



## 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	€ 13.900
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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Source: online survey with 187 participants

### ADVERTISING RATES 2022

Format	4c / EURO
Full page	13,900.-
Full page IFC / OBC	15,900.-
2/3 page	11,100.-
Half page	9,800.-
1/3 page	7,000.-
1/4 page	5,600.-
Double page	27,800.-
Double page IFC + page 3	30,800.-

Seperate 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%

## SCHEDULE 2022



Issue	Publication date	Booking deadline	Copy deadline
01/2022	02.03.2022	11.01.2022	27.01.2022
02/2022	04.05.2022	10.03.2022	28.03.2022
03/2022	07.09.2022	18.07.2022	03.08.2022
04/2022	09.11.2022	15.09.2022	04.10.2022

## 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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## 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

Contact: 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

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](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

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](mailto:eva.favre@goldbach.com)