



AW – since 66 years' inspirational space

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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. The "AW Designer of the Year" is a coveted and important design award for the entire furniture and contract scene in Europe. The "AW Architect of the Year" is considered a very prestigious award in the architecture scene. Both awards confirm AW Architektur & Wohnen as one of the leading magazines in the field of architecture, living and design.

Target Group

Educated, cultured and cosmopolitan aesthetes. Quality-oriented, high-income innovators and trendsetters over the age of 30.

Frequency	bimonthly
Paid circulation	71,573 IVW II/23
Rate full page 4c	€ 24,100
Copy price	€ 11.90

www.awmagazin.de

READERSHIP

Educated, cultured and worldly people of taste. Quality-orientated, affluent innovators and trendsetters aged 30 and above. According to AWA 2023, AW reaches 320,000 readers in Germany.

% breakdown | Index

Sex

Men	55 111
Women	45 90

Age

20–29 years	9 66
30–39 years	16 106
40–49 years	11 76
50–59 years	28 153

Net household income (in EURO)

4.000 and more	53 159
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Socio-economic status

High (level 1+2)	51 229
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Consumer typology

Mainly quality-oriented consumers	44 206
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Special interest in topics

modern design	44 624
modern architecture	48 1.079

Applicable attributes, attitudes

Special target group modern home & interior	42 727
Like to buy products with modern design	43 271
Luxury-orientated consumers	42 377

Source: AWA 2023

ADVERTISING RATES 2023

Format	4c / EUR
Full page	24,100.-
Full page IFC / OBC	26,950.-
2/3 page	19,400.-
Half page	16,900.-
1/3 page	12,200.-
1/4 page	9,700.-
Double page	48,200.-
Double page IFC + page 3	51,600.-

DISCOUNTS

Turnover scale (gross)

(incl. Special)

from 48,000 Euro – 3%	from 192,000 Euro – 13%
from 96,000 Euro – 6%	from 240,000 Euro – 17%
from 144,000 Euro – 10%	from 280,000 Euro – 20%

CIRCULATION

Circulation, IVW-audited, 2nd. quarter 2023

Paid circulation	71,573	copies
Distributed circulation	74,070	copies
Subscribers	26,844	copies

SCHEDULE 2023

Issue	AW Special	Publication date	Booking deadline	Copy deadline
01/2023	Home Office & New Work	10.01.2023	23.11.2022	09.12.2022
02/2023	Garden, Outdoor kitchen & Pools	07.03.2023	20.01.2023	07.02.2023
03/2023	Bathroom & Wellness	02.05.2023	14.03.2023	30.03.2023
04/2023	Spanish Design	04.07.2023	16.05.2023	05.06.2023
05/2023	Kitchen trends 2023	08.09.2023	21.07.2023	02.08.2023
06/2023		03.11.2023	13.09.2023	25.09.2023
01/2024	Design Classics	05.01.2024	14.11.2023	27.11.2023

Advertising Rates AW Special:

Full page 9,100 € , Full page IFC or OBC 11,300 €
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 Special: 191 x 280 mm + 4 mm trim-reserve**)
type area: 183 x 253 mm (**AW Special: 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.

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