

# Media Data 2024

- 3 Lautsprecher
- 6 Funde
- 10 Sous-sol
- 12 Bühne
- Die A
- 20



## 6 der Strasse gehen

Das Projekt (Brings u' d' Strass) hat das Projekt der Stadt Zürich drei Quartierstrassen verbannt und dafür Betonlemente, Holzbänke, Pflanzenkübel und Treiben auf dem Asphalt. Doch nicht alle hatten auf Einsprachen. Auf der Fritschstrasse sistierte die Stadt das Projekt gegen den Willen des Quartiervereins. Die Stadt hat das Experiment nächstes Jahr auch vom Feedback der Anwohnerinnen (wieder) oder esicher nicht.

## 7 Heim im Bankverein

Die kreisrunde Schalterhalle ist das neue Gebäude, das Roland Rohn in den 1960er-Jahren für den damaligen Bankverein am Paradeplatz in Zürich erstellt hat. Nun will die heutige Eigentümerin UBS das denkmalgeschützte Haus an prominenter Lage umbauen, wie der Bauausschuss im städtischen Amtsblatt zu entnehmen ist. Im Projekt von Herzog & de Meuron bleibt die Schalterhalle ebenso erhalten wie die charakteristische Rasterfassade. Doch die Kundenräume der Bank schrumpfen auf ein Minimum, das Grossteil der Fläche soll kommerziell genutzt werden. Dafür spannen die Architekten zwischen der Halle und der seitlichen Säulengasse eine Passage auf. Mit der Öffnung des Erdgeschosses für das Publikum beschreitet die UBS einen ähnlichen Weg wie die Credit Suisse bei ihrem Hauptsitz vor zwanzig Jahren. Und auch jetzt wird es eine Herausforderung sein, die künftige Passage mit einem guten Mietermix mit Leben zu füllen.

## Grosses Jubiläum

Auf dem Zürcher Fraumünsterhof wird das fünfzigjährige Bestehen des Frauenstimmrechts gefeiert. Vom 8. bis 13. September dient unter der Leitung von Architekturprofessorin Eili Mosayebi eine Rauminstallation von ETH-Studierenden als Rahmen: für Vernissagen, Workshops, Diskussionen, Speed-Networking, Musik und Tanz. Auf der Website entsteht das Manifest (anstelle eines Manifests) mit dem Titel «Wenn Frauen» die

klima.  
reitsklima.

MINERGIE®  
Bauen. Besser leben.

## Wohnraum und Eigentum

Valentina Merz und Rebecca Geyer haben als Bachelorarbeit an der Hochschule für Gestaltung und Kunst in Basel das Bureau Giacometti gegründet. Es setzt sich für die Kommunikation zwischen Eigentümerinnen und Mietern von zu sanierenden Gebäuden ein. «Das Thema Wohnraum ist in vielen Städten das Politikum Nummer eins und ein treibender Faktor der Stadtentwicklung», erklären die Initiantinnen. Ihr Büro zeigt anhand zweier Liegenschaften an der Giacomettistrasse in Bern, wie ein Sanierungsprozess →

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# HOCH PART ERRE



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# Hochparterre – Brand

Hochparterre, the journal for architecture, planning and design, was first published in the autumn of 1988. Since then, it has become the most trusted voice in Swiss design and architecture, providing valuable insights and evaluations from an independent point of view: the journal is owned by its staff. Although we focus on Switzerland – it is our home and what we know best – our readership extends beyond national borders to include the entire German-speaking region.

From its inception as a print-only journal, Hochparterre as a brand has branched out to embrace new channels and products: The news portal Hochparterre.ch keeps readers up to date, and a weekly newsletter grants insights into ongoing debates and perspectives on current topics. The supplemental journal Hochparterre Wettbewerbe reports on important competitions in the architecture world. Inserts, books, films and a podcast round out our print and online media offer.

The online format Werkplatz addresses the demand for content marketing and allows businesses to present themselves in the context of the Hochparterre brand. Werkplatz Spezial offers a crossmedia format for engaging with topics relevant to your target audience both in print and digitally. It allows you to reach relevant decision-makers and actors, such as major Swiss

architecture firms and constructions companies, public authorities and educational institutions, directly and without wasted exposure through Hochparterre's various channels.

