

AW Architektur & Wohnen Magazine Profile

Hamburg, 2025

Room for
Inspiration

AW inspires.
AW activates.
AW works.



AW inspires.
AW activates.
AW works.

NEWS

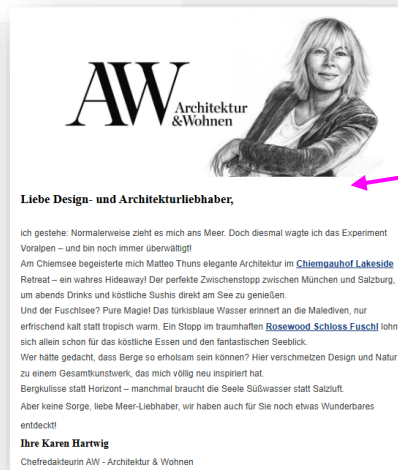
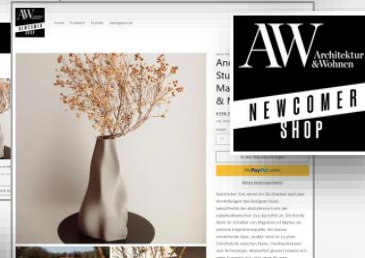
- **AW Architektur & Wohnen gains reach in AWA survey***
and now reaches 310,000* readers! AW continues to impress with consistent quality, transparency and stability – securing a strong and successful position in the market.
*) AWA 2025: +10,000 readers compared to AWA 2024
- **AW continuously invests in quality, future-oriented topics and innovative ideas:**
 1. In 2026, each issue of **AW** will have **16 pages additional** additional content – even more editorial content and performance
 2. **AW Special will also be included in every issue of AW in 2026!**
AW Special offers service-oriented content with high utility value
 3. **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
- **New: straight from the AW editorial team** – the monthly digital newsletter for all architecture, interior design and design enthusiasts, featuring the latest news, insights, tips and discoveries from the world of AW Architektur & Wohnen
- **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!



HSD D



Universität der Künste Berlin



Karen Hartwig – AW Editor-in-Chief

Success. Continuity. Development.

AW inspires.
AW activates.
AW works.



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.



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

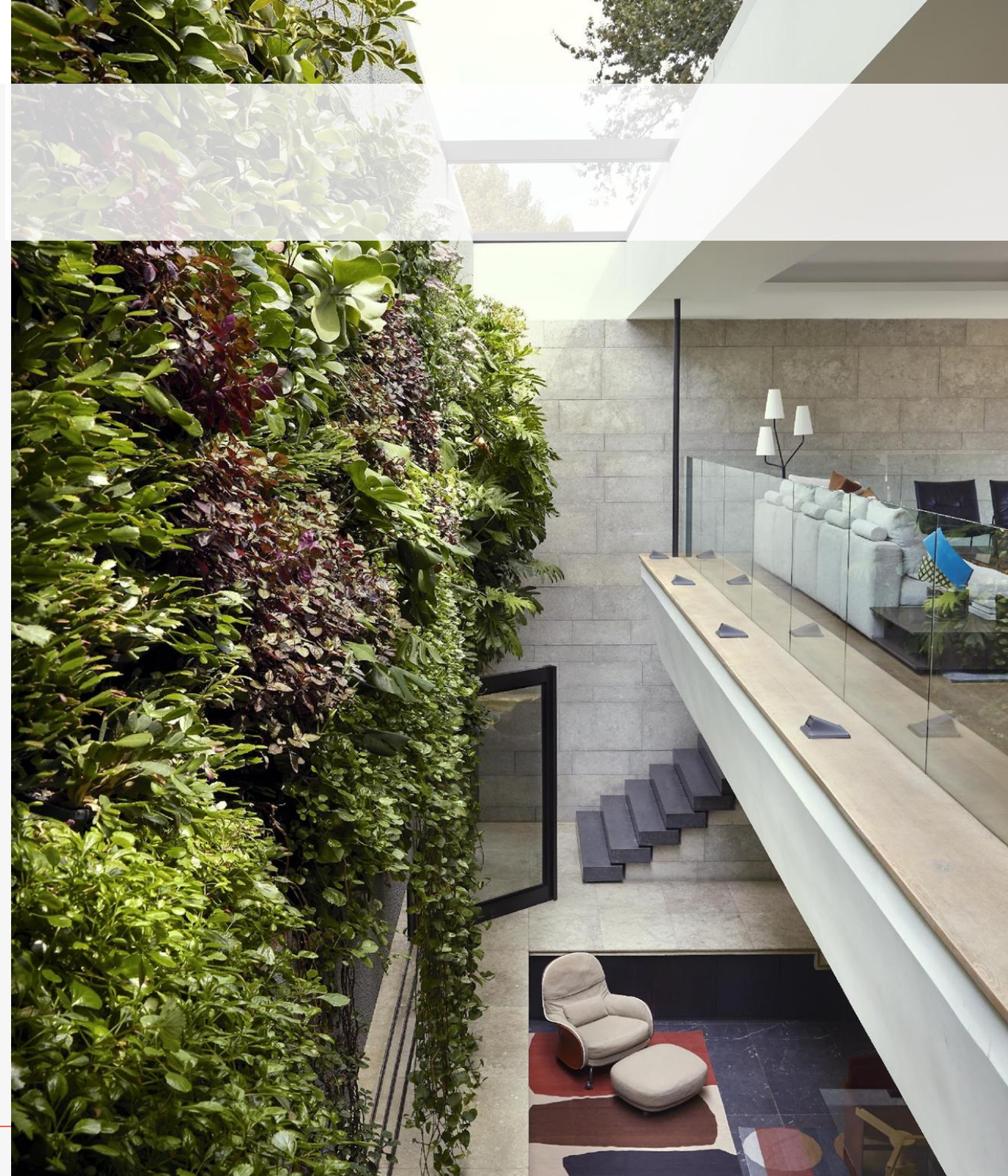
AW Architektur & Wohnen

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.

