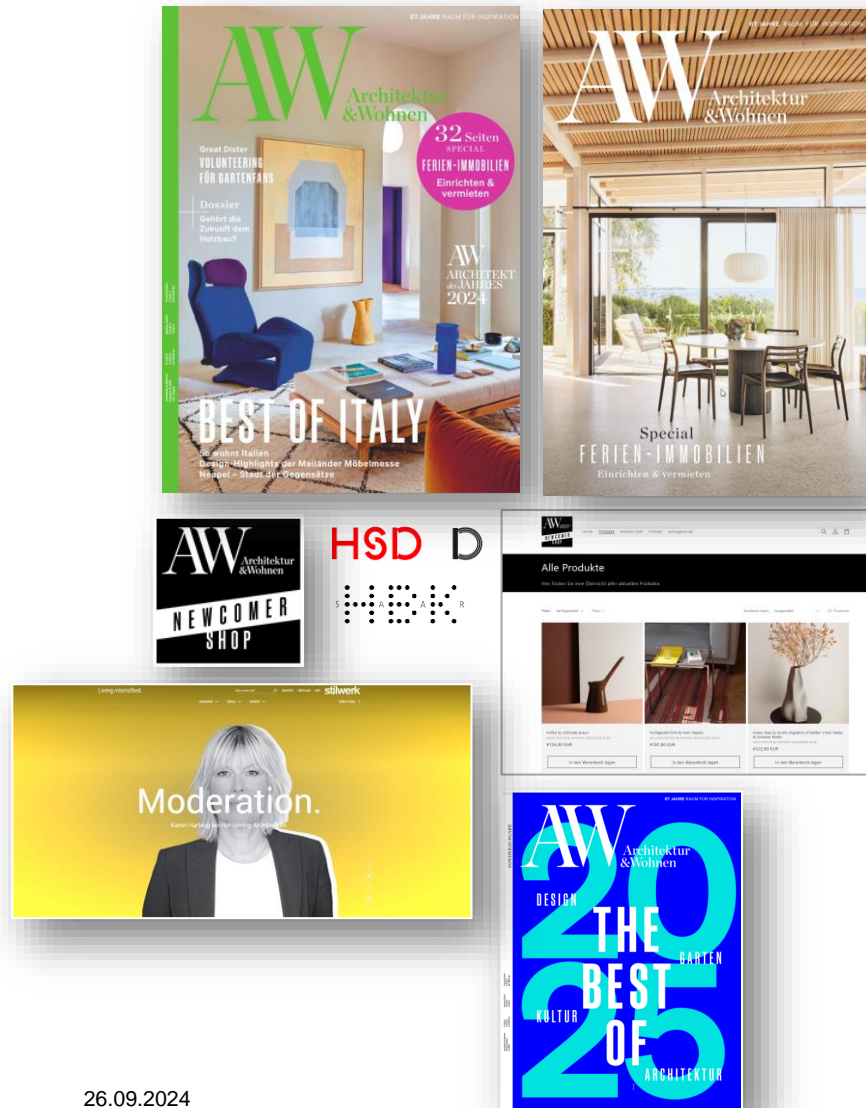


# Magazine Profile 2025

## News, Information & Topics





## News

- **IVW II/2024 Total sales in Germany** - AW impresses with 62.141 copies and thus positions itself at the top of the upmarket home and furnishing magazine segment this quarter
- **Sales offensive** - AW specifically addresses decision-makers, innovators and opinion leaders and equips GermanFirst Class Lounges and Senator Lounges in Germany
- **AW reaches 300,000 readers:inside** according to AWA 2024. Benefit from brand power, popularity and desirability in the target group - **and the top editorial services!**
- AW continuously invests in quality, future-orientated topics and innovative ideas:
  1. **Successful innovation: SuperStay LIVE**, trade fair format for holiday properties takes place from 18-20.10.24 in Augsburg
  2. **AW promotes young talent:** AW launches the second university cooperation, including with Newcomer Shop on [awmagazin.de](http://awmagazin.de)
  3. **New dates for ReFraming Architecture.** AW supports the exclusive B2B hub for professionals - for a lively exchange between planners, architects and brands.
- **AW Special Edition 7th issue - First View 2025:** travelling the world with AW - the best recommendations, exceptional architecture, outstanding design, tips, trends, recommendations, news, lifestyle.  
An inspiring 7th edition from the AW editorial team!

# Karen Hartwig – AW Editor-in-Chief

## Success. Continuity. Development.



**I discovered my penchant for the beautiful things in life very early on.** As a trained photographer, art and design have always been my inspiring companions - just like all the creative people with their innovative ideas and design visions who inspire and fascinate me. It is the pure curiosity for the new and never-before-seen that drives me.

**As editor-in-chief of AW Architektur & Wohnen,** I am overjoyed to translate this passion into magazine stories and bring them to life for our readers. Our aim is to bring together the conversations, background research, living reports and industry news from around the world in each issue to create a distinctive mix and an enriching reader experience.

**We deal with megatrends and take up the relevant questions** that affect our future living together. We provide answers and contemporary solutions.

