



## Topic overview AW Spezial 2021

- **Six monothematic AW Spezial** issues in 2021
  - Attractive AW Spezial basic price in 2021: **€ 8,200**
- **User-friendly as a stand-alone** supplement in the overall circulation
  - **Service-oriented content** with high utility value for AW readers

# Highest utility value + information on one topic: AW Spezial – Inside insert in the total circulation



**AW Spezial** will appear with every AW issue in 2021 and will always be monothematic, offering service-oriented content with high utility value for AW readers and advertisers.

**AW Spezial** is included in the total circulation without reading circle (approx. 80,000 copies) in a user-friendly way as an independent inside supplement, which is communicated on the cover in a correspondingly attention-grabbing way, format 191 x 280 mm.

### Attractive advertising rates:

Double Page	€ 16,400.-
Full Page	€ 8,200.-
Full Page IFC/OBC	€ 10,200.-

	Magazine Res	Issue	PD	AD	CD	Topic
AW Architektur & Wohnen Spezial	Design	01/2021	04.01.2021	26.10.2020	19.11.2020	60 page anniversary edition: 25 years AW-Designer of the Year
AW Architektur & Wohnen Spezial	Living	02/2021	02.03.2021	23.12.2020	21.01.2021	Hometextile- & Fabric-Trends
AW Architektur & Wohnen Spezial	Bath	03/2021	04.05.2021	26.02.2021	22.03.2021	Bathroom & Wellness + the best Bathroom Studio addresses in Germany
AW Architektur & Wohnen Spezial	Living	04/2021	01.07.2021	26.04.2021	20.05.2021	Home Office & New Work + the best addresses in Germany
AW Architektur & Wohnen Spezial	Kitchen	05/2021	01.09.2021	15.07.2021	23.07.2021	Kitchen trends + the best Kitchen-Studio addresses in Germany
AW Architektur & Wohnen Spezial	Living	06/2021	02.11.2021	31.08.2021	22.09.2021	Sustainability (design, furniture, materials) + the best addresses in Germany

# AW Spezial Home Office & New Work # 04/2021

## New workplace furniture, new lights, the 50 best addresses



There is not always a separate room for working at home. Instead, the home office is integrated into the other living areas.

For this purpose, designers are developing multifunctional living room furniture and displacing classic home office manufacturers.

- New office furniture - it uses space more sparingly, is pleasing, flexible, mobile, changes aesthetically
- New solutions - how to store printers and other equipment invisibly at home
- (ergonomic) aesthetic seating for the home office, alternatives to the classic office swivel chair
- Lighting at the workplace
- New accessories: headphones, large screens, desk pads, pen boxes, etc.

**+ The best office furnishers in Germany, 50 addresses**  
**+ Online location database at [awmagazin.de](http://awmagazin.de)!**

**AW Spezial-Price € 8,200.-**



**AW Spezial** is always monothematic and offers with its depth of information a clear added value for readers and advertisers.

**AW Spezial** is published in the total circulation without reading circle with AW 04/2021 (approx. 80,000 copies), **format 191 x 280 mm.**

### Advertising rates:

Double Page	€ 16,400.-
Full Page	€ 8,200.-
Full Page IFC/OBC	€ 10,200.-

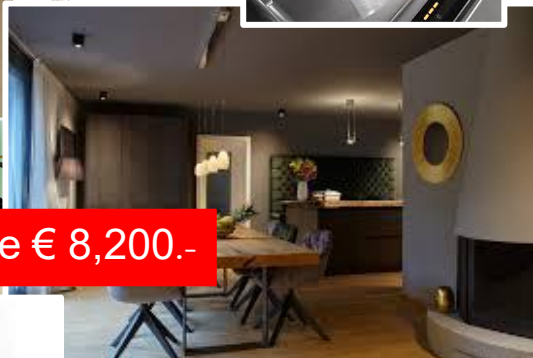
### Dates AW Spezial 04/2021:

Publication date:	01.07.2021
Booking/cancellation date:	26.04.2021
Copy deadline:	20.05.2021



# AW Spezial Kitchen trends # 05/2021

Inspiration, service and the 100+ best kitchen studios in Germany



AW Spezial-Price € 8,200.-



- Kitchen trends 2021: materials, colours, design, function (from modular kitchen to smart kitchen)
- Kitchen as a multi-purpose room, reinforced by the pandemic, for which flexible kitchen furniture is in demand. Kitchen manufacturers present new shelving systems, box furniture
- The seating area in the kitchen has regained importance, for eating, working, for meetings. New ideas for kitchen counters and (corner) benches
- The pantry is back: what used to be the separate alcove with window next to the kitchen is now the walk-in cold store (incl. wine cabinet)
- Division (open) show kitchen/dirty kitchen, what solutions do kitchen manufacturers offer for this (also for small rooms)
- Extractor hood, new (retrofitable) models
- Special fittings
- Lighting
- New electrical and kitchen appliances (sous-vide cooker, beeper etc.)
- Outdoor kitchens

+ The 100+ best kitchen studios in Germany  
+ Online location database at [awmagazin.de](http://awmagazin.de)!

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AW Spezial is published in the total circulation without reading circle with AW 05/2021 (approx. 80,000 copies), format 191 x 280 mm.

#### Advertising rates:

Double Page	€ 16,400.-
Full Page	€ 8,200.-
Full Page IFC/OBC	€ 10,200.-

#### Dates AW Spezial 05/2021:

Publication date:	01.09.2021
Booking/cancellation date:	15.07.2021
Copy deadline:	23.07.2021

# AW Spezial Sustainability # 06/2021

Design, Furniture, Materials. Inspiring company portraits.



- What does sustainability mean in the field of architecture + design?
- Which manufacturers follow or create their own sustainable concepts?
- Which sustainable materials do they work with?
- How do you recognise sustainable furniture design, what seals are there?
- (Award-winning), sustainable furniture
- Protecting the environment and improving one's own living environment, e.g. with air filter systems, carpets/floor coverings - or special features such as bedheads with integrated pollutant traps, etc.
- What does sustainable building look like in concrete terms? We show it by means of e.g. prefabricated houses and wooden houses
- Sustainable furnishing with tiles, wall coverings, lights, carpets.



AW Spezial-Price € 8,200.-



+ The best addresses in Germany  
+ Online location database at [awmagazin.de](http://awmagazin.de)!

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#### Advertising rates:

Double Page	€ 16,400.-
Full Page	€ 8,200.-
Full Page IFC/OBC	€ 10,200.-

#### Dates AW Spezial 06/2021:

Publication date:	02.11.2021
Booking/cancellation date:	31.08.2021
Copy deadline:	22.09.2021

# Special Edition: AW Designer of the Year 2022

Your advertisement in AW Spezial 01/2022



The "AW Designer of the Year" award, which has been presented for over 25 years, has developed into the most coveted and important design prize in the entire magazine scene in Europe. AW Architektur & Wohnen presents this editorial award to an outstanding, internationally renowned designer personality. The jury prize known as the "Oscar" is awarded in January.

With an issue size of 60 pages, AW Spezial # 01 will be a tribute to the 26 previous award winners with inspiring company portraits.

Directly in this AW Spezial, we are offering some, limited advertising space. Be part of it and look forward to a unique design print event that, according to AWA 2020, will reach 380,000 readers!

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### Advertising rates:

Double Page € 16,400.-  
Full Page € 8,200.-  
Full Page IFC/OBC€ 10,200.-

### Dates AW Spezial 01/2022:

Publication date: 11.01.2022  
Booking/cancellation date: 23.11.2021  
Copy deadline: 09.12.2021



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We are looking forward to the conversation with you...

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