

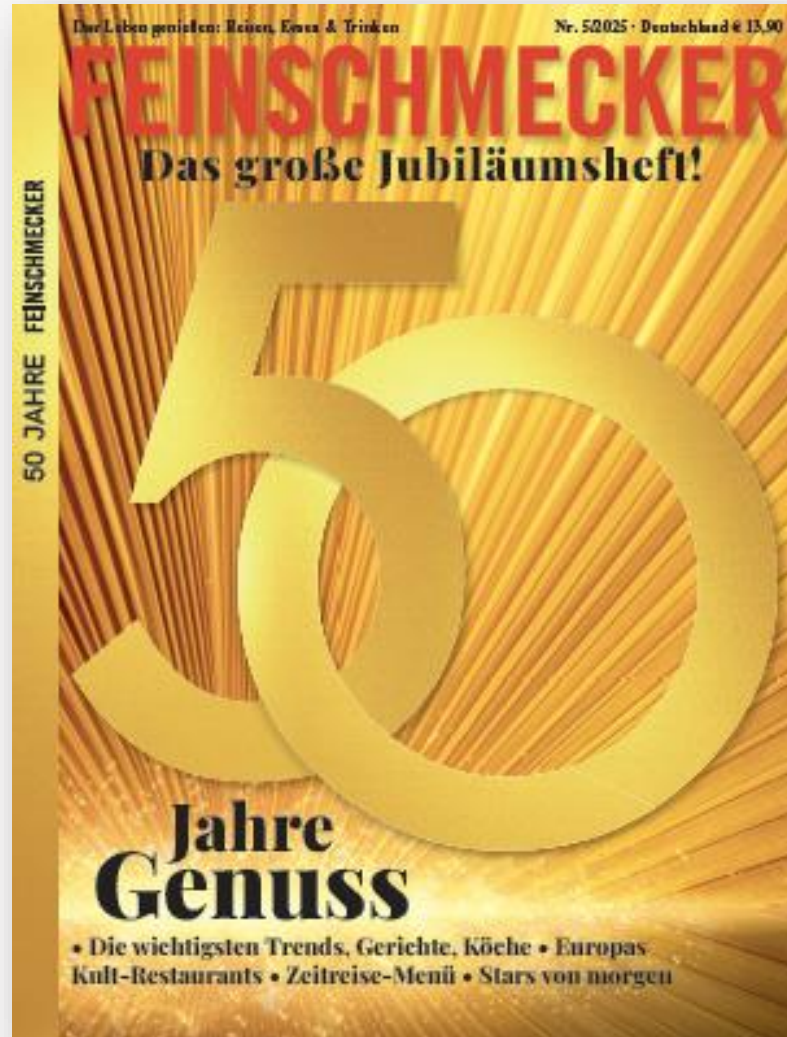
# DER FEINSCHMECKER Magazine Profile

Hamburg, December 2025

Enjoying life: Travel,  
food & drink



# NEWS



Success. Continuity. Further development.

- **DER FEINSCHMECKER continuously invests in quality & trend topics:** Jahreszeiten Verlag invests in the size, layout and circulation of every single issue of DER FEINSCHMECKER, and each issue has a high-reach focus topic as a value-added service! This enables the editorial team to offer even deeper insights into culinary trends, destinations and specialities and exclusive interviews with people from the culinary world.
- **The AWA 2025 once again confirms the success of DER FEINSCHMECKER:** with 670,000 readers, the magazine continues to expand its reach. The premium medium has grown steadily in previous years, once again establishing itself as the leading source of culinary travel inspiration in German-speaking countries.
- **Sales offensive -** DER FEINSCHMECKER specifically addresses decision-makers, innovators and opinion leaders and is now equipping German First Class Lounges and Senator Lounges.



