

AW Architektur & Wohnen Magazine Profile

Hamburg, 2026

Now:
10 x AW
more space
for topics, trends
and inspiration!

AW inspires.
AW activates.
AW works.



Karen Hartwig – AW Editor-in-Chief

Success. Continuity. **Development: AW now with 10 issues!**



It is pure curiosity about the new and the never-before-seen that drives me. As editor-in-chief of AW Architektur & Wohnen, I am overjoyed to be able to translate this passion into magazine stories and bring them to life for our readers.

Architecture, interior design and design are changing rapidly – and we at AW Architektur & Wohnen will be accompanying this change even more intensively. With ten issues a year, we are creating more space for topics, trends and personalities that shape our living spaces. In doing so, we are sending a clear signal for quality, attitude and sophisticated inspiration in the premium segment.

AW Architektur & Wohnen anticipates the needs of the AW Community B2C and B2B and thus lives up to its leading role as a style-defining trendsetter for design and architecture.

Read the complete edition here # 3/26



AW 2026: Diversity, inspiration and stimulation. 10 issues.

Now 188 pages long, with new editorial formats, familiar quality and depth.

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1. Space for even more inspiration and information

- AW digital – monthly newsletter directly from the editorial office
- Book reviews on 1–2 pages in each issue
- Art + exhibitions in each issue

2. Space for people, attitudes and backgrounds

- People / Makers – 4-6 page profiles
- New section: '10 questions for...' + existing section 'My personal classic'
- Dossier – feature article with background information on current, relevant topics in each issue

3. Space for destinations and discoveries

- Country editions France, Germany, Italy, Scandinavia
- Discover travel destinations with AW – on the road with design and architecture specialists
- Hotels in every edition

4. Room for generosity and visual appeal

- More extensive and generous living stories
- Additional design and style themes
- Material themes in every issue (tiles/fabrics/colour)
- Crafts section expanded to include related industries, e.g. jewellery, acoustics. Craftmanship

The AW Architektur & Wohnen brand cosmos

AW inspires.
AW activates.
AW works.



**AW inspires.
AW activates.
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NEWS

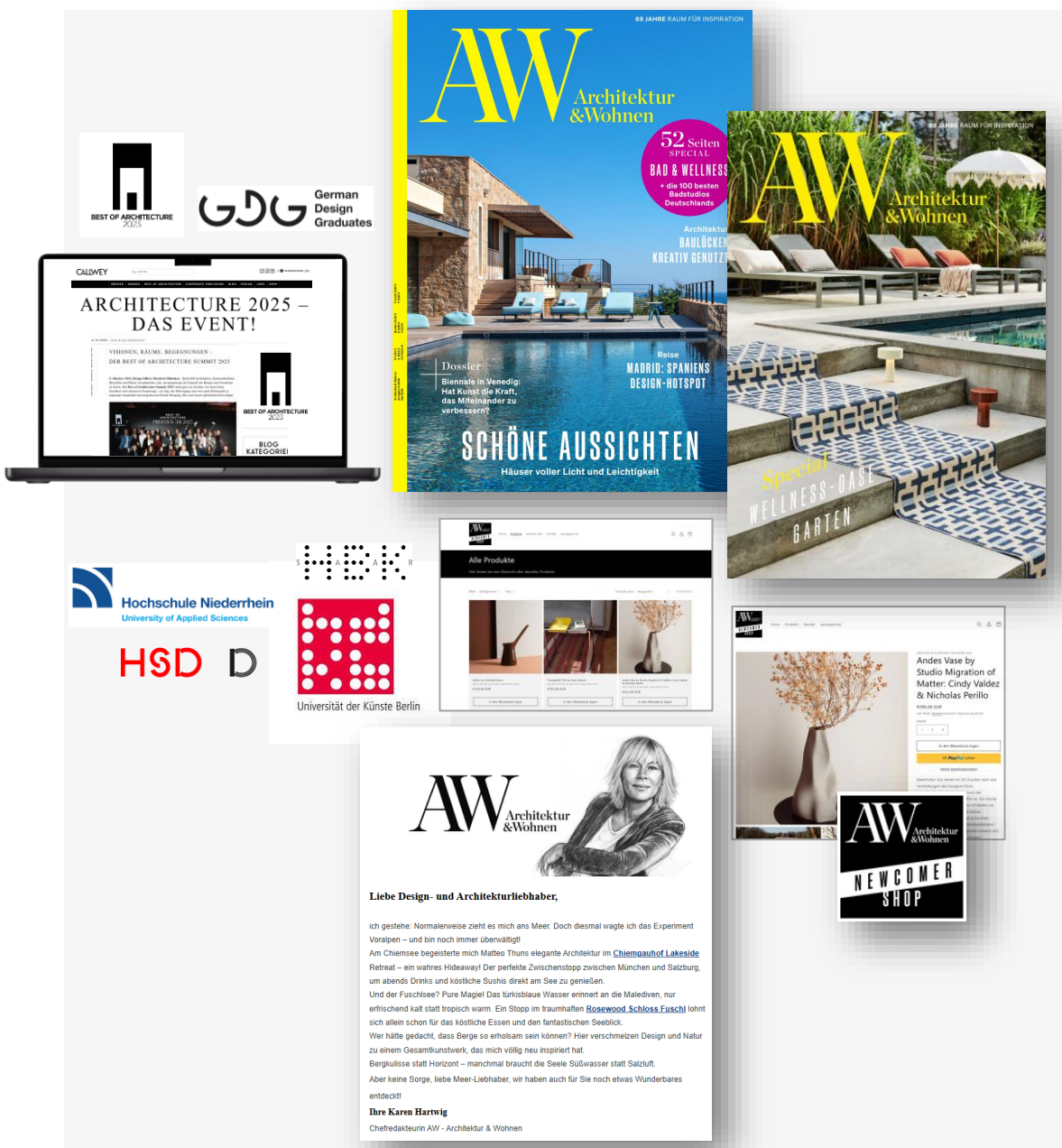
- **The AW cosmos is being strategically expanded:**
 - The magazine's frequency is increasing to 10 issues per year, each with 188 pages
 - The online newsletter from the editorial team is published monthly and reaches all architecture, interior design and design enthusiasts with topics that inspire and excite
 - Every year, the AW Architect of the Year is honoured at a live event and presented throughout the AW Kosmos
 - AW Walk & Talk is a new event format organised locally with our cooperation partners and our readers

- **AW stands out and is visible:** brand awareness through media partnerships, e.g. Munich Design Days/Stofffrühling and AW as a member of the jury, e.g. Best of Architecture/Callwey Verlag and German Design Graduates

- **AW promotes young talent** – the fourth AW university collaboration with the Niederrhein University of Applied Sciences has produced some extremely creative and innovative submissions. We are thrilled by the young talent and commitment to good design. AW has already collaborated with the following universities: Peter Behrend School of Art, Düsseldorf, HBK Saar, UDK Berlin.

Discover products and talent at the AW Newcomer Shop

- **AW is growing and reaching 310,000 readers.** AW impresses with its consistent quality and stability at the highest level in the upmarket home magazine segment
 *) AWA 2025 plus 10,000 readers compared to AWA 2024



AWA reach growth* for AW Architektur & Wohnen

AW impresses with strong performance, clear transparency, consistency and innovative strength

