

# Factsheet 2012

ARCHITHEMA:VERLAG AG



**6x per year**  
february, april  
june, august  
october, december

**Single-copy price: € 7.80**  
(Germany & Austria)

→ **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 22 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: 59 500 copies**

**Distribution: 45 733 copies**

**Sales: 41 674 copies**

**Retail Sales: 9 653 copies**



II/11

## AWA 2011 Readership

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

	All Adults 70.33 million %	Atrium Readers 0.26 million %	Index All Adults = 100
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	All Adults 70.33 million %	Atrium Readers 0.26 million %	Index All Adults = 100
<b>Sex</b>			
Men	49	44	90
Woman	51	56	109
<b>Age groups</b>			
30 - 39 years old	14	17	119
40 - 49 years old	19	30	154
50 - 59 years old	16	23	140
60 - 69 years old	13	15	111
<b>Education</b>			
Entry certificate for a university of applied science/engineering school	10	14	139
High school diploma (A-levels), university entry certificate	14	40	249
<b>Main wage earner's occupational category</b>			
White-collar worker in managerial/executive position	9	20	222
Upper-level civil Servant	3	3	111
Freelancer, professional	3	16	556
Owner, manager of a large company, company director	0	1	724
Self-employed businessperson with a mid-sized or small business, self-employed craftsman	4	9	210
<b>Social Class</b>			
A Upper class	3	12	447
B Upper-middle class	25	44	176

	All Adults 64.82 million %	Atrium Readers 0.49 million %	Index All Adults = 100
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<b>Net household monthly income</b>			
3.500 - 5.000 euros	15	22	147
5.000 - 6.000 euros	4	9	253
6.000 euros and more	4	12	300

## Schedule and Topic Plan

Issue	Deadline	Focus
02/2012	PD 09.02.2012 AD 04.01.2012	New kitchens and kitchen equipment
03/2012	PD 12.04.2012 AD 05.03.2011	Trendy floor coverings For summer: garden furniture
04/2012	PD 14.06.2012 AD 07.05.2012	Around the bathroom salone del mobile, Milano
05/2012	PD 09.08.2012 AD 04.07.2012	The kitchen world Bedrooms and upholstered furniture
06/2012	PD 11.10.2012 AD 04.09.2012	Home entertainment Major lighting special
01/2013	PD 06.12.2012 AD 31.10.2012	The set table Around the bathroom

PD = Publishing date AD = Ad deadline

## Advertising Prices

<b>Format in page coverage</b>	
1/1 page 4 c	€ 10 400.-
½ page 4 c	€ 5 200.-



- **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



- **up to date:** new products and trends in the world of heating
- **big specialist section:** all about the various heating systems available (oil, gas, heat pumps, wood and solar power)
- **Information** on heat distribution, installation, isolation
- **comprehensive market overview** (heating systems, fireplaces, and woodfired stoves)

## Atrium Special Publications

Issue	Deadline	Focus
<b>BÄDER</b> 50 000 copies	PD 24.05.2012	The latest from the bath; floor planning,
	AD 16.04.2012	wellness, sauna, swimming pool
<b>KÜCHEN</b> 50 000 copies	PD 13.09.2012	Everything in your kitchen;
	AD 08.08.2012	tips on kitchen planning; new products; kitchen equipment; all kitchen furniture; accessories
<b>WÄRME</b> 45 000 copies	PD 22.11.2012	News and the latest trends in heating;
	AD 16.10.2012	Major specialist section: everything about various heating systems

PD = Publishing date      AD = Ad deadline

## Advertising Prices

Format in page coverage	Price
1/1 page 4 c	€ 8 050.-
1/2 page 4 c	€ 4 025.-

## Technical Specifications

**Size:** 230 x 297 cm + 3mm trim (bleed)

**Printing process:**

**Cover:** sheet offset, paper: 200 g/m<sup>2</sup> wood-free, white, glossy coated, UV lacquered

**Content:** roll offset, paper: 90 g/m<sup>2</sup> white, glossy coated

**Binding method:** perfect bound

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