

falstaff

Media data

2019

AUSTRIA

GERMANY

SWITZERLAND

# A TOP INVESTMENT - WITH PINPOINT TARGET GROUP PLACEMENT

DEAR MEDIA PLANNERS!

**W**e are delighted to present you the media data 2019 of the Falstaff publishing house! The Falstaff publishing house grew again last year and is now represented in Austria, Germany and Switzerland with a print run of 140,000 copies!

We can therefore proclaim with great joy: Falstaff's fan base is growing continuously! No other medium has such strong reader growth and such a high level of recognition as Falstaff.

- The reach in Austria grew by 12% year-on-year to 2.8%. In layer A, Falstaff achieves a fantastic reach of 6.3%. (MA 2017/18)
- The awareness level of the Falstaff brand has reached 88% in the affine target group, and 65% of ALL Austrians are familiar with the Falstaff brand. (GfK., 2017)
- The number of copies sold in Germany rose by 5% in just one year! (IVW II/2018)
- Falstaff also enjoyed success both on the subscription market and at the kiosk in Switzerland. Falstaff was the best-selling wine, travel and culinary magazine in 2018.

OVER ONE MILLION READERS ARE ALREADY REACHING FOR FALSTAFF (COMPLETE READERSHIP)


With Falstaff, you will reach an enormously high density of top opinion leaders, readers who are in the highest income bracket (61 % of all Falstaff readers in Austria have a net income of at least 3,300 euros per month, the average personal net income of our readers in Germany is 6,000 euros) and have the highest level of education. All reasons why Falstaff perfectly complements every media plan!

As THE luxury magazine for a demanding target group, our magazine has long since become a collector's item thanks to its high-quality presentation and first-class journalistic quality.

Falstaff can be found in living rooms and libraries, in restaurants and hotels – and is repeatedly taken to hand. A Falstaff magazine is read for close to three hours, and 61 % of our readers keep the magazine. You can therefore be sure that your "message" will not only be registered many times, but will also be permanently present.

So I would like to invite you to discover the diverse world of Falstaff here and hopefully start a successful partnership with Falstaff soon!

We look forward to working with you!



**WOLFGANG M. ROSAM**  
wolfgang.rosam@falstaff.com



Wolfgang M. Rosam,  
Editor

A circulation of  
140,000 copies in  
the German-speaking  
world!

# THE WORLD OF FALSTAFF



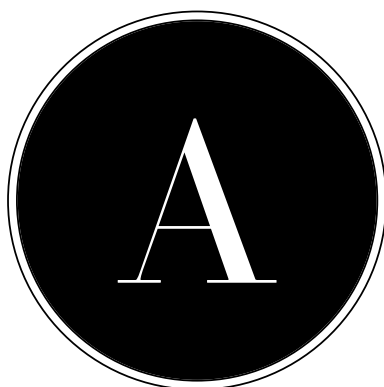
# CONTENT

Falstaff Community	6
Falstaff Magazine Austria	8
Falstaff Magazine Germany	10
Falstaff Magazine Switzerland	12
Editorial Calendar 2019	14
Falstaff LIVING	16
Falstaff RECIPES	18
Special Editions/Corporate Publishing	20
Magazine Dates 2019	22
Magazine Prices 2019	24
Falstaff Guides: Dates/Prices	28
Falstaff Digital	32
Gourmet Club & Falstaff Events	38
Falstaff Galas	40
Imprint, technical information	42

# THE LARGEST GOURMET COMMUNITY IN



Circulation Germany:  
68,000



Circulation Austria:  
44,000



Circulation  
Switzerland: 28,000

## CIRCULATION OF 140,000 COPIES

# 35,000

GOURMETS at over  
100 events a year

# 100,000

DOWNLOADS of the Falstaff apps

over **103,000**  
FACEBOOKfriends

# 130,000

NEWSLETTERrecipients

# 73,500

SUBSCRIBERS in Austria,  
Germany and Switzerland

# 20,000

MEMBERS in the Gourmet Club Austria



# FALSTAFF AUSTRIA

» Circulation: 44,000 copies\*





## >> Publication dates 2019

15 February	5 July
15 March	30 August
12 April	10 October
24 May	22 November

## >> Circulation

43,357 printed copies (ÖAK 1st HY/2018)  
of which 34,000 were subscribers & Gourmet Club members

## >> Reach (MA 2017/18)

12% reach in Austria (comparison MA 2017/18 with MA 2016/17)

### **6.3% in layer A**

5.9% reach among the active mobile educated elite (cf. MA 17/18).

3.6% reach among the culturally active educated elite

## >> Readership (MA 2017/18)

861,000 persons in the broadest circle of readers

208,000 readers per issue

53% men

47% women

61% in the top two income classes

50% in layers A & B

## >> Reading habits (GfK 2017)

61% read the magazine for almost  
3 hours on average (174 minutes)

## >> Brand recognition (GfK 2017)

88% in the affine target group

65% brand recognition throughout Austria



# FALSTAFF GERMANY

» Circulation: 68,000 copies





## >> Publication dates 2019

20 February	10 July
20 March	4 September
24 April	16 October
29 May	27 November

## >> Circulation\*

67,620	print circulation
52,184	copies purchased
27,696	subscription circulation



## >> Our readership profile

### PREMIUM TARGET GROUP

for culinary, pleasure, lifestyle and travel

### OPEN TO LUXURY, PLEASURE AND SAVOIR-VIVRE

wealthy, with high spending power, highly educated

### HIGHEST QUALITY-OF-LIFE EXPECTATIONS

pronounced affinity for an aspirational way of life

### MAXIMUM PROPENSITY TO SPEND

for high-quality products and first-class quality

## >> Most intensive utilisation!\*\*

The Falstaff reader spends an average of almost three hours reading their magazine – one in five of them also for professional reasons.