Reach in million



Elle Decoration

0,48



AW Architektur & Wohnen

0,31



AD Architectural Digest

0,22

Other print titles from the upmarket design and living magazine segment**



Source: Basic reach AWA 2025

*) plus 10,000 readers AWA 2025 compared to AWA 2024

**) Title not shown in the AWA 2025

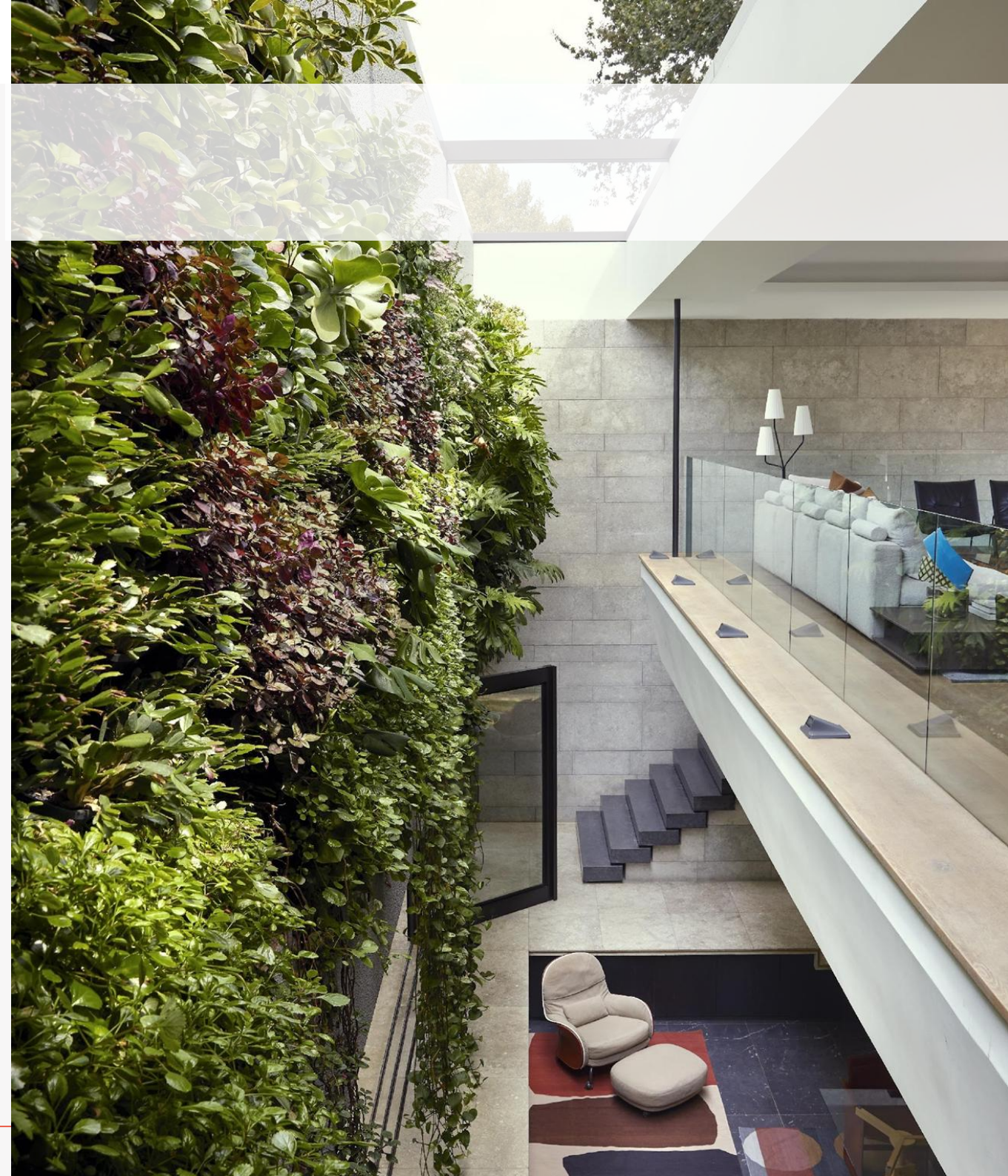
AW Architektur & Wohnen

69 years as a driving force

With over sixty years of heritage AW Architektur & Wohnen is an innovative classic and continues to inspire with its well-founded background knowledge of international housing and architectural projects as well as on new developments in living culture and design.

AW Architektur & Wohnen is not only a reflection of the aesthetic trends of our time, but also has a style-forming effect itself and thus underlines its function as a lead magazine.

AW Architektur & Wohnen is a reliable curator and guide for the industry and a communication platform between manufacturers, trade, designers and the reader. Readers should experience tomorrow as if it were today.



Excellent, established, top-class.

AW-Architect of the Year - established prize in the industry.

Portraits of style-defining personalities in the architecture and design industry and the promotion of young creatives is part of the DNA of AW Architektur & Wohnen.

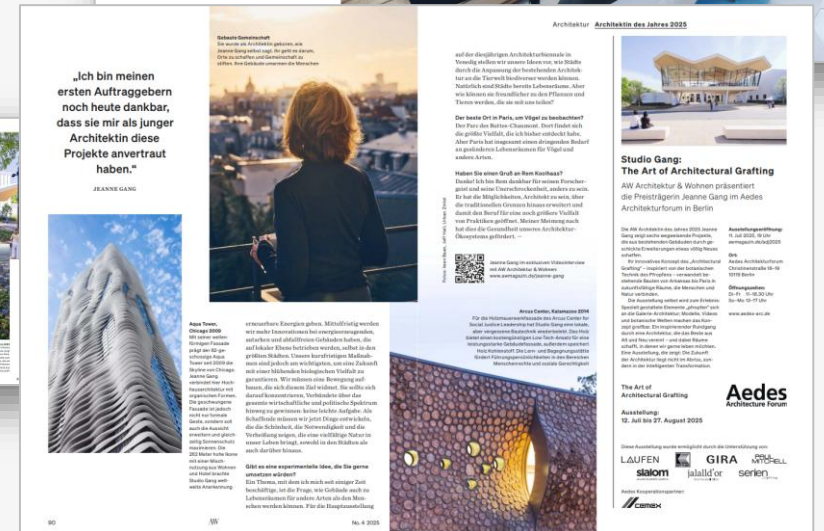
In May 2012, the AW editorial team presented the AW-Architect of the Year - this now highly recognised award - for the first time.

Since then, the award has regularly honoured an international star architect (or an architectural firm) who has attracted attention with pioneering buildings.

Since 2019, AW has presented the AW-Architect of the Year with its own exhibition at the renowned AEDES Architecture Forum Berlin. This award, which is well established in the industry is published with AW # 05 with a large portrait.

The high recognition of this award confirms AW's claim to be a mirror of society as one of the leading media.

AW ARCHITEKTIN des JAHRES 2025



Schedule 2026

Now 10 issues – more space for topics, trends and inspiration.

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AW works.

Issue	Publication date	Week	Advertisement		Ad Special	Ad Special
			Booking and Cancellation date	Advertisements Copy deadline	Booking Cancellation date	Material deadline
01/2026	09.01.2026	2	17.11.2025	27.11.2025	03.11.2025	01.12.2025
03/2026	06.03.2026	10	23.01.2026	03.02.2026	09.01.2026	09.02.2026
04/2026	08.05.2026	19	25.03.2026	06.04.2026	11.03.2026	10.04.2026
05/2026	12.06.2026	24	27.04.2026	07.05.2026	13.04.2026	13.05.2026
06/2026	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	25.09.2026	39	14.08.2026	25.08.2026	31.07.2026	31.08.2026
09/2026	30.10.2026	44	18.09.2026	29.09.2026	04.09.2026	05.10.2026
10/2026	04.12.2026	49	21.10.2026	30.10.2026	07.10.2026	05.11.2026
01/2027	08.01.2027	2	23.11.2026	02.12.2026	05.11.2026	08.12.2026

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	
				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 2025*	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	tbd	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

