

# AW Architektur & Wohnen Topic # 07/2026: This is how creative people live.

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



First View AW # 07/2026

# This is how creative people live.

PD 21.08.2026, BD 10.07.2026, CD 21.07.2026



## Theme of this issue: How creative people live

Inspiring and extraordinary living spaces featuring bespoke solutions brimming with imagination, design flair and creativity from artists, architects and designers – from Ghent to Cape Town. Where creativity lives – with clarity, structure, eclecticism, organic design and/or unconventionality.

## Foyer

- **AW Architect of the Year:** A look back at the awards ceremony and exhibition opening
- **Architectural Vision:** Life on the Moon – a vision by Hassel Studio
- **AW Newcomershop:** New products from the Niederrhein University of Applied Sciences, the fourth collaboration between AW Architektur & Wohnen and a design university
- **Design:** Works by the Italian artist and designer Daniele Papuli, made from paper
- **New feature – 10 Questions for...** – personal answers from selected industry experts



## Architecture: Building with light, earth and stone

With Villa Modda, the Venetian practice DDPA Depaolidefranceschibaldan has transformed the ruins of a former farm building in south-eastern Sicily into a contemporary Mediterranean structure comprising light, earth and clear geometric forms.

## Architecture: A built self-portrait? Focus on 'architects' homes'

What do architects build for themselves when they do not have to respond to the wishes of external clients, but are the clients themselves? This feature profiles unconventional projects from around the world – the USA, Chile, Australia and Europe. They are all built expressions of individual personality and architectural focus.



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## Dossier: Fungal Structures in Furniture and Interior Design

Is mycelium the next big thing? As a sustainable, rapidly renewable and fully compostable material, fungal tissue is finding its way into living and working environments in the form of furniture, lighting and acoustic solutions. Our feature explores the potential, unique aesthetics and practical applications of this super-material.

## Design: Tiles

A major theme for walls and floors: new tile designs in sizes ranging from small to XXL. A wide variety of materials, colours, shapes, applications and formats.

## Garden: South Africa

In Constantia, a leafy suburb of Cape Town, a private residence blends seamlessly with nature thanks to green roofs and a surrounding pond landscape.

## Garden: France

With hundreds of bamboo varieties from all over the world, Thomas Fröse has created a botanical gem in Piedmont. He supplies fresh shoots to upmarket restaurants and cultivates ornamental varieties for European parks and gardens.

## Travel: Glasgow

Shaped by merchant architecture and the visionary legacy of Charles Rennie Mackintosh, Glasgow today presents itself as a vibrant cultural metropolis with a lively street art scene. Along the revitalised banks of the River Clyde, the city also impresses with modern buildings by star architects and the cool, green West End.



# AW Architektur & Wohnen spot-on positioning:

Quality. Values. A curated lifestyle. Innovation.



## 1. Premium target audience with high purchasing power

- 320,000 readers per issue (AWA 2026, auditable and suitable for media planning)
- A proven, design-conscious, internationally-oriented premium target audience with high purchasing power
- Readers value aesthetics, quality, craftsmanship and iconic product design

## 2. Brand environment & brand safety

- Editorial depth and curated thematic worlds create a high-quality, credible environment
- AW's high brand loyalty and credibility extend to partner brands
- AW has been recognised as an institution and authority in the fields of architecture, design and lifestyle since 1957

## 3. Inspirational Power & Reader Loyalty

- Over 25,500 subscribers – high reader loyalty amongst the 'living, culture and architecture elite' in the DACH region
- Luxury is understood as a curated lifestyle – an ideal environment for brands

## 4. Innovation and thematic leadership

- AW regularly covers key industry topics and promotes young talent
- 10 issues per year and a monthly online newsletter ensure high frequency of contact
- Internationally recognised awards and events strengthen reach and relevance

- + AW readers are decision-makers, architects, designers, property developers and people who care deeply about quality, culture, architecture and design.
- + AW Architektur & Wohnen is an inspiring and authoritative guide to current and future developments in the fields of living, architecture, gardening, culture and art.
- + A presence in our magazine is more than just visibility. It is about being part of a world that values quality, principles, attitude and creativity.

# Schedule 2026

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

AW inspires.  
AW activates.  
AW works.

Issue	Publication date	Week	Advertisement		Ad Special	Ad Special
			Booking and Cancellation date	Advertisements Copy deadline	Booking Cancellation date	Material deadline
<b>01/2026</b>	09.01.2026	2	17.11.2025	27.11.2025	03.11.2025	01.12.2025
<b>03/2026</b>	06.03.2026	10	23.01.2026	03.02.2026	09.01.2026	09.02.2026
<b>04/2026</b>	08.05.2026	19	25.03.2026	06.04.2026	11.03.2026	10.04.2026
<b>05/2026</b>	12.06.2026	24	27.04.2026	07.05.2026	13.04.2026	13.05.2026
<b>06/2026</b>	17.07.2026	29	05.06.2026	16.06.2026	20.05.2026	22.06.2026
<b>07/2026</b>	21.08.2026	34	10.07.2026	21.07.2026	26.06.2026	27.07.2026
<b>08/2026</b>	25.09.2026	39	14.08.2026	25.08.2026	31.07.2026	31.08.2026
<b>09/2026</b>	30.10.2026	44	18.09.2026	29.09.2026	04.09.2026	05.10.2026
<b>10/2026</b>	04.12.2026	49	21.10.2026	30.10.2026	07.10.2026	05.11.2026
<b>01/2027</b>	08.01.2027	2	23.11.2026	02.12.2026	05.11.2026	08.12.2026

# Your contact persons

We look forward to talking to you...

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AW activates.  
AW works.

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

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**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 2026  
2026 rates