



AW – 60 years' inspirational space



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 and has itself been commended several times in recent years. The AW-Designer of the Year is the most sought after and prestigious design award in the entire European home interior scene. This acknowledgement confirms the status of AW as lead magazine.

Audience Educated, cultured and worldly people of taste. Quality-orientated, affluent innovators and trendsetters aged 30 and above.

Frequency every two months

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- Internationally acknowledged competence in design and architecture.
- High calibre target audience for premium and luxury brands.
- Successful brand world: Extras, website and own awards.
- AW Architektur & Wohnen opens up the German market.