AW Architektur & Wohnen Magazine Profile

Hamburg, 2026



Karen Hartwig – AW editor-in-chief

Success. Continuity. Growth: 70 Years of AW!



70 Years of AW Architektur & Wohnen. We're celebrating!
"What began in 1957 with a bold special issue has become a fixture in the world of architecture and design. For seven decades, AW Architektur & Wohnen has been discovering extraordinary spaces, featuring influential figures, and inspiring people with great design.

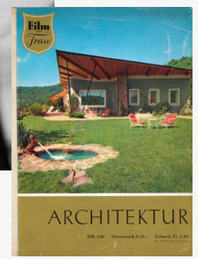
It's a history we're proud of and one we're passionately continuing to write. 70 years of AW - behind it all lies so much spirit of discovery, knowledge, and enthusiasm. Being part of this history is a great privilege," says Editor-in-Chief Karen Hartwig. "I'm driven by curiosity about the new and the unprecedented. Working with my editorial team to discover people and ideas and turn them into stories that surprise, inspire, and make a difference: that's what excites me every day."

This enthusiasm connects us with our readers and followers as well as with the people whose work we feature. Encounters and conversations give rise to new perspectives - on spaces, on design, and on the question of how we want to live in the future.

With ten issues a year, **AW creates even more space for this passion** and for the people who are advancing architecture and design. As a meeting place for the industry and as a media brand for everyone who views our living spaces with curiosity and discernment.

70 Years of AW. A Passion for Architecture and Design. With an Eye on the Future.

Click here for AW issue # 8/26

















YEARS

70 Years of AW Architektur & Wohnen –
seven decades of discovery, inspiration, and context. AW guarantees editorial quality and relevance.

The success and timeliness of our 360° concept are rooted in international home and design inspiration, journalistic depth, support for emerging talent, visionary garden culture, and global architectural expertise.

AW Architektur & Wohnen serves as a trusted curator and guide for the industry, as well as a communication platform connecting manufacturers, retailers, designers, and readers. In its anniversary year, AW presents itself as an innovative classic!

- **Wide coverage: 320,000 AW readers*** in the premium target group with high purchasing power and an appreciation for home living and interior design, quality, and iconic product design
- **Supporting emerging talent -** the fourth AW university partnership, this year with the Niederrhein University of Applied Sciences, impresses with exceptionally creative and innovative submissions. Discover products and talents at the AW Newcomer Shop.
- **The AW online newsletter** from the editorial board - published every 14 days with up-to-date, curated insights, events, and news.
- **AW – Architect of the Year 2027** – Award ceremony featuring laudatory speakers, the editorial board, and Friends of the Brand at AEDES in Berlin on June 4, 2027, plus an exhibition opening and VIP party.

*) AWA 2026: an increase of 10,000 readers compared to AWA 2025

AWA reach growth* for AW Architektur & Wohnen

AW once again impresses with its performance, transparency, consistency and innovative strength

AW inspires.
AW activates.
AW works.



Reach in million

Elle Decoration **0,51**



AW Architektur & Wohnen **0,32**



AD Architectural Digest **0,23**

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



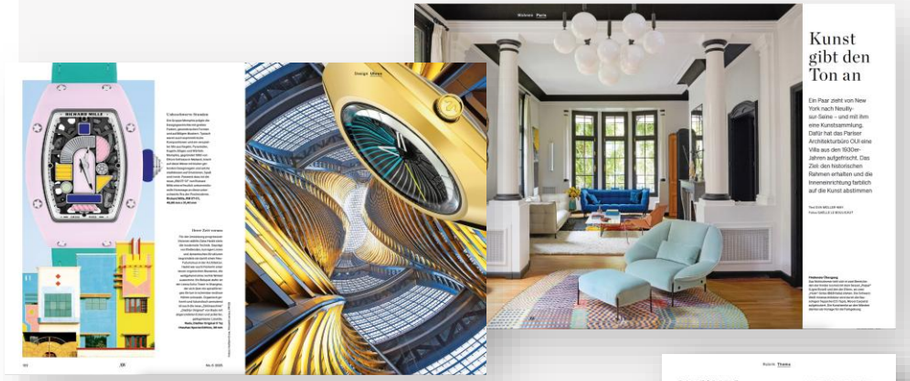
Source: Basic reach AWA 2026
*) plus 10,000 readers AWA 2026 compared to AWA 2025
**) Title not shown in the AWA 2026

AW 2027: Diversity, inspiration and stimulation. 10 issues.

Now 200 pages long, with new editorial formats, familiar quality and depth.

AW inspires.
AW activates.
AW works.

