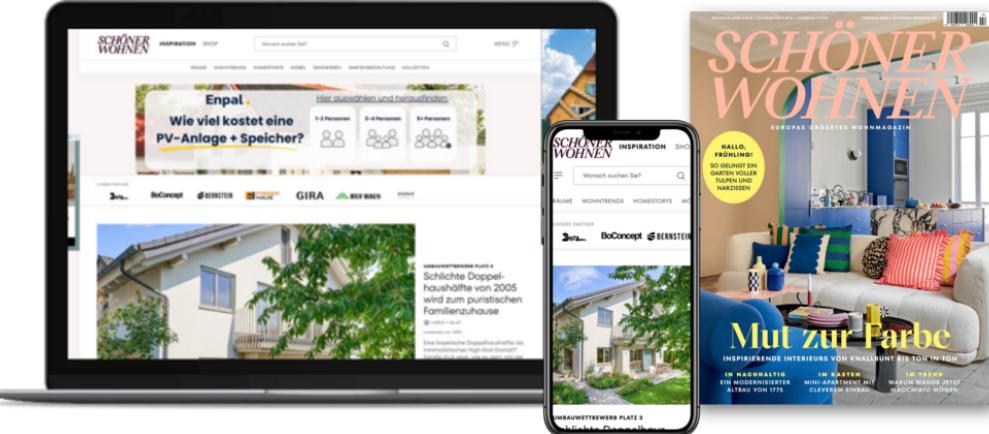


At a glance

SCHÖNER WOHNEN is synonymous with living and class: style-defining, realistic, relevant – the leitmedium for an entire sector. The magazine enthuses its readers for the subjects of furnishing, design, architecture, lifestyle, garden and travel, and inspires persons to realize their own personal design and decorating dreams.

Print

Coverage	1.00 mill. (B4P 2025)
Paid Circulation	107,111 (IVW 3/2025)
Frequency	monthly
Basic Rate 2026	EUR 41,800
Copypreis	6.90 EUR



Digital

Views	10.58 mill. (B4P 2025/II)
Net coverage	0.84 mill. (B4P 2025/II)
Possible Video AIs	0.02 mill. (Adserver 2025-12)