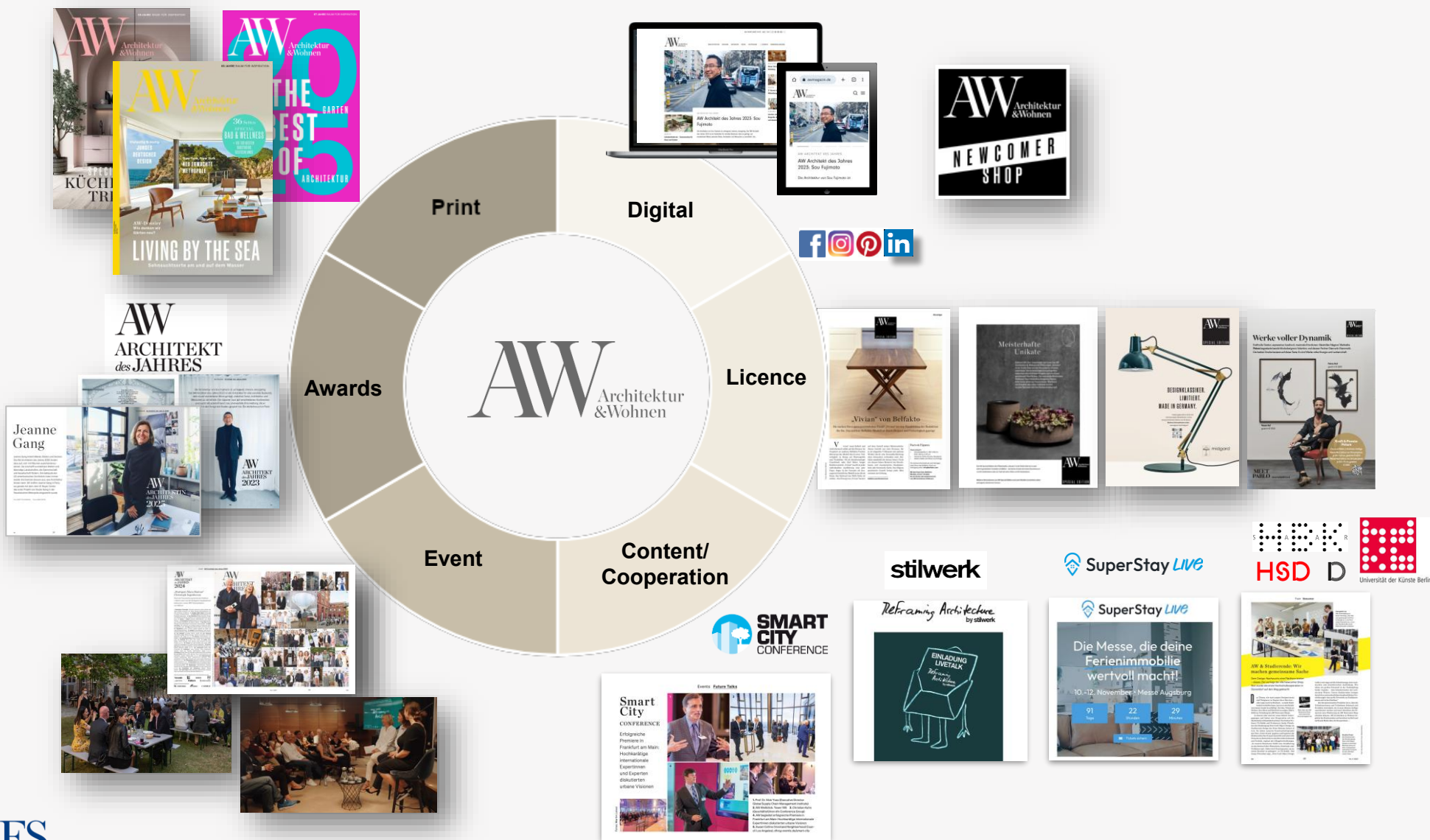
AW Architektur & Wohnen is not only a reflection of the aesthetic trends of our time, but also has a style-forming effect itself and thus underlines its function as a lead magazine.

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.



The AW Architektur & Wohnen brand cosmos

AW inspires.
AW activates.
AW works.



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.

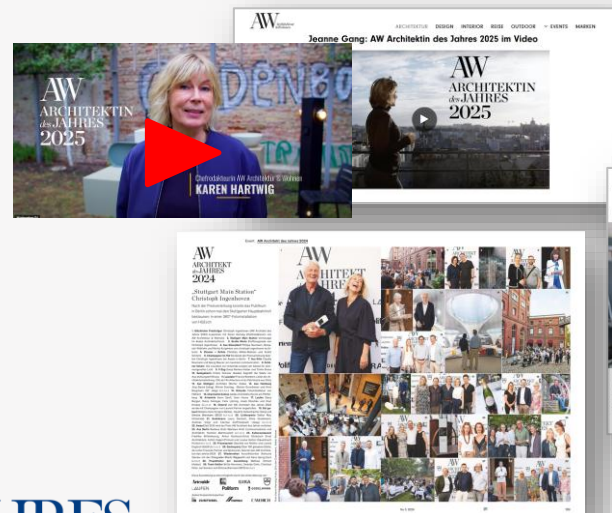
In May 2012, the AW editorial team presented the AW-Architect of the Year - this now highly recognised award - for the first time.

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.

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

AW
ARCHITEKTIN
des JAHRES
2025



Schedule 2026

AW inspires.
AW activates.
AW works.

Issue	Publication date	Week	Advertisement		Ad Special	Ad Special
			Booking and Cancellation date	Advertisements Copy deadline	Booking Cancellation date	Material deadline
01/2026	09.01.2026	2	17.11.2025	27.11.2025	03.11.2025	01.12.2025
02/2026	06.03.2026	10	23.01.2026	03.02.2026	09.01.2026	09.02.2026
03/2026	08.05.2026	19	25.03.2026	06.04.2026	11.03.2026	10.04.2026
04/2026	03.07.2026	27	20.05.2026	01.06.2026	06.05.2026	08.06.2026
05/2026	04.09.2026	36	24.07.2026	04.08.2026	10.07.2026	10.08.2026
06/2026	06.11.2026	45	25.09.2026	06.10.2026	11.09.2026	12.10.2026
01/2027	08.01.2027	2	23.11.2026	07.12.2026	09.11.2026	08.12.2026
AW Annual Edition 2027	27.11.2026	48	14.10.2026	23.10.2026		

