



Since 30 Years
inspired
through Life

- 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.
- Since 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: 54 500 copies
Distribution: 40 475 copies
Sales: 38 501 copies



II/17

AWA 2017 Readership

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

	All Adults 69.56 million %	Atrium Readers 0.210 million %	Index All Adults = 100
Sex			
Men	49	56	114
Woman	51	44	86
Age groups			
30 – 39 years old	14	11	76
40 – 49 years old	16	25	156
50 – 59 years old	18	20	111
60 – 69 years old	13	29	218
Education			
Entry certificate for a university of applied science/engineering school	10	16	154
High school diploma (A-levels), university entry certificate	16	46	278
Main wage earner's occupational category			
White-collar worker in managerial/executive position/Upper-level civil Servant	13	31	236
Owner, manager of a large company, company director	4	21	606
Self-employed businessperson with a mid-sized or small business, self-employed craftsman	5	7	151
Social Class			
Upper class	3	11	383
Upper-middle class	26	54	203

Net household monthly income

	All Adults 70.09 million %	Atrium Readers 0.200 million %	Index All Adults = 100
5,000 – 6,000 euros	6	10	187
6,000 – 7,500 euros	3	7	352
7,500 – 10,000 euros	1	5	375
10,000 euros and more	1	11	1274

Schedule and Topic Plan

Issue	Deadline	Focus
02/2018	PD 15. 02. 2018	Wallpapers & trendy floor coverings
	AD 09. 01. 2018	
03/2018	PD 12. 04. 2018	Around the house: Garden design & furniture, pools and exterior lighting
	AD 02. 03. 2018	
04/2018	PD 14. 06. 2018	Bathroom Salone del mobile Milano
	AD 04. 05. 2018	
05/2018	PD 09. 08. 2018	The kitchen The intelligent house
	AD 03. 07. 2018	
06/2018	PD 11. 10. 2018	Majour lighting special and watches, fireplaces, tiled stoves
	AD 03. 09. 2018	
01/2019	PD 06. 12. 2018	Around the bathroom Home entertainment
	AD 30. 10. 2018	

PD = Publishing date AD = Ad deadline

Advertising Prices

Format in page coverage	Price
1/1 page 4 c	€ 11 600.–
½ page 4 c	€ 8 600.–

30 years
anniversary
issue



- 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 21.06.2018	The latest from the bath; floor planning,
	AD 15.05.2018	wellness, sauna, swimming pool
KÜCHEN 30 000 copies	PD 20.09.2018	Everything in your kitchen;
	AD 15.08.2018	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: 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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