

DER FEINSCHMECKER Magazine Profile

Hamburg, June 2026

Enjoying life: Travel,
food & drink



NEWS



Success. Consistency. Continuous Development.

- **DER FEINSCHMECKER continues its growth trajectory for the third consecutive year - With 690,000 readers (AWA 2026)**, DER FEINSCHMECKER continues its sustained growth and further strengthens its position as one of the most relevant premium media brands for gastronomy, travel and culinary lifestyle. The brand once again gains reach and confirms its strong standing among discerning consumers.
- **DER FEINSCHMECKER continues to invest in quality and future-oriented content - Next Generation: Reaching new audiences**
Through a consistent **Next Generation strategy**, DER FEINSCHMECKER is continuously evolving its brand. New editorial formats, modern content worlds and a stronger appeal to younger food enthusiasts are driving additional relevance and sustainable growth – while maintaining its strong premium core audience.
- **Exclusive special editions strengthen the brand**
With successful special publications such as the **DER FEINSCHMECKER Special Editions “Johann Lafer” and “Cornelia Poletto”**, as well as high-quality guides, DER FEINSCHMECKER continues to expand its brand universe and creates additional touchpoints for readers and advertising partners.
- **Strong event platforms with high impact**
Whether through the **DER FEINSCHMECKER Wine Awards**, **FEINSCHMECKER Club events** or the **Summer Cocktail by Cornelia Poletto**, DER FEINSCHMECKER consistently strengthens its position as a host, curator and networker within Germany’s culinary community.

Gabriele Heins – DER FEINSCHMECKER editor-in-chief

Pleasure for every situation



As editor-in-chief, I consider it a great privilege to think about enjoyment on a daily basis: Who bakes excellent bread? Who roasts the best espresso? Which restaurant concepts are inspiring and which winemaker has just bottled an exciting wine? I research all of this with my dedicated team and an international network of authors in order to share these findings with our readers.

Whether fine dining or local producers, DER FEINSCHMECKER reflects the culture of enjoyment in all its facets and is a reliable compass through the German and international world of cuisine, wine and spirits, as well as hospitality and dining culture.

We present all the relevant trends, categorize them and have tips for every occasion: from recipes for after work and good everyday wines to rare champagnes and restaurants for special occasions. We want to be the indispensable companion for all people who love pleasure.



DER FEINSCHMECKER brand cosmos





The editorial concept

DER FEINSCHMECKER

The benchmark for culinary culture for over 50 years

For more than five decades, DER FEINSCHMECKER has been regarded as the leading authority on enjoyment, cuisine and stylish living in German-speaking countries. Discerning readers appreciate the unique combination of sound guidance, inspiring recommendations and journalistic passion – for small moments of pleasure as well as for great culinary experiences.

Whether at home or on the go, in a Michelin-starred restaurant or an authentic country kitchen, DER FEINSCHMECKER knows the best addresses and most exciting trends – and brings them to life. **Each issue is a commitment to the art of enjoyment, combining food, drink and travel at the highest level.**

Rooted in international haute cuisine, with excellent connections to the avant-garde of the hotel industry and a keen sense for outstanding wines, the magazine combines tradition and innovation. DER FEINSCHMECKER remains true to its journalistic standards: **independent, credible, visionary.**

With a clear stance, powerful imagery and genuine insider knowledge, DER FEINSCHMECKER is a valued partner of the culinary elite – and an inspiring companion **for all those who consciously enjoy life.**



Travel - discover the soul of the culinary arts

Enjoyment worldwide and on site

If you look at the picture series in DER FEINSCHMECKER, you can almost taste the destination.

Enjoyment and culinary delights are the driving force behind DER FEINSCHMECKER. Insider tips to be discovered, beyond the hype, but with a lot of finesse. Trend restaurants and hotels, newcomers and cosy pubs.

Always with you: the featherweight info guide with all the addresses from the respective issue to take out. Always eagerly expected: The annual pocket guides from DER FEINSCHMECKER with the test results of the jury for the best restaurants in Germany.



Eating - tasting the essence of the culinary

Pleasure of the top class and fine recipes

DER FEINSCHMECKER turns them into heroes! Top chefs and young talents, hosts and temples of pleasure, high-quality products and passionate producers.

They tinker, create and act out of conviction. They discover, smell, taste. They bring top enjoyment to the plate, make excellent bread or stand for meat from species-appropriate animal husbandry. In the restaurant and in their own kitchen, renowned recommendations and exclusive recipes.

DER FEINSCHMECKER is the first address for taste enthusiasts and ambitious hobby cooks. For the scene and its fans.



