

Magazine Profile 2025

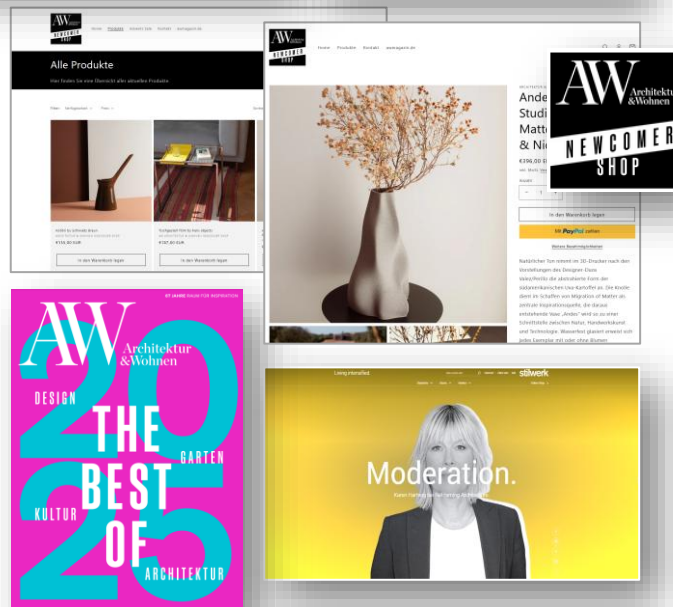
News, Information & Topics



News



Universität der Künste Berlin



03.07.2025

AW Architektur & Wohnen gains reach in AWA survey* and now reaches 310,000* readers! AW continues to impress with consistent quality, transparency and stability – securing a strong and successful position in the market.

*) AWA 2025: +10,000 readers compared to AWA 2024

AW continuously invests in quality, future-oriented topics and innovative ideas:

- 1. AW Special in every AW issue!** AW Special offers service-orientated content with high utility value on core-competent topics. AW #06: Home office & new work, #01: Nordic design
- 2. AW promotes young talent** - in collaboration with Peter Behrend School of Art, Düsseldorf, HBK Saar, UDK Berlin. The 3rd university co-operation is also a success, the results were exhibited at Ambiente and in the AW ShopNewcomer
- 3. ReFraming Architecture.** AW supports the exclusive B2B hub for professionals - for a lively exchange between planners, architects and brands

AW Annual Edition - 7th issue – FIRST VIEW:

Snackable content, pure inspiration. Travel to Europe with AW - the best recommendations, exceptional architecture, outstanding design, tips, trends, recommendations, novelties, lifestyle for the whole entire year! Preparations for the issue 2026 are already underway in the editorial office!

