

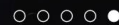
DESIGNERLIFE AW

AWmagazin.de experience

Native integration including top premium placements

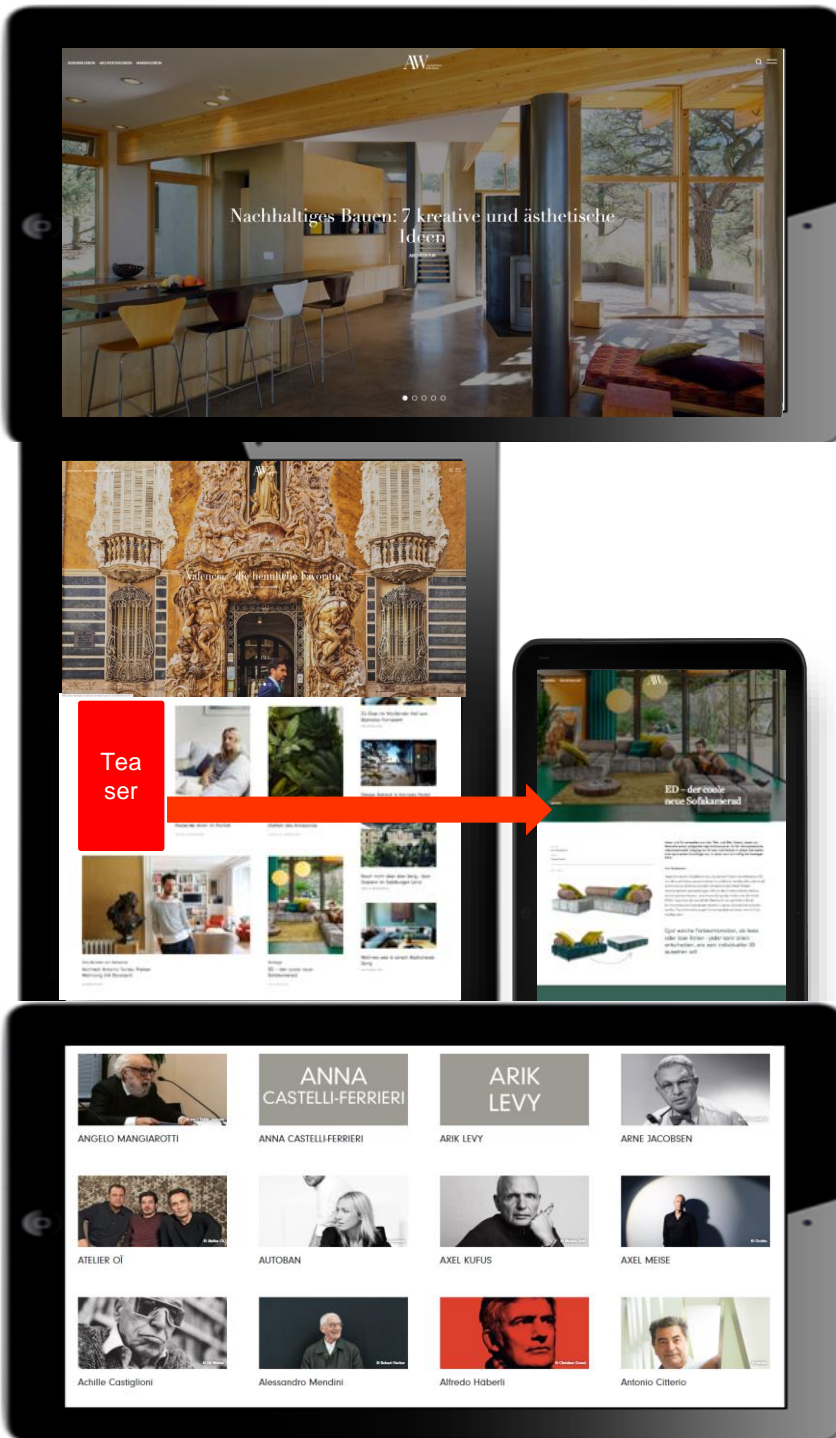
Piero Lissoni – AW Designer des Jahres 2021

AW DESIGNER DES JAHRES



What AWmagazin.de offers

What distinguishes our offer



High-quality state-of-the-art design with a mobile-first approach - in line with the design standards of AW Architektur & Wohnen.

