

# AW

Architektur  
& Wohnen



## BRUTAL CHARMANT

AW Architektur & Wohnen # 06/2020

Hamburg, 14th August 2020

Kalifornien, Mailand, Mexiko –  
Wohnen im Sommer, stilvoll und lässig

GARTENRÄUME

Fackeln, Windlichter, Feuerschalen.  
Und: Schweden von der wilden Seite

+ 33  
Die wichtigsten  
Möbel-News

**AW # 06/2020 - Deadlines**

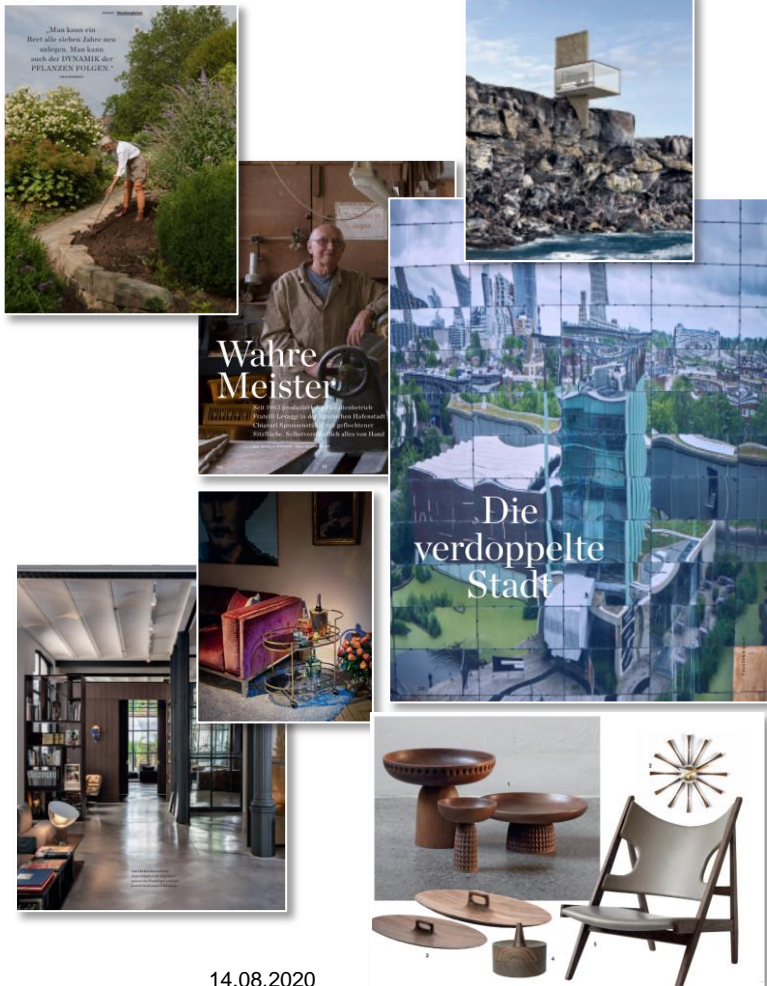
Date of publication: 04.11.2020

Advertising deadline: 23.09.2020

Copy deadline: 09.10.2020

AW issue topic # 06/2020

# Living close to nature between Scandinavia and South Tyrolia.



14.08.2020

## AW presents among others

- Architects villas in Switzerland
- Alpine building in South Tyrol
- A French chalet in Auvergne-Rhône-Alpes
- Tiny alpine huts and tree houses

## Also news and updates on

- Light & Lamps
- Fireplaces & stoves
- Carpets & young carpet designers

**As well as an architectural inspiration trip** to Norway, an architectural highlight hotel for holidays without distraction and a journey to the Belgian gardens visiting the unique botanical collection of the diamond dealer family De Belder

**Plus AW Spezial 'Home textile & Fabric trends'** - all info next page

← Illustrations: Inspirations from AW 05/2020



# AW Spezial „Home textile & fabric trends “ 06/2020

In new format and size as magazine insert in AW: 191 x 280 mm



We dive into the world of patterns, colours, fibres...

and give a first insight into the Interior Trends, Interior Designs and Interior Textiles of 2021, show exciting textile innovations and span the bow over what will be in vogue in the field of upholstery and decorative fabrics.

Since April 2020, AW has been doing without the film bag in a resource-saving way - the AW Spezial is enclosed as an inner supplement, which is communicated on the cover in a correspondingly eye-catching way.

AW Spezial-Price € 8,200.-



AW Spezial is always monothematic and offers with its depth of information a clear added value for readers and advertisers.  
 AW Spezial is published in the total circulation without reading circle with AW 06/2020 (approx. 100,000 copies), **format 191 x 280 mm.**

### Advertising rates:

Double Page € 16,400.-  
 Full Page € 8,200.-  
 Full Page IFC/OBC€ 10,200.-

### Dates AW Spezial 06/2020:

Publication date: 04.11.2020  
 Booking/cancellation date: 23.09.2020  
 Copy deadline: 09.10.2020

# AW – more than 63 years of inspiration!



**Frequency**  
bi-monthly

**Copyprice**  
€ 9,90

**Ad rate 2020**  
1/1 4c      € 21,700.00

**Format**  
210 mm width  
280 mm high

**Paid circulation**  
59.046 Exemplare

**Reach**  
0,38 Mio

**AW Architektur & Wohnen** is the only multi-thematic and internationally recognised lead magazine on architecture, design, home living and garden planning that takes 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 and has itself been commended several times in recent years. The AW-Designer of the Year is the most sought after and prestigious design award in the entire European home interior scene. This acknowledgement confirms the status of AW as lead magazine.



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We look forward to talking to you...

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