



AD *Brand Update* 2024



AD *About*



AD

—

THE
INTERNATIONAL
DESIGN
AUTHORITY

—



LEADERSHIP TEAM

AMY
ASTLEY

GLOBAL EDITORIAL
DIRECTOR OF AD



FELIX
WAGNER

HEAD OF EDITORIAL CONTENT
AD GERMANY

AD

AD EDITORIAL TEAM



LAURA
NEWRZELLA

EDITORIAL OPERATIONS
DIRECTOR AD EUROPE



MICHAEL
GSCHREI

PRODUCTION DIRECTOR
AD EUROPE



KARIN
JÄGER

TEAM LEAD ADAPTATION
ALL BRANDS GERMANY



MAILIN
ZIESER

DIGITAL EDITOR
AD GERMANY



THOMAS
SKROCH

VISUALS DIRECTOR
AD EUROPE



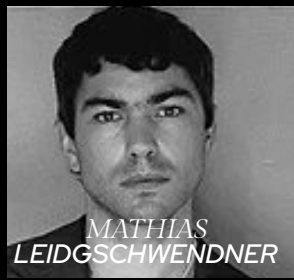
ANNA
BUSCH

VISUALS EDITOR
AD EUROPE



VIKTORIA
VOKRI

SENIOR AUD. DEV. MANAGER
AD EUROPE



MATHIAS
LEIDGSCHWENDNER

DESIGN
DIRECTOR



SELMA
SEVCANCAN

JUNIOR SOCIAL MEDIA MANAGER
AD GERMANY



HANNAH
STARAUSCHEK

TRAINEE
EDITORIAL



ANNA-LENA
REITH

EDITOR
AD GERMANY



KATHARINA
SCHWARZE

SENIOR
EDITOR

A mid-century modern living room with a wooden sofa, coffee table, and bookshelves. The sofa has orange and yellow cushions. The coffee table is white with a glass top. The bookshelves are filled with books. The floor is made of light-colored wood. The walls are a deep purple color. The overall aesthetic is clean and functional.

Cultural *Calendar*

CONDÉ NAST



ARCHITECTURE



DESIGN



SUSTAINABILITY



DIVERSITY

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

ALWAYS ON

Sustainability/Diversity/Inclusion

CONDÉ NAST
The Great Escapes

CONDÉ NAST
Berlinale

Light + Building

CONDÉ NAST
Citizen Earth

Berlin Design
Week

CONDÉ NAST
PRIDE
+Creators

AD
@ Salone del Mobile

LGBTQ+
Pride Month

CONDÉ NAST

Olympics/ Paralympics

IFA

Frankfurter
Buchmesse

Carat: Watches &
Jewellery

IMM
Cologne

Nomad

WOW List

Oktoberfest

AD100

Berlin Gallery
Weekend

Biennale Arte
Venice

Art Basel

Berlin Art
Week

Küchenmeile

Best of Germany

CONDÉ NAST
Gifting/ X-Mas

Earth Day

World Ocean Day

CSD Berlin & Munich

Global
Diversity Awareness
Month
World Mental Health Day
Breast Cancer
Awareness Month

