



DER FEINSCHMECKER

JAHRES
ZEITEN
VERLAG

DER FEINSCHMECKER occupies a unique position in the sector and is the foremost authority among German-language magazines when it comes to the good things in life. Featuring new trends, new venues, new recipes and new wines, DER FEINSCHMECKER is a feast for the senses for all bons vivants.

The magazine's culinary expertise on a domestic and international level makes it an indispensable guide for discerning individualists. Luxurious in design, it also delivers well-founded information to lend a gourmet flavour to any trip away.

www.der-feinschmecker-shop.de

Frequency: monthly
Paid circulation: 95,568 (IVW III/09)
Rate 1/1 4c: 17,300 Euro
Copy price: 6.00 Euro

READERS

According to AWA, DER FEINSCHMECKER has 840,000 readers in Germany.

	% breakdown
Total	100
Men	35
Women	65
Age	
20–29 years	6
30–39 years	13
40–49 years	23
50–59 years	26
Net household income (Calendar month/Euro)	
4,000 and more	28
5,000 and more	16
Socio-economic status	
High (level 1+2)	42
Consumer typology	
Mainly quality-oriented consumers	44
Interest in topics (total)	
Holidays and travel	92
Living and interior	90
Hospitality	92
Cooking and cooking recipes	90
Skin and body care	85

Source: AWA 2009

ADVERTISING RATES

Sizes	4c, b/w Euro
1/1 page	17,300.-
1/1 page IFC / OBC	19,300.-
2/3 page	13,840.-
1/2 page	12,110.-
1/3 page	8,650.-
1/4 page	6,920.-
2/1 page	34,600.-
2/1 page IFC + page 3	37,600.-

DISCOUNTS

Frequency discounts

from 3 insertions – 3%	from 18 insertions – 15%
from 6 insertions – 5%	from 24 insertions – 20%
from 12 insertions – 10%	

Volume discounts

from 3 pages – 5%	from 18 pages – 22%
from 6 pages – 10%	from 21 pages – 23%
from 9 pages – 15%	from 24 pages – 24%
from 12 pages – 20%	from 30 pages – 25%
from 15 pages – 21%	from 36 pages – 26%

CIRCULATION

Circulation, IVW-audited, 3rd quarter 2009

Print run	142,072
Paid circulation	95,568
Distributed circulation	102,720

DER FEINSCHMECKER / SCHEDULE

Issue	Publication date	Booking and cancellation deadline	Copy deadline
1/2010	16. 12. 2009	29. 10. 2009	04. 11. 2009
2/2010	13. 01. 2010	19. 11. 2009	25. 11. 2009
3/2010	10. 02. 2010	17. 12. 2009	23. 12. 2009
4/2010	17. 03. 2010	28. 01. 2010	03. 02. 2010
5/2010	14. 04. 2010	23. 02. 2010	01. 03. 2010
6/2010	19. 05. 2010	29. 03. 2010	06. 04. 2010
7/2010	16. 06. 2010	26. 04. 2010	30. 04. 2010
8/2010	14. 07. 2010	26. 05. 2010	01. 06. 2010
9/2010	11. 08. 2010	24. 06. 2010	30. 06. 2010
10/2010	15. 09. 2010	29. 07. 2010	04. 08. 2010
11/2010	13. 10. 2010	26. 08. 2010	01. 09. 2010
12/2010	10. 11. 2010	22. 09. 2010	28. 09. 2010
1/2011	15. 12. 2010	27. 10. 2010	03. 11. 2010

TECHNICAL DATA

Magazine format: 215 x 285 mm + 4 mm trim-reserve
Type area: 188 x 258 mm
Printing process: Offset
Artwork: Please deliver a print-PDF with 300 dpi resolution
Color-Management: CMYK

Delivery of advertisement:



The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: www.duon-portal.de
Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50

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