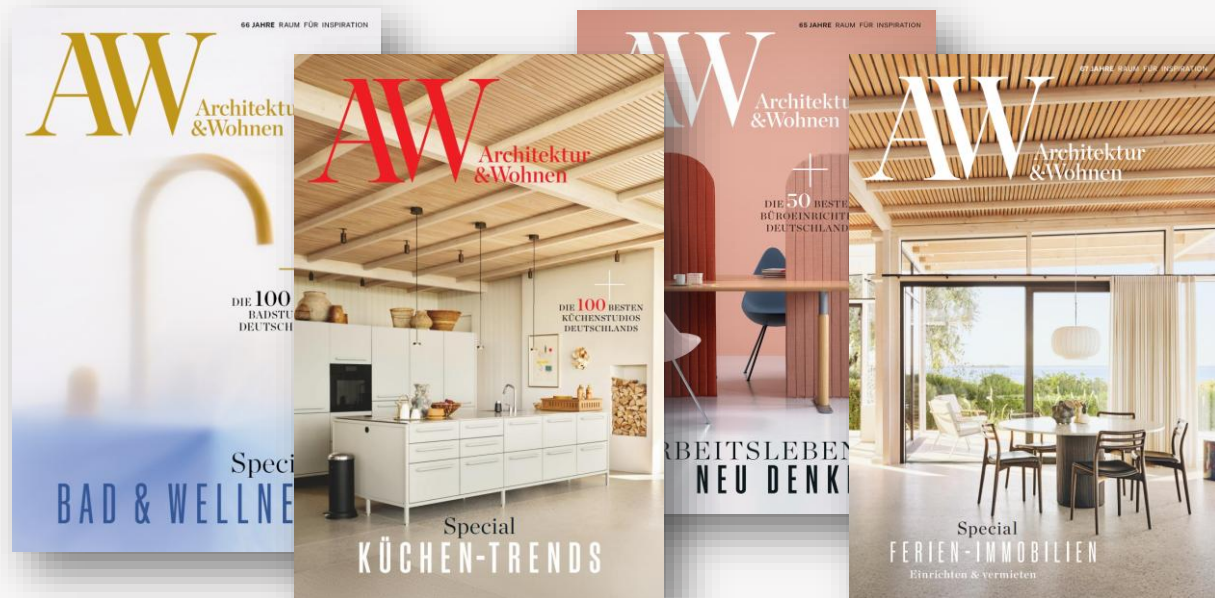


Topics + Deadlines AW Special 2026

Highest utility value + information on one topic

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



AW Special will appear with every AW issue in 2025 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,-

AW Special	Topic	Publication date	Week	Advertisement		Ad Special	Ad Special
				Booking and Cancellation date	Advertisements Copy deadline	Booking Cancellation date	Material deadline
01/2026	Scandinavian design*	09.01.2026	2	17.11.2025	27.11.2025	03.11.2025	01.12.2025
03/2026	Garden, Outdoor Kitchens, Pools	06.03.2026	10	23.01.2026	03.02.2026	09.01.2026	09.02.2026
04/2026	Bathroom & Wellness*	08.05.2026	19	25.03.2026	06.04.2026	11.03.2026	10.04.2026
05/2026	The best Hotels°	12.06.2026	24	27.04.2026	07.05.2026	13.04.2026	13.05.2026
06/2026	Second Home, Vacation Property & Tiny House	17.07.2026	29	05.06.2026	16.06.2026	20.05.2026	22.06.2026
07/2026		21.08.2026	34	10.07.2026	21.07.2026	26.06.2026	27.07.2026
08/2026	Kitchen Trends 2026*	25.09.2026	39	14.08.2026	25.08.2026	31.07.2026	31.08.2026
09/2026	The best bars°	30.10.2026	44	18.09.2026	29.09.2026	04.09.2026	05.10.2026
10/2026	Homeoffice & New Work*	04.12.2026	49	21.10.2026	30.10.2026	07.10.2026	05.11.2026
01/2027	Technical planning prior to construction or renovation & smart home	08.01.2027	2	23.11.2026	02.12.2026	05.11.2026	08.12.2026

*) with adress section

°) new format – cover booklet included in total circulation without reading circle

Your contact persons

We look forward to talking to you...

AW inspires.
AW activates.
AW works.

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