The Jahreszeiten Verlag has opted for a highly advertising-reduced online strategy - with our native advertising offers we provide you with an exclusive and guaranteed visible presence in a premium environment - without competing display campaigns. Compared to display advertising, users find Native Advertising less disruptive, more entertaining, more interesting and more informative. This is why native advertising is usually clicked on more often than display advertising (depending on the content of the campaign).



Native integration including top premium placements instead of programmatic advertising. In addition to the right environment placement, you can also benefit from the high journalistic competence of the editorial teams and an image transfer.

With guaranteed visibility of the traffic drivers included in each package, we also ensure that your campaign is seen and that the campaign goals can be achieved. Due to the increased use of ad blockers, classic/programmatic display campaigns are often limited in their effect. According to the BVDW (German Association of the Digital Economy), the share of online display advertising blocked on the desktop is almost 25%.

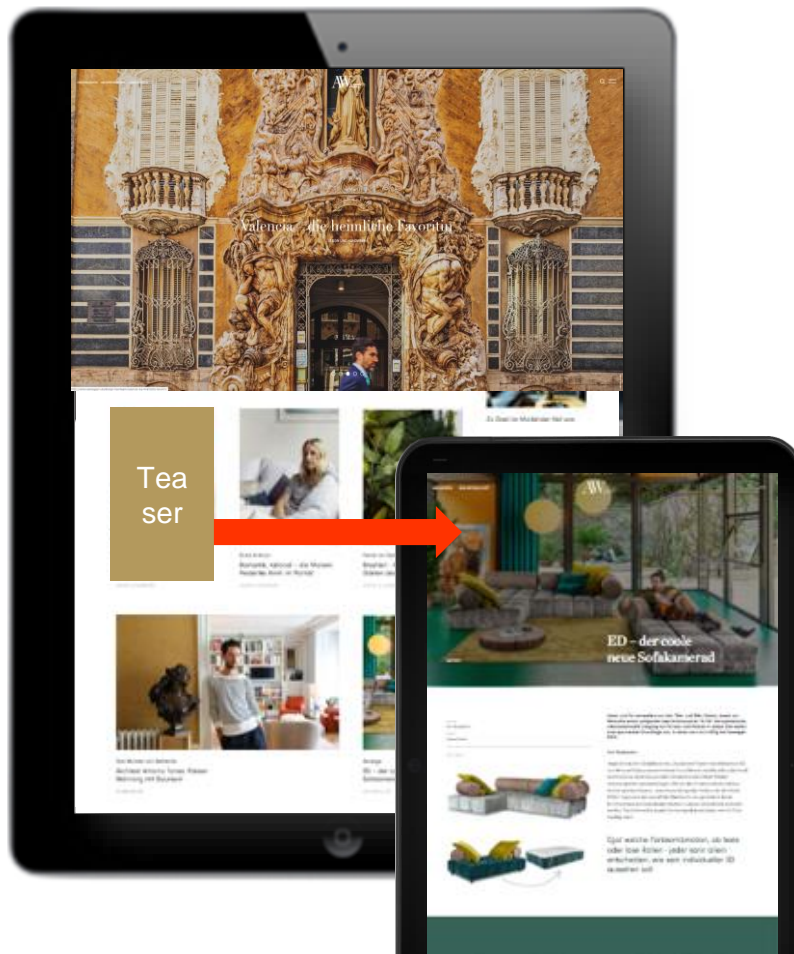


Premium entry AW Lexicon included - curated service offers for the AW community:

- AW-Designer's encyclopedia
- AW architects' encyclopaedia
- AW brand encyclopaedia
- AW excellent dealer addresses with location finder

Advertorial Package + Premium Entry AW Lexicon

3 months running time incl. facebook & instagram posts



Place your **brand message on AWmagazin.de** and present your individual digital advertorial in the AW-Online Community. Additional traffic drivers (promo teaser, ad bundle) guarantee visibility.

