

MAISONS & AMBIANCES

LE MAGAZINE SUISSE POUR LE DESIGN, L'ARCHITECTURE ET L'INTÉRIEUR

M/A

MEDIA DOCUMENTATION 2025

PRINT | DIGITAL



M/A - MAISONS ET AMBIANCES was established over 35 years ago to provide high-quality reporting on design, architecture, interiors and construction. During this time the magazine has become a leading publication in the French-speaking regions of West Switzerland, with its unique format making it a firm favourite with readers.

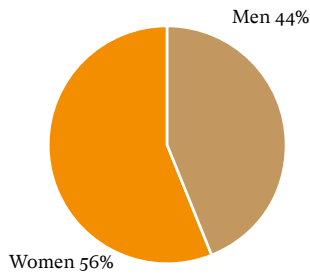
State-of-the-art graphics and typography ensure that the high-quality editorial content always attracts maximum attention. Thanks to its exacting quality standards M/A appeals to affluent, sophisticated readers who view architecture and interiors as expressions of their personal lifestyle and are receptive to new things.

M/A has carefully selected, exclusive partnerships with leading institutions and events such as Designers' Saturday, Salon du Design, Design Miami Basel, Neue Räume, ECAL and HEAD and also enjoys an excellent reputation in both national and international architectural circles.

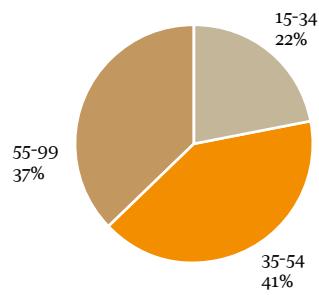
It is distributed via subscriptions; sales at newsstands; at West Switzerland's premier showrooms and exhibitions; at trade fairs and by mailing to selected target groups such as architects, interior designers, home furnishers, planners, real estate companies, notaries, doctors, lawyers, estate agents, etc., ensuring stable, verified circulation figures.

M/A allows you to reach both future and existing homeowners and readers who are interested in design and interiors as well as key decision-makers in the construction and furniture industries within the scope of a first-class editorial environment.

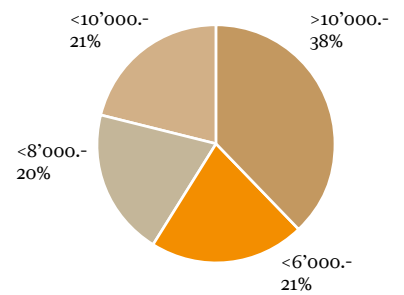
## READERSHIP



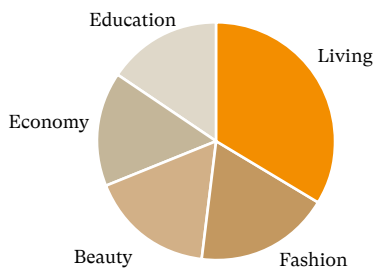
Gender



Age



Family income



Interest in living and furnishing, followed by fashion, beauty, business and education

## DISTRIBUTION

### AUDITED SOLD CIRCULATION

Newsstand deliveries	5'000 copies
Subscribers	5'900 copies
Subscribed advertising distribution to varying target groups plus sample magazines for trade fairs and exhibitions, issue for permanent building exhibitions, furniture retail, etc.	4'800 copies
E-Paper (readly, app)	2'000 copies
Copies for direct sales from the publisher via ads, DM, Internet, etc	500 copies
Specimen and archive copies	800 copies

(Facebook 5'000 followers / Instagram 12'000 followers)

## TARGET GROUPS

- Design and living enthusiasts
- Architecture enthusiasts
- Owners
- Future owners
- Architects
- Interior designers
- Professionals in the industry
- Influencers

