AW Architektur &Wohnen

Magazine Profile

February 2018

BRAND MEDIA

AW Architektur & Wohnen

60 years' inspirational space

The subject of home living is **extremely emotional and personal**. The **scope of topics is huge**, ranging from the basic human need for comfort and security, to the culture of living together, to deep into the discussion today on changes taking place in society.

Home living today is far more than a question of style. It is a question of **how life feels**.

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.

That's why AW Architektur & Wohnen is appreciated equally by both its readers and industry professionals – **and for premium and luxury brands is excellently suited to develop the German market.**

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Taking a different outlook

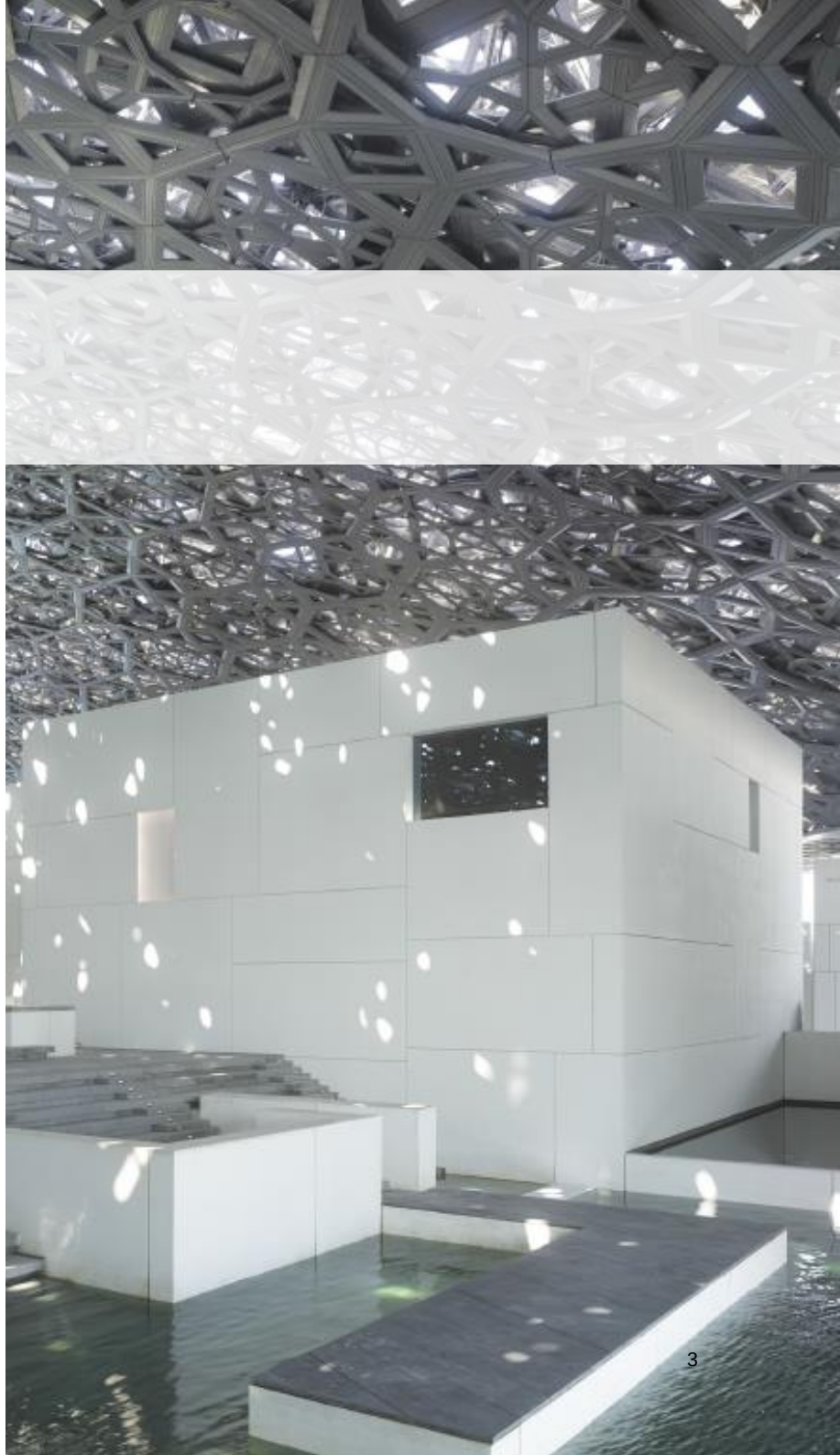
AW Architektur & Wohnen enthralls

AW Architektur & Wohnen **thinks out of the box** – and **takes a different view** on what makes our lives so special. Great personalities and young talents. Metropolitan environments and idyllic landscapes. Art and culture. Unusual perspectives and competent service.

With this outlook **AW Architektur & Wohnen stands for an exquisite selection** of topics in top journalistic quality, for international trends and for qualified analysis **on the German market.**

At the core it is always about inspiring the highly sophisticated readership of AW Architektur & Wohnen and, through this, to unlock space **for their own thoughts and ideas**.

The **foundations** of AW Architektur & Wohnen are its very **capable and creative editorial board**, a **human visual language and intelligent, personal texts**. AW Architektur & Wohnen is a pioneer of modern aesthetics and sees no contradiction in this to closeness and warmth.



Inspirational. Informed. Sensory.

AW Architektur & Wohnen extends the horizon

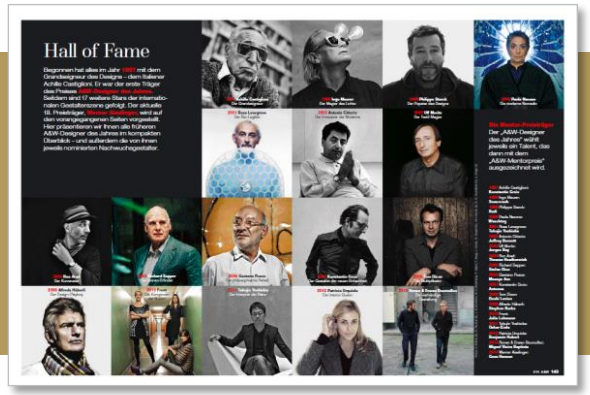