**AW Architektur & Wohnen is a source of inspiration and impetus in one – and at the same time offers plenty of room for visions.**



# The AW Architektur & Wohnen brand cosmos



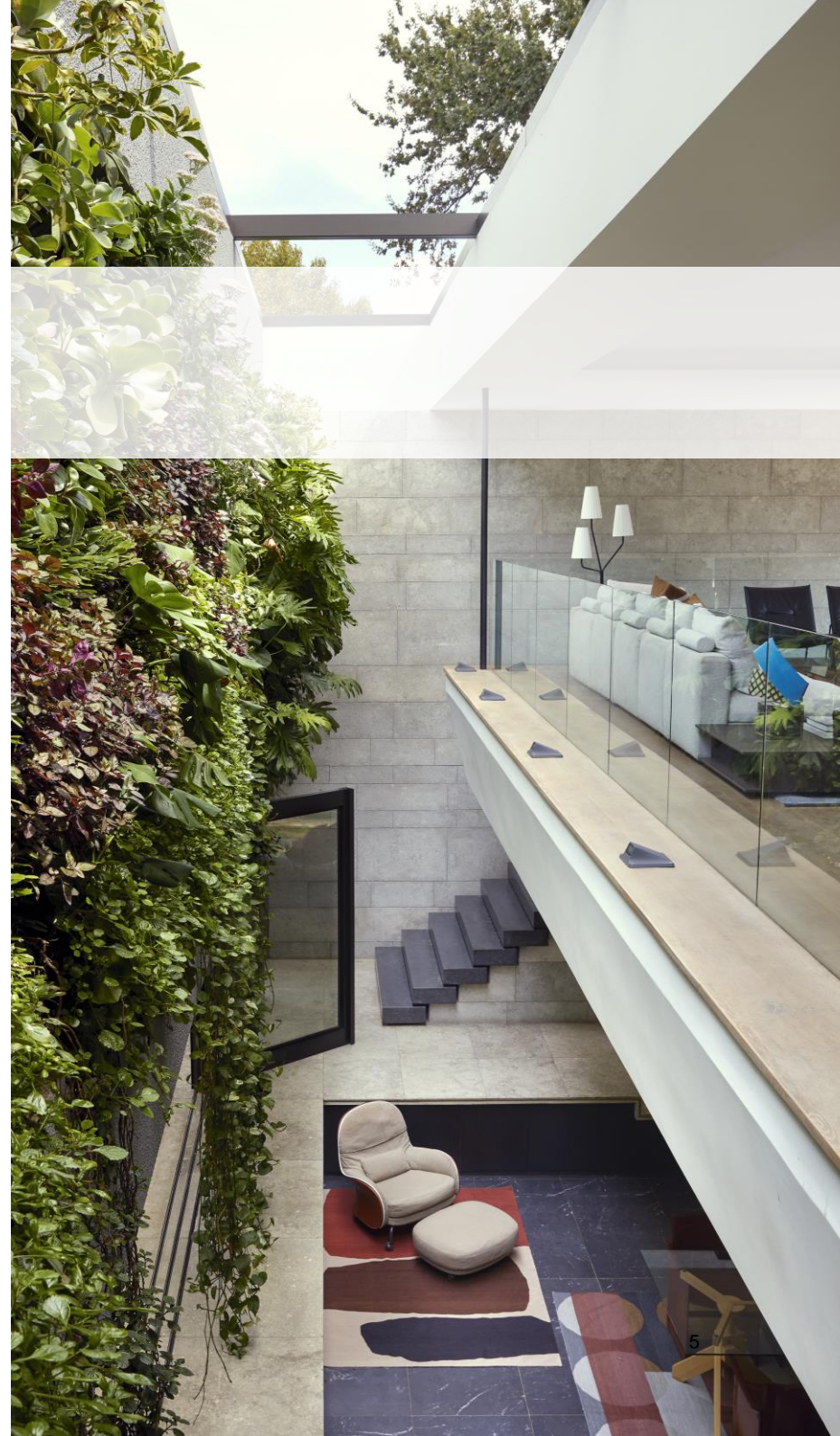
# AW Architektur & Wohnen

## 68 years as a driving force

**With over sixty years of heritage AW Architektur & Wohnen** is an innovative classic and continues to inspire with its well-founded background knowledge of international housing and architectural projects as well as on new developments in living culture and design.

**AW Architektur & Wohnen is not only a reflection** of the aesthetic trends of our time, but also has a style-forming effect itself and thus underlines its function as a lead magazine.

**AW Architektur & Wohnen is a reliable curator and guide** for the industry and a communication platform between manufacturers, trade, designers and the reader. Readers should experience tomorrow as if it were today.



# Excellent, established, top-class.

## AW Awards - established prizes in the industry.

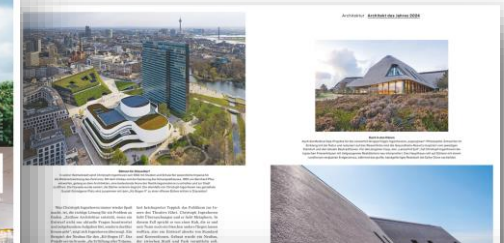
Portraits of style-defining personalities in the architecture and design industry and the promotion of young creatives are part of the **DNA of AW Architektur & Wohnen**. With the major AW Awards, the **editorial team honours high-calibre achievements** and characters every year, thus reaffirming its claim to be a mirror of society as one of the leading media.