Topics 2026

AW Architektur & Wohnen + AW Special 05/26 – 07/26

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Magazin	Resort	Issue	PD	BD	PM	Topic
AW Architektur & Wohnen	Living	05/2026	12.06.2026	27.04.2026	07.05.2026	Best of Italy
AW Architektur & Wohnen	Architecture	05/2026	12.06.2026	27.04.2026	07.05.2026	Who will be AW Architect of the Year 2027 – extensive portrait ADJ 2027 Portrait
AW Architektur & Wohnen	Living	05/2026	12.06.2026	27.04.2026	07.05.2026	Review of Salone Milano – innovations and trends
AW Architektur & Wohnen	Living	05/2026	12.06.2026	27.04.2026	07.05.2026	Craftsmanship report – quality in detail
AW Architektur & Wohnen	Living	05/2026	12.06.2026	27.04.2026	07.05.2026	Foyer: innovations, news, trends and information from the world of AW
AW Architektur & Wohnen	Living	05/2026	12.06.2026	27.04.2026	07.05.2026	Dossier: light and shadow
AW Architektur & Wohnen	Garden	05/2026	12.06.2026	27.04.2026	07.05.2026	Idyllic without irrigation
AW Architektur & Wohnen	Garden	05/2026	12.06.2026	27.04.2026	07.05.2026	San Giuliano / Sicily: A garden full of inspiration and creativity
AW Architektur & Wohnen	Travel	05/2026	12.06.2026	27.04.2026	07.05.2026	Discovering San Remo from a design and architecture perspective
AW Architektur & Wohnen	Living	05/2026	12.06.2026	27.04.2026	07.05.2026	Cover booklet with MERIAN and FEINSCHMECKER: The best hotels
AW Architektur & Wohnen	Living	06/2026	17.07.2026	05.06.2026	16.06.2026	Nordic living
AW Architektur & Wohnen	Travel	06/2026	17.07.2026	05.06.2026	16.06.2026	Design hotels – selected tips and recommendations
AW Architektur & Wohnen	Living	06/2026	17.07.2026	05.06.2026	16.06.2026	Review of 3 Days of Design
AW Architektur & Wohnen	Living	06/2026	17.07.2026	05.06.2026	16.06.2026	Craftsmanship report – Quality in detail
AW Architektur & Wohnen	Living	06/2026	17.07.2026	05.06.2026	16.06.2026	Foyer: News, current events, trends & information from the world of AW
AW Architektur & Wohnen	Living	06/2026	17.07.2026	05.06.2026	16.06.2026	Dossier: Water
AW Architektur & Wohnen	Living	06/2026	17.07.2026	05.06.2026	16.06.2026	Building with metal, e.g. aluminium
AW Architektur & Wohnen	Travel	06/2026	17.07.2026	05.06.2026	16.06.2026	Discover Copenhagen and Helsinki
AW Architektur & Wohnen Special	Immobilien	06/2026	17.07.2026	05.06.2026	16.06.2026	Holiday properties & second homes
AW Architektur & Wohnen	Architecture	07/2026	21.08.2026	10.07.2026	21.07.2026	Living with a view
AW Architektur & Wohnen	Architecture	07/2026	21.08.2026	10.07.2026	21.07.2026	Review: AW Architect of the Year
AW Architektur & Wohnen	Architecture	07/2026	21.08.2026	10.07.2026	21.07.2026	Tiles and floor coverings – new products
AW Architektur & Wohnen	Style	07/2026	21.08.2026	10.07.2026	21.07.2026	Craftsmanship report – quality in detail
AW Architektur & Wohnen	Architecture	07/2026	21.08.2026	10.07.2026	21.07.2026	Foyer: New products, current events, trends and information from the world of AW
AW Architektur & Wohnen	Travel	07/2026	21.08.2026	10.07.2026	21.07.2026	Discover Rio from a design and architecture perspective

Topics 2026

AW Architektur & Wohnen + AW Special 08/26 – 01/27

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Magazin	Resort	Issue	PD	BD	PM	Topic
AW Architektur & Wohnen	Living	08/2026	25.09.2026	14.08.2026	25.08.2026	Colour
AW Architektur & Wohnen	Bathroom	08/2026	25.09.2026	14.08.2026	25.08.2026	Bathroom + sanitary ware new products
AW Architektur & Wohnen	Light	08/2026	25.09.2026	14.08.2026	25.08.2026	Lighting & luminaires news
AW Architektur & Wohnen	Living	08/2026	25.09.2026	14.08.2026	25.08.2026	Craftsmanship report – quality in detail
AW Architektur & Wohnen	Living	08/2026	25.09.2026	14.08.2026	25.08.2026	Foyer: New products, current events, trends & information from the world of AW
AW Architektur & Wohnen	Architecture	08/2026	25.09.2026	14.08.2026	25.08.2026	Renewable building materials, e.g. hemp/cork/bamboo)
AW Architektur & Wohnen	Architecture	08/2026	25.09.2026	14.08.2026	25.08.2026	Back to the future
AW Architektur & Wohnen	Architecture	08/2026	25.09.2026	14.08.2026	25.08.2026	Dossier: Prefabricated buildings – modular construction
AW Architektur & Wohnen	Design	08/2026	25.09.2026	14.08.2026	25.08.2026	Cubist design
AW Architektur & Wohnen	Travel	08/2026	25.09.2026	14.08.2026	25.08.2026	Discover Merian from a design and architectural perspective
AW Architektur & Wohnen Special	Kitchen	08/2026	25.09.2026	14.08.2026	25.08.2026	Kitchen trends 2026*
AW Architektur & Wohnen	Architecture	09/2026	30.10.2026	18.09.2026	29.09.2026	France
AW Architektur & Wohnen	Living	09/2026	30.10.2026	18.09.2026	29.09.2026	Review of Maison & Objekt, new products, trends
AW Architektur & Wohnen	Technology	09/2026	30.10.2026	18.09.2026	29.09.2026	Technology news, smart home, Kitchen
AW Architektur & Wohnen	Architecture	09/2026	30.10.2026	18.09.2026	29.09.2026	Craftsmanship report – quality in detail
AW Architektur & Wohnen	Architecture	09/2026	30.10.2026	18.09.2026	29.09.2026	Foyer: New products, current events, trends and information from the world of AW
AW Architektur & Wohnen	Architecture	09/2026	30.10.2026	18.09.2026	29.09.2026	Dossier: Let's do it, collectives
AW Architektur & Wohnen	Travel	09/2026	30.10.2026	18.09.2026	29.09.2026	Discovering Arles from a design and architectural perspective
AW Architektur & Wohnen	Architecture	09/2026	30.10.2026	18.09.2026	29.09.2026	Cover booklet with MERIAN and FEINSCHMECKER: The best bars
AW Architektur & Wohnen	Architecture	10/2026	04.12.2026	21.10.2026	30.10.2026	How architects live
AW Architektur & Wohnen	Design	10/2026	04.12.2026	21.10.2026	30.10.2026	Gifts
AW Architektur & Wohnen	Architecture	10/2026	04.12.2026	21.10.2026	30.10.2026	Craftsmanship report – quality in detail
AW Architektur & Wohnen	Architecture	10/2026	04.12.2026	21.10.2026	30.10.2026	Foyer: news, current events, trends and information from the world of AW
AW Architektur & Wohnen	Bathroom	10/2026	04.12.2026	21.10.2026	30.10.2026	Saunas, heat, fireplaces
AW Architektur & Wohnen	Architecture	10/2026	04.12.2026	21.10.2026	30.10.2026	Dossier: light in public spaces
AW Architektur & Wohnen	Design	10/2026	04.12.2026	21.10.2026	30.10.2026	Designers from South America
AW Architektur & Wohnen	Living	10/2026	04.12.2026	21.10.2026	30.10.2026	Beds – new products and classics
AW Architektur & Wohnen	Travel	10/2026	04.12.2026	21.10.2026	30.10.2026	Discover Warsaw from a design and architecture perspective
AW Architektur & Wohnen Special	Homeoffice	10/2026	04.12.2026	21.10.2026	30.10.2026	Home office & new work*
AW Architektur & Wohnen	Architecture	01/2027	08.01.2027	23.11.2026	02.12.2026	Living with classics
AW Architektur & Wohnen	Living	01/2027	08.01.2027	23.11.2026	02.12.2026	Craftsmanship report – quality in detail
AW Architektur & Wohnen	Travel	01/2027	08.01.2027	23.11.2026	02.12.2026	Discover the cultural capital of Évora (Portugal) with AW

Your contact persons

We look forward to talking to you...

AW inspires.
AW activates.
AW works.

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AW – 69 years of inspiration!

Success. Continuity. Development: AW now with 10 issues!



[Click here for schedule and further details.](#)

Frequency
10 x per year

Copy price
€11,90

Ad rate 2026
€ 27,300.00

Format
210 mm width
280 mm height

Paid circulation*
65,391 copies

Reach**
0.31 m

www.awmagazin.de

Digital Editions



AW Architektur & Wohnen is one of the multi-thematic and internationally recognised leading magazines on architecture, design, living culture and garden design with 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.