### SUBSEQUENT READERS

An average of 3.4 readers per issue.

\*Source: IVW II/2018

\*\*Source: Reader survey, summer 2015

# FALSTAFF SWITZERLAND

» Circulation: 28,000 copies





## »» Publication dates 2019

22 February	12 July
22 March	6 September
19 April	18 October
31 May	29 November

## »» General

8 editions per year in Switzerland  
since November 2014

Wine, pleasure and travel themes for the Swiss market

## »» Sales

Number sent by post of which 6,000 subscribers (subscriptions/sample subscriptions) Hotels (general manager, F&B manager), restaurants (head chef, sommelier, restaurant manager), bars & cafés, VIPs, agencies, decision-makers	12,000 copies
Trade Kiosks, wine shops, wine shops, delicatessens, Davidoff shops, etc.	11,000 copies
Distribution (free) Airport lounges (Zürich, Basel), Swiss Reading Circle incl. hotels (five-star hotels: copies in rooms) Wine & gourmet events	5,000 copies
	<hr/> <hr/> 28,000 copies

## »» Milestones

2014	launch of Falstaff Switzerland
2015	the third-best selling magazine*
2018	best-selling magazine for the third time in a row*

\*in the wine & culinary category

# TOPICS-



## Falstaff feb–mar 2019

Publication dates AT: 15. 2. | GER: 20. 2. | CH: 22. 2.

- Wine:** The 2018 vintage at a glance; Loire;  
AT: Austria's best red wines, cool climate Pinot Noir; GER: Pinot Meunier Württemberg;  
SW: Wallis autochthon
- Gourmet:** Seafood; salt & pepper; the fantastic world of tea; the best German beers; copper cookware
- Spirits:** The great cocktail classics of the world
- Travel:** Loire; Moscow

## Falstaff mar–apr 2019

Publication dates AT: 15. 3. | GER: 20. 3. | CH: 22. 3.

- Wine:** The 100 best wines in the world; the wines of Portugal;  
AT: The renaissance of the Schilcher;  
GER: The winners of the WeinTrophy; SW: Kalchrain
- Gourmet:** Cooking with wine; the best and most famous sausages in the world; Portuguese cuisine;  
The best wine glasses
- Spirits:** Foraging
- Travel:** Portugal; Strasbourg

## Falstaff may 2019

Publication dates AT: 12. 4. | GER: 24. 4. | CH: 19. 4.

- Wine:** Wines from Sicily; The new wine stars from the east: Hungary; wine hiking in Austria, Germany and Switzerland; AT: Austria's first class summer wines; GER: Pinot Noir
- Gourmet:** Sicilian cuisine; artichoke vegetable dream; Tuna; slicing machines
- Spirits:** digestif
- Travel:** Sicily; Budapest

## Falstaff jun 2019

Publication dates AT: 24. 5. | GER: 29. 5. | CH: 31. 5.

- Wine:** Bordeaux en Primeur; the best wines for BBQs; The new wine stars from the east: Czech Republic; AT: Grüner Veltliner on the rocks; GER: Riesling-Silvaner; SW: Savagnin and Heida: one variety, two styles
- Gourmet:** The best butchers; potatoes; BBQ sauces; barbecues and grilling equipment
- Spirits:** Vodka; beer worlds
- Travel:** Andalusia; Oslo

# PLAN 2019



## Falstaff jul–aug 2019

Publication dates AT: 5. 7. | GER: 10. 7. | CH: 12. 7.

- Wine:** Summer wines; the best South Tyrolean wines from the wine guide; the new wine stars from the east: Slovakia, AT: Austria's top 100; GER+SW: Sauvignon Blanc Trophy
- Gourmet:** Everything Pasta; summer salads: vinegar & oil; beautiful new world of fruit juices; mineral water; chilled cooler
- Spirits:** Punches; the winners of the Falstaff Spirits Trophy
- Travel:** The southern states (USA); Modena

## Falstaff sep–oct 2019

Publication dates AT: 30. 8. | GER: 4. 9. | CH: 6. 9.

- Wine:** China; Totally Spain; The new wine stars from the east: Croatia, AT: White wines from the Burg- enland; GER: The whites of Saale and Unstrut; SW: Neuchâtel: Switzerland's best pinots
- Gourmet:** Asia's best cuisines; miso; rice; Sharp knives
- Spirits:** Brandy
- Travel:** Taiwan; Bangkok

## Falstaff oct–nov 2019

Publication dates AT: 10. 10. | GER: 16. 10. | CH: 18. 10.

- Wine:** The greatest chardonnays in the world; Campaigns; The new wine stars from the east: Slovenia; AT: Sweet wine; GER: Winemaking talents; SW: Sangiovese and Nebbiolo in Ticino
- Gourmet:** Pizza; the world's best restaurants; mountain cheese; The new kitchen appliances
- Spirits:** Luxury rum – matured rum
- Travel:** Emirates (Abu Dhabi, Oman, Dubai); Naples

## Falstaff dec–feb 2019/20

Publication dates AT: 22. 11. | GER: 27. 11. | CH: 29. 11.

