



AW – since 65 years' inspirational space

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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 rather than one of cold distance. 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. The "AW Designer of the Year" is a coveted and important design award for the entire furniture and contract scene in Europe. The "AW Architect of the Year" is considered a very prestigious award in the architecture scene. Both awards confirm AW Architektur & Wohnen as one of the leading leading magazines in the field of architecture, living and design.

Frequency	bimonthly
Paid circulation	67.496 IVW III/22
Rate full page 4c	€ 24,100
Copy price	€ 11.90

Target Group

Educated, cultured and cosmopolitan aesthetes. Quality-oriented, high-income innovators and trendsetters over the age of 30.

www.awmagazin.de

READERSHIP

Educated, cultured and worldly people of taste. Quality-orientated, affluent innovators and trendsetters aged 30 and above. According to AWA 2022, AW reaches 320,000 readers in Germany.

% breakdown | Index

Sex		
Men	54	109
Women	46	91
Age		
20–29 years	6	48
30–39 years	15	102
40–49 years	12	88
50–59 years	28	153
Net household income (in EURO)		
4.000 and more	52	164
Socio-economic status		
High (level 1+2)	53	235
Consumer typology		
Mainly quality-oriented consumers	53	238
Special interest in topics		
modern design	42	571
modern architecture	48	931
Applicable attributes, attitudes		
Special target group modern home & interior	42	727
Like to buy products with modern design	43	271
Luxury-orientated consumers	42	377

Source: AWA 2022

ADVERTISING RATES 2023

Format	4c / EUR
Full page	24,100.-
Full page IFC / OBC	26,950.-
2/3 page	19,400.-
Half page	16,900.-
1/3 page	12,200.-
1/4 page	9,700.-
Double page	48,200.-
Double page IFC + page 3	51,600.-

DISCOUNTS

Turnover scale (gross)

(incl. Special)

from 48,000 Euro – 3%	from 192,000 Euro – 13%
from 96,000 Euro – 6%	from 240,000 Euro – 17%
from 144,000 Euro – 10%	from 280,000 Euro – 20%

CIRCULATION

Circulation, IVW-audited, 3rd quarter 2022

Paid circulation	67.496	copies
Distributed circulation	70.135	copies
Subscribers	26,646	copies

SCHEDULE 2023

Issue	AW Special	Publication date	Booking deadline	Copy deadline
01/2023	Home Office & New Work	10.01.2023	23.11.2022	09.12.2022
02/2023	Garden, Outdoor kitchen & Pools	07.03.2023	20.01.2023	07.02.2023
03/2023	Bathroom & Wellness	02.05.2023	14.03.2023	30.03.2023
04/2023	Design Classics	04.07.2023	16.05.2023	05.06.2023
05/2023	Kitchen trends 2023	05.09.2023	20.07.2023	07.08.2023
06/2023	Home Entertainment	02.11.2023	14.09.2023	02.10.2023
01/2024	Design at every stage of life	02.01.2024	13.11.2023	30.11.2023

Advertising Rates AW Special:

Full page 9,100 € , Full page IFC or OBC 11,300 €
Format 191 x 280 mm

Topics subject to change.

TECHNICAL DATA AW Architektur & Wohnen

Magazine format: 210 x 280 mm + 4 mm trim-reserve (**AW Special: 191 x 280 mm + 4 mm trim-reserve**)
type area: 183 x 253 mm (**AW Special: 164 x 253 mm**)
Printing process: Offset
Artwork: Please deliver a print-PDF with 300 dpi resolution.
Color-management: CMYK



Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: www.duon-portal.de
Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50.

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