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



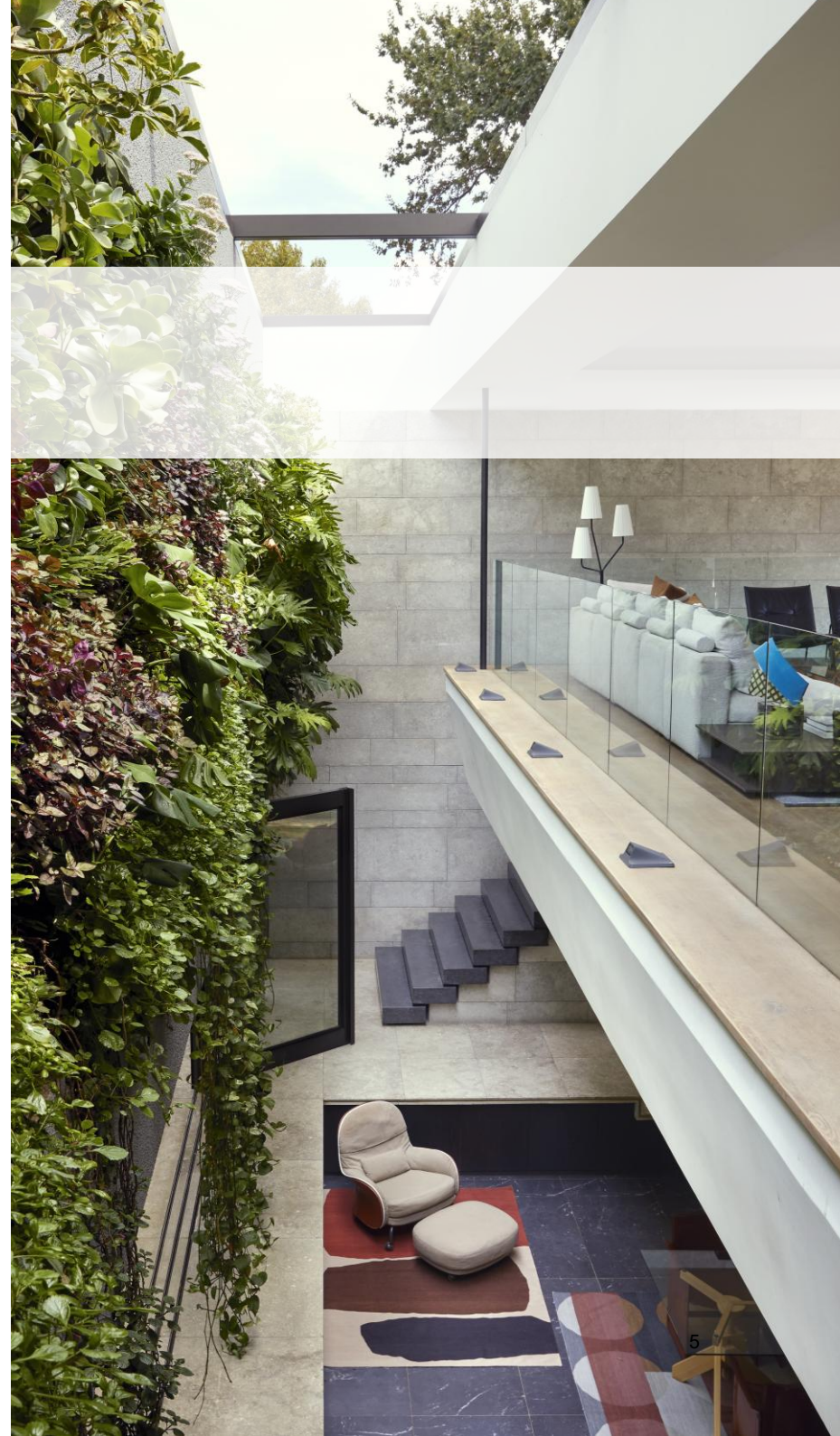
AW Architektur & Wohnen

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-Architect of the Year - established prize in the industry.

Portraits of style-defining personalities in the architecture and design industry and the promotion of young creatives is part of the DNA of AW Architektur & Wohnen.

In May 2012, the AW editorial team presented the AW-Architect of the Year - this now highly recognised award - for the first time. Since then, the award has regularly honoured an international star architect (or an architectural firm) who has attracted attention with pioneering buildings.

Since 2019, AW has presented the AW-Architect of the Year with its own exhibition at the renowned AEDES Architecture Forum Berlin. This award, which is well established in the industry is published with AW # 04 with a large portrait.



AWA reach growth* for AW Architektur & Wohnen

AW impresses with strong performance, clear transparency, consistency and innovative strength

