



INSPIRING AND INFLUENCING



Each issue features a rigorous editorial selection designed to awaken taste and stimulate curiosity.

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 - 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



WITH 10,900 ISSUES SOLD, M/A - MAISONS ET AMBIANCES IS THE MOST INFLUENTIAL SPECIALIST MAGAZINE IN FRENCH-SPEAKING SWITZERLAND.

DISTRIBUTION

Sold on newsstands in Switzerland and neighbouring France, by subscription and distributed free of charge in showrooms, events and institutions that count, M/A offers maximum visibility to a committed and relevant audience.

19 000
copies
CIRCULATION

5 000 copies
NEWSSTAND DELIVERIES

2 000 copies
E-PAPER

800 copies
SPECIMEN AND ARCHIVE

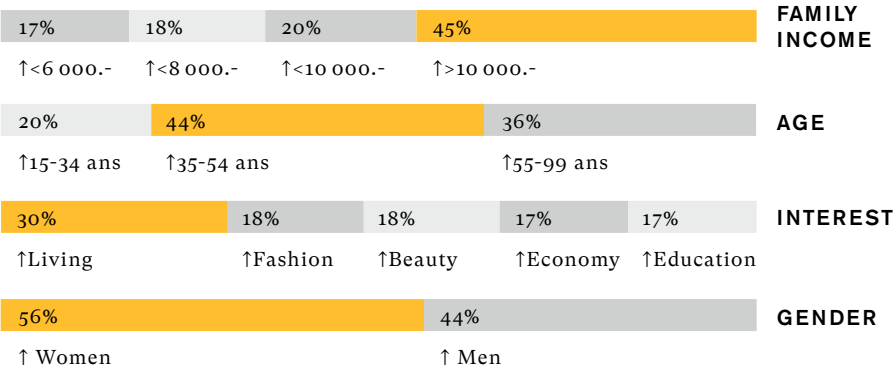
5 900 copies
SUBSCRIBERS

500 copies
TARGETED DIRECT MAILINGS TO
PROMOTE ADVERTISING SPACE

4 800 copies
PROFESSIONAL
SUBSCRIPTIONS

(Architectural offices, companies in the construction, furnishing and interior design sector, property developers, freelance professionals, trade fairs, furniture and furnishing shops, etc.)

A PREMIUM AUDIENCE



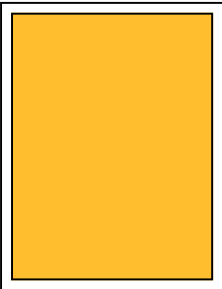
Our readership includes decision-makers in the sector - architects, town planners, interior designers, developers, estate agents, notaries, lawyers, doctors, brokers, opinion leaders - as well as current and future homeowners. They love our content and put their trust in the brands associated with it.

THEMES / DATES

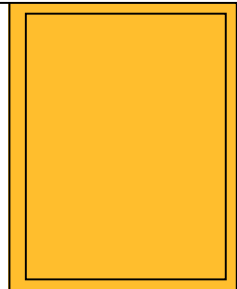
EDITION	1/26	2/26	3/26	4/26	5/26
DATE	26 February	30 April	25 June	3 September	19 November
EDITORIAL DEADLINE	05 December	06 February	02 April	12 June	28 August
INSERTION DEADLINE	23 December	27 February	24 April	03 July	18 September
COPY DEADLINE	29 January	01 April	27 May	06 August	22 October
LIVING AND DESIGN	FURNITURE TRENDS 2026 Novelties indoor and outdoor	LIVING ROOM upholstered furniture and side tables, carpets TEXTILES Furnishing fabrics and curtains	MILAN FURNITURE FAIR Novelties indoor and outdoor	BEDROOM – Beds an linen – Cupboars and storage units	DINING ROOMS – Tables and chairs – Lamps – Table decoration FURNITURE OF THE YEAR
FOCUS	BATHROOM – Materials – Tubs – Showers – Fittings – Sanitary devices	LIFESTYLE GARDEN – Furniture – Shading – Lamps – Pools – Equipment – Tiles	KITCHEN – Kitchen technology – Fittings	BATH AND WELLNESS – Furniture programmes – Steam bath, saunas – Gym, accessories	CUISINE – Agencement – Tendances – Couleurs et matériaux
SPECIAL	FRONT DOORS, STAIRS, TRANSPARENT BUILDING	OFFICE – Furniture and lighting – Contract – Homeoffice	SMARTHOME – Home automation – Security – High-tech	WALL UND FLOOR COVERINGS	ENERGY SYSTEMS, FIREPLACES, RENEWABLE ENERGIES
ZOOM	Architecture	Luxury and the design market	Travelling, trend hotels	20th century icons	Mountains

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.

