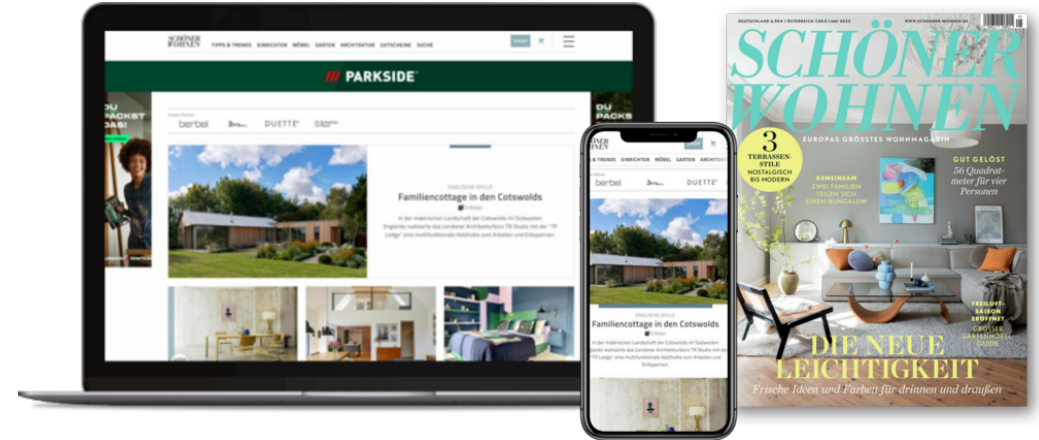


At a glance

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	1.40 mill. (AWA 2024)
Paid Circulation	118,677 (IVW 4/2024)
Frequency	monthly
Basic Rate 2026	EUR 40,700
Copypreis	6.90 EUR



Digital

Unique User	0.92 mill. (AGF 2024-06)
Visits	1.09 mill. (GA 2024-07)
Page Impressions	11.18 mill. (GA 2024-07)
Possible Video AIs	0.04 mill. (Adserver 2025-03)