



# DER FEINSCHMECKER – ICON OF THE WORLD OF PLEASURE

JAHRESZEITEN VERLAG

As a traditional, indispensable strong gourmet institution for discerning connoisseurs, **DER FEINSCHMECKER** is Germany's leading magazine for culinary lifestyle.

No other magazine in the German-speaking market has this level of expertise for pleasure. Special recommendations from real insiders for high-quality products and passionate producers, exclusive recipes and the best addresses for top restaurants around the world - all this can be found in the printed issue and also online at [FEINSCHMECKER.de](http://FEINSCHMECKER.de). In the exclusive **DER FEINSCHMECKER Premium Club**, a unique community of active consumers who set the pace for the top top gastronomy scene.

**DER FEINSCHMECKER** is independent and incorruptible. Visionary and visually powerful. Always on the move and closely connected with the who is who of the culinary world.

Frequency	monthly
Paid circulation	58,497 (IVW II/22)
Ad rate full page 4c	€ 24,100
Copy price.	€ 13.90

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

## READERSHIP

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

According to AWA 2022 DER FEINSCHMECKER reaches 580,000 readers.

*% breakdown | Index*

<b>Sex</b>	
Men	38   77
Women	62   122
<b>Age</b>	
20–29 years	6   48
30–39 years	14   91
40–49 years	14   102
50–59 years	23   126
<b>Net household income (in EURO)</b>	
4.000 and more	54   170
5.000 and more	37   212
6.000 and more	24   259
<b>Financial scope (in EURO)</b>	
1.000 and more	35   187
<b>Socio-economic status</b>	
High (level 1+2)	42   197
<b>Consumer typology</b>	
Mainly luxury-oriented consumers	38   341
<b>Applicable attributes</b>	
Call myself a gourmet	43   334
<b>Innovation orientation</b>	
Innovators	20   346
Trendsetters	22   206

Source: AWA 2022

## ADVERTISING RATES 2023

Format	4c / EURO
Full page	24,100.-
Full page IFC / OBC	26,100.-
2/3 page	19,400.-
Half page	16,900.-
1/3 page	12,200.-
1/4 page	9,700.-
Double page	48,200.-
Double page IFC + page 3	51,200.-

Separate advertising rates for specials and pocket books.

## DISCOUNTS

### Turnover scale (gross)

(incl. specials)

from 480,000 Euro – 3%	from 192,000 Euro – 13%
from 96,000 Euro – 6%	from 240,000 Euro – 17%
from 144,000 Euro – 10%	from 280,000 Euro – 20%

## CIRCULATION

Circulation, IVW-audited, 2nd quarter 2022

Paid circulation	58,497 copies
Distributed circulation	60,042 copies
Subscribers	15,772 copies

## SCHEDULE 2023

Issue	Publication date	Booking deadline	Copy deadline
02/2023	04.01.2023	10.11.2022	22.11.2022
03/2023	08.02.2023	16.12.2022	27.12.2022
04/2023	08.03.2023	17.01.2022	25.01.2023
05/2023	04.04.2023	13.02.2023	21.02.2023
06/2023	10.05.2023	15.03.2023	23.03.2023
07/2023	14.06.2023	18.04.2023	26.04.2023
08/2023	12.07.2023	19.05.2023	30.05.2023
09/2023	09.08.2023	20.06.2023	28.06.2023
10/2023	13.09.2023	24.07.2023	01.08.2023
11/2023	11.10.2023	21.08.2023	29.08.2023
12/2023	08.11.2023	14.09.2023	22.09.2023
01/2024	13.12.2023	19.10.2023	27.10.2023

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## TECHNICAL DATA

Magazine format: 210 x 280 mm + 4 mm trim-reserve  
Type area: 183 x 253 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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