuitable printing documents or unfavourable graphics. Advertisers are only entitled to a substitute, or to a price reduction, if the advertisement is not effective due to large-scale defects in technical reproduction.
Payment terms	30 days after receipt of invoice, without deductions. In the case of prosecution, administration or insolvency, no rebates or consultancy commission will be paid.
Adviser commission	10% to recognised advertising and media agencies on the net price
Specimen copies	A specimen copy is supplied free of charge; larger quantities will be invoiced.
Complaints	Can only be accepted within 10 days of invoicing.
Court of jurisdiction	The court of jurisdiction for both parties is Winterthur.