- Wine:** Champagne without end; Chianti Classico is back; AT: Sparkling wine; GER: The winners from the wine guide; SW: The best young winemakers in Switzerland
- Gourmet:** Turkey; chocolate; salmon; the most exclusive gourmet trips; foie gras; carving sets
- Spirits:** The most noble spirits in the world; winner of the Falstaff Bar and Spirits Guide
- Travel:** South Africa; Tel Aviv

# FALSTAFF LIVING

» Circulation: 40,000 copies  
in Austria





## >> General

The Falstaff publishing house has been presenting the LIVING design magazine, an exclusive platform for interior design, real estate and international trends in upmarket living, since 2013. Immerse yourself into the world of architecture, interiors, design and exquisite real estate with us!

## >> Categories

Trends | Cuisine | Design | Residences

## >> Facts LIVING Austria

1 March	Spring awakening
26 April	Garden & pool dreams (Design Days Grafenegg)
14 June	Summer feeling
30 August	Autumn symphony (Design District)
17 October	Cocooning
22 November	Winter magic

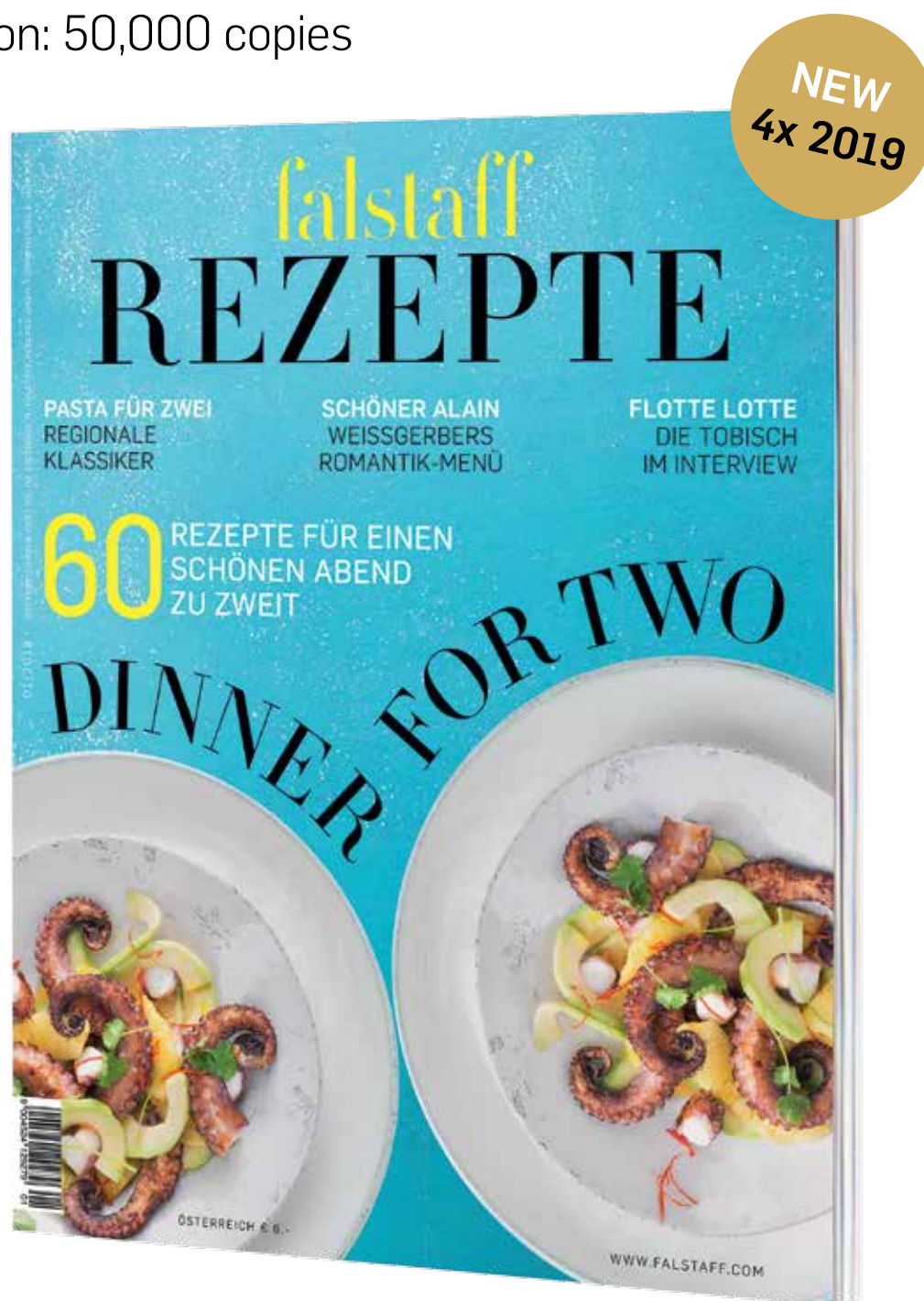
Circulation: 40,000 copies

Sales: 34,000 copies sent free of charge to  
Falstaff magazine subscribers & Gourmet  
Club members  
Kiosks  
Airport lounges  
Free delivery to real estate developers,  
architects and property developers



# FALSTAFF RECIPES

» Circulation: 50,000 copies





## >> General

Cooking has long since moved from the necessity to prepare food to a pleasurable and fulfilling pastime.

**SEVERIN CORTI** and **TOBIAS MÜLLER**, both icons of culinary journalism, present an unparalleled collection of recipes. They have unlocked the secrets of the best chefs, cookbook authors and other gourmets!

