

# ESPACES CONTEMPORAINS MAGAZINE

MEDIA KIT PRINT AND DIGITAL

# ESPACES

CONTEMPORAINS



More than a magazine, Espaces contemporains is the leading platform for information and professional exchanges in French-speaking Switzerland regarding subjects pertaining to architecture, design, home interiors and general culture.

For 20 years, it has become the main media partner for a large number of prestigious cultural institutions, non-profit organizations, fairs, manufacturers and retail stores. It also actively encourages and supports various innovative initiatives.

## ESPACES CONTEMPORAINS MAGAZINE

Founded in 2004, the magazine is engaged in the promotion of contemporary creation through the treatment of diverse subjects throughout its pages. The editorial content places expertise on high-end products in the forefront.

**Working as a middleman between the general public and professionals**, from the design and architecture fields Espaces contemporains proposes a rich and varied content in various formats: current cultural events and news, high quality articles and in-depth reporting, photographic and informational home tours, themed articles on home interiors.

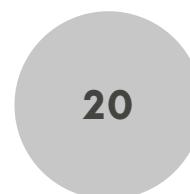
## AT A GLANCE



Printed copies



largest print run in Switzerland\*



events and contests per year including Design Days



preferred partner of most showrooms in the Lake Geneva region

## DIGITAL



782,012



15,252



12,114



5188

\*According to the WEMF / REMP certification "Bulletin des tirages 2024", Espaces contemporains has the largest print run in Switzerland in the fields of decoration, architecture and design.



## TARGET AUDIENCE

Having a print run of 21,500 copies, Espaces contemporains is sold at newsstands and distributed through gift or paid subscriptions.

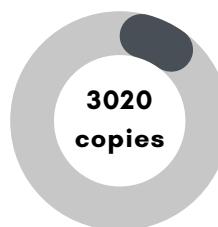
### TARGET GROUPS



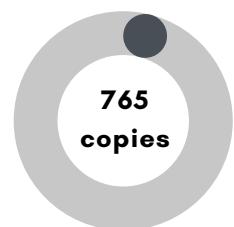
**Home and apartment owners, future homeowners**  
(paid subscriptions, building permit applications for home construction and renovation)



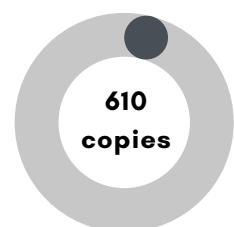
**Buyers of contemporary furniture** (paid subscriptions, postal mailings to showroom client lists, free distribution in partner showrooms)



**Architects and landscapers, interior designers and decorators, real-estate developers and agents.**  
(the magazine benefits from a particularly high regard from architects. As of today, more than one thousand architecture firms and individual architects are paying subscribers)