Drinking - more than just a culinary companion

Pleasure in a glass and in the cup

Whiskey, gin or liqueurs. Wine, Seccos or champagne.

Tea or coffee. Regions, producers and best buys. One can argue excellently about taste, but not about pleasure.

DER FEINSCHMECKER tests, advises and recommends the special. And: chooses the best of the best. For example at the **Riesling Cup** or the **annual Wine Awards**, the Oscar among wine events.

Cheers!



Lifestyle – the feeling for trends

Pleasure Equipment and developments

DER FEINSCHMECKER shows beautiful things, with which demanding connoisseurs like to surround themselves.

Fantastic technology, fastidious Design, culinary purchase places and seductive novelties – **DER FEINSCHMECKER curates trends and products for the elevated benefit life-style.**

Unusual people who make life even tastier? DER FEINSCHMECKER discovers them and tells their stories.



Scene - new culinary discoveries

Pleasure compass and signpost

DER FEINSCHMECKER regularly provides information on the best addresses for sophisticated enjoyment - from stylish hotels and trendy bars to exceptional restaurants.

With a trained eye for quality and innovation, **the editorial team continuously monitors developments in the international culinary scene and presents promising trends and personalities.**

In addition, DER FEINSCHMECKER offers valuable tips for a 'stopover' - be it in German cities or for a short stay abroad. This makes every trip, whether for business or pleasure, an enjoyable experience.



The readership



AWA 2026

Mehr Reichweite. Mehr Relevanz. Mehr Genuss.

The latest **AWA 2026** confirms the sustained growth trajectory of **DER FEINSCHMECKER**: With **690,000 readers**, Germany's leading culinary media brand has once again increased its reach and continued its positive development for the third consecutive year.

Following **650,000 readers in 2024** and **670,000 readers in 2025**, DER FEINSCHMECKER has achieved a new all-time high according to the latest AWA figures. This growing readership underlines the brand's strong relevance and confirms the successful evolution of its editorial offering.

Through a consistent **Next Generation strategy, new content categories and innovative formats**, DER FEINSCHMECKER continues to attract additional audiences interested in food, gastronomy and travel, while maintaining its strong position within the premium segment.

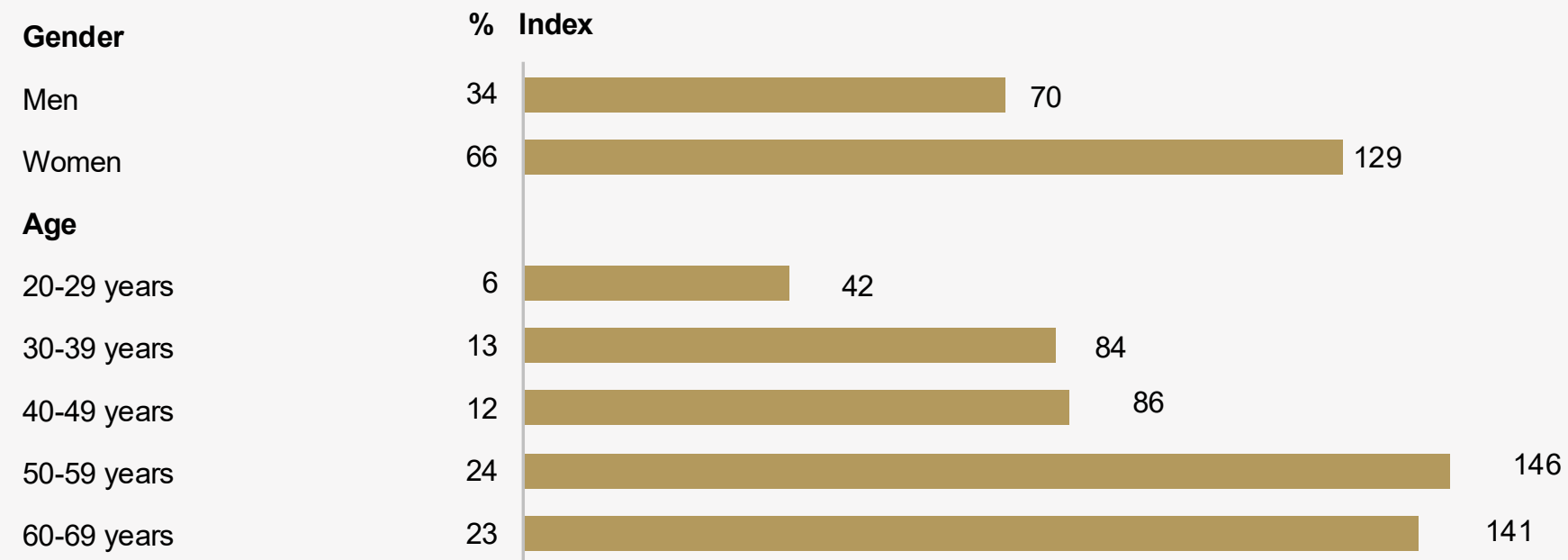
DER FEINSCHMECKER reaches a quality-conscious, affluent and influential readership, making it one of the most attractive media environments for brands in the fields of **food, travel, lifestyle and premium products**.

