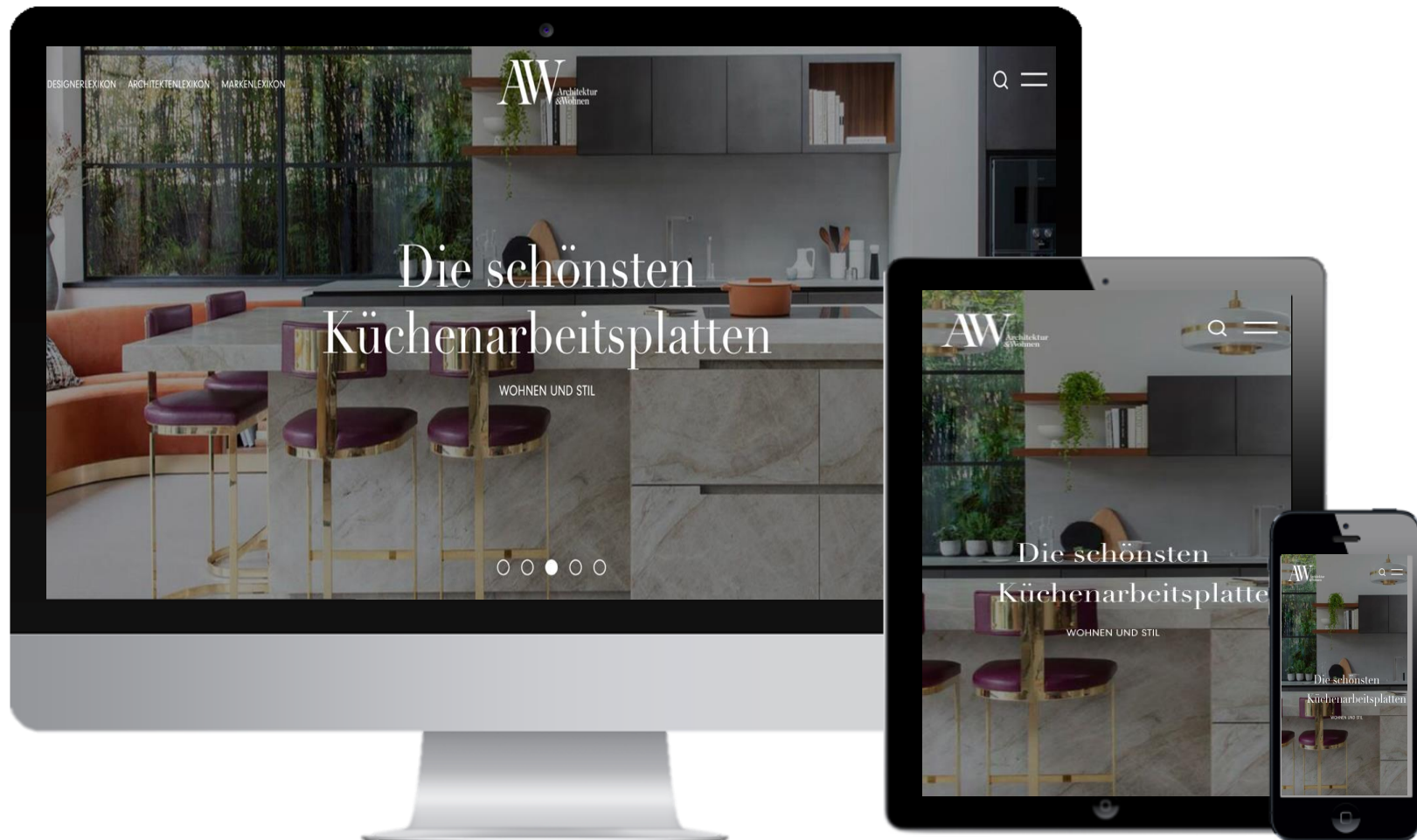




AWmagazin.de - offer 2022

Native integration including top premium placements



Room for inspiration

AWmagazin.de is aimed at educated, cultured users with a high affinity for sophisticated offers from the fields of architecture, living, culture and design.

