



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	47.916 (IVW II/20)
Ad rate full page 4c	€ 21,800
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
Sex		
Men	44	89
Women	56	111
Age		
20–29 years	6	43
30–39 years	9	59
40–49 years	16	109
50–59 years	31	165

Net household income (in EURO)	% breakdown	Index
4.000 and more	51	191
5.000 and more	36	255
6.000 and more	28	386

Financial scope (in EURO)	% breakdown	Index
1.000 and more	31	206

Socio-economic status	% breakdown	Index
High (level 1+2)	45	202

Consumer typology	% breakdown	Index
Mainly luxury-oriented consumers	39	375

Applicable attributes	% breakdown	Index
I am fond of buying products of Exclusive brands	11	293
Call myself a gourmet	42	337

Innovation orientation	% breakdown	Index
Innovators	24	424
Trendsetters	20	193

Source: AWA 2020

ADVERTISING RATES 2021

Format	4c / EURO
Full page	21,800.-
Full page IFC / OBC	23,800.-
2/3 page	17,500.-
Half page	15,300.-
1/3 page	11.000.-
1/4 page	8,750.-
Double page	43,600.-
Double page IFC + page 3	46,600.-

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, 2 nd quarter 2020	
Print run	80,108 copies
Paid circulation	47.916 copies
Distributed circulation	50.718 copies
Subscribers	16.366 copies

SCHEDULE 2020



Issue	Publication date	Booking deadline	Copy deadline
02/2021	04.01.2021	05.11.2020	16.11.2020
03/2021	03.02.2021	08.12.2020	16.12.2020
04/2021	03.03.2021	12.01.2021	20.01.2021
05/2021	01.04.2021	10.02.2021	18.02.2021
06/2021	05.05.2021	11.03.2021	19.03.2021
07/2021	09.06.2021	14.04.2021	22.04.2021
08/2021	07.07.2021	14.05.2021	25.05.2021
09/2021	04.08.2021	15.06.2021	23.06.2021
10/2021	08.09.2021	20.07.2021	28.07.2021
11/2021	06.10.2021	17.08.2021	25.08.2021
12/2021	03.11.2021	13.09.2021	21.09.2021
01/2021	01.12.2021	07.10.2021	15.10.2021

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.



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