Topics + Deadlines AW Special 2026

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 mono thematic, 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		
01/2026	Scandinavian design*	09.01.2026	2	17.11.2025	27.11.2025	03.11.2025	01.12.2025
02/2026	Garden, Outdoor Kitchens, Pools	06.03.2026	10	23.01.2026	03.02.2026	09.01.2026	09.02.2026
03/2026	Bathroom & Wellness*	08.05.2026	19	25.03.2026	06.04.2026	11.03.2026	10.04.2026
04/2026	Second Home, Vacation Property & Tiny House	03.07.2026	27	20.05.2026	01.06.2026	06.05.2026	08.06.2026
05/2026	Kitchen Trends 2025*	04.09.2026	36	24.07.2026	04.08.2026	10.07.2026	10.08.2026
06/2026	The Art of Giving – Gift ideas for design enthusiasts	06.11.2026	45	25.09.2026	06.10.2026	11.09.2026	12.10.2026
01/2027	Homeoffice & New Work*	08.01.2027	2	23.11.2026	07.12.2026	09.11.2026	08.12.2026

AW Special # 01/2026

Scandinavian and Nordic design*



AW Special-Price € 9.100,-

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 best 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

*) Denmark, Finland, Iceland, Norway and Sweden

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!



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

Frequency
bi-monthly

Copy price
€11,90

Ad rate 2026
€ 27,300.00

Format
210 mm width
280 mm height

Paid circulation*
65,780 copies

Reach**
0.30 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 2024
2025 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

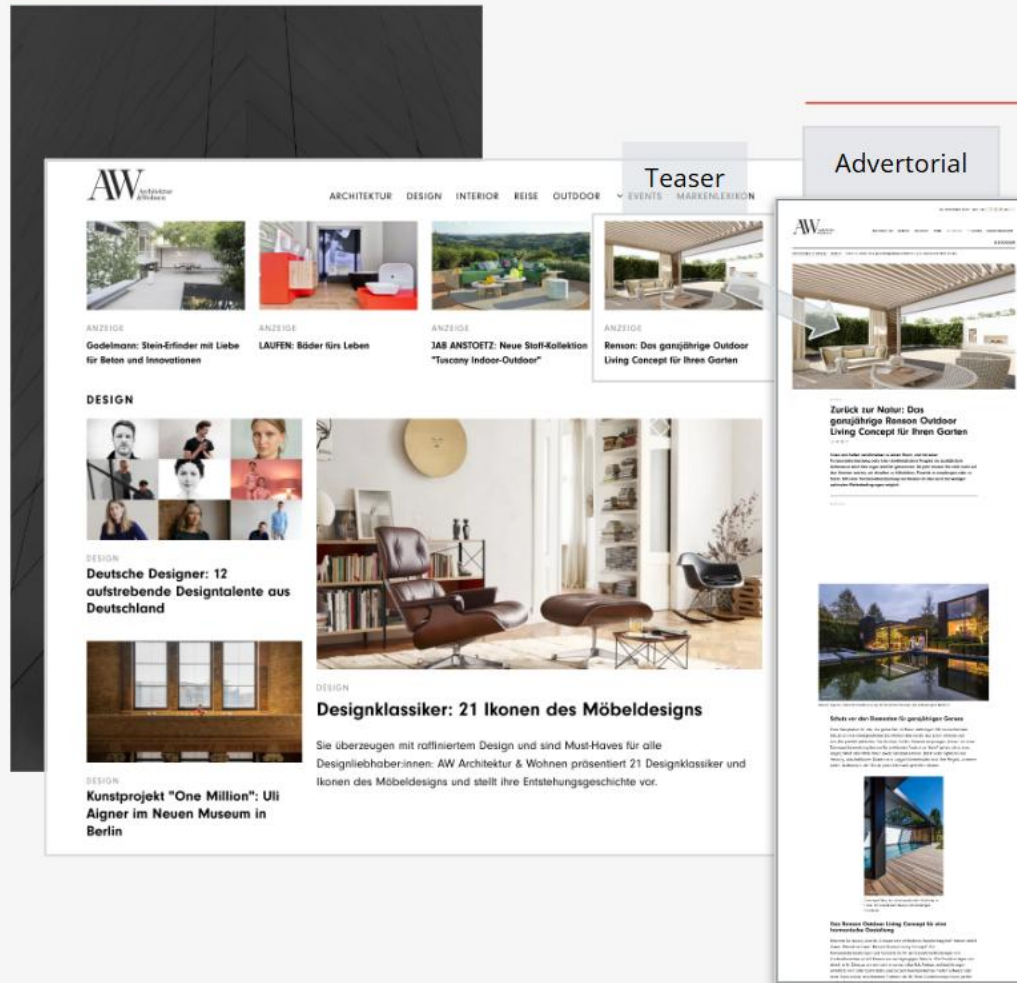


Reach

Website Visits | 78.443*
Website Page Views | 117.582*
Website Users | 63.917*
Instagram followers 26.814 | reach 22.666**
Facebook followers 7.910**
Newsletter recipients 1.600 | open rate 30%*****
Purchased circulation | 65.780***

*Apr - Jun 2025 | analytics.google
**Jun 2025 | Meta
***IWW I/2025
****Apr - Jun 2025 | Podigee
*****Jun 2025

