



LAFER – The journal for good taste

Germany's most popular and famous culinary personality, the top chef Johann Lafer, celebrates the most beautiful aspects of life in his own gourmet magazine.

The opulent magazine invites you to the world of Johann Lafer. It takes readers on new, inspiring and exciting journeys into the creative world of good taste.

Frequency	quarterly
Print run	125,000 copies
Ad rate full page 4c	€ 15,100
Copy price	€ 7.50

Featuring reports in feuilleton style, culinary travel topics and exciting photo essays, the magazine offers a uniquely diverse mix of topics. 40 exquisite seasonal recipes, commented by the chef himself, make each issue to a seductive collector's item.

SCHEDULE 2020

Issue	On sale	Ad close	Material close
01/2020	25.03.2020	18.02.2020	24.02.2020
02/2020	24.06.2020	14.05.2020	20.05.2020
03/2020	23.09.2020	18.08.2020	24.08.2020
04/2020	18.11.2020	12.10.2020	16.10.2020

TECHNICAL DATA

Magazine format:	230 x 280 mm + 4 mm trim-reserve
Printing process:	Offset
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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ADVERTISING RATES 2020

Format	4c / EURO
Full page	15,100.-
Full page IFC / OBC	17,100.-
Half page	10,540.-
1/3 page	7,600.-
Double page	30,200.-
Double page IFC + page 3	33,200.-

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