

AW Architektur & Wohnen Magazine Profile

Hamburg, 2026

10 x AW
more space
for topics, trends
and inspiration!

AW inspires.
AW activates.
AW works.



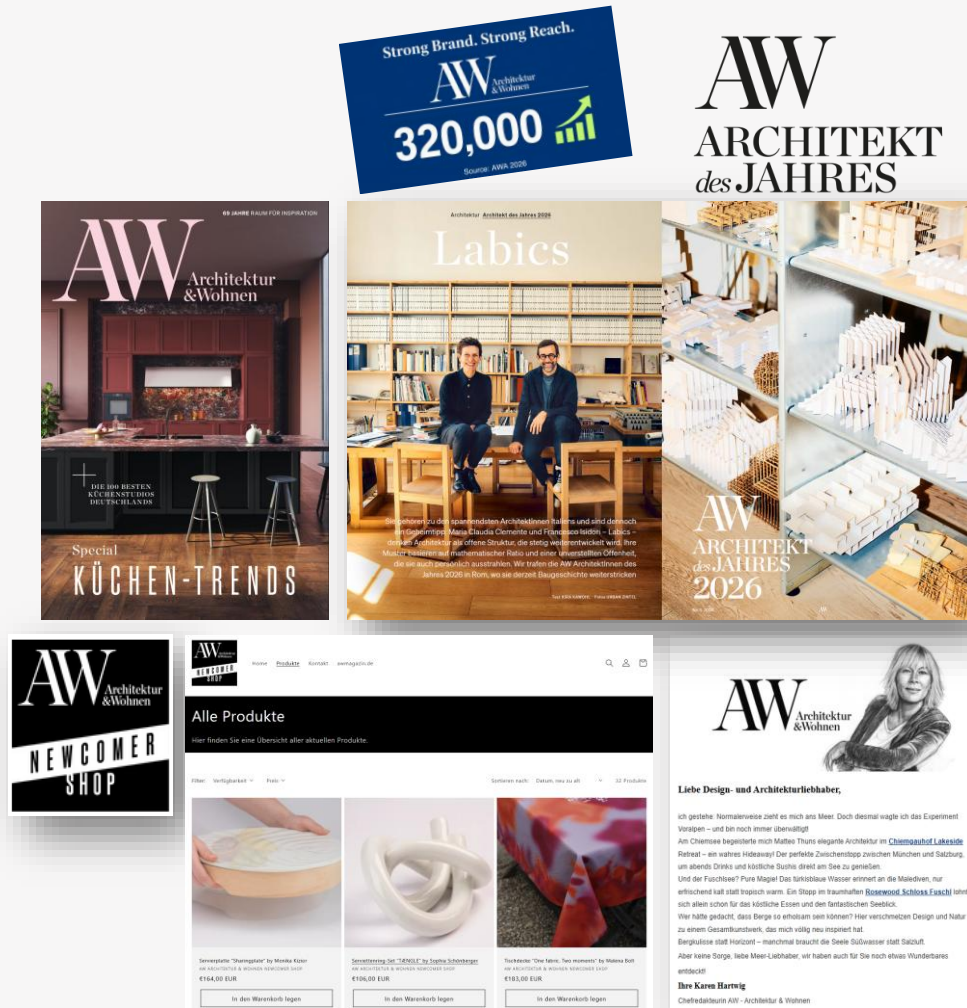
NEWS

- AW is once again expanding its reach: with AW, you can reach 320,000 readers in the premium target group, who have high purchasing power and an appreciation for home living and interior design, quality and iconic product design. The results from AWA 2026 confirm the successful development of AW. In particular, the strong reach and growth within the 30–49 age group demonstrate the relevance of our concept: international home and design inspiration, in-depth journalism, support for emerging talent, visionary garden culture and global architectural expertise. **As a result, AW reaches not only the ‘Best Agers’ but also the next generation of discerning premium consumers more than ever before.**

*) AWA 2026: an increase of 10,000 readers compared to AWA 2025

- The AW universe is undergoing strategic expansion:
 - AW is now published **10 times a year** instead of every two months; we are developing new themes and special features, and the magazine has been expanded to 188 pages
 - Thanks to its success, the online newsletter from the editorial team is now published **twice a month** and reaches all architecture, interior design and design enthusiasts with the latest curated insights, events and news
 - Every year, the ‘AW Architect of the Year’ is honoured at a live event and presented to the wider AW community: on 3 July 26, the awards ceremony took place, alongside the opening of the six-week public exhibition at AEDES in Berlin!
- We are currently making preparations for the 15th Award in 2027 – stay tuned!**

- AW supports young talent – the fourth AW university partnership with the Niederrhein University of Applied Sciences has produced some exceptionally creative and innovative entries. We are delighted with this new generation of talent and their commitment to good design. AW has previously collaborated with the following universities: Peter Behrend School of Art, Düsseldorf; HBK Saar; and UDK Berlin. Discover products and talent at the AW Newcomer Shop



AWA reach growth* for AW Architektur & Wohnen

AW once again impresses with its performance, transparency, consistency and innovative strength



Reach in million

Elle Decoration

0,51



AW Architektur & Wohnen

0,32



AD Architectural Digest

0,23

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



Source: Basic reach AWA 2026
*) plus 10,000 readers AWA 2026 compared to AWA 2025
**) Title not shown in the AWA 2026

Karen Hartwig – AW Editor-in-Chief

Success. Continuity. **Development: AW now with 10 issues!**



It is pure curiosity about the new and the never-before-seen that drives me. As editor-in-chief of AW Architektur & Wohnen, I am overjoyed to be able to translate this passion into magazine stories and bring them to life for our readers.

Architecture, interior design and design are changing rapidly – and we at AW Architektur & Wohnen will be accompanying this change even more intensively. With ten issues a year, we are creating more space for topics, trends and personalities that shape our living spaces. In doing so, we are sending a clear signal for quality, attitude and sophisticated inspiration in the premium segment.

AW Architektur & Wohnen anticipates the needs of the AW Community B2C and B2B and thus lives up to its leading role as a style-defining trendsetter for design and architecture.

[Read the complete edition here # 8/26](#)



AW 2026: Diversity, inspiration and stimulation. 10 issues.

Now 188 pages long, with new editorial formats, familiar quality and depth.

AW inspires.
AW activates.
AW works.



1 ■ Space for even more inspiration and information

- AW digital – monthly newsletter directly from the editorial office
- Book reviews on 1–2 pages in each issue
- Art + exhibitions in each issue

2. Space for people, attitudes and backgrounds

- People / Makers – 4-6 page profiles
- New section: ‘10 questions for...’ + existing section ‘My personal classic’
- Dossier – feature article with background information on current, relevant topics in each issue

3. Space for destinations and discoveries

- Country editions France, Germany, Italy, Scandinavia
- Discover travel destinations with AW – on the road with design and architecture specialists
- Hotels in every edition

4. Room for generosity and visual appeal

- More extensive and generous living stories
- Additional design and style themes
- Material themes in every issue (tiles/fabrics/colour)
- Crafts section expanded to include related industries, e.g. jewellery, acoustics. Craftmanship

The AW Architektur & Wohnen brand cosmos

AW inspires.
AW activates.
AW works.