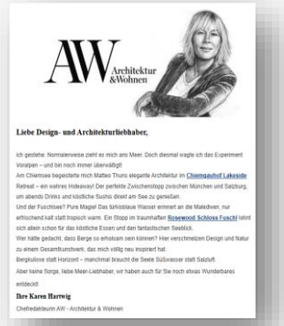
70 YEARS











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

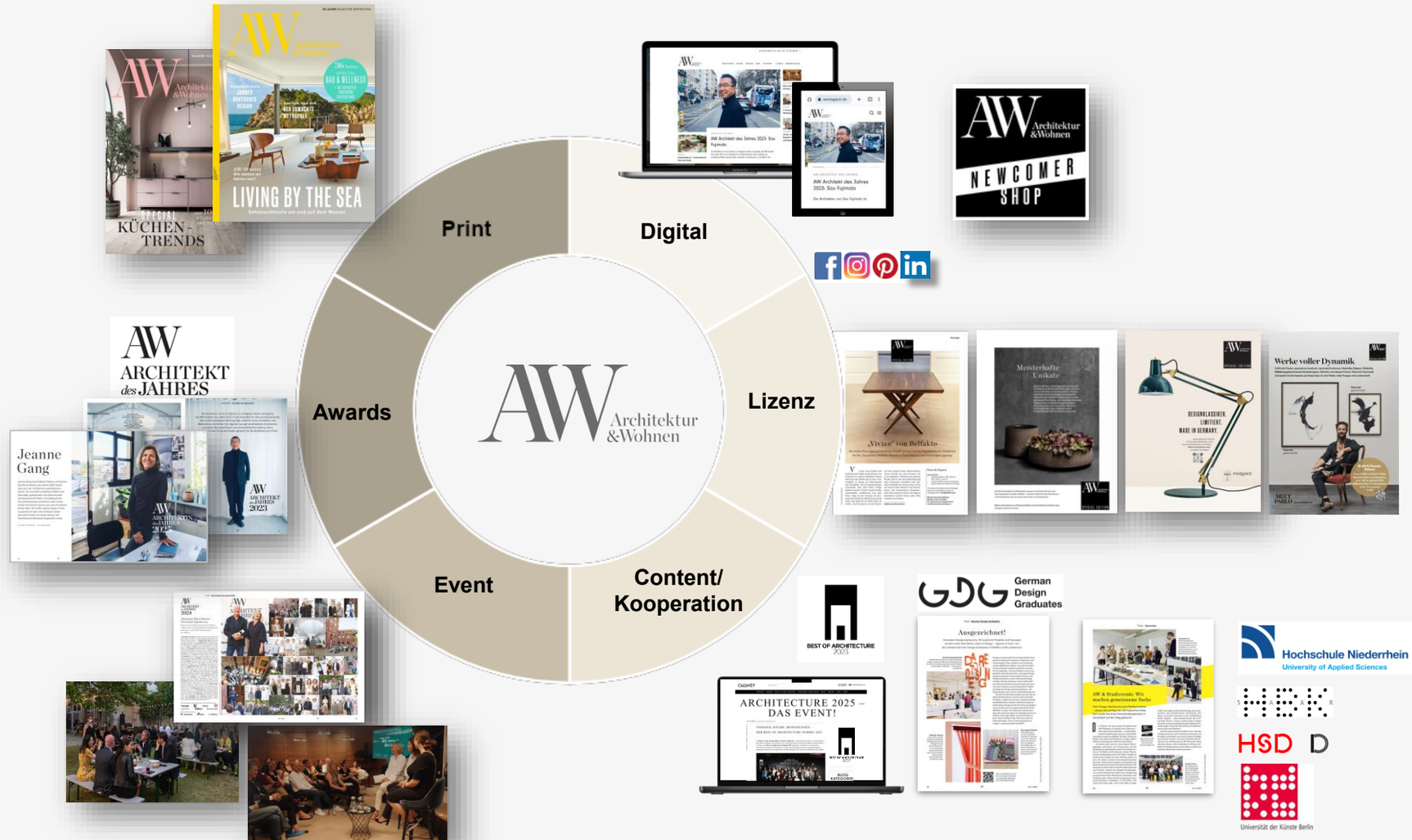
JAHRES ZEITEN VERLAG

AW Architektur &Wohnen

The AW Architektur & Wohnen brand cosmos

AW inspires.
AW activates.
AW works.

70 YEARS



JAHRES ZEITEN VERLAG

AW Architektur &Wohnen

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 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.



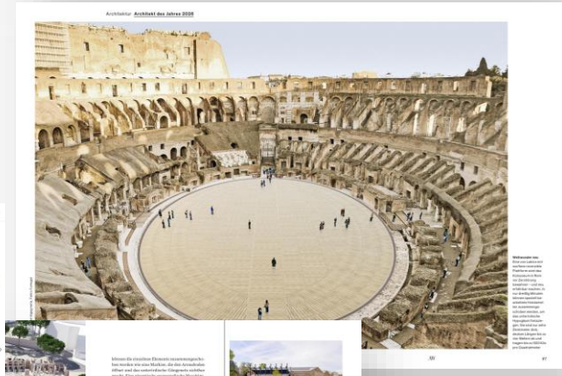






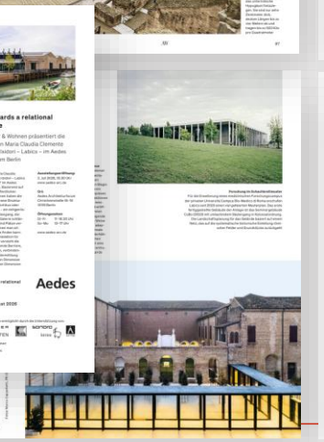














Schedule 2027

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

AW inspires.
AW activates.
AW works.

70 YEARS

Issue	Publication date	Week	Advertisment		Ad Special	Ad Special
			Booking and Cancellation date	Advertisments Copy deadline	Booking Cancellation date	Material deadline
01+02/2027	08.01.2027	1	20.11.2026	01.12.2026	03.11.2025	07.12.2026
03/2027	26.02.2027	8	15.01.2027	26.01.2027	30.12.2026	01.02.2027
04/2027	09.04.2027	14	24.02.2027	05.03.2027	10.02.2027	11.03.2027
05/2027	07.05.2027	18	22.03.2027	02.04.2027	08.03.2027	08.04.2027
06/2027	11.06.2027	23	26.04.2027	07.05.2027	12.04.2027	14.05.2027
07+08/2027	16.07.2027	28	04.06.2027	15.06.2027	21.05.2027	21.06.2027
09/2027	20.08.2027	33	09.07.2027	20.07.2027	25.06.2027	26.07.2027
10/2027	24.09.2027	38	13.08.2027	24.08.2027	30.07.2027	30.08.2027
11/2027	29.10.2027	43	17.09.2027	28.09.2027	03.09.2027	04.10.2027
12/2027	03.12.2027	48	19.10.2027	28.10.2027	05.10.2027	05.11.2027
01+02/2028	07.01.2028	1	23.11.2027	02.12.2027	09.11.2027	08.12.2027

Topics + Deadlines AW Special 2027

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:

Full page	**€ 9.200,-**
Full Page IFC/OBC	€ 11.500,-

AW Special	Topic	Publication date	Week	Advertisment Booking and Cancellation date	Advertisments Copy deadline	Ad Special Booking Cancellation date	Ad Special Material deadline
01+02/2027	**Planning Before Construction**	08.01.2027	1	20.11.2026	01.12.2026	03.11.2025	07.12.2026
03/2027	**Gardens, Outdoor Kitchens, Pools**	26.02.2027	8	15.01.2027	26.01.2027	30.12.2026	01.02.2027
04/2027	**Yacht Design & onboard interiors***	09.04.2027	14	24.02.2027	05.03.2027	10.02.2027	11.03.2027
05/2027	**Bathrooms & Wellness***	07.05.2027	18	22.03.2027	02.04.2027	08.03.2027	08.04.2027
07+08/2027	**The Best Hotels - Cover Booklet°**	16.07.2027	28	04.06.2027	15.06.2027	21.05.2027	21.06.2027
09/2027	**Holiday Properties & Second Homes**	20.08.2027	33	09.07.2027	20.07.2027	25.06.2027	26.07.2027
10/2027	**Kitchentrends 2027***	24.09.2027	38	13.08.2027	24.08.2027	30.07.2027	30.08.2027
11/2027	**The Best Bars - Cover Booklet°**	29.10.2027	43	17.09.2027	28.09.2027	03.09.2027	04.10.2027
12/2027	**Homeoffice & New Work***	03.12.2027	48	19.10.2027	28.10.2027	05.10.2027	05.11.2027

*) with adress section
°) new format – cover booklet included in total circulation without reading circle