2024

AD CULTURAL CALENDAR

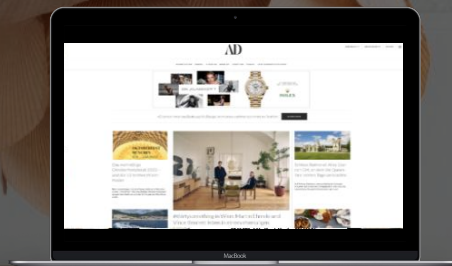


AD Channels

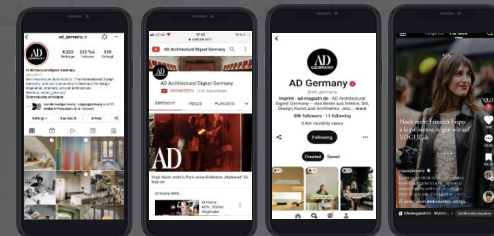
PRINT



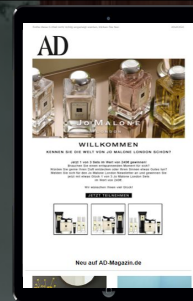
AD-MAGAZIN.DE



SOCIAL

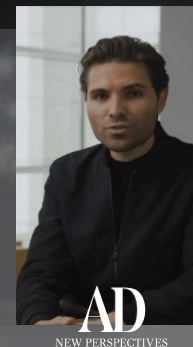


AD Channels



NEWSLETTER

VIDEO



EXPERIENCES



AD *Print*

10 10€ 250k 30k 20k 10k

ISSUES
PER YEAR

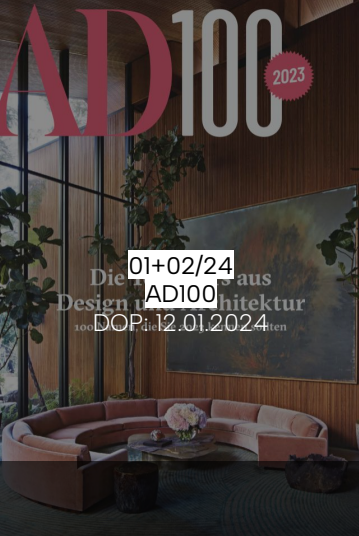
COPY
PRICE

READERS
PER ISSUE*

TOTAL
SALES**

SUBSCRIPTIONS**

RETAIL
SALES**



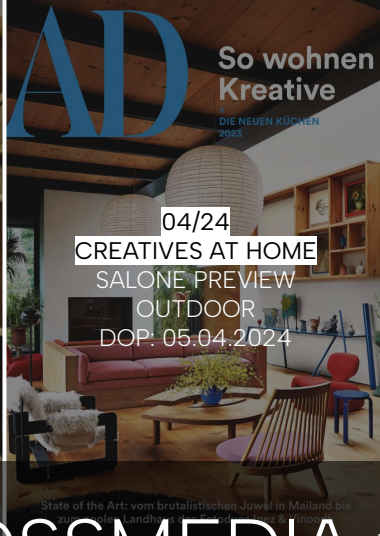
01+02/24

Die Haus
Design und
Architektur
100 Jahre
DOP: 12.01.2024



03/24

NEXT GENERATION
COLOURS TEXTILES
WALLPAPERS FLOORS
DOP: 01.03.2024



04/24

So wohnen
Kreative
DIE NEHEN KÜCHEN
2023
CREATIVES AT HOME
SALONE PREVIEW
OUTDOOR
DOP: 05.04.2024



05/24

VINTAGE
SUSTAINABILITY ISSUE
KITCHEN / CULINARY
DOP: 10.05.2024



06/24

FAMILY ISSUE
SALONE
DOP: 14.06.2024



07+08/24

SUMMER LIVING
TRAVEL/REAL ESTATE
DOP: 19.07.2024



09/24

STYLE ISSUE
LIVING ROOM
WATCHES
DOP: 23.08.2024



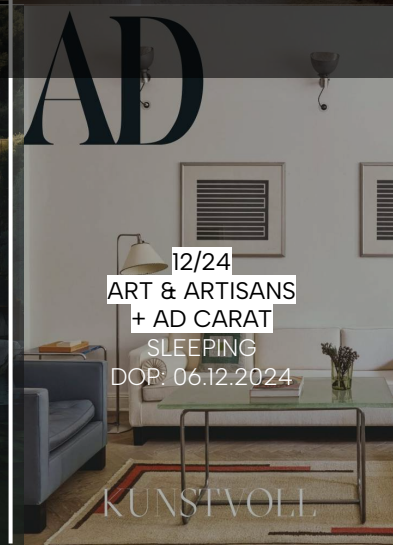
10/24

BEST OF GERMANY
BATHROOM & SPA
DOP: 27.09.2024



11/24

REINVENTING TRADITION
LIGHT & SMARTHOME
DOP: 01.11.2024



12/24

ART & ARTISANS
+ AD CARAT
SLEEPING
DOP: 06.12.2024

CROSSMEDIA *topics*

INTERESTS

INTERIOR & ARCHITECTURE

93% are interested in living/furnishing &
79% in modern architecture (i:124; 282)

