



# CONSTRUCTION & BÂTIMENT MAGAZINE

MEDIA KIT PRINT



More than a magazine, Construction & Bâtiment is the leading platform for information and professional exchanges in French-speaking Switzerland regarding subjects pertaining to the construction industry. It is the media partner of professional associations, trade federations, manufacturers and resellers and shows its support for many innovative initiatives.

## CONSTRUCTION & BÂTIMENT MAGAZINE

Launched in 2020, it's the latest addition to Edition Prestige's product range, which also includes Espaces contemporains, the leading magazine in the design and decoration sector in French-speaking Switzerland.

**Construction & Bâtiment is aimed mostly at professionals in the construction industry (B2B) and deciphers the most astounding architectural projects in Switzerland**, analyzing each phase of the project: from the planning to the actualization, the architecture and the various stages of construction. All throughout, the magazine alternates between long articles on the development of specific projects, interviews of architects and builders, presentations of new materials, in-depth looks at certain techniques (new methods in the various domains pertaining to construction and architecture), and practical questions.

### AT A GLANCE

12,500

printed  
copies

6

issues  
per year

8

events and  
partnership per  
year



## TARGET AUDIENCE

Having a print run of 12,500 copies, Construction & Bâtiment is sold at newsstands and distributed through gift or paid subscriptions.

### TARGET GROUPS



**Architects, design offices, planning companies, civil engineers, CVSE, contracting authorities, property agencies and promoters**



**Members of the cantonal federations of entrepreneurs** (FVE Vaud, FMB Genève, FNE Neuchâtel, FFE Fribourg)



**Specialized fairs and events pertaining to the construction fields - Building technology and services - layout and planning of the exterior and interior - design**  
(Journée SIA, Quinzaine de l'urbanisme, Energissima, Swissbau, SINE (Salon de l'immobilier neuchâtelois), Swiss Interior Expo, Architect@work und Habitat & Jardin)



**Different types of paid subscribers**



**Pension funds (property investments), banks, insurance companies, cantonal and communal administrations**

## EDITORIAL CALENDAR

The magazine Construction & Bâtiment is published six times a year



### FEBRUARY-MARCH

#### No1/2025

Woodwork  
Energy  
Paint

**Publication date: 27.02.2025**

**Ad closing date: 07.02.2025**

### APRIL-MAY

#### No2/2025

Windows - glazing - framework  
Architecture  
Masonry and concrete

**Publication date: 17.04.2025**

**Ad closing date: 28.03.2025**

### JUNE-JULY

#### No3/2025

Energy (special renewable energy)  
Bathrooms and sanitary facilities  
Greening and landscaping the city

**Publication date: 06.06.2025**

**Ad closing date: 16.05.2025**



### AUGUST-SEPTEMBER

#### No4/2025

Natural stone  
Building envelope  
Windows and facades

**Publication date: 04.09.2025**

**Ad closing date: 19.08.2025**

### OCTOBER-NOVEMBER

#### No5/2025

Energy (heating)  
Insulation  
Building techniques and innovations

**Publication date: 09.10.2025**

**Ad closing date: 19.09.2025**

### DECEMBER-JANUARY

#### No6/2025

Floor coverings - tiling - wood parquets  
Doors and windows  
Urban transformations

**Publication date: 17.12.2025**

**Ad closing date: 26.11.2025**

# ADVERTISING RATES AND FORMATS

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

## 1/1 PAGE

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

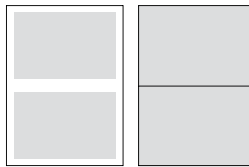


### IMPORTANT INFORMATION:

Our prices are for supplied advertising documents, ready for print. In case of format modifications to be made by us, of graphic development and adaptation of content (realized from elements provided by you), a fee will be added to your invoice of between CHF 40.00 and CHF 240.00 maximum, according to the extent of the work to be done.