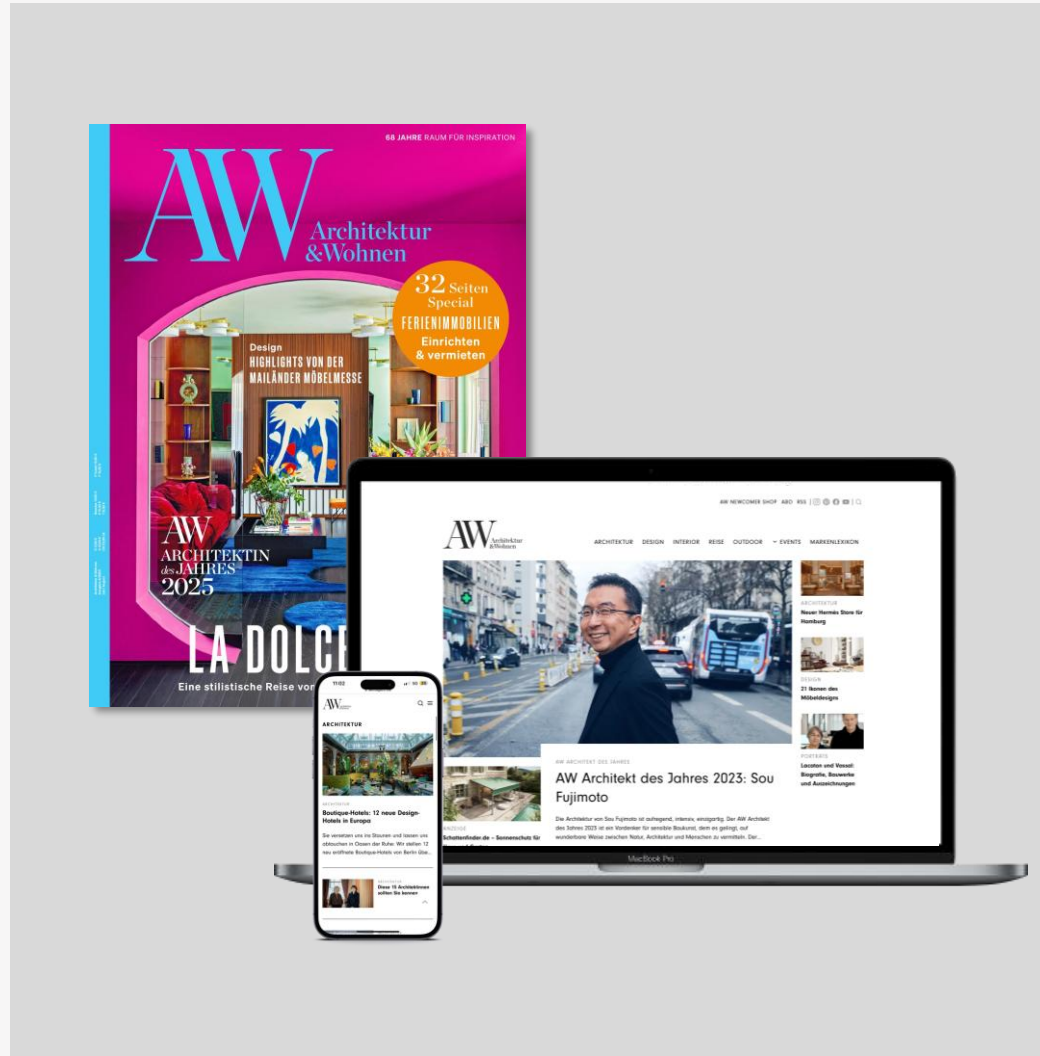
AW Architektur & Wohnen presents its own editorial awards. The AW-Architect of the Year has developed into an important architecture prize for the entire magazine scene in Europe. This recognition confirms AW's position as one of the leading media.

[Click here to see a complete issue](#)

Source:
*) IVW I/2026
**) AWA 2025
2026 rates

awmagazin.de

facts and figures



Space for inspiration

AW is the outstanding German media brand in the premium home magazine segment. For more than six decades, "Raum für Inspiration" (Space for Inspiration) has covered the exclusive topics of design and living culture, architecture and architecture, garden design and travel. In lively portraits and reports, the magazine looks deep behind the facades, tracks down trends and presents unusual, forward-looking projects.



Target Group

People who are interested in design, architecture, living, art and current topics. The website appeals to both women and men who enjoy a sophisticated and varied lifestyle. The target group of AWmagazin.de wants to be inspired, discover new perspectives and keep their finger on the pulse.



Channels

Online | Print | Facebook | Instagram | Pinterest

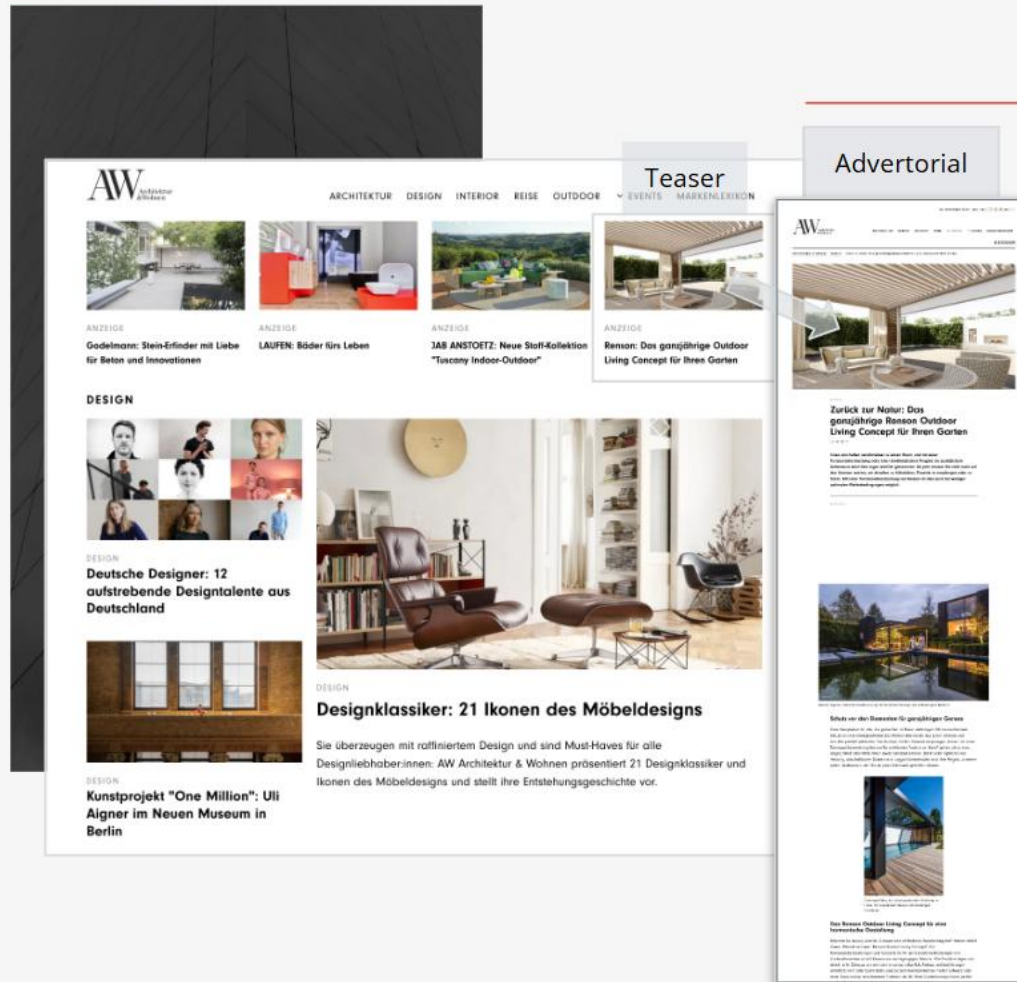


Outreach

Website Visits | 77.305*
Website Page Views | 118.261*
Website User | 61.142*
Instagram Follower 29.100 | reach 26.100**
Newsletter recipients 2.338 | open rate 27%****
Facebook Follower 7.930**
Sold circulation | 67.535***

Oct - Dec 2025 | analytics.google
** Dec 2025 | Meta
*****Dec 2025
****I/VW III/2025

ADVERTORIAL + TEASER



Place your brand message and present yourself to a relevant target group in an advertorial. The teaser ad guarantees visibility on our homepage.