The magazine derives its name from the logical and sensorial link between architecture and home living, which also happens to be what makes it so unique. **Five editorial pillars** give AW Architektur & Wohnen a clear structure and extended view. Not just design, but craftsmanship. Not just architecture, but space. Not just home living, but style and good taste.

AW Architektur & Wohnen is a journey of inspiration: Embracing, informed and very personal. The foyer of each issue is the "**AW Theme**" – a universal, inspiring arena for new developments, exciting products and direction.

Excellent, established, top-class.

AW Awards - the most popular jury prizes in the magazine scene

AW regularly portrays in great detail personalities who set **styles in the architecture and design industry**. It also discovers young, **up and coming artists**. The editorial team awards the AW-Award each year to honour high-calibre achievements and individuals. In this field A&W **enjoys an international reputation as an authority in the German-speaking world.**



The Award **"AW-Designer of the Year"** has been presented for 21 years and has developed to become the most important and coveted design prize in the entire European magazine scene.
For the 60th anniversary of this award, AW will be given an **innovative new concept:** a printed exhibition in XXL newspaper format**: the AW-Signature ARTPIECE**. The special will be designed and presented by the AW-Designer of the Year. The distribution of the printed exhibition takes place in **the overall circulation** of AW.

In May 2012 AW nominated the **"AW-Architect of the Year"** for the first time. Since then a prominent, international architect, (or architect's office), who attracts attention with outstanding buildings, is presented with the award. The editorial staff nominates three candidates of which the readers appoint one as winner.
Both honours **take place annually** and each awards a young talent with a mentor prize.