DESIGN

83% are keen on modern design (i: 230)

WATCHES

More than one in three owns a high-quality
wristwatch (i: 294)

TRAVEL

70% are very interested in vacation/traveling & 74%
are willing to spend a lot on it (i: 157; 142)

CULTURE

85% are interested in the art and culture scene,
64% want to get to know other cultures,
43% are culturally active (i: 201, 155; 511)

AD

PRINT AUDIENCE

DEMOGRAPHICS

AGE

Ø 49 years old

INCOME

Ø-Household net income of 4.889 euros

FREE-SPENDING

Generally have a high willingness
to spend money (i:133)

BRAND CONSCIOUS

Believe that buying branded items is worth it
and that brand equals quality (i:155; 127)

EPICUREAN

Enjoy good food and good restaurants and
like to try new things (i:134; 146)



AD Website

1.7M

UNIQUE USERS
(+85 % INCREASE YOY)*

2.3M

UNIQUE PAGE VIEWS
(+42% INCREASE YOY)*

2:09min

AVERAGE READING TIME
AD-MAGAZIN.DE**



ARCHITECTURE

1.2 M AD IMPRESSIONS
PER MONTH
(20% of total traffic*)



DESIGN

400K AD IMPRESSIONS
PER MONTH



INTERIOR

1.5 M AD IMPRESSIONS
PER MONTH
(27% of total traffic*)

DIGITAL *topics*



HOW-TO

950K AD IMPRESSIONS
PER MONTH



LIFESTYLE

600K AD IMPRESSIONS
PER MONTH
(20% of total traffic*)



TRAVEL

600K AD IMPRESSIONS
PER MONTH

CONDÉ NAST

INTERESTS

INTERIOR & DESIGN

75% like the combination of different styles &
70% enjoy buying new furniture every now and
then (i: 160; 154)

WATCHES & JEWELLERY

60% are very interested in watches or jewelry
(i: 167)

SUSTAINABILITY & SOCIAL COMMITMENT

71% pay attention to sustainability when
buying products
69% want to actively change something in
society (i: 165; 180)

CULTURE & ART

81% feel a cultural life is particularly important
and more than one in two love conversations
about art and philosophy (i : 126; 181)

AD

DIGITAL AUDIENCE

DEMOGRAPHICS

AGE

Ø 44 years old

INCOME

Ø-Household net income of 3.395 euros

INFLUENTIAL

Are often asked for advice by others (i: 155)

TREND-CONSCIOUS

Are very interested in the latest interior design
trends (i:209)

SOPHISTICATED

When it comes to furniture and furnishings,
pay particular attention to high-quality
materials and exclusive design (i:206)

AD *Social*



453k

INSTAGRAM FOLLOWERS
(+54 % INCREASE YOY)



137k

FACEBOOK FOLLOWERS
(+6 % INCREASE YOY)



65k

PINTEREST FOLLOWERS
(+2 % INCREASE YOY)



23k

YOUTUBE SUBSCRIBERS
(+10 % INCREASE YOY)



81k

TIKTOK LIKES
(NEW CHANNEL)

NEW



ARCHITECTURE

509.340 UVs
(27,1%)



DESIGN

85.926 UVs
(4,6%)



INTERIOR

612.993 UVs
(32,6%)

SOCIAL *topics*



HOW-TO

128.457 UVs
(6,8%)



LIFESTYLE

378.161 UVs
(20,1%)



TRAVEL

106.941 UVs
(5,7%)

CONDÉ NAST



AD *Social Video*

1.9M

VIDEO VIEWS
(YoY INCREASE: +260%)