## >> Facts RECIPES Austria

29 March	Spring: Easter special
7 June	Summer: Fire kitchen
19 September	Autumn: Harvest festival
29 November	Winter: Roasting and baking

Print circulation: 50,000 copies

Sales: 34,000 copies sent to subscribers & Gourmet Club members of the Falstaff magazine  
Kiosks  
Airport lounges  
Cooking studios  
Cooking schools  
Kitchen studios

## >> Facts RECIPES Germany

27 November Winter: Culinary Christmas

Circulation 50,000 copies

Sales to subscribers of Falstaff magazine  
Kiosks  
Airport lounges

# SPECIAL ISSUES & CORPORATE PUBLISHING





## >> Specials, slow travel guides, booklets, corporate publishing

Falstaff's product portfolio has undergone enormous growth since 2013. The result is a series of slow travel guides packed with delightful tips and recipes, including collectibles and informative booklets in small format.

## >> Realised specials

Falstaff Lower Austria, Falstaff Salzburg, Falstaff Upper Austria, Falstaff Burgenland, Falstaff Carinthia, Falstaff South Tyrol, Falstaff Cheese, Falstaff Vienna Festival Weeks, Falstaff Opera Ball, Falstaff Hunter Ball, Falstaff Eckart Witzigmann, Falstaff Silent Night, Falstaff Gin

## >> The following special issues will appear in 2019:

Special Hunter Ball (AT)	ET: 21	January 2019
Special Opera Ball (AT)	ET: 14	February 2019
Special Danube (GER-AT-SW)	ET: 1	March 2019
ProWein (GER)	ET: 16	March 2019
Special Alpe-Adria (GER-AT-SW)	ET: 12	April 2019
Special Beer (AT)	ET: 8	May 2019
Special Whisky (GER-AT-SW)	ET: 29	August 2019
Special Coffee (AT)	ET: 27	September 2019
Gourmet in the snow (GER-AT-SW)	ET: 25	October 2019
Man's World (AT)	ET: 30	November 2019
Sparkling Wines Europe (GER-AT-SW)	ET: 30	November 2019

# MAGAZINE DATES 2019

## Magazine Austria



Issue	AS	DU	ET
01 Feb–Mar	29. 1.	30. 1.	15 Feb.
02 Mar–Apr	22. 2.	27. 2.	15 March
03 May	22. 3.	25. 3.	12 April
04 Jun	30. 4.	7. 5.	24 May
05 Jul–Aug	14. 6.	18. 6.	5 July
06 Sep–Oct	7. 8.	14. 8.	30 Aug.
07 Oct–Nov	20. 9.	26. 9.	10 Oct.
08 Dec–Feb	31. 10.	6. 11.	22 Nov.

## Specials Austria



Name	AS	DU	ET
Hunter Ball	4. 1.	7. 1.	21 Jan.
Opera Ball	29. 1.	1. 2.	14 Feb.
Danube	15. 2.	18. 2.	1 March
Alpe-Adria	22. 3.	25. 3.	12 April
Beer	12. 4.	16. 4.	8 May
Whisky	8. 8.	12. 8.	29 Aug.
Coffee	6. 9.	9. 9.	27 Sep.
Gourmet in the snow	4. 10.	7. 10.	25 Oct.
Man's World	8. 11.	11. 11.	30 Nov.
Sparkling Wines Europe	30. 10.	4. 11.	30 Nov.

## Falstaff LIVING Austria



Issue	AS	DU	ET
Spring I	20. 2.	21. 2.	1 March
Spring II	3. 4.	4. 4.	26 April
Summer	21. 5.	24. 5.	14 June
Autumn I	7. 8.	14. 8.	30 Aug.
Autumn II	1. 10.	2. 10.	17 Oct.
Winter	31. 10.	6. 11.	22 Nov.

## Falstaff Recipes Austria



Issue	AS	DU	ET
Spring	8. 3.	11. 3.	29 March
Summer	15. 5.	17. 5.	7 June
Autumn	29. 8.	30. 8.	19 Sept.
Winter	11. 11.	15. 11.	29 Nov.

## Magazine Germany



Issue	AS	DU	ET
01 Feb–Mar	23. 1.	25. 1.	20 Feb.
02 Mar–Apr	20. 2.	22. 2.	20 March
03 May	27. 3.	29. 3.	24 April
04 Jun	30. 4.	3. 5.	29 May
05 Jul–Aug	12. 6.	14. 6.	10 July
06 Sep–Oct	7. 8.	9. 8.	4 Sep.
07 Oct–Nov	18. 9.	20. 9.	16 Oct.
08 Dec–Feb	30. 10.	4. 11.	27 Nov.

## Specials Germany



Name	AS	DU	ET
ProWein 2019	22. 2.	26. 2.	16 March
Gourmet in the snow	4. 10.	7. 10.	25 Oct.
Sparkling Wines Europe	30. 10.	4. 11.	30 Nov.
Recipes	30. 10.	4. 11.	30 Nov.

## Magazine Switzerland



Issue	AS	DU	ET
01 Feb–Mar	6. 2.	7. 2.	22 Feb.
02 Mar–Apr	1. 3.	7. 3.	22 March
03 May	25. 3.	29. 3.	19 April
04 Jun	8. 5.	16. 5.	31 May
05 Jul–Aug	17. 6.	24. 6.	12 July
06 Sep–Oct	16. 8.	22. 8.	6 Sep.
07 Oct–Nov	27. 9.	7. 10.	18 Oct.
08 Dec–Feb	6. 11.	14. 11.	29 Nov.