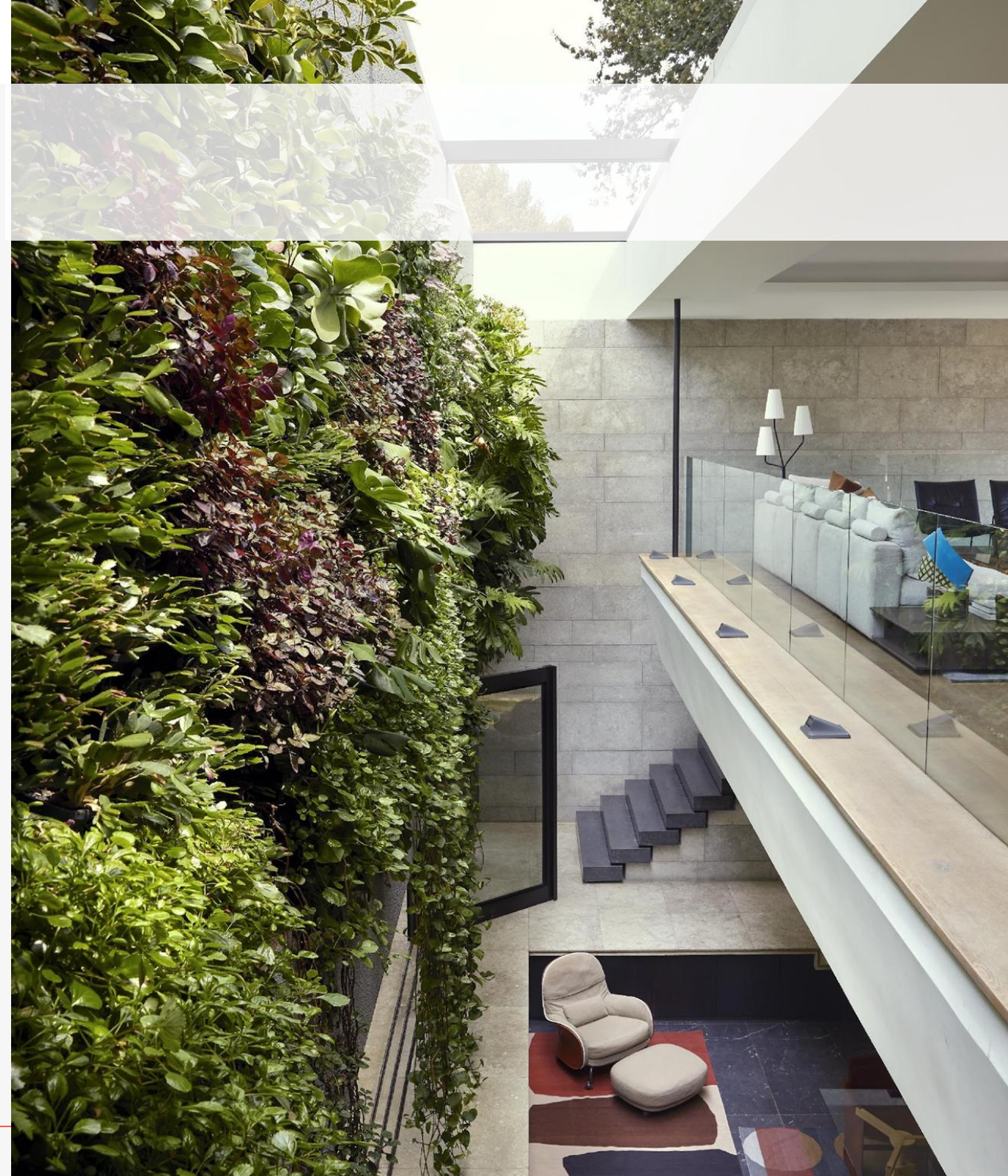
AW Architektur & Wohnen

69 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.

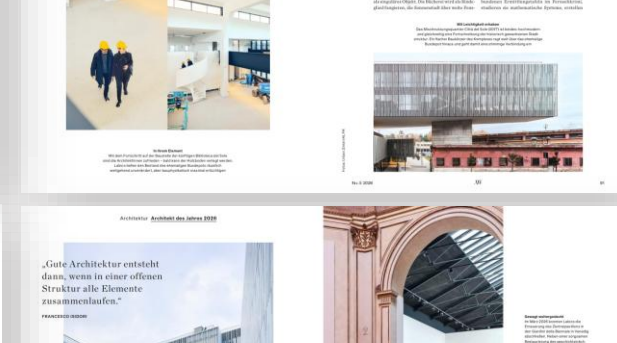
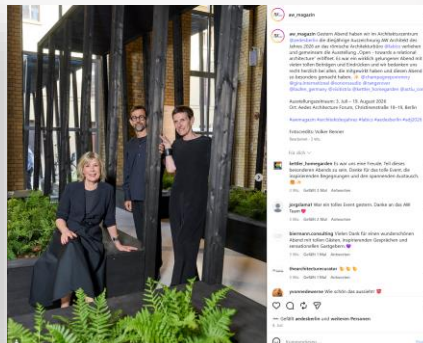
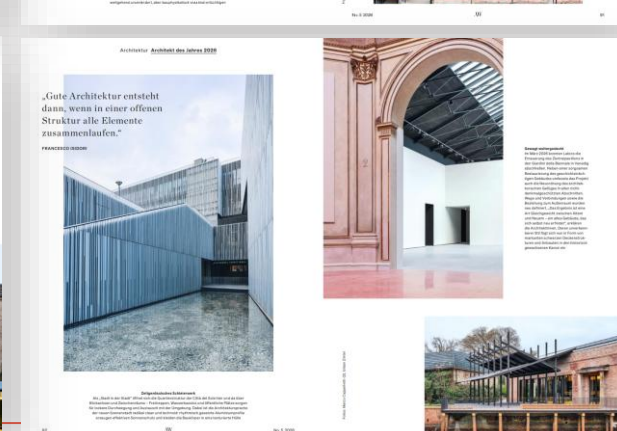
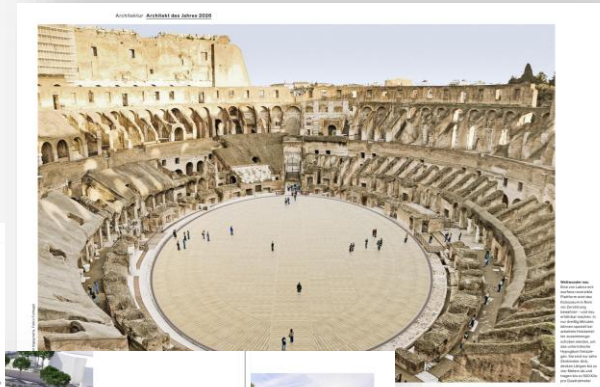
In May 2012, the AW editorial team presented the AW-Architect of the Year - this now highly recognised award - for the first time.

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 # 05 with a large portrait.

The high recognition of this award confirms AW's claim to be a mirror of society as one of the leading media.

AW
ARCHITEKT
des JAHRES
2026



JAHRES
ZEITEN
VERLAG

22.10.2026

&Wohnen

Schedule 2027

Now 10 issues – more space for topics, trends and inspiration.

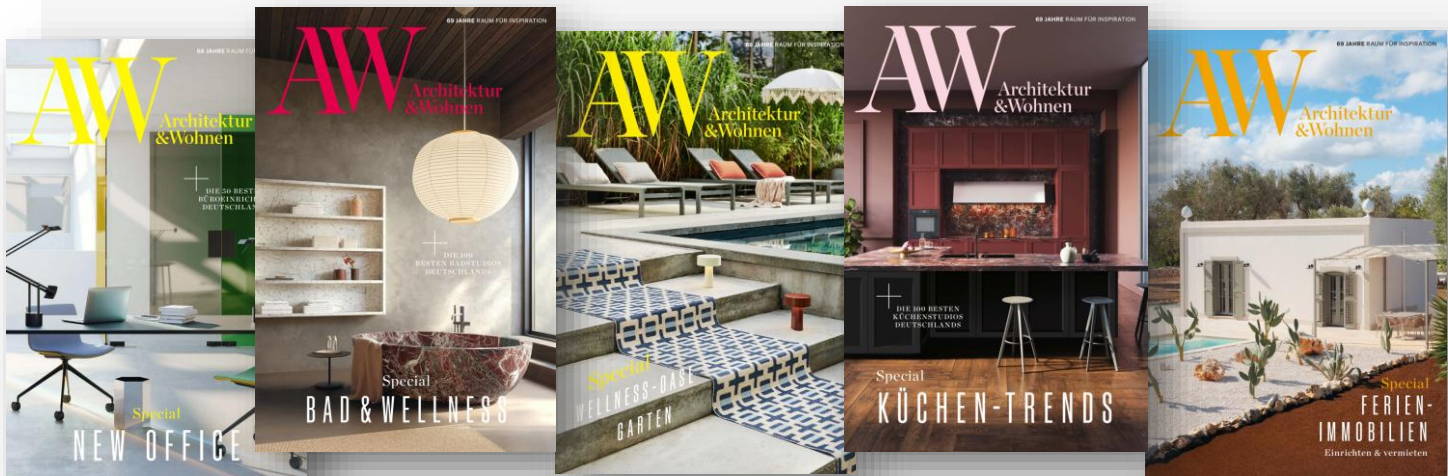
AW inspires.
AW activates.
AW works.