## Your contact:



Michael Volken  
volken@hochparterre.ch  
+41 44 444 28 67



**Subscribe to our newsletter to receive previews of topics discussed in forthcoming issues, special projects and other news [www.hochparterre.ch/themenvorschau](http://www.hochparterre.ch/themenvorschau) (newsletter in German only).**

# Hochparterre

Journal

Hochparterre journal is the most trusted voice in debates surrounding architecture, planning and design in Switzerland. It provides insights and evaluations, taking a comprehensive approach to relevant topics – and not shying away from controversial intervention if necessary. Current debates determine our topical foci. While Hochparterre builds on expert knowledge of its subject matter, it is written to engage a broader audience. The journal focuses on Switzerland, but its readership encompasses the entire German-speaking region.

Renown and up-and-coming architecture firms, national and local public authorities as well as universities and technical institutions subscribe to Hochparterre, using the journal as a tool, reference for discussion and a source of inspiration all in one.



## Print – Hochparterre – General Information

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### Key Information

<u>Frequency</u>	Monthly (10 issues per year)
<u>Distribution</u>	Switzerland, Southern Germany, Vorarlberg
<u>Print Run</u>	8,000
<u>Readership</u>	76,500 readers per issue

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### Publication Dates 2024

<u>Issue No.</u>	<u>Publication Date</u>	<u>Advertising/Print Deadline</u>
1–2	<b>10.01.2024</b>	<b>04.12.2023</b>
3	<b>21.02.2024</b>	<b>22.01.2024</b>
4	<b>03.04.2024</b>	<b>04.03.2024</b>
5	<b>01.05.2024</b>	<b>28.03.2024</b>
6–7	<b>12.06.2024</b>	<b>08.05.2024</b>
8	<b>07.08.2024</b>	<b>08.07.2024</b>
9	<b>04.09.2024</b>	<b>05.08.2024</b>
10	<b>02.10.2024</b>	<b>02.09.2024</b>
11	<b>06.11.2024</b>	<b>07.10.2024</b>
12	<b>04.12.2024</b>	<b>04.11.2024</b>

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### Discounts

<u>Agency commission</u>	15%
<u>Repeat discounts*</u>	5% for 3 orders 10% for 5 orders
<u>Combination discounts*</u>	10% for 3 orders (2 Hochparterre/1 Hochparterre Wettbewerbe) 15% for 5 orders (3 Hochparterre/2 Hochparterre Wettbewerbe)

\*applies to multiple orders within a 12-month span that were submitted in the same order and do not include changes in format

### Specifications

<u>Format</u>	240×320mm (edge-trimmed formats include 5 mm bleed at each edge)
<u>Paper and printer</u>	PlanoJet, brilliant-white, FSC, 90g/m <sup>2</sup> , offset printing
<u>Printing copy</u>	Digital data (CMYK, uncoated) submitted by e-mail or on data carrier, incl. proofs
<u>Proofs</u>	True-colour proofs or proof prints can be provided. On request, we can produce a proof for CHF 75.
<u>Delivery to</u>	team@teammedia.ch and cc to anzeigen@hochparterre.ch
<u>Data carriers and proofs to</u>	Hochparterre, Anzeigen, Ausstellungsstrasse 25, 8005 Zürich Please always indicate the relevant journal issue.
<u>Software</u>	Adobe InDesign up to version CC, Adobe Photoshop up to CC, Adobe Illustrator up to CC, QuarkXPress up to version 9.0, Adobe Acrobat