## Specials Switzerland



Name	AS	DU	ET
Gourmet in the snow	4. 10.	7. 10.	25 Oct.
Whisky	16. 8.	22. 8.	6 Sept.
Sparkling Wines Europe	30. 10.	4. 11.	30 Nov.

### Legend:

AS = Closing date for advertisements  
 DU = Closing date for printed materials  
 ET = Publication date

The publication dates and the respective closing dates for printed materials are subject to possible changes.

# ADVERTISING WITHOUT WASTE COVERAGE

2/1

1/1

ADV



2/1 double page

466 x 300 mm  
sloping

436 x 268 mm  
Type area

With spread bleeds of approx. 3 mm  
Double spread bleed per page

Austria:	€	12,300
Germany:	€	17,100
Switzerland:	CHF	13,150



1/1 single page

233 x 300 mm  
sloping

203 x 268 mm  
Type area

Austria:	€	8,200
Germany:	€	10,600
Switzerland:	CHF	8,300

## 1/1 Advertorial

203 x 268 mm  
Type area

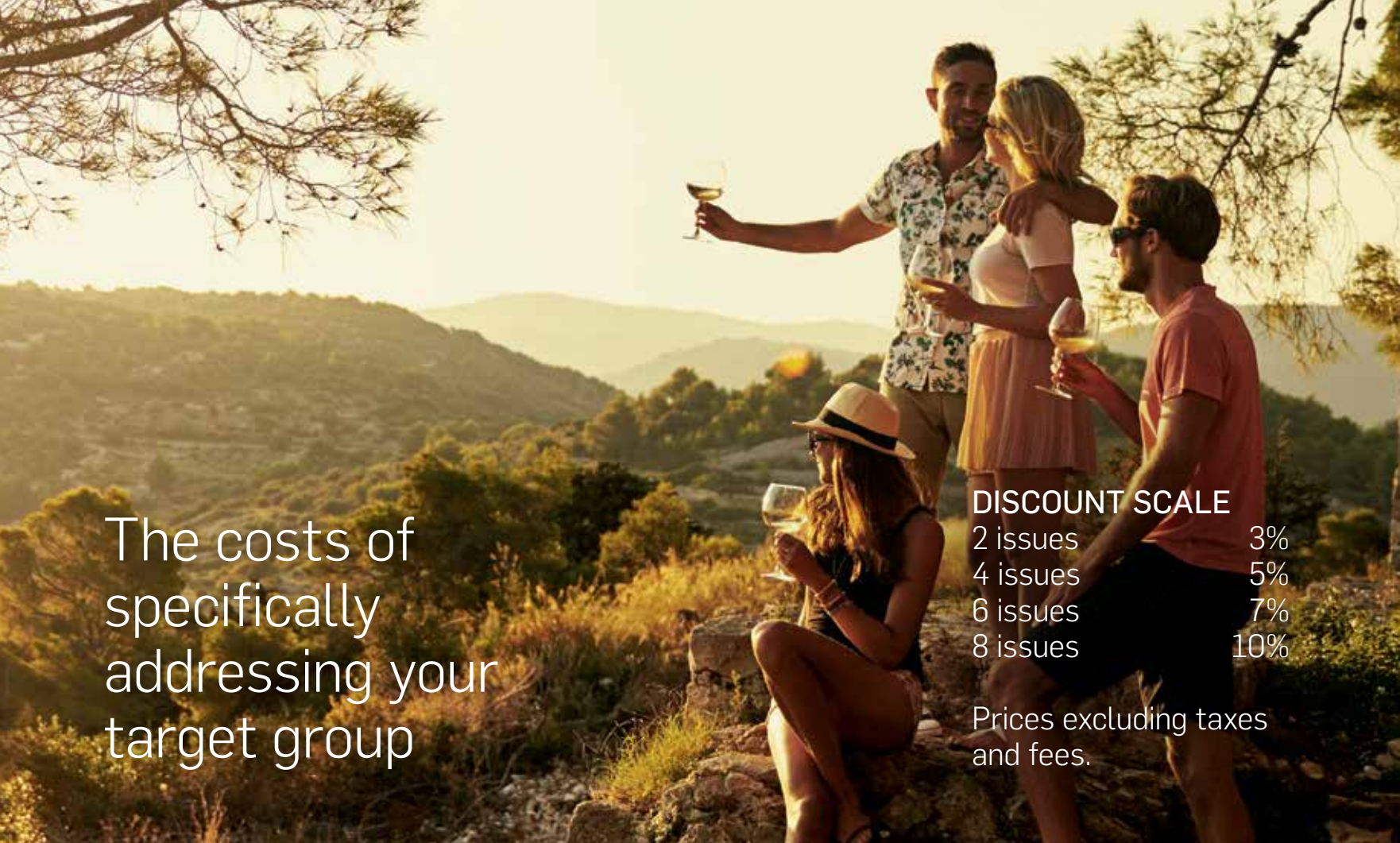
Austria:	€	9,200
Germany:	€	12,000
Switzerland:	CHF	9,300

## 2/1 advertorial

436 x 268 mm  
Type area

Austria:	€	13,750
Germany:	€	21,500
Switzerland:	CHF	14,900

The prices include graphic design and textual processing!



