

# SCHÖNER WOHNEN



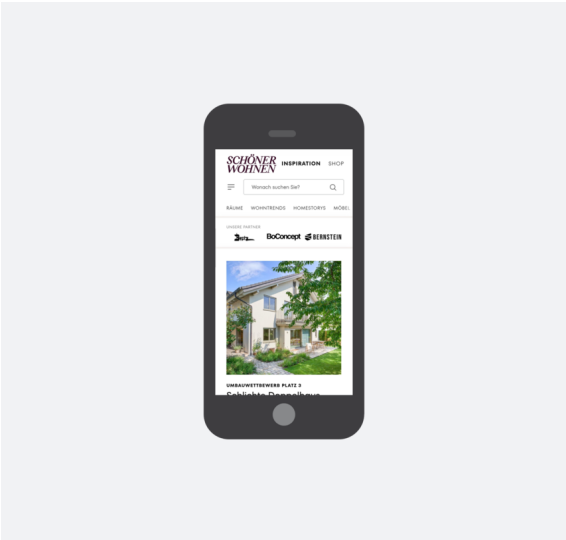
## Europe's leading home and decorating magazine

SCHÖNER WOHNEN is a synonym for living and class: style-defining, lifelike, relevant - the leading medium for an entire industry. The brand enthuses its readers for the subjects of furnishing, design, architecture, lifestyle, garden, and travel, and inspires to realize one's own personal design and decorating dreams.

SCHÖNER WOHNEN is also a leader online: schoener-wohnen.de is the market leader in the Living segment, inspiring users with a wide range of products, interior design tips and daily news. SCHÖNER WOHNEN readers and users are highly engaged and continuously looking for inspiration and professional advice.

| Print                         |            |
|-------------------------------|------------|
| Coverage <sup>1</sup>         | 1,005,704  |
| Paid Circulation <sup>2</sup> | 99,868     |
| Frequency                     | monthly    |
| Basic Rate 2027               | EUR 42,900 |

| In-Stream & Display             |           |
|---------------------------------|-----------|
| Views <sup>3</sup>              | 5,016,861 |
| Net coverage <sup>3</sup>       | 277,498   |
| Possible Video Ads <sup>4</sup> | 12,157    |



<sup>1</sup>B4P 2026, <sup>2</sup>IVW 2/2026, <sup>3</sup>AGF 2026-09, <sup>4</sup>Adserver 2026-09. SCHÖNER WOHNEN is published in Germany.