## Print – Hochparterre – Ad Formats and Prices



A

### 1/1 Page

A 225×306 mm

B 240×320 mm, with bleed\*

CHF 4,500 black and white

CHF 6,920 4 colours

B



C

### 1/2 Page

C 110×306 mm, vertical

D 117×320 mm, vertical, with bleed\*

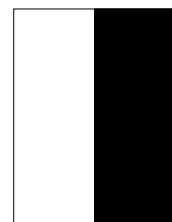
E 225×151 mm, horizontal

F 240×157 mm, horizontal, with bleed\*

CHF 2,350 black and white

CHF 3,610 4 colours

D



E



F



G

### 1/4 Page

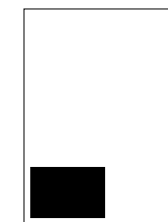
G 110×151 mm, block

H 225×73 mm, horizontal

CHF 1,250 black and white

CHF 1,880 4 colours

H



I

### 1/8 Page horizontal

I 110×73 mm

CHF 630 black and white

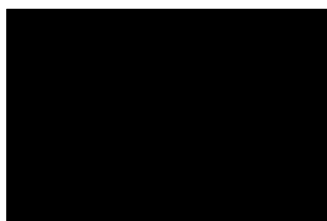
CHF 800 4 colours



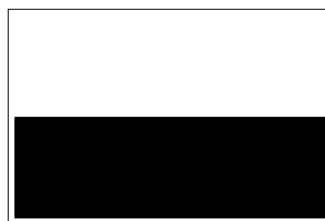
J



L



K



M

### 2/1 Panorama

J 466×306 mm

K 480×320 mm, with bleed\*

CHF 9,720 black and white

CHF 15,000 4 colours

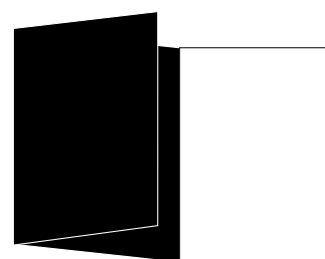
### 1/2 Panorama

L 466×150,5 mm

M 480×157,5 mm, with bleed\*

CHF 4,970 black and white

CHF 7,900 4 colours



N

### Gatefolder

N 3×1/1 page folded inwards,  
incl. 2 US

CHF 24,800 4 colours

### Special Placement

Inside front cover	CHF 7,900
Back cover	CHF 7,900
First 1/1 page right, next to text	CHF 7,900
Further 1/1 pages, next to text	CHF 7,500
1/2 page, horizontal or vertical, next to text	CHF 3,950
1/4 page, horizontal, next to text	CHF 2,080

\*5 mm bleed

## Print – Hochparterre – Inserts

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Cards (up to A5) CHF 550 per thousand, not eligible for agency discount

### Loose Inserts\*

Up to 50g CHF 700 per thousand, not eligible for agency discount

Up to 100g CHF 1,100 per thousand, not eligible for agency discount

From 101g CHF 1,500 per thousand, not eligible for agency discount

Order forms, glued\*\* CHF 200 per thousand, not eligible for agency discount

Booklet, glued\*\* CHF 300 per thousand, not eligible for agency discount

\*Specifications available on request \*\*Only in combination with an ad

### Inserts with Third-Party Ads

A surcharge of 30% of the gross price for a page ad (or applicable format) is charged for each ad.

### Delivery Address for Inserts

10 working days prior to publication date, send material to:

Stämpfli AG

Wölflistrasse 1

3006 Bern

Attention:

– A design comp/dummy is required in advance.

– Storage costs are charged for material delivered earlier.

### Split Editions on Request

Split surcharge: CHF 2,000

Further details about format restrictions available upon request.



# Hochparterre Wettbewerbe

Specialist Journal

Hochparterre Wettbewerbe is the only specialist journal dedicated to Swiss architecture competitions. The publication offers an important contribution to debates on this topic in Switzerland.

Hochparterre Wettbewerbe provides documentary perspectives, insights and commentary. For more than twenty years, the specialist journal has been popular as a means of documentation and reference among architects. Businesses looking for up-to-date information about upcoming construction projects rely on Hochparterre Wettbewerbe to find out where they should offer their services and products.





## Print – Hochparterre Wettbewerbe – General Information

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### Key Information

<u>Frequency</u>	5 issues per year
<u>Distribution</u>	Switzerland
<u>Print run</u>	2,200

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### Publication Dates 2024

<u>Issue No.</u>	<u>Publication Date</u>	<u>Deadline Advertising</u>	<u>Deadline Printing</u>
1	<b>22.02.2024</b>	<b>05.01.2024</b>	<b>25.01.2024</b>
2	<b>02.05.2024</b>	<b>12.03.2024</b>	<b>02.04.2024</b>
3	<b>11.07.2024</b>	<b>24.05.2024</b>	<b>13.06.2024</b>
4	<b>03.10.2024</b>	<b>16.08.2024</b>	<b>05.09.2024</b>
5	<b>12.12.2022</b>	<b>25.10.2024</b>	<b>14.11.2024</b>

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### Discounts

<u>Agency commission</u>	15%
<u>Repeat discounts*</u>	5% for 3 orders 10% for 5 orders
<u>Combination discounts*</u>	10% for 3 orders (2 Hochparterre/1 Hochparterre Wettbewerbe) 15% for 5 orders (3 Hochparterre/2 Hochparterre Wettbewerbe)

\*applies to multiple orders within a 12-month span that were submitted in the same order and do not include changes in format

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### Inserts

<u>Loose inserts</u>	Prices upon request, not eligible for agency commission
<u>Order forms, glued</u>	Prices upon request, not eligible for agency commission

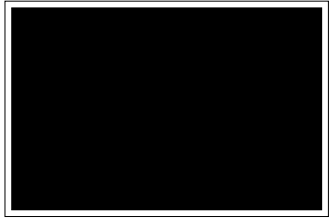
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### Specifications

