



# 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 trends, venues, recipes and wines, **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.

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

Frequency	monthly
Paid circulation	69.097 (IVW I/20)
Ad rate full page 4c	€ 21,700
Copy price	€ 11.90

## READERSHIP

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

According to AWA 2020 DER FEINSCHMECKER reaches 670,000 readers.

*% breakdown | Index*

<b>Sex</b>	
Men	44   89
Women	56   111

<b>Age</b>	
20–29 years	6   43
30–39 years	9   59
40–49 years	16   109
50–59 years	31   165

<b>Net household income (in EURO)</b>	
4.000 and more	51   191
5.000 and more	36   255
6.000 and more	28   386

<b>Financial scope (in EURO)</b>	
1.000 and more	31   206

<b>Socio-economic status</b>	
High (level 1+2)	45   202

<b>Consumer typology</b>	
Mainly luxury-oriented consumers	39   375

<b>Applicable attributes</b>	
I am fond of buying products of Exclusive brands	11   293
Call myself a gourmet	42   337

<b>Innovation orientation</b>	
Innovators	24   424
Trendsetters	20   193

Source: AWA 2020

## ADVERTISING RATES 2020

Format	4c / EURO
Full page	21,700.-
Full page IFC / OBC	23,700.-
2/3 page	17,400.-
Half page	15,200.-
1/3 page	10,900.-
1/4 page	8,700.-
Double page	43,400.-
Double page IFC + page 3	46,400.-

Separate advertising rates for specials and pocket books.

## DISCOUNTS

### Turnover scale (gross)

(incl. specials)

from 43,000 Euro – 3%	from 172,000 Euro – 13%
from 86,000 Euro – 6%	from 215,000 Euro – 17%
from 129,000 Euro – 10%	from 258,000 Euro – 20%

## CIRCULATION

Circulation, IVW-audited, 1 <sup>st</sup> quarter 2020	
Print run	106,041 copies
Paid circulation	69,097 copies
Distributed circulation	72,150 copies
Subscribers	16.616 copies

## SCHEDULE 2020



Issue	Publication date	Booking deadline	Copy deadline
02/2020	02.01.2020	08.11.2019	19.11.2019
03/2020	05.02.2020	11.12.2019	20.12.2019
04/2020	11.03.2020	23.01.2020	31.01.2020
05/2020	08.04.2020	20.02.2020	28.02.2020
06/2020	06.05.2020	16.03.2020	24.03.2020
07/2020	10.06.2020	21.04.2020	29.04.2020
08/2020	08.07.2020	19.05.2020	27.05.2020
09/2020	05.08.2020	18.06.2020	26.06.2020
10/2020	09.09.2020	23.07.2020	31.07.2020
11/2020	07.10.2020	20.08.2020	28.08.2020
12/2020	04.11.2020	17.09.2020	25.09.2020
01/2021	02.12.2020	14.10.2020	22.10.2020

## TECHNICAL DATA

Magazine format: 215 x 285 mm + 4 mm trim-reserve  
Type area: 188 x 258 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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