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

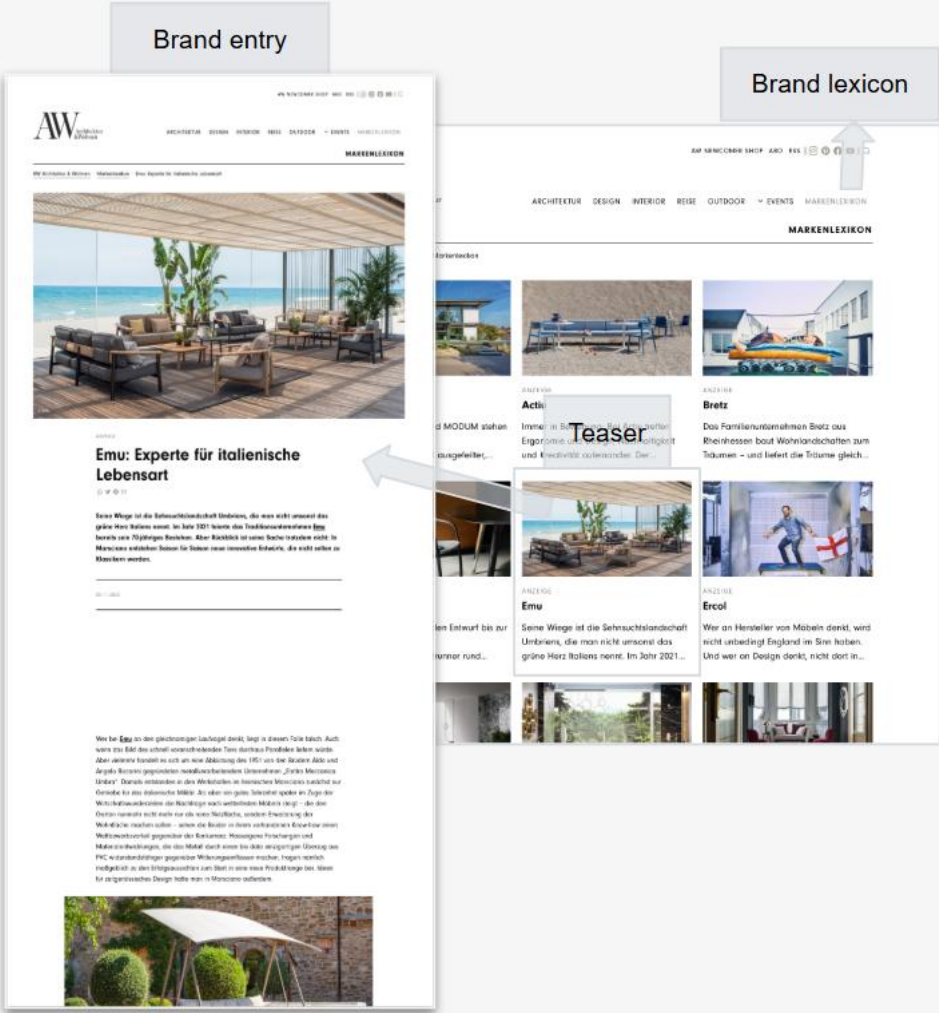
Co-branded medium rectangle or leaderboard, social media posts (Facebook & Instagram) with link to the advertorial can also be booked.

*Not further deductible.

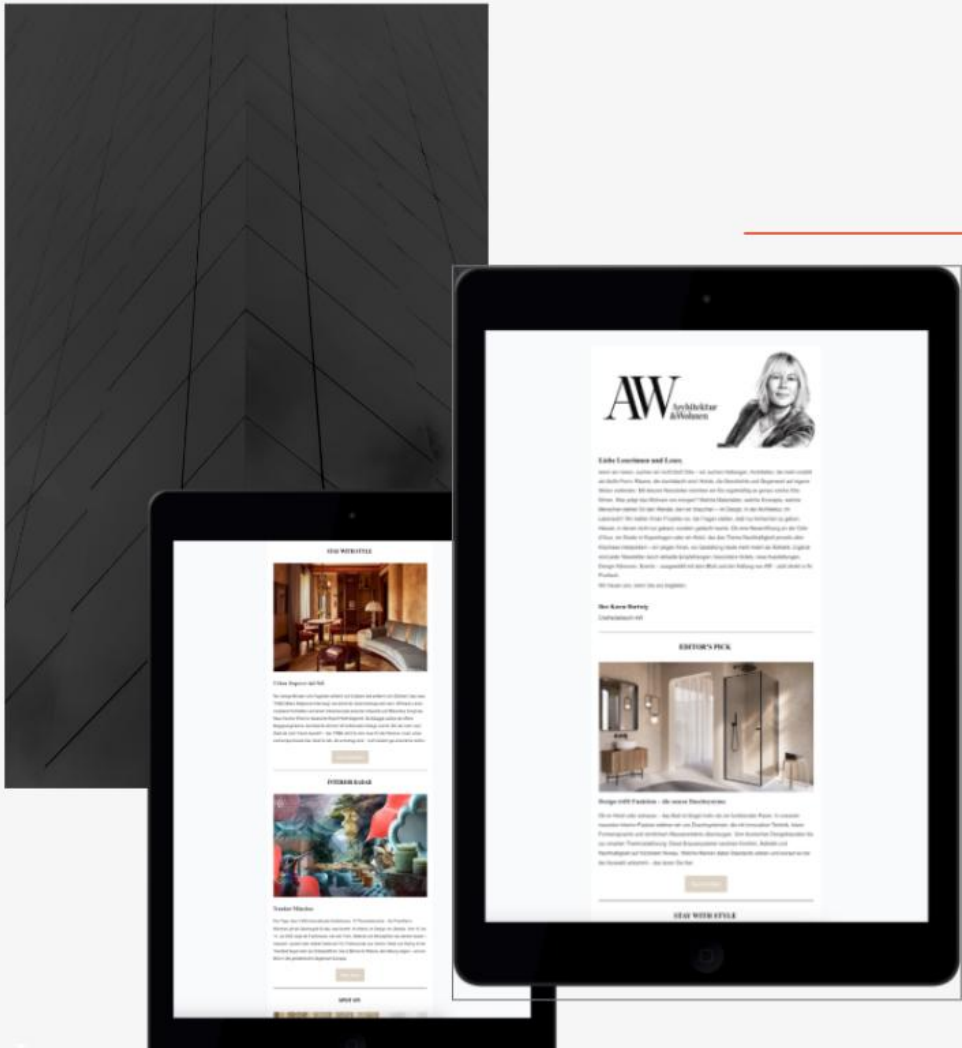
AW BRAND LEXICON DIGITAL

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*
Brand entry lexicon	24 month	€ 3.500,-	€ 1.500,-



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.

PRODUCT	FREQUENCY	PRICE	PRODUCTION-/ TECHNICAL COSTS*
Newsletter Teaser	1	€ 800,-	incl.
Stand Alone	1	€ 3.000,-	incl.

