



Foodie – That's what I want!



Foodie is a magazine for young people who like to cook and for whom the dinner with friends belongs to their lifestyle.

Foodie is always looking for culinary experiences which are integrable in our everyday life. Foodie ticks exactly like Foodies – it is unisex, direct and extraordinary. Young people who are enthusiastic about cooking will find easy and popular recipes with a creative touch.

As a member of the FEINSCHMECKER-family **Foodie** offers important know-how and interesting tips. Popular locations, trends, high-class kitchen utensils, drinks and exciting culinary start-ups are also part of the editorial concept.

Foodie opens the door to a culinary network and offers its readers tasteful moments.

Frequency	4x in the year
Ad rate full page 4c	€ 13.800
Copy price	€ 4.95
Print run	80,000 copies

READERSHIP

The innovative conception of Foodie reaches a young readership which is interested in cooking and which surround themselves with high quality kitchen utensils.

Sex

Women	57 %
Men	43 %

Age

under 40 years	51%
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Education

university degree	80%
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Family background

live together with a partner or a family	75%
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Consumer typologie

Owner of a big, stylish kitchen with a high-quality equipment and brand-conscious hobby chefs	40%
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Buy high-quality products at delis, at the weekly market or in well sorted Supermarkets	70%
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Think that cooking is a social activity – for or with friends	97%
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The pleasure on cooking is transported through print media (cooking books/ magazines)	51%
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Value Foodie with the top grade „very good“	76%
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Source: online survey with 187 participants

ADVERTISING RATES 2021

Format	4c / EURO
Full page	13,800.-
Full page IFC / OBC	15,800.-
2/3 page	11,000.-
Half page	9,700.-
1/3 page	6,950.-
1/4 page	5,550.-
Double page	27,600.-
Double page IFC + page 3	30,600.-

Seperate advertising rates for specials and pocket books.

DISCOUNTS

Turnover scale (gross)

from 27,000 Euro – 3%
from 54,000 Euro – 6%
from 81,000 Euro – 10%

SCHEDULE 2021



Issue	Publication date	Booking deadline	Copy deadline
01/2021	17.02.2021	22.12.2020	14.01.2021
02/2021	21.04.2021	26.02.2021	26.03.2021
03/2021	18.08.2021	29.06.2021	15.07.2021
04/2021	20.10.2021	31.08.2021	16.09.2021

TECHNICAL DATA

Magazine format: 215 x 265 mm + 4 mm trim-reserve
Type area: 175 x 222 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.

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