KATALONIEN
Aufregende Lokale in Spanien: Avantgarde zum Wohlfühlen

STEAK ON THE ROAD
Lieferdienste im Test: Top-Fleisch vom Versender

URLAUB BEIM WINZER
Die schönsten Châteaus in der Provence

MISS ENGLAND
Londons Gastro-Star Clare Smyth im Porträt: Karriere mit New British Cuisine und einer Kartoffel für die Royals
Enjoylife!
The leading gourmet magazine in Germany of the last 40 years!

DER FEINSCHMECKER is a solitaire. No other magazine in the German-speaking world can equal its high level of competence on the good things of life.

Its judgement is independent and it has a clear objective – to inform its discerning readers every month objectively and entertainingly about attractive travel destinations, the latest trends in gastronomy, the hotel business, wine growing and top-quality regional specialities.

The editors do their research on the spot all over the world. Unerring in their judgement, they refuse to compromise in their quest for the pleasures of life.
Indulgence and way of life!

TRAVEL

DER FEINSCHMECKER explores destinations near and far. The readers are always updated with the latest trends in gastronomy, the best hotels, wine powers and wines and much more.

Renowned authors work for DER FEINSCHMECKER. Many top chefs were first introduced to a wide audience by DER FEINSCHMECKER and become part of the editorial team meanwhile.
Indulgence and way of life!

FOOD

DER FEINSCHMECKER’s main aim is to recommend quality wherever it finds it. That includes, along with reports about new restaurants and well-known chefs, a selection and assessments of products and specialities that are indispensable for the gourmet.

DER FEINSCHMECKER offers it’s readers many culinary tips, a wide range of service and a unmistakeable additional value of curated information. The food photography of DER FEINSCHMECKER is legendary and outstanding due to the first-class and world-famous food stylists and photographers.
Indulgence and way of life!

BEVERAGE

Interest in good wines and information about wine and everything to do with has never been as great as it is today. Reason enough for DER FEINSCHMECKER to entertain its readers with passion and its expert knowledge.

"Wine and spirits" are a core department of DER FEINSCHMECKER and is presented in each issue on several pages or as an extra. Whether in the form of interviews, portraits, reports or tastings.
Indulgence and way of life!

EVENTS

DER FEINSCHMECKER has been awarding the annual, international WINE AWARDS for more than 16 consecutive years as part of a large gala. The venue for this exclusive ceremony is the “GrandhotelSchlossBensberg” near Cologne. Culinary highlights and a varied program entertain the numerous guests from the media, business, politics and culture.

Every November, DER FEINSCHMECKER awards the Riesling Cup for more than 10 years. Between 40 and 50 of the best German winemakers present their wines. This is the “who's who” of the German wine scene, because only the best are invited.

For 13 years, the GROSSEMARKT HAMBURG for fruit, vegetables and flowers and DER FEINSCHMECKER have presented the Food Market Hamburg. In the Großmarkthalle, where only wholesalers and buyers can access, visitors can sample and buy a wide variety of local products.
Indulgence and way of life!

LIFESTYLE

DER FEINSCHMECKER shows the beautiful things that gourmets like to surround themselves with, makes the seductive of sophisticated design palpable and reports with unusual stories about people, through which life in many different ways becomes even tastier.

In addition, DER FEINSCHMECKER highlights the latest trends in gastronomy and advises readers on lifestyle issues.
Readership!

DER FEINSCHMECKER reaches 0.75 million readers. The readers of DER FEINSCHMECKER are well educated and have a very high net household income with a generous financial scope.

They enjoy the highest socio economic status, are open minded and luxury oriented. The readers of DER FEINSCHMECKER are interested in modern design and considered as innovators and trendsetters.

Source: AWA 2019, Index: Total population = 100setters.
The reader – accessible and printaffinity

An ad in DER FEINSCHMECKER reaches 0.75 mill. readers in the top target group. 75% of the magazine’s readers belong to the advertising-relevant 30–69 age group.

<table>
<thead>
<tr>
<th>Gender</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>39</td>
<td>80</td>
</tr>
<tr>
<td>Women</td>
<td>61</td>
<td>120</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29 years</td>
<td>6</td>
<td>44</td>
</tr>
<tr>
<td>30-39 years</td>
<td>11</td>
<td>76</td>
</tr>
<tr>
<td>40-49 years</td>
<td>15</td>
<td>99</td>
</tr>
<tr>
<td>50-59 years</td>
<td>27</td>
<td>147</td>
</tr>
<tr>
<td>60-69 years</td>
<td>22</td>
<td>159</td>
</tr>
</tbody>
</table>

Source: AWA 2019, Index: Total population = 100setters.
**The reader – affluent and independent**

DER FEINSCHMECKER can be guaranteed to address a core target group at the top of the social ladder. They often work in a high-powered profession. Readers of DER FEINSCHMECKER have high net household incomes and a correspondingly high financial leeway at their disposal. 31% of the magazine’s readers have EUR 1000 or more available to spend per month (Index 238).

