
RESIDENCE

The magazine for home, living and real estate

3rd EDITION



Publication date

Sunday, 28 August 2016

Reservations deadline

Friday, 29 July 2016

Advertising deadline

for property listings and gallery placements: 12 August 2016

for commercial advertisements: 12 August 2016

Print material deadline

for property listings and gallery placements: 12 August 2016

for commercial advertisements: 16 August 2016

EDITORIAL CONCEPT

- **Feature 1:** A modern retreat for an artist: a house has been built in the district of Broye, between Lake Murten and Lake Neuchâtel. It looks like a monastery, with lots of angles and corners and courtyards and features spectacular views of both near and far. There is no garden, just the surrounding countryside.
- **Feature 2:** What's the best way to convey architecture and real estate? A company in Lucerne has sought advice from








renowned designers for its office interiors. The company head office, in distinctive art nouveau style, is an attention-grabber brought out to full effect.

- **Spotlights:** Gone are all the nice things: intelligent storage and convenient (seating) solutions. What's more: novel ideas for the bathroom and kitchen.
- **Professional article:** Carefree living with hard-working helpers: facility

management for individuals.

- **Voice from the market:** what makes eastern Switzerland so attractive to house buyers. Interview with a real estate specialist from St. Gallen.
- **Kitchen:** what the well-equipped heart of the house needs. A visit to a kitchenware specialist.
- **The last house:** wacky ideas – packed into real houses.

PRICES COMMERCIAL ADVERTISEMENTS

Fixed Format	Price	Type area	Bleed margin ¹
 1/1 page ²	15,600.–	196 × 270 mm	220 × 299 mm
 1/2 page landscape ³	9,360.–	196 × 128 mm	220 × 144 mm
 non-next to text	3,744.–	196 × 128 mm	220 × 144 mm
 1/3 page landscape ³	6,500.–	196 × 80 mm	220 × 96 mm
 1/4 page landscape ³	4,875.–	196 × 57 mm	220 × 73 mm
 non-next to text	1,950.–	196 × 57 mm	220 × 73 mm
 1/8 page non-next to text	975.–	96 × 57 mm	

¹ Plus 3 mm bleed margin per page. ² For inside front cover (left) 5mm adhesive edge on the right and for inside back cover (right) 5 mm adhesive edge on the left. ³Page sections are placed next to text.

PRICES REAL ESTATE LISTINGS

Sales listings	per page
1 page	3,120.– per placement
from 4 pages	2,590.– per placement
from 8 pages	2,150.– per placement
from 12 pages	1,930.– per placement
from 16 pages	1,560.– per placement
Rental properties	per page
1 ×	3,120.– per placement

There is a limited number of real estate offers available. A reservation is a guarantee for publication. Purchase offer = only for the real estate sector. Rental offer = also for private persons.

NZZ

PRICES «GALLERY FOR SPECIALITY SHOPS AND BUSINESSES»

1/6 page in the gallery	Price per publication	Format
1 ×	1,300.-	63 × 121 mm
from 2 ×	1,040.-	63 × 121 mm

Package rates: All 4 issues 3,120.- (780.- per issue)

CONTACT

Advertisements German-speaking

Switzerland

NZZ Media Solutions AG

Falkenstrasse 11

Postfach

CH-8021 Zurich

Phone +41 44 258 16 98

inserate@nzz.ch

www.nzzmediasolutions.ch

Advertisements French-speaking

Switzerland

NZZ Media Solutions AG

Avenue Mon-Repos 22

CH-1005 Lausanne

Phone +41 21 311 48 95

yves.gumy@nzz.ch

www.nzzmediasolutions.ch

Advertisements International

NZZ Media Solutions AG

Falkenstrasse 11

Postfach

CH-8021 Zurich

Phone +41 44 258 16 98

advertising@nzz.ch

www.nzzmediasolutions.ch

Michaela Bhasin

Product Manager "Residence",

Commercial advertisement

Phone +41 44 258 13 74

michaela.bhasin@nzz.ch

Yves Gumy

Key Account Manager

Phone +41 21 311 48 95

yves.gumy@nzz.ch

Sandra Geiger

Product Manager "Residence",

Real estate advertisement

Phone +41 78 740 59 34

mail@sandrageiger.ch

All prices gross in Swiss francs.

The standard insertion terms and conditions as per the overall rates charged by NZZ Media Solutions apply. For general terms and conditions please visit www.nzzmediasolutions.ch.

NZZ