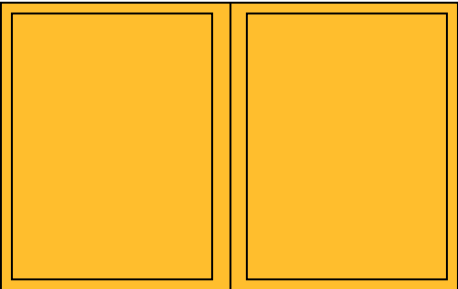
FORMATS / PRICES



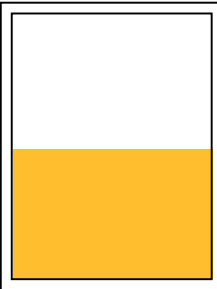
1/1 PAGE
CHF 5 980.-
199 × 278 mm



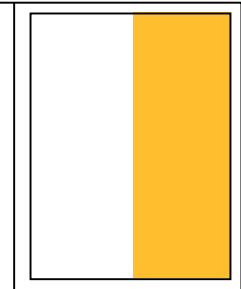
1/1 PAGE BLEED
CHF 5 980.-
225 × 297 mm*



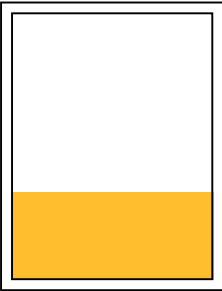
2/1 PAGE OVER SPINE BLEED
CHF 9 370.-
450 × 297 mm*



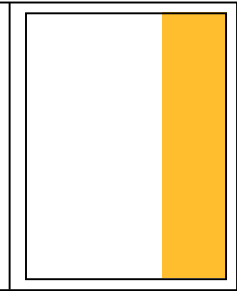
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CHF 3 390.-
184 × 137 mm
BLEED
225 × 146 mm*



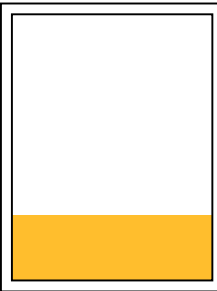
1/2 PAGE HIGH
CHF 3 390.-
90 × 278 mm
BLEED
103 × 297 mm*



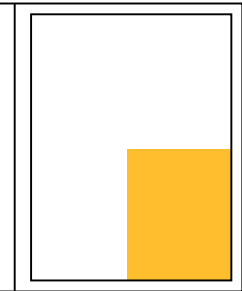
1/3 PAGE CW.
CHF 2 580.-
184 × 90 mm
BLEED
225 × 95 mm*



1/3 PAGE HIGH
CHF 2 580.-
60 × 278 mm
BLEED
73 × 297 mm*



1/4 PAGE CW.
CHF 1 880.-
184 × 66 mm



1/4 PAGE STANDARD
CHF 1 880.-
90 × 137 mm

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

EMPLACEMENTS SPÉCIAUX

Inside front cover → CHF 6 190.-
Inside back cover → CHF 5 980.-
Outside back cover → CHF 6 690.-
1/3 page high → CHF 2 990.- (page 3/5)

Special placings for large format adverts on request.
Special placements can't be switched nor canceled.

INSERTS / SUPPLEMENTS / STICKERS

2 pages → CHF 4 800.-
4 pages → CHF 5 200.-
8 pages → CHF 5 800.-
16 pages → CHF 7 200.-

Prices include postage; for larger brochures on request.

Two-page glued insert → CHF 95.- / thousand copies
Multiple page glued insert → CHF 190.- / thousand copies

Only in association with an advert 1/1 page

DISCOUNTS AND SURCHARGES

REPEAT DISCOUNT
dès 3 annonces = 10%, 4 = 15%, 5 = 20%
(rabais sur le prix de base net, possibilité de varier sujet et format)
DISCOUNT FOR COMBINATIONS
dès 2 titres 5%, 3 titres 10%
(rabais sur le prix de base, combinaison libre des titres)
PLACING SURCHARGE 10%
on binding requirements, if these can be kept
(available from 1/3 page)
Advisory commission 10%

TECHNICAL DATA

Printing processes
Rotary offset, CTP, PSOcoated_v3.icc
Print copy
Format Acrobat PDF ou PDF/X-4, CMYK, 300 dpi. Advertisements which run off the edge plus 3 mm. Data delivery: FTP or per e-mail to the advertisement administration.
The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.



OPPORTUNITIES

1

EXCLUSIVE VISIBILITY
Your advert published in an attractive, well-designed medium.



**A TARGETED
THEMATIC ENVIRONMENT
THAT SPEAKS TO
PROFESSIONALS AND
ENTHUSIASTS ALIKE**

2

3

UNIQUE NATIONAL COVERAGE
Combine M/A - Maisons et Ambiances (French-speaking Switzerland) and Raum und Wohnen (German-speaking Switzerland and Ticino) to broadcast your campaign throughout Switzerland.



