



AW  
Architektur  
& Wohnen

## Topic overview

### AW Special 2022

- Six monothematic AW Special issues in 2022
- Attractive AW Special basic price in 2022: € 8,250
- User-friendly as a stand-alone supplement in the overall circulation
  - Service-oriented content with high utility value for AW readers

# Special Edition: AW Designer of the Year 2022

Your advertisement in AW Special 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.

**Directly in this AW Special**, we are offering some, limited advertising space. Be part of it and look forward to a unique design print event that, according to AWA 2021, will reach 310,000 readers!

**AW Special** 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.

### Advertising rates:

|                   |            |
|-------------------|------------|
| Double Page       | € 16,500.- |
| Full Page         | € 8,250.-  |
| Full Page IFC/OBC | € 10,250.- |

### Dates AW Spezial 01/2022:

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



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



**AW Special** will appear with every AW issue in 2022 and will always be monothematic, offering service-oriented content with high utility value for AW readers and advertisers.

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### Attractive advertising rates:

Double Page € 16,500.-  
Full Page € 8,250.-  
Full Page IFC/OBC€ 10,250.-

+ the best **AW Special** addresses,  
Bathroom and Kitchen, Print and Online  
+ extension of the editorial  
**AW Special content** on [AWmagazin.de](http://AWmagazin.de)

| Titel                           | Magazine Res | Issue   | PD         | AD         | CD         | Topic                                              |
|---------------------------------|--------------|---------|------------|------------|------------|----------------------------------------------------|
| AW Architektur & Wohnen Special | Design       | 01/2022 | 11.01.2022 | 28.10.2021 | 29.11.2021 | AW-Designer of the Year 2022                       |
| AW Architektur & Wohnen Special | Living       | 02/2022 | 01.03.2022 | 16.12.2021 | 20.01.2022 | Outdoor Home Spa & Pools                           |
| AW Architektur & Wohnen Special | Bath         | 03/2022 | 03.05.2022 | 18.02.2022 | 22.03.2022 | Bath & Wellness + the best 100 bath studios        |
| AW Architektur & Wohnen Special | Technic      | 04/2022 | 05.07.2022 | 20.04.2022 | 23.05.2022 | Smart home for the senses                          |
| AW Architektur & Wohnen Special | Kitchen      | 05/2022 | 06.09.2022 | 11.07.2022 | 27.07.2022 | Kitchen trends 2022 + the best 100 kitchen studios |
| AW Architektur & Wohnen Special | Mobility     | 06/2022 | 02.11.2022 | 19.08.2022 | 20.09.2022 | New Mobility                                       |

# AW – more than 64 years of inspiration!



**Frequency**  
bi-monthly

**Copy price**  
€ 9,90

**Ad rate 2022**  
€ 21,900.00

**Format**  
210 mm width  
280 mm height

**Paid circulation**  
72,886 copies

**Reach**  
0.31m

[Dates and further details can be found here.](#)

**AW Architektur & Wohnen** is the only multi-thematic and internationally recognised lead magazine on architecture, design, home living and garden planning that takes an emotional approach. The magazine stands for an exquisite selection of topics in top journalistic quality, for international trends and qualified analysis. That's why AW Architektur & Wohnen is appreciated equally by both its readers and industry professionals.

**AW is the premium title** for design, home living, architecture and garden in Germany.

**AW Architektur & Wohnen** presents its own editorial awards and has itself been commended several times in recent years. The AW-Designer of the Year is the most sought after and prestigious design award in the entire European home interior scene.

This acknowledgement confirms the status of AW as lead magazine.

[Click here to see a complete issue](#)

# International representatives

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

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