



- 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 35 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: 38 492 copies  
 Sales: 36 798 copies



**AWA 2022 Readership:**

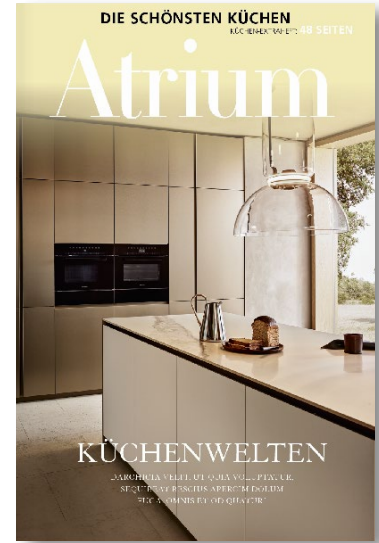
220,000 readers per issue, widest readership 690,000 readers, awareness: 6.82 million

**Schedule and Topic Plan**

Issue	Deadline	Focus	Supplements
1/2023	PD 24.01.2023 AD 08.12.2022	The big bathroom special: innovations for your own well-designed wellness oasis, building automation and heating technology, intelligent innovation, smart energy management for your own four walls	
2/2023	PD 21.03.2023 AD 10.02.2023	Carpet, parquet and much more, textile inspirations for the home	<i>Die schönsten Gärten</i>
3/2023	PD 23.05.2023 AD 12.04.2023	Home office, new work: from beautifully designed desks to helpful accessories and high-tech gadgets, garden and terrace are the new living room, an exquisite show of furniture and accessories	
4/2023	PD 25.07.2023 AD 15.06.2023	Furniture trends 2023, imm cologne review, crafts made in Germany, a small but fine selection	<i>Die schönsten Bäder</i>
5/2023	PD 19.09.2023 AD 15.08.2023	Everything for the perfect night's sleep, the latest beds and textiles, living and furniture dreams, an exquisite product showcase	<i>Die schönsten Küchen</i>
6/2023	PD 22.11.2023 AD 17.10.2023	The big lighting special: luminaires of a special kind, ideas and inspirations for the festive table, home entertainment, the perfect feast for the eyes and ears, «Houses of the Year» the winning projects	

**Advertising Prices Atrium & Supplements**

Formate in Seitenteilen	
2/1 page 4 c	€ 24 500.–
1/1 page 4 c	€ 12 250.–
½ page horizontal / vertical 4 c	€ 6 740.–
1/3 page horizontal / vertical 4 c	€ 4 490.–
¼ page 1-column / 2-columns / 3-columns 4 c	€ 3 370.–
Opening Spread	€ 25 700.–
Outside back cover	€ 14 600.–
Inside front cover	€ 13 500.–
1/3 page horizontal next to Editorial	€ 5 100.–



— Supplement the most beautiful gardens – the award-winning gardens 2023, outdoor living: stylish garden trends, garden design, shading, flooring, garden lighting, pools and outdoor saunas

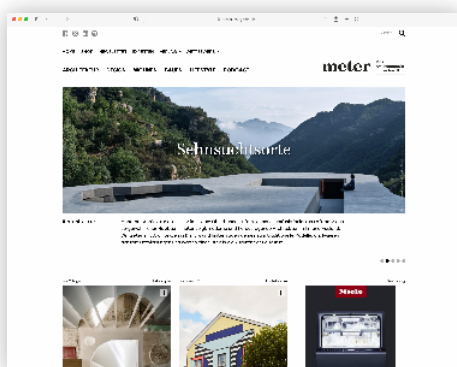
— Supplement the most beautiful baths – inspiration bathrooms, reports with the most beautiful wellness oases, floor plans and innovations from the world of bathrooms: fittings, bathroom furniture, ceramics, showers, bathtubs, swimming pools and saunas

— Supplement the most beautiful kitchens – dinner is served: kitchen trends 2023 and home stories, everything about the kitchen: tips on kitchen planning, new products, kitchen appliances, all kitchen furniture, accessories and little helpers

## Atrium Supplements

Ausgabe	Termine		
<b>DIE SCHÖNSTEN GÄRTEN 2023</b>	PD	21.03.2023	is published with Atrium issue nr. 2
	AD	10.02.2023	
50 500 copies			
<b>DIE SCHÖNSTEN BÄDER 2023</b>	PD	25.07.2023	is published with Atrium issue nr.4
	AD	15.06.2023	
50 500 copies			
<b>DIE SCHÖNSTEN KÜCHEN 2023</b>	PD	19.09.2023	is published with Atrium issue nr. 5
	AD	15.08.2023	
50 500 copies			
PD = Publishing date	AD = Ad deadline		

## Crossmedia advertising



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## Technical Specifications Atrium

Size: 210 x 280 mm + 3mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m<sup>2</sup> holzfrei, wood-free, white, glossy coated  
Content: roll offset, paper: 80 g/m<sup>2</sup> wood-free, matt coated

Binding method: perfect bound

## Technical Specifications Supplements

Size: 200 x 300 mm + 3mm trim (bleed)

Printing process:

Cover: sheet offset, paper: 200 g/m<sup>2</sup> wood-free, white, glossy coated  
Content: roll offset, paper: 80 g/m<sup>2</sup> wood-free, matt coated

Binding method: Stitching on the back



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