



AW – since 69 years' inspirational space

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AW Architektur & Wohnen is a visionary source of inspiration and impulse generator and regularly provides curated insights and news from architecture, interior, design and garden, in the highest journalistic quality. AW Architektur & Wohnen not only deals with the beautiful things of life around living, but also with megatrends and takes up the relevant questions that affect our future coexistence. With innovative and solution-oriented approaches to living today and in the future, we address both consumers and professionals.

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 magazines in the field of architecture, living and design.

Target Group

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

www.awmagazin.de

Frequency	10x in 2027
Paid circulation	51,338 IVW III/26
Rate full page 4c	€ 27,700
Copy price	€ 12.90

READERSHIP

Educated, cultured and worldly people of taste. Quality-orientated, affluent innovators and trendsetters aged 30 and above. According to AWA 2026, AW reaches 320,000 readers in Germany.

% breakdown | Index

Sex	
Men	61 126
Women	39 76

Age	
20–29 years	9 73
30–39 years	16 107
40–49 years	16 113
50–59 years	16 94

Net household income (in EURO)	
5.000 and more	42 161

Socio-economic status	
High (level 1+2)	50 227

Consumer typology	
Predominantly quality-oriented consumers	36 187

pecial interest in topics	
modern design expert	31 612

Applicable attributes, attitudes	
Special target group modern home & interior	30 596
Like to buy products with modern design	41 276
Luxury-orientated consumers	34 317

Source: AWA 2026

ADVERTISING RATES 2027

Format	4c / EURO
Full page	27,700.-
Full page IFC / OBC	31,000.-
2/3 page	22,300.-
Half page	19,400.-
1/3 page	14,100.-
1/4 page	11,100.-
Double page	55,400.-
Double page IFC + page 3	59,400.-

CIRCULATION

Circulation, IVW-audited, III quarter 2026

Paid circulation	51,338	copies
Distributed circulation	51,538	copies
Subscribers	26,615	copies



The world of architecture, interiors and design is evolving more dynamically than ever before – and we at AW Architektur & Wohnen want to reflect this exciting development even more comprehensively. With **ten issues per year** and expanded editorial content, we are giving more space to the topics, trends and creative minds that are shaping the living spaces of tomorrow. This underlines our commitment to leading the premium segment with quality, a clear stance and inspiring expertise."

Karen Hartwig, Editor-in-Chief, AW Architektur & Wohnen

SCHEDULE 2027

Issue	Publication date	Week	Advertisement	
			Booking and Cancellation date	Advertisements Copy deadline
01+02/2027	08.01.2027	1	20.11.2026	01.12.2026
03/2027	26.02.2027	8	15.01.2027	26.01.2027
04/2027	09.04.2027	14	24.02.2027	05.03.2027
05/2027	07.05.2027	18	22.03.2027	02.04.2027
06/2027	11.06.2027	23	26.04.2027	07.05.2027
07+08/2027	16.07.2027	28	04.06.2027	15.06.2027
09/2027	20.08.2027	33	09.07.2027	20.07.2027
10/2027	24.09.2027	38	13.08.2027	24.08.2027
11/2027	29.10.2027	43	17.09.2027	28.09.2027
12/2027	03.12.2027	48	19.10.2027	28.10.2027
01+02/2028	07.01.2028	1	23.11.2027	02.12.2027

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
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