



DER FEINSCHMECKER

JAHRESZEITEN
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: 85,932 (IVW III/11)
Rate 1/1 4c: 18,500 EURO
Copy price: 6.00 EURO

READERS

According to AWA, DER FEINSCHMECKER has 1,04 million readers in Germany.

% breakdown

	% breakdown
Total	100
Men	40
Women	60
Age	
20–29 years	6
30–39 years	13
40–49 years	25
50–59 years	22
Net household income (Calendar month/EURO)	
4,000 and more	30
5,000 and more	18
Socio-economic status	
High (level 1+2)	41
Consumer typology	
Mainly quality-oriented consumers	42
Interest in topics (in particular high/high too)	
Holidays and travel	55
Living and interior	51
Hospitality	65
Cooking and cooking recipes	62
Skin and body care	47

Source: AWA 2011

ADVERTISING RATES

Sizes	4c, b/w EURO
1/1 page	18,500.-
1/1 page IFC / OBC	20,500.-
2/3 page	14,800.-
1/2 page	12,950.-
1/3 page	9,250.-
1/4 page	7,400.-
2/1 page	37,000.-
2/1 page IFC + page 3	40,000.-

DISCOUNTS

Frequency discounts

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

Turnover scale (gross)

(incl. bookazines, specials and pocketbooks)

from € 35.000,- 3 %	from € 145.000,- 13 %
from € 70.000,- 6 %	from € 185.000,- 17 %
from € 110.000,- 10 %	from € 220.000,- 20 %

CIRCULATION

Circulation, IVW-audited, 3rd quarter 2011

Print run	133,464
Paid circulation	85,932
Distributed circulation	92,475

DER FEINSCHMECKER / SCHEDULE

Issue	Publication date	Booking and cancellation deadline	Copy deadline
1/2012	14. 12. 2011	26. 10. 2011	02. 11. 2011
2/2012	11. 01. 2012	22. 11. 2011	28. 11. 2011
3/2012	15. 02. 2012	28. 12. 2011	03. 01. 2012
4/2012	21. 03. 2012	31. 01. 2012	06. 02. 2012
5/2012	18. 04. 2012	27. 02. 2012	05. 03. 2012
6/2012	16. 05. 2012	26. 03. 2012	30. 03. 2012
7/2012	20. 06. 2012	02. 05. 2012	08. 05. 2012
8/2012	18. 07. 2012	30. 05. 2012	05. 06. 2012
9/2012	16. 08. 2012	28. 06. 2012	04. 07. 2012
10/2012	19. 09. 2012	01. 08. 2012	07. 08. 2012
11/2012	17. 10. 2012	29. 08. 2012	04. 09. 2012
12/2012	14. 11. 2012	25. 09. 2012	01. 10. 2012
1/2013	12. 12. 2012	24. 10. 2012	30. 10. 2012
2/2013	16. 01. 2013	22. 11. 2012	28. 11. 2012

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
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