



- 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: 55 500 copies
 Distribution: 42 020 copies
 Sales: 40 282 copies



AWA 2019 Readership

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

	All Adults 70.45 million %	Atrium Readers 0.22 million %	Index All Adults = 100
Sex			
Men	49	59	120
Woman	51	41	80
Age groups			
30 – 39 years old	15	19	129
40 – 49 years old	15	23	155
50 – 59 years old	19	26	139
60 – 69 years old	14	13	179
Education			
Entry certificate for a university of applied science/engineering school	10	16	155
High school diploma (A-levels), university entry certificate	18	41	232
Main wage earner's occupational category			
White-collar worker in managerial/executive position/Upper-level civil Servant	14	24	176
Owner, manager of a large company, company director	0	1	338
Self-employed businessperson with a mid-sized or small business, self-employed craftsman	4	9	219
Social Class			
Upper class	4	13	287
Upper-middle class	38	51	136

Net household monthly income

	All Adults 70.09 million %	Atrium Readers 0.200 million %	Index All Adults = 100
5.000 – 6.000 euros	6	12	188
6.000 – 7.500 euros	4	11	288
7.500 – 10.000 euros	1	6	431
10.000 euros and more	1	6	493
Average income	€ 3 163.–	€ 4 545.–	

Schedule and Topic Plan

Issue	Deadline	Focus
02/2020	PD 20. 02. 2020	Wallpapers & trendy floor coverings, fabrics, home office
	AD 14. 01. 2020	
03/2020	PD 16. 04. 2020	Around the house: Garden design & furniture, pools and exterior lighting imm Cologne
	AD 06. 03. 20120	
04/2020	PD 18. 06. 2020	Bathroom, Salone del mobile Milano
	AD 07. 05. 2020	
05/2020	PD 13. 08. 2020	The kitchen, the intelligent house
	AD 07. 07. 2020	
06/2020	PD 15. 10. 2020	Majour lighting special, sleeping, fireplaces, tiled stoves
	AD 08. 09. 2020	
01/2021	PD 17. 12. 2020	Around the bathroom, home entertainment
	AD 10. 11. 2020	

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
BÄDER 30 000 copies	PD 11.06.2020	The latest from the bath; floor planning,
	AD 29.04.2020	wellness, sauna, swimming pool
KÜCHEN 30 000 copies	PD 17.09.2020	Everything in your kitchen;
	AD 12.08.2020	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 x 280 mm + 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, glossy coated

Binding method: perfect bound

Contact Person:

FACHMEDIEN

Zürichsee Werbe AG

Jasmin Fricker

Laubisrütistrasse 44, 8717 Stäfa

T +41 44 928 56 51

M +41 79 516 30 61

jasmin.fricker@fachmedien.ch

www.fachmedien.ch