Reach in million



Elle Decoration

0,48



AW Architektur & Wohnen

0,31 *



AD Architectural Digest

0,22

Other print titles from the upmarket design and living magazine segment**



Source: Basic reach AWA 2025

*) plus 10,000 readers AWA 2025 compared to AWA 2024

**) Title not shown in the AWA 2025

03.07.2025

AW – Topics # 04 - # 06/25 + AW Annual Edition 7

Magazin	Resort	Issue	PD	BD	PM	Topic
AW Architektur & Wohnen	Living	04/2025	04.07.2025	20.05.2025	04.06.2025	Cover story of this issue: La Dolce Vita
AW Architektur & Wohnen	Architektur	04/2025	04.07.2025	20.05.2025	04.06.2025	AW Architect of the Year - Winner 2025 is.....
AW Architektur & Wohnen	Architektur	04/2025	04.07.2025	20.05.2025	04.06.2025	Architecture Biennale
AW Architektur & Wohnen	Design	04/2025	04.07.2025	20.05.2025	04.06.2025	Dossier: Materials in design
AW Architektur & Wohnen	Living	04/2025	04.07.2025	20.05.2025	04.06.2025	Review Salone del mobile
AW Architektur & Wohnen	Travel	04/2025	04.07.2025	20.05.2025	04.06.2025	Discover Menorca
AW Architektur & Wohnen Special	Lifestyle	04/2025	04.07.2025	20.05.2025	04.06.2025	Growth market and trend topic: Holiday homes & second homes
AW Architektur & Wohnen	Living	05/2025	05.09.2025	24.07.2025	07.08.2025	Cover story of this issue: City, country, river
AW Architektur & Wohnen	Architektur	05/2025	05.09.2025	24.07.2025	07.08.2025	When architects build for architects....
AW Architektur & Wohnen	Lifestyle	05/2025	05.09.2025	24.07.2025	07.08.2025	Obama Foundation - book hall with concept and added value
AW Architektur & Wohnen	Architektur	05/2025	05.09.2025	24.07.2025	07.08.2025	Dossier: Type E buildings, low-tech buildings
AW Architektur & Wohnen	Design	05/2025	05.09.2025	24.07.2025	07.08.2025	Review of 3daysofdesign
AW Architektur & Wohnen	Living	05/2025	05.09.2025	24.07.2025	07.08.2025	Light: Innovations of the year
AW Architektur & Wohnen	Living	05/2025	05.09.2025	24.07.2025	07.08.2025	Wallpaper, textiles, fabrics
AW Architektur & Wohnen	Watches	05/2025	05.09.2025	24.07.2025	07.08.2025	New watches - classics - special features - AW Production
AW Architektur & Wohnen	Living	05/2025	05.09.2025	24.07.2025	07.08.2025	Craft reportage in a glass manufactory
AW Architektur & Wohnen	Travel	05/2025	05.09.2025	24.07.2025	07.08.2025	France: Nantes
AW Architektur & Wohnen Special	Kitchen	05/2025	05.09.2025	24.07.2025	07.08.2025	Kitchen trends 2025 + the best kitchen studios in Germany: Modular systems and elegant design make the kitchen the center of life
AW Architektur & Wohnen	Living	06/2025	07.11.2025	24.09.2025	09.10.2025	Cover story of this issue: Living in the countryside
AW Architektur & Wohnen	Architektur	06/2025	07.11.2025	24.09.2025	09.10.2025	Dossier: Social buildings at it's best
AW Architektur & Wohnen	Bathroom	06/2025	07.11.2025	24.09.2025	09.10.2025	Bathroom innovations
AW Architektur & Wohnen	Living	06/2025	07.11.2025	24.09.2025	09.10.2025	Flooring and tiles
AW Architektur & Wohnen	Living	06/2025	07.11.2025	24.09.2025	09.10.2025	Craft report
AW Architektur & Wohnen Special	Design	06/2025	07.11.2025	24.09.2025	09.10.2025	Home Office & New Work plus 50 addresses
AW Annual Edition 7. Issue	Lifestyle	07/2025	28.11.2025	14.10.2025	28.10.2025	Annual Edition - First View 2026 - which sites and regions are worth a trip to experience unique architecture, design innovations and diverse art? What are the festivals, exhibitions and events of the year? Which new museums and boutique hotels are worth a visit?

Snackable content, pure inspiration: **FIRST VIEW 2026**

AW Annual Edition 7th Issue

AW Annual Edition 7th Issue 2026 means new, top-curated AW content that inspires, activates + works! FIRST VIEW 2026!

We are looking forward to an eventful 2026 and in the independent AW annual edition 'FIRST VIEW 2026' we are providing top curated AW content that inspires! Which cities and regions are worth travelling to in order to discover unique architecture, design innovations and diverse art? What are the festivals, exhibitions and extraordinary events of the coming year? Which new museums and mountain-hotels are worth a visit? Suggestions and tips all over Europe.

- Unusual hotels and hotel recommendations
- Restaurants and bars that you should definitely get to know
- Art, festivals, exhibitions and unusual events
- Travel trends
- ANNIVERSARY: who is celebrating in 2026 - 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