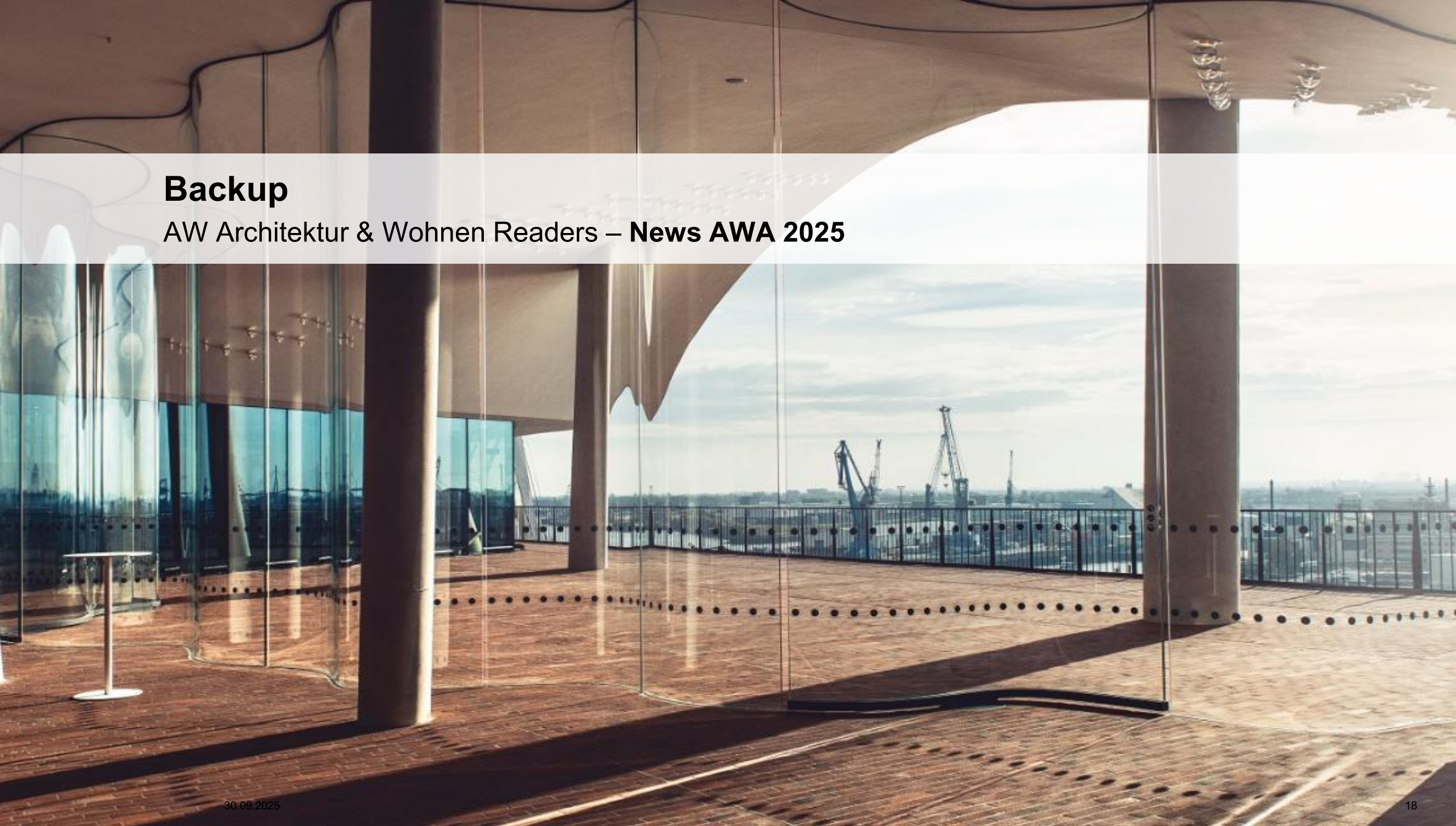
PRICELIST DIGITAL

PRODUCT	RUNTIME	PRICE**	PRODUCTION-/ TECHNICAL COSTS*	GUARANTEED CONTACTS	POSSIBLE BRAND
Teaser Ad	4 weeks	€ 5.200,-	Incl.		FE, AW, ME, RR
Online Advertorial + Teaser	3 months	€ 9.400,-	€ 1.500,-	4.500 page impressions	FE, AW, ME, RR
Content Home	6 months	€ 51.000,-	€ 5.000,-	20.000 page impressions	FE, (AW), ME, RR
Themenspecial	6 months	€ 15.700,-	€ 2.500,-	5.000 page impressions	FE, AW, ME, RR
Partner Package	12 months	€ 30.400,-	€ 2.900,-	10.000 <u>page impressions</u>	FE
Brand Lexicon	24 months	€ 3.500,-	€ 1.500,-		AW
Instagram Feedpost	Lifetime	€ 1.000,-	Incl.		FE, AW, ME, RR
Instagram Story (up to 3 Snippets)	24 hrs.	€ 400,-	Incl.		FE, AW, ME, RR
Facebook <u>Feedpost</u>	Lifetime	€ 1.500,-	Incl.		AW, ME, RR
Newsletter Stand Alone	1 frequency	€ 3.000,-	Incl.		FE, ME, RR
Newsletter Teaser	1 frequency	€ 800,-	Incl.		FE, ME, RR
Newsletter competition	1 frequency	€ 1.000,-	Incl.		FE, ME, RR
Podcast - Native Spot	1 episode	€ 2.500,-	Incl.		FE, ME
Podcast - Sponsored Episode	1 episode	€ 7.900,-	individual		FE, ME
Display - Half Page Ad	50.000 AI's	€ 90 TKP	€ 150,-		FE, ME
Display - Wide Skyscraper	50.000 AI's	€ 80 TKP	€ 150,-		FE, ME
Display - Medium Rectangle	50.000 AI's	€ 40 TKP	€ 150,-		FE, ME
Display - Mobile Content Ad	50.000 AI's	€ 85 TKP	€ 150,-		FE, ME
Video - Transverse; full concept	Lifetime	Starts at € 10.500,-	individual		FE, AW, ME, RR
Video - upright, social	Lifetime	Starts at € 7.300,-	individual		FE, AW, ME, RR

*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.