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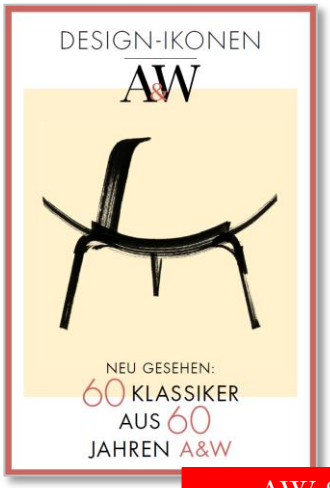
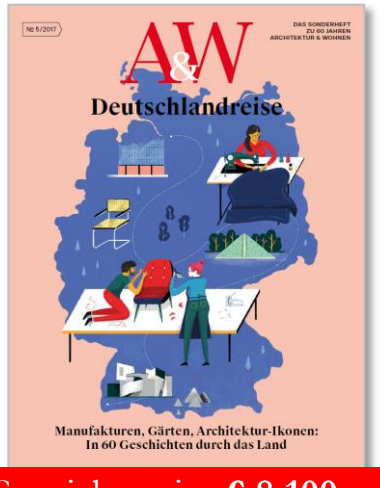
AW Architektur &Wohnen

Maximum utility and inspiration for a spezial low price!

AW Spezial – supplemented to total circulation in a bundle





AW Spezial – price **€ 8.100,-**

AW	Publication date	AW Spezial Topic	Week	Booking and cancellation date	Advertisments Copy deadline	Booking and cancellation date AdSpecials
01/2018	02.01.2018	Designer of the year - Art Piece	01	10.11.2017	16.11.2017	27.10.2017
02/2018	06.03.2018		10	17.01.2018	23.01.2018	03.01.2018
03/2018	08.05.2018	Kitchen & Hospitaltiy + best fitters	19	16.03.2018	22.03.2018	02.03.2018
04/2018	03.07.2018	Bath & Wellness + best bath fitters	27	14.05.2018	18.05.2018	30.04.2018
05/2018	04.09.2018	Best fabrics & furnishing fitters	36	17.07.2018	23.07.2018	03.07.2018
06/2018	06.11.2018	Light & Building	45	14.09.2018	20.09.2018	31.08.2018

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Educated. Cultured. **Worldly.**

For people of good taste

AW Architektur & Wohnen engages everyone who seeks a cultured life. People who want to play an active role in designing their home interiors and take just as much interest in their home as the town in which they live. People who can be just as thrilled by an aesthetic product as by an environment and future they desire to live in.

What characterizes them is their appreciation of beauty.
Readers of AW Architektur & Wohnen enjoy a **high net household income and financial flexibility**. Their heads are full of purchase plans and they hold many interests.

They belong to the **social upper class, are worldly and luxury-orientated consumers**. They are looked on as innovators and trendsetters, not just in matters of design and architecture.

AW Architektur & Wohnen readers fit the AWA consumer typology for **'Modern Home & Interior'** – the experts for premium home living and interior furnishing.