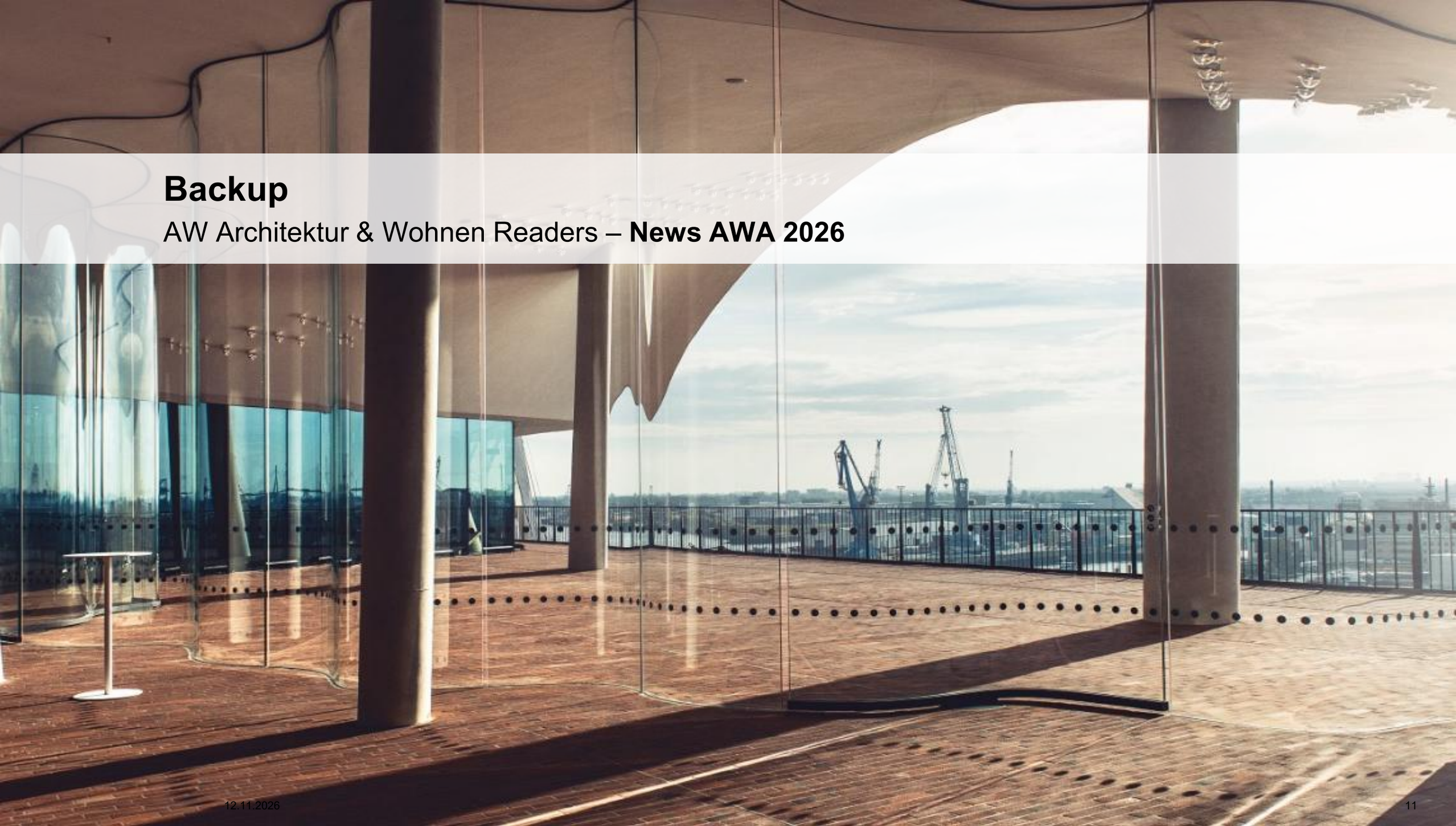
Topics 2026 – AW + AW Special 08/26-01/27

AW inspires.
AW activates.
AW works.

Magzine	Resort	Issue	PD	BD	PM	Topic
AW Architektur & Wohnen	Architektur	08/2026	25.09.2026	14.08.2026	25.08.2026	Redensification with timber
AW Architektur & Wohnen	Architektur	08/2026	25.09.2026	14.08.2026	25.08.2026	Conversion of a monastery complex into a residential building
AW Architektur & Wohnen	Architektur	08/2026	25.09.2026	14.08.2026	25.08.2026	Porträt Miall McLaughlin - Light, Structure & Context
AW Architektur & Wohnen	Architektur	08/2026	25.09.2026	14.08.2026	25.08.2026	Feature: Clay – Back to Earth: tackling resource scarcity and rising construction costs
AW Architektur & Wohnen	Bad	08/2026	25.09.2026	14.08.2026	25.08.2026	Bathroom & Sanitary Ware Innovations
AW Architektur & Wohnen	Design	08/2026	25.09.2026	14.08.2026	25.08.2026	Patterns embody history and attitude
AW Architektur & Wohnen	Design	08/2026	25.09.2026	14.08.2026	25.08.2026	Porträt Hella Jongerius - Whispering Things
AW Architektur & Wohnen	Garten	08/2026	25.09.2026	14.08.2026	25.08.2026	Garden with watercourses near Amsterdam and a self-regulating ecosystem in Sussex
AW Architektur & Wohnen	Living	08/2026	25.09.2026	14.08.2026	25.08.2026	Issue theme: Colour – Living, dwelling and designing with colour
AW Architektur & Wohnen	Living	08/2026	25.09.2026	14.08.2026	25.08.2026	Major colour feature – which shades are new, and how do colours affect and transform spaces?
AW Architektur & Wohnen	Reise	08/2026	25.09.2026	14.08.2026	25.08.2026	Discover South Tyrol: exploring Merano and Bolzano from a design and architectural perspective
AW Architektur & Wohnen Special	Küchen	08/2026	25.09.2026	14.08.2026	25.08.2026	Kitchen trends for 2026 featuring 100 top kitchen showrooms
AW Architektur & Wohnen	Architektur	09/2026	30.10.2026	18.09.2026	29.09.2026	France – Architecture, living, interior design and styling
AW Architektur & Wohnen	Architektur	09/2026	30.10.2026	18.09.2026	29.09.2026	Feature: Disaster architecture
AW Architektur & Wohnen	Design	09/2026	30.10.2026	18.09.2026	29.09.2026	Custom-made design – bespoke furniture
AW Architektur & Wohnen	Garten	09/2026	30.10.2026	18.09.2026	29.09.2026	Jardin Plume – France's most significant modern garden
AW Architektur & Wohnen	Garten	09/2026	30.10.2026	18.09.2026	29.09.2026	The Secret Gardens of Paris Maison & Objekt
AW Architektur & Wohnen	Living	09/2026	30.10.2026	18.09.2026	29.09.2026	Review: New Products, Trends Discovering
AW Architektur & Wohnen	Reise	09/2026	30.10.2026	18.09.2026	29.09.2026	Arles through the Lens of Design and Architecture
AW Architektur & Wohnen	Living	09/2026	30.10.2026	18.09.2026	29.09.2026	Cover booklet in collaboration with MERIAN and FEINSCHMECKER: The Best Bars
AW Architektur & Wohnen	Architektur	10/2026	04.12.2026	21.10.2026	30.10.2026	Porträt Amelia Tabella
AW Architektur & Wohnen	Architektur	10/2026	04.12.2026	21.10.2026	30.10.2026	Foyer: New products, latest news, trends & information from the world of AW
AW Architektur & Wohnen	Design	10/2026	04.12.2026	21.10.2026	30.10.2026	Gifts
AW Architektur & Wohnen	Design	10/2026	04.12.2026	21.10.2026	30.10.2026	feature – Quality in the details
AW Architektur & Wohnen	Design	10/2026	04.12.2026	21.10.2026	30.10.2026	Designers from South America
AW Architektur & Wohnen	Homeoffice	10/2026	04.12.2026	21.10.2026	30.10.2026	Orgatec review, new products, trends
AW Architektur & Wohnen	Licht	10/2026	04.12.2026	21.10.2026	30.10.2026	Lighting: Luminaires and switches – New products and discoveries
AW Architektur & Wohnen	Living	10/2026	04.12.2026	21.10.2026	30.10.2026	South Africa – Light, warmth and inspiration
AW Architektur & Wohnen Special	Homeoffice	10/2026	04.12.2026	21.10.2026	30.10.2026	Home office & New Work with 50 top office furnishing suppliers
AW Architektur & Wohnen	Design	01/2027	08.01.2027	23.11.2026	02.12.2026	Crafts feature – Quality in the details
AW Architektur & Wohnen	Living	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	Beds – New arrivals and classics
AW Architektur & Wohnen	Reise	01/2027	08.01.2027	23.11.2026	02.12.2026	Discover Évora (Portugal), the Capital of Culture, with AW
AW Architektur & Wohnen Special	Homeoffice	01/2027	08.01.2027	23.11.2026	02.12.2026	Planning before building – how smart do we want to live?