The 'AW Designer of the Year' award, which has been presented for 27 years, has developed into one of the most coveted and important design awards in the entire magazine scene in Europe. AW Architektur & Wohnen presents this editorial award to an **outstanding, internationally renowned designer personality**. This award, which is well established in the industry, is published with AW # 01 with a large portrait.

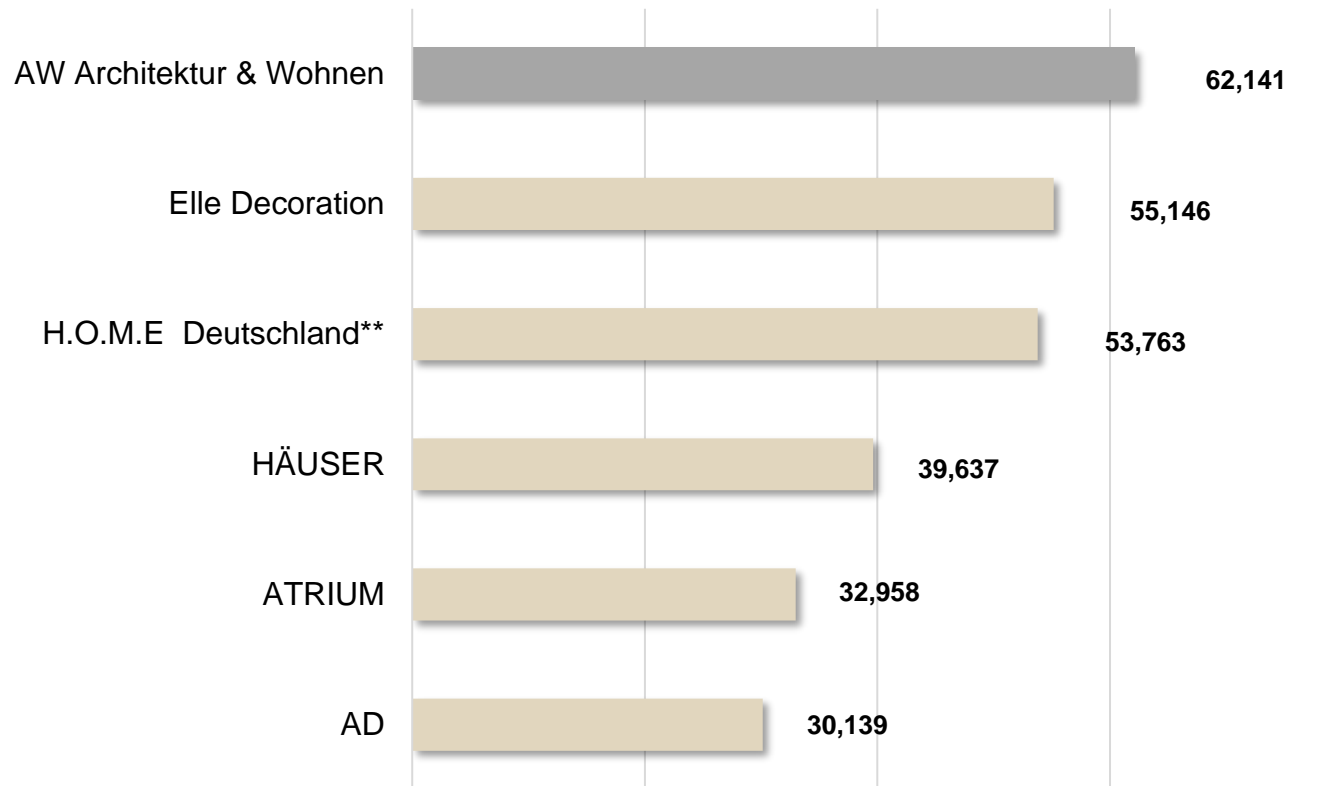


In May 2012 AW nominated the "AW-Architect of the Year" for the first time. Since then, the award has an international star architect (or architectural practice) is regularly awarded, who has attracted attention with his or her groundbreaking buildings. Since 2019 the "AW-Architect of the year" is presented at the AEDES Architecture Forum Berlin.



# IVW Q II/2024: AW with top sales in Germany

Total Sales Germany Q II/2024\*



# AWA 2024 – AW confirms its position

AW again in one of the top positions in the competitive environment

Reach in million



Elle Decoration

0,50



AW Architektur & Wohnen

0,30



Atrium

0,30



Häuser

0,26



AD Architectural Digest

0,22



# Topics + Deadlines AW Special 2025

Highest utility value + information on one topic

- + the best AW Special addresses, Home Office, Bathroom and Kitchen, Print + Online
- + extension of the editorial AW Special content on AWmagazin.de



**AW Special will appear with every AW issue in 2025** and will always be monothematic, offering service-oriented content with high utility value for AW readers and advertisers.