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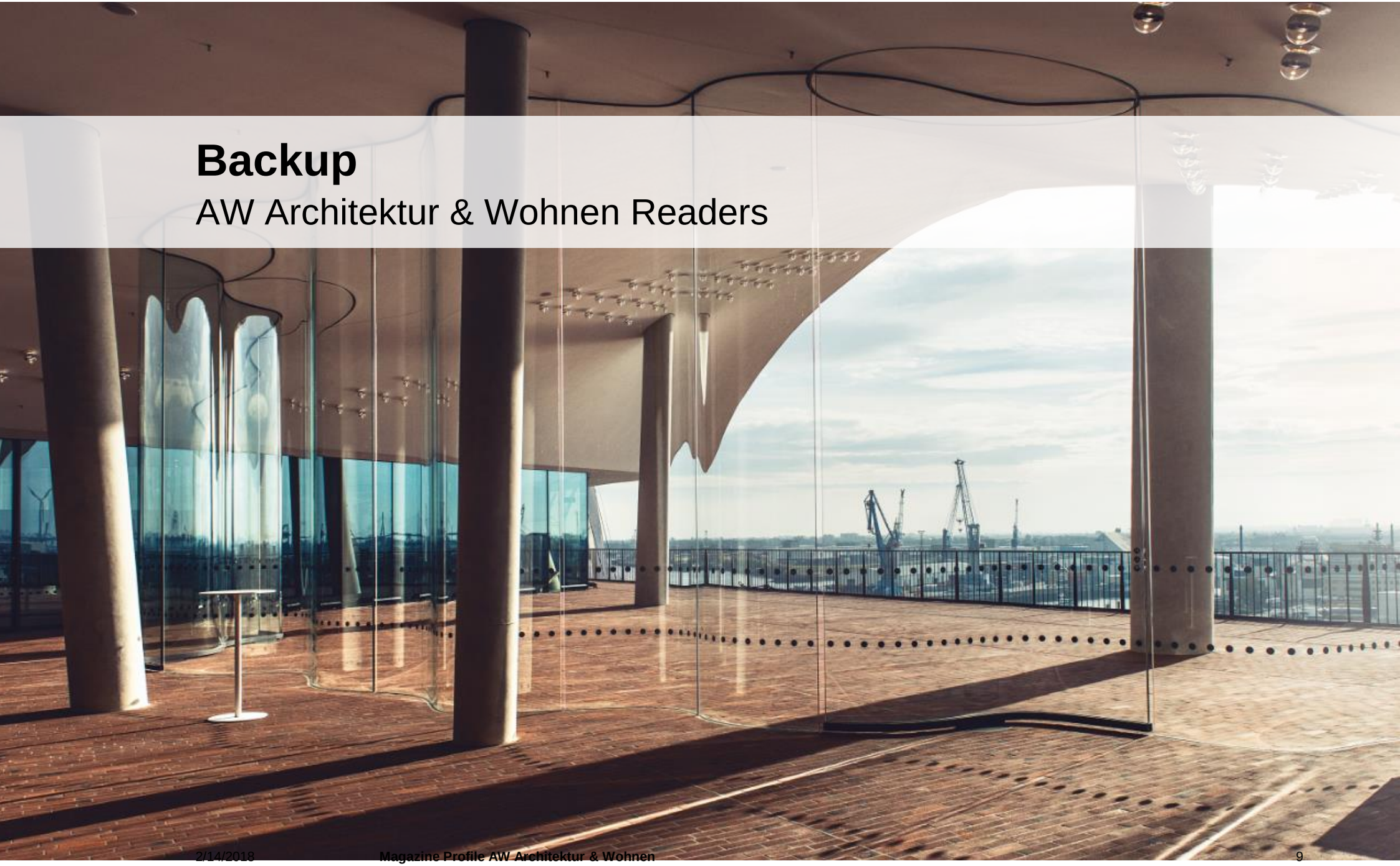
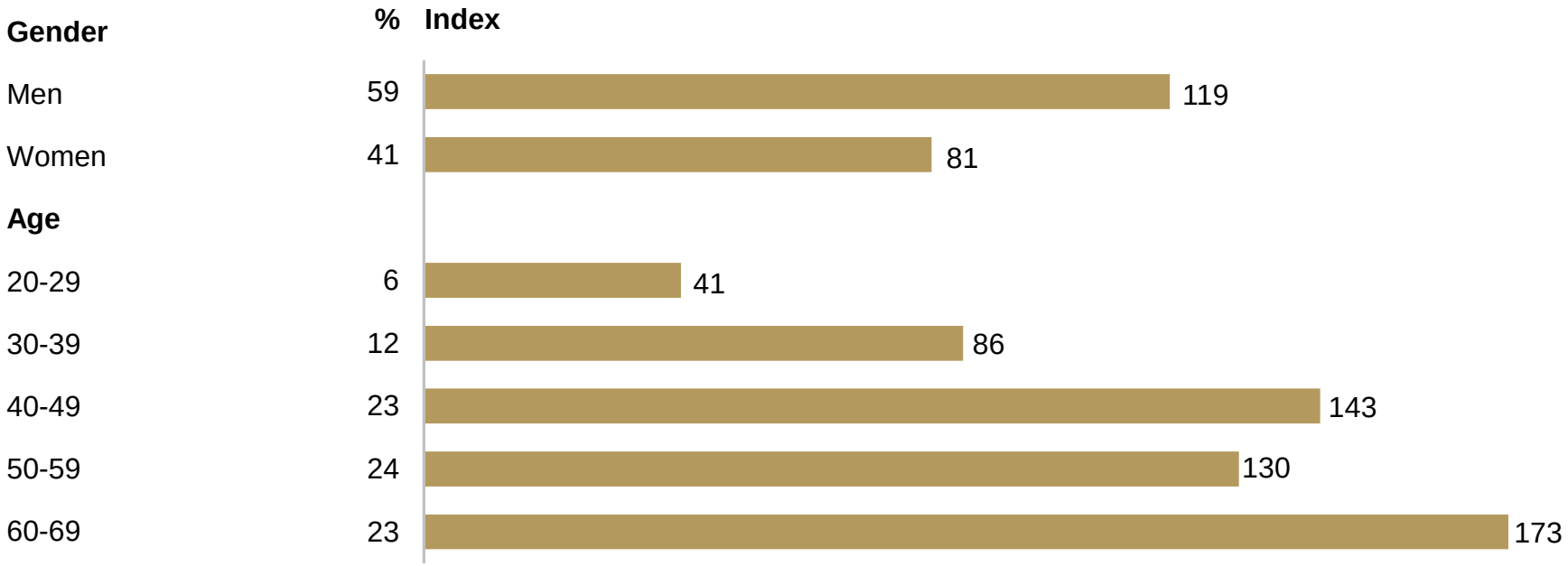
Backup