Advertorial/partner presentation

Texts, images, video: Materials are supplied by you and integrated by us to fit perfectly.

Traffic driver

Permanent editorial teaser

Optional traffic driver

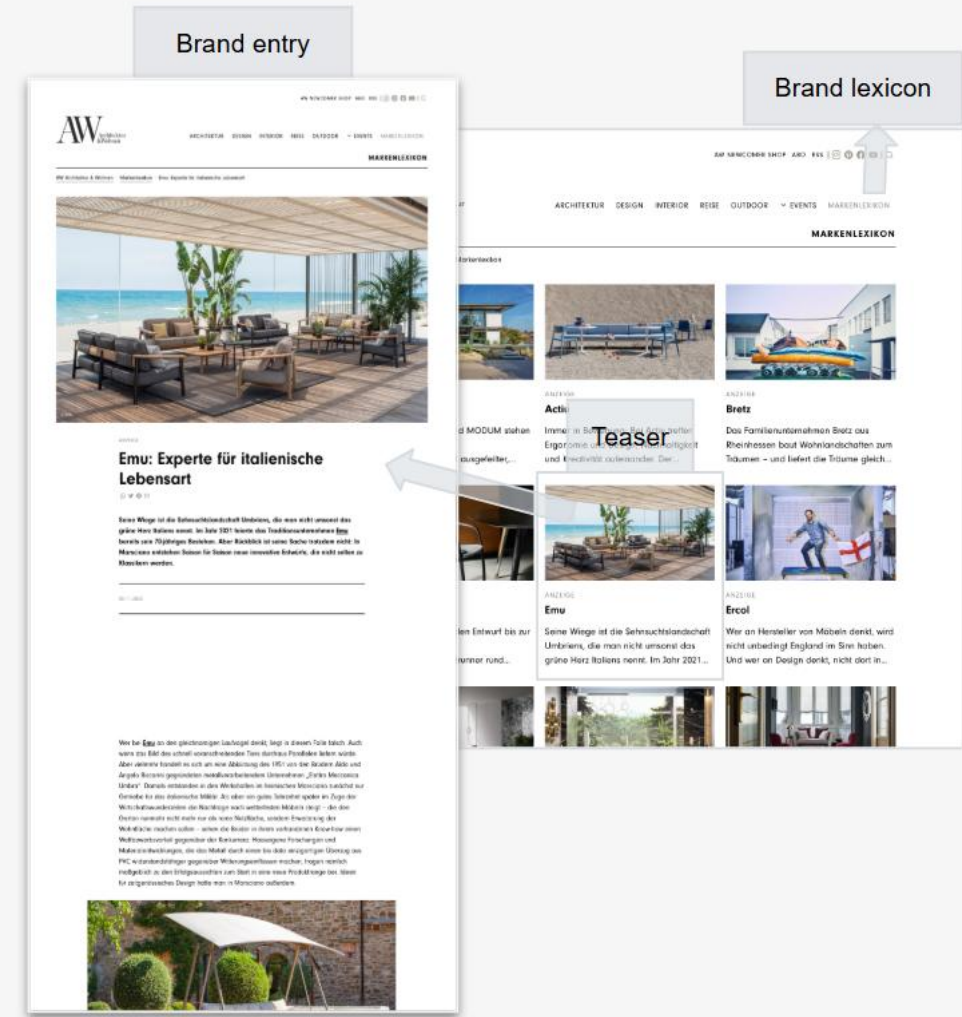
Co-branded medium rectangle or leaderboard, social media posts (Facebook & Instagram) with link to the advertorial can also be booked.

*Not further deductible.

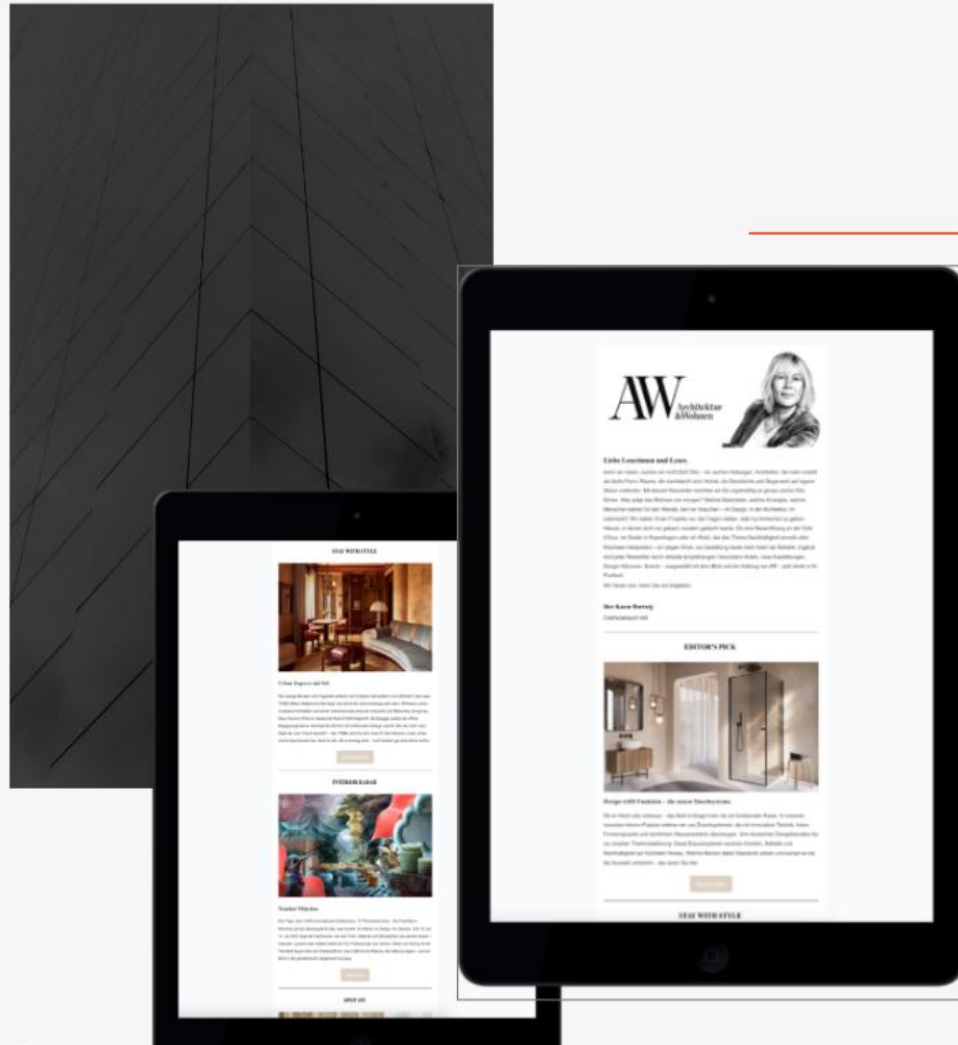
AW BRAND LEXICON DIGITAL

Place your brand on AWmagazin.de and present yourself to a relevant target group with an exclusive brand entry.
Strengthen your brand awareness and become part of the AW brand lexicon.

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Brand entry lexicon	24 month	€ 3.500,-	€ 1.500,-



NEWSLETTER DIGITAL



Deliver your advertising message directly to your target audience's inbox.

Whether through a giveaway, an advertorial extension, or a stand-alone placement—if your topic fits our audience, we're happy to send a sponsored stand-alone newsletter to our subscribers.

Welcome to the world of extraordinary architecture, innovative design, and inspiring living spaces.

Subscribers of the AW newsletter are passionate about exceptional architecture, cutting-edge design, and visionary interiors. They are part of a community that not only has a refined aesthetic sense but also a strong brand affinity – with enthusiasm for high-quality products, forward-thinking concepts, and international style trends.

Your stage for powerful content.

Whether it's insights into iconic architectural projects, new trends in interior design, or visions of future-forward living – the AW newsletter is your ticket to a world full of design highlights, architectural statements, and creative spatial solutions, both nationally and internationally.