Backup

AW Architektur & Wohnen Readers – **News AWA 2026**



AWA 2026 - AW in one of the top positions

AW gains 10,000 readers

AW Architektur & Wohnen has once again gained 10,000 readers at the AWA 2026 compared with the previous year, thereby maintaining one of its top positions and reaffirming its status as one of the leading magazines.

This is further proof of the brand's strength, popularity and appeal within its target audience: **AW Architektur & Wohnen appeals to everyone who wishes to lead a cultured life**. People who actively shape their living environment and are just as enthusiastic about an aesthetically pleasing product as they are about a liveable environment and a sustainable future.

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

The results from AWA 2026 confirm the successful development of AW. In particular, the strong reach and growth within the 30–49 age group demonstrate the relevance of our concept: international home and design inspiration, in-depth journalism, support for emerging talent, visionary garden culture and global architectural expertise. As a result, AW reaches not only the 'Best Agers' but also the next generation of discerning premium consumers more than ever before.

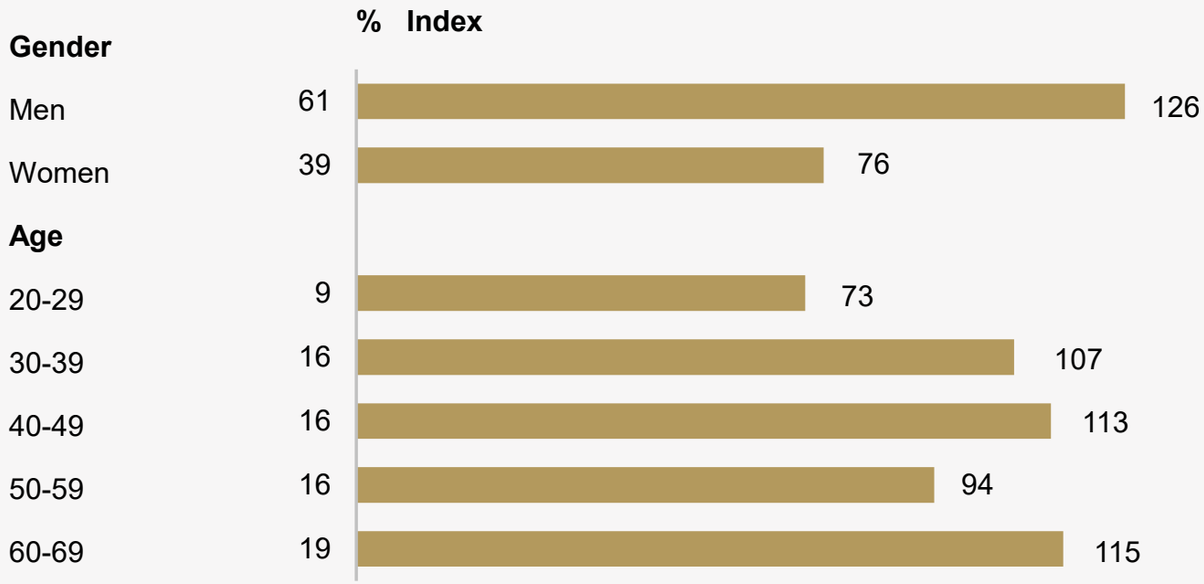


Quelle: AWA 2026

unisex. accessible. **print affinity.**

AW inspires.
AW activates.
AW works.

The premium magazine AW Architektur & Wohnen appeals to both men and women. 67% of the 320,000 readers of AW Architektur & Wohnen belong to the advertising-relevant age group of 30-69-year-olds.