**Other and non-referenced**



**Notaries, lawyers, doctors, embassies and consulates**



**4 and 5 star hotels**

**WEMF/REMP CERTIFIED 2024**

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## EDITORIAL CALENDAR

The flagship magazine Espaces contemporains is published five times a year



### FEBRUARY-MARCH

#### No 1/2025

New trends & lifestyle

Bathrooms

Kitchens

Home interiors

Outdoor furnishing

**Publication date: 24.02.2025**

**Ad closing date: 05.02.2025**

### APRIL-MAY

#### No 2/2025

Special architecture

Bathrooms

Turnkey and standardized houses

Verandas, windows, glazing and shutters

Outdoor furniture

**Publication date: 02.05.2025**

**Ad closing date: 11.04.2025**

### JUNE-AUGUST

#### No 3/2025

Special international design trends

Kitchens and households appliances

Interior and exterior floor coverings

Pools

Pergolas, sunshages and awnings

**Publication date: 26.06.2025**

**Ad closing date: 06.06.2025**

### SEPTEMBER-

### OCTOBER

#### No 4/2025

Special design

Bathrooms

Beds and bedding

Closets, wardrobes and bedroom furniture

Textiles and wallpaper

Yachting

**Publication date: 11.09.2025**

**Ad closing date: 22.08.2025**

### DECEMBER-

### JANUARY

#### No 5/2025

Special interior design

Kitchens and households appliances

Sofas and living room furniture

Lighting

Furnaces and fireplaces

Desk, offices and office spaces

**Publication date: 20.11.2025**

**Ad closing date: 31.10.2025**



## ADVERTISING RATES AND FORMATS

Rates in Swiss Francs, plus VAT 8.1%,  
all sizes are in millimeters

### 2/1 SPREAD PAGES



**M** 420 x 265  
**WM** 440 x 285 (+ 3mm)  
**CHF 11,560.—**

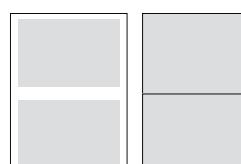
### 1/1 PAGE



**M** 200 x 265  
**WM** 220 x 285 (+ 3mm)  
**CHF 5780.—**

Inside front cover: +20%  
 Back inside cover: +10%  
 Back cover: +25%

### 1/2 PAGE HORIZONTAL



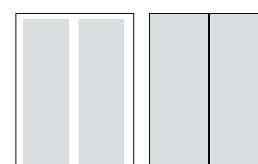
**M** 200 x 127  
**WM** 220 x 137 (+ 3mm)  
**CHF 3380.—**

### 1/2 P. HORIZONTAL ON EDITORIAL PAGE



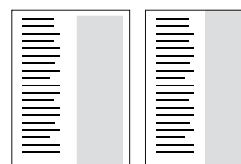
**M** 200 x 127  
**WM** 220 x 137 (+ 3mm)  
**CHF 3718.—**

### 1/2 PAGE VERTICAL



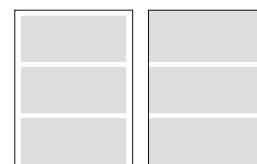
**M** 95 x 265  
**WM** 105 x 285 (+ 3mm)  
**CHF 3380.—**

### 1/2 P. VERTICAL ON EDITORIAL PAGE



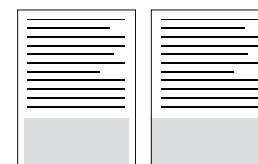
**M** 95 x 265  
**WM** 105 x 285 (+ 3mm)  
**CHF 3718.—**

### 1/3 PAGE HORIZONTAL



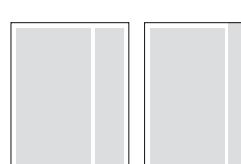
**M** 200 x 81  
**WM** 220 x 90 (+ 3mm)  
**CHF 2500.—**

### 1/3 P. HORIZONTAL ON EDITORIAL PAGE



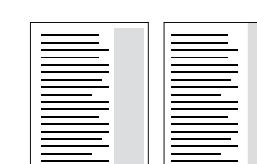
**M** 200 x 81  
**WM** 220 x 90 (+ 3mm)  
**CHF 3380.—**

### 1/3 PAGE VERTICAL



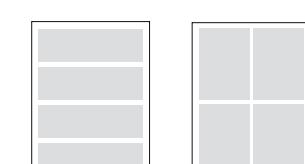
**M** 61 x 265  
**WM** 73 x 285 (+ 3mm)  
**CHF 2500.—**

### 1/3 P. VERTICAL ON EDITORIAL PAGE



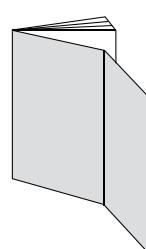
**M** 61 x 265  
**WM** 73 x 285 (+ 3mm)  
**CHF 3380.—**

### 1/4 PAGE HORIZONTAL



**M** 200 x 61    **WM** 95 x 127  
**CHF 2010.—**    **CHF 2010.—**

### COVER PAGE



External Gatefolder  
 (2 ads pages)  
 433 X 285 mm  
 Left hand page:  
 width 215 mm  
 Right hand page:  
 width 218 mm  
 Price upon request

### PREMIUM PLACEMENT

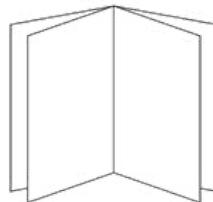
Front advertising pages of the  
 magazine (10% surcharge on gross  
 rate).  
 1/2 and 1/3 single advertisement  
 spaces are not possible in the first  
 third of the magazine, except on  
 the editorial and masthead.