AWmagazin.de regularly generates useful content by integrating all AW specials - AWmagazin.de not only offers the best and most up-to-date addresses for bathroom and wellness studios, kitchen studios, office and home office furnishers, furniture stores, but also an AW designer and architect encyclopaedia based on the winners of the AW designer and AW architect of the year awards.



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.

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.

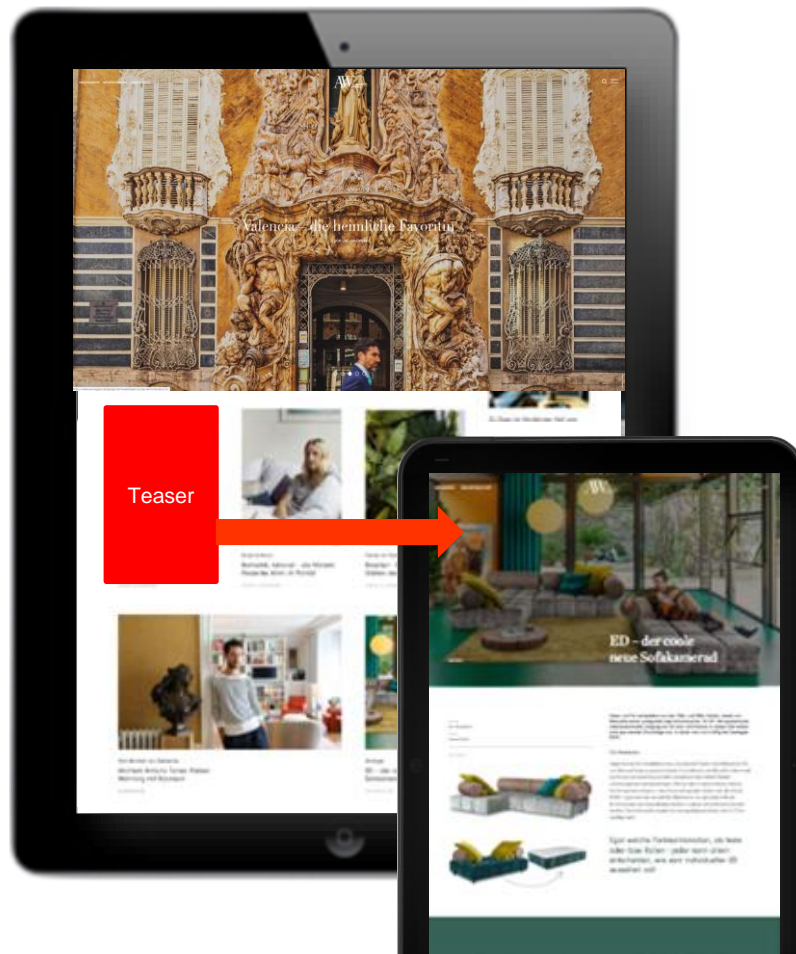


Premium entry AW Lexicon included - curated service offers for the AW community:

- **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 advertorial 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.

Duration: 3 months/advertorial

Advertorial: 4.000 guaranteed

contacts

(page

impressions)

