



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

Frequency	monthly
Paid circulation	61.060 (IVW II/21)
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 2021 DER FEINSCHMECKER reaches 610,000 readers.

% breakdown | Index

Sex	
Men	43 88
Women	57 112
Age	
20–29 years	5 41
30–39 years	12 78
40–49 years	14 102
50–59 years	30 161
Net household income (in EURO)	
4.000 and more	48 166
5.000 and more	36 223
6.000 and more	24 298
Financial scope (in EURO)	
1.000 and more	32 197
Socio-economic status	
High (level 1+2)	42 182
Consumer typology	
Mainly luxury-oriented consumers	38 355
Applicable attributes	
I am fond of buying products of Exclusive brands	9 244
Call myself a gourmet	43 343
Innovation orientation	
Innovators	20 360
Trendsetters	23 212

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, 2nd quarter 2021	
Print run	82,206 copies
Paid circulation	61,060 copies
Distributed circulation	63,823 copies
Subscribers	16,631 copies

Source: AWA 2021

SCHEDULE 2021



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
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.bm-brandmedia.de/agb/>

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