



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 Architektur & Wohnen as lead magazine. **AW Architektur & Wohnen opens up the German market.**

| | |
|-------------------|--------------------|
| Frequency | bimonthly |
| Paid circulation | 85,515 (IVW I/18)* |
| Rate full page 4c | € 21,500 |
| Copy price | € 8.90 |

www.awmagazin.de

READERSHIP

Educated, cultured and worldly people of taste. Quality-orientated, affluent innovators and trendsetters aged 30 and above. According to AWA 2018, AW has 240,000 readers in Germany.

% breakdown | Index

Sex

| | |
|-------|----------|
| Men | 55 111 |
| Women | 45 89 |

Age

| | |
|-------------|----------|
| 20–29 years | 9 65 |
| 30–39 years | 11 77 |
| 40–49 years | 18 114 |
| 50–59 years | 21 116 |

Net household income (in EURO)

| | |
|----------------|----------|
| 4.000 and more | 38 174 |
|----------------|----------|

Socio-economic status

| | |
|------------------|----------|
| High (level 1+2) | 56 248 |
|------------------|----------|

Consumer typology

| | |
|-----------------------------------|----------|
| Mainly quality-oriented consumers | 45 210 |
|-----------------------------------|----------|

Special interest in topics

| | |
|---------------------|------------|
| modern design | 48 652 |
| modern architecture | 53 1,109 |

Applicable attributes, attitudes

| | |
|---|----------|
| Special target group modern home & interior | 45 741 |
| Like to buy products with modern design | 42 280 |
| Luxury-orientated consumers | 40 380 |

Source: AWA 2018

ADVERTISING RATES 2019

| Format | 4c / EUR |
|--------------------------|----------|
| Full page | 21,500.- |
| Full page IFC / OBC | 23,500.- |
| 2/3 page | 17,200.- |
| Half page | 15,000.- |
| 1/3 page | 10,800.- |
| 1/4 page | 8,700.- |
| Double page | 43,000.- |
| Double page IFC + page 3 | 46,000.- |

DISCOUNTS

Turnover scale (gross)

(incl. spezial)

| | |
|-------------------------|-------------------------|
| from 43,000 Euro – 3% | from 172,000 Euro – 13% |
| from 86,000 Euro – 6% | from 215,000 Euro – 17% |
| from 129,000 Euro – 10% | from 258,000 Euro – 20% |

CIRCULATION

Circulation, IVW-audited, 1st quarter 2018*

| | |
|-------------------------|----------------|
| Print run | 120,536 copies |
| Paid circulation | 85,515 copies |
| Distributed circulation | 89,413 copies |
| Subscribers | 27,863 copies |

*) Due to data error, no IVW quarterly report was available for Q II/2018

SCHEDULE 2019

| Issue | Spezial | Publication date | Booking deadline | Copy deadline |
|---------|---------------------------|------------------|------------------|---------------|
| 01/2019 | AW Designer of the year – | 02.01.2019 | 09.11.2018 | 20.11.2018 |
| 02/2019 | Kitchen & Hospitality | 05.03.2019 | 17.01.2019 | 28.01.2019 |
| 03/2019 | Designclassic & Bauhaus | 07.05.2019 | 18.03.2019 | 27.03.2019 |
| 04/2019 | Walls & Floors | 02.07.2019 | 13.05.2019 | 22.05.2019 |
| 05/2019 | Bath & Wellness | 03.09.2019 | 17.07.2019 | 26.07.2019 |
| 06/2019 | Smart Home | 05.11.2019 | 18.09.2019 | 27.09.2019 |

Topics are subject to change.

Advertising Rates AW Spezial:
Full page 8,100 € , Full page IFC or OBC 10,100 €

TECHNICAL DATA AW Architektur & Wohnen

Magazine format: 215 x 285 mm + 4 mm trim-reserve
type area: 188 x 258 mm

Printing process: Offset
Artwork: Please deliver a print-PDF with 300 dpi resolution.
Color-management: CMYK

Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: www.duon-portal.de
Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50.

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