<u>Format</u>	210×297 mm edge-trimmed formats include 5 mm bleed at each edge)
<u>Paper</u>	PlanoJet, brilliant-white, FSC, 200g/m <sup>2</sup> (cover); 100g/m <sup>2</sup> (content)
<u>Printing</u>	Offset
<u>Printing copy</u>	Digital data (CMYK, uncoated) submitted by e-mail or on data carrier, incl. proofs
<u>Proofs</u>	True-colour proofs or proof prints can be provided. On request, we can produce a proof for CHF 75.–.
<u>Delivery to</u>	team@teammedia.ch and cc to anzeigen@hochparterre.ch
<u>Data carriers and proofs to</u>	Hochparterre, Anzeigen, Ausstellungsstrasse 25, 8005 Zürich Please always indicate the relevant journal issue.
<u>Software</u>	Adobe InDesign up to version CC, Adobe Photoshop up to CC, Adobe Illustrator up to CC, QuarkXPress up to version 9.0, Adobe Acrobat

## Print – Hochparterre Wettbewerbe – Ad Formats and Prices

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A

B

### 2/1 Panorama

A 402 × 277 mm

B 420 × 297 mm, with bleed\*

CHF 3,400 black and white

CHF 4,700 4 colours



C

D

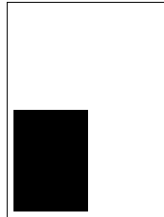
### 1/1 Page

C 184 × 277 mm

D 210 × 297 mm, with bleed\*

CHF 1,800 black and white

CHF 2,500 4 colours



E

F

### 1/4 Page

E 90 × 136 mm, block

F 184 × 66 mm, horizontal

CHF 600 black and white

CHF 1,000 4 colours



G

H

### 1/2 Page

G 90 × 277 mm, vertical

H 184 × 136 mm, horizontal

CHF 1,100 black and white

CHF 1,500 4 colours

\*3 mm bleed

# Hochparterre.ch

News Portal

Hochparterre's own news portal keeps more than 40,000 unique users per month up to date on the latest developments in architecture, planning and design. Its editors provide insights and commentary on current events and post relevant articles about on-going debates. Aside from images and plans, Hochparterre.ch also features its own videos with background stories and interviews. In addition, articles from the current issue of the Hochparterre journal are published on the news portal, and customers can purchase all Hochparterre publications and products in the online shop.





## Digital – Hochparterre.ch – General Information

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### Key Information

User profile 50% in age group 24 to 34.  
30% are mobile users.

Key figures

Unique users:	40,000*
Visits:	80,000
Page Impressions:	160,000*

\* average per month (source: Google Analytics)

Followers Instagram:	20,000
Followers LinkedIn:	13,000
Followers Facebook:	10,000
Followers Twitter:	2,000

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### Discounts

Agency commission 5%

### Volume Discount

100,000 ad impressions	5%
200,000 ad impressions	10%
300,000 ad impressions	15%

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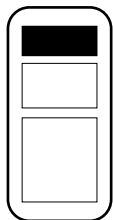
### Submission Guidelines for Online and Video Ads

Ready-to-use advertising media must be submitted via email as a JPG, GIF, PNG or HTML5 (Redirect/Third Party Tag) and not be larger than 150KB (desktop)/40KB (mobile site). MOV/MP4 files must not be larger than 10MB and not be longer than 30 seconds (videos) and must include the address (URL) to which it is to be linked. Media must reach Hochparterre four working days before publication. Please send your e-mail to [anzeigen@hochparterre.ch](mailto:anzeigen@hochparterre.ch)

### **Specifications for Video Ads**

Videocodec:	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 (min. 6 Mbit/s)
Ratio:	6:9 full format
Video sizes:	720×576 pixels up to 1920×1080 pixels / max. 10 MB
Frame rate:	25, 30, 50 or 60 FPS
Audio:	48 or 44kHz, 16 bit, stereo
Format:	MOV/MP4 (other formats available upon request)

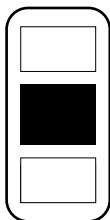
## Display Ads Mobile (IAB Standard)



### Wideboard Mobile

320×160 pixels/max. 40 KB

CHF 90 CPM



### Rectangle

300×250 pixels/max. 40 KB

CHF 90 CPM

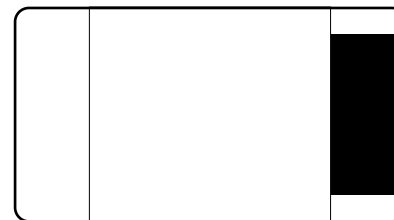
## Display Ads Desktop (IAB Standard)



