



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.

Frequency bimonthly
 Paid circulation 59.046 IVW II/20
 Rate full page 4c € 21,700
 Copy price € 9.90

www.awmagazin.de

AWA 2020
 AW Architektur & Wohnen
 wins again significantly:
+ 70.000
 readers in comparison
 to the previous year

READERSHIP

Educated, cultured and worldly people of taste. Quality-orientated, affluent innovators and trendsetters aged 30 and above. According to AWA 2020, AW has 380,000 readers in Germany.

% breakdown | Index

Sex		
Men	51	103
Women	49	97
Age		
20–29 years	8	62
30–39 years	19	130
40–49 years	13	88
50–59 years	26	140
Net household income (in EURO)		
4.000 and more	44	164
Socio-economic status		
High (level 1+2)	54	242
Consumer typology		
Mainly quality-oriented consumers	43	202
Special interest in topics		
modern design	39	534
modern architecture	46	921
Applicable attributes, attitudes		
Special target group modern home & interior	45	729
Like to buy products with modern design	40	254
Luxury-orientated consumers	32	301

Source: AWA 2020

ADVERTISING RATES 2020

	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, 2 st quarter 2020	
Print run	95.240 copies
Paid circulation	59.046 copies
Distributed circulation	62.330 copies
Subscribers	27.299 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		01.07.2020	18.05.2020	04.06.2020
05/2020	Kitchen novelties & trends	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 €

New Format: 191 x 280 mm

Topics are subject to change.

TECHNICAL DATA AW Architektur & Wohnen

Magazine format: 210 x 280 mm + 4 mm trim-reserve (AW Spezial: 191 x 280 mm + 4 mm trim-reserve)
 type area: 183 x 253 mm (AW Spezial: 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
 Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50.

Kindly note our general terms and conditions of business for advertisements: <http://www.jalag.de/agb/>

YOUR CONTACTS

Head Office Germany

Contact: Dagmar Hansen
 JAHRESZEITEN VERLAG
 Harvestehuder Weg 42
 20149 Hamburg
 phone: +49/40/2717 2030
 e-mail: dagmar.hansen@jalag.de

France & Monaco

Contact: Laurent Briggs
 Affinity Media
 7 rue de Bucarest
 75008 Paris
 phone: +33 1 53 89 50 00
 e-mail: laurent.briggs@affinity-media.fr

Scandinavia & Finland

Contact: Finn Greve Isdahl
 International Media Sales
 P.O. Box 44 Fantoft
 5899 Bergen
 phone: +47/55/ 92 51 92
 fax +47/55/ 92 51 90
 e-mail: fgisdahl@mediasales.no

Belgium, Netherlands & Luxembourg

Contact: Anita Rodwell
 Mediawire International
 Plein 1945 nr. 27
 1251 MA, Laren
 phone: +31/651/48 01 08
 fax: +31/35/533 59 85
 e-mail: info@mediawire.nl

Great Britain & Ireland

Contact: Stefanie Stroh-Begg
 Mercury Publicity Ltd.
 99 Grays Inn Rd.
 London WC1X 8TY
 phone: +44/20/7611 1900
 e-mail: stefanie@mercury-publicity.com

Spain & Portugal

Contact: David Castelló
 K.Media
 Calle Santa Egracia, 18, Esc.4, 2 izq.
 28010 Madrid
 phone: +34/91/702 34 84
 fax: +34/91/702 34 85
 e-mail: david.castello@kmedianet.es

Switzerland & Liechtenstein

Contact: Eva Favre
 Affinity-PrimeMEDIA Ltd
 Case postale 20
 Route de Mollie-Margot 1
 1073 Savigny
 phone: +41/21/781 08 50
 fax: +41/21/781 08 51
 e-mail: e.favre@affinity-primemedia.ch

Italy

Contact: Meike Belloni
 Media & Service International Srl
 Via Giotto, 32
 20145 Milano
 phone: +39/02/ 48 00 61 93
 fax: +39/02/ 48 19 32 74
 e-mail: info@it-mediaservice.com