Source: AWA 2026



The readers - advertising-relevant and print-oriented

With a placement in DER FEINSCHMECKER, you can reach a high-quality target group of 690,000 readers with a taste for fine dining. 71% of them belong to the advertising-relevant age group of 30 to 69-year-olds – an attractive environment for effective brand communication.

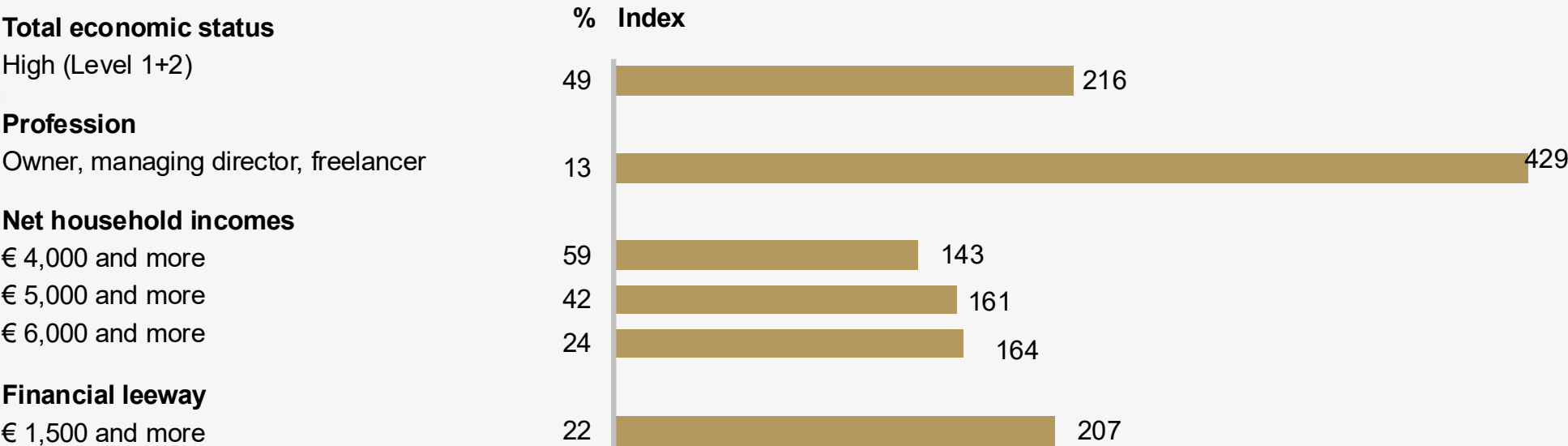


Source: AWA 2026, Index: Total population = 100

The readers - affluent and independent

DER FEINSCHMECKER reaches a core target group with high social status and significant decision-making authority. The readership is disproportionately represented in demanding professions, management positions or entrepreneurial activities.

With very high net household incomes and corresponding financial sovereignty, the majority of readers rate their economic situation as above average – an ideal environment for premium brands and high-quality offerings.



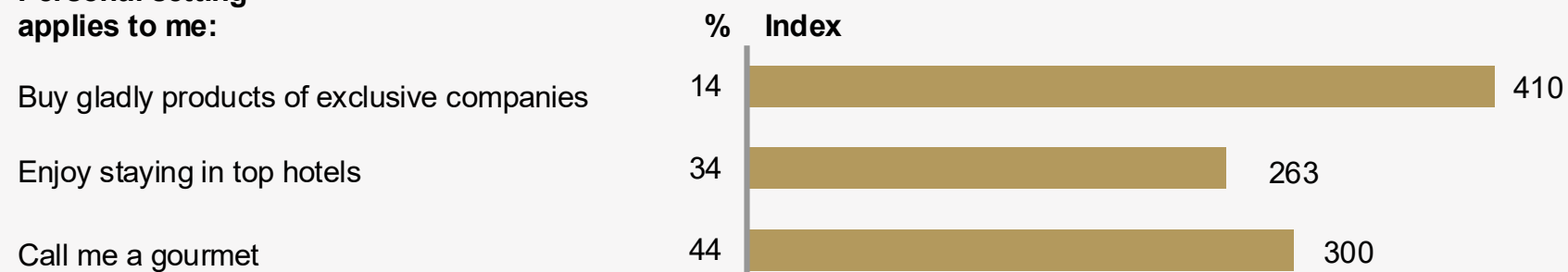
Source: AWA 2026, Index: Total population = 100

