



## DER FEINSCHMECKER BOOKAZINE

The BOOKAZINEs showcase the most pleasurable side of life and bring together the best from the book and magazine worlds.

They boast the topicality and creativity of a magazine, yet at the same time the depth of content usually only associated with books.

Each BOOKAZINE focuses on a single theme, such as a portrait of a starred chef, a culinary profile of a particular country, or a wine academy.

The stand-out characteristics of the BOOKAZINEs are lavish photography, top-tier coverage of issues of the moment, and high-end presentation (e.g. paperback cover).

[www.der-feinschmecker-shop.de](http://www.der-feinschmecker-shop.de)

Frequency: 4 times p. year  
Print run: ca. 100,000  
Rate 1/1 4c: 11,900 EURO  
Copy price: 9.95 EURO

### ADVERTISING RATES

Sizes	4c, b/w EURO
1/1 page	11,900.-
1/1 page IFC / OBC	13,900.-
2/3 page	9,520.-
1/2 page	8,330.-
1/3 page	5,950.-
2/1 page	23,800.-
2/1 page IFC + page 3	26,800.-

### 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)

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

### SCHEDULE

Issue	Topic	Publication date	Booking and cancellation deadline	Copy deadline
2012	culinary sylt	06. 06. 2012	23. 03. 2012	29. 03. 2012

### TECHNICAL DATA

Magazine format: 215 x 285 mm + 4 mm trim-reserve  
Bleed format for OBC is 218 mm width x 291 mm height plus 15 mm bleed.  
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](http://www.duon-portal.de)  
Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50

## DER FEINSCHMECKER Premium Pocketbooks



### ADVERTISING RATES

Sizes	4c, b/w EURO
1/1 page	5,900.-
1/1 page OBC	7,900.-
2/1 page	11,800.-
2/1 page IFC + page 3	14,800.-

### SCHEDULE

Issue	with FE issue	Publication	Booking and cancellation deadline
Slow Wine, the best italian vineyards	2/2012	11. 01. 2012	04. 11. 2011
The best addresses in bavaria	3/2012	15. 02. 2012	09. 12. 2011
Food & Wine, culinary shopping in Germany	4/2012	21. 03. 2012	11. 01. 2012
The best country inns in Germany	5/2012	18. 04. 2012	18. 02. 2012
The best wine stores and wine mail-order firms in G.	6/2012	16. 05. 2012	08. 03. 2012
The best restaurants in Germany	9/2012	16. 08. 2012	12. 06. 2012
The best vineyards in Germany	12/2012	14. 11. 2012	07. 09. 2012
The best bakeries in Germany	1/2013	12. 12. 2012	08. 10. 2012

## DER FEINSCHMECKER GOURMET-SHOP MAGAZINE



### ADVERTISING RATES

Sizes	4c, b/w EURO
1/1 page	7,500.-
1/1 page IFC / OBC	9,500.-
2/1 page	15,000.-
2/1 page IFC + page 3	16,500.-

### SCHEDULE

Issue	Publication	Booking and cancellation deadline	Copy deadline
Spring/Summer 1/2012	20. 06. 2012	29. 04. 2012	04. 05. 2012
Autumn/Winter 2/2012	17. 10. 2012	23. 08. 2012	28. 08. 2012

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