624k

SOCIAL REACH
(YoY INCREASE: +48%)

53k

VIDEO ENGAGEMENT
(YoY INCREASE: +605%)

BRANDED VIDEO MENU

YOUTUBE, O&O



Custom, Premium Branded
Entertainment Video

SOCIAL



Social-First Branded Entertainment
Video Across Platforms

CONDÉ NAST



AD *Experiences*



AD100

2024

GERMANY, FRANCE, ITALY, SPAIN

AD100

With AD100, AD Architectural Digest sets new standards for interior design, architecture, design, decoration and landscaping every year. The AD editorial teams in Germany, France, Italy and Spain will once again present the leading visionaries, innovation drivers and talents of the architecture scene in 2024. The 100 names selected represent a pan-European intersection of visionary designers who are currently setting the tone worldwide and shaping living spaces with their work.

AD100 is not only the largest AD initiative, but also the largest initiative in the design community. As an international authority on design, the AD100 list empowers design talent, honours revolutionary design and is the highest recognition of the leading minds in our industry.

AD

NEW PERSPECTIVES

EDITIONS



GERMANY

AD *NEW PERSPECTIVES*

AD New Perspectives is an innovative platform that enables the best German architects and designers to explore and present new and inspiring perspectives on their respective disciplines. They present their spatial visions of tomorrow in sensational live installations or create interior concepts for spectacular living spaces and residential projects. Selected designers from the **AD100** present themselves and their work – at the threshold of interior design, architecture and art.

GERMANY

AD New Perspectives 2022

AD showcased the best German interior designers and their spatial visions of tomorrow as part of a sensational exhibition – the first of its kind in Germany. Twelve designers presented themselves and their work in the Kronprinzenpalais Berlin with room installations on the threshold of interior design, architecture & art:

12 design studios. 12 perspectives.

12M

Reach via web,
social, print &
TV

300

Top-class partners
& guests at the
opening night

3.2k

Tickets sold for the
exhibition 2022

228k

Event Instagram
Stories
Impressions

*Ongoing campaign, values are from interim reporting as at 14.12.2023

2023

For the 2nd episode of New Perspectives, AD cooperated with the Munich real estate developer Bauwerk. With the subtitle "editions", AD curated ten of the best studios in Germany, each of which furnished an apartment in the new Van B Munich-Schwabing project. The result:

10 studios. 10 concepts. 10 interiors.

02:06*

Minutes spent on the
advertorial

14.8k*

Page views of the
advertorial

+122%*

Above the benchmark
(page views)