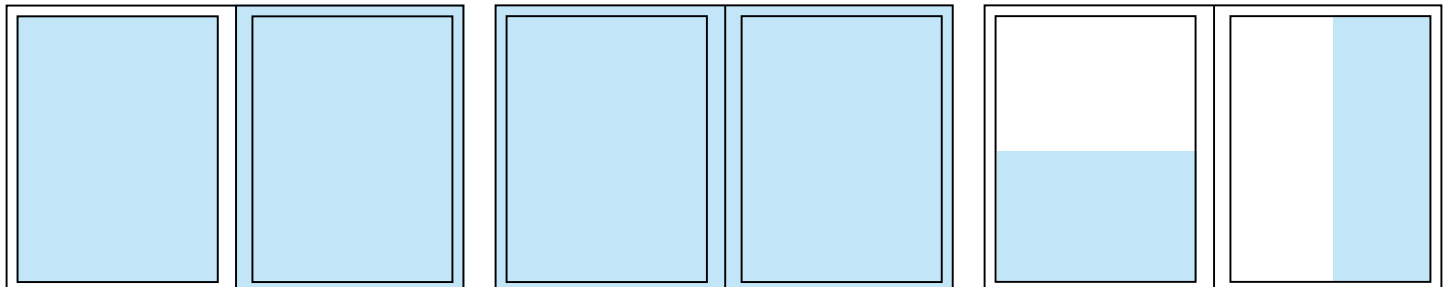
# THEMES AND DATES 2025

1/25 FROM 20.02.2025		2/25 FROM 24.04.2025		3/25 FROM 26.06.2025		4/25 FROM 04.09.2025		5/25 FROM 20.11.2025	
Editorial deadline	29.11.24	Editorial deadline	31.01.25	Editorial deadline	04.04.25	Editorial deadline	13.06.25	Editorial deadline	29.08.25
Insertion deadline	20.12.24	Insertion deadline	21.02.25	Insertion deadline	25.04.25	Insertion deadline	04.07.25	Insertion deadline	19.09.25
Artwork deadline	23.01.25	Artwork deadline	25.03.25	Artwork deadline	26.05.25	Artwork deadline	07.08.25	Artwork deadline	23.10.25
<b>FOCUS</b> <b>THE BATHROOM</b> - Materials - Tubs - Showers - Fittings - Sanitary devices  <b>LIVING &amp; DESIGN</b> <b>FURNITURE TRENDS 2025</b> - Novelties indoor - Novelties outdoor  <b>SPECIAL</b> <b>FRONT DOORS, STAIRS,</b> <b>TRANSPARENT BUILDING</b>	<b>FOCUS</b> <b>LIFESTYLE GARDEN</b> - Furniture - Shading - Lamps - Pools - Design - Equipment - Tiles  <b>LIVING &amp; DESIGN</b> <b>LIVING ROOM,</b> <b>UPHOLSTERED FURNITURE</b> <b>AND SIDE TABLES</b>  <b>HOME TEXTILES</b>  <b>SPECIAL</b> <b>OFFICE-TRENDS</b>        <b>PARTNERSHIP</b> <b>DESIGN MIAMI BASEL</b>	<b>FOCUS</b> <b>KITCHEN TECHNOLOGY</b> <b>AND FITTINGS</b>  <b>LIVING &amp; DESIGN</b> <b>MILAN FURNITURE FAIR</b> - Novelties indoor - Novelties outdoor  <b>SPECIAL</b> <b>SMART HOME,</b> <b>HOME AUTOMATION,</b> <b>SECURITY,</b> <b>HIGHTECH, HIFI</b>        <b>PARTNERSHIP</b> <b>ZURICH DESIGN WEEK</b>	<b>FOCUS</b> <b>BATH AND WELLNESS</b> <b>AT HOME</b> - Furniture programmes - Steam bath, saunas - Gym, accessories  <b>LIVING &amp; DESIGN</b> <b>BEDROOM</b> - Beds and linen - Cupboards and storage units  <b>SPECIAL</b> <b>WALL AND FLOOR</b> <b>COVERINGS</b>        <b>PARTNERSHIP</b> <b>DESIGN MIAMI PARIS</b> <b>LE SALON DU DESIGN</b>	<b>FOCUS</b> <b>KITCHEN TRENDS</b> - Furniture programmes - Current trends - Colours, materials  <b>LIVING &amp; DESIGN</b> <b>DINING ROOMS,</b> <b>TABLES AND CHAIRES</b>  <b>TABLE DECORATION</b> <b>(DISHES, TEXTILES)</b>  <b>DESIGNER LAMPS</b>  <b>FURNITURE OF THE YEAR</b> <b>2025</b>  <b>SPECIAL</b> <b>ENERGY SYSTEMS &amp;</b> <b>INDOOR FIREPLACES,</b> <b>RENEWABLE ENERGIES</b>        <b>PARTNERSHIP</b> <b>ARTGENÈVE</b>					

## FURTHERMORE REGULARLY:

Reports on high level individual architecture, reports on renovations, current system houses with cost/benefit comparisons, exemplary landscape gardening, other countries: How building is done elsewhere, designer portraits etc.

