



- Atrium is a shaper of today's styles, avant-garde and pure. If you would like to reach readers who follow the latest trends, then Atrium is the publication for you.
- Over 30 years Atrium covers and illustrates today's directions in architecture and design, and that is why it clearly reflects the taste of a readership that is orientated to urban living and in step with the times.
- Atrium contains a top coverage of the most elite target groups. It communicates with a premium readership: highly educated, successful and sophisticated.

Printing: 50 500 copies  
 Distribution: 38 351 copies  
 Sales: 36 677 copies



## AWA 2020 Readership

Socio-demographic numbers (extract from the Allensbacher Werbeträger Analyse)

	All Adults 70.45 million %	Atrium Readers 0.230 million %	Index All Adults = 100
<b>Sex</b>			
Men	49	59	121
Woman	51	41	80
<b>Age groups</b>			
30 – 39 years old	15	21	145
40 – 49 years old	15	19	132
50 – 59 years old	19	29	154
60 – 69 years old	14	11	79
<b>Education</b>			
Entry certificate for a university of applied science/engineering school	10	15	149
High school diploma (A-levels), university entry certificate	18	43	242
<b>Main wage earner's occupational category</b>			
White-collar worker in managerial/executive position/Upper-level civil Servant	15	26	181
Owner, manager of a large company, company director	0	2	596
Self-employed businessperson with a mid-sized or small business, self-employed craftsman	4	10	274
<b>Social Class</b>			
Upper class	4	17	392
Upper-middle class	38	54	142

	All Adults 70.09 million %	Atrium Readers 0.200 million %	Index All Adults = 100
5.000 – 6.000 euros	7	13	187
6.000 – 7.500 euros	4	13	326
7.500 – 10.000 euros	2	6	324
10.000 euros and more	1	6	483
Average income	€ 3 289.–	€ 4 623.–	

## Schedule and Topic Plan

Issue	Deadline	Focus
02/2021	PD 18.02.2021 AD 12.01.2021	Wallpapers & trendy floor coverings, fabrics, home office
03/2021	PD 15.04.2021 AD 05.03.2021	Around the house: Garden design & furniture, pools and exterior lighting
04/2021	PD 17.06.2021 AD 05.05.2021	Bathroom, Salone del mobile Milano
05/2021	PD 12.08.2021 AD 06.07.2021	The kitchen, the intelligent house
06/2021	PD 14.10.2021 AD 07.09.2021	Majour lighting special, sleeping, fireplaces, tiled stoves, «Häuser des Jahres»
01/2022	PD 16.12.2021 AD 09.11.2021	Around the bathroom, home entertainment

PD = Publishing date AD = Ad deadline

## Advertising Prices

Format in page coverage	
1/1 page 4 c	€ 11 600.–
½ page 4 c	€ 6 380.–



- up to date: new products and trends in the world of baths
- expert advisor: proper planning, construction and furnishing of baths
- comprehensive market overview (fittings, bathtubs, bath furniture, ceramic products, accessories)
- section with an extensive list of sources, including addresses



- A up to date: new products and trends in the world of kitchens
- expert advisor: tips on kitchen planning, appliances and devices, and kitchen furniture
- comprehensive market overview (appliances and devices, kitchen furniture, accessories and “little helpers”)
- section with an extensive list of sources, including addresses

## Atrium Special Publications

Issue	Deadline	Focus
<b>BÄDER</b> 26 000 copies	PD 10.06.2021 AD 28.04.2021	The latest from the bath; floor planning, wellness, sauna, swimming pool
<b>KÜCHEN</b> 26 000 copies	PD 16.09.2021 AD 11.08.2021	Everything in your kitchen; tips on kitchen planning; new products; kitchen equipment; all kitchen furniture; accessories

PD = Publishing date      AD = Ad deadline

## Advertising Prices

Format in page coverage	
1/1 page 4 c	€ 8 600.–
½ page 4 c	€ 4 300.–

## Technical Specifications

Size: 210 × 280 cm + 3mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m<sup>2</sup> wood-free, white, glossy coated

Content: roll offset, paper: 90 g/m<sup>2</sup> white, semi-matt coated

Binding method: perfect bound

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