



## AW – more than 60 years' inspirational space

**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 rather than one of cold distance. 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 Architektur & Wohnen as lead magazine.

**AW Architektur & Wohnen opens up the German market.**

[www.awmagazin.de](http://www.awmagazin.de)

Frequency bimonthly  
 Paid circulation 85.026 IVW III/19  
 Rate full page 4c € 21,700  
 Copy price € 9.90

### READERSHIP

Educated, cultured and worldly people of taste. Quality-orientated, affluent innovators and trendsetters aged 30 and above. According to AWA 2019, AW has 310,000 readers in Germany.

*% breakdown | Index*

**Sex**  
 Men 45 | 91  
 Women 55 | 109

**Age**  
 20–29 years 9 | 68  
 30–39 years 19 | 132  
 40–49 years 13 | 84  
 50–59 years 15 | 142

**Net household income (in EURO)**  
 4.000 and more 41 | 170

**Socio-economic status**  
 High (level 1+2) 58 | 258

**Consumer typology**  
 Mainly quality-oriented consumers 47 | 223

**Special interest in topics**  
 modern design 45 | 611  
 modern architecture 53 | 1.079

**Applicable attributes, attitudes**  
 Special target group modern home & interior 52 | 853  
 Like to buy products with modern design 47 | 302  
 Luxury-orientated consumers 36 | 337

Source: AWA 2019

### ADVERTISING RATES 2020

Format	4c / EUR
Full page	21,700.-
Full page IFC / OBC	23,700.-
2/3 page	17,400.-
Half page	15,200.-
1/3 page	10,900.-
1/4 page	8,700.-
Double page	43,400.-
Double page IFC + page 3	46,000.-

### DISCOUNTS

#### Turnover scale (gross)

(incl. Spezial)

from 43,000 Euro – 3%	from 172,000 Euro – 13%
from 86,000 Euro – 6%	from 215,000 Euro – 17%
from 129,000 Euro – 10%	from 258,000 Euro – 20%

### CIRCULATION

Circulation, IVW-audited, 3<sup>rd</sup> quarter 2019

Print run	119.955 copies
Paid circulation	85.026 copies
Distributed circulation	88.431 copies
Subscribers	28.281 copies

## SCHEDULE 2020

Issue	AW Spezial	Publication date	Booking deadline	Copy deadline
01/2020	AW Designer of the year	02.01.2020	14.11.2019	02.12.2019
02/2020	New Working Space	04.03.2020	22.01.2020	07.02.2020
03/2020	Bathroom & Wellness	06.05.2020	20.03.2020	07.04.2020
04/2020	Kitchen novelties & trends	01.07.2020	18.05.2020	04.06.2020
05/2020	Design from Spain	02.09.2020	22.07.2020	07.08.2020
06/2020	Home fabric trends	04.11.2020	23.09.2020	09.10.2020

Advertising Rates AW Spezial:  
Full page 8,200 € , Full page IFC or OBC 10,200 €

Topics are subject to change.

### TECHNICAL DATA AW Architektur & Wohnen

Magazine format: 215 x 285 mm + 4 mm trim-reserve  
type area: 188 x 258 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](http://www.duon-portal.de)  
Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50.



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