### Skyscraper

160×600 pixels/max. 150 KB

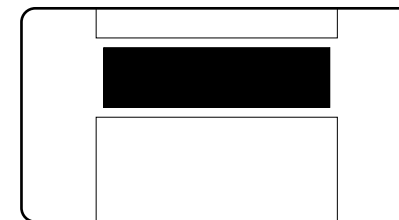
CHF 100 CPM



### Half-Page Ad

300×600 pixels/max. 150 KB

CHF 120 CPM

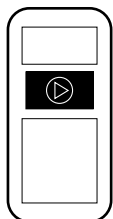


### Wideboard

994×250 pixels/max. 150 KB

CHF 120 CPM

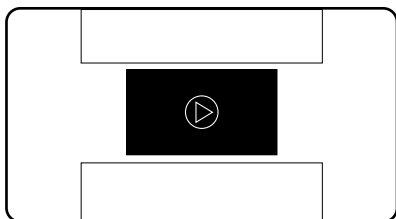
## Video Ads



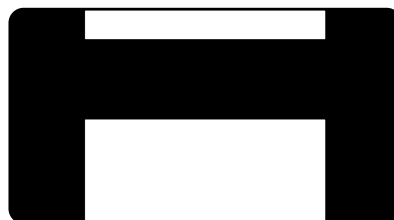
### In Read Video

Max. 1920×1080 pixels (see specifications)/max. 10 MB

CHF 200 CPM



## Branding Day (Homepage)



### Wideboard

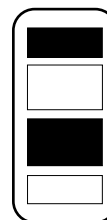
994×250 pixels/max. 150 KB

### Background

1920×1080 pixels/max. 500 KB

### Package price

CHF 990 per day



### Wideboard Mobile

320×160 pixels/max. 40 KB

### Rectangle

300×250 pixels/max. 40 KB

Further special ad formats and customized solutions upon request.

# Newsletter

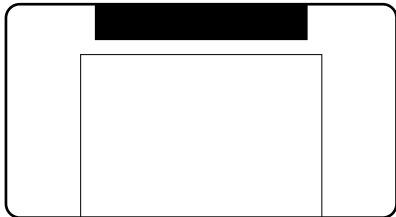
Updates in Your Inbox

The Hochparterre newsletter is sent out weekly each Tuesday. It keeps readers up to date about the most important news from the world of architecture, planning and design.

The newsletter reaches 8,500 subscribers. Its average opening rate is above 55%. Please note that it is only available in German.

