

## Concept

### Editorial concept

«Spectrooms» is an independent German-language Swiss trade magazine for interior architecture, furnishing and design. The B2B magazine is published every two months aiming to reach interior designers, interior and product designers, general contractors, project developers, architects and planners. In addition, «Spectrooms» is distributed to all members of the VSI.ASAI. and SDA-associations, a large number of architecture and planning offices, all important training centres for prospective architects and interior designers as well as to high class furniture retailers. In terms of content, the magazine sets people and the materials used for their projects into the limelight. Protagonists of the design scene from all areas of living and working are presented, as well as trendsetting developments in interior design. Informative trade fair reports, educational events and information round up the editorial content.

### Editorial content for advertisers

Paid content is subject to the same editorial responsibility as all editorial publications. In addition, customers have the opportunity to present their products or services with paid advertorials and PR contributions, which are identified as such and, in contrast to advertisements, adhere to the editorial guidelines of the publisher. Where necessary, the editorial team supports the customers with interviews, reports or round-table discussions on relevant issues from all areas of interior design, living and furnishings.

## Online

### Prices online advertising, online formats and paid content online

Online advertising is controllable, measurable and interactive. We offer you the right online advertising for your target group. You will find the formats and prices on our website [spectrooms.ch/werbung](http://spectrooms.ch/werbung)



### General terms and conditions

The legal provisions for the placement of advertising in the media of BL Verlag AG can be found in the General Terms and Conditions at [www.blverlag.ch/agb](http://www.blverlag.ch/agb)



02  
April 2019

spectrooms  
Fachmagazin für Innenarchitektur und Design

Ladenbau & Showrooms

Die Trends mit Beispielen aus Zürich, Bern, Lausanne, Wien, Berlin



Media Kit 2020

Porträt – Yasmine Mahmoudieh | Szenografie – «Genesis» | Special – Bad- und Küchenarmaturen |  
Textile Welten – Die neuen Stoff-Kollektionen | Mini-Wohnraum | Apartments in Genf und Madrid

## Editorial concept

Issue	Published	Closing-date	Trade Fairs	Planned focal points
1/2020	28.02.2020	07.02.2020	Heimtextil, Frankfurt [D], 07. – 10.01.2020 Domotex, Hannover [D], 10. – 13.01.2020 imm Cologne, Cologne [D], 13. – 19.01.2020 Paris Deco Off, Paris [F], 16. – 20.01.2020 Maison & Objet, Paris [F], 17. – 21.01.2020 Heimtexsuisse, Bern, 02. – 04.02.2020	<b>Subjects:</b> Kitchens  Kitchen design and technology Outdoor furniture Shading systems Floor coverings
2/2020	30.04.2020	08.04.2020	Light + Building, Frankfurt [D], 08. – 13.03.2020 Giardina, Zurich, 11. – 15.03.2020 Blickfang, Basel, 20. – 22.03.2020	<b>Subjects:</b> Shops and Showrooms  Wall- and floor coverings Fittings for kitchen and bathroom
3/2020	29.06.2020	08.06.2020	Salone di Mobile, Milan [I], 21. – 26.04.2020 Eurocucina, Milan [I], 21. – 26.04.2020,	<b>Subjects:</b> Hotels and Restaurants  Bath trends Smart materials Textiles, wallpapers, paint
4/2020	27.08.2020	06.08.2020	DesignMiami, Basel, 16. – 21.06.2020 Tendence, Frankfurt [D], 04. – 06.07.2020	<b>Subjects:</b> Healthcare  Wellness and Healthness Surfaces Natural materials Swiss Design
5/2020	23.10.2020	02.10.2020	Maison & Objet, Paris [F], 06. – 10.09.2020 Paris Design Week, Paris [F], 06. – 10.09.2020	<b>Subjects:</b> Offices and Public Spaces  Office furnishings Lighting design and concepts, acoustic Floor coverings
6/2020	16.12.2020	25.11.2020	Orgatec, Cologne [D], 27. – 31.10.2020 Designers' Saturday, Langenthal, 06. – 08.11.2020 Blickfang, Zurich, November 2020	<b>Subjects:</b> Private Homes  Furniture, accessories Bathroom Ceramics and tiles



## Advertising

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## Basic data

**Number of issues** 6 per year, Volume 8, since 2013

**Number of copies** 7'000 Copies

**Chief editor** Suzanne Schwarz, *suzanne.schwarz@blverlag.ch*

**Printing** AVD Goldach, Sulzstrasse 10 – 12, 9403 Goldach

**Subscription** 1 year [6 issues]: CHF 66.–  
 2 years [12 issues]: CHF 110.–  
 Single issue: CHF 12.–  
 [Abroad: plus postage]

**Publisher** BL Verlag AG  
 Steinwiesenstrasse 3, 8952 Schlieren, Switzerland

**Telephone|Telefax** +41 44 733 39 99|+41 44 733 39 89

**E-Mail|Internet** *info@spectrooms.ch|spectrooms.ch*

**Certified by WEMF / SW 2019** 

**Total circulation** approx. 6'500 copies\*

**Of which sold** approx. 1'200 copies\*

**Additional copies distributed at fair or special events** approx. 500 copies\*

**Total circulation** 7'000 copies

\*Legal Authentication pending.