**AW Special** is included in the total circulation without reading circle in a user-friendly way as an independent inside supplement, which is communicated on the cover in a correspondingly attention-grabbing way, format 191 x 280 mm.

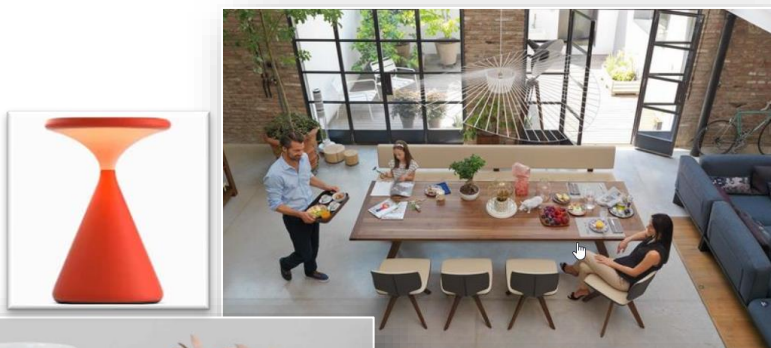
### Attractive advertising rates:

- Double page € 18.200,-
- Full page € 9.100,-
- Full Page IFC/OBC € 11.300,-

AW Special	Topic	Publication date	Week	Advertisement		Ad Special	Ad Special
				Booking and Cancellation date	Advertisements Copy deadline	Booking Cancellation date	Material deadline
01/2025	Dining Area - Dinner is ready!	10.01.2025	2	15.11.2024	02.12.2024	01.11.2024	30.11.2024
02/2025	Garden, Outdoor Kitchens, Pools	07.03.2025	10	24.01.2025	07.02.2025	10.01.2025	06.02.2025
03/2025	Bathroom & Wellness*	02.05.2025	18	18.03.2025	01.04.2025	04.03.2025	31.03.2025
04/2025	Second Home, Vacation Property & Tiny House	04.07.2025	27	20.05.2025	04.06.2025	06.05.2025	04.06.2025
05/2025	Kitchen Trends 2025*	05.09.2025	36	24.07.2025	07.08.2025	10.07.2025	06.08.2025
06/2025	Scandinavian design*	07.11.2025	45	24.09.2025	09.10.2025	10.09.2025	08.10.2025
01/2026	Homeoffice & New Work*	09.01.2026	2	17.11.2025	02.12.2025	03.11.2025	01.12.2025

## AW Special # 01/2025

# Dining area – Dinner is ready!



Dining and table culture minimalist and simple from Scandinavian to Far Eastern, classically elegant or extravagantly opulent: with timeless furniture and matching accessories, the dining room becomes a stage for social gatherings and romantic tête-à-têtes.

### With furniture around the dining area:

- Dining tables, dining chairs
- Storage furniture (chests of drawers, high and low boards)
- Serving trolleys

### We show how to set the table in different styles

- Crockery, glasses, cutlery
- Decorative objects (vases, bowls, candlesticks, etc.)
- Textiles (tablecloths, sets, napkins)
- Lighting (wireless LEDs)

From classic furnishings to a cheerful mix and match.  
Occasion-related + ideas for every day.

### PLUS: The 50 best furniture stores in Germany.

**AW Special is always monothematic** and, with its depth of information, offers significant added value for readers and advertisers. AW Special is published in the total circulation without the reading circle as an inside supplement in AW Architektur & Wohnen 01/2025.

