



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.der-feinschmecker-shop.de

Frequency	monthly
Paid circulation	72,440 (IVW II/18)
Ad rate full page 4c	€ 21,500
Copy price	€ 9.95

READERSHIP

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

According to AWA 2018 DER FEINSCHMECKER reaches 830,000 readers.

% breakdown | Index

Sex	
Men	38 77
Women	62 123

Age	
20–29 years	7 50
30–39 years	11 78
40–49 years	14 88
50–59 years	26 140

Net household income (in EURO)	
4.000 and more	40 182
5.000 and more	29 259

Financial scope (in EURO)	
1.000 and more	31 236

Socio-economic status	
High (level 1+2)	46 203

Consumer typology	
Mainly luxury-oriented consumers	35 334

Applicable attributes	
I am fond of buying products of Exclusive brands	13 343
Call myself a gourmet	39 305

Innovation orientation	
Innovators	20 386
Trendsetters	25 232

Source: AWA 2018

ADVERTISING RATES 2019

Format	4c / EURO
Full page	21,500.-
Full page IFC / OBC	23,500.-
2/3 page	17,200.-
Half page	15,000.-
1/3 page	10,800.-
1/4 page	8,700.-
Double page	43,000.-
Double page IFC + page 3	46,000.-

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, 2nd quarter 2018

Print run	108,116 copies
Paid circulation	72,440 copies
Distributed circulation	76,357 copies
Subscribers	18,653 copies

SCHEDULE 2019

Issue	Publication date	Booking deadline	Copy deadline
02/2019	02.01.2019	08.11.2018	19.11.2018
03/2019	06.02.2019	13.12.2018	21.12.2018
04/2019	13.03.2019	24.01.2019	01.02.2019
05/2019	10.04.2019	21.02.2019	01.03.2019
06/2019	08.05.2019	18.03.2019	26.03.2019
07/2019	12.06.2019	18.04.2019	30.04.2019
08/2019	10.07.2019	20.05.2019	28.05.2019
09/2019	07.08.2019	19.06.2019	28.06.2019
10/2019	11.09.2019	24.07.2019	01.08.2019
11/2019	09.10.2019	21.08.2019	29.08.2019
12/2019	06.11.2019	16.09.2019	24.09.2019
12a/2019	20.11.2019	30.09.2018	09.10.2019
01/2020	04.12.2019	15.10.2019	23.10.2019

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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