# Gabriele Heins – DER FEINSCHMECKER editor-in-chief

Pleasure for every situation



As editor-in-chief, I consider it a great privilege to think about enjoyment on a daily basis: Who bakes excellent bread? Who roasts the best espresso? Which restaurant concepts are inspiring and which winemaker has just bottled an exciting wine? I research all of this with my dedicated team and an international network of authors in order to share these findings with our readers.

Whether fine dining or local producers, DER FEINSCHMECKER reflects the culture of enjoyment in all its facets and is a reliable compass through the German and international world of cuisine, wine and spirits, as well as hospitality and dining culture.

We present all the relevant trends, categorize them and have tips for every occasion: from recipes for after work and good everyday wines to rare champagnes and restaurants for special occasions. We want to be the indispensable companion for all people who love pleasure.



# DER FEINSCHMECKER brand cosmos







**The editorial concept**

# DER FEINSCHMECKER

The benchmark for culinary culture for over 50 years

For more than five decades, DER FEINSCHMECKER has been regarded as the leading authority on enjoyment, cuisine and stylish living in German-speaking countries. Discerning readers appreciate the unique combination of sound guidance, inspiring recommendations and journalistic passion – for small moments of pleasure as well as for great culinary experiences.

Whether at home or on the go, in a Michelin-starred restaurant or an authentic country kitchen, DER FEINSCHMECKER knows the best addresses and most exciting trends – and brings them to life. **Each issue is a commitment to the art of enjoyment, combining food, drink and travel at the highest level.**

Rooted in international haute cuisine, with excellent connections to the avant-garde of the hotel industry and a keen sense for outstanding wines, the magazine combines tradition and innovation. DER FEINSCHMECKER remains true to its journalistic standards: **independent, credible, visionary.**

With a clear stance, powerful imagery and genuine insider knowledge, DER FEINSCHMECKER is a valued partner of the culinary elite – and an inspiring companion **for all those who consciously enjoy life.**





# Travel - discover the soul of the culinary arts

Enjoyment worldwide and on site

If you look at the picture series in DER FEINSCHMECKER, you can almost taste the destination.

**Enjoyment and culinary delights are the driving force behind DER FEINSCHMECKER.** Insider tips to be discovered, beyond the hype, but with a lot of finesse. Trend restaurants and hotels, newcomers and cosy pubs.

Always with you: the featherweight info guide with all the addresses from the respective issue to take out. Always eagerly expected: The annual pocket guides from DER FEINSCHMECKER with the test results of the jury for the best restaurants in Germany.



# Eating - tasting the essence of the culinary

Pleasure of the top class and fine recipes

**DER FEINSCHMECKER turns them into heroes!** Top chefs and young talents, hosts and temples of pleasure, high-quality products and passionate producers.

They tinker, create and act out of conviction. They discover, smell, taste. They bring top enjoyment to the plate, make excellent bread or stand for meat from species-appropriate animal husbandry. In the restaurant and in their own kitchen, renowned recommendations and exclusive recipes.

**DER FEINSCHMECKER is the first address for taste enthusiasts and ambitious hobby cooks.** For the scene and its fans.





# Drinking - more than just a culinary companion

Pleasure in a glass and in the cup

Whiskey, gin or liqueurs. Wine, Seccos or champagne.

Tea or coffee. Regions, producers and best buys. One can argue excellently about taste, but not about pleasure.

**DER FEINSCHMECKER tests, advises and recommends the special.** And: chooses the best of the best. For example at the **Riesling Cup** or the **annual Wine Awards**, the Oscar among wine events.

Cheers!



# Lifestyle – the feeling for trends

## Pleasure Equipment and developments

DER FEINSCHMECKER shows beautiful things, with which demanding connoisseurs like to surround themselves.

Fantastic technology, fastidious Design, culinary purchase places and seductive novelties – **DER FEINSCHMECKER curates trends and products for the elevated benefit life-style.**

Unusual people who make life even tastier? DER FEINSCHMECKER discovers them and tells their stories.





# Scene - new culinary discoveries

## Pleasure compass and signpost

DER FEINSCHMECKER regularly provides information on the best addresses for sophisticated enjoyment - from stylish hotels and trendy bars to exceptional restaurants.