## Partnerships

The magazine «Spectrooms» is the official association organ and media partner of vsi. asai, Association of Swiss Interior Architects.

## Print rates\*

### Advertisements\*\*

		1×	2–3×	4–5×	6×
2/1 pages	CHF	9'000.–	8'550.–	8'100.–	7'650.–
1/1 page	CHF	5'000.–	4'750.–	4'500.–	4'250.–
1/2 page	CHF	2'700.–	2'565.–	2'430.–	2'295.–
1/3 page	CHF	2'100.–	1'995.–	1'890.–	1'785.–
1/4 page	CHF	1'600.–	1'520.–	1'440.–	1'360.–
2 <sup>nd</sup> Cover page	CHF	5'300.–	5'035.–	4'770.–	4'505.–
3 <sup>rd</sup> Cover page	CHF	5'100.–	4'845.–	4'590.–	4'335.–
4 <sup>th</sup> Cover page	CHF	6'100.–	5'795.–	5'490.–	5'185.–
		[5%]	[5%]	10%	[15%]

Other formats on request

### Extra charges

Margins additions	CHF	250.–
Mandatory placements	CHF	250.–

Special placements: Free of charge. Requests for special placements will be met whenever possible. However, for technical reasons we cannot give any guarantees. Special discounts will not be granted for special placement requests that we are unable to meet. Special colours (if not on ISO scale) upon request.

### Inserts (bound and loose)

		2 pages	4 pages	8 pages	16 pages
	CHF	4'800.–	5'000.–	5'400.–	6'300.–

plus weight-dependent postage costs:

Weight		1–50 g	51–75 g	76–100 g	über 100 g
Inserts bound	CHF	–	910.–	1'050.–	on request
Inserts loose	CHF	770.–	910.–	1'050.–	on request

No discounts / commissions on postal charges. Repetitive discounts on request.

### Customer portraits\*\*\*

		1/1 page	2/1 pages	3/1 pages	4/1 pages
Advertorials	CHF	5'000.–	7'200.–	9'400.–	11'200.–
factory shows	CHF			6'600.–	9'600.–

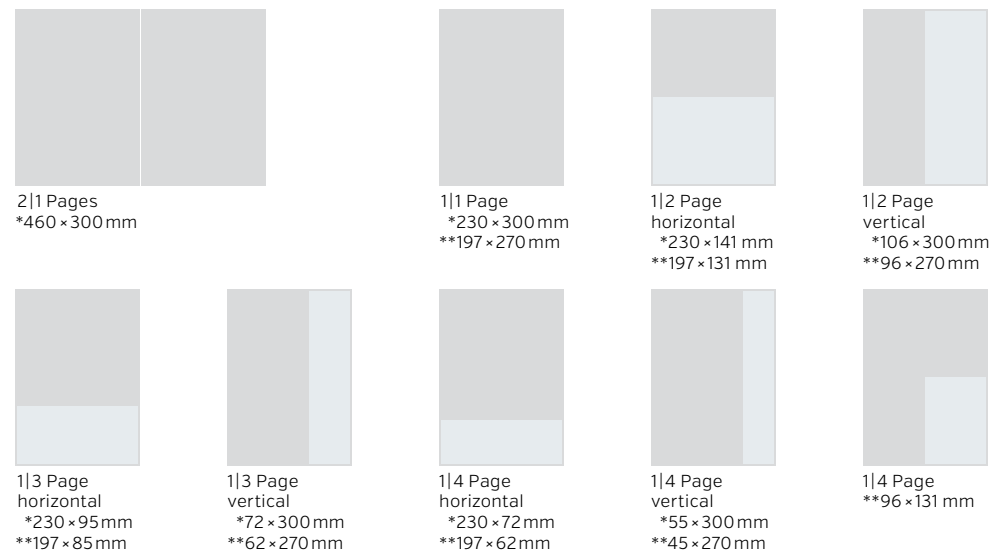
\*All prices excl. VAT \*\*Agency commission: The commission for consultants and agencies is 10 %. No commission is granted on surcharges. \*\*\*In cooperation with the editorial office according to the layout concept of the publishing house.

