

DESIGNERLYN

# AWmagazin.de experience

Native integration including top premium placements

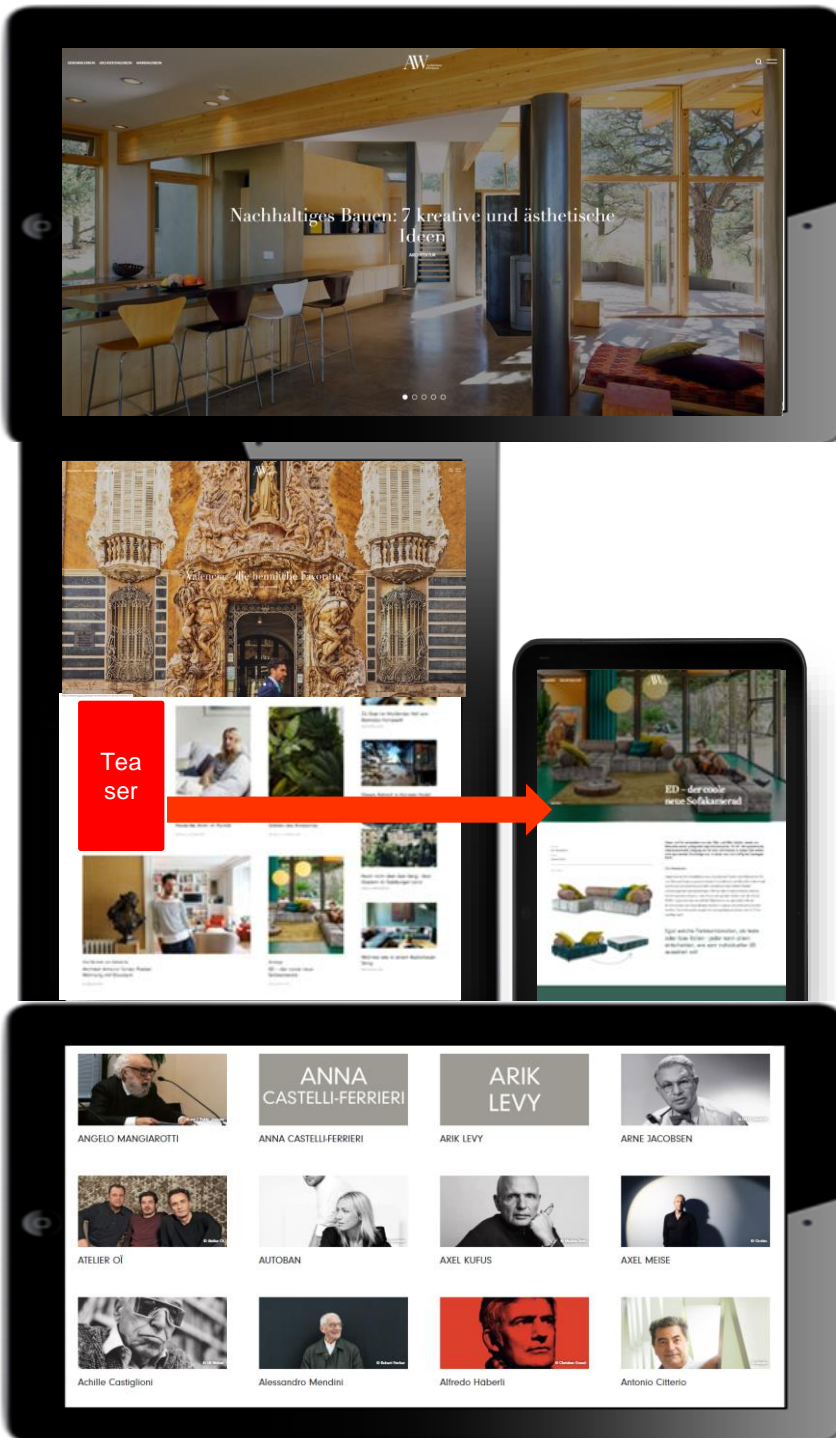
Piero Lissoni – AW Designer des Jahres 2021

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%.