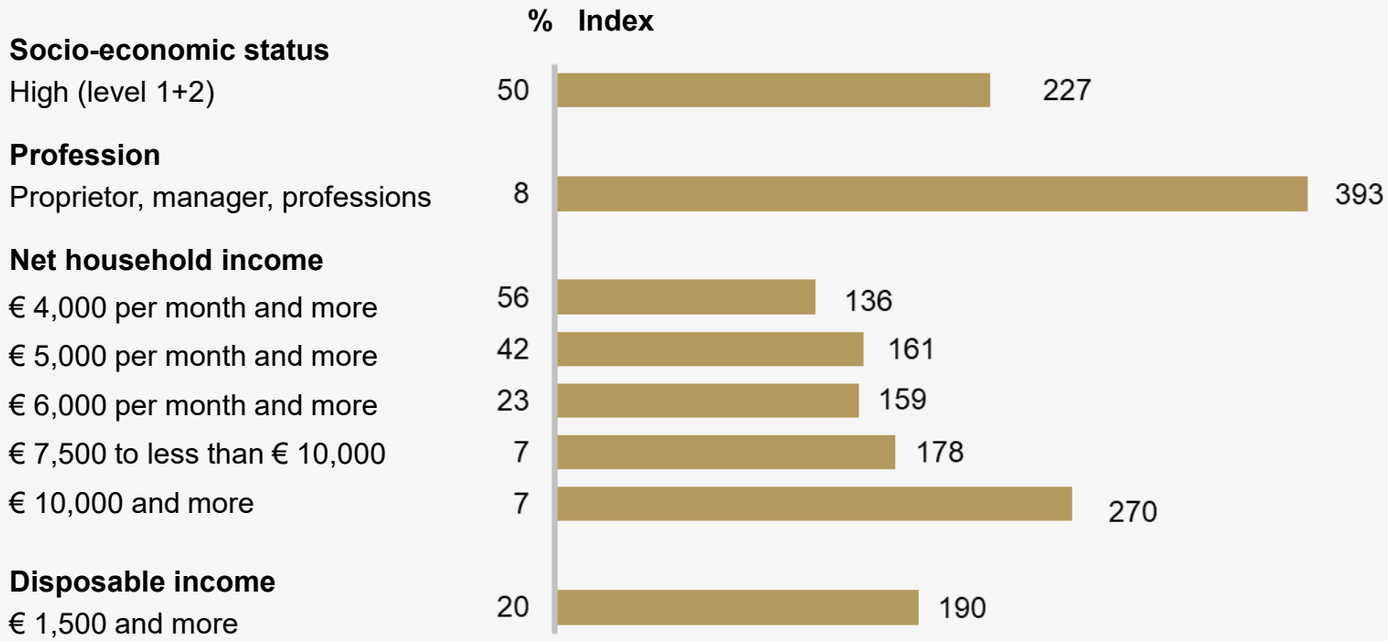


Source: AWA 2026, Index: Total population = 100

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 (20%, index 190). In addition, 27% belong to the highest socio-economic status 1 - this corresponds to an index of 269!

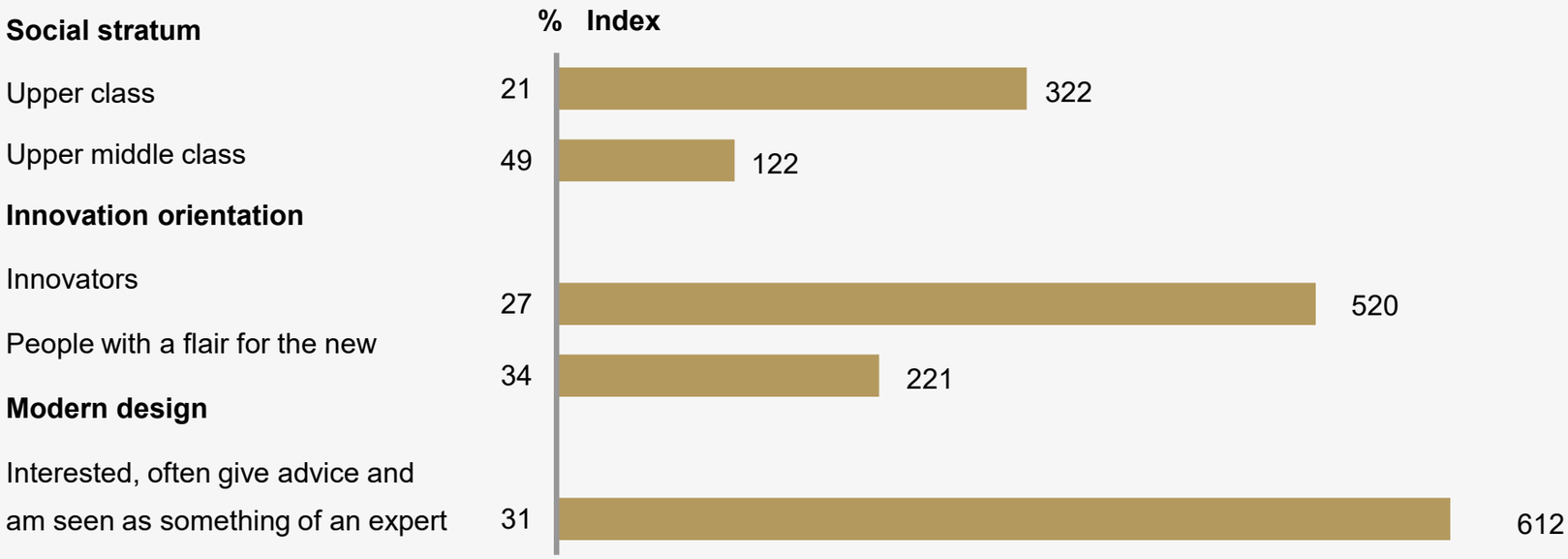


Source: AWA 2026, Index: Total population = 100

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.

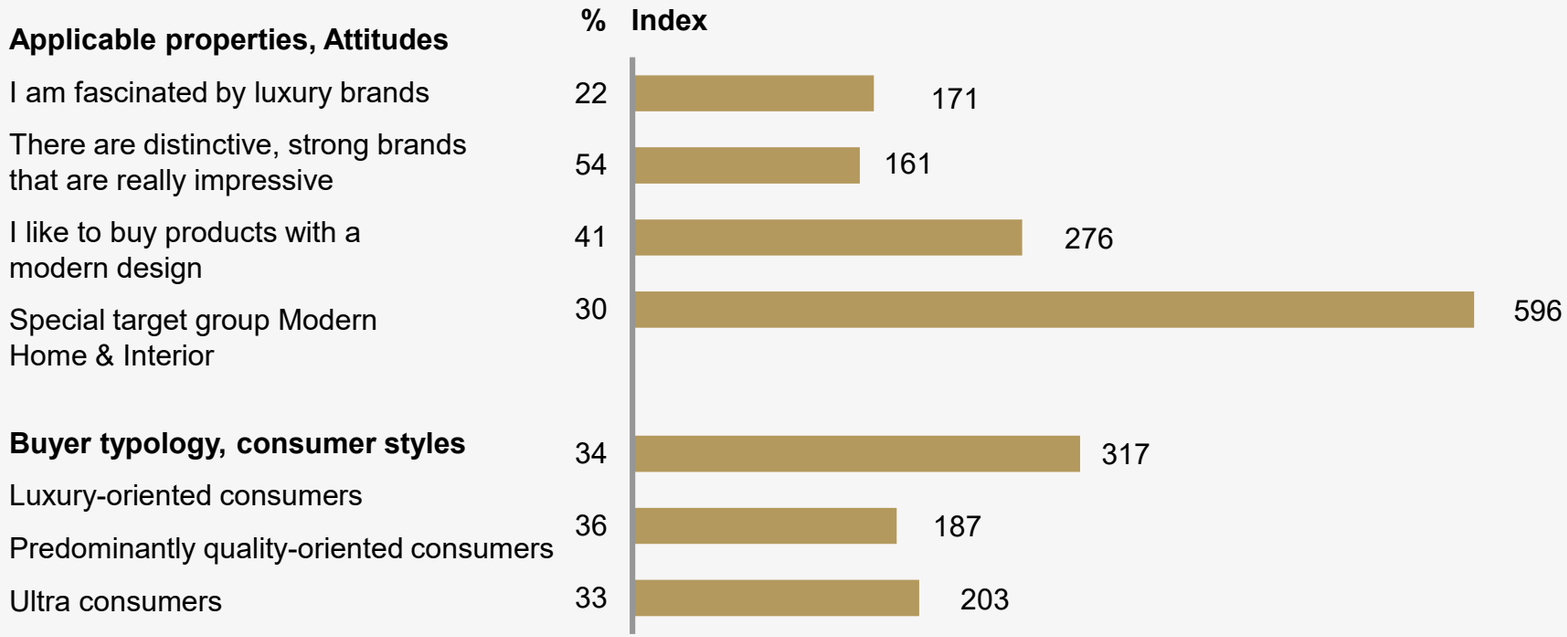


Source: AWA 2026, Index: Total population = 100

brand-orientated. prosperous. **quality-minded.**

AW inspires.
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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 30% of readers belong to the special group Modern Home Interior.

