



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.

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.

Frequency	quarterly
Print run	125,000 copies
Ad rate full page 4c	€ 14,900
Copy price	€ 6,00

SCHEDULE 2019

Issue	On sale	Ad close	Material close
01/2019	20.03.2019	12.02.2019	18.02.2019
02/2019	19.06.2019	10.05.2019	16.05.2019
03/2019	18.09.2019	12.08.2019	19.08.2019
04/2019	20.11.2019	10.10.2019	16.10.2019

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 2019

Format	4c / EURO
Full page	14,900.-
Full page IFC / OBC	16,900.-
Half page	10,400.-
1/3 page	7,500.-
Double page	29,800.-
Double page IFC + page 3	32,800.-

YOUR CONTACTS

Head Office Germany

Contact: Dagmar Hansen
BM Brand Media GmbH
Harvestehuder Weg 45
20149 Hamburg
phone: +49/40/2717 2030

e-mail: dagmar.hansen@bm-brandmedia.de

France & Monaco

Contact: Laurent Briggs
Affinity Media
53 rue de Maubeuge
75009 Paris
phone: +33/1 53 05 94 04

e-mail: laurent.briggs@affinity-media.fr

Scandinavia & Finland

Contact: Finn Greve Isdahl
International Media Sales
P.O. Box 44 Fantoft
5899 Bergen
phone: +47/55/ 92 51 92
fax +47/55/ 92 51 90

e-mail: fgisdahl@mediasales.no

Switzerland & Liechtenstein

Contact: Eva Favre
Affinity-PrimeMEDIA Ltd.
Case postale 20
Route de Mollie-Margot 1
1073 Savigny
phone: +41/21/781 08 50
fax: +41/21/781 08 51
e-mail: e.favre@affinity-primemedia.ch

Great Britain & Ireland

Contact: Stefanie Stroh-Begg
Mercury Publicity Ltd.
99 Grays Inn Rd.
London WC1X 8TY
phone: + 44/20/7611 1900
e-mail: stefanie@mercury-publicity.com

Spain & Portugal

Contact: David Castelló
K.Media
Calle Santa Egracia, 18, Esc.4, 2 izq.
28010 Madrid
phone: +34/91/702 34 84
fax: +34/91/702 34 85
e-mail: info@kmedianet.es

Belgium, Netherlands & Luxembourg

Contact: Anita Rodwell
Mediawire International
Plein 1945 nr. 27
1251 MA, Laren
phone: +31/651/48 01 08
fax: +31/35/533 59 85
e-mail: info@mediawire.nl

Italy

Contact: Meike Belloni
Media & Service International Srl
Via Giotto, 32
20145 Milano
phone: +39/02/ 48 00 61 93
fax: +39/02/ 48 19 32 74
e-mail: info@it-mediaservice.com



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