The costs of specifically addressing your target group

**DISCOUNT SCALE**

2 issues	3%
4 issues	5%
6 issues	7%
8 issues	10%

Prices excluding taxes and fees.

1/2

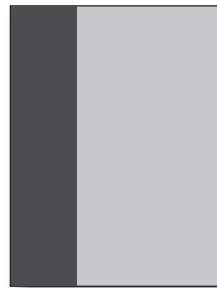
1/3

1/4



1/2  
PORTRAIT

114 x 300 mm  
sloping  
97.5 x 268 mm  
Type area



1/3  
PORTRAIT

81 x 300 mm  
sloping  
60.3 x 268 mm  
Type area



1/4  
PORTRAIT

64 x 300 mm  
sloping  
48 x 268 mm  
Type area



1/2  
LANDSCAPE

233 x 148 mm  
sloping  
203 x 132 mm  
Type area



1/3  
LANDSCAPE

233 x 96 mm  
sloping  
203 x 80 mm  
Type area



1/4  
LANDSCAPE

233 x 74.5 mm  
sloping  
203 x 58.5 mm  
Type area

<b>Austria:</b>	€	5,100
<b>Germany:</b>	€	6,100
<b>Switzerland:</b>	CHF	5,100

<b>Austria:</b>	€	3,500
<b>Germany:</b>	€	4,500
<b>Switzerland:</b>	CHF	3,500

<b>Austria:</b>	€	2,700
<b>Germany:</b>	€	3,500
<b>Switzerland:</b>	CHF	2,700

Note: partial formats are placed in the Falstaff magazine in the Tasting environment.



# OUR SPECIAL FORMS OF ADVERTISING

## Premium placements



Opening spread 2/1

Austria: € 15,000  
 Germany: € 21,000  
 Switzerland: CHF 14,800

First 2/1 after OS

Austria: € 13,100  
 Germany: € 18,900  
 Switzerland: CHF 13,700

Second 2/1 after OS

Austria: € 12,600  
 Germany: € 17,700  
 Switzerland: CHF 13,400



1/1

U2

AT: € 9,700  
 GER: €14,400  
 CH: CHF 9,600

First left page

AT: € 9,250  
 GER: €12,100  
 CH: CHF 9,150

Second left page

AT: € 8,900  
 GER: €11,100  
 CH: CHF 8,750

U4

AT: € 10,500  
 GER: € 14,400  
 CH: CHF 10,100

U3

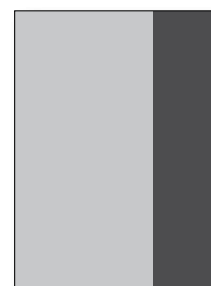
AT: € 9,100  
 GER: €11,300  
 CH: CHF 9,000

First right page

AT: € 9,800  
 GER: €12,100  
 CH: CHF 9,600

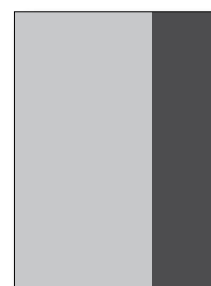
Second right page

AT: € 9,250  
 GER: €11,500  
 CH: CHF 9,150



First 1/3 page

AT: € 4,100  
 GER: € 5,300  
 CH: CHF 4,100



Second 1/3 page

AT: € 3,850

An early advertising deadline applies for premium placements: 8 weeks before the regular deadline. Placement assurances will lapse if no order has been received by this date.



## Panorama



1/2 page  
transverse

466 x 148 mm  
sloping

436 x 132 mm  
Type area

**Austria:** € 11,300  
**Germany:** € 13,200  
**Switzerland:** CHF 10,300

Combinations, banderoles,  
punching on request

## Stickers



Tip-on-card  
2-sided

**Format:**  
60 x 80 mm to 200 x 200 mm

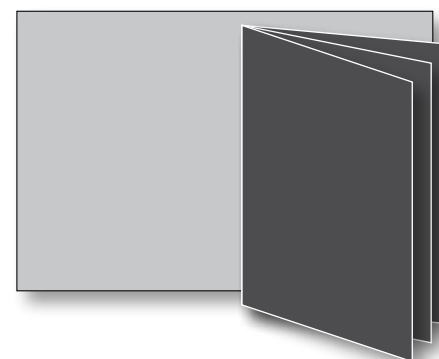
**Grammage:**  
115 g/m<sup>2</sup> to 250 g/m<sup>2</sup>