Issue	Publication date	Week	Advertisement		Ad Special Booking Cancellation date	Ad Special Material deadline
			Booking and Cancellation date	Advertisements Copy deadline		
01+02/2027	08.01.2027	1	20.11.2026	01.12.2026	03.11.2025	07.12.2026
03/2027	26.02.2027	8	15.01.2027	26.01.2027	30.12.2026	01.02.2027
04/2027	09.04.2027	14	24.02.2027	05.03.2027	10.02.2027	11.03.2027
05/2027	07.05.2027	18	22.03.2027	02.04.2027	08.03.2027	08.04.2027
06/2027	11.06.2027	23	26.04.2027	07.05.2027	12.04.2027	14.05.2027
07+08/2027	16.07.2027	28	04.06.2027	15.06.2027	21.05.2027	21.06.2027
09/2027	20.08.2027	33	09.07.2027	20.07.2027	25.06.2027	26.07.2027
10/2027	24.09.2027	38	13.08.2027	24.08.2027	30.07.2027	30.08.2027
11/2027	29.10.2027	43	17.09.2027	28.09.2027	03.09.2027	04.10.2027
12/2027	03.12.2027	48	19.10.2027	28.10.2027	05.10.2027	05.11.2027
01+02/2028	07.01.2028	1	23.11.2027	02.12.2027	09.11.2027	08.12.2027

Topics + Deadlines AW Special 2027

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:

Full page € **9.200,-**
Full Page IFC/OBC € 11.500,-

AW Special	Topic	Publication date	Week	Advertisement		Ad Special Booking Cancellation date	Ad Special Material deadline
				Booking and Cancellation date	Advertisements Copy deadline		
01+02/2027	Planning Before Construction	08.01.2027	1	20.11.2026	01.12.2026	03.11.2025	07.12.2026
03/2027	Gardens, Outdoor Kitchens, Pools	26.02.2027	8	15.01.2027	26.01.2027	30.12.2026	01.02.2027
04/2027	Yacht Design & onboard interiors*	09.04.2027	14	24.02.2027	05.03.2027	10.02.2027	11.03.2027
05/2027	Bathrooms & Wellness*	07.05.2027	18	22.03.2027	02.04.2027	08.03.2027	08.04.2027
07+08/2027	The Best Hotels - Cover Booklet°	16.07.2027	28	04.06.2027	15.06.2027	21.05.2027	21.06.2027
09/2027	Holiday Properties & Second Homes	20.08.2027	33	09.07.2027	20.07.2027	25.06.2027	26.07.2027
10/2027	Kitchentrends 2027*	24.09.2027	38	13.08.2027	24.08.2027	30.07.2027	30.08.2027
11/2027	The Best Bars - Cover Booklet°	29.10.2027	43	17.09.2027	28.09.2027	03.09.2027	04.10.2027
12/2027	Homeoffice & New Work*	03.12.2027	48	19.10.2027	28.10.2027	05.10.2027	05.11.2027

*) with adress section
°) new format – cover booklet included in total circulation without reading circle

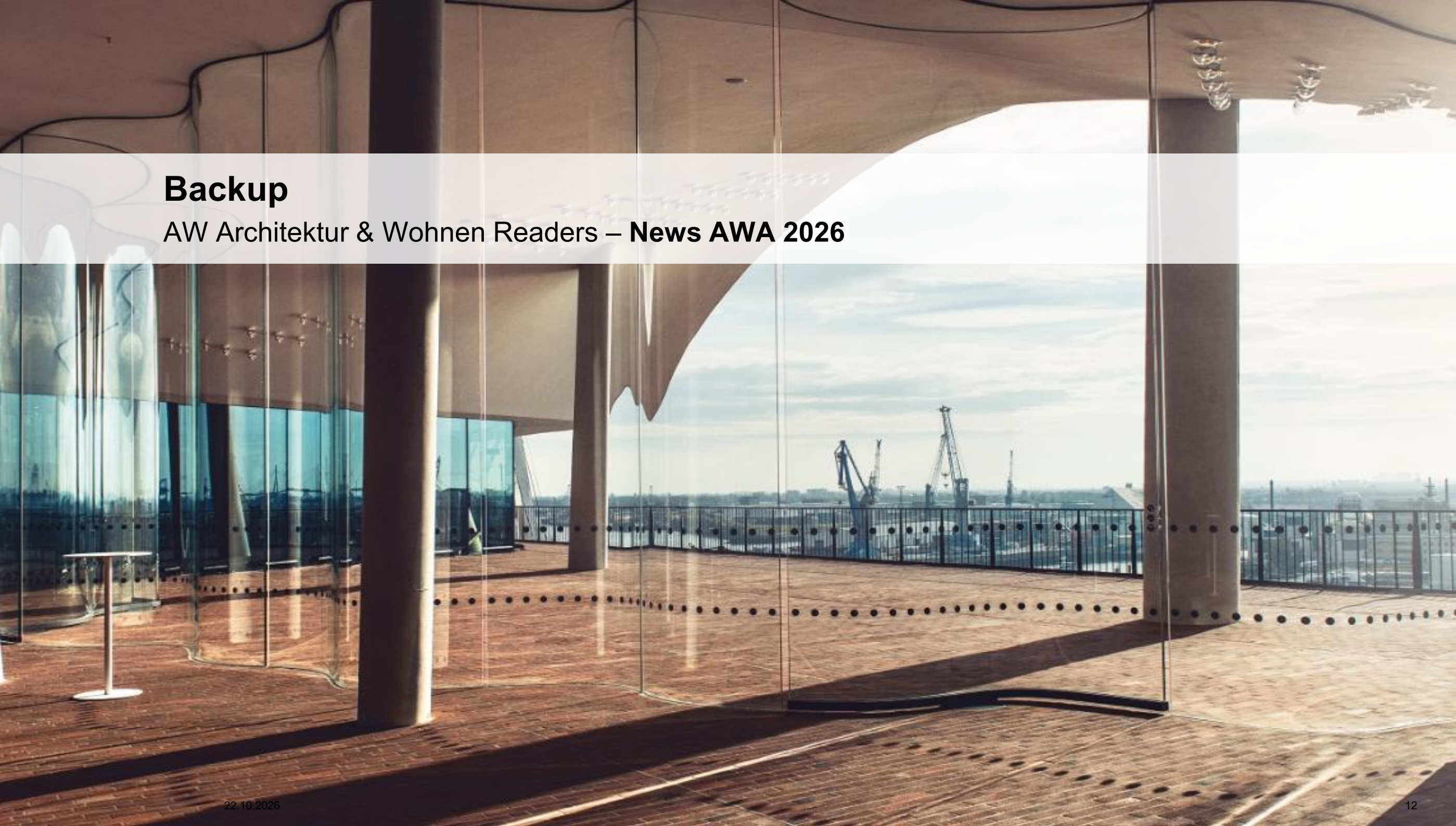
Topics 2026 – AW + AW Special 08/26-01/27

AW inspires.
AW activates.
AW works.