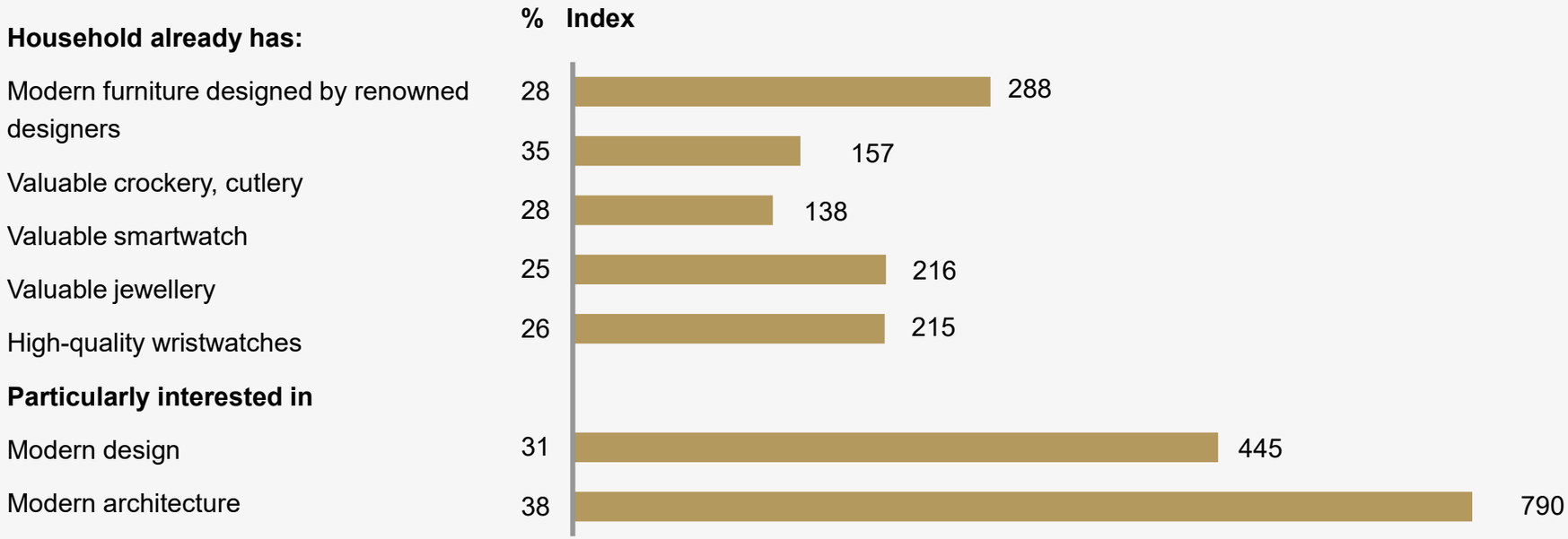


Source: AWA 2026, Index: Total population = 100

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.

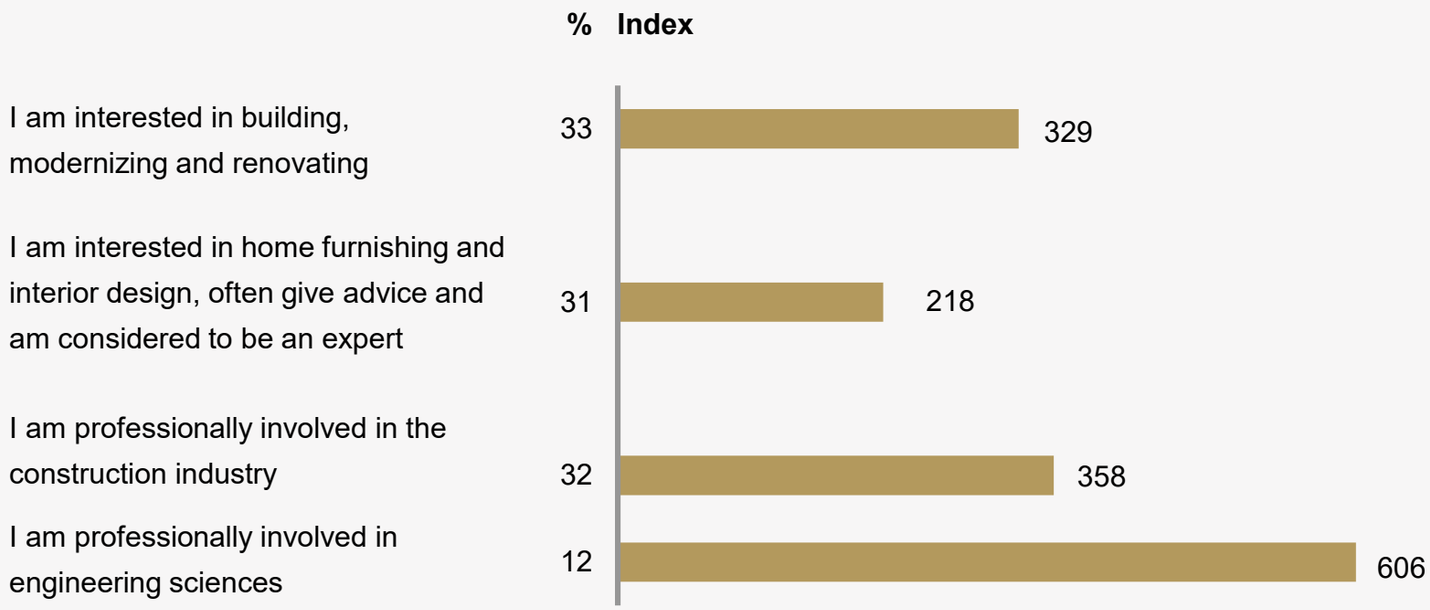


Source: AWA 2026, Index: Total population = 100

established. elegant. **engaged.**

AW inspires.
AW activates.
AW works.

AW is aimed at professionals as well as at architecture enthusiasts. Within the last 69 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 2026, Index: Total population = 100

Your contact persons

We look forward to talking to you...

