



Topic outlook AW Spezial 2021



Monothematic, targeted, service-oriented –
at the AW special price!

Highest utility value + information on a topic: AW Spezial - as inner insert in the total circulation



AW Spezial is always monothematic and with its depth of information offers a clear added value for readers and advertisers. Since April 2020, AW has dispensed with the foil bag in a resource-saving manner - AW Spezial is enclosed as an inner supplement, which is communicated in a correspondingly eye-catching way on the cover. AW Spezial is published in the total circulation without reading circle with AW Architektur & Wohnen (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.-

	Magazine Res	Issue	PD	AD	CD	Topic
AW Architektur & Wohnen Spezial	Design	01/2021	04.01.2021	26.10.2020	19.11.2020	Big anniversary edition: 25 years AW-Designer of the Year
AW Architektur & Wohnen Spezial	Living	02/2021	02.03.2021	23.12.2020	21.01.2021	Home Office & New Work + the best addresses in Germany
AW Architektur & Wohnen Spezial	Bath	03/2021	04.05.2021	26.02.2021	22.03.2021	Bathroom & Wellness + the best Bathroom Studio addresses in Germany
AW Architektur & Wohnen Spezial	Living	04/2021	01.07.2021	26.04.2021	20.05.2021	Home Office & New Work + the best addresses in Germany
AW Architektur & Wohnen Spezial	Kitchen	05/2021	01.09.2021	15.07.2021	23.07.2021	Kitchen trends + the best Kitchen-Studio adresses in Germany
AW Architektur & Wohnen Spezial	Living	06/2021	02.11.2021	31.08.2021	22.09.2021	Sustainability (design, furniture, materials) + the best addresses in Germany

Anniversary: 25 years AW-Designer of the Year

Your advertisement in jubilee AW Spezial # 01/2021



The "AW-Designer of the Year" award, which has been presented for 25 years, has become the most coveted and important design prize on the entire magazine scene in Europe. AW Architektur & Wohnen presents this editorial award to an outstanding, internationally renowned designer personality. The jury prize known as the "Oscar" is awarded in January - in 2021 with a big anniversary "25-year AW designer of the year".

With a booklet size of 60 pages, the AW Spezial # 01 a tribute to the 25 previous winners with illustrated portraits and 2 works each - presented in entertaining chapters!

Directly in this anniversary AW Spezial we offer some limited ad spaces. Be there and look forward to a unique design print event that, according to AWA 2020, will reach 380,000 readers*!

AW Special Price

€ 8,200.-

Circulation: 100,000 copies /
supplement in main issue

Size: 56 + 4 pages

Format: 191 x 280 mm

Dates AW Spezial 01/2021:

Publication date 04.01.2021

Booking/cancellation date 10.11.2021

Copy deadline 02.12.2021

International representatives

We are looking forward to the conversation with you...

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