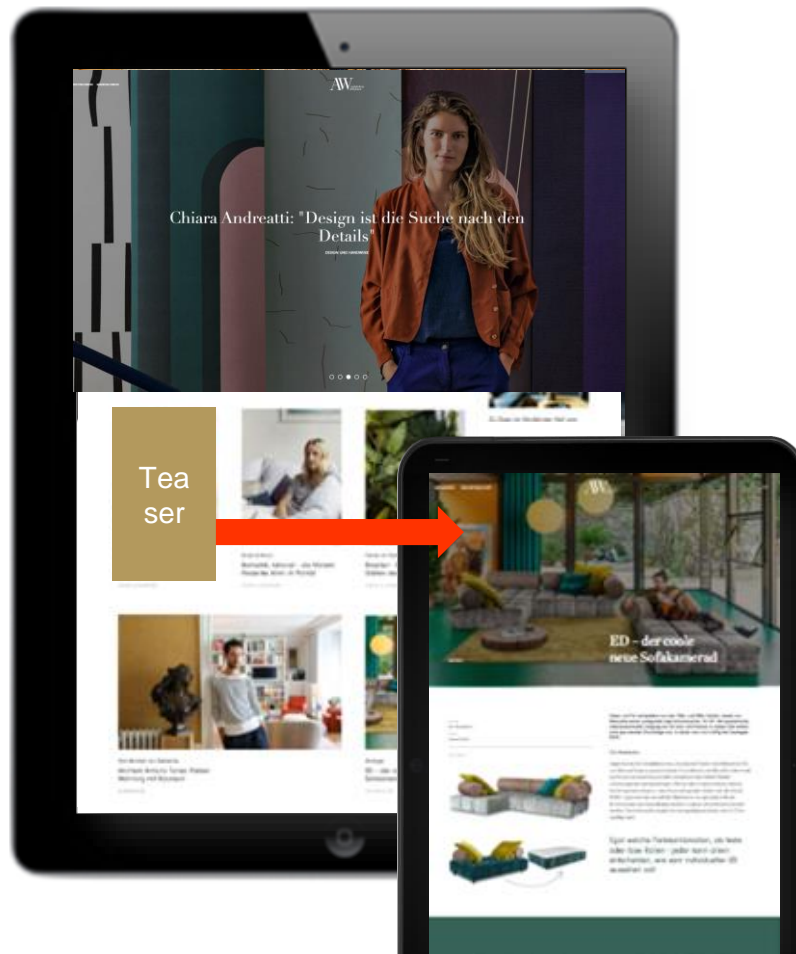


### Premium entry AW Lexicon included - curated service offers for the AW community:

- AW-Designers' 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

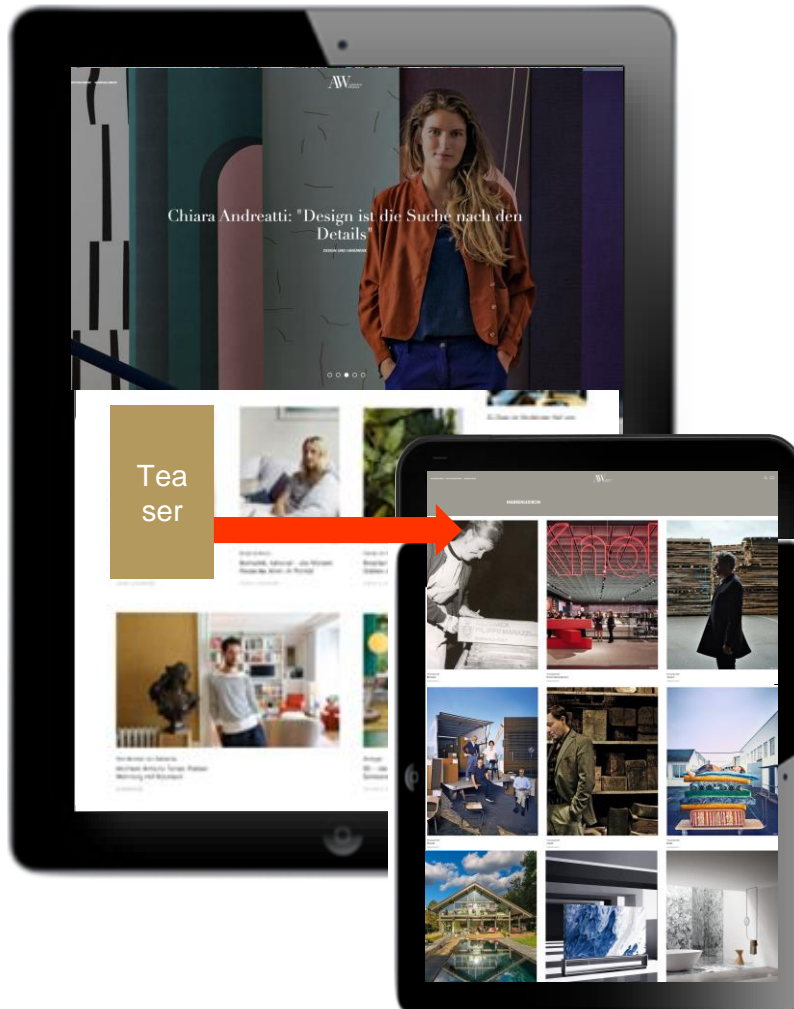
**Traffic driver:** Promotion teaser, co-branded ad bundle or leaderboard, social media posts (3 each on FB/Instagram) with link to the advertorial.