PRICELIST

PRODUCT	RUNTIME	PRICE**	PRODUCTION-/ TECHNICAL COSTS*	GUARANTEED CONTACTS	POSSIBLE BRAND
Teaser Ad	4 weeks	€ 5.200,-	Incl.		FE, AW, ME, RR
Online Advertorial + Teaser	3 months	€ 9.400,-	€ 1.500,-	4.500 page impressions	FE, AW, ME, RR
Content Home	6 months	€ 51.000,-	€ 5.000,-	20.000 page impressions	FE, (AW), ME, RR
Themenspecial	6 months	€ 15.700,-	€ 2.500,-	5.000 page impressions	FE, AW, ME, RR
Partner Package	12 months	€ 30.400,-	€ 2.900,-	10.000 page impressions	FE
Brand Lexicon	24 months	€ 3.500,-	€ 1.500,-		AW
Instagram Feedpost	Lifetime	€ 1.000,-	Incl.		FE, AW, ME, RR
Instagram Story (up to 3 Snippets)	24 hrs.	€ 500,-	Incl.		FE, AW, ME, RR
Facebook Feedpost	Lifetime	€ 1.500,-	Incl.		FE, AW, ME, RR
Newsletter Stand Alone	1 frequency	€ 3.500,-	Incl.		FE, ME, RR, AW
Newsletter Teaser	1 frequency	€ 1.000,-	Incl.		FE, ME, RR, AW
Newsletter competition	1 frequency	€ 1.500,-	Incl.		FE, ME, RR, AW
Podcast - Native Spot	1 episode	€ 2.500,-	Incl.		FE, ME
Podcast - Sponsored Episode	1 episode	€ 7.900,-	individual		FE, ME
Video - Transverse; full concept	Lifetime	Starts at € 10.500,-	individual		FE, AW, ME, RR
Video - upright, social	Lifetime	Starts at € 7.300,-	individual		FE, AW, ME, RR

*Not further deductible.
 Production/technical costs:
 At 2.500 incl. media budget 1 correction loop / per correction loop: 150€
 For 2.000 incl. media budget 2 correction loops / per correction loop: 150€ For 5.000 incl.
 media budget / 2 correction loops per advertorial
 **Plus VAT. Eligible for discount and agency commission.

Backup

AW Architektur & Wohnen Readers – **News AWA 2025**

AWA 2025 - AW in one of the top positions

AW gains 10,000 readers

AW Architektur & Wohnen gains 10,000 readers in the AWA 2025 compared to the previous year and thus remains in one of the top positions and is confirmed as one of the leading magazines.

AW Architektur & Wohnen is thus in one of the top positions and is confirmed as one of the leading magazines, once again proving its brand strength, popularity and desirability among the target group: AW Architektur & Wohnen appeals to everyone who wants to live a cultivated life. People who actively shape their living environment and are just as enthusiastic about an aesthetic product as they are about an environment and future worth living in.

What sets them apart is their passion for beautiful things. The readers of AW Architektur & Wohnen have a high net household income and financial leeway. They are full of purchasing plans and have a wide range of interests. They belong to the upper social class and are cosmopolitan and luxury-oriented consumers.

52% of AW Architektur & Wohnen readers are classified in the AWA as belonging to the Modern Home & Interior buyer typology - **the experts for high-quality living and furnishing.**

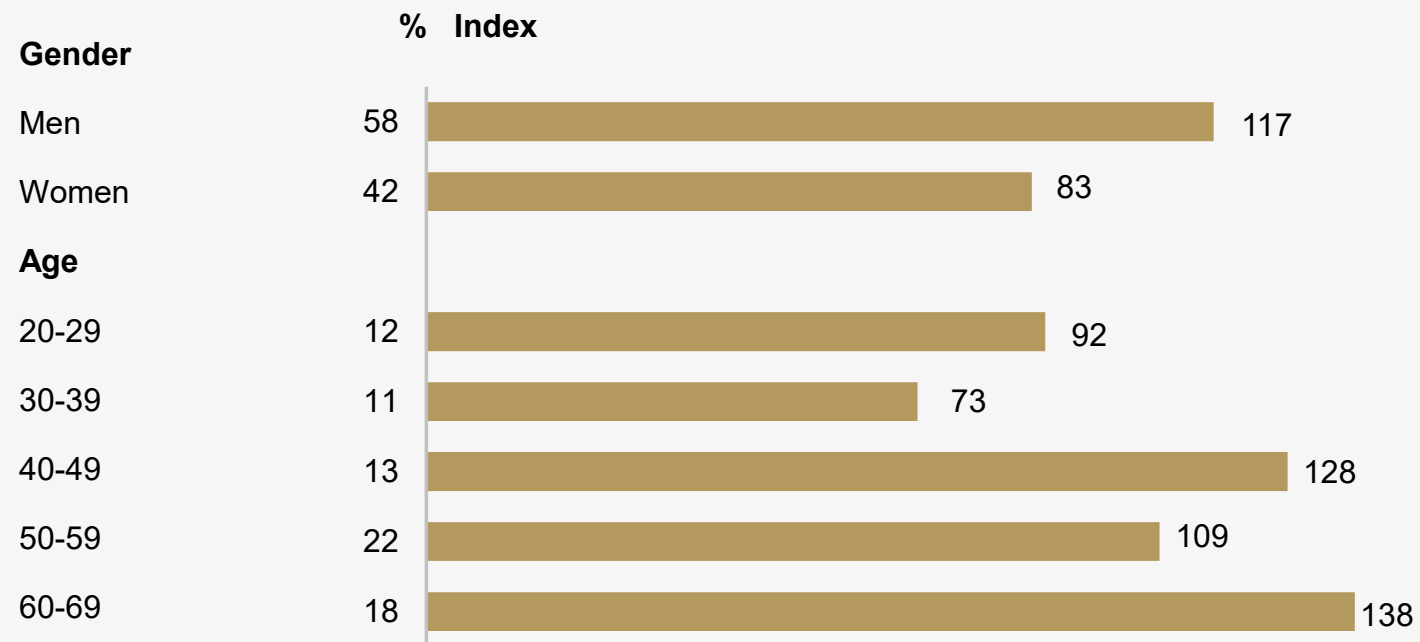
Source: AWA 2025



unisex. accessible. print affinity.

AW inspires.
AW activates.
AW works.

The premium magazine AW Architektur & Wohnen appeals to both men and women. 66% of the 310,000 readers of AW Architektur & Wohnen belong to the advertising-relevant age group of 30-69-year-olds.