## ADVERTISING RATES AND FORMATS

Rates in Swiss Francs, plus VAT 8.1%

### INSERTS



We offer different types of inserts:  
machine-glued, bound-in insert, loose insert.

**Price upon request.**

#### Pricing example:

The prices are determined based on three criteria: weight, size, and type of insert.

For a loose insert that weighs under 25g: from CHF 8110.–

For a bound-in insert that weighs under 25g: from CHF 5800.–

Machine-glued card on a 1/1 ad: CHF 120.– every one thousand copies (print run of 21,500 copies)

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### CULTURAL DISCOUNT

As the magazine is highly engaged in the promotion of contemporary creation and culture, we offer a 30% discount on all our rates to Swiss and international cultural institutions.

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### DISCOUNT BASED UPON TOTAL GROSS EXPENDITURE PER YEAR

For CHF 5000.–	2%
For CHF 10,000.–	4%
For CHF 15,000.–	7%
For CHF 20,000.–	10%
For CHF 25,000.–	12%
For CHF 30,000.–	14%
For CHF 35,000.–	16%
For CHF 40,000.–	18%

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### AGENCY COMMISSION

Agency commission CC or annual bonus JUP II : 15% of the advertising value (starting from 3 pages). CC and JUP II cannot be combined.

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### TERMS OF SALE

Any cancellation or postponement of publication cannot be accepted no later than 10 working days before the official deadline for announcements.



# ESPACES

CONTEMPORAINS

## ESPACESCONTEMPORAINS.COM

Espaces contemporains is a platform that offers multiple channels for a successful 360° communication to promote your brand or event

### EDITORIAL POLICY

To share current news on design and architecture, Espaces contemporains uses a variety of digital media outlets. A complete system to promote its content to an engaged and interested audience!

**With more than 65,000 users per month**, the website [espacescontemporains.ch](http://espacescontemporains.ch) proposes a curated selection of polished visuals, precise and clear information and high-end products available in Switzerland.

### SOME KEY NUMBERS\*

782,012  
USERS

1,018,844  
SESSIONS

4.34 MIN  
TIME / VISIT

69.7%  
OF SWISS  
READERSHIP

75%  
OF READERS ARE  
25-64 YEARS OLD

64%  
OF FEMALE  
READERS

### READERSHIP CENTER OF INTERESTS

DECORATION

ARCHITECTURE

DESIGN

TRAVEL

HOME & GARDEN

LIFESTYLE

### MORE THAN AN OFFER, A DIGITAL PARTNERSHIP



For brands wishing to promote their product on our platform, we can establish a tailor-made proposal to best meet your expectations and needs.

