



- 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: 48 500 copies
 Distribution: 40 675 copies
 Sales: 39 084 copies



II/21

AWA 2021 Readership

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

	All Adults 70.5 million %	Atrium Readers 0.250 million %	Index All Adults = 100
Sex			
Men	49	52	106
Woman	51	48	95
Age groups			
30 – 39 years old	15	15	104
40 – 49 years old	14	15	105
50 – 59 years old	19	28	152
60 – 69 years old	15	16	109
Education			
Entry certificate for a university of applied science/engineering school	10	16	160
High school diploma (A-levels), university entry certificate	19	44	236
Main wage earner's occupational category			
White-collar worker in managerial/executive position/Upper-level civil Servant	15	26	171
Owner, manager of a large company, company director	0	1	349
Self-employed businessperson with a mid-sized or small business, self-employed craftsman	3	12	357
Social Class			
Upper class	5	17	340
Upper-middle class	40	53	132

Net household monthly income

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5.000 – 6.000 euros	8	13	167
6.000 – 7.500 euros	5	11	223
7.500 – 10.000 euros	2	6	312
10.000 euros and more	1	4	315

Schedule and Topic Plan

Issue	Deadline	Focus
01/2022	PD 16.12.2021 AD 09.11.2021	Around the bathroom, home entertainment, review Supersalone Milano 2021
02/2022	PD 15.03.2022 AD 08.02.2022	Wallpapers & trendy floor coverings, fabrics, imm cologne, furniture trends 2022
03/2021	PD 17.05.2022 AD 08.04.2022	Sleeping & Storage, home office: the working world in transition, outdoor living
04/2021	PD 19.07.2022 AD 09.06.2022	Review Salone del Mobile, Handicraft made in Germany
05/2021	PD 20.09.2022 AD 16.08.2022	Smart home, the inspiring world of living and dining rooms
06/2021	PD 22.11.2022 AD 18.10.2022	Majour lighting special, fireplaces, tiled stoves, «Häuser des Jahres»

PD = Publishing date AD = Ad deadline

Advertising Prices

Format in page coverage	Price
1/1 page 4 c	€ 11 900.–
½ page 4 c	€ 6 550.–



- Selection from the award-winning gardens 2022 (Callway).
- Outdoor living: stylish garden trends, garden design, shading, flooring, garden lighting, pools and outdoor saunas.



- Inspiration bathroom – reports with the most beautiful wellness oases. Floor plans and innovations from the world of bathrooms: fittings, bathroom furniture, ceramics, showers, bathtubs, swimming pools and saunas.



- Dinner is served: kitchen trends 2022 and homestories. Everything about the kitchen: tips on kitchen planning, new products, kitchen appliances, all kitchen furniture, accessories and little helpers.

Atrium Supplements

Issue	Deadline		
DIE SCHÖNSTEN GÄRTEN & Outdoortrends 2022	PD	15.03.2022	is published with Atrium issue nr. 2
	AD	08.02.2022	
48 500 copies			
DIE SCHÖNSTEN BÄDER 2022	PD	19.07.2022	is published with Atrium issue nr. 4
	AD	09.06.2022	
48 500 copies			
DIE SCHÖNSTEN KÜCHEN 2022	PD	20.09.2022	is published with Atrium issue nr. 5
	AD	16.08.2022	
48 500 copies			
PD = Publishing date	AD = Ad deadline		

Advertising Prices

Format in page coverage	
1/1 page 4 c	€ 11 900.–
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Technical Specifications

ATRIUM:

Size: 210 × 280 cm + 3mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m² wood-free, white, glossy coated

Content: roll offset, paper: 90 g/m² white, semi-matt coated

Binding method: perfect bound

SUPPLEMENTS:

Size: 200 × 300 cm + 3mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m² wood-free, white, glossy coated

Content: roll offset, paper: 90 g/m² white, semi-matt coated

Binding method: Stitching on the back

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