AW Architektur & Wohnen Readers



unisex. accessible. **print affinity.**

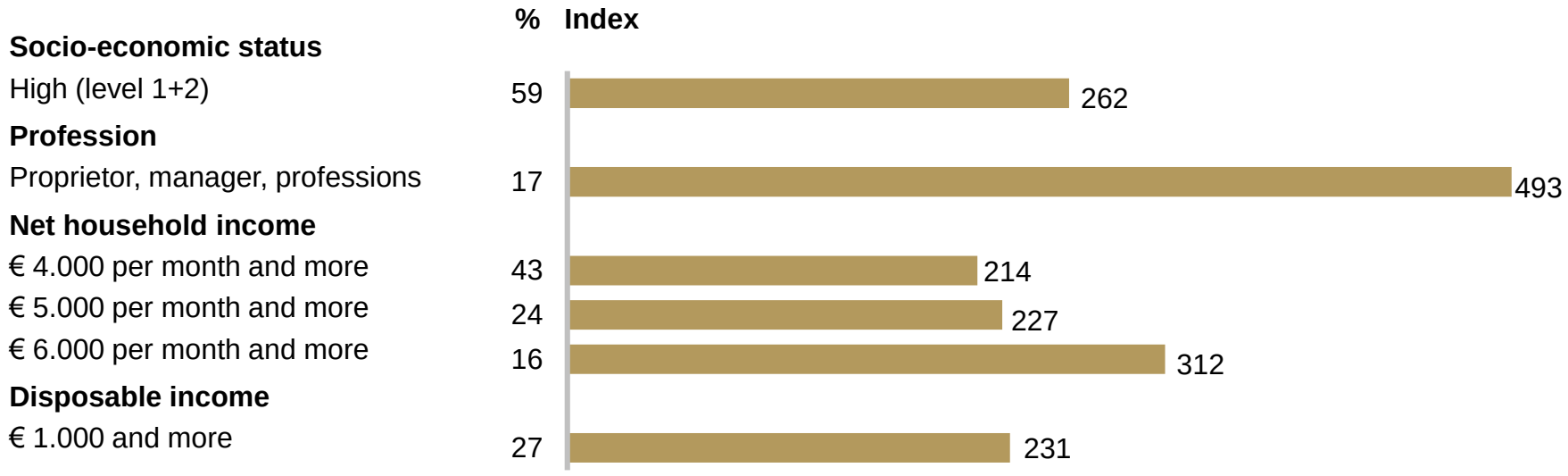
The premium magazine AW Architektur & Wohnen is aimed at both sexes. Most of AW's 250,000 readers belong to the advertising-relevant age group of 30- to 64-year-olds (82%).