With a trained eye for quality and innovation, **the editorial team continuously monitors developments in the international culinary scene and presents promising trends and personalities.**

In addition, DER FEINSCHMECKER offers valuable tips for a 'stopover' - be it in German cities or for a short stay abroad. This makes every trip, whether for business or pleasure, an enjoyable experience.





# The readership





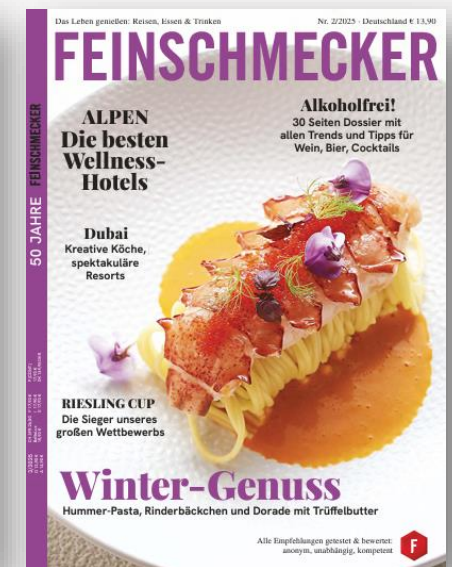
# AWA 2025

Wide reach. Premium. Growth brand.

**AWA 2025 confirms: DER FEINSCHMECKER continues to grow – and once again attracts qualified readers.**

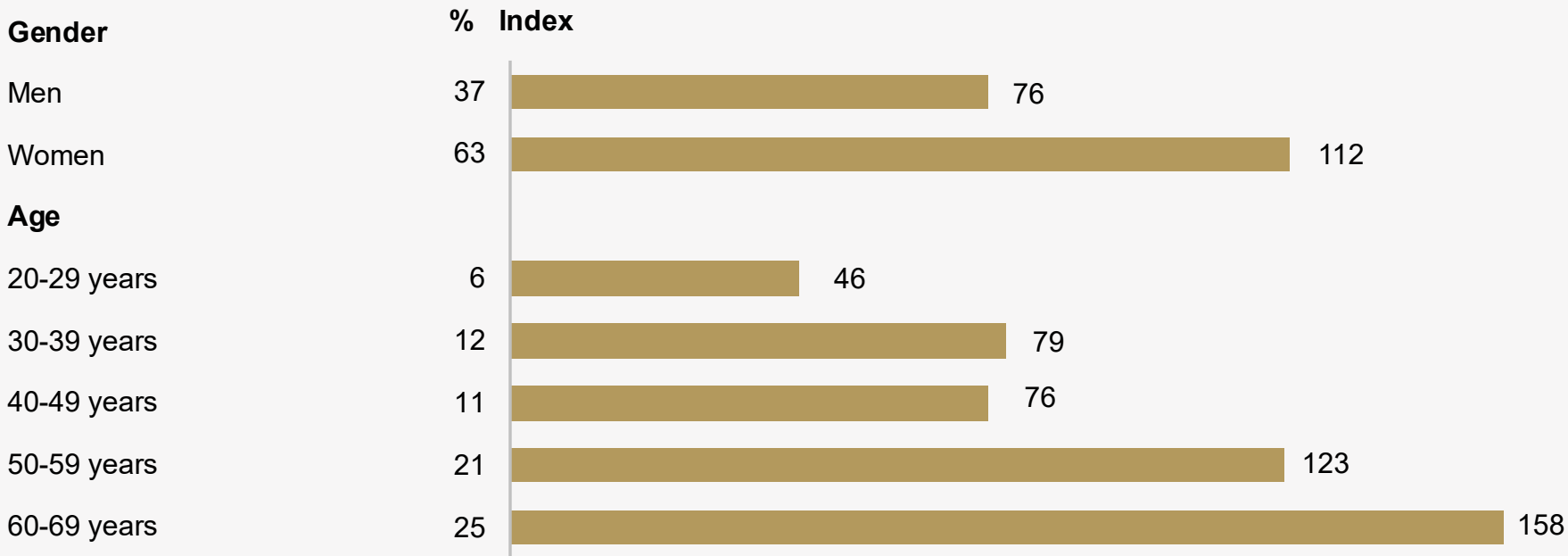
After a 10% increase in reach in 2023 (640,000 readers) and a rise to 650,000 in 2024, the premium magazine continues its successful course: **In 2025, DER FEINSCHMECKER will reach 670,000 readers – thereby consolidating**