Magazine	Resort	Issue	PD	BD	PM	Topic
AW Architektur & Wohnen	Architektur	08/2026	25.09.2026	14.08.2026	25.08.2026	Redensification with timber
AW Architektur & Wohnen	Architektur	08/2026	25.09.2026	14.08.2026	25.08.2026	Conversion of a monastery complex into a residential building
AW Architektur & Wohnen	Architektur	08/2026	25.09.2026	14.08.2026	25.08.2026	Porträt Miall McLaughlin - Light, Structure & Context
AW Architektur & Wohnen	Architektur	08/2026	25.09.2026	14.08.2026	25.08.2026	Feature: Clay – Back to Earth: tackling resource scarcity and rising construction costs
AW Architektur & Wohnen	Bad	08/2026	25.09.2026	14.08.2026	25.08.2026	Bathroom & Sanitary Ware Innovations
AW Architektur & Wohnen	Design	08/2026	25.09.2026	14.08.2026	25.08.2026	Patterns embody history and attitude
AW Architektur & Wohnen	Design	08/2026	25.09.2026	14.08.2026	25.08.2026	Porträt Hella Jongerius - Whispering Things
AW Architektur & Wohnen	Garten	08/2026	25.09.2026	14.08.2026	25.08.2026	Garden with watercourses near Amsterdam and a self-regulating ecosystem in Sussex
AW Architektur & Wohnen	Living	08/2026	25.09.2026	14.08.2026	25.08.2026	Issue theme: Colour – Living, dwelling and designing with colour
AW Architektur & Wohnen	Living	08/2026	25.09.2026	14.08.2026	25.08.2026	Major colour feature – which shades are new, and how do colours affect and transform spaces?
AW Architektur & Wohnen	Reise	08/2026	25.09.2026	14.08.2026	25.08.2026	Discover South Tyrol: exploring Merano and Bolzano from a design and architectural perspective
AW Architektur & Wohnen Special	Küchen	08/2026	25.09.2026	14.08.2026	25.08.2026	Kitchen trends for 2026 featuring 100 top kitchen showrooms
AW Architektur & Wohnen	Architektur	09/2026	30.10.2026	18.09.2026	29.09.2026	France – Architecture, living, interior design and styling
AW Architektur & Wohnen	Architektur	09/2026	30.10.2026	18.09.2026	29.09.2026	Feature: Disaster architecture
AW Architektur & Wohnen	Design	09/2026	30.10.2026	18.09.2026	29.09.2026	Custom-made design – bespoke furniture
AW Architektur & Wohnen	Garten	09/2026	30.10.2026	18.09.2026	29.09.2026	Jardin Plume – France's most significant modern garden
AW Architektur & Wohnen	Garten	09/2026	30.10.2026	18.09.2026	29.09.2026	The Secret Gardens of Paris Maison & Objekt
AW Architektur & Wohnen	Living	09/2026	30.10.2026	18.09.2026	29.09.2026	Review: New Products, Trends Discovering
AW Architektur & Wohnen	Reise	09/2026	30.10.2026	18.09.2026	29.09.2026	Arles through the Lens of Design and Architecture
AW Architektur & Wohnen	Living	09/2026	30.10.2026	18.09.2026	29.09.2026	Cover booklet in collaboration with MERIAN and FEINSCHMECKER: The Best Bars
AW Architektur & Wohnen	Architektur	10/2026	04.12.2026	21.10.2026	30.10.2026	Porträt Amelia Tabella
AW Architektur & Wohnen	Architektur	10/2026	04.12.2026	21.10.2026	30.10.2026	Foyer: New products, latest news, trends & information from the world of AW
AW Architektur & Wohnen	Design	10/2026	04.12.2026	21.10.2026	30.10.2026	Gifts
AW Architektur & Wohnen	Design	10/2026	04.12.2026	21.10.2026	30.10.2026	feature – Quality in the details
AW Architektur & Wohnen	Design	10/2026	04.12.2026	21.10.2026	30.10.2026	Designers from South America
AW Architektur & Wohnen	Homeoffice	10/2026	04.12.2026	21.10.2026	30.10.2026	Orgatec review, new products, trends
AW Architektur & Wohnen	Licht	10/2026	04.12.2026	21.10.2026	30.10.2026	Lighting: Luminaires and switches – New products and discoveries
AW Architektur & Wohnen	Living	10/2026	04.12.2026	21.10.2026	30.10.2026	South Africa – Light, warmth and inspiration
AW Architektur & Wohnen Special	Homeoffice	10/2026	04.12.2026	21.10.2026	30.10.2026	Home office & New Work with 50 top office furnishing suppliers
AW Architektur & Wohnen	Design	01/2027	08.01.2027	23.11.2026	02.12.2026	Crafts feature – Quality in the details
AW Architektur & Wohnen	Living	01/2027	08.01.2027	23.11.2026	02.12.2026	Living with classics
AW Architektur & Wohnen	Living	01/2027	08.01.2027	23.11.2026	02.12.2026	Beds – New arrivals and classics
AW Architektur & Wohnen	Reise	01/2027	08.01.2027	23.11.2026	02.12.2026	Discover Évora (Portugal), the Capital of Culture, with AW
AW Architektur & Wohnen Special	Homeoffice	01/2027	08.01.2027	23.11.2026	02.12.2026	Planning before building – how smart do we want to live?

Backup

AW Architektur & Wohnen Readers – **News AWA 2026**



AWA 2026 - AW in one of the top positions

AW gains 10,000 readers

AW Architektur & Wohnen has once again gained 10,000 readers at the AWA 2026 compared with the previous year, thereby maintaining one of its top positions and reaffirming its status as one of the leading magazines.

This is further proof of the brand's strength, popularity and appeal within its target audience: **AW Architektur & Wohnen appeals to everyone who wishes to lead a cultured life.** People who actively shape their living environment and are just as enthusiastic about an aesthetically pleasing product as they are about a liveable environment and a sustainable future.

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

The results from AWA 2026 confirm the successful development of AW. In particular, the strong reach and growth within the 30–49 age group demonstrate the relevance of our concept: international home and design inspiration, in-depth journalism, support for emerging talent, visionary garden culture and global architectural expertise. As a result, AW reaches not only the 'Best Agers' but also the next generation of discerning premium consumers more than ever before.

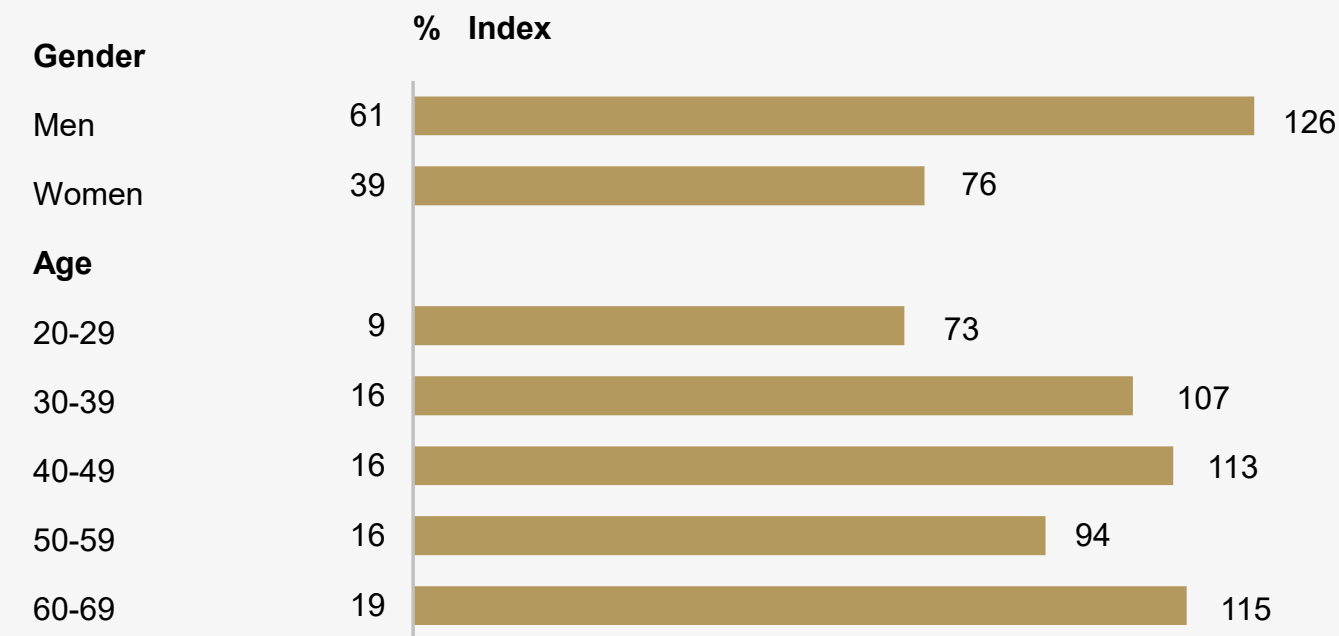
Quelle: AWA 2026



unisex. accessible. print affinity.

