



## AW – 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 85,515 (IVW I/18)\*  
 Rate full page 4c € 21,300  
 Copy price € 8.90

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

### READERSHIP

Educated, cultured and worldly people of taste. Quality-orientated, affluent innovators and trendsetters aged 30 and above. According to AWA 2018, AW has 240,000 readers in Germany.

*% breakdown | Index*

<b>Sex</b>		
Men	55	111
Women	45	89
<b>Age</b>		
20–29 years	9	65
30–39 years	11	77
40–49 years	18	114
50–59 years	21	116
<b>Net household income (in EURO)</b>		
4.000 and more	38	174
<b>Socio-economic status</b>		
High (level 1+2)	56	248
<b>Consumer typology</b>		
Mainly quality-oriented consumers	45	210
<b>Special interest in topics</b>		
modern design	48	652
modern architecture	53	1,109
<b>Applicable attributes, attitudes</b>		
Special target group modern home & interior	45	741
Like to buy products with modern design	42	280
Luxury-orientated consumers	40	380

Source: AWA 2018

### ADVERTISING RATES 2019

Format	4c / EUR
Full page	21,500.-
Full page IFC / OBC	23,500.-
2/3 page	17,200.-
Half page	15,000.-
1/3 page	10,800.-
1/4 page	8,700.-
Double page	43,000.-
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, 1 <sup>th</sup> quarter 2018*	
Print run	120,536 copies
Paid circulation	85,515 copies
Distributed circulation	89,413 copies
Subscribers	27,863 copies

\*) Due to data error, no IVW quarterly report was available for Q III/2018

## SCHEDULE 2019

Issue	Specials	Publication date	Booking deadline	Copy deadline
01/2019	AW Designer of the year –	02.01.2019	09.11.2018	20.11.2018
02/2019	Kitchen & Hospitality	05.03.2019	17.01.2019	28.01.2019
03/2019	Designclassic & Bauhaus	07.05.2019	18.03.2019	27.03.2019
04/2019	Walls & Floors	02.07.2019	13.05.2019	22.05.2019
05/2019	Bath & Wellness	03.09.2019	17.07.2019	26.07.2019
06/2019	Smart Home	05.11.2019	18.09.2019	27.09.2019

Topics are subject to change.

Advertising Rates AW Spezial:  
Full page 8,100 € , Full page IFC or OBC 10,100 €

## TECHNICAL DATA AW

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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