The continuous expansion of content and the consistent development of the brand universe – geared towards the needs of the readership – strengthen the relevance of DER FEINSCHMECKER as a reliable leading medium for enjoyment, travel and culinary lifestyle.



# The readers - advertising-relevant and print-oriented

With a placement in DER FEINSCHMECKER, you can reach a high-quality target group of 670,000 readers with a taste for fine dining. 69% of them belong to the advertising-relevant age group of 30 to 69-year-olds – an attractive environment for effective brand communication.



Source: AWA 2025, Index: Total population = 100



# The readers - affluent and independent

**DER FEINSCHMECKER reaches a core target group with high social status and significant decision-making authority.** The readership is disproportionately represented in demanding professions, management positions or entrepreneurial activities.

With very high net household incomes and corresponding financial sovereignty, the majority of readers rate their economic situation as above average – an ideal environment for premium brands and high-quality offerings.

## Total economic status

High (Level 1+2)



## Profession

Owner, managing director, freelancer



## Net household incomes

€ 4,000 and more



€ 5,000 and more



€ 6,000 and more



## Financial leeway

€ 1,500 and more



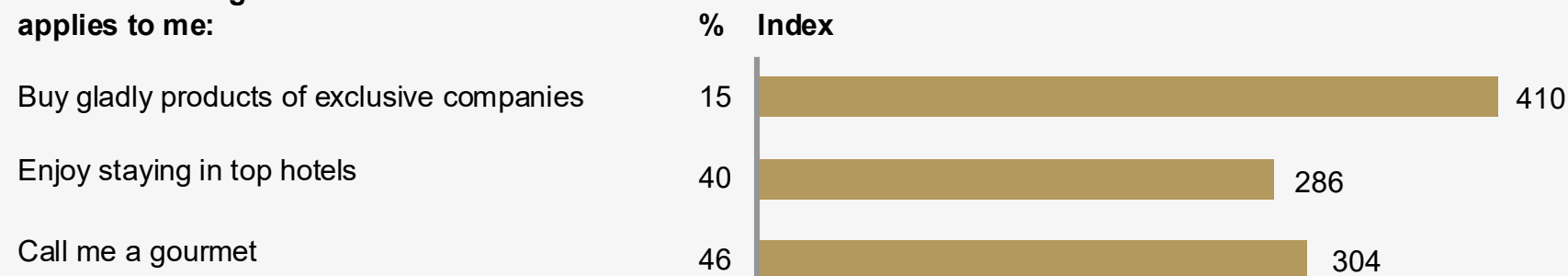
Source: AWA 2025, Index: Total population = 100