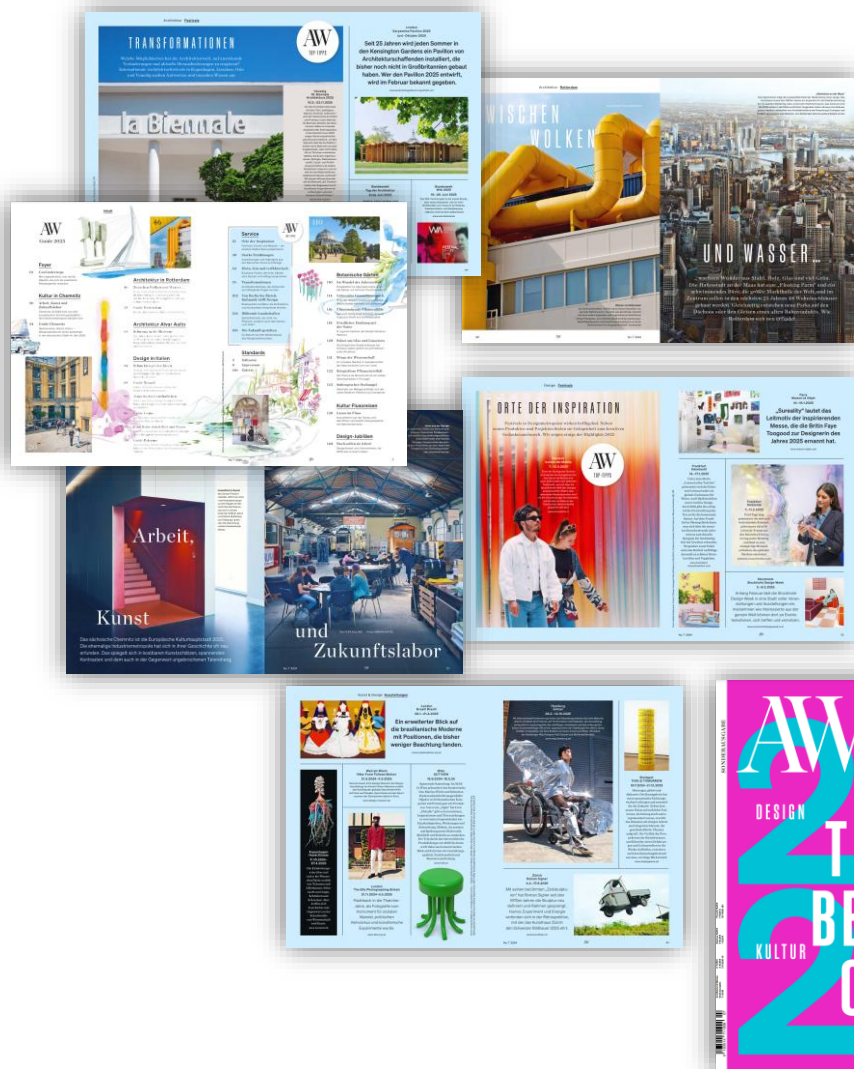
Deadlines AW Annual Edition

Publishing Date: 28.11.2025

Booking Deadline: 14.10.2025

Copy Deadline: 28.10.2025

[Click here
for a
complete
issue](#)



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,-

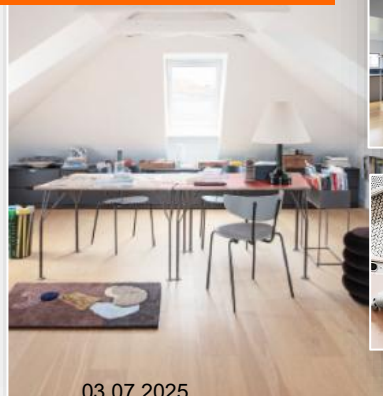
AW Special	Topic	Publication date	Week	Advertisement		Ad Special Booking Cancellation date	Ad Special Material deadline
				Booking and Cancellation date	Advertisements Copy deadline		
01/2025	Dining Area - Dinner is ready!	10.01.2025	2	15.11.2024	02.12.2024	01.11.2024	30.11.2024
02/2025	Garden, Outdoor 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	Homeoffice & New Work*	07.11.2025	45	24.09.2025	09.10.2025	10.09.2025	08.10.2025
01/2026	Scandinavian design*	09.01.2026	2	17.11.2025	02.12.2025	03.11.2025	01.12.2025

Kitchen studios
100 Addresses
AW Special Print
+ on AWmagazin.de

Copy deadline: 07.08.2025

AW Special Home Office & New Work # 06/2025

Concepts, furniture, lighting, accessories + the 50 best addresses



The workplace of today (and tomorrow) demands much more than just a desk, a chair and a computer connection.

How innovative employers can meet the competition for the best employees with inviting office concepts and what makes the home office an adequate workstation at home, we present examples with the presentation of innovations from the office from the office furniture sector

- desks
- Chairs
- Lighting
- Storage space
- sound insulation



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 a reading circle as an inside supplement in AW Architektur & Wohnen 06/2025.

Format (Full page 191 x 280 mm)

Full page € 9.100,-

Full Page IFC/OBC € 11.300,-

Prices discount and AE capable.

Deadlines AW Special 06/2025

Publication date: 07.11.2025

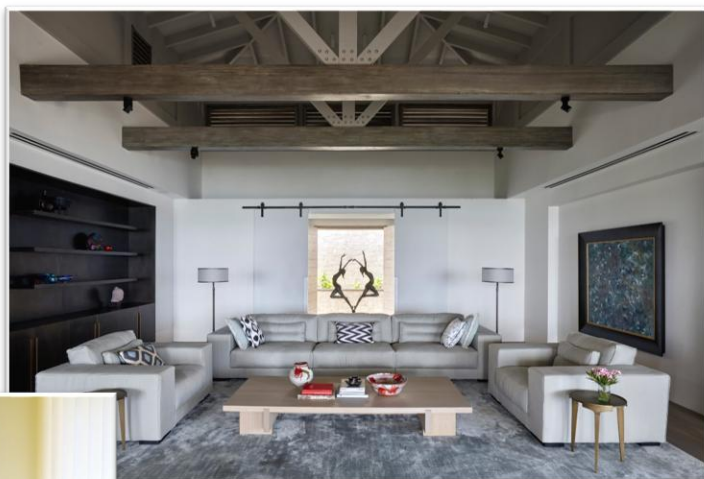
Booking deadline: 24.09.2025

Copy deadline: 09.10.2025

AW Special # 01/2026

Scandinavian and Nordic design*

The top Addresses
+ Furniture-
Stores
Print + Online



Discover the Scandinavian design classics of tomorrow in our AW special Design classics of tomorrow. A look at innovative designs by of young creatives and an inspiring journey through their studios.

