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

Frequency: monthly
Paid circulation: 70,451 (IVW III/19)
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 2019 DER FEINSCHMECKER reaches 750,000 readers.

% breakdown | Index
Sex
Men 39 | 80
Women 61 | 120
Age
20–29 years 6 | 44
30–39 years 11 | 76
40–49 years 15 | 99
50–59 years 27 | 147
Net household income (in EURO)
4.000 and more 45 | 188
5.000 and more 31 | 247
6.000 and more 21 | 331
Financial scope (in EURO)
1.000 and more 30 | 212
Socio-economic status
High (level 1+2) 46 | 202
Consumer typology
Mainly luxury-oriented consumers 35 | 330
Applicable attributes
I am fond of buying products of Exclusive brands 10 | 274
Call myself a gourmet 38 | 293
Innovation orientation
Innovators 22 | 408
Trendsetters 21 | 203

Source: AWA 2019

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.-

Seperate 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, 2nd quarter 2019
Print run 108,218 copies
Paid circulation 70,811 copies
Distributed circulation 74,294 copies
Subscribers 18,850 copies
SCHEDULE 2020

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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
Support is available via e-mail: 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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