Source: AWA 2017, Index: Total population = 100

affluent. independent. **financially strong.**

AW readers have a very high net household income with it a generous financial leeway of € 1.000 or more per month to spend (27%, Index 231). Besides 39% of them enjoy the highest socio-economic status (level 1) and regard their economic position as very good (Index 391).



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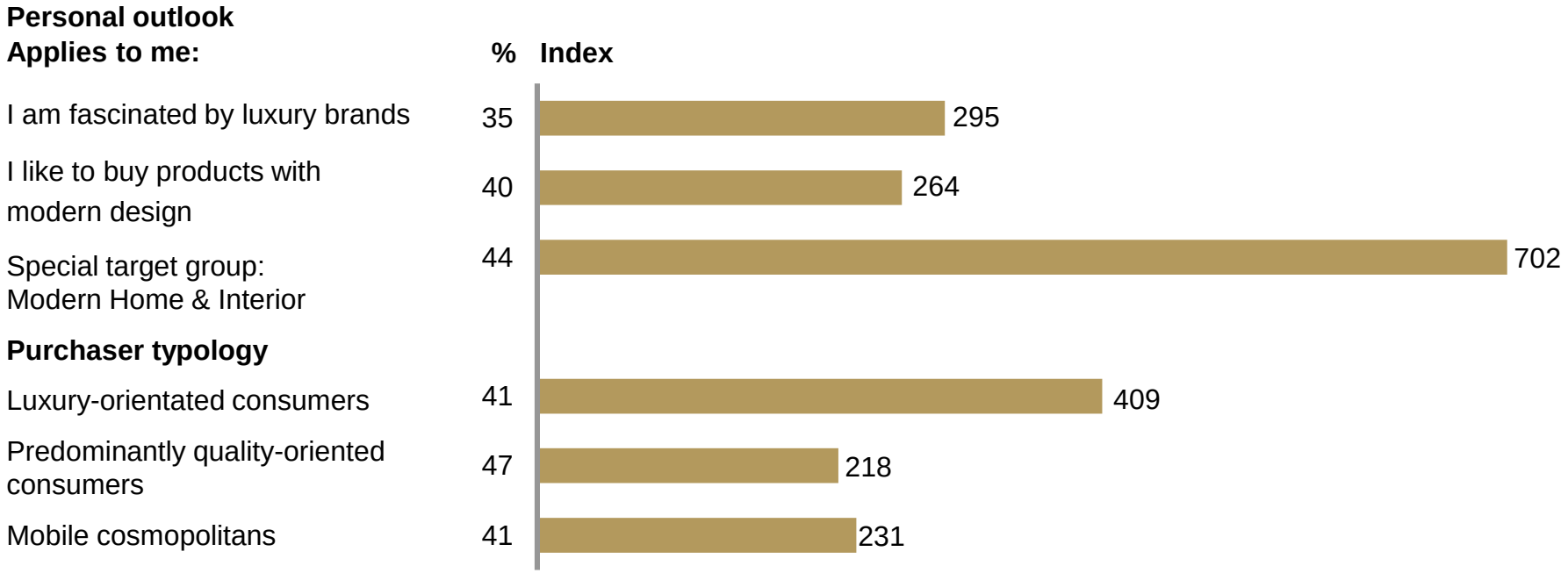
brand-orientated. prosperous. **quality-minded.**

For AW readers quality is very important, and they are prepared to pay a lot for it. With their high purchasing power and financial resources they can afford to enjoy life to the full. A preference for exclusiveness and a keen interest in everything that is new plays a leading role in their lives as consumers and connoisseurs.