AW inspires.
AW activates.
AW works.

The premium magazine AW Architektur & Wohnen appeals to both men and women. 67% of the 320,000 readers of AW Architektur & Wohnen belong to the advertising-relevant age group of 30-69-year-olds.

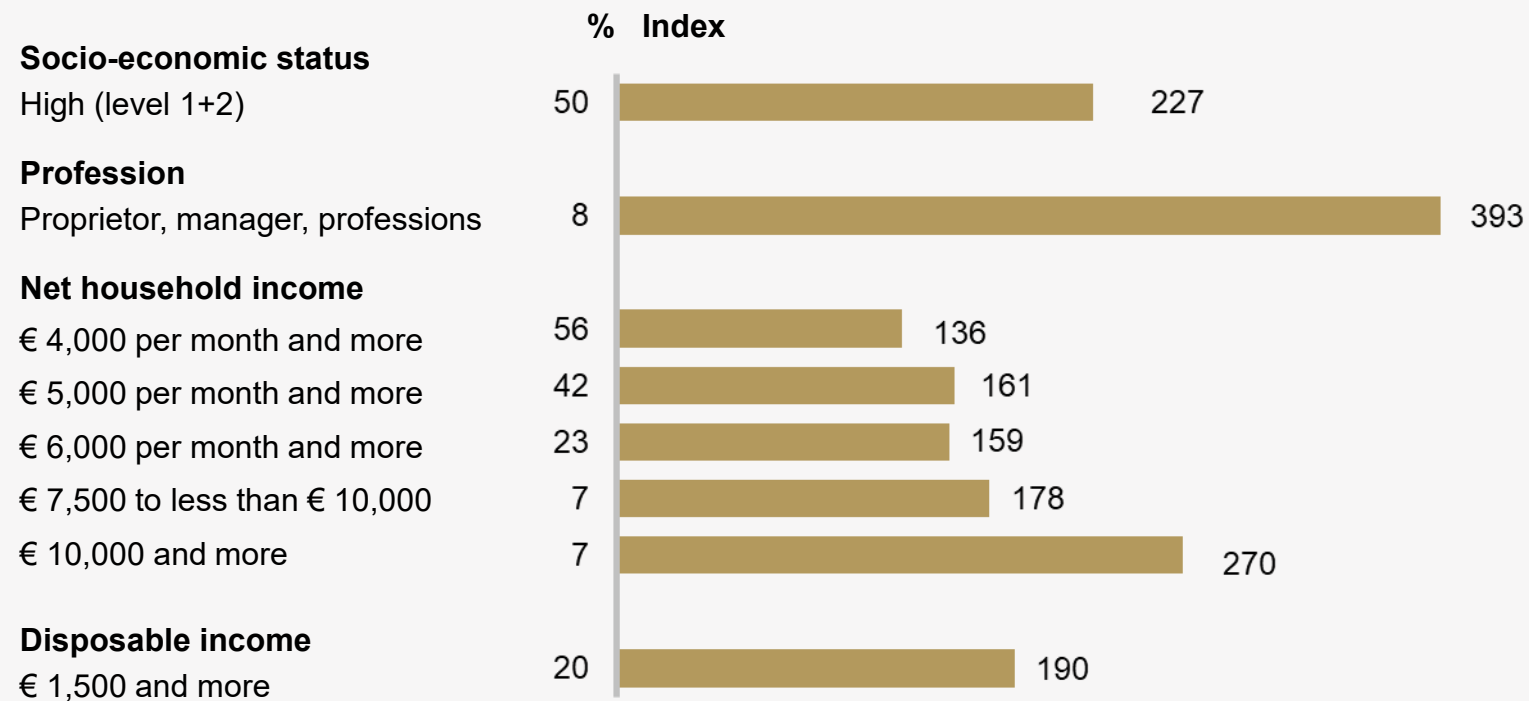


Source: AWA 2026, Index: Total population = 100

affluent. independent. financially strong.

AW inspires.
AW activates.
AW works.

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 (20%, index 190). In addition, 27% belong to the highest socio-economic status 1 - this corresponds to an index of 269!

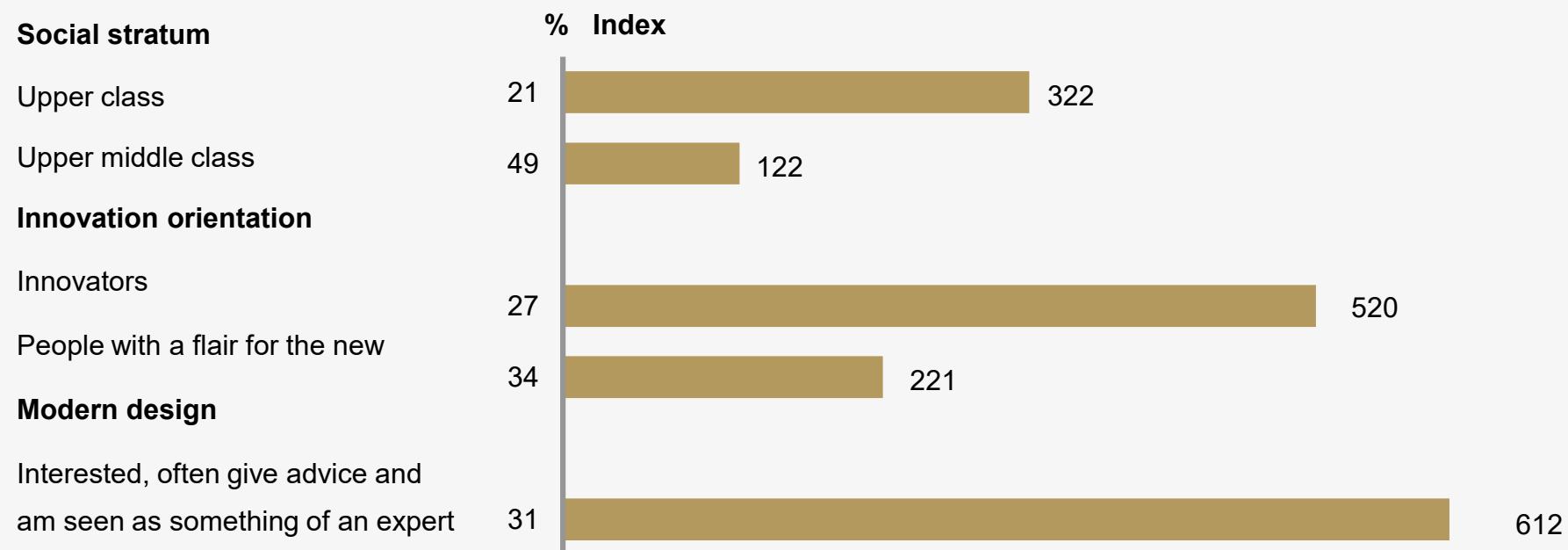


Source: AWA 2026, Index: Total population = 100

innovative. design-driven. exemplary.

AW inspires.
AW activates.
AW works.

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.