**Placement:**  
Position on sheet boundary and at  
least 2 cm distance to edges

€ 90 per 1000 pcs  
CHF 110 per 1000 pcs

Only in combination  
with 1/1 ad

## Supplements\*



Supplements up to 20 g\*  
Supplementary booklet on request

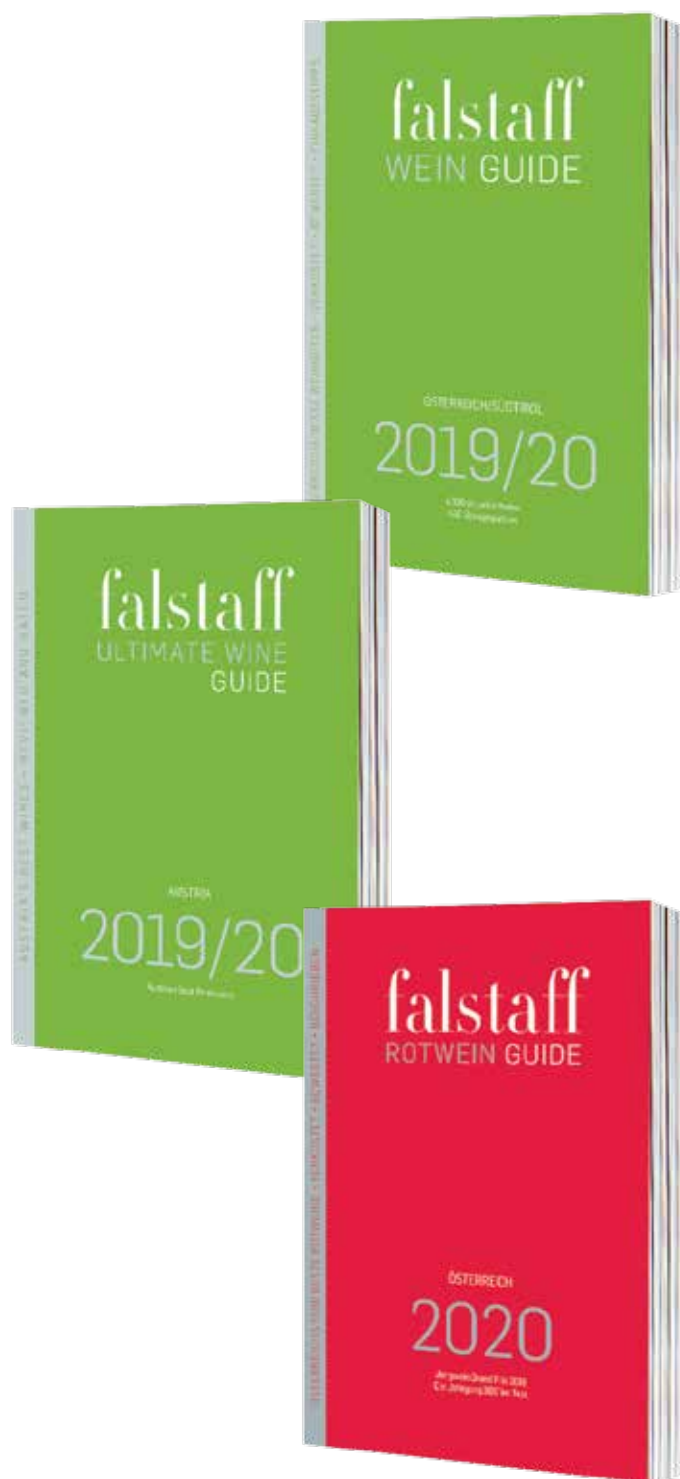
**Austria:**  
€ 335 per 1000 pcs  
Per 20 g additional weight  
€ 17 per 1000 pcs

**Germany:**  
€ 265 per 1000 pcs  
Per 20 g additional weight  
€ 25 per 1000 pcs

**Switzerland:**  
CHF 325 per 1000 pcs  
Per 20 g additional weight  
CHF 18 per 1000 pcs

Minimum print run: 10,000 pcs

# FALSTAFF GUIDES AUSTRIA



## Falstaff Wine Guide Austria 2019/20

ET: 17. 6. | AS: 27. 5. | DU: 28. 5.

The Falstaff Wine Guide is the recognised guide for the best winegrowers and wines in Austria and South Tyrol. Roughly 4000 of the latest wines from 500 wineries can be found on approx. 850 pages - all sampled and rated. **Circulation: 30,000 pcs**

U4	148 x 205 mm	€ 8,000
Inner flap, front	280 x 220 mm	€ 10,500
Inner flap, rear	280 x 220 mm	€ 10,100
U2/U3	135 x 220 mm	€ 7,500
2/1	296 x 220 mm	€ 9,500
1/1	148 x 220 mm	€ 6,400

## Falstaff Ultimate Wine Guide 2019/20

ET: 10. 6. | AS: 17. 5. | DU: 23. 5.

The Falstaff Ultimate Wine Guide presents Austria's best wines on an international stage: a selection from the annual Falstaff Wine Guide with wine ratings and descriptions in English. **Circulation: 10,000 pcs**

U4	148 x 205 mm	€ 4,100
U2/U3	135 x 220 mm	€ 3,800
2/1	296 x 220 mm	€ 5,900
1/1	148 x 220 mm	€ 3,100

## Falstaff Red Wine Guide 2020

ET: 25. 11. | AS: 28. 10. | DU: 1. 11.

The Austrian red wine scene at a glance: approx. 1,500 wines from around 500 top wineries are described and rated in detail in the Falstaff Red Wine Guide. Including: "Best Buy" section with wines up to 10 euros. **Circulation: 20,000 pcs**

U4	148 x 205 mm	€ 6,200
Inner flap, front	280 x 220 mm	€ 8,900
Inner flap, rear	280 x 220 mm	€ 8,500
U2/U3	135 x 220 mm	€ 5,500
2/1	296 x 220 mm	€ 8,150
1/1	148 x 220 mm	€ 4,400



### Falstaff Restaurant Guide 2019

ET: 25. 2. | AS: 28. 1. | DU: 30. 1.

The best 1,600 restaurants in Austria are nominated by the members of our gourmet club in all categories. The Falstaff Restaurant Guide is available in a handy format and also as a smartphone app.

**Circulation: 30,000 pcs**

U4	100 x 190 mm	€ 10,500
Inner flap, front*	189 x 210 mm	€ 12,200
Inner flap, rear*	189 x 210 mm	€ 11,600
U2/U3	88 x 210 mm	€ 9,000
2/1	200 x 210 mm	€ 10,900
1/1	100 x 210 mm	€ 7,500

### Falstaff Wine Tavern Guide 2019

ET: 24. 5. | AS: 29. 4. | DU: 30. 4.