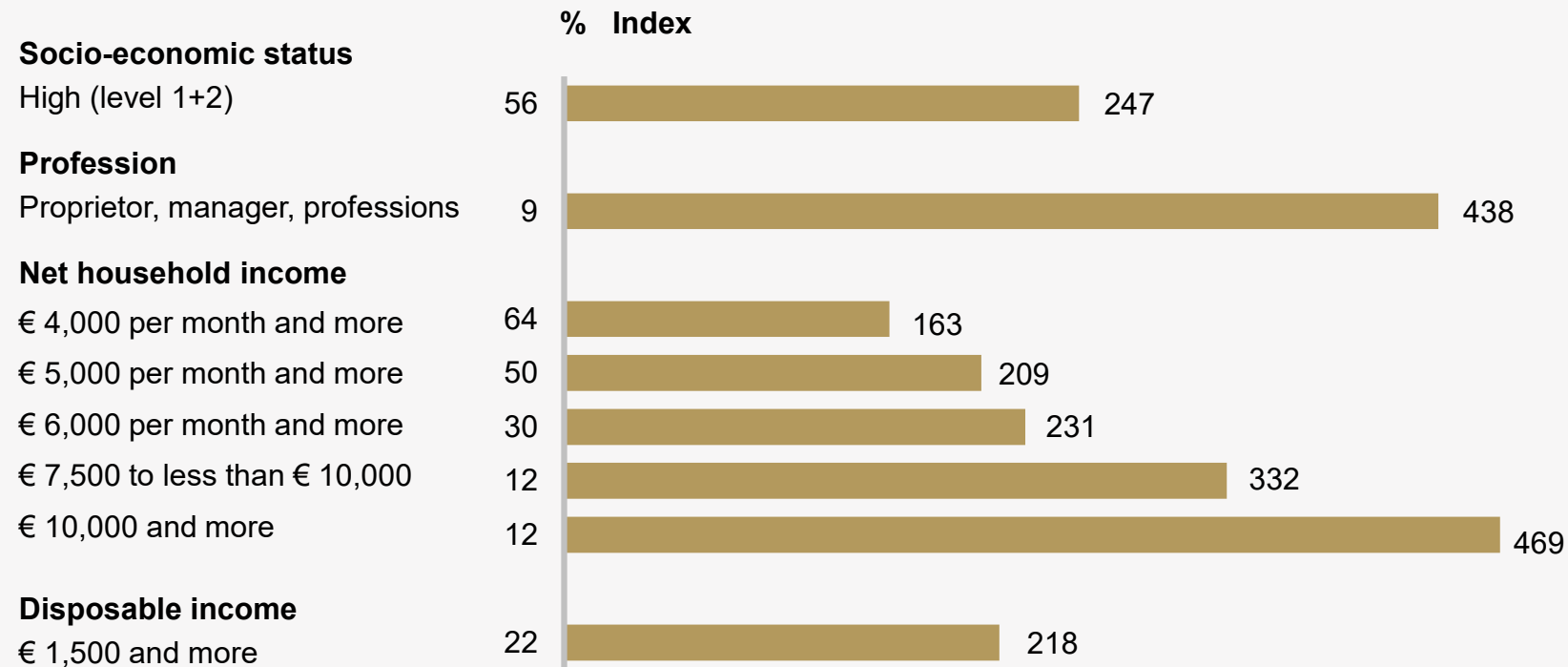


Source: AWA 2025, Index: Total population = 100

affluent. independent. financially strong.

AW inspires.
AW activates.
AW works.

AW Architektur & Wohnen readers have a very high net household income and therefore also a generous financial leeway of € 1,500 and more per month (22%, index 218). In addition, 30% belong to the highest socio-economic status 1 - this corresponds to an index of 309!

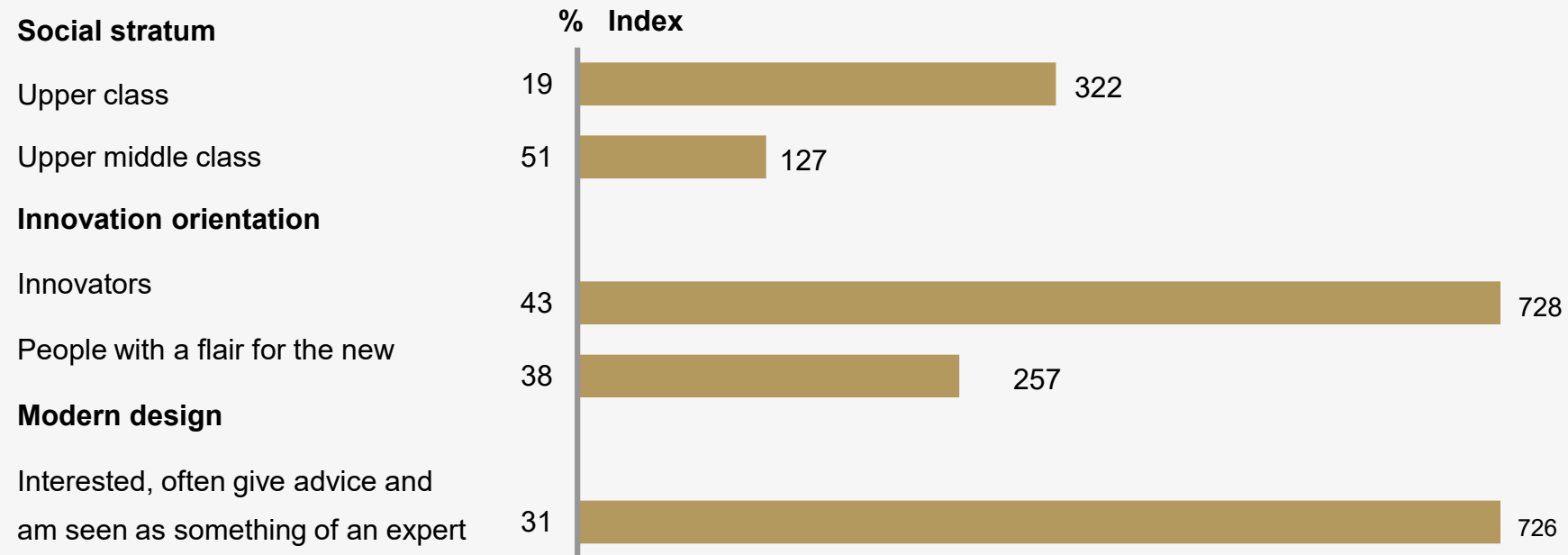


Source: AWA 2025, Index: Total population = 100

innovative. design-driven. exemplary.

AW inspires.
AW activates.
AW works.

AW Architektur & Wohnen readers are opinion leaders and opinion formers in many areas of their lives. They are regarded as innovators and have a keen interest in modern design and architecture. They are role models for others, give recommendations, advice and tips and their particular consumer habits are followed.

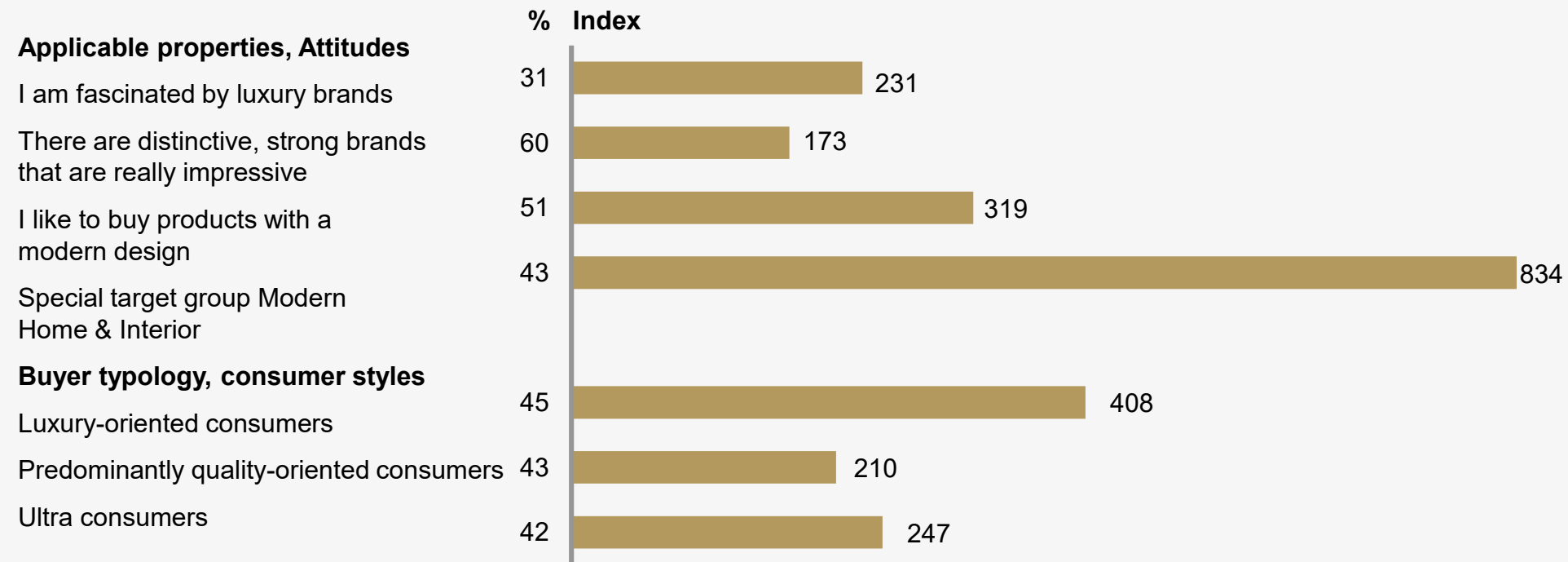


Source: AWA 2025, Index: Total population = 100

brand-orientated. prosperous. quality-minded.

