



## DER FEINSCHMECKER – INDULGENCE AND WAY OF LIFE



DER FEINSCHMECKER is the foremost authority among German-language magazines when it comes to enjoying the finer things in life.

Showcasing the latest trends, venues, recipes and wines, DER FEINSCHMECKER tickles all the senses of the bon vivant on every page.

With its expertise in all culinary facets both at home and abroad, this magazine is an indispensable guide for discerning individualists.

[www.feinschmecker.de](http://www.feinschmecker.de)

Frequency	monthly
Paid circulation	54,136 (IVW IV/20)
Ad rate full page 4c	€ 21,800
Copy price	€ 11.90

### READERSHIP

For explorers and gourmets who want to turn any trip into an unforgettable culinary experience.

According to AWA 2020 DER FEINSCHMECKER reaches 670,000 readers.

*% breakdown | Index*

Sex	
Men	44   89
Women	56   111

Age	
20–29 years	6   43
30–39 years	9   59
40–49 years	16   109
50–59 years	31   165

Net household income (in EURO)	
4.000 and more	51   191
5.000 and more	36   255
6.000 and more	28   386

Financial scope (in EURO)	
1.000 and more	31   206

Socio-economic status	
High (level 1+2)	45   202

Consumer typology	
Mainly luxury-oriented consumers	39   375

Applicable attributes	
I am fond of buying products of Exclusive brands	11   293
Call myself a gourmet	42   337

Innovation orientation	
Innovators	24   424
Trendsetters	20   193

Source: AWA 2020

### ADVERTISING RATES 2021

Format	4c / EURO
Full page	21,800.-
Full page IFC / OBC	23,800.-
2/3 page	17,500.-
Half page	15,300.-
1/3 page	11,000.-
1/4 page	8,750.-
Double page	43,600.-
Double page IFC + page 3	46,600.-

Separate advertising rates for specials and pocket books.

### DISCOUNTS

#### Turnover scale (gross)

(incl. specials)

from 43,000 Euro – 3%	from 172,000 Euro – 13%
from 86,000 Euro – 6%	from 215,000 Euro – 17%
from 129,000 Euro – 10%	from 258,000 Euro – 20%

### CIRCULATION

Circulation, IVW-audited, 4th quarter 2020	
Print run	82,978 copies
Paid circulation	54,136 copies
Distributed circulation	57,144 copies
Subscribers	16,774 copies

## SCHEDULE 2020



Issue	Publication date	Booking deadline	Copy deadline
02/2021	04.01.2021	05.11.2020	16.11.2020
03/2021	03.02.2021	08.12.2020	16.12.2020
04/2021	03.03.2021	12.01.2021	20.01.2021
05/2021	01.04.2021	10.02.2021	18.02.2021
06/2021	05.05.2021	11.03.2021	19.03.2021
07/2021	09.06.2021	14.04.2021	22.04.2021
08/2021	07.07.2021	14.05.2021	25.05.2021
09/2021	04.08.2021	15.06.2021	23.06.2021
10/2021	08.09.2021	20.07.2021	28.07.2021
11/2021	06.10.2021	17.08.2021	25.08.2021
12/2021	03.11.2021	13.09.2021	21.09.2021
01/2021	01.12.2021	07.10.2021	15.10.2021

## TECHNICAL DATA

Magazine format: 210 x 280 mm + 4 mm trim-reserve  
Type area: 183 x 253 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.



Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>

## YOUR CONTACTS

### Head Office Germany

Contact: Dagmar Hansen  
JAHRESZEITEN VERLAG  
Harvestehuder Weg 42  
20149 Hamburg  
phone: +49/40/2717 2030  
e-mail: [dagmar.hansen@jalag.de](mailto:dagmar.hansen@jalag.de)

### Österreich

Kontakt: Michael Thiemann  
Jahreszeiten Verlag GmbH  
Alt Seckbach 5  
60389 Frankfurt  
T +49/40/22 85 92 99-6  
E [michael.thiemann@jalag.de](mailto:michael.thiemann@jalag.de)

### Scandinavia & Finland

Contact: Finn Greve Isdahl  
International Media Sales  
P.O. Box 44 Fantoft  
5899 Bergen  
phone: +47/55/ 92 51 92  
fax +47/55/ 92 51 90  
e-mail: [fgisdahl@mediasales.no](mailto:fgisdahl@mediasales.no)

### Belgium, Netherlands & Luxembourg

Contact: Anita Rodwell  
Mediawire International  
Plein 1945 nr. 27  
1251 MA, Laren  
phone: +31/651/48 01 08  
fax: +31/35/533 59 85  
e-mail: [info@mediawire.nl](mailto:info@mediawire.nl)

### Great Britain & Ireland

Contact: Stefanie Stroh-Begg  
Mercury Publicity Ltd.  
99 Grays Inn Rd.  
London WC1X 8TY  
phone: +44/20/7611 1900  
e-mail: [stefanie@mercury-publicity.com](mailto:stefanie@mercury-publicity.com)

### Spain & Portugal

Contact: David Castelló  
K.Media  
Calle Santa Egracia, 18, Esc.4, 2 izq.  
28010 Madrid  
phone: +34/91/702 34 84  
fax: +34/91/702 34 85  
e-mail: [david.castello@kmedianet.es](mailto:david.castello@kmedianet.es)

### Frankreich & Monaco

Kontakt: Pierre-André Obé  
MEDIA EMBASSY INTERNATIONAL  
7 rue Michel Chasles  
F-75012 PARIS  
T +33/6 03 92 09 15  
E [pierre-andre.OBE@media-embassy.fr](mailto:pierre-andre.OBE@media-embassy.fr)

### Italy

Contact: Meike Belloni  
Media & Service International Srl  
Via Giotto, 32  
20145 Milano  
phone: +39/02/ 48 00 61 93  
fax: +39/02/ 48 19 32 74  
e-mail: [info@it-mediaservice.com](mailto:info@it-mediaservice.com)

### Schweiz & Liechtenstein

Kontakt: Eva Favre  
Goldbach Publishing AG  
Case postale 20  
Route de Mollie-Margot 1  
CH-1073 Savigny  
T +41/21/349 4891  
E [eva.favre@goldbach.com](mailto:eva.favre@goldbach.com)