

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.

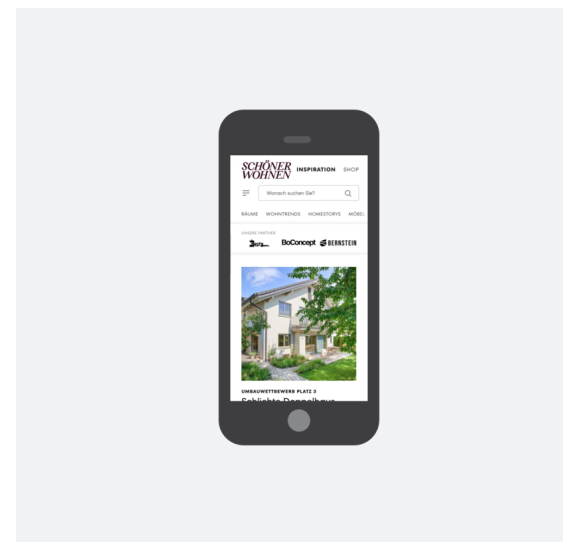
SCHÖNER WOHNEN is also a leader online: schoener-wohnen.de is the market leader in the Living segment, inspiring users with a wide range of products, interior design tips and daily news. SCHÖNER WOHNEN readers and users are highly engaged and continuously looking for inspiration and professional advice.

Print

Coverage ¹	997,786
Paid Circulation ²	105,531
Frequency	monthly
Basic Rate 2026	EUR 41,800

Digital

Views ³	10,583,661
Net coverage ³	837,911
Possible Video Ads ⁴	33,914



¹B4P 2025, ²IVW 4/2025, ³B4P 2025/II, ⁴Adserver 2026-02. SCHÖNER WOHNEN is published in Germany.