



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.

Frequency	quarterly
Print run	125,000 copies
Ad rate full page 4c	€ 15,200
Copy price	€ 7.50

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.

SCHEDULE 2021

Issue	On sale	Ad close	Material close
01/2021	24.03.2021	12.02.2021	18.02.2021
02/2021	02.06.2021	20.04.2021	26.04.2021
03/2021	22.09.2021	13.08.2021	19.08.2021
04/2021	24.11.2021	12.10.2021	18.10.2021

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 2021

Format	4c / EURO
Full page	15,200.-
Full page IFC / OBC	17,200.-
Half page	10,640.-
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Double page	30,400.-
Double page IFC + page 3	33,400.-



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