**Formats** (full page 210 x 280 mm)

1/1 page € 9,100.-

IFC, BC € 11,300.-

Prices eligible for discount and agency provision

### AW Special 01/2025

Publishing Date: 10.01.2025

Booking Deadline: 18.11.2024

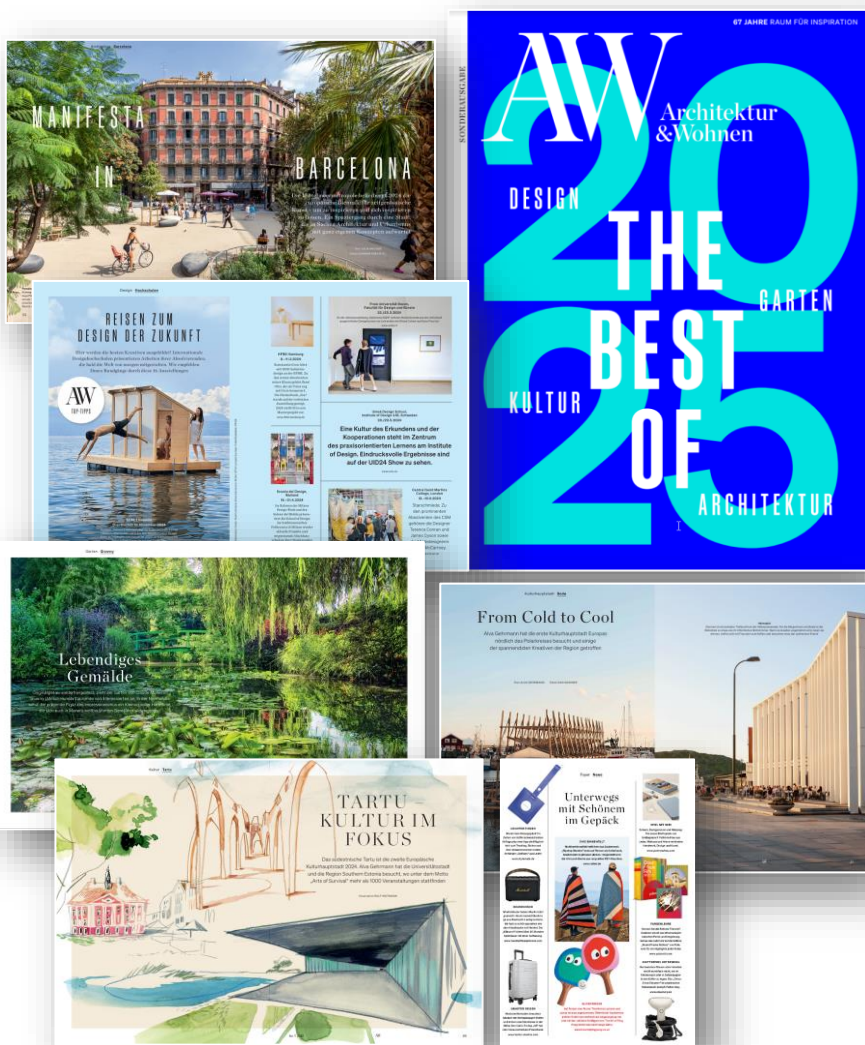
Copy Deadline: 03.12.2024



AW Special-Price € 9,100.-

Snackable content, pure inspiration

# AW Special 7<sup>th</sup> Edition



**AW Special 7th Edition 2025 means new, top-curated AW content that inspires, activates + works! FIRST VIEW 2025!**

**Snackable content and suggestions for design, architecture, culture and travel enthusiasts - outlook on the best exhibitions, boutique hotels, design festivals - always Europe-wide! Where is worth a visit?**

- Architecture: Discover Rotterdam - diversity, new things, culture, classics
- Architecture exhibitions: Venice Architecture Biennale, Lisbon Triennale, Oslo
- Botanical gardens in Belgium, Great Britain, Italy and France
- Unusual hotels: houseboats, tree houses, glamping, hotel recommendations
- Restaurants and bars that you should definitely get to know
- Art, festivals, exhibitions and extraordinary events of the year
- Design stronghold Italy - festivals and events in: Como, Bergamo and Palermo
- Travel trend: River cruises

**+ ANNIVERSARY: who is celebrating an anniversary in 2025 - products, classics, companies**

**Formats** (1/1 Full Page 210 x 280 mm)

Full Page € 11,500.-

BC/IFC € 13,500.-

Prices eligible for discount and AE

**Deadlines AW 7th Edition**

Publishing Date: 29.11.2024

Booking Deadline: 15.10.2024

Copy Deadline: 19.10.2024



Circulation (SS + subscription) 50,000 copies, format 210 x 280 mm.



## Your contact persons

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**Click here for all international contacts and contact details**

# AW – 68 years of inspiration!



[Click here for schedule and further details.](#)

**Frequency**  
bi-monthly

**Copy price**  
€11,90

**Ad rate 2025**  
€ 26,500.00

**Format**  
210 mm width  
280 mm height

**Paid circulation**  
62,141 copies

**Reach**  
0.30 m

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

**Digital Editions**



**AW Architektur & Wohnen** is one of the multi-thematic and internationally recognised leading magazines on architecture, design, living culture and garden design with an emotional approach. 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 has become one of the most coveted and important design awards in the entire magazine scene in Europe. This recognition confirms AW's position as one of the leading media.

[Click here to see a complete issue](#)

# AW and Readly - a very good combination

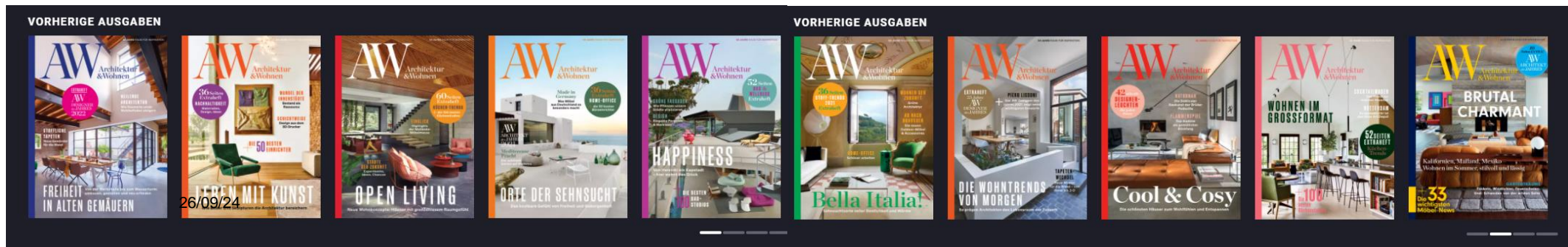
Readly is the Spotify for the publishing industry. With AW Architektur & Wohnen, we have been represented on the digital portal since 2019. Here, new additional target groups discover our brand and thus also your communication. Every AW issue is available digitally, including all advertisements.