We present the future icons that will shape the design world with timeless elegance and modern aesthetics.

PLUS: The 50 top furniture stores in Germany. An update of our successful guide through the world of exclusive with the best addresses in Germany, including the respective services and an overview of the national and international brands stocked.

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 a reading circle as an inside supplement in AW Architektur & Wohnen 01/2026.

Format (Full page 191 x 280 mm)

Full page € 9.100,-

Full Page IFC/OBC € 11.300,-

Prices discount and AE capable.

Deadlines AW Special 01/2026

Publication date: 09.01.2026

Booking deadline: 17.11.2025

Copy deadline: 02.12.2025



AW Special-Price € 9,100.-

*) Denmark, Finland, Iceland, Norway and Sweden

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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*
65,780 copies

Reach**
0.31 m

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-Architect of the Year has developed into an important architecture prize for 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](#)

Source:
*) IVW I/2025
**) AWA 2025
2025 rates

AW and Readly - a very good combination

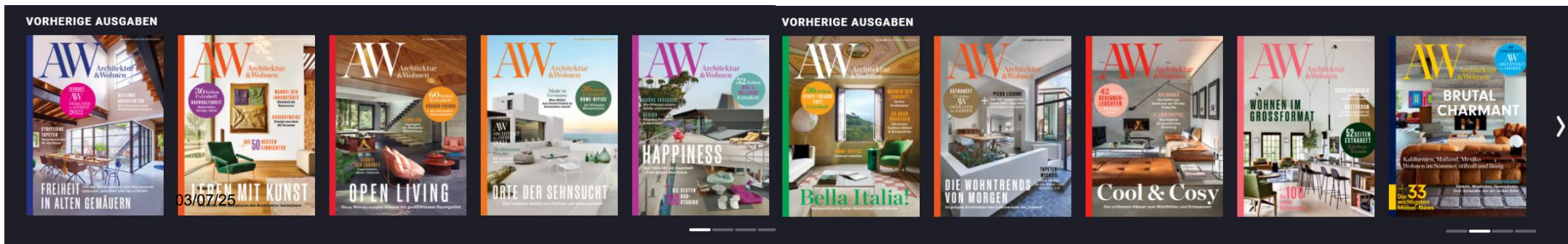
Readly is the Spotify for the publishing industry. With AW Architektur & Wohnen, we have been represented on the digital portal since 2019. Here, new additional target groups discover our brand and thus also your communication. Every AW issue is available digitally, including all advertisements.

- 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 2025 - AW in one of the top positions

AW gains 10,000 readers

AW Architektur & Wohnen gains 10,000 readers in the AWA 2025 compared to the previous year and thus remains in one of the top positions and is confirmed as one of the leading 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.

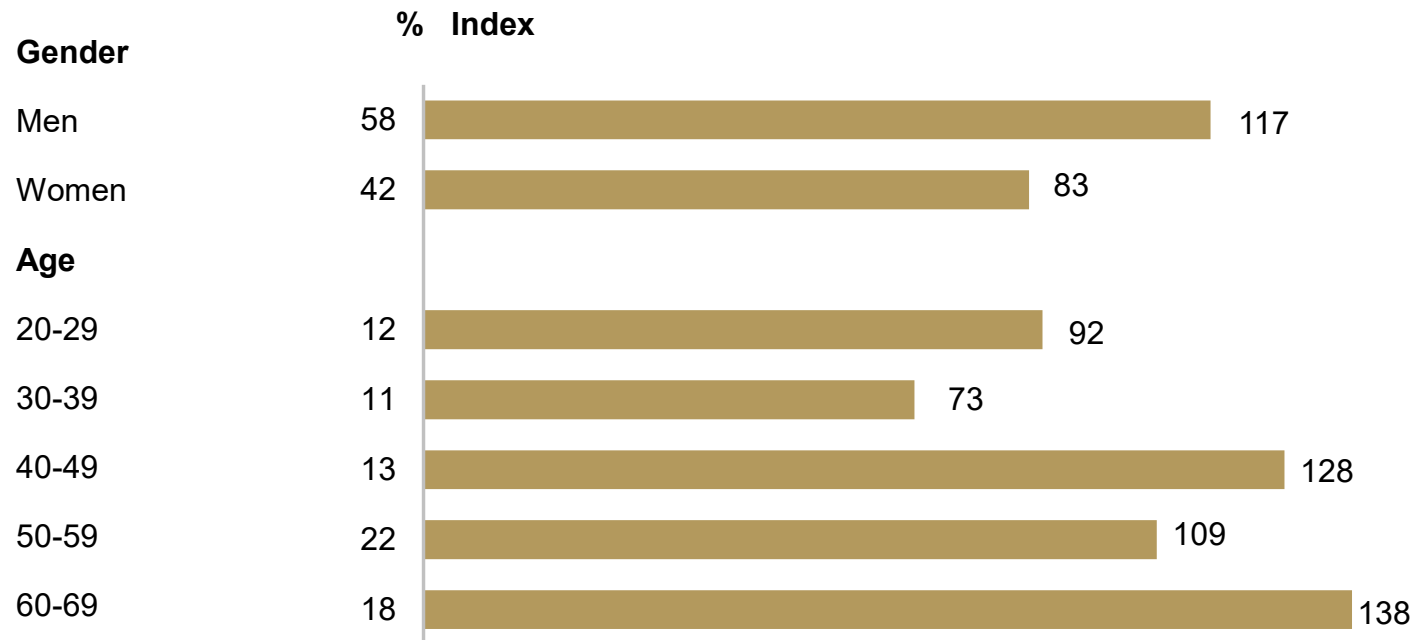
What sets them apart is their passion for beautiful things. The readers of AW Architektur & Wohnen have a high net household income and financial leeway. They are full of purchasing plans and have a wide range of interests. They belong to the upper social class and are cosmopolitan and luxury-oriented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