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## Ad Formats and Prices



### Leaderboard (top)

728×90 pixels/max. 150 KB

CHF 900 per issue



### Leaderboard (bottom)

728×90 pixels/max. 150 KB

CHF 750 per issue



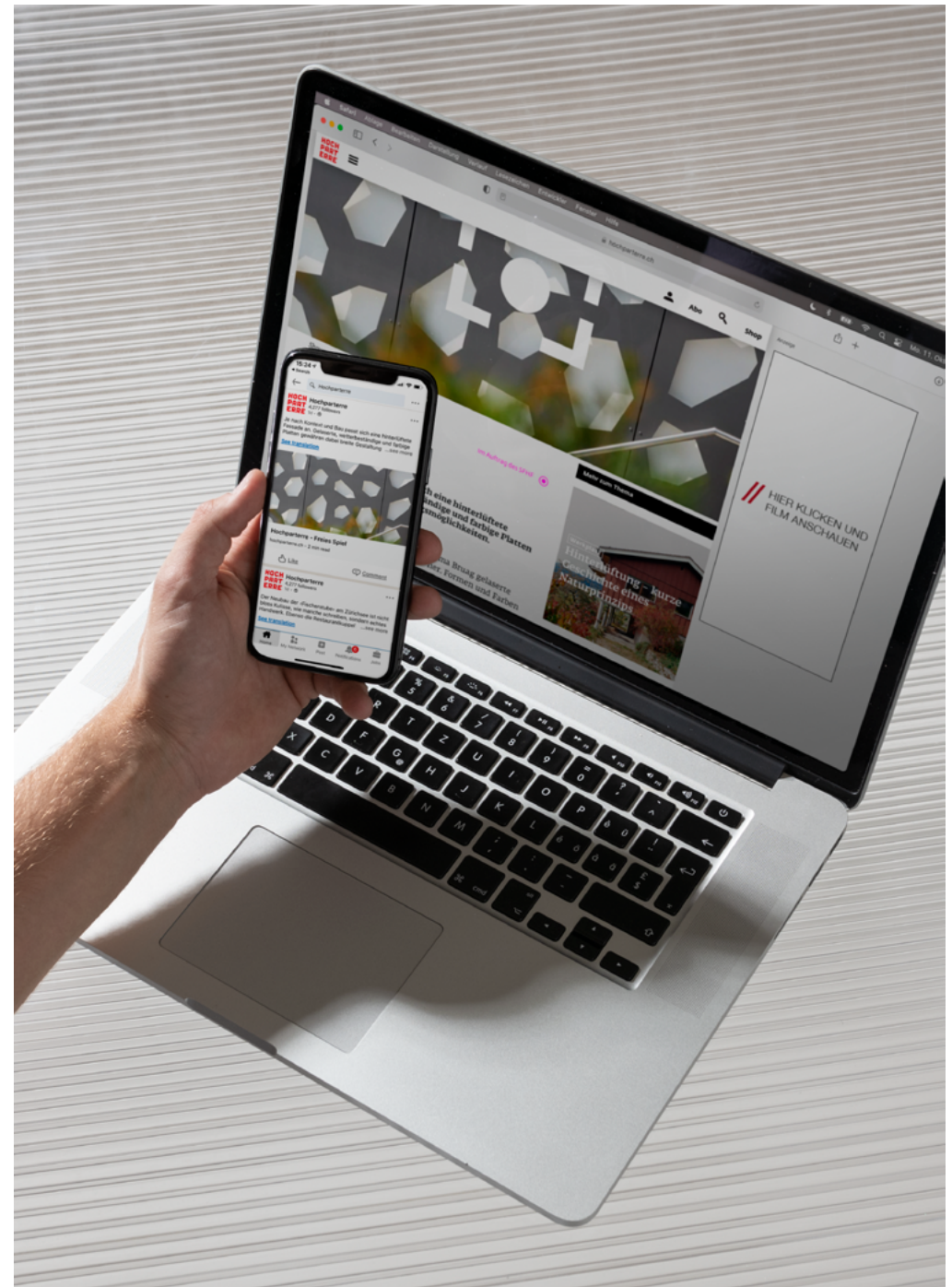


# Werkplatz

## Online Content Marketing

The online format **Werkplatz** presents your services and products in a high-quality environment. Working closely with you and the material you provide, experienced journalists write contributions for our **Werkplatz** platform, which gives you the chance to interact with architects and planners in the role of expert and industry contact. **Werkplatz** contributions appear in the newsfeed of our news portal, which reaches 40,000 unique users per month. Each contribution remains accessible in the online section **Werkplatz** thanks to a fixed URL and stable linking.

Google rates journalistic publications like **Hochparterre** more highly than commercial platforms, which means that your **Werkplatz** contribution will be easily found online. This in turn improves the visibility of your brand. A stable URL and linking keep your contributions in the same place of Google's digital geography. Additionally, Google rates [www.hochparterre.ch](http://www.hochparterre.ch) as a strong backlink.



## Content – Werkplatz – Online Content Marketing

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### Benefits

- You receive a contribution written by our editorial team in our usual and esteemed voice.
  - Your brand is presented as a valuable expert and industry contact for architects.
  - Contributions do not simply mention your competencies but actively demonstrate them.
- 

### Online

- Your Werkplatz contribution appears in our news portal Hochparterre.ch, which has 40,000 unique users per month.
  - The contribution is prominently positioned on our homepage for four days.
  - Werkplatz contributions have better visibility because Google rates journalistic publications very highly.
  - Stable URL and active linking anchor your Werkplatz contribution in Google's digital geography.
- 

### Social Media

- A Werkplatz contribution is posted on all our social media channels.
    - Instagram: 20,000 followers
    - LinkedIn: 13,000 followers
    - Facebook: 10,000 followers
    - Twitter: 2,000 followers
- 

### Examples

[www.hochparterre.ch/werkplatz](http://www.hochparterre.ch/werkplatz)

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### Price

CHF 3,950 (excl. images)

