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- 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: 58 000 copies
Distribution: 44 006 copies
Sales: 41 999 copies



AWA 2018 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	62	126
Woman	51	38	75
Age groups			
30 – 39 years old	14	10	72
40 – 49 years old	16	26	164
50 – 59 years old	18	22	121
60 – 69 years old	13	24	179
Education			
Entry certificate for a university of applied science/engineering school	10	16	152
High school diploma (A-levels), university entry certificate	17	42	245
Main wage earner's occupational category			
White-collar worker in managerial/executive position/ Upper-level civil Servant	13	29	220
Owner, manager of a large company, company director	3	16	492
Self-employed businessperson with a mid-sized or small business, self-employed craftsman	5	8	171
Social Class			
Upper class	3	9	287
Upper-middle class	27	45	166

	All Adults 70.09 million %	Atrium Readers 0.200 million %	Index All Adults = 100
5,000 – 6,000 euros	6	8	147
6,000 – 7,500 euros	3	9	264
7,500 – 10,000 euros	1	5	366
10,000 euros and more	1	8	820

Schedule and Topic Plan

Issue	Deadline	Focus
02/2019	PD 21. 02. 2019	Wallpapers & trendy floor coverings, fabrics, home office
	AD 15. 01. 2019	
03/2019	PD 18. 04. 2019	Around the house: Garden design & furniture, pools and exterior lighting
	AD 12. 03. 2019	
04/2019	PD 19. 06. 2019	Bathroom, Salone del mobile Milano
	AD 09. 05. 2019	
05/2019	PD 15. 08. 2019	The kitchen, the intelligent house
	AD 09. 07. 2019	
06/2019	PD 17. 10. 2019	Majour lighting special, sleeping, fireplaces, tiled stoves
	AD 09. 09. 2019	
01/2020	PD 19. 12. 2019	Around the bathroom, home entertainment
	AD 12. 11. 2019	

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 13.06. 2019	The latest from the bath; floor planning,
	AD 03.05. 2019	wellness, sauna, swimming pool
KÜCHEN 30 000 copies	PD 19.09. 2019	Everything in your kitchen;
	AD 14.08. 2019	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: 230 x 297 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, glossy coated

Binding method: perfect bound

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