AW inspires.
AW activates.
AW works.

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AW – 70 years a space for inspiration!

AW inspires.
AW activates.
AW works.

70 YEARS



Click here for schedule and further details.

Frequency
10 x per year

Copy price
€12,90

Ad rate 2027
€ 27,700.00

Format
210 mm width
280 mm height

Paid circulation*
51,338 copies

Reach**
0.32 m

www.awmagazin.de

Digital Editions

Readly share magazines

AW Architektur & Wohnen celebrates its anniversary – 70 Years of passion for architecture and design, with an eye toward the future!

AW Architektur & Wohnen is a multi-thematic, internationally recognized leading magazine on architecture, design, interior design, and landscape architecture, presented with an emotional touch. The magazine is known for its curated selection of topics of the highest journalistic quality, international trends, and in-depth analysis. AW Architektur & Wohnen has been highly regarded by its readers - including industry professionals - for decades.

AW is the premier publication for design, home living, architecture, gardens, and inspiration in Germany.

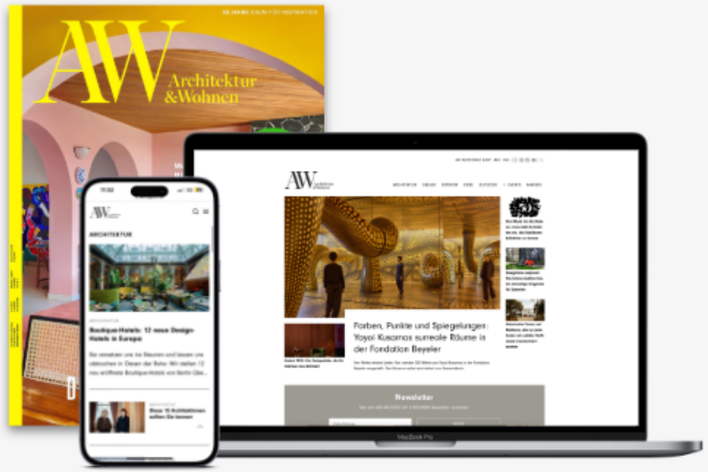
The AW Architect of the Year is an architecture award that the AW editorial team has presented annually since 2012. The award has established itself as a major architecture prize in the European media scene and reaffirms AW's position as a leading media outlet.

Click here to see a complete issue

Source:
*) IVW III/2026
**) AWA 2026
2027 rates

AW ARCHITEKTUR & WOHNEN

Facts



Room 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 | Newsletter

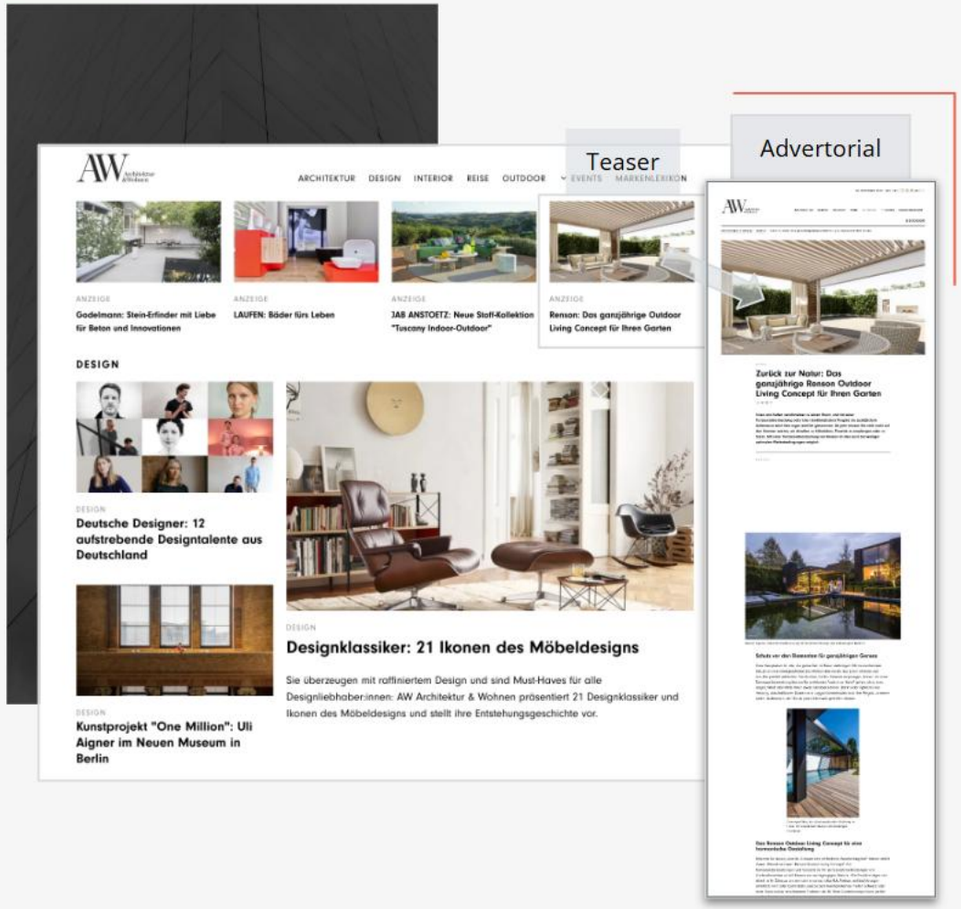
Reach

Website Visits | 23.000*
Website Page Views | 43.000*
Website User | 21.000*
Instagram Follower 30.700 | reach 18.000**
Facebook Follower 7.890** | reach 5.000
Newsletter recipients 4.500 | open rate 23%****
Sold circulation | 51,338***

**Ø / month 2026 | analytics.google
** Oct 2026 | Meta
***IVW III/2026
****Oct 2026

AW digital

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.

