



- 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



AWA 2021 Readership

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

|  | All Adults<br>70.5 million<br>% | Atrium Readers<br>0.250 million<br>% | Index<br>All Adults = 100 |
|--|---------------------------------|--------------------------------------|---------------------------|
| <b>Sex</b>   |                                 |                                      |                           |
| Men  | 49                              | 52                                   | 106                       |
| Woman  | 51                              | 48                                   | 95                        |
| <b>Age groups</b>  |                                 |                                      |                           |
| 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                       |
| <b>Education</b>   |                                 |                                      |                           |
| Entry certificate for a university of applied science/engineering school                 | 10                              | 16                                   | 160                       |
| High school diploma (A-levels), university entry certificate                             | 19                              | 44                                   | 236                       |
| <b>Main wage earner's occupational category</b>  |                                 |                                      |                           |
| 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                       |
| <b>Social Class</b>  |                                 |                                      |                           |
| Upper class  | 5                               | 17                                   | 340                       |
| Upper-middle class   | 40                              | 53                                   | 132                       |

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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<br>AD 09.11.2021 | Around the bathroom, home entertainment, review Supersalone Milano 2021          |
| 02/2022 | PD 15.03.2022<br>AD 08.02.2022 | Wallpapers & trendy floor coverings, fabrics, imm cologne, furniture trends 2022 |
| 03/2021 | PD 17.05.2022<br>AD 08.04.2022 | Sleeping & Storage, home office: the working world in transition, outdoor living |
| 04/2021 | PD 19.07.2022<br>AD 09.06.2022 | Review Salone del Mobile, Handicraft made in Germany                             |
| 05/2021 | PD 20.09.2022<br>AD 16.08.2022 | Smart home, the inspiring world of living and dining rooms                       |
| 06/2021 | PD 22.11.2022<br>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.–  |

Net household monthly income



- 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         |            |                                      |
|--|------------------|------------|--------------------------------------|
| <b>DIE SCHÖNSTEN GÄRTEN &amp; Outdoortrends 2022</b> | PD               | 15.03.2022 | is published with Atrium issue nr. 2 |
|  | AD               | 08.02.2022 |                                      |
| 48 500 copies  |                  |            |                                      |
| <b>DIE SCHÖNSTEN BÄDER 2022</b>                      | PD               | 19.07.2022 | is published with Atrium issue nr. 4 |
|  | AD               | 09.06.2022 |                                      |
| 48 500 copies  |                  |            |                                      |
| <b>DIE SCHÖNSTEN KÜCHEN 2022</b>                     | 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.– |
| ½ page 4 c              | € 6 550.–  |

## Technical Specifications

### ATRIUM:

Size: 210 × 280 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: 90 g/m<sup>2</sup> white, semi-matt coated

Binding method: perfect bound

### SUPPLEMENTS:

Size: 200 × 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: 90 g/m<sup>2</sup> white, semi-matt coated

Binding method: Stitching on the back

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