The readers - pleasure-oriented and quality-conscious

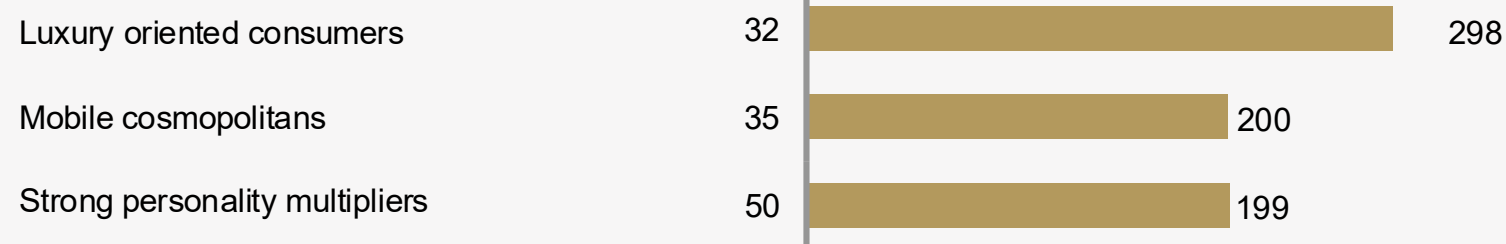
Being able to afford something is not enough. DER FEINSCHMECKER specifically targets readers with high purchasing power who are consumption- and **pleasure-oriented and have a strong awareness of quality**.

39% of readers belong to the special target group of predominantly quality-oriented consumers (index 201) – ideal conditions for successful brand advertising.

Personal setting applies to me:



Buyer typology, consumption styles



Source: AWA 2026, Index: Total population = 100

The readers - trend-oriented and innovative

The readers of **DER FEINSCHMECKER** find themselves in the role of **innovators and trendsetters**. Their distinctive sense for new things, a wide range of interests, their openness as well as a strong ability to assert themselves make them role models for their environment.

Personal setting applies to me:

Sense for new things



Innovation orientation

Innovators



Trendsetter

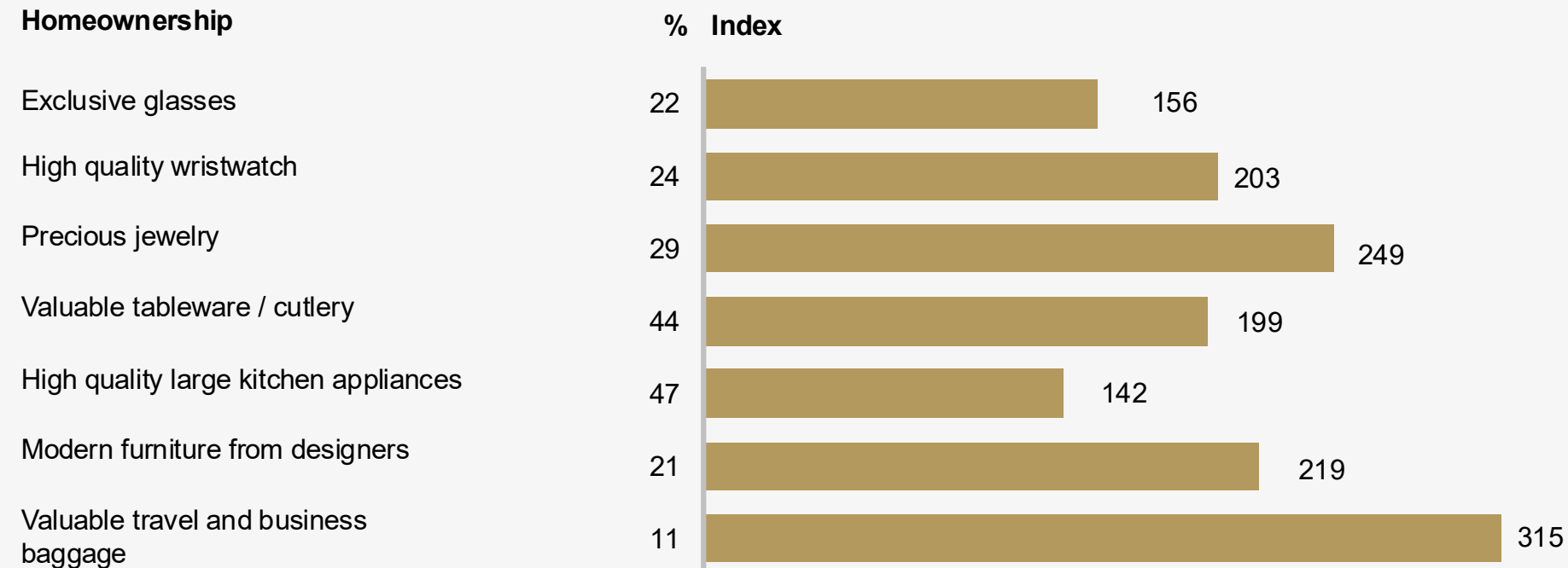


Source: AWA 2026, Index: Total population = 100

The readers - demanding and cosmopolitan

The readers of DER FEINSCHMECKER lead a very sophisticated and cosmopolitan lifestyle, they are **extremely quality oriented and cultivate an upscale** and exclusive consumer style. They attach great importance to the exclusivity of their possessions.

Homeownership



Source: AWA 2026, Index: Total population = 100

Fact sheet, schedule & contact



DER FEINSCHMECKER

Enjoying life: Travel, food & drink



[Click here for schedule and further details.](#)

Publication frequency
monthly

Copy price
€ 13,90

Ad rate 2026
full page 4c € 27,300.00

Formats
21,0 cm Width
28,0 cm Height

Paid circulation
52,761 copies

Coverage
690.000 Mio.

www.feinschmecker.de

Digital issues on



DER FEINSCHMECKER is the leading compass for indulgence and lifestyle in the German-speaking world and offers discerning consumers the best orientation, decision-making aid and inspiration for unique moments of indulgence, both large and small, at home and on the road, from top cuisine to country inns, more reliably and comprehensively than any other medium.

DER FEINSCHMECKER is the definitive beacon in the premium segment of culinary media and remains the most renowned and sought-after brand in the world of indulgence, even in the face of growing competition and for future generations as a lead brand for B2C and B2B alike.

In the wide world of culinary enjoyment, DER FEINSCHMECKER is the infallible nose and the definitive source of inspiration for all those who love the good life.

[Click here to see the complete issue](#)

Schedule 2026

Issue	Publication date	Week	Advertisement		Ad Special	Ad Special
			Booking and Cancellation date	Advertisements Copy deadline	Booking Cancellation date	Material deadline
02/2026	09.01.2026	2	10.11.2025	20.11.2025	27.10.25	05.12.25
03/2026	13.02.2026	7	17.12.2025	30.12.2025	03.12.25	19.01.26
04/2026	13.03.2026	11	22.01.2026	30.01.2026	08.01.26	16.02.26
05/2026	10.04.2026	15	18.02.2026	26.02.2026	04.02.26	13.03.26
06/2026	08.05.2026	19	17.03.2026	25.03.2026	03.03.26	10.04.26
07/2026	12.06.2026	24	17.04.2026	27.04.2026	03.04.26	14.05.26
08/2026	10.07.2026	28	19.05.2026	28.05.2026	05.05.26	15.06.26
09/2026	07.08.2026	32	18.06.2026	26.06.2026	04.06.26	13.07.26
10/2026	11.09.2026	37	23.07.2026	31.07.2026	09.07.26	17.08.26
11/2026	09.10.2026	41	20.08.2026	28.08.2026	06.08.26	14.09.26
12/2026	13.11.2026	46	23.09.2026	01.10.2026	09.09.26	16.10.26
01/2027	11.12.2026	50	20.10.2026	28.10.2026	06.10.26	16.11.26
DER FEINSCHMECKER Special Edition "Johann Lafer"	22.05.26	21	30.03.26	08.04.26	16.03.26	23.04.26
DER FEINSCHMECKER Special Edition "Cornelia Poletto"	27.11.26	48	06.10.26	14.10.26	22.09.26	29.10.26

Sample delivery for AdSpecials: One week before booking deadline!

Contact

We look forward to talking to you!

Nadine Sturmat
Brand Manager

T +49 40 2717 23 38
E nadine.sturmat@jalag.de

Christiane Sohr
Disposition

T +49 40 2717 24 36
E christiane.sohr@jalag.de

Sebastian Himmer
Publishing Director Luxury
International

T +49 175 907 6489
E Sebastian.himmer@jalag.de

Click here for all [international](#) contacts and contact details.