# The readers - pleasure-oriented and quality-conscious

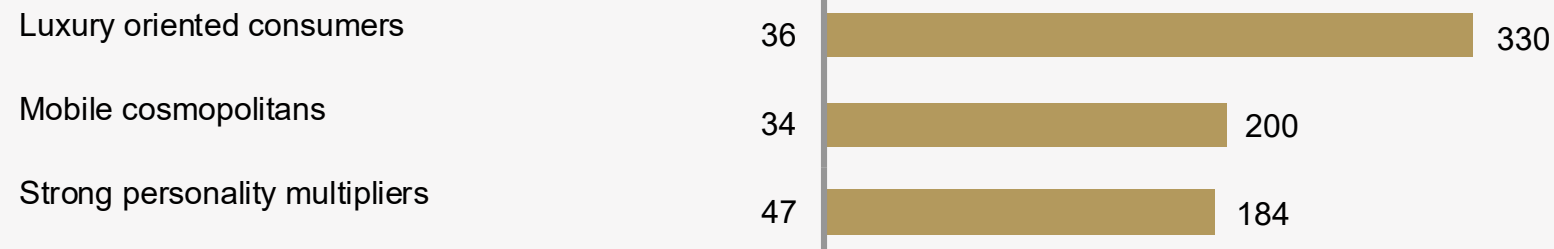
Being able to afford something is not enough. DER FEINSCHMECKER specifically targets readers with high purchasing power who are consumption- and **pleasure-oriented and have a strong awareness of quality**.

**36% of readers belong to the special target group of predominantly quality-oriented consumers (index 330)** – ideal conditions for successful brand advertising.

## Personal setting applies to me:



## Buyer typology, consumption styles



Source: AWA 2025, Index: Total population = 100



# The readers - trend-oriented and innovative

The readers of DER FEINSCHMECKER find themselves in the role of innovators and trendsetters. Their distinctive sense for new things, a wide range of interests, their openness as well as a strong ability to assert themselves make them role models for their environment.

