



LAFER – The journal for good taste

Germany's most popular and famous culinary personality, the top chef Johann Lafer, celebrates the most beautiful aspects of life in his own gourmet magazine.

The opulent magazine invites you to the world of Johann Lafer. It takes readers on new, inspiring and exciting journeys into the creative world of good taste.

Frequency	quarterly
Print run	125,000 copies
Ad rate full page 4c	€ 15,200
Copy price	€ 7.50

Featuring reports in feuilleton style, culinary travel topics and exciting photo essays, the magazine offers a uniquely diverse mix of topics. 40 exquisite seasonal recipes, commented by the chef himself, make each issue to a seductive collector's item.

SCHEDULE 2021

Issue	On sale	Ad close	Material close
01/2021	24.03.2021	12.02.2021	18.02.2021
02/2021	02.06.2021	20.04.2021	26.04.2021
03/2021	22.09.2021	13.08.2021	19.08.2021
04/2021	24.11.2021	12.10.2021	18.10.2021

TECHNICAL DATA

Magazine format:	230 x 280 mm + 4 mm trim-reserve
Printing process:	Offset
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.



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

ADVERTISING RATES 2021

Format	4c / EURO
Full page	15,200.-
Full page IFC / OBC	17,200.-
Half page	10,640.-
1/3 page	7,600.-
Double page	30,400.-
Double page IFC + page 3	33,400.-



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

Österreich

Contact: Michael Thiemann
Jahreszeiten Verlag GmbH
Alt Seckbach 5
60389 Frankfurt
T +49/40/22 85 92 99-6
E 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

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

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

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

Frankreich & Monaco

Contact: 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

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

Schweiz & Liechtenstein

Contact: 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