Backup

AW Architektur & Wohnen Readers – **News AWA 2025**



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.**

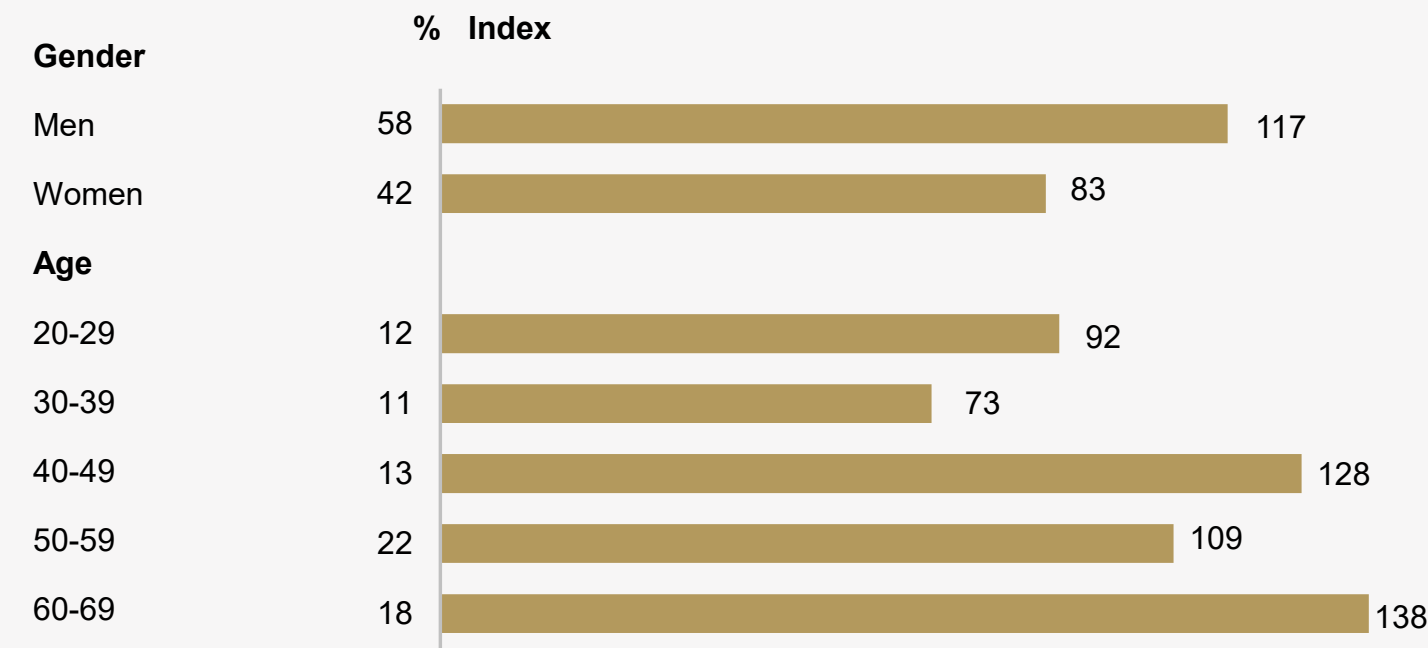
Source: AWA 2025



unisex. accessible. print affinity.

AW inspires.
AW activates.
AW works.

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.

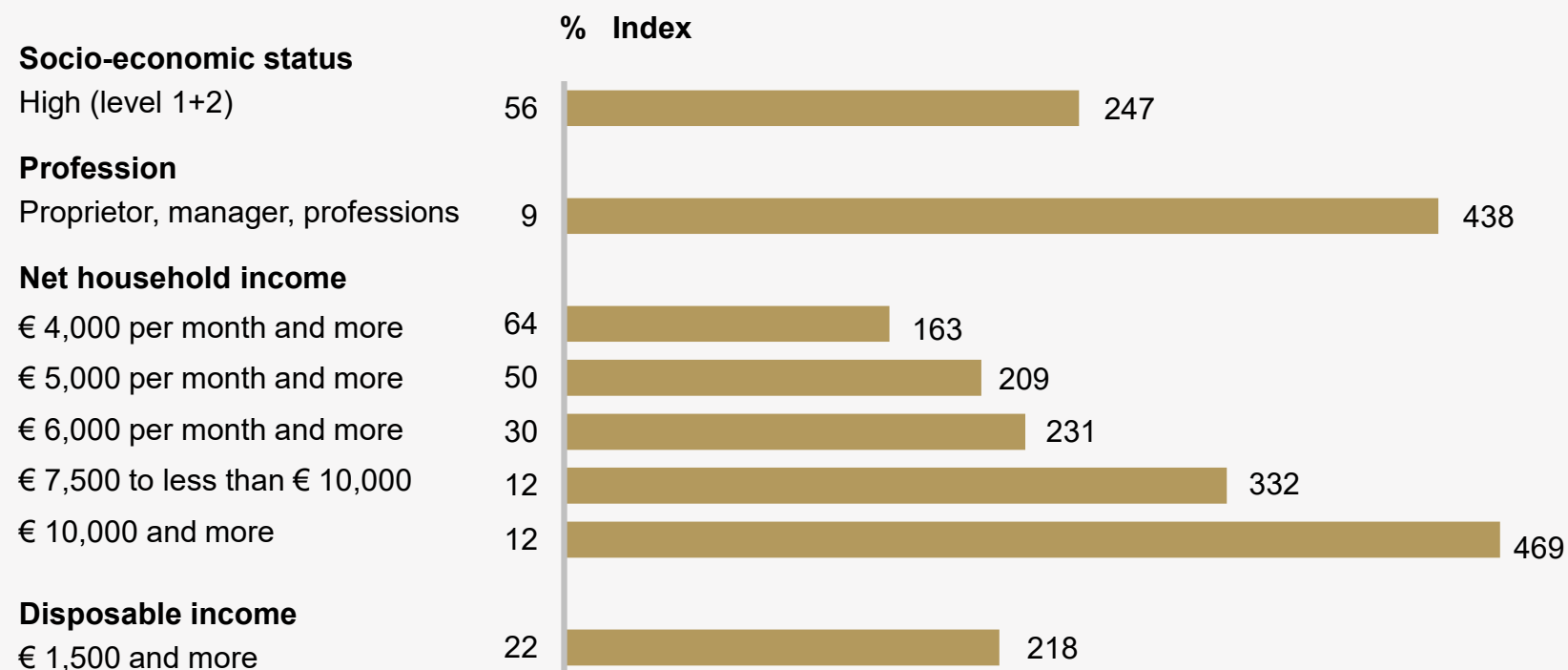


Source: AWA 2025, Index: Total population = 100

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 (22%, index 218). In addition, 30% belong to the highest socio-economic status 1 - this corresponds to an index of 309!