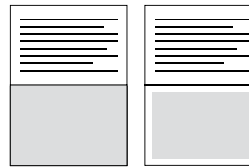
**M** 200 × 265  
**WM** 220 × 285 (+ 3mm)  
**CHF 3800.—**

## 1/2 PAGE HORIZONTAL

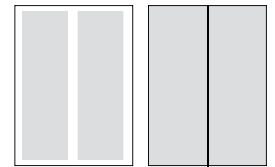


**M** 200 × 127  
**WM** 220 × 137 (+ 3mm)  
**CHF 2000.—**

## 1/2 PAGE HORIZONTAL ON EDITORIAL PAGE 1/2 PAGE VERTICAL

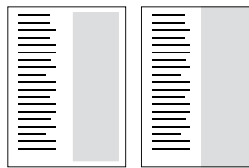


**M** 200 × 127  
**WM** 220 × 137 (+ 3mm)  
**CHF 2200.—**



**M** 95 × 265  
**WM** 105 × 285 (+ 3mm)  
**CHF 2000.—**

## 1/2 PAGE VERTICAL ON EDITORIAL PAGE



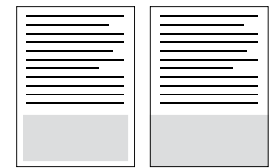
**M** 95 × 265  
**WM** 105 × 285 (+ 3mm)  
**CHF 2200.—**

## 1/3 PAGE HORIZONTAL



**M** 200 × 81  
**WM** 220 × 90 (+ 3mm)  
**CHF 1450.—**

## 1/3 PAGE HORIZONTAL ON EDITORIAL PAGE



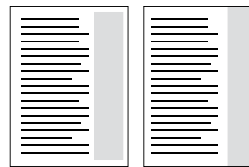
**M** 200 × 81  
**WM** 220 × 90 (+ 3mm)  
**CHF 1595.—**

## 1/3 PAGE VERTICAL



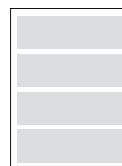
**M** 61 × 265  
**WM** 73 × 285 (+ 3mm)  
**CHF 1450.—**

## 1/3 PAGE VERTICAL ON EDITORIAL PAGE



**M** 61 × 265  
**WM** 73 × 285 (+ 3mm)  
**CHF 1595.—**

## 1/4 PAGE HORIZONTAL



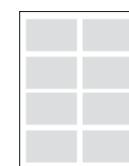
**M** 200 × 61  
**CHF 1150.—**

## 1/4 PAGE



**M** 95 × 127  
**CHF 1150.—**

## 1/8 PAGE HORIZONTAL



**M** 95 × 61  
**CHF 750.—**

# ÉDITIONS PRESTIGE IS...

The magazine Construction & Bâtiment is a product of the independent publishing house Éditions Prestige. Overview of our other products.

## 3 OTHER MAGAZINES TITRES



### **ESPACES CONTEMPORAINS 5 ISSUES PER YEAR**

Founded in 2004, 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.



### **CONSTRUCTION & RÉNOVATION 1 SPECIAL ISSUE 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 20 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 CURENT 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

# CONTACT US

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

## COMMERCIAL CONTACTS

### ÉDITIONS PRESTIGE SA PUBLISHER

ROLAND DURUSSEL  
Route de la Gare 7  
1070 Puidoux  
T +41 (0)21 946 37 41  
mail@constructionetbatiment.ch  
www.constructionetbatiment.ch

### ADVERTISEMENTS BUILDING SERVICES AND CONSTRUCTION DOMAINS (SWITZERLAND)

SERGE BORNAND  
M +41 (0)79 338 43 02  
sbornand@espacescontemporains.ch

### ADVERTISEMENTS ALL DOMAINS (GERMAN-SPEAKING SWITZERLAND + GERMANY + AUSTRIA)

**CREATIVE MEDIA GmbH**  
ESTHER MAJOLETH  
Schützenstrasse 19  
8902 Urdorf  
T +41 (0)43 322 60 38  
esther.majoleth@c-media.ch

## EDITORIAL CONTACTS

### EDITOR-IN-CHIEF

MAROUN ZAHAR  
M +41 (0)78 842 20 11  
mzahar@espacescontemporains.ch

### DEPUTY EDITOR

Salomé Houllier Binder  
T +41 (0)21 946 37 41  
shoullier@constructionetbatiment.ch

### ADMINISTRATION

T +41 (0)21 946 37 41  
mail@constructionetbatiment.ch