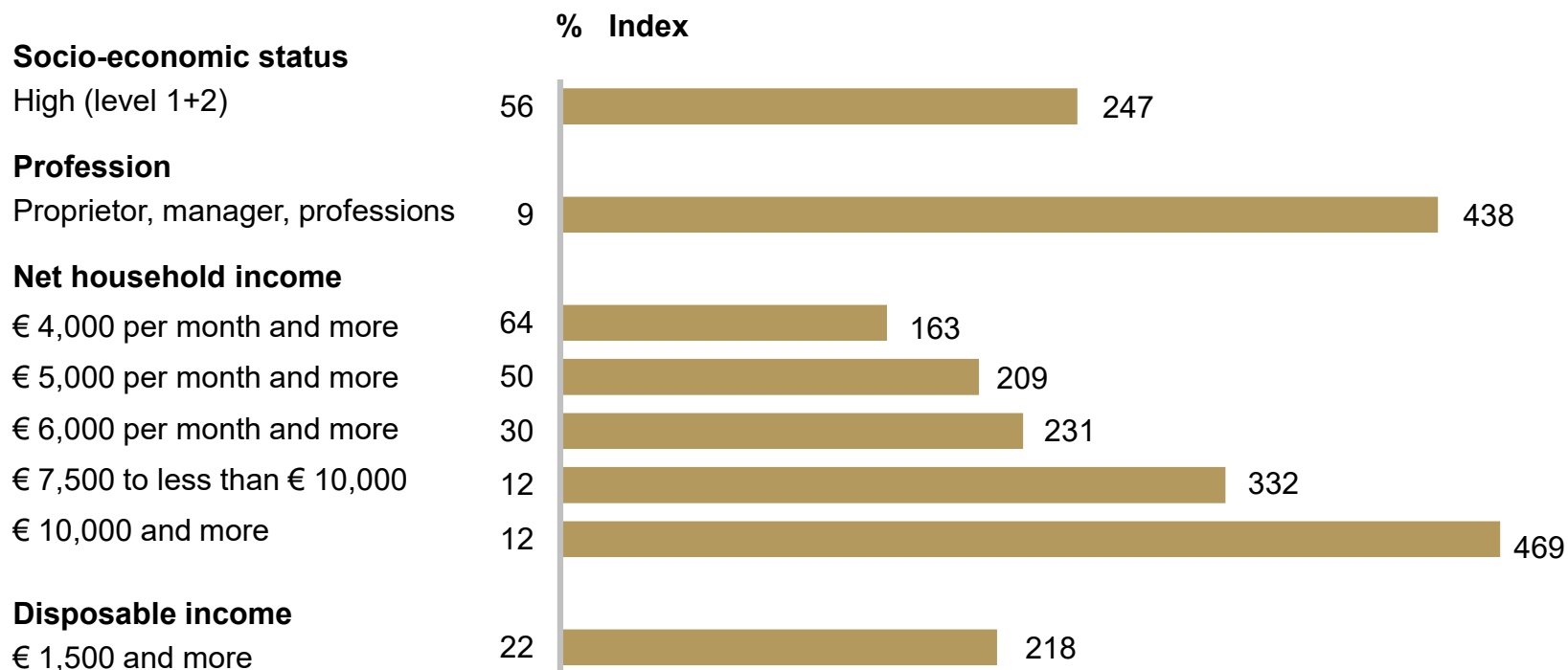
unisex. accessible. print affinity.

The premium magazine AW Architektur & Wohnen appeals to both men and women. 66% of the 310,000 readers of AW Architektur & Wohnen belong to the advertising-relevant age group of 30-69-year-olds.



