

# MODULØR

## EDITORIAL PLAN

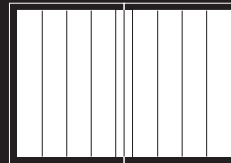
EDITION	RELEASED	ADVERTISER DEADLINE	FOCAL POINT
01/18	07.02.18	16.01.18	Facades   Property furnishings   Review of Swissbau 2018
02/18	21.03.18	27.02.18	Kitchens and kitchen appliances   Outdoor design   Sunshades
03/18	02.05.18	10.04.18	Bathrooms and fixtures   Building engineering (HVAC)   Office design
04/18	20.06.18	29.05.18	Lights and lighting   Windows   Sliding and partition walls
05/18	02.08.18	11.07.18	Facades (incl. roof)   Swiss furniture   Doors and gates
06/18	19.09.18	28.08.18	Bathrooms and fixtures   Floor coverings (indoors)   Construction materials   Safety and fire protection
07/18	31.10.18	09.10.18	Kitchens and kitchen appliances   Building engineering (HVAC)   Review of "Bauen & Modernisieren"
08/18	05.12.18	13.11.18	Lights and lighting   Office furnishings   Stairs and lifts

## PRICES AND FORMATS

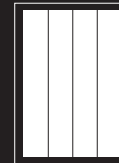
### ADVERTISERS

	PRICE
2/1	CHF 8000.-
1/1	CHF 5000.-
1/2	CHF 2700.-
1/3	CHF 1900.-
1/4	CHF 1500.-

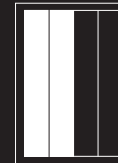
Repeat business discount: 3×5%, 6×10%, 9×15%, 12×20%  
 Full bleed format advertisers net: CHF 300.-  
 Four-colour printing (Euroscale) net: CHF 900.-



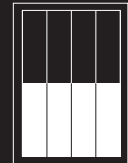
2/1 pages  
 \*\* 420×260 mm



1/1 page  
 \* 186×226 mm  
 \*\* 210×260 mm



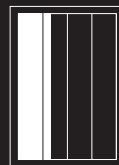
1/2 page portrait  
 \* 91×226 mm  
 \*\* 103×260 mm



1/2 page landscape  
 \* 186×111 mm  
 \*\* 210×128 mm

### COVER PAGES

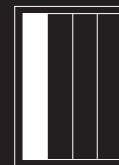
2 <sup>nd</sup> cover page	CHF 5800.-
3 <sup>rd</sup> cover page	CHF 5800.-
4 <sup>th</sup> cover page	CHF 6400.-



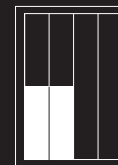
1/3 page portrait  
 \* 59×226 mm  
 \*\* 71×260 mm



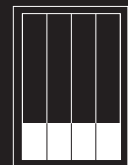
1/3 page landscape  
 \* 186×72 mm  
 \*\* 210×89 mm



1/4 page portrait  
 \* 43.5×226 mm  
 \*\* 55.5×260 mm



1/4 page portrait  
 \* 91×111 mm



1/4 page landscape  
 \* 186×53 mm  
 \*\* 210×70 mm

### SUPPLEMENTS & ENCLOSURES

- 50g	CHF 5600.-
51g - 75g	CHF 5800.-
76g - 100g	CHF 6400.-

Shipping costs included (no commission), no quantity discount. Other formats and special requests upon request.

All prices are exclusive of the 7.7% VAT. Registration regarding changes will be invoiced at cost. Agency commission: 10%

\* = Type area

\*\* = Bled off (For all bled-off formats, 3 mm of trimming in addition to the provided size is required for all four sides).

### ONLINE/DIGITAL

	SIZE	PRICE
Toolbox/website per month	-	CHF 1200.-
Banner on the website per month	990 × 150 px	CHF 1200.-
Banner in newsletter per edition	600 × 91 px	CHF 900.-

## SECTOR VOICES



**HARRY HERSCHE**  
Designer and interior designer at Rosarot  
Ideenraum AG, Zurich

"Inspirational and at the same time informative, hand format with an attractive layout that allows for free space, skilful alignment of images and text. The broad, deep and varied editorial reporting on different topics is what makes the difference: Modulør – every issue is refreshingly different! The collegiate, passionate and professional collaboration with Modulør provides a first-class framework that I can highly recommend to others."

