



- 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: 49 400 copies  
 Distribution: 38 750 copies  
 Sales: 37 076 copies



II/23

Schedule and Topic Plan

Issue	Deadline	Focus
01/2024	PD 26.01.2024 AD 07.12.2023	Quiet Luxury: Classy material worlds and interior design, carpets & textiles Wellness at home: Trends & News 2024 Buildig automation and heat technology
02/2024	PD 22.03.2024 AD 14.02.2024	The most beautiful gardens News from imm Cologne – furniture trends 2024
03/2024	PD 24.05.2024 AD 16.04.2024	Interior Design: Floor, wall, colour and wallpapers; Home office – New work
04/2024	PD 26.07.2024 AD 19.06.2024	Big Special: Baths & private spa Crafts made in Germany Die Schweizer Architekturpreise: The nominees
05/2024	PD 20.09.2024 AD 14.08.2024	Big Special: World of kitchens Everything for perfect sleep Die Schweizer Architekturpreise: The winners
06/2024	PD 22.11.2024 AD 16.10.2024	Let there be light – the news Ideas and inspiration for the festive table Home entertainment «Häuser des Jahres» – the winning projects

PD = Publishing date AD = Ad deadline

Advertising Prices Atrium

Formate in Seitenteilen	
2/1 page 4 c	€ 25 600.–
1/1 page 4 c	€ 12 800.–
½ page horizontal / vertical 4 c	€ 7 050.–
1/3 page horizontal / vertical 4 c	€ 4 700.–
¼ page 1-column / 2-columns / 3-columns 4 c	€ 3 520.–
Opening Spread	€ 26 900.–
Outside back cover	€ 15 200.–
Inside front cover	€ 14 100.–
1/3 page horizontal next to Editorial	€ 5 300.–

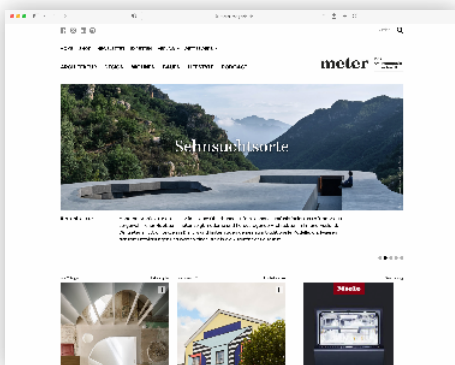
## AWA 2023 Readership

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

	All Adults 70.5 million %	Atrium Readers 0.250 million %	Index All Adults = 100
<b>Sex</b>			
Men	49	42	85
Woman	51	58	114
<b>Age groups</b>			
30 – 39 years old	15	19	104
40 – 49 years old	14	9	105
50 – 59 years old	18	25	152
60 – 69 years old	16	23	109
<b>Education</b>			
Entry certificate for a university of applied science/engineering school	11	13	121
High school diploma (A-levels), university entry certificate	20	58	293
<b>Main wage earner's occupational category</b>			
White-collar worker in managerial/executive position/ Upper-level civil servant	15	35	230
Owner, manager of a large company, company director	0	1	414
Self-employed businessperson with a mid-sized or small business, self-employed craftsman	3	3	85
<b>Social Class</b>			
Upper class	5	17	430
Upper-middle class	40	53	123

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<b>Net household monthly income</b>			
5.000 – 6.000 euros	9	14	156
6.000 – 7.500 euros	6	8	146
7.500 – 10.000 euros	3	7	220
10.000 euros and more	2	13	727

## Crossmedia advertising



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## 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, matt coated

Content: roll offset, paper: 80 g/m<sup>2</sup> white, semi-matt coated

Binding method: perfect bound

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