



- 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 |

| | 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.– |

Net household monthly income



- 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 | Price |
|-------------------------|-----------|
| 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:

Michaela Jäger

Via Tre Castelli 45, 20142 Milano

michaela.jaeger@archithema.com

T +39.347.5051074