**JOAN BILLING**  
Designer, trend researcher

**SAMUEL EBERLI**  
dipl. Arch. ETH  
run Design + Design together



"The book concept stands out due to its consistency and piques your interest. The themed booklets provide space for detailed texts and large photo spreads. Various opinions are expressed and connections can be made across the texts. A philosophy that Modulør and Design + Design share. Resulting in value added and the magazine becoming a collector's item"



**MIKE SIERING**  
dipl. Ing. Architekt RWTH SIA, dipl. Wirt.-Ing.  
Head of Communication and deputy manager of  
the SIA

"With Modulør both the content and format are right. Modulør doesn't just produce the usual project show like many other publications of this kind. But rather professional authors highlight relevant topics for architects with the required vision. The whole thing is packaged in a brilliantly designed magazine that any architect is happy to pick up."

**SAMUEL SIEBER**  
dipl. Arch. ETH  
Partner of the Konstrukt firm, Lucerne



"Refreshingly different: that's Modulør. A magazine that has vision, does not publish an individual work of architecture in isolation but always embeds properties from all over the world in a larger cultural framework. As a result Modulør embraces my understanding of architecture. In addition, interesting products are presented time and time again in keeping with the theme, which make the magazine interesting as a working tool too."

## CONCEPT

Modulør is a special interest magazine that reports on innovation and interesting developments from the architecture, construction and real estate sector. The magazine is aimed at a discerning professional readership, consisting of architects, planners, interior and landscape designers, building engineers, urban and development planners etc.

### EDITORIAL CONTENT

In editorial terms, the Modulør architecture magazine should not just stimulate the mind but also fulfil its purposes as a tool in everyday working life. It is therefore organised into several sections that fulfil different functions in terms of content and also differ in form from each other:

### MAGAZINE

The magazine section deals with current theories, topics and trends from the world of architecture and construction. Besides permanent sections and columns, professional specialist authors and external experts examine the title topic from various perspectives.

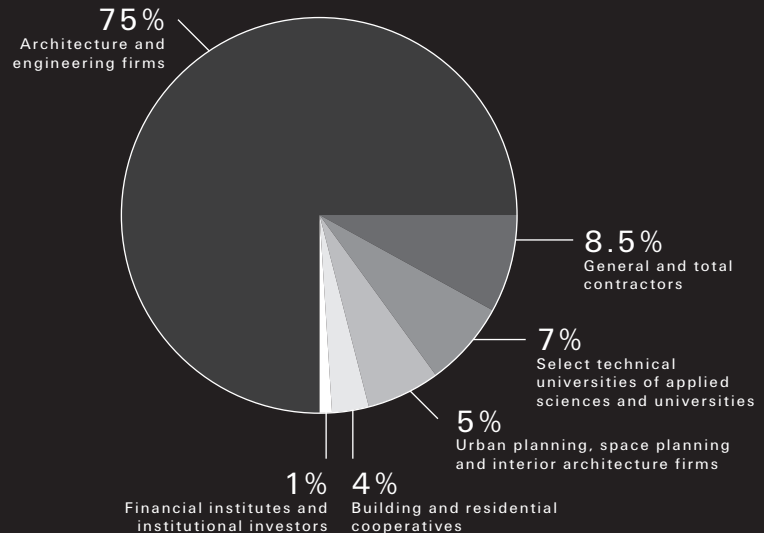
### TOOLBOX

Focuses are placed on topics in each issue and at least three different product groups are specifically highlighted (see editorial schedule).

### SERVICE

In the service section the reader can find an overview of all the current trade fairs, events, exhibitions and the latest specialist literature.

### MODULØR'S TARGET READERSHIP IS DEFINED AS FOLLOWS:



## IMPRINT

**PUBLISHER** NZZ Fachmedien AG  
**ADDRESS** Stationsstrasse 49, 8902 Urdorf  
**TELEPHONE** +41 44 735 80 00  
**FAX** +41 44 735 80 01  
**EMAIL** info@modulor.ch  
**INTERNET** www.modulor.ch

**FREQUENCY OF PUBLICATION** 8 times a year  
**CIRCULATION** 8,000 copies  
**YEAR** 11<sup>th</sup> year  
**ANNOUNCEMENTS** anzeigen@modulor.ch  
**TERMS AND CONDITIONS** www.modulor.ch/agb  
**WEMF/Q-PUBLICATION** www.modulor.ch