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### Discount

Agency commission 5%

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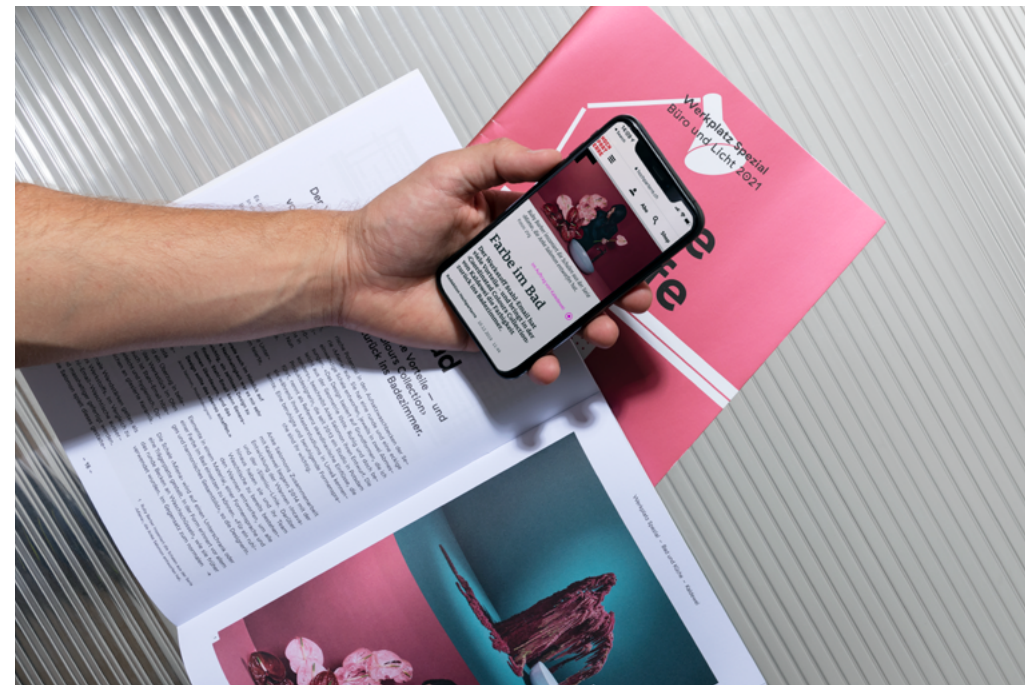
# Werkplatz Spezial

Crossmedia Content Marketing

The supplement *Werkplatz Spezial* is the print version of our online format *Werkplatz*. Each issue is dedicated to a specific topic, so your brand can be presented in the context of a clearly defined thematic focus. Experienced journalists research and create texts in close collaboration with you.

Each contribution of *Werkplatz Spezial* is published online on [Hochparterre.ch](http://Hochparterre.ch), and it remains in prime position in the slider at the top of our homepage for four days. After that, the contributions can be found in the section *Werkplatz* at any time – the URL and linking remain the same. This ensures that your *Werkplatz* contribution retains its place in Google's digital geography and cannot be lost. In addition, Google rates [www.hochparterre.ch](http://www.hochparterre.ch) as a very strong backlink.

Lastly, your *Werkplatz* contribution also reaches a larger audience over our social media channels.





## Content – Arbeitsplatz Spezial – Crossmedia Content Marketing

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### Benefits

- Your Arbeitsplatz Spezial contribution presents your products and brand on all of Hochparterre’s social media channels.
- You receive a contribution written by our editorial team in our usual and esteemed voice.
- Your brand is presented as a valuable expert and industry contact for architects.
- Contributions do not simply mention your competencies but actively demonstrate them.

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### Print

- Arbeitsplatz Spezial is published as an insert in the Hochparterre journal and reaches 76,500 readers.
- Of these readers, 85% are architects, 15% are planners and designers, and 5% are architecture aficionados.
- Arbeitsplatz Spezial is announced in the Hochparterre journal in the section “Kiosk”.
- You will receive 50 copies for your own use.

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### Online

- Your Arbeitsplatz Spezial contribution appears on our news portal Hochparterre.ch, which has 40,000 unique users per month.
- Your Arbeitsplatz Spezial appears in prime position in the slider at the top of our homepage for four days.
- Your Arbeitsplatz Spezial contribution is found online because Google rates journalistic publications more highly than commercial platforms.
- Fixed URL and active linking keep your contribution in the same place in Google’s digital geography.

### Social Media

- Your Arbeitsplatz Spezial contribution is posted on all our social media channels.
  - Instagram: 20,000 followers
  - LinkedIn: 13,000 followers
  - Facebook: 10,000 followers
  - Twitter: 2,000 followers

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### Examples

www.hochparterre.ch/beispiel\_wps  
(Physical examples available upon request)

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### Price

CHF 8,950 (excl. images)

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### Discount

Agency commission 15%

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### Publication Dates and Topics 2024/24

<u>Topic</u>	<u>Issue No.</u>	<u>Publication Date</u>	<u>Deadline</u> <u>Images/Plans</u>
Windows / Facade	5/23	<b>03.04.2024</b>	<b>22.12.2023</b>
Kitchen / Bathroom	11/23	<b>02.10.2024</b>	<b>21.06.2024</b>
Office / Lighting	4/24	<b>tba</b>	<b>tba</b>

# Jobs

## The Job Platform

Through our job platform you reach potential candidates from the fields of architecture and planning within a professional environment. Profiting from the profile of the readership and users of Hochparterre.ch, you will find highly qualified people for your business.