# FORMAT PLAN / PRICES



**1/1 PAGE**  
CHF 5'980.00

Widht 199 mm  
Height 278 mm

**1/1 PAGE bleed**  
CHF 5'980.00

Widht 225 mm\*  
Height 297 mm\*

**2/1 PAGE over spine bleed**  
CHF 9'370.00

Widht 450 mm\*  
Height 297 mm\*

**1/2 PAGE CW.**  
CHF 3'390.00

Widht 184 mm  
Height 137 mm

**bleed**  
Widht 225 mm\*  
Height 146 mm\*

**1/2 PAGE HIGH**  
CHF 3'390.00

Widht 90 mm  
Height 278 mm

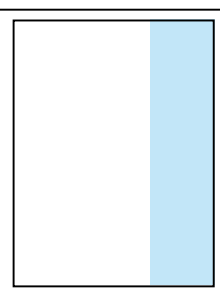
**bleed**  
Widht 103 mm\*  
Height 297 mm\*



**1/3 PAGE CW.**  
CHF 2'580.00

Widht 184 mm  
Height 90 mm

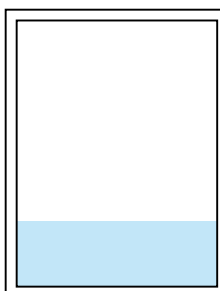
**bleed**  
Widht 225 mm\*  
Height 95 mm\*



**1/3 PAGE HIGH**  
CHF 2'580.00

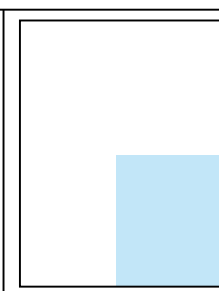
Widht 60 mm  
Height 278 mm

**bleed**  
Widht 73 mm\*  
Height 297 mm\*



**1/4 PAGE CW.**  
CHF 1'880.00

Widht 184 mm  
Height 66 mm



**1/4 PAGE Standard**  
CHF 1'880.00

Widht 90 mm  
Height 137 mm

\* Bleed bonus:  
On both sides, above and below, both 3 mm

## DISCOUNTS AND SURCHARGES

<b>REPEAT DISCOUNT</b>	at 3x 10%, 4x 15%, 5x 20% (discounts on mono net basic prices, all titles published can be freely combined)
<b>DISCOUNT FOR COMBINATIONS</b>	2 titles 5%, 3 titles 10% (discounts on mono net basic prices, all titles published can be freely combined)
<b>PLACING SURCHARGE</b>	10% on binding requirements, if these can be kept (available from 1/3 page)
<b>ADVISORY COMMISSION</b>	10%

## SPECIAL PLACINGS

<b>INSIDE FRONT COVER</b>	CHF 6'190.00	inside front cover
<b>INSIDE BACK COVER</b>	CHF 5'890.00	right-hand page
<b>OUTSIDE BACK COVER</b>	CHF 6'690.00	back cover
<b>1/3 PAGE (HORIZONTAL)/STRIP AD</b>	CHF 2'990.00	page 3, editorial

Special placings for large format adverts on request.

Special placements can't be switched nor canceled.

## INSERTS / SUPPLEMENTS

<b>2 PAGES</b>	CHF 4'800.00
<b>4 PAGES</b>	CHF 5'200.00
<b>8 PAGES</b>	CHF 5'800.00
<b>16 PAGES</b>	CHF 7'200.00

Prices include postage; for larger brochures on request.

## STICKERS

<b>TWO-PAGE GLUED INSERT</b>	CHF 95.00 per thousand copies, incl. postage
<b>MULTIPLE PAGE GLUED INSERT</b>	CHF 190.00 per thousand copies, incl. postage

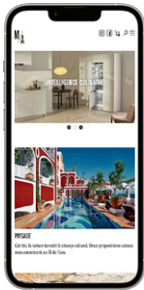
Only in association with an advert 1/1 page

## TECHNICAL DATA

<b>PRINTING PROCESSES</b>	Rotary offset, CTP, PSOcoated_v3.icc
<b>PRINT COPY</b>	Data formats: QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-4. Enclose all fonts. Colours defined as CMYK. Image resolution 300 dpi. Advertisements which run off the edge plus 3 mm. Data delivery: CD, FTP or per e-mail to the advertisement administration with binding colour proof. Colour tolerances are unavoidable. They do not form sufficient reason for discounts.
<b>PRODUCTION OF PRINT DOCUMENTS</b>	The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.

# DIGITAL MEDIA

## CROSS MEDIA OPTIONS



## RESPONSIVE BANNER

### Responsive HTML5-Banner (Button 1)

M/A MAISONS & AMBIANCES - LE MAGAZINE SUISSE POUR LE DESIGN, L'ARCHITECTURE ET L'INTÉRIEUR

Design | Architecture et intérieur | Actus | Cuisine et salle de bains | Objectif cuisine | Répertoire

FAIRE SALON

ACTUELLEMENT EN KIOSQUE

PAYSAGE

Cet été, la nature investit le champ culturel. Deux propositions suisses nous emmènent au fil de l'eau.