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<table>
<thead>
<tr>
<th>Socio economic status</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>high</td>
<td>46</td>
<td>202</td>
</tr>
<tr>
<td><strong>Respondent’s Profession</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company owner,self-employed profes.</td>
<td>8</td>
<td>237</td>
</tr>
<tr>
<td>Net household income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.000 Euro and more</td>
<td>45</td>
<td>188</td>
</tr>
<tr>
<td>5.000 Euro and more</td>
<td>31</td>
<td>247</td>
</tr>
<tr>
<td>6.000 Euro and more</td>
<td>21</td>
<td>331</td>
</tr>
<tr>
<td><strong>Financial leeway</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>€ 1.000 and more</td>
<td>30</td>
<td>212</td>
</tr>
</tbody>
</table>

Source: AWA 2019, Index: Total population = 100setters.
The reader – brand-orientated and quality-minded

Merely to be able to afford a thing or two is not enough. DER FEINSCHMECKER targets readers with high purchasing power who are oriented toward consumption and the good things in life and have a marked awareness of quality. 46% (index 211) of the magazine’s readers are fond of buying exclusive products and that is an optimal precondition for successful brand-name product advertising.

Personal outlook applies to me:

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am fond of buying products of exclusive brands</td>
<td>10</td>
<td>274</td>
</tr>
<tr>
<td>I enjoy to stay the night in high class hotels</td>
<td>25</td>
<td>213</td>
</tr>
<tr>
<td>Call myself a gourmet</td>
<td>38</td>
<td>293</td>
</tr>
</tbody>
</table>

Purchaser typology

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury-oriented consumers</td>
<td>35</td>
<td>330</td>
</tr>
<tr>
<td>Mobile cosmopolitans</td>
<td>39</td>
<td>198</td>
</tr>
</tbody>
</table>

Source: AWA 2019, Index: Total population = 100setters.
The reader – trend-orientated and innovative

The readers of DER FEINSCHMECKER are in the role of innovators and trendsetters. Their distinctive sense for new things, their wide spectrum of interests, the openness as well as their assertiveness make them to models for their environment.

Personal attitude (Applies to me…)

<table>
<thead>
<tr>
<th>People with flair for new things</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td></td>
<td>157</td>
</tr>
</tbody>
</table>

Innovation orientation

<table>
<thead>
<tr>
<th>Innovators</th>
<th>22</th>
<th>408</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trendsetters</td>
<td>21</td>
<td>203</td>
</tr>
</tbody>
</table>

Source: AWA 2019, Index: Total population = 100setters.
The reader – sophisticated and cosmopolitan

The FEINSCHMECKER readers have an ambitious and cosmopolitan lifestyle, i.e. they are particularly oriented to quality and cultivate an exalted and exclusive consumption style. At the same time they set a high value on the exclusiveness of their possessions.

<table>
<thead>
<tr>
<th>Household goods owned</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive glasses</td>
<td>31</td>
<td>196</td>
</tr>
<tr>
<td>High-price watch</td>
<td>29</td>
<td>275</td>
</tr>
<tr>
<td>Valuable jewellery</td>
<td>29</td>
<td>282</td>
</tr>
<tr>
<td>Valuable dishes/silver</td>
<td>47</td>
<td>197</td>
</tr>
<tr>
<td>High-price kitchen appliances</td>
<td>51</td>
<td>171</td>
</tr>
<tr>
<td>Modern furniture from designers</td>
<td>20</td>
<td>262</td>
</tr>
<tr>
<td>Valuable travel-, business-luggage</td>
<td>8</td>
<td>284</td>
</tr>
</tbody>
</table>

Source: AWA 2019, Index: Total population = 100settlers.
The reader – consumerist and modern

The high index ratings indicate a distinctly high degree of readiness to buy luxury items. The DER FEINSCHMECKER readers belong to the special target group of luxury-oriented consumers.

**Buying plan**

<table>
<thead>
<tr>
<th>Product</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive glasses</td>
<td>7</td>
<td>219</td>
</tr>
<tr>
<td>High-price watch</td>
<td>6</td>
<td>246</td>
</tr>
<tr>
<td>Valuable jewellery</td>
<td>6</td>
<td>333</td>
</tr>
<tr>
<td>Valuable dishes/silver</td>
<td>4</td>
<td>321</td>
</tr>
<tr>
<td>High-price kitchen appliances</td>
<td>8</td>
<td>207</td>
</tr>
<tr>
<td>Modern furniture from designers</td>
<td>4</td>
<td>239</td>
</tr>
<tr>
<td>Valuable travel-, business-luggage</td>
<td>3</td>
<td>379</td>
</tr>
</tbody>
</table>

Source: AWA 2019, Index: Total population = 100setters.
Back up!
DER FEINSCHMECKER – indulgence and way of life

DER FEINSCHMECKER is the foremost authority among German-language magazines when it comes to enjoying the finer things in life.

Showcasing the latest culinary trends, venues, recipes, wines and latest design - DER FEINSCHMECKER tickles all the senses of the bon vivant on every page.

With its expertise in all culinary facets both at home and abroad, this magazine is an indispensable guide for discerning individualists.

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

Publication frequency  monthly  Ad rate 1/1 4c  € 21,700.00  Coverage 0.75 m  Paid circulation 70,451 copies  Website www.feinschmecker.de

- Exquisite readership: gourmets, wine lovers, amateur chefs.
- Expansive brand environment: shop, pocket-guides, specials and bookazines.
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