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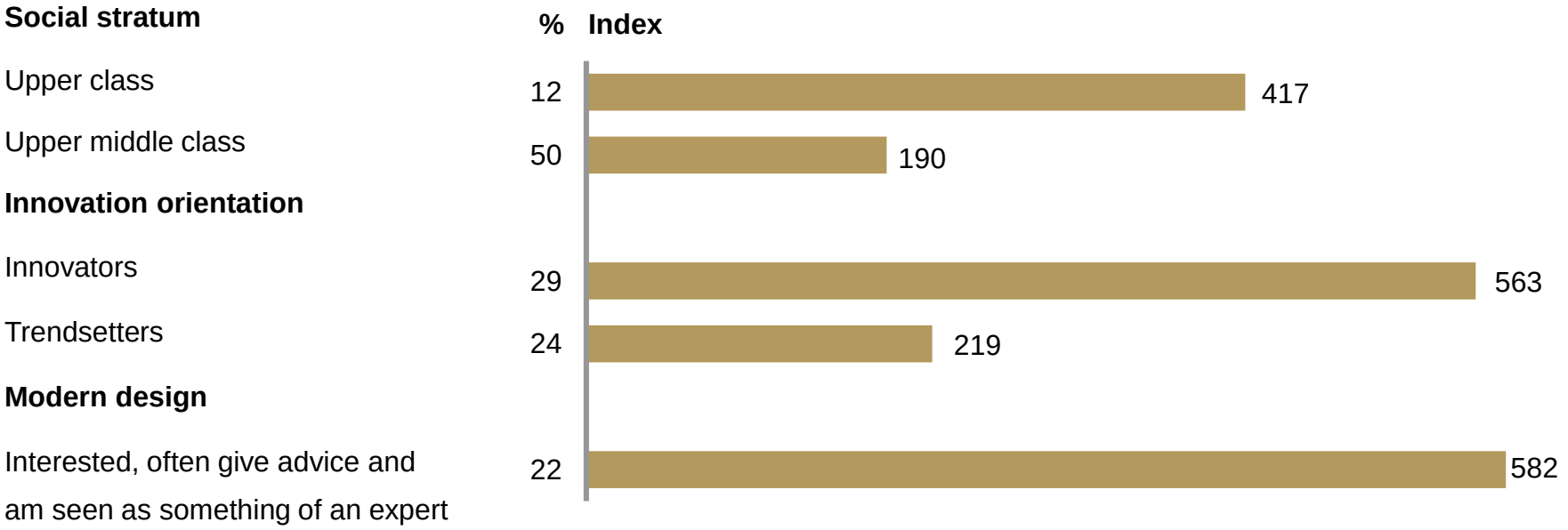
innovative. design-driven. **exemplary.**

AW readers love living in the lap of luxury and can afford to do so. They belong to the upper social strata and they live highly cosmopolitan and discerning lives. Their lifestyle is reflected in the premium magazine AW Architektur & Wohnen.



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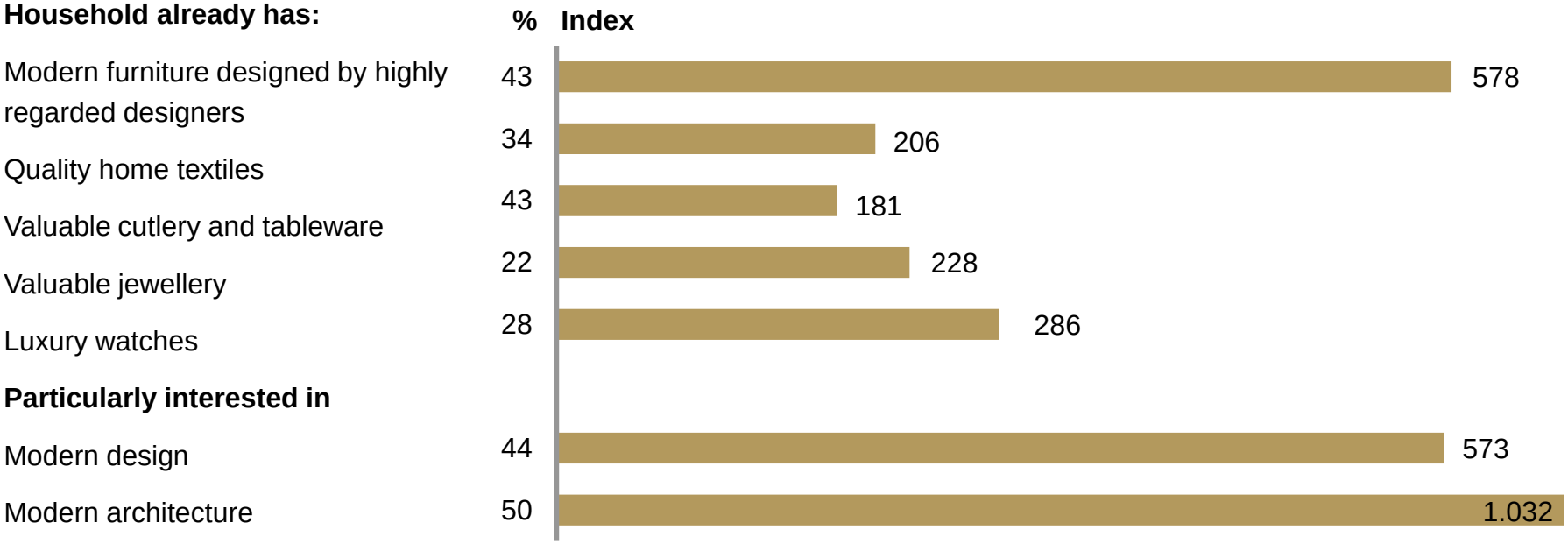
lovers of architecture. consumerist. **interested.**

