



## DER FEINSCHMECKER– Icon of the world of pleasure

JAHRESZEITEN  
VERLAG

DER FEINSCHMECKER is the leading compass for enjoyment and lifestyle in the German-speaking world and offers discerning consumers the best orientation, decision-making support, and inspiration for unique moments of enjoyment, both large and small, at home and on the road, from top cuisine to country inns, more reliably and comprehensively than any other medium.

DER FEINSCHMECKER is the lighthouse in the premium segment of culinary media and remains the most renowned and coveted brand in the world of gourmet food, even in the face of growing competition and for future generations as a lead brand for B2C and B2B. In the wide world of culinary enjoyment, DER FEINSCHMECKER is the incorruptible compass, the infallible nose and the authoritative source of inspiration for all those who love the good life.

Frequency monthly  
Paid circulation 60,789 (IVW 2/25)  
Ad rate full page 4c € 27,300  
Copy price € 13.90

[www.feinschmecker.de](http://www.feinschmecker.de)

### READERSHIP

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

According to AWA 2025 Feinschmecker reaches 670,000 readers.

% breakdown | Index

#### Sex

Men 37 | 76  
Women 63 | 112

#### Age

20–29 years 6 | 46  
30–39 years 12 | 79  
40–49 years 11 | 76  
50–59 years 21 | 123

#### Net household income (in EURO)

4.000 and more 60 | 152  
5.000 and more 43 | 177  
6.000 and more 27 | 204

#### Financial scope (in EURO)

1.000 and more 23 | 181

#### Socio-economic status

High (level 1+2) 48 | 216

#### Consumer typology

Mainly luxury-oriented consumers 36 | 330

#### Applicable attributes

Call myself a gourmet 46 | 304

#### Innovation orientation

Innovators 17 | 372  
Trendsetters 21 | 203

Source: AWA 2025

### ADVERTISING RATES 2026

| Format                   | 4c / EURO |
|--------------------------|-----------|
| Full page                | 27,300.-  |
| Full page IFC / OBC      | 30,500.-  |
| 2/3 page                 | 22,000.-  |
| Half page                | 19,100.-  |
| 1/3 page                 | 13,900.-  |
| 1/4 page                 | 10,900.-  |
| Double page              | 54,600.-  |
| Double page IFC + page 3 | 58,500.-  |

Seperate advertising rates for specials and pocket books.

### CIRCULATION

Circulation, IVW-audited, 2st quarter 2025

|                         |               |
|-------------------------|---------------|
| Paid circulation        | 60,789 copies |
| Distributed circulation | 61,030 copies |
| Subscribers             | 12,484 copies |

## SCHEDULE 2026

| Issue   | Publication date | Booking deadline | Copy deadline |
|---------|------------------|------------------|---------------|
| 02/2026 | 09.01.2026       | 10.11.2025       | 20.11.2025    |
| 03/2026 | 13.02.2026       | 17.12.2025       | 30.12.2025    |
| 04/2026 | 13.03.2026       | 22.01.2026       | 30.01.2026    |
| 05/2026 | 10.04.2026       | 18.02.2026       | 26.02.2026    |
| 06/2026 | 08.05.2026       | 17.03.2026       | 25.03.2026    |
| 07/2026 | 12.06.2026       | 17.04.2026       | 27.04.2026    |
| 08/2026 | 10.07.2026       | 19.05.2026       | 28.05.2026    |
| 09/2026 | 07.08.2026       | 18.06.2026       | 26.06.2026    |
| 10/2026 | 11.09.2026       | 23.07.2026       | 31.07.2026    |
| 11/2026 | 09.10.2026       | 20.08.2026       | 28.08.2026    |
| 12/2026 | 13.11.2026       | 23.09.2026       | 01.10.2026    |
| 01/2027 | 11.12.2026       | 20.10.2026       | 28.10.2026    |

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## 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](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.  
Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>



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## YOUR CONTACTS

**PUBLISHING DIRECTOR**  
**LUXURY & LIVING INTERNATIONAL**  
**Sebastian Himmer**

JAHRESZEITEN VERLAG GmbH  
Harvestehuder Weg 42  
20149 Hamburg

phone: +49 (0) 175 907 64 89  
e-mail: [sebastian.himmer@jalag.de](mailto:sebastian.himmer@jalag.de)

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