

Topic overview AW Specials 2023



- Six monothematic AW Special issue in 2023
 - Attractive AW Special price € 9.100,-
- New: AW Special goes DIGITAL. Content + Online Location database

Deadlines AW Special 2023

Highest utility value + information on one topic



New
AW Special
Editorial Content
on AWmagazin.de

AW Special will appear with every AW issue in 2023 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 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 € 18.200,-
Full page € 9.100,-
Full Page IFC/OBC € 11.300,-

+ the best **AW Special addresses**,
Home Office, Bathroom and Kitchen,
Print + Online
+ extension of the editorial **AW
Special content** on AWmagazin.de

	Issue	PD	AD	CD	Topic
AW Architektur & Wohnen Special	01/2023	10.01.2023	14.11.2022	14.12.2022	Home Office – New Work*
AW Architektur & Wohnen Special	02/2023	07.03.2023	10.01.2023	09.02.2023	Garden & Outdoor-Kitchen & Pools*
AW Architektur & Wohnen Special	03/2023	02.05.2023	02.03.2023	03.04.2023	Bathroom & Wellness*
AW Architektur & Wohnen Special	04/2023	04.07.2023	04.05.2023	07.06.2023	Designklassics*
AW Architektur & Wohnen Special	05/2023	05.09.2023	24.07.2023	09.08.2023	Kitchen trends 2023*
AW Architektur & Wohnen Special	06/2023	02.11.2023	04.09.2023	05.10.2023	Home Entertainment
AW Architektur & Wohnen Special	01/2024	02.01.2024	30.10.2023	04.12.2023	Design in every phase of life

*) incl. The best addresses in Germany

AW Special Home Office + New Work # 01/2023

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



Rethinking work – Changes in working

The home office has become a fundamental part of working life and the future. We show:

- New Work concepts.
- Flexible room solutions.
- Innovations in desks and office chairs.
- Smart digital technology.
- Home accessories that embellish the home office.



- + The best office decorators in Germany, 50 addresses
- + Online location database office decorators on awmagazin.de!

AW Special is always monothematic and its depth of information offers significant added value for readers and advertisers. AW Special is included in the total circulation without reading circle as an inside supplement in AW Architektur & Wohnen 01/2023.

Format (Full page 191 x 280 mm)

Full page € 9.100,-
Full Page IFC/OBC € 11.300,-
Prices discount and AE capable.

Deadlines AW Special 01/2023

Publication date: 10.01.2023
Booking deadline: 14.11.2022
Copy deadline: 14.12.2022

AW Special-price € 9.100,-



08.11.2022

AW Special Garden, Outdoor-Kitchen & Pools # 02/2023

+ the 50 best addresses



The trend towards extended living zones in the green continues to strengthen: From planting to outdoor lounges including outdoor kitchens.

Plus: modern garden sheds, awnings, shade, umbrellas and pools/outdoor showers.

- + The best garden designers in Germany, 50 addresses
- + Online location database garden designers on awmagazin.de!

Extension
AW Special
Editorial Content
on AWmagazin.de

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

AW Special is included in the total circulation without reading circle as an inside supplement in AW Architektur & Wohnen 01/2023.

Format (Full page 191 x 280 mm)

Full page € 9.100,-

Full Page IFC/OBC € 11.300,-

Prices discount and AE capable.