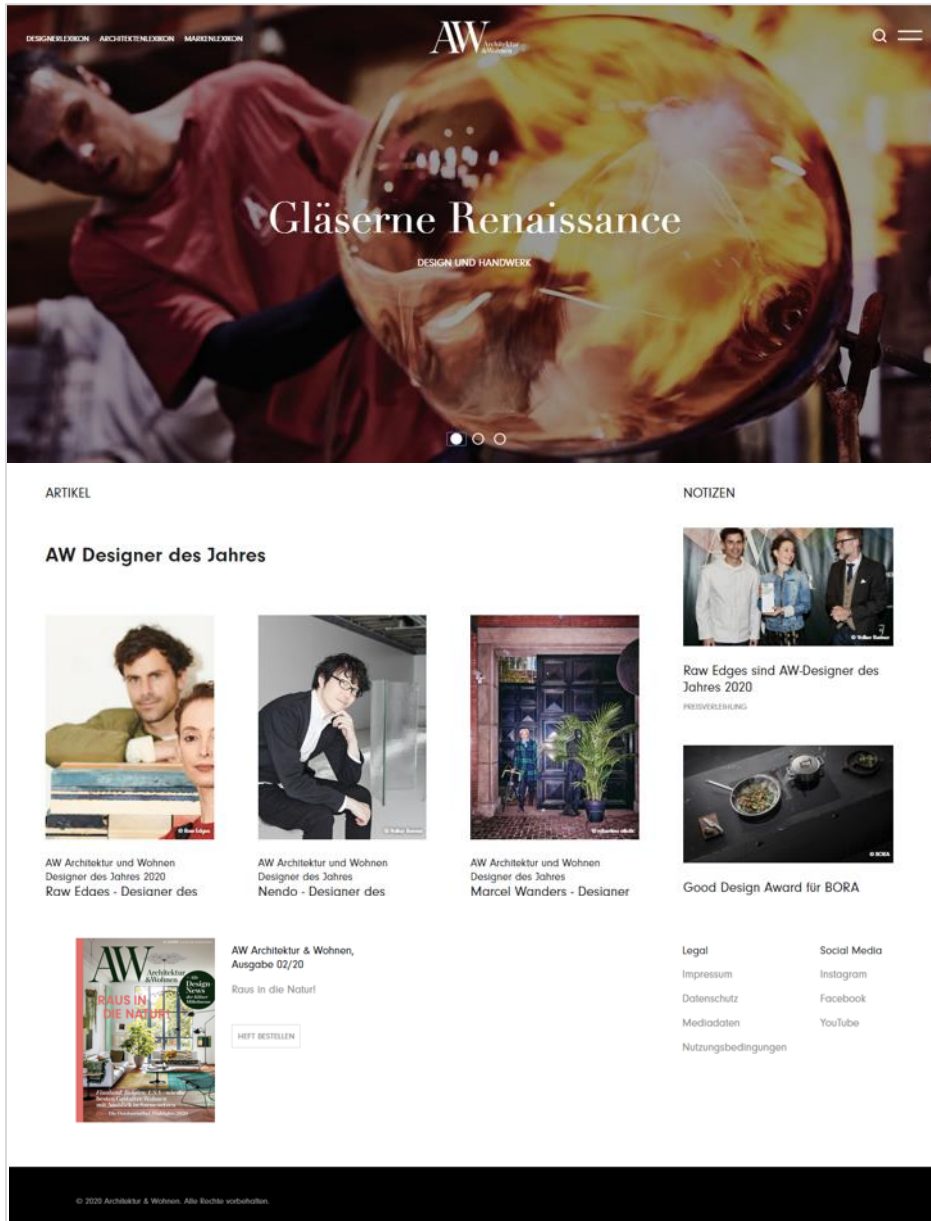
Benefit from your included premium entry in the AW-brand/ architecture or designer encyclopaedia (duration: 24 months).

Advertorial: Text, images, video: Materials are supplied by you and integrated by us to fit perfectly, incl. link to your website

Traffic driver: Promotion teaser, co-branded medium rectangle, social media posts (3 each on FB/Instagram) with link to the advertorial.

Duration:	3 months
Total reach:	250,000 guaranteed ad impressions on traffic drivers
Media costs (gross):	9,000.- EURO
Production costs:	2,400.- EURO

Development of further creative implementation ideas e.g. "Expert survey" plus 1,750.- EURO



awmagazin.de

Key Facts



Unique User:**
19.154
(Feb 2021)




25 - 44 years:*
46,6 %



60 % 40 %*



 5.535 Subscriber

 7.166 Follower

 76,9k Follower

*Google Analytics Nov 2020 **Google Analytics February 2021

Your local contact persons

We look forward to talking to you...

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