



DER FEINSCHMECKER – INDULGENCE AND WAY OF LIFE

JAHRESZEITEN
VERLAG

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	58,497 (IVW II/22)
Ad rate full page 4c	€ 24,100
Copy price	€ 13.90

READERSHIP

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

According to AWA 2022 DER FEINSCHMECKER reaches 580,000 readers.

% breakdown | Index

Sex	
Men	38 77
Women	62 122

Age	
20–29 years	6 48
30–39 years	14 91
40–49 years	14 102
50–59 years	23 126

Net household income (in EURO)	
4.000 and more	54 170
5.000 and more	37 212
6.000 and more	24 259

Financial scope (in EURO)	
1.000 and more	35 187

Socio-economic status	
High (level 1+2)	42 197

Consumer typology	
Mainly luxury-oriented consumers	38 341

Applicable attributes	
Call myself a gourmet	43 334

Innovation orientation	
Innovators	20 346
Trendsetters	22 206

Source: AWA 2022

ADVERTISING RATES 2022

Format	4c / EURO
Full page	24,100.-
Full page IFC / OBC	26,100.-
2/3 page	19,400.-
Half page	16,900.-
1/3 page	12,200.-
1/4 page	9,700.-
Double page	48,200.-
Double page IFC + page 3	51,200.-

Separate advertising rates for specials and pocket books.

DISCOUNTS

Turnover scale (gross)

(incl. specials)

from 480,000 Euro – 3%	from 192,000 Euro – 13%
from 96,000 Euro – 6%	from 240,000 Euro – 17%
from 144,000 Euro – 10%	from 280,000 Euro – 20%

CIRCULATION

Circulation, IVW-audited, 2nd quarter 2022	
Print run	57.135 copies
Paid circulation	58,497 copies
Distributed circulation	60,042 copies
Subscribers	15,772 copies

SCHEDULE 2022

Issue	Publication date	Booking deadline	Copy deadline
02/2022	12.01.2022	18.11.2021	26.11.2021
03/2022	02.02.2022	09.12.2021	17.12.2021
04/2022	02.03.2022	11.01.2022	19.01.2022
05/2022	06.04.2022	15.02.2022	23.02.2022
06/2022	04.05.2022	10.03.2022	18.03.2022
07/2022	08.06.2022	12.04.2022	22.04.2022
08/2022	06.07.2022	12.05.2022	20.05.2022
09/2022	03.08.2022	13.06.2022	22.06.2022
10/2022	07.09.2022	18.07.2022	26.07.2022
11/2022	05.10.2022	12.08.2022	23.08.2022
12/2022	09.11.2022	15.09.2022	23.09.2022
01/2023	07.12.2022	12.10.2022	20.10.2022

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.
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YOUR CONTACTS

Head Office Germany
International Publisher /
Brand Owner Robb Report Germany Contact:
Dagmar Hansen JAHRESZEITEN VERLAG
Harvestehuder Weg 42
20149 Hamburg
phone: +49/40/2717 2030
e-mail: dagmar.hansen@jalag.de

[Click here for all international contacts and contact details.](#)