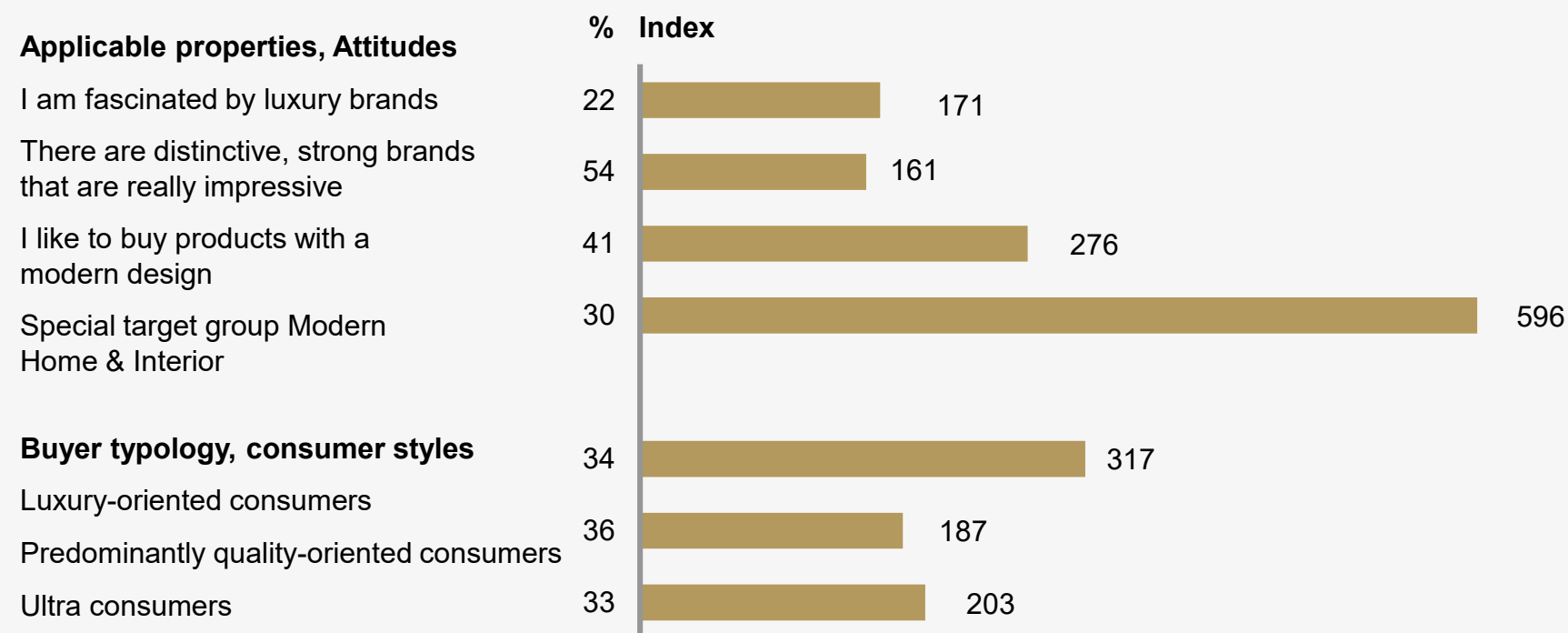


Source: AWA 2026, Index: Total population = 100

brand-orientated. prosperous. quality-minded.

AW inspires.
AW activates.
AW works.

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 30% of readers belong to the special group Modern Home Interior.

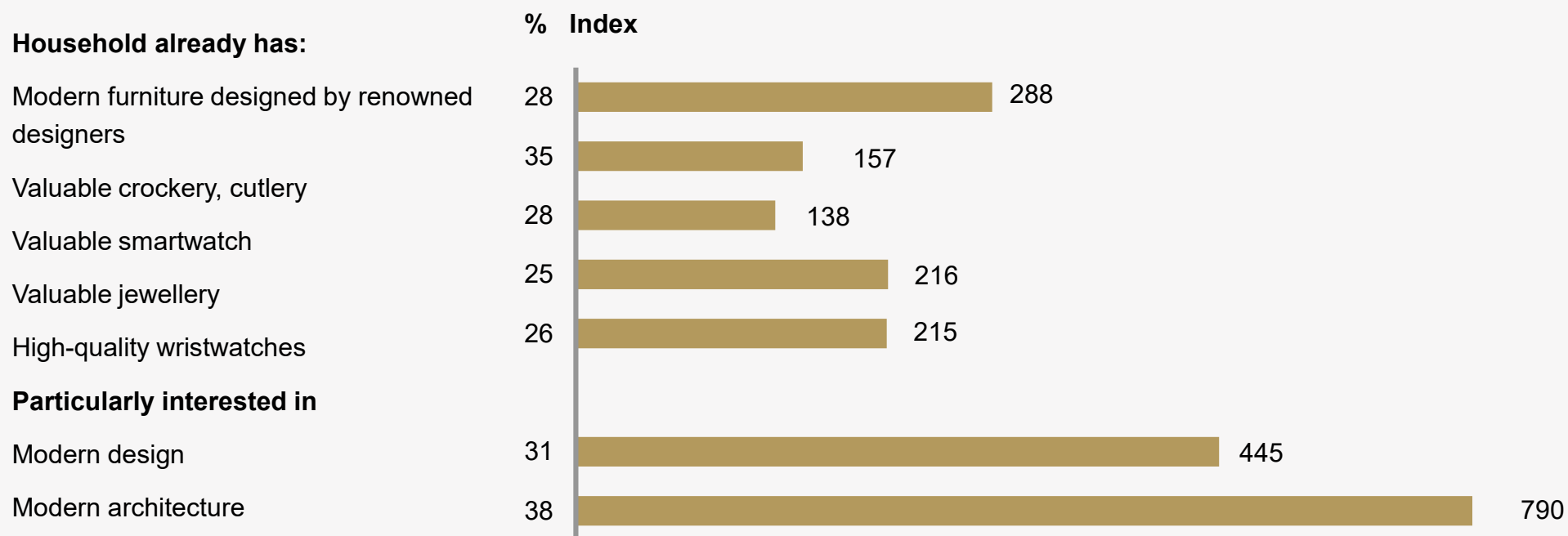


Source: AWA 2026, Index: Total population = 100

lovers of architecture. consumerist. interested.

AW inspires.
AW activates.
AW works.

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.

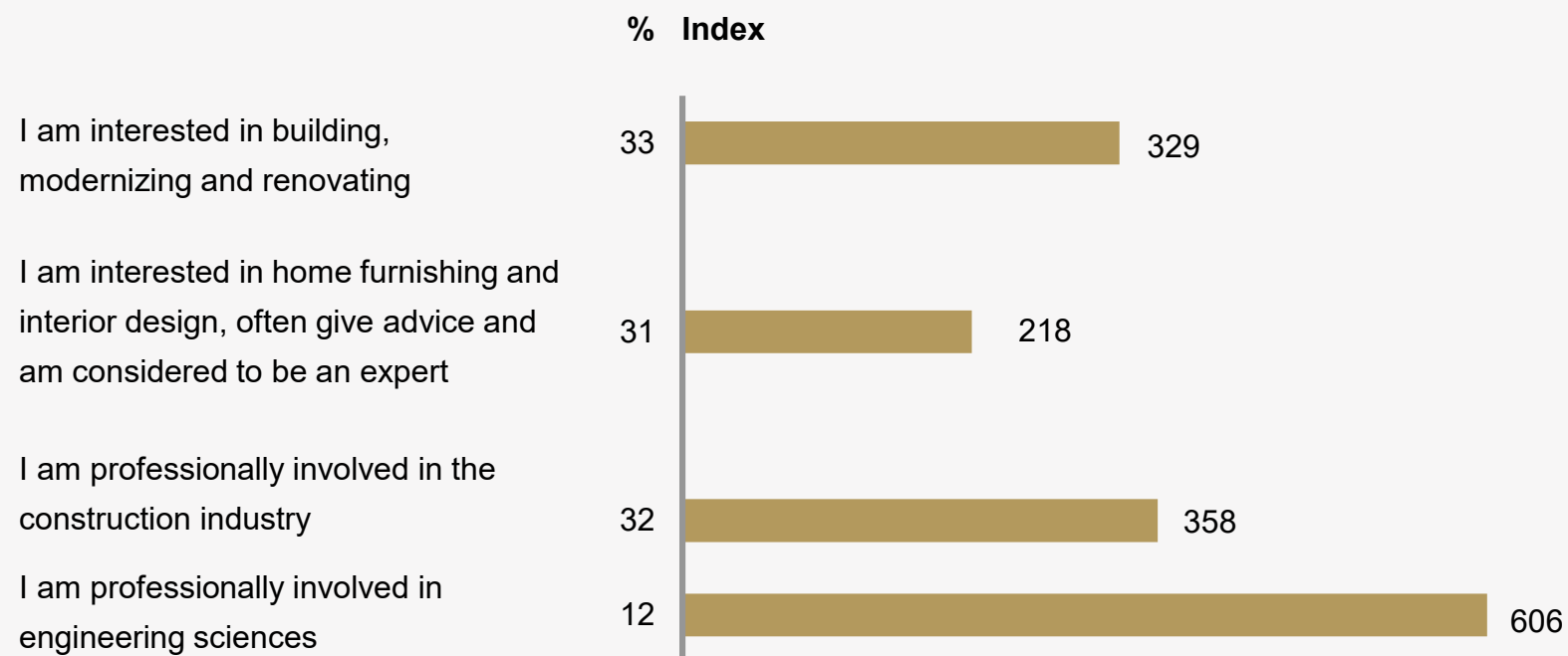


Source: AWA 2026, Index: Total population = 100

established. elegant. engaged.