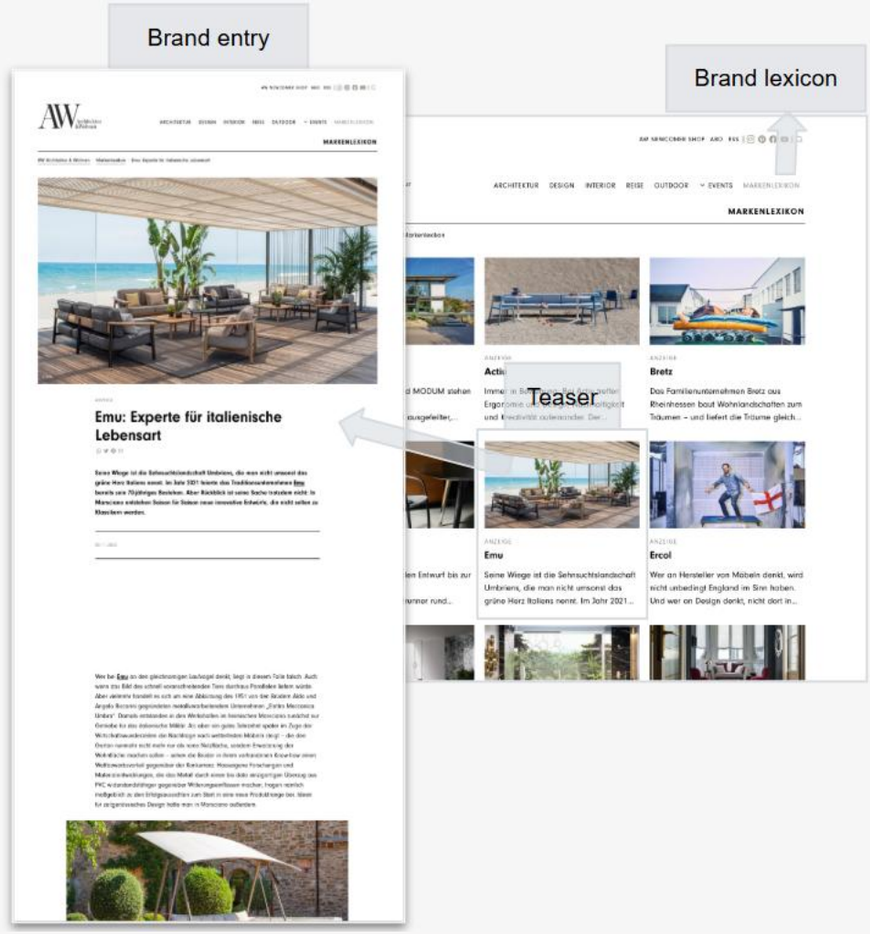
*Not further deductible.

AW digital

AW BRAND LEXICON DIGITAL

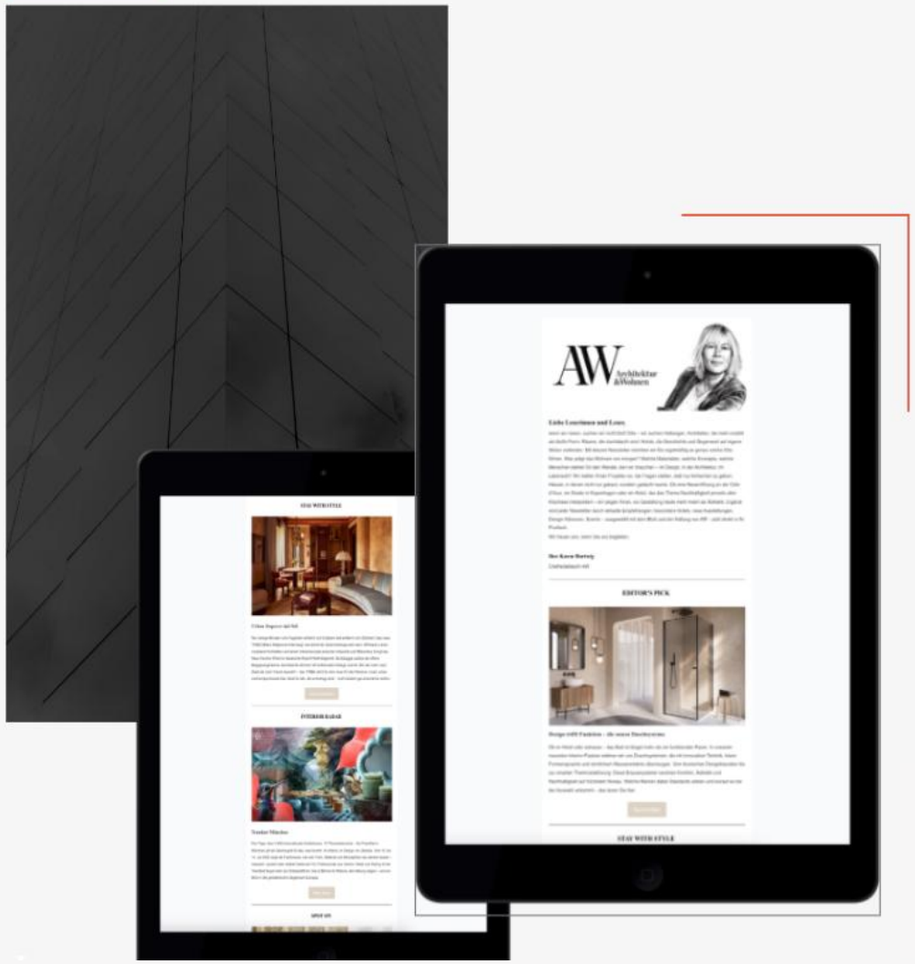
Place your brand on AWmagazin.de and present yourself to a relevant target group with an exclusive brand entry.
Strengthen your brand awareness and become part of the AW brand lexicon.

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



AW digital

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*	AVAILABLE BRAND
Teaser Ad	4 weeks	€ 5.200,-	Incl.	FE, AW, ME, RR
Online Advertorial + Teaser	3 months	€ 8.900,-	€ 1.500,-	FE, AW, ME, RR
Content Home	6 months	€ 51.000,-	€ 5.000,-	FE, AW, ME, RR
Themenspecial	6 months	€ 15.700,-	€ 2.500,-	FE, AW, ME, RR
Partner Package	12 months	€ 30.400,-	€ 2.900,-	FE
Brand Lexicon	24 months	€ 3.500,-	€ 1.500,-	AW
Instagram Feedpost	Lifetime	€ 1.500,-	Incl.	FE, AW, ME, RR
Instagram Story (up to 3 Snippets)	24 hrs.	€ 800,-	Incl.	FE, AW, ME, RR
Facebook Feedpost	Lifetime	€ 1.500,-	Incl.	FE, AW, ME, RR
Newsletter Stand Alone	1 frequency	€ 4.500,-	Incl.	FE, ME, RR, AW
Newsletter Teaser	1 frequency	€ 1.500,-	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
Display Banner: Half Page Ad	Ab 50.000 AI's	€ 40/CPM ROS	€ 150,-	FE, ME, AW
Display Banner: Wide Skyscraper	Ab 50.000 AI's	€ 40/CPM ROS	€ 150,-	FE, ME, AW
Display Banner: Medium Rectangle	Ab 50.000 AI's	€ 20/CPM ROS	€ 150,-	FE, ME, AW
Mobile Banner: Content Ad 2:1	Ab 50.000 AI's	€ 45/CPM ROS	€ 150,-	FE, ME, AW
Mobile Banner - GW Interstitial	Ab 50.000 AI's	€ 70/CPM ROS	€ 150,-	FE, ME, AW
Video - Transverse; full concept	Lifetime	Starts at € 10.500,-	individual	
Video - upright, social	Lifetime	Starts at € 6.500,-	individual	

*Not further deductible.
Production/technical costs:
At 2,500 incl. media budget 1 correction loop / per correction loop: 150€
For 2,900 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.