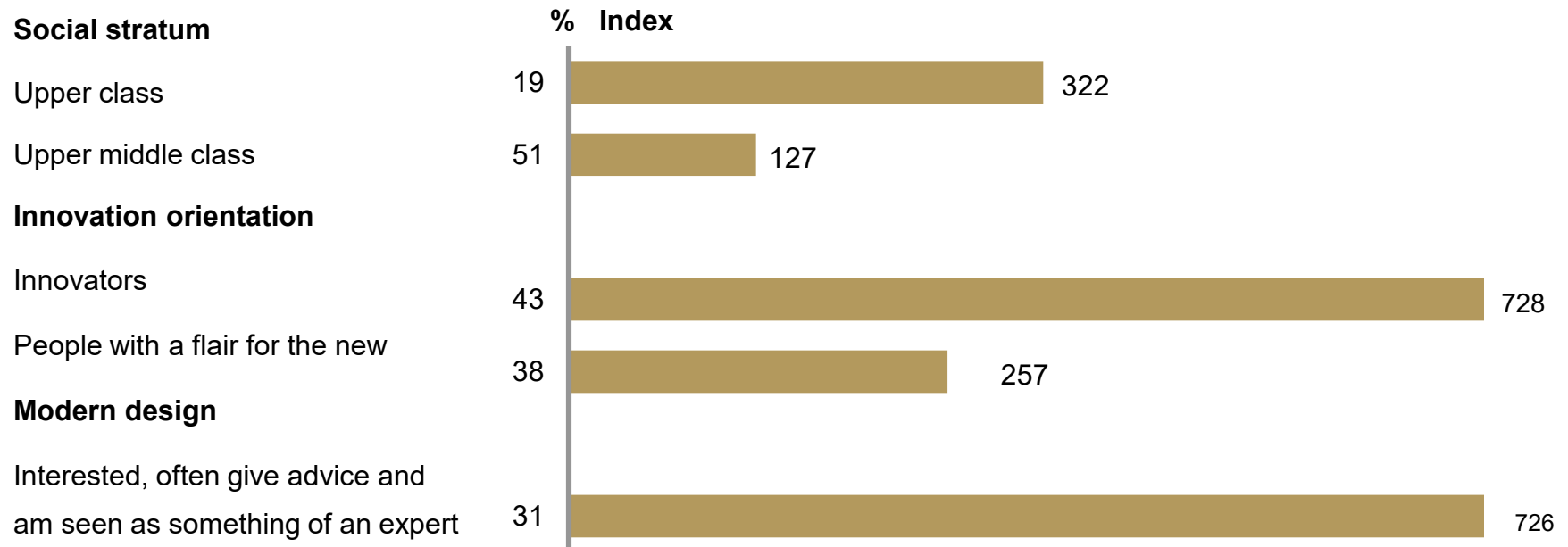
affluent. independent. financially strong.

AW Architektur & Wohnen readers have a very high net household income and therefore also a generous financial leeway of € 1,500 and more per month (22%, index 218). In addition, 30% belong to the highest socio-economic status 1 - this corresponds to an index of 309!



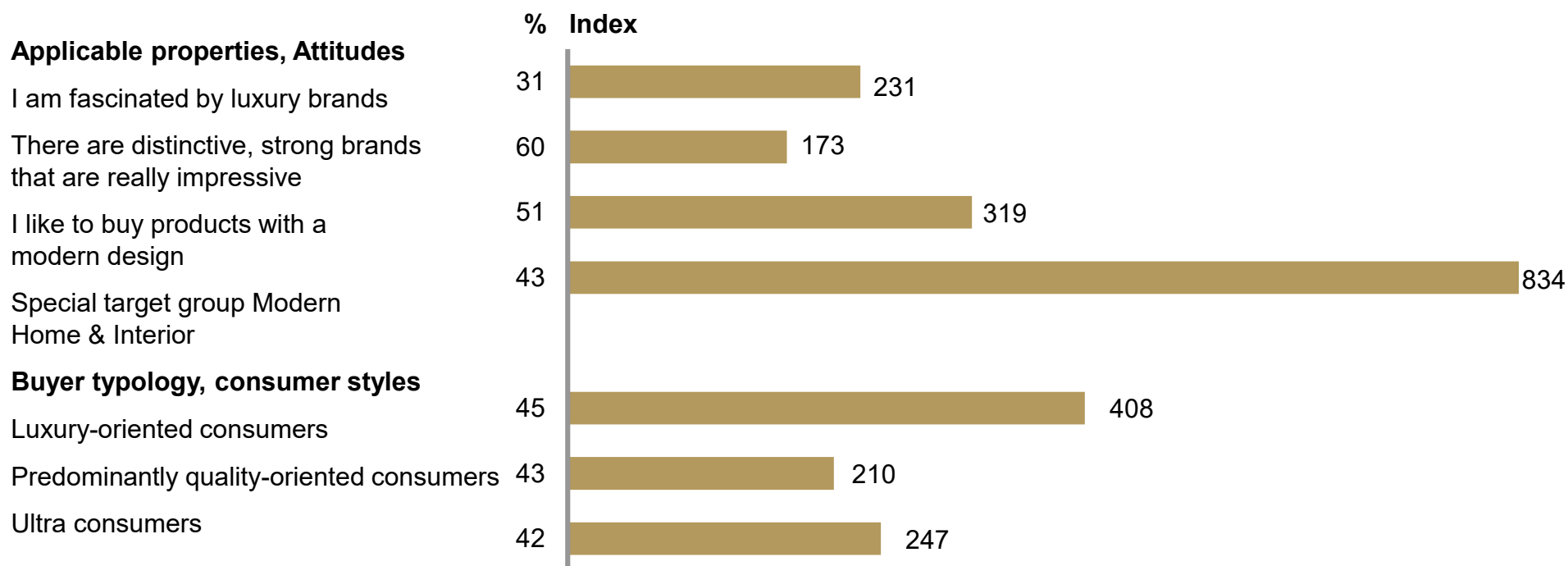
innovative. design-driven. exemplary.