Deadlines AW Special 02/2023

Publication date: 07.03.2023

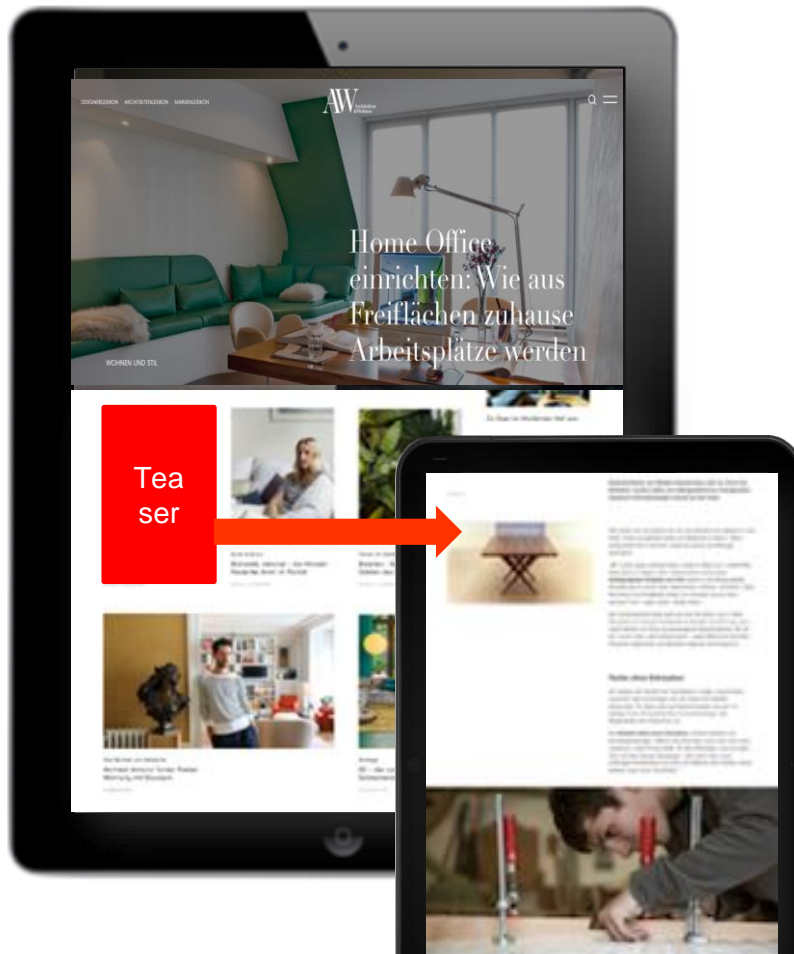
Booking deadline: 10.01.2023

Copy deadline: 09.02.2023

AW Special-price € 9.100,-

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
- High brand and image transfer

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

Duration: 6 months
Components: Advertorial (delivered by customers)
 Teaser in AW special
 1 post each on Facebook and Instagram

Media costs (gross): 3,900.- EURO

Production costs: 1,400.- EURO

AW Special 2023 – First View

Short Overview



AW Specials are included as inside supplements in the total circulation without reading circle.

Format 191 x 280 mm.

Prices Print + Online

Double page	€ 18.200,-
Full page	€ 9.100,-
Full Page IFC/OBC	€ 11.300,-
Online Advertorial	€ 3.900,-
+ Produktion	

01 Homeoffice + the best addresses office decorators

PD 10.01.2023, BD 14.11.2022

The home office has become a fundamental part of working life. We show: New New Work concepts. Flexible room solutions. Innovations in desks and office chairs. Smart digital technology. Home accessories that embellish the home office + addresses

02 Garden, Outdoor-Kitchen & Pools + the best addresses garden designers

PD 07.03.2023, BD 10.01.2023

The trend towards extended living areas in the countryside continues to grow: from the plants to the outdoor lounge, including outdoor kitchens. Plus: modern garden houses, awnings, shading, screens and pools/outdoor showers.

03 Bathroom & Wellness + the best addresses bath studios

PD 02.05.2023, BD 02.03.2023

Larger, homelier and more sustainable - the bathroom as a place of well-being with contemporary wellness technology. New warm materials. Improved energy efficiency. Trendy colors. New faucets and shower systems + addresses

04 Designclassics + the best addresses furnishing studios

PD 04.07.2023, BD 04.05.2023

Whether as retro quotes or reissued or reinterpreted icons: design classics from chairs to lamps are in high demand. The history of legendary originals and their designers. Plus: New products in the Classic Look + addresses

05 Kitchen Trends + the best addresses kitchen studios

PD 05.09.2023, BD 24.07.2023

More than just a place to cook: Modular systems and a refined design put the kitchen right in the center of your life. Sophisticated, largely invisible technology minimizes disruptive noises and odors. Plus: original kitchen aids and living elements + addresses

06 Home-Entertainment

PD 02.11.2023, BD 04.09.2023

Those who optimize the entertainment program at home can sit back and relax: With new sound systems, improved sound insulation and powerful, elegantly designed screens or home theaters - and all smartly networked.

01/2024 Design in every phase of life

PD 02.01.2024, BD 30.10.2023

Living in transition. New barrier-free room concepts that benefit all generations. Forward-looking design solutions - also for times when mobility is declining. Interior design and architectural innovations. Products, concepts, expert interviews.

Your local contact persons

We look forward to talking to you...

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