



LAFER – The journal for good taste

JAHRESZEITEN
VERLAG

Top chef Johann Lafer is Germany's most popular, best-known and most and most respected culinary personality. In his magazine, he celebrates the best sides of life - with feuilletonistic reading pieces, service-strong reports and exciting photo essays.

In each issue, the focus is on a main topic, so that the magazines become collector's and reference works. Nevertheless, the mix of topics remains diverse and outstanding creative components make the LAFER magazine a unique print event.

This also includes 40 exquisite, seasonal recipes developed or curated by the chef himself.

The LAFER Magazine captivates with its captivating modern imagery that features exclusive authentic reportage photography at locations around the world, as well as the comeback of emotional illustrations specially tailored to the premium magazine. illustrations.

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

SCHEDULE 2023

Issue	On sale	Ad close	Material close
01/2023	20.03.2023	10.02.2023	16.02.2023
02/2023	21.06.2023	09.05.2023	15.05.2023
03/2023	27.09.2023	18.08.2023	24.08.2023
04/2023	29.11.2023	17.10.2023	23.10.2023

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
Support is available via e-mail: support@duon-portal.de
or directly by phone: +49/ 40 / 37 41 17-50.



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ADVERTISING RATES 2023

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
International Publisher /
Publishing Director Luxury
Contact: Dagmar Hansen JAHRESZEITEN
VERLAG Harvestehuder Weg 42
20149 Hamburg
phone: +49/40/2717 2030
e-mail: dagmar.hansen@jalag.de

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international contacts and
contact details.](#)