



FOODIE – Culinaric scout and trendguide!

JAHRESZEITEN
VERLAG

FOODIE is the culinary lifestyle guide for the generation Insta and a real shooting star from the FEINSCHMECKER family! Food is pop. It is eaten around the clock and everywhere. Kitchen, bar and restaurant are becoming the multi-functional and networked center of life.

An unbelievable number of trends work side by side: Plant-based food next to meat from the surrounding countryside, home cuisine next to Levant cuisine.

Sustainable concepts and really good regional products are celebrated. Interviews with celebrities, not only from the culinary scene, are part of FOODIE as well as delicious recipes and tips for going out. Multipliers are reached as well, which themselves are interested in vegane news, No Waste, sustainability and the Food-start-up-scene.

FOODIE is a culinary scout for the new "Eatthetic": food, drinks and lifestyle. From homemade to kitchen must-have. From hot Spot to Start-up. This recipe makes FOODIE unmistakable.

Frequency	quarterly
Ad rate full page 4c	€ 15,300
Copy price	€ 6.50
Print run	60,000 copies

www.foodie.feinschmecker.de

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 2023

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
01/2023	08.03.2023	17.01.2023	02.02.2023
02/2023	10.05.2023	15.03.2023	31.03.2023
03/2023	13.09.2023	24.07.2023	09.08.2023
04/2023	08.11.2023	14.09.2023	02.10.2023

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
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