You can publish your job ad on [www.hochparterre.ch](http://www.hochparterre.ch) at any time, which is to say we can also support you in presenting short-term and unexpected job opportunities. Ads in the Hochparterre journal reach your target audience outside of the hectic pace of online life.



## Jobs – The Job Platform

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### Online Job Ad

#### Availability and Run Time

At any time. Each ad is available online for 4 weeks.

#### Price

CHF 750

#### Data Delivery

Please submit your logo as a JPG or EPS file and the text as a Word file.

### Print Job Ads

The price of a print job ad includes the online ad for the duration of 4 weeks.



A

#### **1/1 Page**

A 225×306 mm

**CHF 4,500 black and white  
or 4 colours**



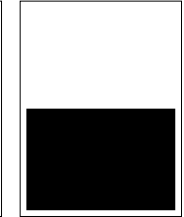
B

#### **1/2 Page**

B 110×306 mm, vertical

C 225×151 mm, horizontal

**CHF 2,500 black and white  
or 4 colours**



C



D

#### **1/4 Page**

D 110×151 mm, block

E 225×73 mm, horizontal

**CHF 1,500 black and white  
or 4 colours**



E

#### Specifications

Print job ads are subject to the same specifications as other ads (see page 6).



## Terms and Conditions

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### Pricing

All prices are quoted exclusive of VAT.

### Applicability

Orders are based on the rates set by the publisher. The terms and conditions of insertion are binding for all orders, unless otherwise agreed in writing.

### Publication

The advertiser is fully responsible for the content of an advertisement. The advertiser shall indemnify the publisher for any and all claims by third parties. The publisher reserves the right to refuse publication of advertisements, to suspend or revise current advertisements.

### Placing of Orders

All orders, revisions or cancellations of an ad must be delivered in writing.

### Changes

The advertiser may be able to postpone advertising orders online without incurring charges provided the order price is not changed and capacity is available.

### Suspension of Orders

Due to technical reasons, cancellation or postponement of scheduled advertisements cannot be accepted after the advertising deadline. Confirmed ad orders for online can be suspended at any time, but 50% of the net/net order value will be charged. For cancellation or postponement from 2 weeks prior to the start of the order, 75% of the net/net order value will be charged. For cancellation or postponement from 1 week prior to the start of the order 100% of the net/net order value will be charged. The publisher shall not be held liable for errors in the submission of advertising orders, changes and suspensions.

### Inserts

Free delivery.

### Sample/Final Print Version

The final print version will be supplied upon request if the printing documents have been made available on time. CHF 75 will be charged for this service. The customer is responsible for corrections. If the final print version is not returned before the deadline, printing approval is deemed to have been given.

### Errata/Typographic Faults

The advertiser is not entitled to a discount if printing errors do not affect the meaning of an advertisement. The publisher shall not be held liable for advertisements that are defective due to unsuitable printing substrates or poor graphics. The advertiser does not have the right to claim compensation or a discount unless the impact of the advertisement is adversely affected due to serious faults in technical reproduction.

### Discounting

Each advertisement order is only valid for the advertisement of an individual advertiser. If discount rates are exceeded or fall short, discount compensation is applied. Insertion contracts are valid with Hochparterre journal for the period of one year from the date the first advertisement is published.

### Terms of Payment

30 days after receipt of the invoice, without discount. In case of foreclosure, insolvency or bankruptcy, any discount reimbursement or agency commissions shall be forfeited.

### Copy Delivery

2 copies are delivered free of charge; larger quantities are invoiced.

### Complaints

Must be made within 10 days after the invoice has been issued.

### Rate Changes

The right to make rate changes is reserved and also applies to on-going orders and contracts.

### Jurisdiction

For both parties, the court of jurisdiction is Zurich.

# Imprint

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Management    Andres Herzog, Werner Huber  
Sales            Michael Volken  
                      volken@hochparterre.ch  
                      +41 44 444 28 67

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## **Hochparterre**

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Editors             Rahel Marti, Axel Simon, Marcel Bächtiger, Mirjam Rombach,  
                          Urs Honegger, Werner Huber, Maarit Ströbele, Deborah Fehlmann

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## **Hochparterre Wettbewerbe**

Editors             Ivo Bösch, Tamino Kuny

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## **Online**

Manager            Urs Honegger

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## **Edition Hochparterre**

Manager            Roderick Hönig

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## **Credits Media Data 2024**

Photos             Flavio Karrer  
Texts               Editorial Staff Hochparterre  
Translation       Niklas Fischer  
Design             Barbara Schrag, Antje Reineck