**Personal setting  
applies to me:**

Sense for new things

%   Index

19   130

**Innovation orientation**

Innovators

17   372

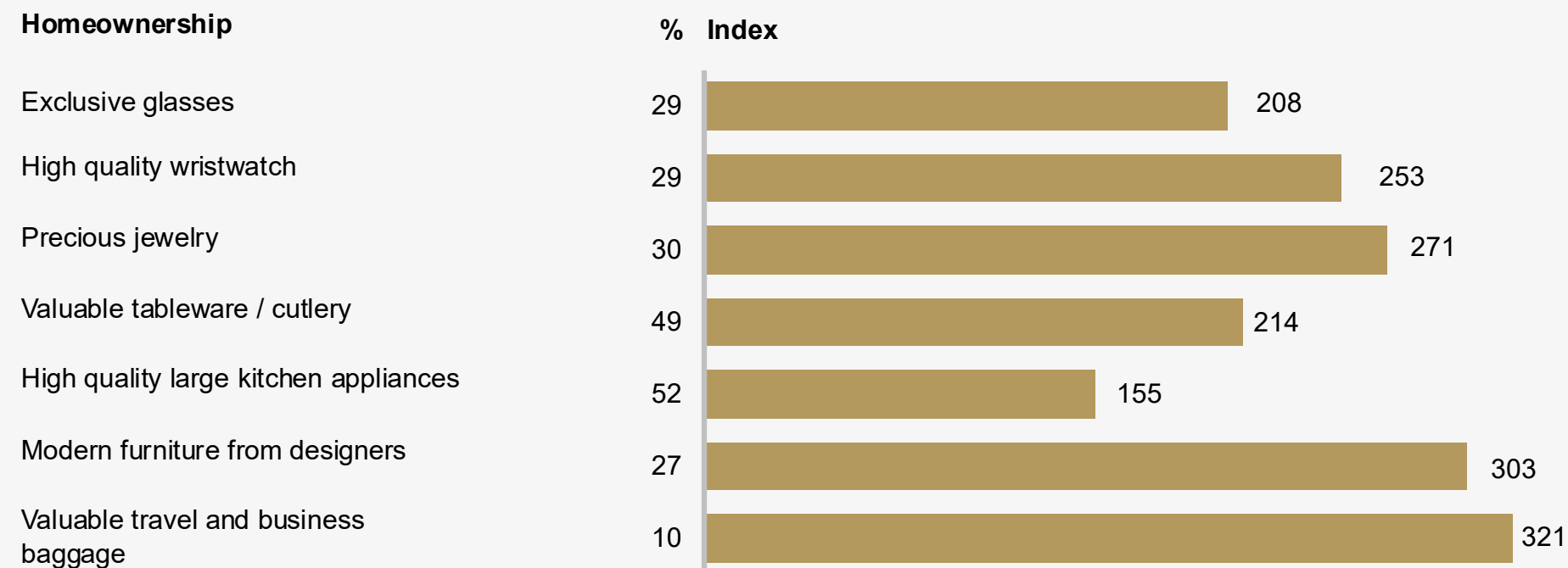
Trendsetter

21   203

Source: AWA 2025, Index: Total population = 100

# The readers - demanding and cosmopolitan

The readers of DER FEINSCHMECKER lead a very sophisticated and cosmopolitan lifestyle, they are **extremely quality oriented and cultivate an upscale and exclusive consumer style**. They attach great importance to the exclusivity of their possessions.



Source: AWA 2025, Index: Total population = 100



**Fact sheet, schedule & contact**



# DER FEINSCHMECKER

Enjoying life: Travel, food & drink



[Click here for schedule and further details.](#)

**Publication frequency**  
monthly

**Copy price**  
€ 13,90

**Ad rate 2026**  
full page 4c € 27,300.00

**Formats**  
21,0 cm Width  
28,0 cm Height

**Paid circulation**  
60,789 copies

**Coverage**  
670.000 Mio.

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

**Digital issues on**  
 

DER FEINSCHMECKER is the leading compass for indulgence and lifestyle in the German-speaking world and offers discerning consumers the best orientation, decision-making aid and inspiration for unique moments of indulgence, 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 definitive beacon in the premium segment of culinary media and remains the most renowned and sought-after brand in the world of indulgence, even in the face of growing competition and for future generations as a lead brand for B2C and B2B alike.

In the wide world of culinary enjoyment, DER FEINSCHMECKER is the infallible nose and the definitive source of inspiration for all those who love the good life.

[Click here to see a complete issue](#)



# Schedule 2026

Issue	Publication date	Week	Advertisement		Ad Special	Ad Special
			Booking and Cancellation date	Advertisements Copy deadline	Booking Cancellation date	Material deadline
<b>02/2026</b>	09.01.2026	2	10.11.2025	20.11.2025	27.10.25	05.12.25
<b>03/2026</b>	13.02.2026	7	17.12.2025	30.12.2025	03.12.25	19.01.26
<b>04/2026</b>	13.03.2026	11	22.01.2026	30.01.2026	08.01.26	16.02.26
<b>05/2026</b>	10.04.2026	15	18.02.2026	26.02.2026	04.02.26	13.03.26
<b>06/2026</b>	08.05.2026	19	17.03.2026	25.03.2026	03.03.26	10.04.26
<b>07/2026</b>	12.06.2026	24	17.04.2026	27.04.2026	03.04.26	14.05.26
<b>08/2026</b>	10.07.2026	28	19.05.2026	28.05.2026	05.05.26	15.06.26
<b>09/2026</b>	07.08.2026	32	18.06.2026	26.06.2026	04.06.26	13.07.26
<b>10/2026</b>	11.09.2026	37	23.07.2026	31.07.2026	09.07.26	17.08.26
<b>11/2026</b>	09.10.2026	41	20.08.2026	28.08.2026	06.08.26	14.09.26
<b>12/2026</b>	13.11.2026	46	23.09.2026	01.10.2026	09.09.26	16.10.26
<b>01/2027</b>	11.12.2026	50	20.10.2026	28.10.2026	06.10.26	16.11.26
<b>DER FEINSCHMECKER</b>						
Special Edition						
"Johann Lafer"						
	22.05.26	21	30.03.26	08.04.26	16.03.26	23.04.26
<b>DER FEINSCHMECKER</b>						
Special Edition						
"Cornelia Poletto"						
	27.11.26	48	06.10.26	14.10.26	22.09.26	29.10.26

Sample delivery for AdSpecials: One week before booking deadline!

# Contact

We look forward to talking to you!

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**Click here for all international contacts and contact details.**