



## 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	170,000 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](http://www.duon-portal.de)  
Support is available via e-mail: [support@duon-portal.de](mailto: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.-

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