



AW
Architektur
& Wohnen

Topic overview AW Special 2022

- **Six monothematic AW Special issues in 2022**
 - Attractive AW Special basic price € 8,250
- **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 Special – Inside insert in the total circulation



AW Special-Price € 8.250,-

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.

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.

Attractive advertising rates:

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

+ the best **AW Special addresses**, Home Office, Bathroom and Kitchen, Print + Online
+ extension of the editorial
AW Special content on 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	Home Office - New Work + the Best Office Fitters
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 Special Home Office # 02/2022

Concepts, furniture, light, accessories + the 50 best addresses

Extension

of the editorial
AW Special Contents
on AWmagazin.de



Rethinking working life - changes in the world of work

- Hybrid work situations consisting of home office and office days are increasingly emerging. We look at both sides and also at modern office concepts as communication meeting places.
- "Home Story" - Working and living under one roof, examples.
- Interview: How does the transformation of conventional offices succeed?
- Magazine: current products and projects
- New office furniture for different user needs - solutions for different requirements
 - Using a separate room as an office
 - Integrating a workplace into the living/sleeping world
 - Working at the dining table
 - Using a room for two
- New furniture / lighting / accessories
- Innovative office project - how does it feel to work there? What is different, better, what might not work yet?
- Circular economy - leasing furniture instead of buying, advice on demand

+ The best office furnishers in Germany, 50 addresses
+ Online location database at awmagazin.de!

AW Special-Rate € 8.250,-



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

AW Special is published in the total circulation without reading circle with AW 02/2022 (approx. 80,000 copies), **format 191 x 280 mm.**

Advertising rates:

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

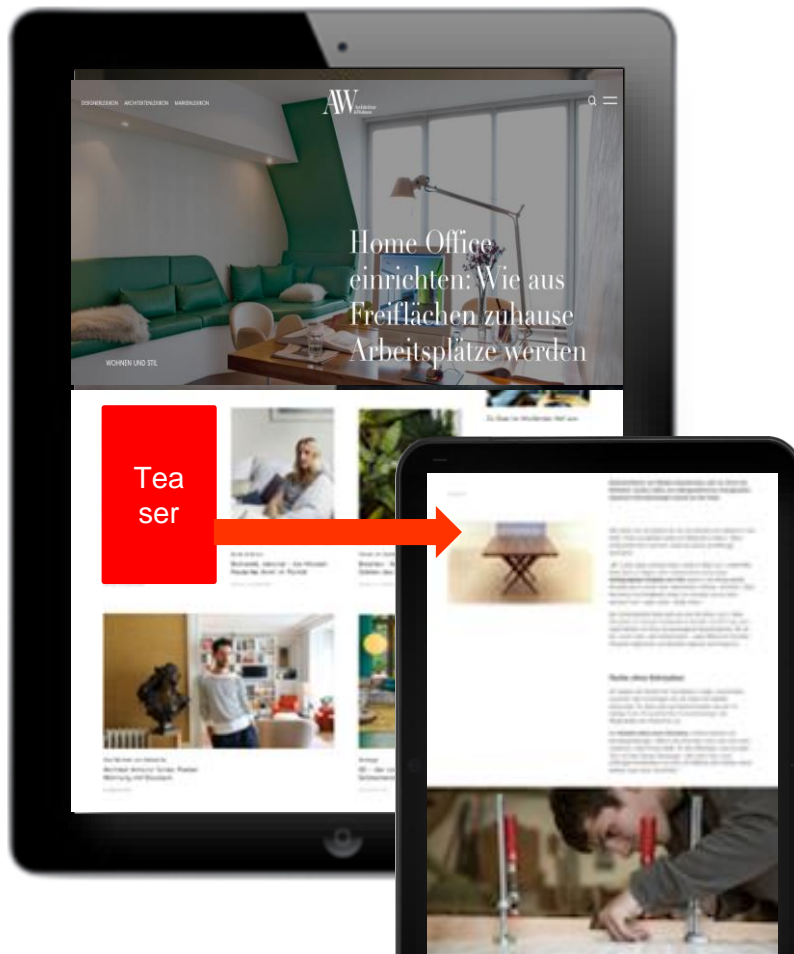
Dates AW Special 02/2022:

Publication date:	01.03.2022
Booking/cancellation date:	16.12.2021
Copy deadline:	20.01.2022



Online AW-Special

Advertorial-Integration inkl. Facebook & Instagram Posts



Verlängern Sie Ihre **Markenbotschaft im Online AW-Special auf AWmagazin.de**. Präsentieren Sie Ihr individuelles Advertorial im thematischen und affinen Umfeld.

Ihre Vorteile

- Einbettung im redaktionellen Umfeld und im Look & Feel der Webseite
- Der Inhalt wird vom Leser nicht direkt als Werbung erkannt und eröffnet zusätzliche Werbewirkung
- Hoher Marken- und Imagetransfer

Traffic-Treiber

Integration eines Teasers im AW-Spezial und weitere Social-Media Posts garantieren für Aufmerksamkeit.

Laufzeit:	6 Monate
Bestandteile:	Advertorial (Anlieferung durch Kunden) Teaser im AW-Special Jeweils 1 Posts auf Facebook und Instagram

Mediakosten (brutto):	3.900,- EURO
Produktionskosten:	1.400,- EURO

International representatives

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

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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
69,519 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](#)