



## Foodie – That's what I want!



**Foodie** is a magazine for young people who like to cook and for whom the dinner with friends belongs to their lifestyle.

**Foodie** is always looking for culinary experiences which are integrable in our everyday life. **Foodie** ticks exactly like Foodies – it is unisex, direct and extraordinary. Young people who are enthusiastic about cooking will find easy and popular recipes with a creative touch.

As a member of the FEINSCHMECKER-family **Foodie** offers important know-how and interesting tips. Popular locations, trends, high-class kitchen utensils, drinks and exciting culinary start-ups are also part of the editorial concept.

**Foodie** opens the door to a culinary network and offers its readers tasteful moments.

Frequency	4x in the year
Ad rate full page 4c	€ 13.800
Copy price	€ 4.95
Print run	60,000 copies

### READERSHIP

The innovative conception of **Foodie** reaches a young readership which is interested in cooking and which surround themselves with high quality kitchen utensils.

#### Sex

Women	57 %
Men	43 %

#### Age

under 40 years	51%
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#### Education

university degree	80%
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#### Family background

live together with a partner or a family	75%
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#### Consumer typologie

Owner of a big, stylish kitchen with a high-quality equipment and brand-conscious hobby chefs	40%
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Buy high-quality products at delis, at the weekly market or in well sorted Supermarkets	70%
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Think that cooking is a social activity – for or with friends	97%
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The pleasure on cooking is transported through print media (cooking books/ magazines)	51%
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Value <b>Foodie</b> with the top grade „very good“	76%
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### ADVERTISING RATES 2021

Format	4c / EURO
Full page	13,800.-
Full page IFC / OBC	15,800.-
2/3 page	11,000.-
Half page	9,700.-
1/3 page	6,950.-
1/4 page	5,550.-
Double page	27,600.-
Double page IFC + page 3	30,600.-

Separate advertising rates for specials and pocket books.

### DISCOUNTS

#### Turnover scale (gross)

from 27,000 Euro – 3%
from 54,000 Euro – 6%
from 81,000 Euro – 10%

Source: online survey with 187 participants

## SCHEDULE 2021



Issue	Publication date	Booking deadline	Copy deadline
01/2021	17.02.2021	22.12.2020	14.01.2021
02/2021	21.04.2021	26.02.2021	26.03.2021
03/2021	18.08.2021	29.06.2021	15.07.2021
04/2021	20.10.2021	31.08.2021	16.09.2021

## TECHNICAL DATA

Magazine format: 215 x 265 mm + 4 mm trim-reserve  
Type area: 175 x 222 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.

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