



## AW – since 64 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	63.568 IVW IV/20
Rate full page 4c	€ 21,800
Copy price	€ 9.90

[www.awmagazin.de](http://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 reaches 380,000 readers in Germany.

*% breakdown | Index*

<b>Sex</b>		
Men	51	103
Women	49	97

<b>Age</b>		
20–29 years	8	62
30–39 years	19	130
40–49 years	13	88
50–59 years	26	140

<b>Net household income (in EURO)</b>		
4.000 and more	44	164

<b>Socio-economic status</b>		
High (level 1+2)	54	242

<b>Consumer typology</b>		
Mainly quality-oriented consumers	43	202

<b>Special interest in topics</b>		
modern design	39	534
modern architecture	46	921

<b>Applicable attributes, attitudes</b>		
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 2021

	<b>4c / EUR</b>
Full page	21,800.-
Full page IFC / OBC	24,400.-
2/3 page	17,500.-
Half page	15,300.-
1/3 page	11,000.-
1/4 page	8,750.-
Double page	43,600.-
Double page IFC + page 3	46,700.-

### 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, 4<sup>th</sup> quarter 2020

Print run	94.265 copies
Paid circulation	63.568 copies
Distributed circulation	66.646 copies
Subscribers	27.027 copies

## SCHEDULE 2021

Issue	AW Spezial	Publication date	Booking deadline	Copy deadline
01/2021	AW Designer of the year	04.01.2021	12.11.2020	01.12.2020
02/2021	Home textiles trends	02.03.2021	15.01.2021	02.02.2021
03/2021	Bathroom & Wellness	04.05.2021	16.03.2021	01.04.2021
04/2021	Home Office & New work	01.07.2021	14.05.2021	02.06.2021
05/2021	Kitchen novelties & trends	01.09.2021	19.07.2021	04.08.2021
06/2021	Sustainability	02.11.2021	16.09.2021	04.10.2021

Advertising Rates AW Spezial:

Full page 8,200 € , Full page IFC or OBC 10,200 €

Format 191 x 280 mm

Topics 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](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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