



## LAFER – The journal for good taste

JAHRES  
ZEITEN  
VERLAG

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.

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.

Frequency	quarterly
Print run	80,000 copies
Ad rate full page 4c	€ 16,800
Copy price	€ 7.50

### SCHEDULE 2022

Issue	On sale	Ad close	Material close
01/2022	23.03.2022	11.02.2022	17.02.2022
02/2022	01.06.2022	20.04.2022	26.04.2022
03/2022	21.09.2022	11.08.2022	18.08.2022
04/2022	23.11.2022	10.10.2022	14.10.2022

### 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](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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### ADVERTISING RATES 2022

Format	4c / EURO
Full page	16,800.-
Full page IFC / OBC	18,800.-
Half page	11,800.-
1/3 page	8,400.-
Double page	33,600.-
Double page IFC + page 3	36,600.-

**Head Office Germany**  
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**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](mailto:dagmar.hansen@jalag.de)

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