Media costs (gross): 9,000.- EURO

Production costs: 2,400.- EURO

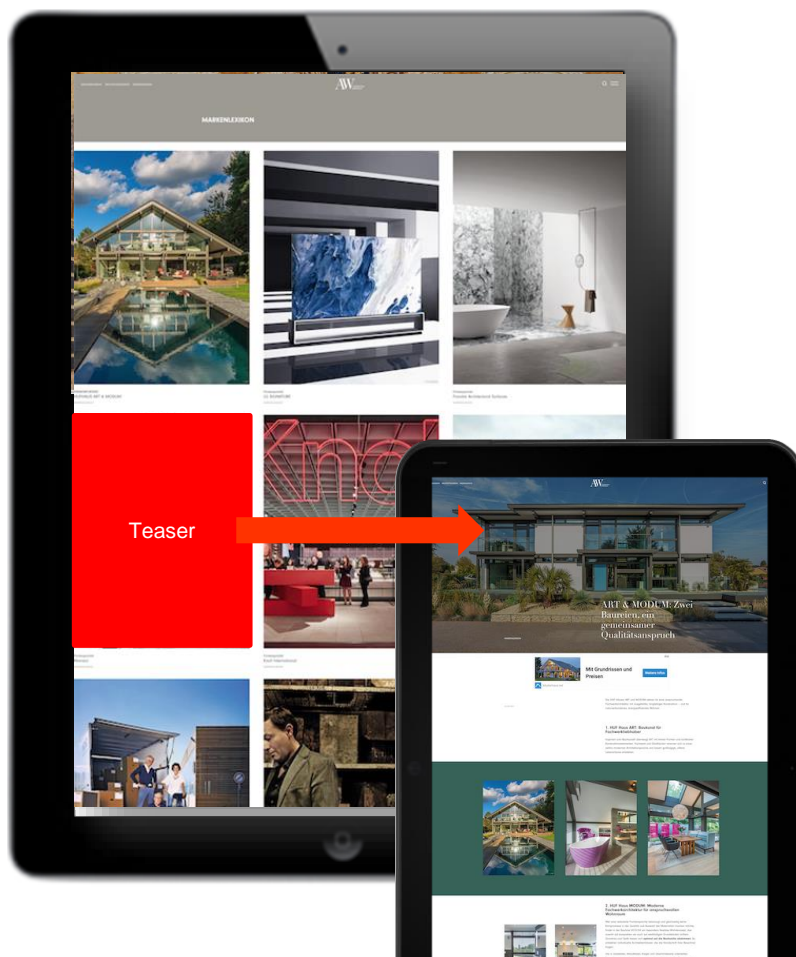
Development of further creative implementation ideas

e.g. "expert survey" plus 1,750. EURO

Media costs are discount- and AE-eligible, production costs are not further discount- or AE-eligible. Production costs refer to delivered files and free images, incl. 2 correction loops. All prices plus VAT.

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.

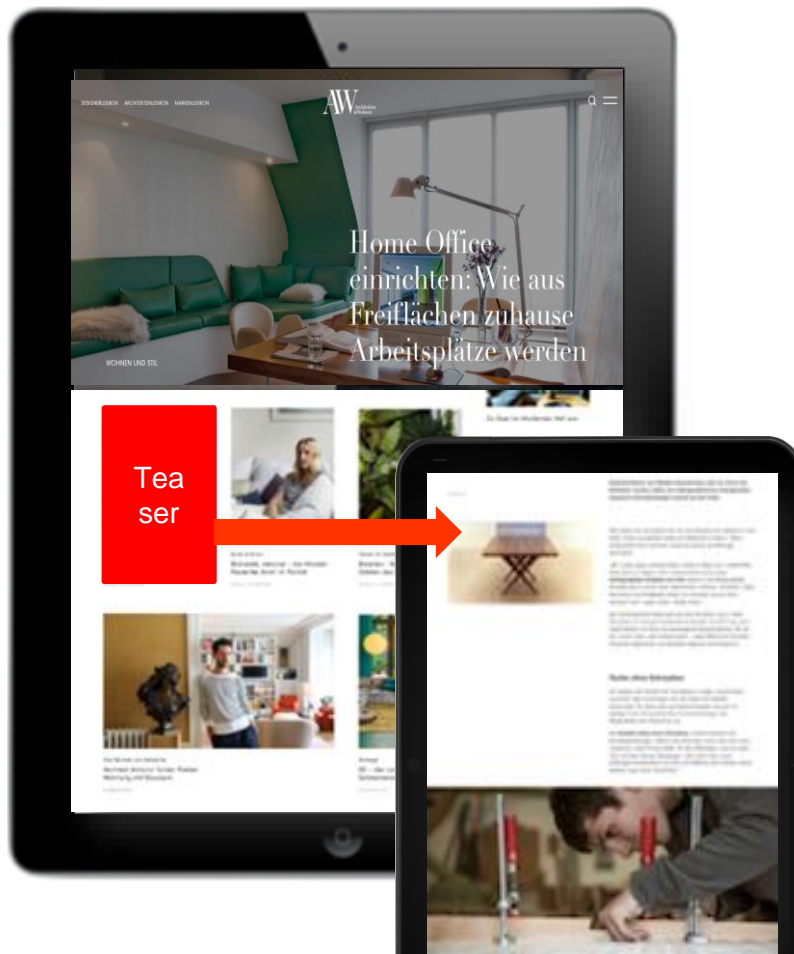
Duration: 12 months/premium entry

Media costs (gross): 4,500.- EURO

Production costs: 1,750.- EURO

Online AW-Special

Advertorial integration incl. Facebook & Instagram posts



Extend your brand message in the online AW-Special on AWmagazin.de. Present your individual advertorial in a thematic and affine environment.