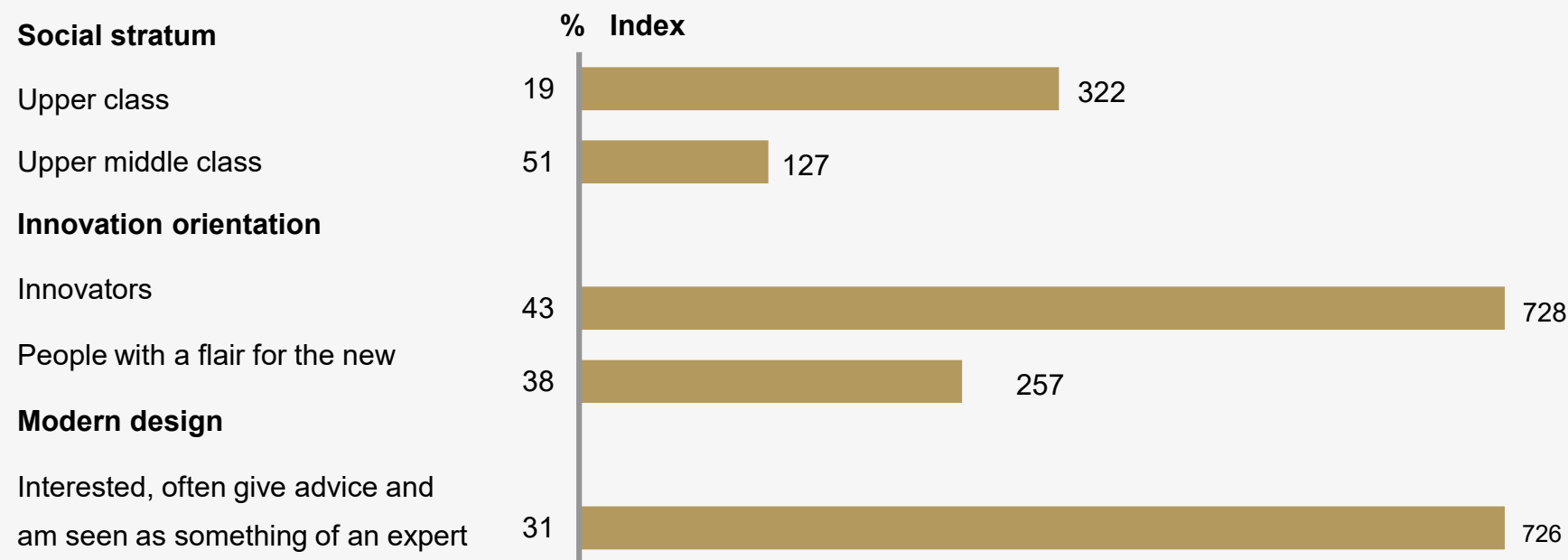


Source: AWA 2025, Index: Total population = 100

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.

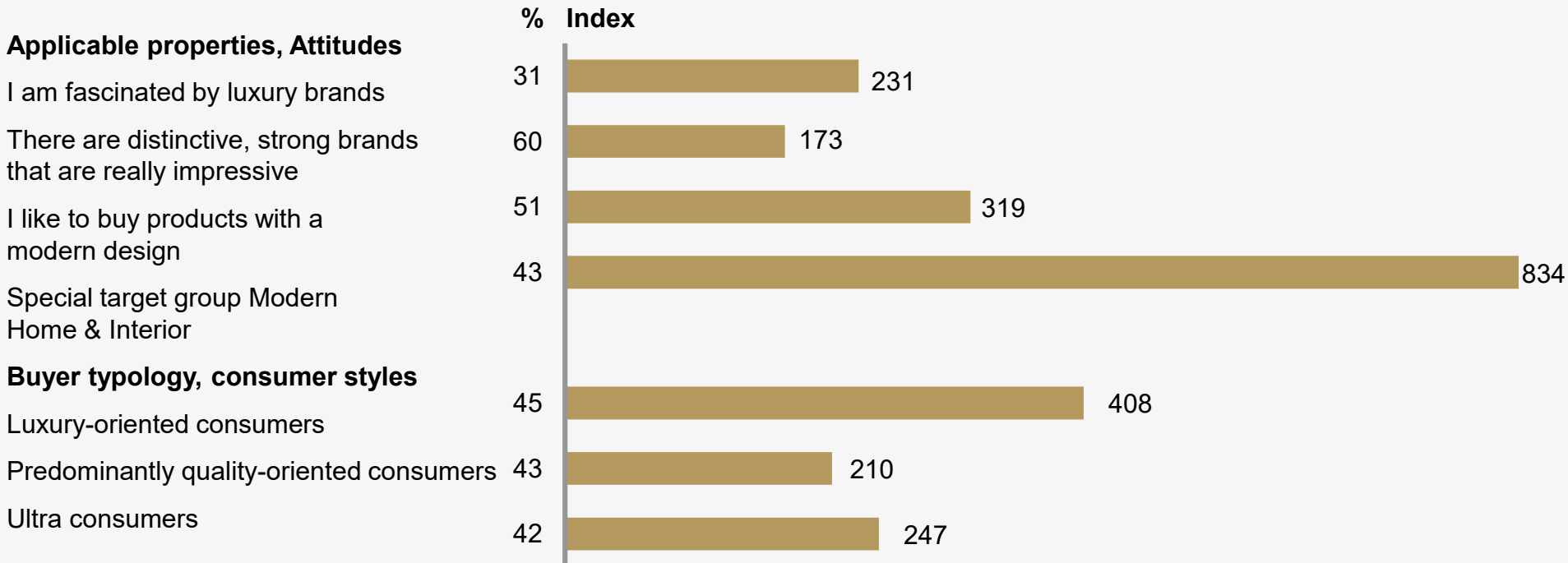


Source: AWA 2025, Index: Total population = 100

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 43% of readers belong to the special group Modern Home Interior.