# ESPACES

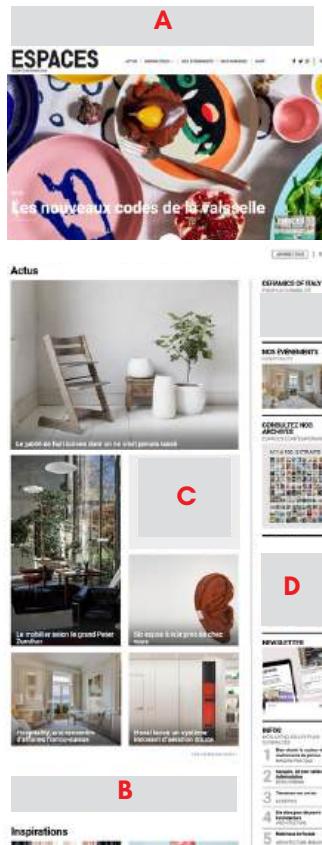
CONTEMPORAINS



## DIGITAL OFFER

Rates in Swiss Francs, plus VAT 8.1%

### BANNERS



#### A. MAXIBOARD

1120 × 110 pixels /

File : GIF, JPG

**CHF 1000.—/ month**

#### B. MINIBOARD

728 × 90 pixels

File : GIF, JPG

**CHF 750.— / month**

#### C. BANNER

336 × 280 pixels

File : GIF, JPG

**CHF 750.—/ month**

#### D. RIGHT BANNER\*

250 × 250 pixels

File : GIF, JPG

**CHF 500.— / month**

\*Location available on desktop version only

### NEWSLETTER



#### ADVERTISE IN OUR NEWSLETTER

600 × 180 pixels - File : GIF, JPG, HTML5

CHF 1000.— / newsletter

50 newsletters sent per year.

For the most part dedicated to news and current events in the fields of design and home interiors, the newsletter also offers deals, giveaways and entrances to events.

A constantly growing audience of more than 12,114 design aficionados.

### CONTENT MARKETING : 2 OPTIONS



#### PUBLIREPORTAGE ONLINE

CHF 1500.—

Espaces contemporains guides you in the writing of the content. You are able to choose a title and the content of your choice. The article is hosted on home page for the first month, and goes on one of the following columns during one year: Architecture, Design, Home interiors and decoration, Practical advice.



#### NATIVE ADVERTISING

CHF 500.— / article

An integrated format to communicate within the editorial articles of Espaces contemporains ! We propose specific placements for those brands who want to gain in likeability and express their expertise in a certain field.



## EDITIONS PRESTIGE IS...

The magazine Espaces contemporains is a product of the independent publishing house Éditions Prestige. Overview of our other products.

### 3 OTHER MAGAZINES



#### CONSTRUCTION & BÂTIMENT 6 ISSUES PER YEAR

Launched in 2020, the magazine deciphers the most astounding architectural projects in French-speaking Switzerland, analyzing each phase of the project: from the planning to the various stages of construction (B2B).



#### CONSTRUCTION & RÉNOVATION 2 SPECIAL ISSUES PER YEAR

Focusing on the home, Construction & Rénovation is the only magazine in the French-speaking part of Switzerland that offers key insight that helps consumers to make the right choices to carry out a housing project (B2C).



#### PROJECTS, THE CONTRACT BOOK 1 SPECIAL ISSUE PER YEAR

Touching various sectors within the hospitality industry, this product presents holiday resorts (luxury hotels and hotel complexes, high-end restaurants) as well as office spaces chosen for their esthetic attractiveness, their facilities and amenities and / or their location.

### MORE THAN 30 EVENTS ORGANIZED OR PARTNERED IN SWITZERLAND OR INTERNATIONALLY



#### DESIGN DAYS IN GENEVA AND LAUSANNE, OUR FLAGSHIP EVENT

Espaces contemporains' main event, Design Days, was founded in 2009 and has since been spearheading a pluralist and transdisciplinary approach to design. Each year, the event brings together young designers and confirmed professionals in a venue filled with installations, exhibitions, debates and conferences.

Bringing together more than 10,000 visitors at each edition and around forty exhibitors, this event has gained the public's appreciation and is a major cornerstone in the swiss design agenda.

### OTHER PAST OR CURRENT EVENTS

Panel discussions and talks

Traveling exhibitions (from the Swiss Institute in Milan, to luxury hotels, etc.)

An annual selection and exhibition of the best Swiss design projects

Conferences and workshops in top design venues

Franco-Swiss luxury hotel business meetings

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CONTEMPORAINS



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For all your advertisement requests or questions, you can reach out to one of the following people

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[francoise.faure@libero.it](mailto:francoise.faure@libero.it)

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SERGE BORNAND

M +41 (0)79 338 43 02

[sbornand@espacescontemporains.ch](mailto:sbornand@espacescontemporains.ch)

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