**Contact**

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**Additional informations**

**Sizes**



**Technical data**

Technical information, printing material		Data delivery	
<b>Format</b>	230 x 300 mm [adhesive binding]	<b>PDF</b>	Highend, at least X3
<b>Type area</b>	197 x 270 mm	<b>Picture files</b>	To be saved as TIFF or EPS files with a resolution of 300 dpi for the original, images and illustrations [EPS/ AI] in CMYK-colorspace (no RGB-files)
<b>Kind of printing</b>	Web-fed offset (up to 4 colours)	<b>Fonts</b>	all fonts used in the files must also be provided
<b>Raster</b>	70	<b>Proof</b>	The print shop needs for an optimal reproduction of the advertisement a binding proof according to ISO Coated Standard. There must be a Fogra media wedge on the proof. If no colour proof is available as a reference, your order will be printed according to our PSO standard.
<b>Color Profile</b>	PSO Uncoated ISO12647 [ECI]		
<b>Printing Material</b>	Elektronik data		
<b>Cut</b>	Trim for bleed advertisings: + 3 mm per bleed page, Inserts: header trim 4 mm, inner edge grind off 3 mm		
<b>Insert size</b>	Max. 220 x 295 mm		



«Spectrooms» is certified by the Swiss Media Association «Verband Schweizer Medien» as a Qualitäts-Publikation (publication of high quality).

printed in  
**switzerland**

We are committed to  
 Switzerland as a workplace

\*Bleed margin [bleed measurements +3mm trimming per bleed border]. \*\*Type area



Media Kit 2020

**Paid Content Online**

**Advertorials on the start page and a subpage of your choice**

	Runtime		
Advertorials text [4000 characters] / images [3-5] / text box [800 characters] / URL	until the publication of the next issue on the homepage; in category unlimited		
At the customer's request, advertorials can also be edited especially for the magazine's website and then published online. The online publication takes place on the homepage of the magazine as well as on a subpage of your choice.		CHF	2200.-

**Product PR on the «Products» page**

PR «Online» text [800 characters] / image [1] / URL	unlimited	CHF	600.-
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**Company profile on the «Suppliers» page**

Company profile «standard» text [company portrait] / form fields / URL / adress /logo	1 year	CHF	600.-
Company profile «excellence» text [company portrait] / images / film[s] / spot[s] / campaign[s] / form fields / URL / adress / logo / automatic compilation of all published content	1 year	CHF	900.-

**Base material PR**

Adequate product descriptions and pictures as well as technical specifications / data sheets of the products to be presented must be provided by the customer. On the basis of this basic material, the editorial department prepares the PR, which is then prepared by the production department according to the design specifications of the magazine and placed on the internet.

**Basic material Advertorials**

Online advertorials are designed according to the publisher's layout specifications and placed on the net. Text contributions and photos can be contributed by both the customer and the publisher. Moving image material (films / TV spots etc.) and illustrations or technical drawings / plans must be prepared and made available by the customer free of charge so that they can be taken into account in the design of the advertorial.

**Base material Company profiles**

All material, including logos, addresses, fields of activity, moving and still images, technical plans and drawings, company and product descriptions, etc., must be provided by the customer. The publisher brings the material into the given form and puts it online for one year.

Online rates

	AD-Zones	Exclusive	Runtime	dynamic* [CHF]	static** [CHF]
1	AD-Zone «Full Header» On all entry pages	yes	4 weeks	2'400.-	1'800.-
2	AD-Zone «Movie-Star» On all entry pages	yes	4 weeks	2'400.-	
3	AD-Zone «Top-Right» Front page [current issue] Category page	no	4 weeks	960.- 640.-	720.- 480.-
4	AD-Zone «Grid Top 10» Front page [current issue] Category page	nein	4 weeks	960.- 640.-	720.- 480.-
5	AD-Zone «Grid Top 25» Front page [current issue] Category page	nein	4 weeks	600.- 400.-	450.- 300.-

Advertorials from the print magazine

If the customer wishes, the adverts and advertorials from the current print issue can also be published online on the magazine's home page as well as within the same category as in the print issue. The size and placement of the adverts and advertorials correspond to those in the print issue [print sizes, number of pages]. Print discounts are not carried over.

flat rate 5 % of the print tariffs

Online-Formate

1



AD-Zone «Full Header»  
Positioning on the slider of the site's header

Visibility: On all entry pages



2



AD-Zone «Movie-Star»  
Positioning on the top right

Visibility: On all entry pages



3



AD-Zone «Top-Right»  
Positioning on the upper right

Visibility: Home page or category of your choice



4



AD-Zone «Grid Top 10»  
Positioning on the top of the grid / Preferred placement in the smart-phone view

Visibility: Home page or category of your choice



5



AD-Zone «Grid Top 25»  
Positioning on the bottom of the grid / Preferred placement in the smart-phone view

Visibility: Home page or category of your choice



File formats

\* mpg, mov, gif,  
Link zu «YouTube»  
or «Vimeo»

\*\*jpg, PNG

1  
Area of Ad-Zone:  
width: 1360 pixels  
height: 240 pixels

2  
Area of Ad-Zone:  
Preferred position for  
embedded movie clip/  
spot [YouTube, Vimeo]

3, 4, 5  
Area of ad zone that  
can be freely  
designed:  
width: 280 pixels  
height: 450 pixels

Special formats/extra large sizes upon request. The data supplied must be able to be displayed responsively. Image or banner size max. 5 MB.