AW Architektur & Wohnen readers are opinion leaders and opinion formers in many areas of their lives. They are regarded 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.



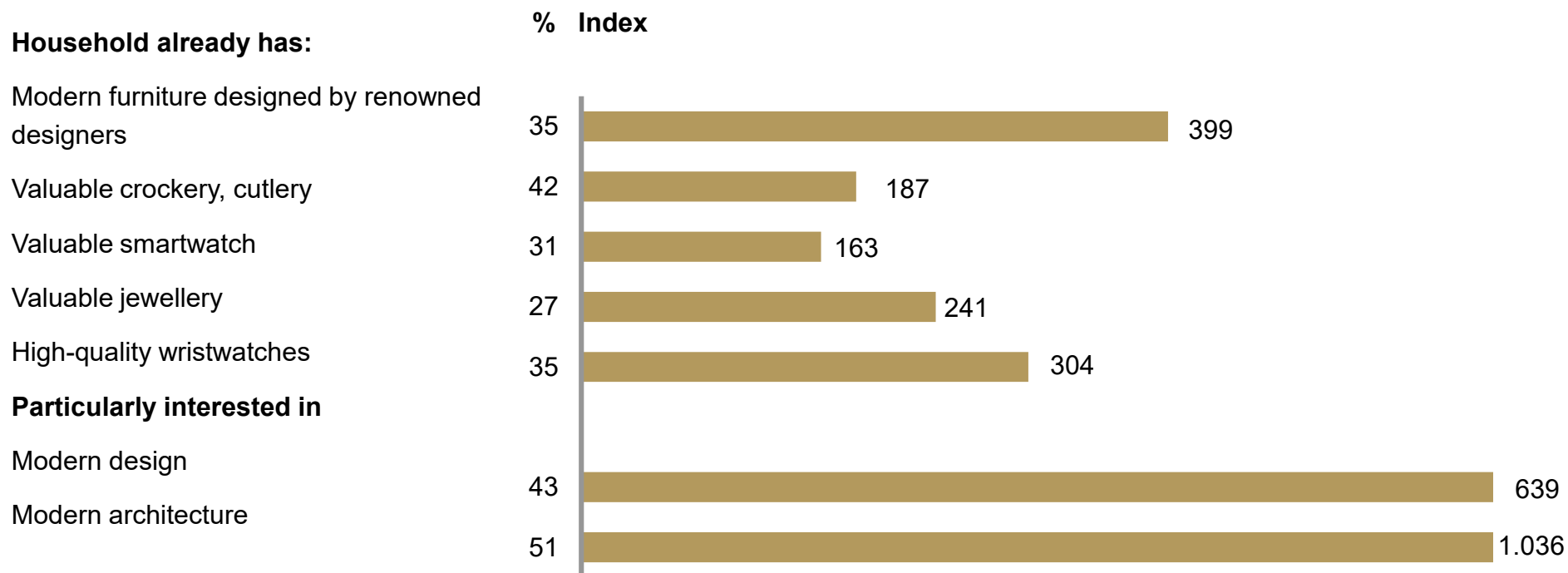
brand-orientated. prosperous. quality-minded.

Quality is very important to AW Architektur & Wohnen readers and they are prepared to pay more for it. Due to their high purchasing power and financial means, they are free to enjoy their lives to the full. Exclusivity and modern design play an important role in this. It is therefore not surprising that 43% of readers belong to the special group Modern Home Interior.



lovers of architecture. consumerist. interested.

AW Architektur & Wohnen readers own high-quality and exclusive products. They live out their enthusiasm for valuable products and own, for example, designer furniture and high-quality home textiles, valuable jewellery and wristwatches, as well as new, high-quality smartwatches.



established. elegant. engaged.

AW is aimed at professionals as well as at architecture enthusiasts. Within the last 68 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.