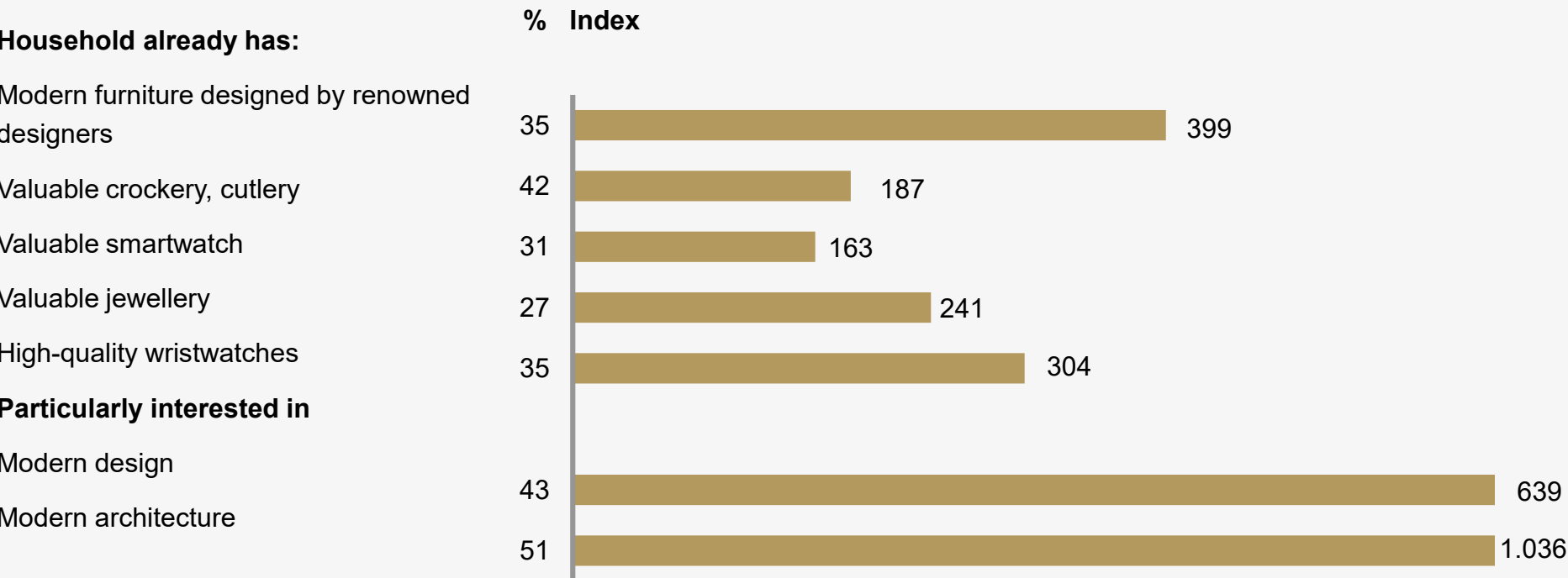


Source: AWA 2025, Index: Total population = 100

lovers of architecture. consumerist. interested.

AW inspires.
AW activates.
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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.

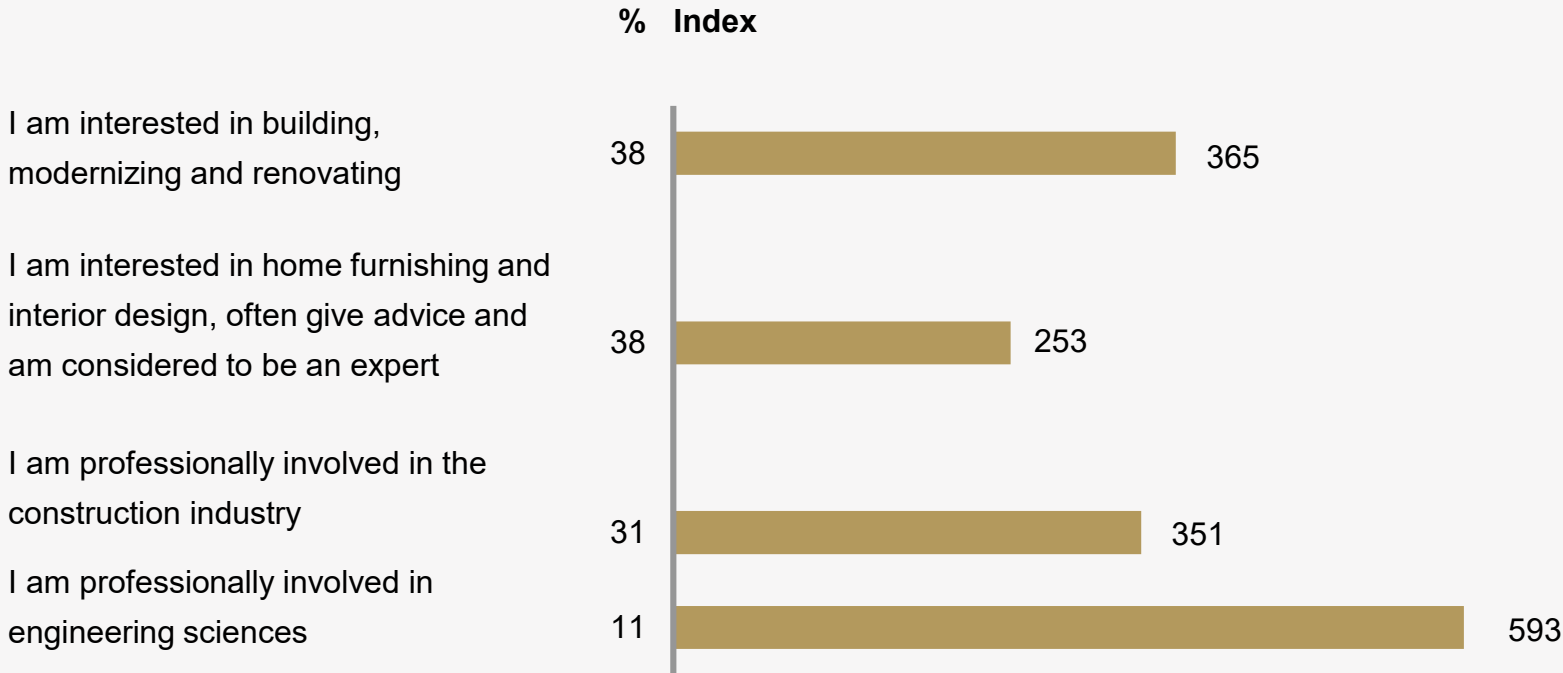


Source: AWA 2025, Index: Total population = 100

established. elegant. engaged.

AW inspires.
AW activates.
AW works.

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.



Source: AWA 2025, Index: Total population = 100

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