- 23,164 Readly readers have set AW as a favourite, i.e. they are informed when the new issue is published. This is comparable to a subscription.
- 56% of AW readers on Readly are men, 44% women.
- 10% of the readers also read older issues of AW Architektur & Wohnen.
- The average reading time is 27 minutes.
- 76% use Readly via tablet, 20% mobile, 4% desktop.

This is another asset for the AW cooperation partners and AW advertisers, as well as additional evidence of the traction and attractiveness of AW Architektur & Wohnen.



Source: Readly Analytics  
Base: AW 1-6/2021



# Backup

AW Architektur & Wohnen Readers – **News AWA 2024**

# AWA 2024 - AW in one of the top positions

AW has strong reach in the segment

AW Architektur & Wohnen reports a total of 300,000 readers in the AWA 2024 and thus continues to occupy a place in the top group in the segment of upscale design and living magazines.

AW Architektur & Wohnen is thus in one of the top positions and is confirmed as one of the leading magazines, once again proving its brand strength, popularity and desirability among the target group: AW Architektur & Wohnen appeals to everyone who wants to live a cultivated life. People who actively shape their living environment and are just as enthusiastic about an aesthetic product as they are about an environment and future worth living in.

What sets them apart is their passion for beautiful things. The readers of AW Architektur & Wohnen have a high net household income and financial leeway. They are full of purchasing plans and have a wide range of interests. They belong to the upper social class and are cosmopolitan and luxury-oriented consumers.

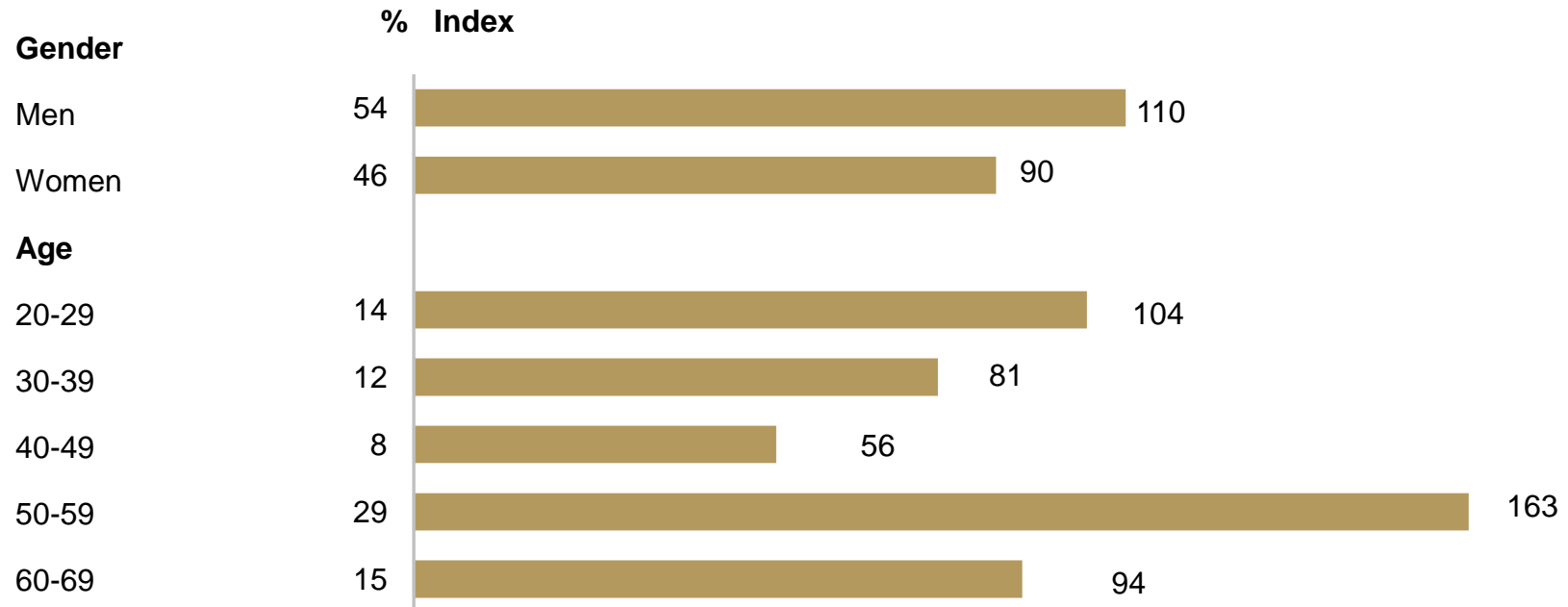
52% of AW Architektur & Wohnen readers are classified in the AWA as belonging to the Modern Home & Interior buyer typology - **the experts for high-quality living and furnishing.**