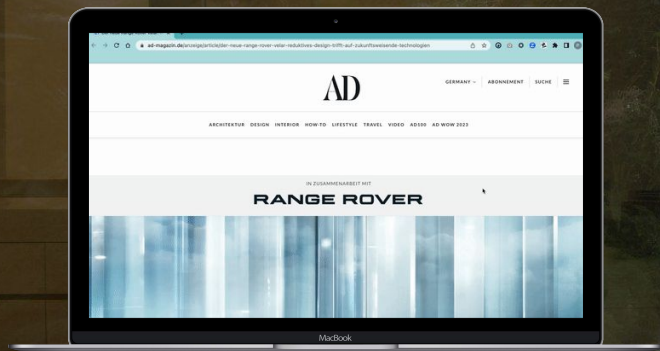
AD *New Perspectives 2023*



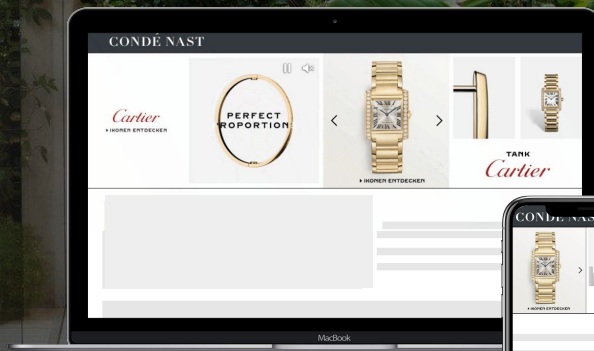
AD Products & Best Cases



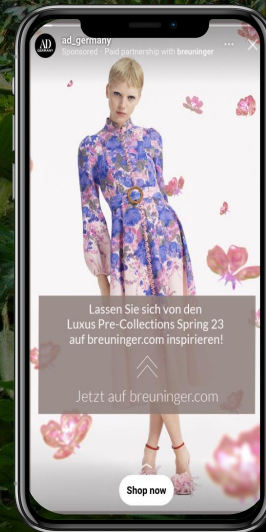
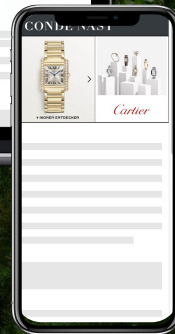
HIGHLIGHTS Digital *Products*



CLASSIC
ADVERTORIAL INCL.
INTERACTIVE
MODULE



HIGH IMPACT
DISPLAY
AD STUDIO RoS



INSTA STORY
READ

CONDÉ NAST

Best Case

AD x THE DOLDER GRAND

CLASSIC ADVERTORIAL
Incl. TRAFFIC DRIVER BUNDLE

+130 %
Page Views*

+8,6 %
Ad Impressions**

+2,99 %
Link-Click CTR*

*Compared to the benchmark **Compared to the guarantee
Source: Google Analytics Conde Nast 2022, comparison and META Adsmanager 2022



Best Case

AD x STOKKE

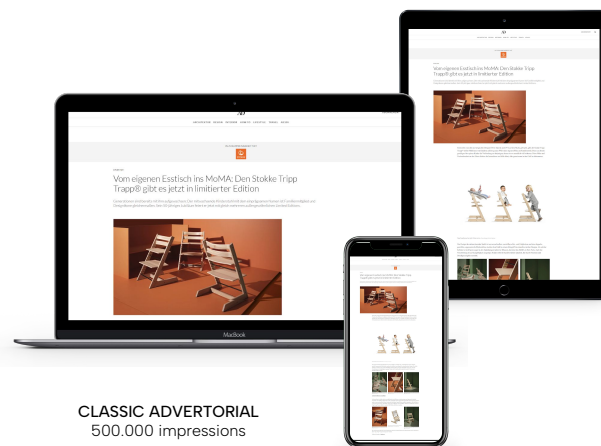
14x

More organic clicks
than benchmark*

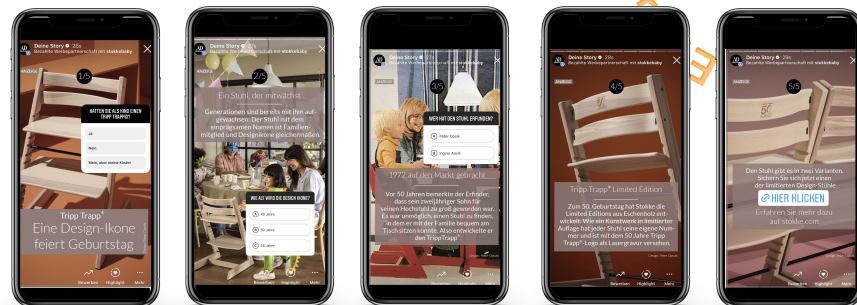
11.8%

Engagement rate*

*Compared to the benchmark
Engagement rate = number of interacting users in relation to total users



CLASSIC ADVERTORIAL
500.000 impressions



INSTAGRAM STORY READ
500.000 impressions

HIGHLY ENGAGING

A man with short dark hair, wearing a dark turtleneck, is shown in profile, looking down. The background is a plain wall with a light switch visible on the left. The text 'AD Branded' is overlaid in a large, white, serif font. The 'AD' is in a bold, all-caps serif font, while 'Branded' is in an italicized serif font.