DÉTENTE ET ÉLÉGANCE AVEC ROYAL BOTANIA

Depuis 1992, l'entreprise familiale d'origine belge bouscule les codes du mobilier d'extérieur. Chez Royal Botania, le confort ultime se conjugue avec

AQUA SUISSE AWARD 2024

Le concours bisannuel a couronné les trois plus belles piscines de Suisse. ZIREG Ziswiler GmbH décroche la première place.

Responsive HTML5 banners adapt themselves to the available advertising surface according to the screen size and screen format of the user. The height is fix while the width adapts itself accordingly.

There are the following two banners available:

«**BUTTON 1**»  
Height: 90px  
Minimum width: 300px  
Maximum width: 1600px  
Positioning: all pages  
Over the site header, maximum 5 rotating  
Costs: Fr. 1'100.00 per month

«**MEDIUM RECTANGLE**»  
Height: 250px  
Minimum width: 300px  
Maximum width: 800px  
Positioning: all sections  
Possible directly under the self-advertising, maximum 5 rotating  
Costs: Fr. 900.00 per month

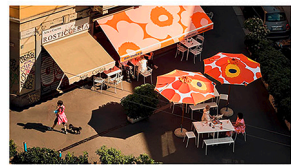
Medium Rectangle

**DESIGN**



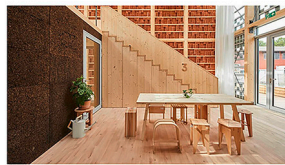
**DÉTENTE ET ÉLÉGANCE AVEC ROYAL BOTANIA**

Depuis 1992, l'entreprise familiale d'origine belge bouscule les codes du mobilier d'extérieur. Chez Royal Botania, le confort ultime se conjugue avec un design raffiné. La vie en plein air n'a jamais été aussi luxueuse !



**MILAN**

Déterminer les tendances qui coloniseront les décors de demain. Chaque mois d'avril, le monde du design rejoint la capitale lombarde pour remplir cette mission. Le Salon du meuble a attiré cette année 361 417 visiteurs. En ville, showrooms et demeures historiques ont ouvert leurs portes aux nouvelles créations. Décryptage des courants à venir.

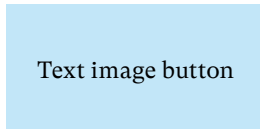


**ÉTOFFES D'HELVÉTIE**

Qu'elle se couvre de matières naturelles ou de tissus vertueux, en 2023, la maison s'habille de mode écoresponsable. L'option la plus durable ? Soutenir la création et la production locale. Tour d'horizon de la filière textile suisse.



Fullbutton



Text image button

Lorem ipsum dolor  
 Lorem ipsum dolor sit amet, conseletur sadipcing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquam erat.



Fullbutton

The text image buttons appear in the «Look and Feel» of the redactional creation. As a consequence, on mobile appliances they are designated as publireport and/or as advertisement while the fullbuttons develop their effect as advertising surface. Upon request, both advertising forms can be integrated with extensive advertorials.

**«FULLBUTTON»**

Width: 800px  
 Height: 667px  
 Positioning: all sections  
 Costs: Fr. 700.00 per month

**«TEXT IMAGE BUTTON»**

Image Width: 800px  
 Image Height: 667px  
 Title: 35 characters. Text: 135 characters  
 Positioning: all sections  
 Costs: Fr. 700.00 per month

**«ADVERTORIAL»**

**ONLY POSSIBLE IN CONNECTION WITH THE TEXT IMAGE BUTTON OR WITH THE FULLBUTTON**

Between 2 and 3 images and between 2'500 and 3'000 characters text  
 Cost: Fr. 400.- per month

If the technical implementation of buttons and advertorials is carried out by the publishing house, high-resolution original files of the images are required.

POSITIONING / SPECIALS / DISCOUNTS

**SECTIONS**

Home  
 Design | Architecture et intérieur | Actus |  
 Cuisines et salle de bains | Objectif construire

**CONTRACT DISCOUNTS**

3 months = 10% / 6 months = 20% / 12 months = 30%  
 Consultancy commission = 10%

**SINGLE-FAMILY HOUSE REPORTS**

Activations of already produced reports  
 (same content as for the print editing, plus logo and link)  
 In the section Single-Family House  
 Yearly publication fees per house including technical revision: Fr. 350.00  
 (no contract discount and no consultancy commission)

Confirmed reservations for all advertising media cannot be rescheduled. The booked period will be invoiced.

TECHNICAL DATA

**FORMATS**

GIF, JPEG / Button 1 and Medium Rectangle HTML5

**SUBMISSION**

by email to: online@etzel-verlag.ch

**PLACEMENTS**

monthly

**PRODUCTION**

Our graphic art and technical specialists will be pleased to advise you.

**NUMBER OF VISITS**

Ø 9'000\* per month

**PAGES**

Ø 59'000\* per month

\*Basis (7.23-6.24)

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