Your advantages:

- Embedding in the editorial environment and the look & feel of the website
- The content is not directly recognized as advertising by the reader and opens up additional advertising impact
- High brand and image transfer

Traffic driver:

Integration of a teaser in the AW special and further social media posts guarantee attention.

Runtime

6 months

Components:

Advertorial (delivery by customers)

Teaser in AW-

Special

1 post each on facebook and Instagram

Media costs (gross):

3.900,- EURO

Production costs:

1.400,- EURO

Your local contact persons

We look forward to talking to you...

Advertising Director International Business

Contact: Dagmar Hansen
JAHRESZEITEN VERLAG GmbH
Harvestehuder Weg 42
20149 Hamburg
phone: +49/40/2717 2030
e-mail: dagmar.hansen@jalag.de

Grossbritannien & Irland

Contact: Stefanie Stroh-Begg
Mercury Publicity Ltd.
99 Grays Inn Rd.
London WC1X 8TY
T +44/ 7798-665-395
E stefanie@mercury-publicity.com

Schweiz & Liechtenstein

Contact: Eva Favre
Goldbach Publishing AG
Case postale 20
Route de Mollie-Margot 1
CH-1073 Savigny
T +41/21/349 4891
E eva.favre@goldbach.com

Belgien, Niederlande & Luxemburg

Contact: Anita Rodwell
Mediawire International
Plein 1945 nr. 27
1251 MA, Laren
T +31/651/48 01 08
E info@mediawire.nl

Italien

Contact: Meike Belloni
Media & Service International Srl
Via Giotto, 32
20145 Mailand
T +39/02/ 48 00 61 93
E info@it-mediaservice.com

Skandinavien

Contact: Finn Greve Isdahl
International Media Sales
P.O. Box 44 Fantoft
5899 Bergen
T +47/55/ 92 51 92
E fgisdahl@mediasales.no

Spanien & Portugal

Contact: David Castelló
K.Media
Calle Santa Engracia, 18,
Esc.4, 2 Izq.
28010 Madrid
T +34/91/702 34 84
E info@kmedianet.es

Österreich

Contact: Michael Thiemann
Jahreszeiten Verlag GmbH
Alt Seckbach 5
60389 Frankfurt
T +49/40/22 85 92 99-6
E michael.thiemann@jalag.de

Frankreich & Monaco

Contact: Pierre-André Obé
MEDIA EMBASSY INTERNATIONAL
7 rue Michel Chasles
F-75012 PARIS
T +33/6 03 92 09 15
E pierre-andre.OBE@media-embassy.fr

Your local contact persons

We look forward to talking to you...

Jörg Slama

Leitung Sales Region Nord

T +49 40 22859 2992
E joerg.slama@jalag.de

Michael Thiemann

Leitung Sales Region Mitte / West / Österreich

T +49 40 22859 2996
E michael.thiemann@jalag.de

Marco Janssen

Leitung Sales Südwest

T +49 40 22859 2997
E marco.janssen@jalag.de

Andrea Tappert

Leitung Sales Region Süd

T +49 40 22859 2998
E andrea.tappert@jalag.de

Jahreszeiten Verlag Zentrale Hamburg

Mario Fritschi

Digital Sales Manager

T +49 40 2717-2597
E mario.fritschi@jalag.de

Henning Meyer

Senior Brand Manager MERIAN

T +49 40 2717-2496
E henning.meyer@jalag.de

[Click here for all international contacts and contact details.](#)

Technical specifications digital 2021

ADVERTORIAL-PACKAGE

Required materials Advertorial:	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.
Required materials premium entry:	Complete text content (1,500-2,000 characters), images, target links, Logo to introduce brand (philosophy, creator, USP, designer etc.), photo credits
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