AD *Branded*

Best Case

AD x AUDI

A digital artist meets the designer of visionary Audi concept cars – the conversation between Andrès Reisinger and Norbert Weber reinforces the link between show cars and Audi's overarching digital design approach and increases the attention of AD's design- and luxury-oriented audience.

3:44 min >1,7 Mio +210 %

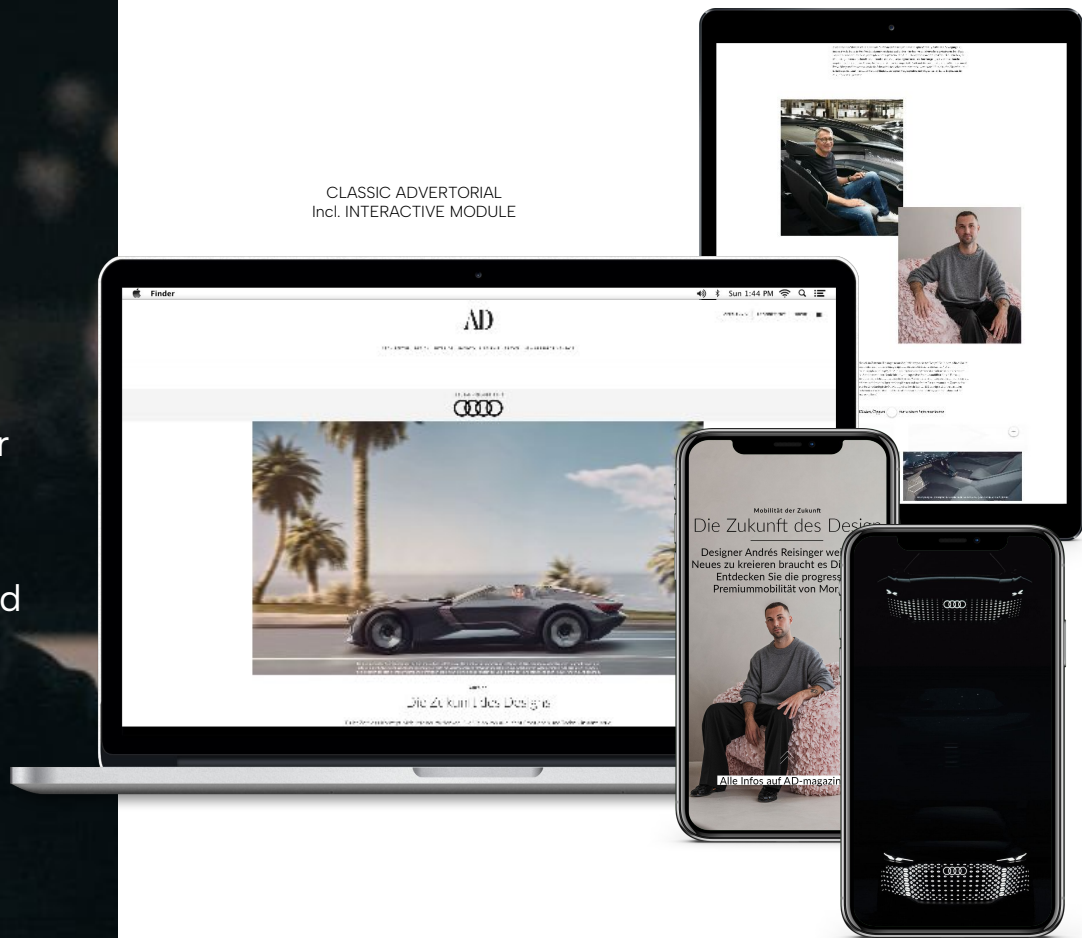
Dwell Time

Ad Impressions

Link-Click CTR*

*Compared to the benchmark
Source: Google Analytics Condé Nasts 2022, & Meta Ads Manager

CLASSIC ADVERTORIAL
Incl. INTERACTIVE MODULE



CONDÉ NAST