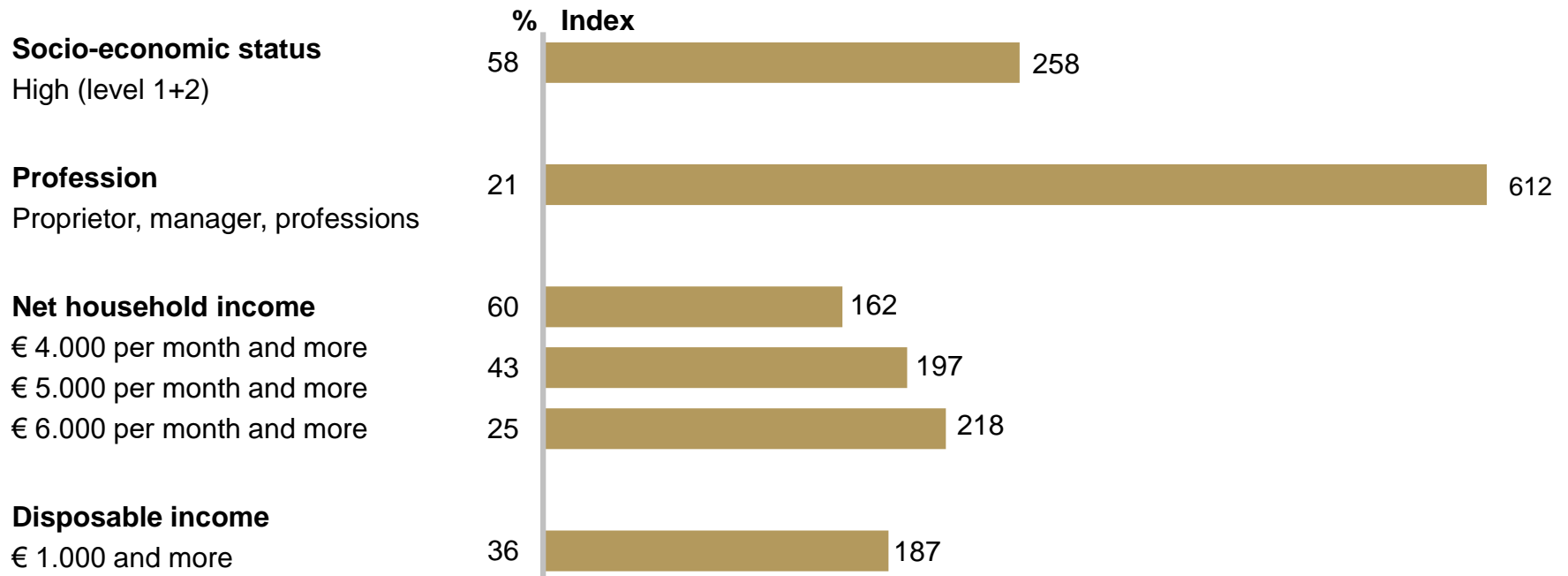
## unisex. accessible. print affinity.

The premium magazine AW Architektur & Wohnen is aimed at both sexes. Most of AW's 300,000 readers belong to the advertising-relevant age group of 30- to 64-year-olds (64%).



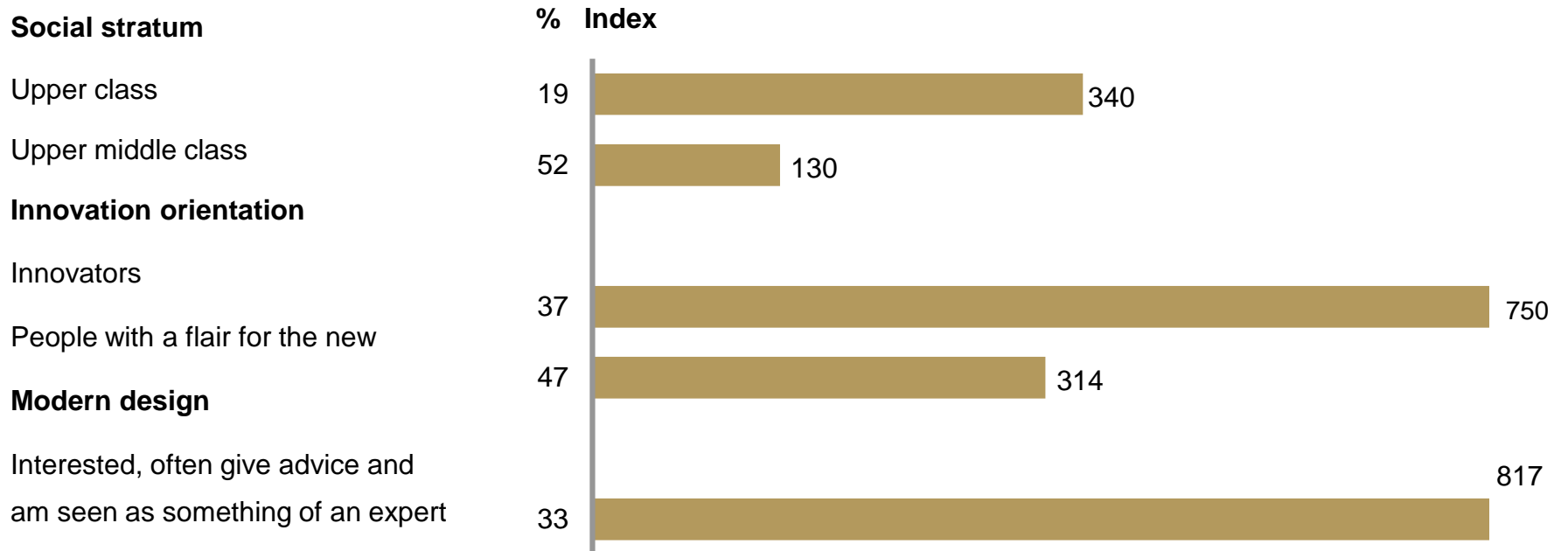
# affluent. independent. financially strong.