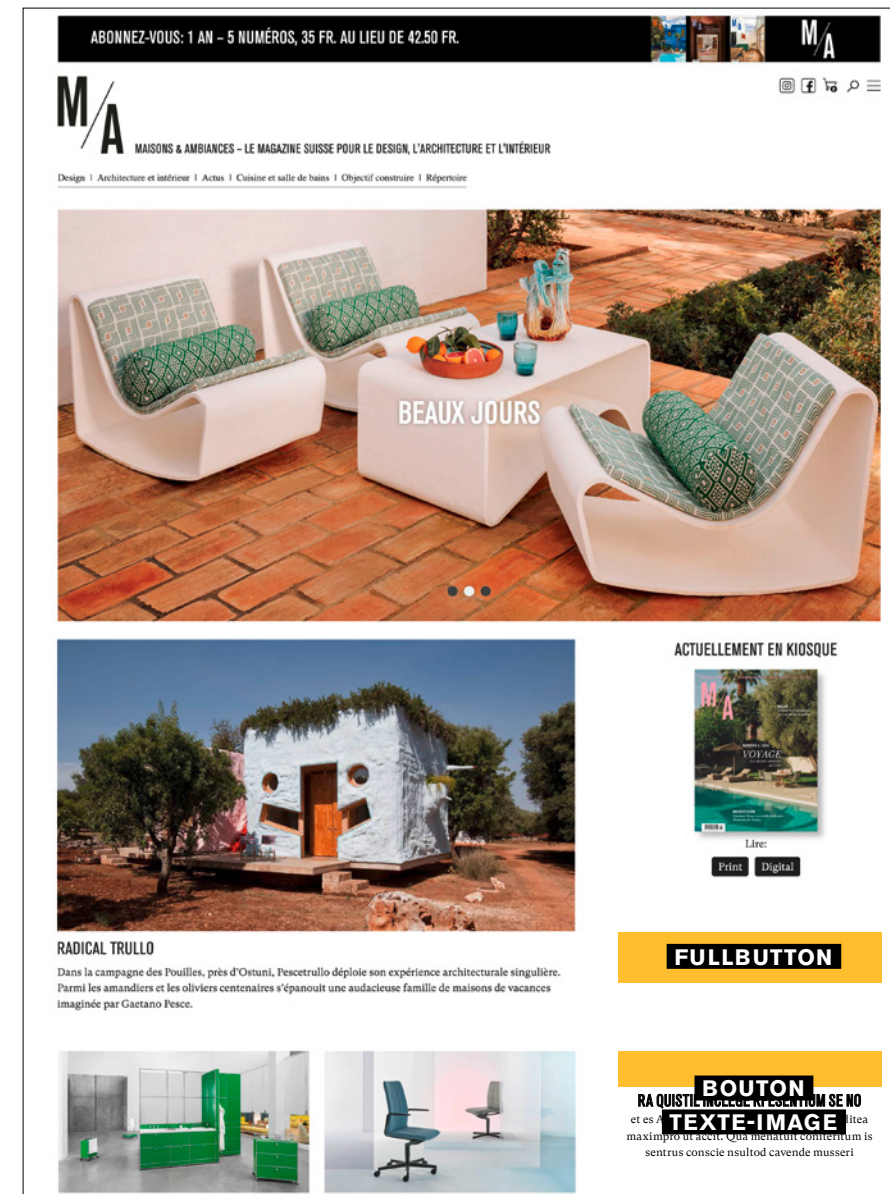
Raum und Wohnen
8 edition / year
Circulation : 29 000 copies
Readers per issue : 79 000



**ADVANTAGEOUS
CONDITIONS**
Discounted rates or
bundled offer with other
titles from the publisher.

4

ONLINE



WWW.MAISONS-ET-AMBIANCES.CH

9 000
NUMBER OF VISITS PER MONTH
59k
PAGES PER MONTH

BUTTONS WEB

FULLBUTTON

CHF 700.- / month
800 × 667 px* GIF or JPG

TEXTE IMAGE BUTTON

CHF 700.- / month
800 × 400 px* GIF or JPG
Title 35 characters – Text 135 characters

ADVERTORIAL

CHF 400.- / month
Only possible in connection with
the text image button or with the fullbutton
Text between 2 500 and 3 000 characters
and 2 to 3 images.

FULLBUTTON

BOUTON

TEXTE-IMAGE

DISCOUNTS

3 months
→ 10% / 6 months = 20% / 12 months = 30%

Consultancy commission
→ 10%

SUBMISSION

7 days before publication online
by email to online@etzel-verlag.ch

* Placements in sections Home | Design | Architecture et intérieur | Actus | Cuisines et salle de bains | Objectif construire

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



12,7k
FOLLOWERS

4,9k
FOLLOWERS

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READ AN ISSUE OF
*M/A – MAISONS
ET AMBIANCES*