AW inspires.
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AW is aimed at professionals as well as at architecture enthusiasts. Within the last 69 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.



Source: AWA 2026, Index: Total population = 100

Your contact persons

We look forward to talking to you...

AW inspires.
AW activates.
AW works.

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AW – 69 years of inspiration!

Success. Continuity. Development: AW now with 10 issues!



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

Frequency
10 x per year

Copy price
€12,90

Ad rate 2027
€ 27,700.00

Format
210 mm width
280 mm height

Paid circulation*
51,338 copies

Reach**
0.32 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 III/2026
**) AWA 2026
2027 rates

AW ARCHITEKTUR & WOHNEN

Facts



Room for inspiration

AW is the outstanding German media brand in the premium home magazine segment. For more than six decades, "Raum für Inspiration" (Space for Inspiration) has covered the exclusive topics of design and living culture, architecture and architecture, garden design and travel. In lively portraits and reports, the magazine looks deep behind the facades, tracks down trends and presents unusual, forward-looking projects.



Target group

People who are interested in design, architecture, living, art and current topics. The website appeals to both women and men who enjoy a sophisticated and varied lifestyle. The target group of AWmagazin.de wants to be inspired, discover new perspectives and keep their finger on the pulse.



Channels

Online | Print | Facebook | Instagram | Pinterest | Newsletter

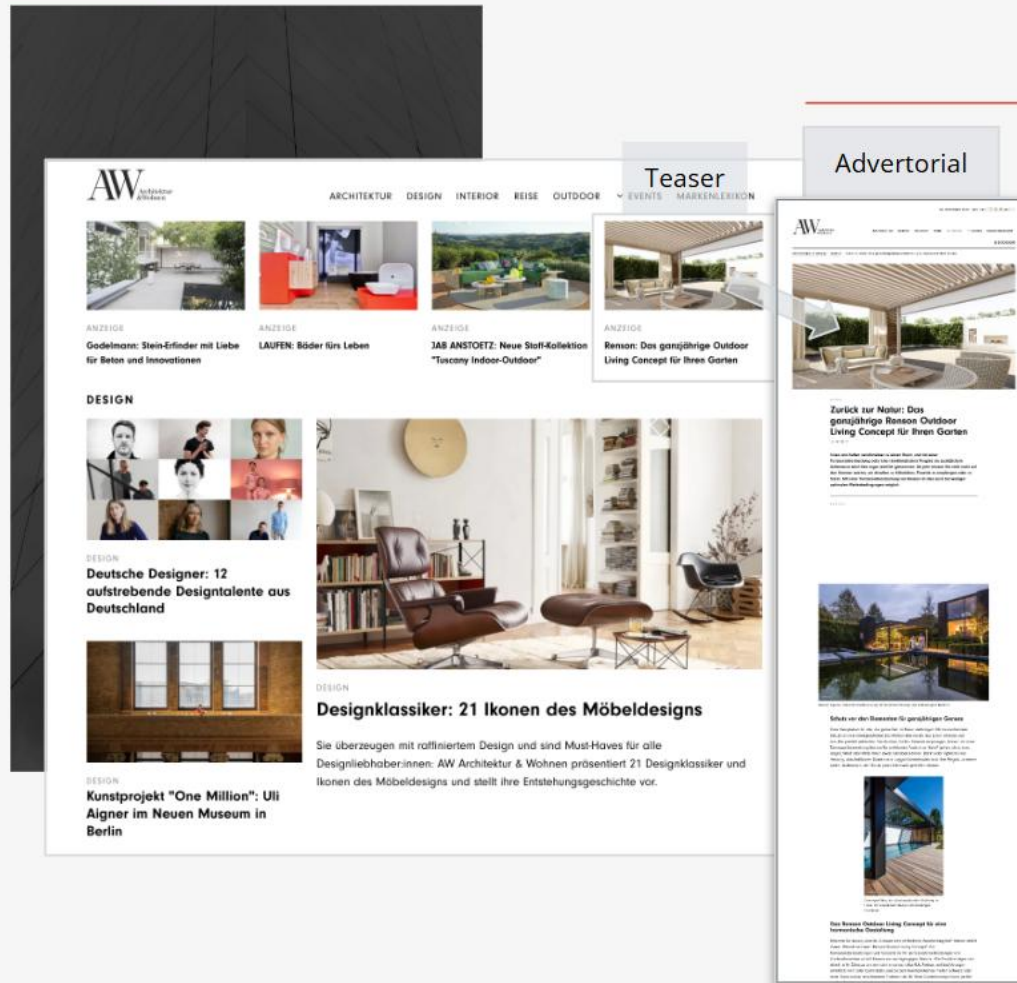


Reach

Website Visits | 23.000*
Website Page Views | 43.000*
Website User | 21.000*
Instagram Follower 30.700 | reach 18.000**
Facebook Follower 7.890** | reach 5.000
Newsletter recipients 4.500 | open rate 23%****
Sold circulation | 51,338***

* / month 2026 | analytics.google
** Oct 2026 | Meta
***IVW III/2026
****Oct 2026

ADVERTORIAL + TEASER



Place your brand message and present yourself to a relevant target group in an advertorial. The teaser ad guarantees visibility on our homepage.

Advertorial/partner presentation

Texts, images, video: Materials are supplied by you and integrated by us to fit perfectly.

Traffic driver

Permanent editorial teaser

Optional traffic driver

Co-branded medium rectangle or leaderboard, social media posts (Facebook & Instagram) with link to the advertorial can also be booked.

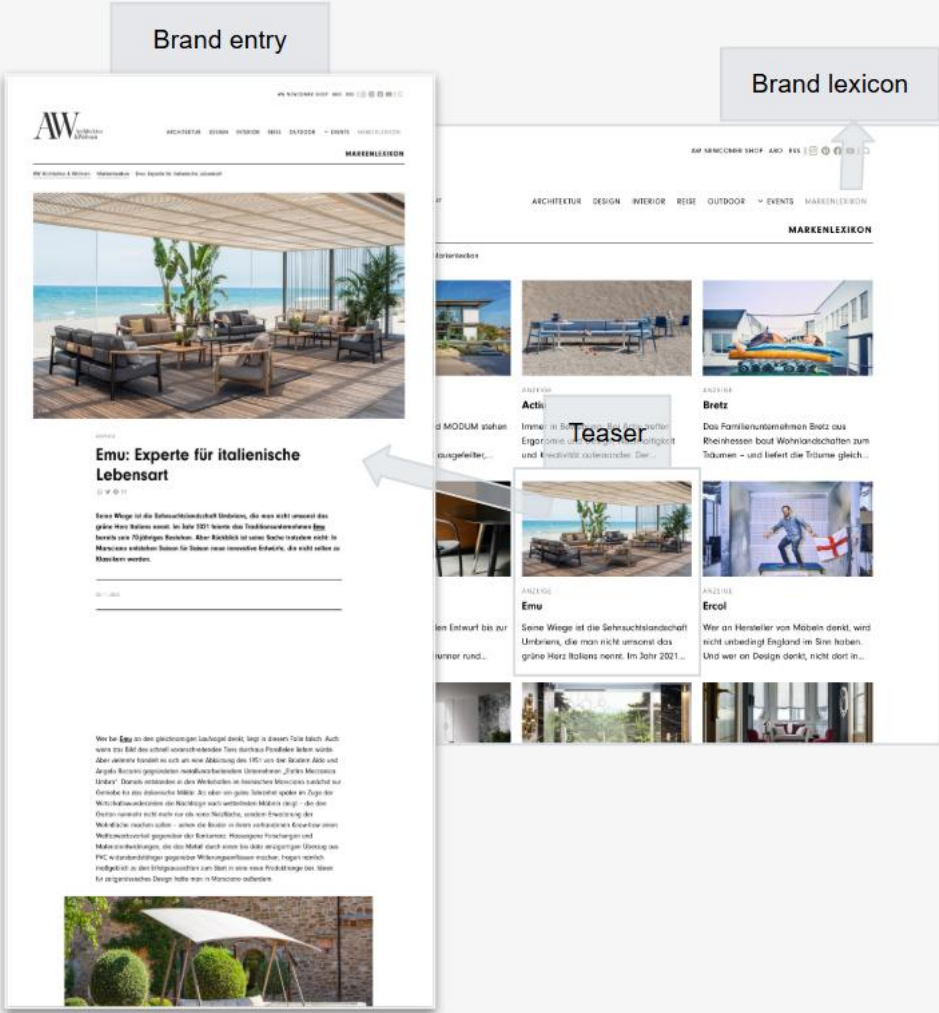
*Not further deductible.