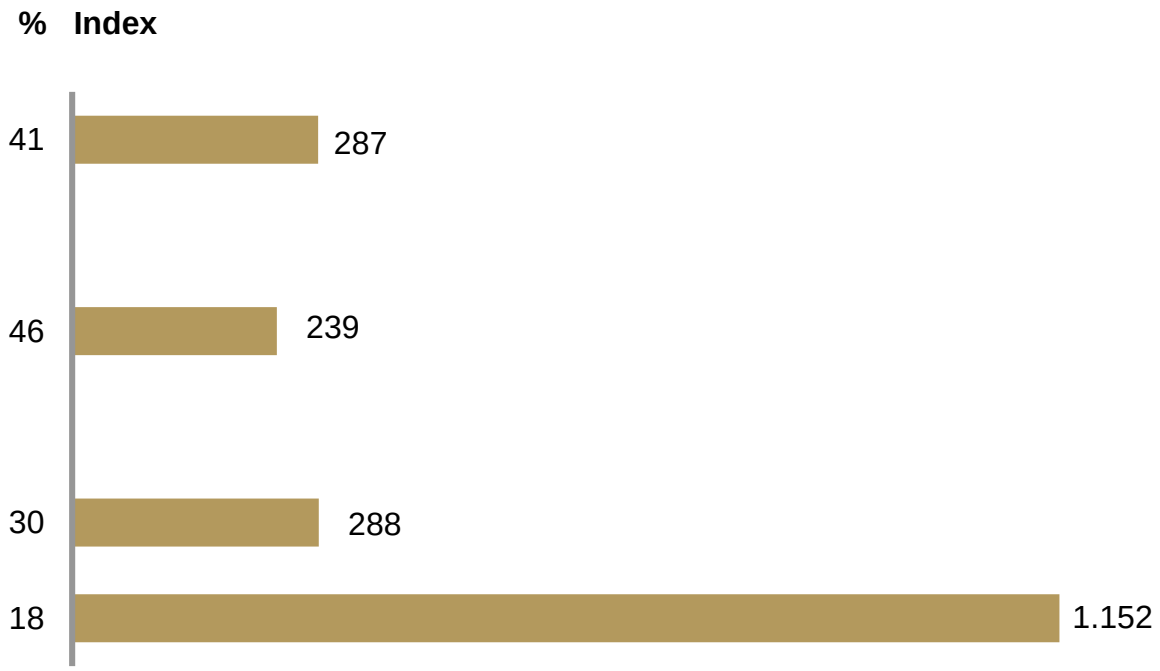
AW readers own high-quality and exclusive products. They delight their pleasure in buying valuable products and own, for example, quality home textiles, modern design furniture, valuable jewellery, etc.



Source: AWA 2017, Index: Total population = 100

established. elegant. **engaged.**

AW is aimed at professionals as well as at architecture enthusiasts. Within the last 50 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.



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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
Ad rate 1/1 4c	€ 21.300,00
Reach	0,25 mil.
Paid circulation	91.304 copies
Website	www.awmagazin.de

- **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.**