<b>Duration:</b>	<b>3 months</b>
<b>Advertorial:</b>	<b>5.000 guaranteed contacts (page impressions)</b>
<b>Media costs (gross):</b>	<b>9,000.- EURO</b>
<b>Production costs:</b>	<b>2,400.- EURO</b>

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

# Premium Entry AW Lexicon + Social Media

12 months running time incl. facebook & instagram posts

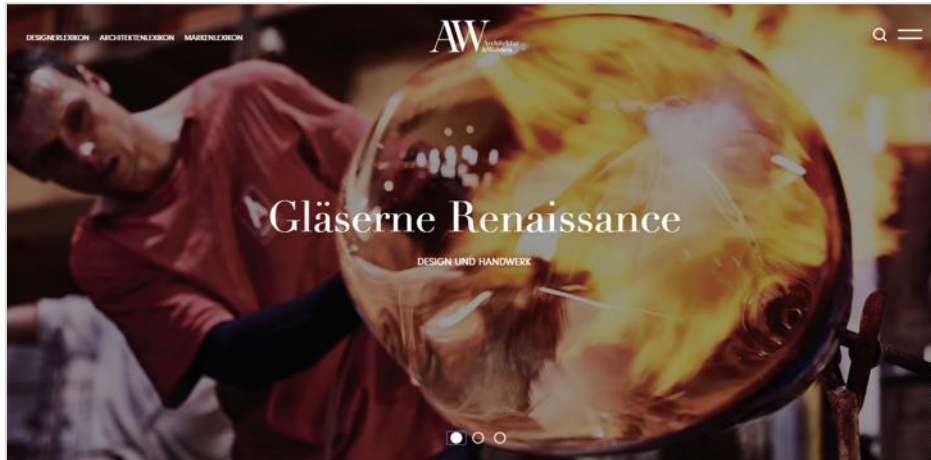


Place your **brand message** on **AWmagazin.de** and present your individual offer the AW-Online Community.

**Benefit from your included premium entry** in the AW-brand encyclopaedia.

**Traffic driver:** social media posts (3 each on FB/Instagram) with link to the Lexicon.

<b>Duration:</b>	<b>12 months</b>
<b>Media costs (gross):</b>	<b>4,500.- EURO</b>
<b>Production costs:</b>	<b>1,750.- EURO</b>



# awmagazin.de

## Key Facts



Unique User:\*\*  
9.763



25 - 44 years:\*  
46,6 %



60 % 40 %\*

ARTIKEL

### AW Designer des Jahres

AW Architektur und Wohnen  
Designer des Jahres 2020  
Raw Edges - Designer des

AW Architektur und Wohnen  
Designer des Jahres  
Nendo - Designer des

AW Architektur und Wohnen  
Designer des Jahres  
Marcel Wanders - Desianer

NOTIZEN

Raw Edges sind AW-Designer des Jahres 2020

PROJEKTLEBENS

Good Design Award für BORA

Legal

Impressum

Datenschutz

Mediadaten

Nutzungsbedingungen

Social Media

Instagram

Facebook

YouTube

AW Architektur & Wohnen, Ausgabe 02/20

Raus in die Natur!

HEFT BESTELLEN

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6.752 Subscriber

7.290 Follower

173 Follower

\*Google Analytics Mai 2021 \*\*Google Analytics Mai 2021



# Your local contact persons

We look forward to talking to you...

## **Advertising Director**

### **International Business**

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E pierre-Andre.OBE@media-embassy.fr

Click here for all international contacts and contact details.



# Technical specifications digital 2021

## Advertorial-Package

required materials:

complete texts (2.500-3.000 characters), pictures (5 up to 10, incl. caption), videos, external link, design and logos to present the company/brand/product, photo-credits (pictures/texts free for digital usage), including two correction loops.

production of all contents by Jahreszeiten Verlag upon request.

social-posts:

feed: Ratio: 1:1, 1080x1080px

story: Ratio: 9:16, 1080x1920px

primary text: 125 characters, headline: 40 characters, description: 30 characters

format-type:

jpg, TIFF, BMP, PNG

delivery deadline:

14 working days before beginning of runtime

tracking:

advertorials/brand lexicon: click command

delivery address/support:

e-Mail: [production@jalag.de](mailto:production@jalag.de)