



## Foodie – That’s what I want!

JAHRES  
ZEITEN  
VERLAG

**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	€ 15,300
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 Foodie 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	15,300.-
Full page IFC / OBC	17,300.-
2/3 page	12,200.-
Half page	10,800.-
1/3 page	7,700.-
1/4 page	6.200.-
Double page	30,600.-
Double page IFC + page 3	33,600.-

Seperate advertising rates for specials and pocket books.

### DISCOUNTS

#### Turnover scale (gross)

from 30,000 Euro – 3%
from 61,000 Euro – 6%
from 91,000 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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