AW BRAND LEXICON DIGITAL

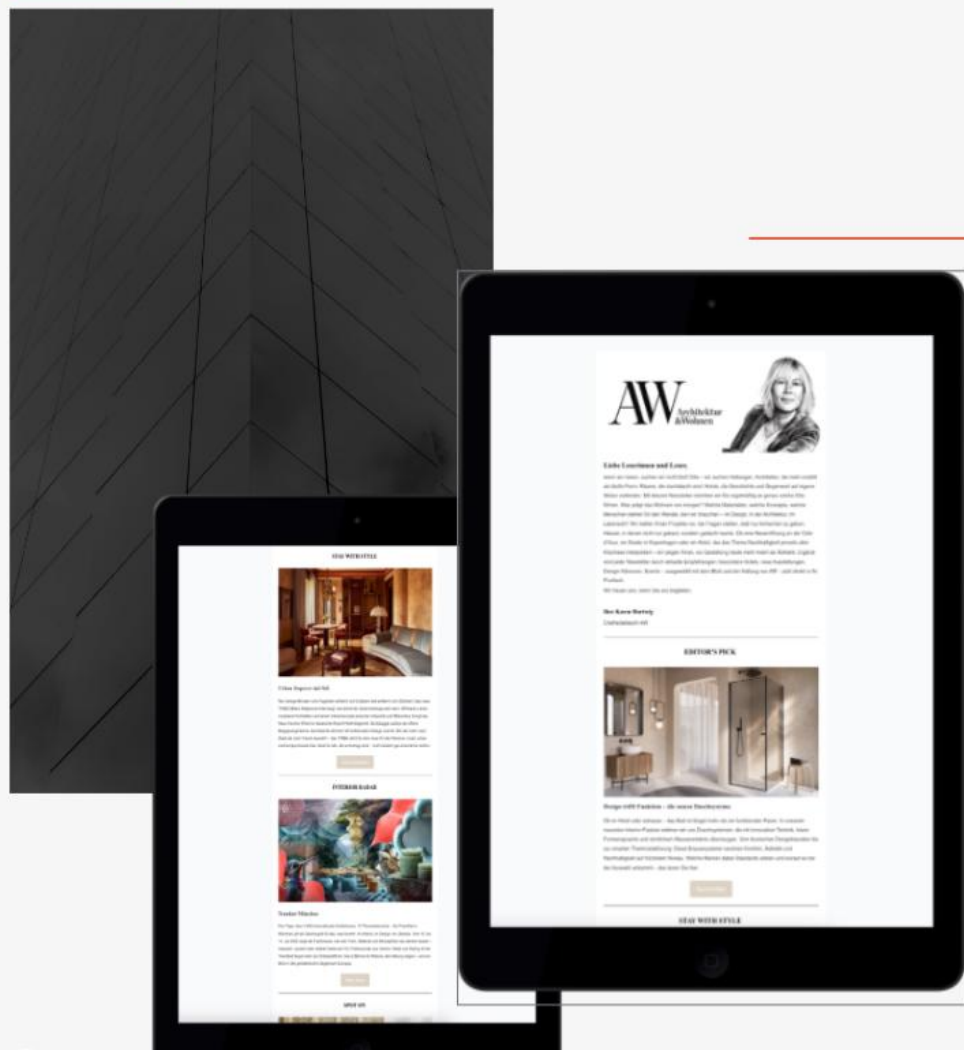
Place your brand on AWmagazin.de and present yourself to a relevant target group with an exclusive brand entry.
Strengthen your brand awareness and become part of the AW brand lexicon.

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
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Brand entry lexicon	24 month	€ 3.500,-	€ 1.500,-
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NEWSLETTER DIGITAL



Deliver your advertising message directly to your target audience's inbox.

Whether through a giveaway, an advertorial extension, or a stand-alone placement—if your topic fits our audience, we're happy to send a sponsored stand-alone newsletter to our subscribers.

Welcome to the world of extraordinary architecture, innovative design, and inspiring living spaces.

Subscribers of the AW newsletter are passionate about exceptional architecture, cutting-edge design, and visionary interiors. They are part of a community that not only has a refined aesthetic sense but also a strong brand affinity – with enthusiasm for high-quality products, forward-thinking concepts, and international style trends.

Your stage for powerful content.

Whether it's insights into iconic architectural projects, new trends in interior design, or visions of future-forward living – the AW newsletter is your ticket to a world full of design highlights, architectural statements, and creative spatial solutions, both nationally and internationally.

PRICELIST

PRODUCT	RUNTIME	PRICE**	PRODUCTION-/ TECHNICAL COSTS*	AVAILABLE BRAND
Teaser Ad	4 weeks	€ 5.200,-	Incl.	FE, AW, ME, RR
Online Advertorial + Teaser	3 months	€ 8.900,-	€ 1.500,-	FE, AW, ME, RR
Content Home	6 months	€ 51.000,-	€ 5.000,-	FE, AW, ME, RR
Themenspecial	6 months	€ 15.700,-	€ 2.500,-	FE, AW, ME, RR
Partner Package	12 months	€ 30.400,-	€ 2.900,-	FE
Brand Lexicon	24 months	€ 3.500,-	€ 1.500,-	AW
Instagram Feedpost	Lifetime	€ 1.500,-	Incl.	FE, AW, ME, RR
Instagram Story (up to 3 Snippets)	24 hrs.	€ 800,-	Incl.	FE, AW, ME, RR
Facebook Feedpost	Lifetime	€ 1.500,-	Incl.	FE, AW, ME, RR
Newsletter Stand Alone	1 frequency	€ 4.500,-	Incl.	FE, ME, RR, AW
Newsletter Teaser	1 frequency	€ 1.500,-	Incl.	FE, ME, RR, AW
Newsletter competition	1 frequency	€ 1.500,-	Incl.	FE, ME, RR, AW
Podcast - Native Spot	1 episode	€ 2.500,-	Incl.	FE, ME
Podcast - Sponsored Episode	1 episode	€ 7.900,-	individual	FE, ME
Display Banner: Half Page Ad	Ab 50.000 AI's	€ 40/CPM ROS	€ 150,-	FE, ME, AW
Display Banner: Wide Skyscraper	Ab 50.000 AI's	€ 40/CPM ROS	€ 150,-	FE, ME, AW
Display Banner: Medium Rectangle	Ab 50.000 AI's	€ 20/CPM ROS	€ 150,-	FE, ME, AW
Mobile Banner: Content Ad 2:1	Ab 50.000 AI's	€ 45/CPM ROS	€ 150,-	FE, ME, AW
Mobile Banner - GW Interstitial	Ab 50.000 AI's	€ 70/CPM ROS	€ 150,-	FE, ME, AW
Video - Transverse; full concept	Lifetime	Starts at € 10.500,-	individual	
Video - upright, social	Lifetime	Starts at € 6.500,-	individual	

*Not further deductible.
Production/technical costs:
At 2.500 incl. media budget 1 correction loop / per correction loop: 150€
For 2.900 incl. media budget 2 correction loops / per correction loop: 150€ For 5.000 incl.
media budget / 2 correction loops per advertorial
**Plus VAT. Eligible for discount and agency commission.