AW inspires.
AW activates.
AW works.

Quality is very important to AW Architektur & Wohnen readers and they are prepared to pay more for it. Due to their high purchasing power and financial means, they are free to enjoy their lives to the full. Exclusivity and modern design play an important role in this. It is therefore not surprising that 43% of readers belong to the special group Modern Home Interior.

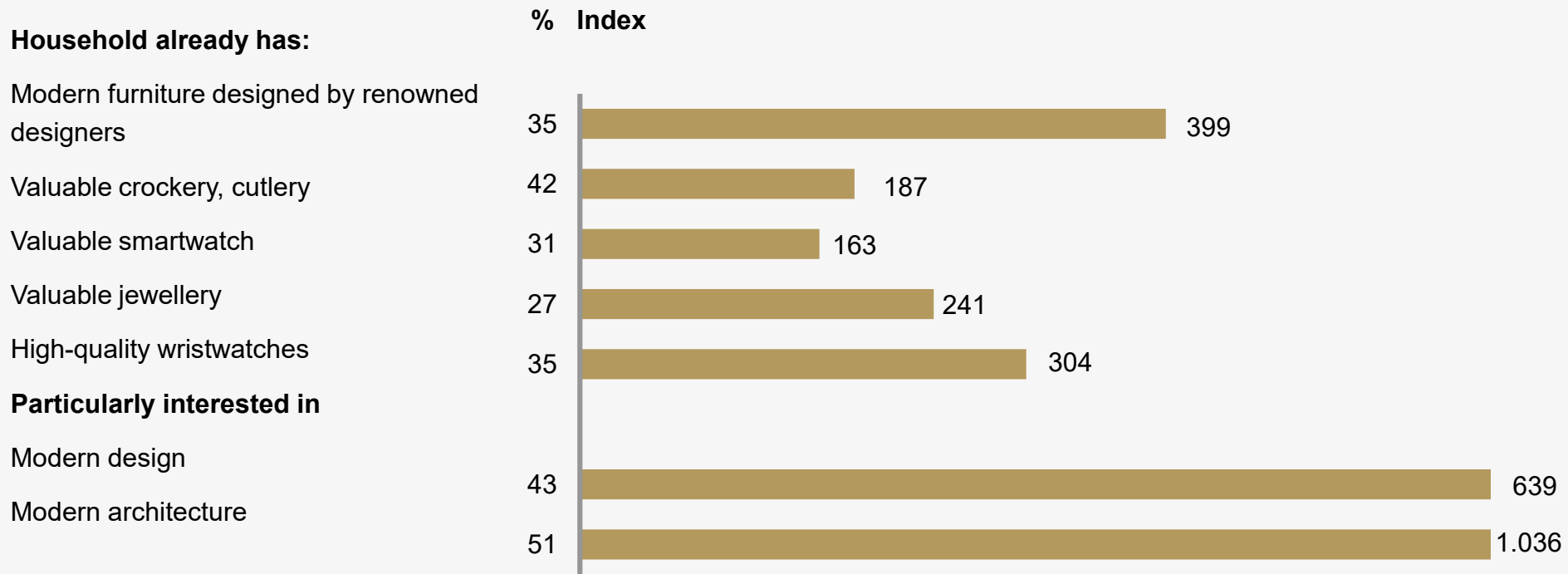


Source: AWA 2025, Index: Total population = 100

lovers of architecture. consumerist. interested.

AW inspires.
AW activates.
AW works.

AW Architektur & Wohnen readers own high-quality and exclusive products. They live out their enthusiasm for valuable products and own, for example, designer furniture and high-quality home textiles, valuable jewellery and wristwatches, as well as new, high-quality smartwatches.

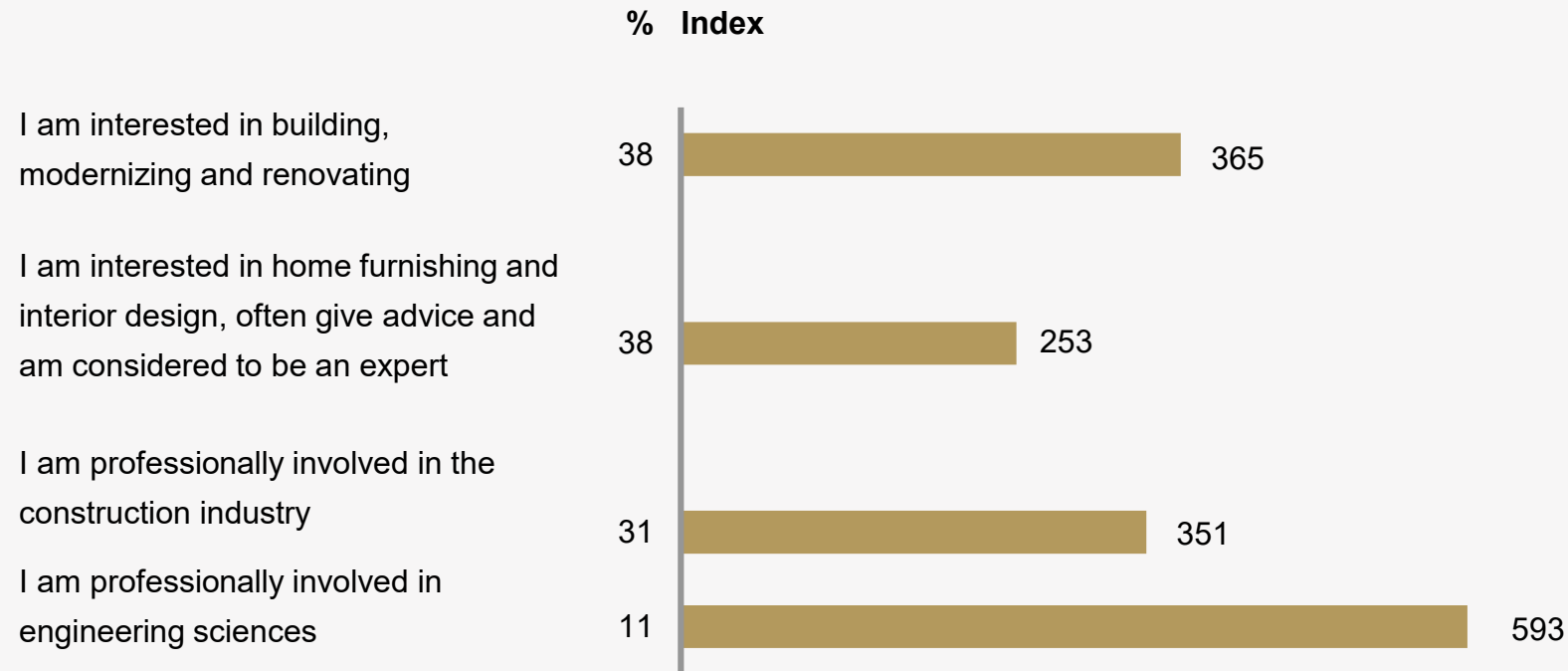


Source: AWA 2025, Index: Total population = 100

established. elegant. engaged.

AW inspires.
AW activates.
AW works.

AW is aimed at professionals as well as at architecture enthusiasts. Within the last 68 years AW became internationally recognised as a reliable source of reportings on architecture and as the most important opinion leader regarding style and architecture in Germany.



Source: AWA 2025, Index: Total population = 100

AW and Readly - a very good combination



Readly is the Spotify for the publishing industry. With AW Architektur & Wohnen, we have been represented on the digital portal since 2019. Here, new additional target groups discover our brand and thus also your communication. Every AW issue is available digitally, including all advertisements.

- 23,164 Readly readers have set AW as a favourite, i.e. they are informed when the new issue is published. This is comparable to a subscription.
- 56% of AW readers on Readly are men, 44% women.
- 10% of the readers also read older issues of AW Architektur & Wohnen.
- The average reading time is 27 minutes.
- 76% use Readly via tablet, 20% mobile, 4% desktop.

This is another asset for the AW cooperation partners and AW advertisers, as well as additional evidence of the traction and attractiveness of AW Architektur & Wohnen.



Source: Readly Analytics
Base: AW 1-6/2021

