



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.feinschmecker.de

Frequency	monthly
Paid circulation	70,451 (IVW III/19)
Ad rate full page 4c	€ 21,700
Copy price	€ 11.90

READERSHIP

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

According to AWA 2019 DER FEINSCHMECKER reaches 750,000 readers.

% breakdown | Index

Sex		
Men	39	80
Women	61	120

Age		
20–29 years	6	44
30–39 years	11	76
40–49 years	15	99
50–59 years	27	147

Net household income (in EURO)		
4.000 and more	45	188
5.000 and more	31	247
6.000 and more	21	331

Financial scope (in EURO)		
1.000 and more	30	212

Socio-economic status		
High (level 1+2)	46	202

Consumer typology		
Mainly luxury-oriented consumers	35	330

Applicable attributes		
I am fond of buying products of Exclusive brands	10	274
Call myself a gourmet	38	293

Innovation orientation		
Innovators	22	408
Trendsetters	21	203

Source: AWA 2019

ADVERTISING RATES 2020

Format	4c / EURO
Full page	21,700.-
Full page IFC / OBC	23,700.-
2/3 page	17,400.-
Half page	15,200.-
1/3 page	10,900.-
1/4 page	8,700.-
Double page	43,400.-
Double page IFC + page 3	46,400.-

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, 2 nd quarter 2019	
Print run	108,218 copies
Paid circulation	70,811 copies
Distributed circulation	74,294 copies
Subscribers	18,850 copies

SCHEDULE 2020



Issue	Publication date	Booking deadline	Copy deadline
02/2020	02.01.2020	08.11.2019	19.11.2019
03/2020	05.02.2020	11.12.2019	20.12.2019
04/2020	11.03.2020	23.01.2020	31.01.2020
05/2020	08.04.2020	20.02.2020	28.02.2020
06/2020	06.05.2020	16.03.2020	24.03.2020
07/2020	10.06.2020	21.04.2020	29.04.2020
08/2020	08.07.2020	19.05.2020	27.05.2020
09/2020	05.08.2020	18.06.2020	26.06.2020
10/2020	09.09.2020	23.07.2020	31.07.2020
11/2020	07.10.2020	20.08.2020	28.08.2020
12/2020	04.11.2020	17.09.2020	25.09.2020
01/2021	02.12.2020	14.10.2020	22.10.2020

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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