AW readers have a very high net household income with it a generous financial leeway of € 1.000 or more per month to spend (36%, Index 187). Besides 35% of them enjoy the highest socio-economic status (level 1) and regard their economic position as very good (Index 352).



# innovative. design-driven. exemplary.

In many areas of their lives, AW Architektur & Wohnen readers are opinion leaders and opinion formers. They are seen as innovators and have a keen interest in modern design and architecture. They are role models for others, give recommendations, advice and tips and their particular consumer habits are followed.



# brand-orientated. prosperous. quality-minded.

For AW readers quality is very important, and they are prepared to pay a lot for it. With their high purchasing power and financial resources they can afford to enjoy life to the full. A preference for exclusiveness and a keen interest in everything that is new plays a leading role in their lives as consumers and connoisseurs.

## Personal outlook

### Applies to me:

I am fascinated by luxury brands

30 230

I like to buy products with modern design

48 299

Special target group:  
Modern Home & Interior

52

## Purchaser typology

Luxury-orientated consumers

45 406

Predominantly quality-oriented consumers

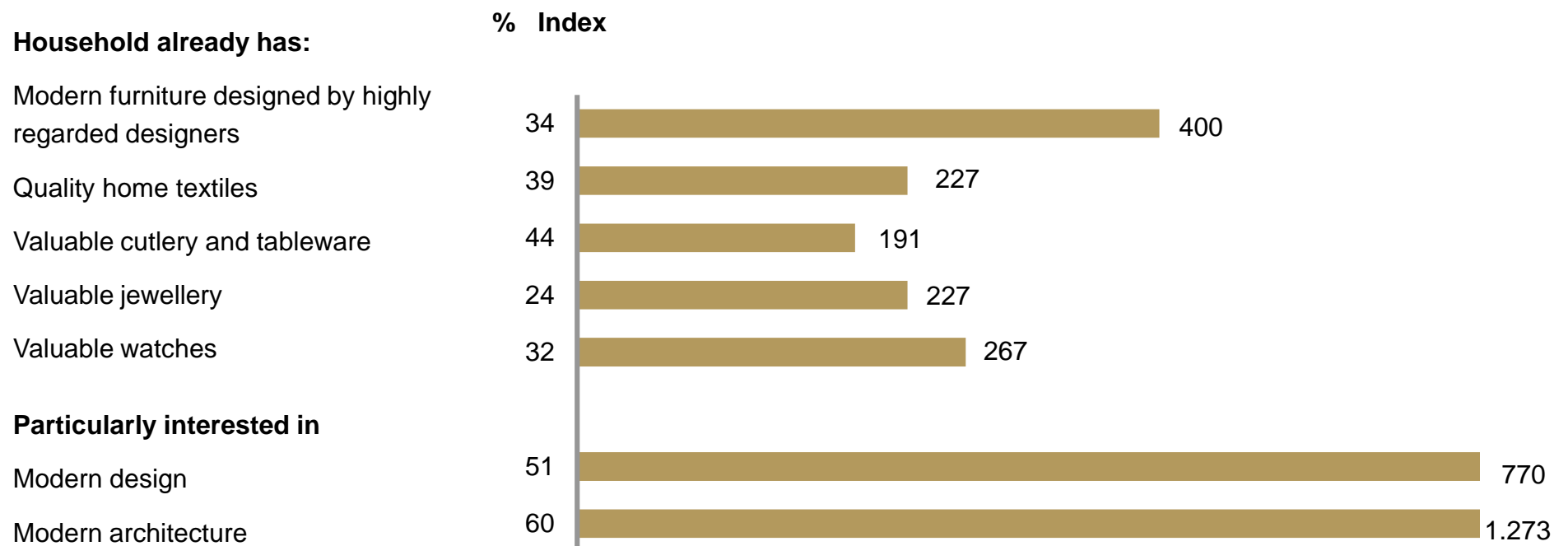
38 189

Ultra Consumers

45 269

## lovers of architecture. consumerist. interested.

AW readers own high-quality and exclusive products. They delight their pleasure in buying valuable products and own, for example, quality home textiles, modern design furniture, valuable jewellery, etc.



## established. elegant. engaged.

AW is aimed at professionals as well as at architecture enthusiasts. Within the last 60 years AW became internationally recognised as a reliable source of reportings on architecture and as the most important opinion leader regarding style and architecture in Germany.