The best wine taverns in Vienna, Lower Austria, Styria and the Burgenland – rated by guests. Also available as an app.

**Circulation: 50,000 pcs**

U4	100 x 195 mm	€ 9,000
Inner flap, front*	189 x 210 mm	€ 11,400
Inner flap, rear*	189 x 210 mm	€ 10,900
U2/U3	88 x 210 mm	€ 7,900
2/1	200 x 210 mm	€ 9,500
1/1	100 x 210 mm	€ 6,300

### Falstaff Restaurant Guide, Edition: Salzburg Festival Guide 2019

ET: 12. 7. | AS: 14. 6. | DU: 17. 6.

The best restaurants in and around Salzburg are introduced in two languages – German and English – including tips from prominent festival guests.

**Circulation: 40,000 pcs**

U4	100 x 210 mm	€ 6,800
Inner flap, front*	189 x 210 mm	€ 8,200
Inner flap, rear*	189 x 210 mm	€ 8,000
U2/U3	88 x 210 mm	€ 6,000
2/1	200 x 210 mm	€ 7,400
1/1	100 x 210 mm	€ 4,200

### Falstaff Bar & Spirits Guide AT 2020

ET: 22. 10. | AS: 19. 9. | DU: 20. 9.

This guide provides an overview of the trendiest bars in the German-speaking world as well as premium spirits from all across the globe.

**Circulation: 40,000 pcs**

U4	100 x 195 mm	€ 9,000
Inner flap, front*	189 x 210 mm	€ 11,400
Inner flap, rear*	189 x 210 mm	€ 10,900
U2/U3	88 x 210 mm	€ 7,900
2/1	200 x 210 mm	€ 9,500
1/1	100 x 210 mm	€ 6,300

From wine to restaurants and bars – advertisements in our guides have an impact for at least a year!



\*due to the adhesive binding, an area of 6 mm is covered on the binding page; visible surface therefore: 183 mm



# FALSTAFF GUIDES GERMANY



## Falstaff Guest House Guide Germany 2020

ET: 4. 9. | AS: 22. 7. | DU: 26. 7.

The German Falstaff community selects the best guesthouses in the country – recommendations for guests by guests, described by the Falstaff editorial team.

**Circulation: 50,000 pcs**

U4	100 x 210 mm	€ 7,200
Inner flap, front*	189 x 210 mm	€ 9,800
Inner flap, rear*	189 x 210 mm	€ 9,500
U2/U3	88x 210 mm	€ 6,900
2/1	200 x 210 mm	€ 8,900
1/1	100 x 210 mm	€ 6,000

## Falstaff Wine Guide Germany 2020

ET: 15. 11. | AS: 30. 9. | DU: 4. 10.

German wines are gaining ever increasing recognition worldwide. The editorial staff samples and rates the best wines – listed and described in a clear manner.

**Circulation: 40,000 pcs**

U4	148 x 220 mm	€ 7,200
Inner flap, front	280 x 220 mm	€ 9,800
Inner flap, rear	280 x 220 mm	€ 9,500
U2/U3	135 x 220 mm	€ 6,900
2/1	296 x 220 mm	€ 8,900
1/1	148 x 220 mm	€ 6,000

## Falstaff Bar & Spirits Guide Germany 2020

ET: 27. 11. | AS: 14. 10. | DU: 18. 10.

This guide provides an overview of the trendiest bars in the German-speaking world as well as premium spirits from all across the globe.

**Circulation GER: 40,000 pcs**

U4	100 x 210 mm	€ 7,200
Inner flap, front*	189 x 210 mm	€ 9,800
Inner flap, rear*	189 x 210 mm	€ 9,300
U2/U3	88 x 210 mm	€ 6,900
2/1	200 x 210 mm	€ 8,900
1/1	100 x 210 mm	€ 6,000

\*due to the adhesive binding, an area of 6 mm is covered on the binding page; visible surface therefore: 183 mm  
Prices excluding taxes and fees.



# GUIDES DATES 2019

## Guides Austria

Name	Issue	AS	DU	ET
Restaurant Guide	2019	28. 1.	30. 1.	25 February
Falstaff Wine Tavern Guide	2019	29. 4.	30. 4.	24 May
Ultimate Wine Guide	2019/20	17. 5.	23. 5.	10 June
Wine Guide Austria	2019/20	27. 5.	28. 5.	17 June
Salzburg Festival Guide	2020	14. 6.	17. 6.	12 July
Bar & Spirits Guide AT-SW	2020	19. 9.	20. 9.	22 October
Red Wine Guide Austria	2020	28. 10.	1. 11.	25 November

## Guides Germany

Name	Issue	AS	DU	ET
Guesthouse Guide	2020	22. 7.	26. 7.	4 September
Wine Guide Germany	2020	30. 9.	4. 10.	15 November
Bar & Spirits Guide Germany	2020	14. 10.	18. 10.	27 November

## Guides Switzerland

Name	Issue	AS	DU	ET
Marinating Guide	2020	16. 8.	22. 8.	6 September
Bar & Spirits Guide AT-SW	2020	19. 9.	20. 9.	22 October

Legend:

AS = Closing date for advertisements, DU = Closing date for printed materials, ET = Publication date.

The publication dates and the respective closing dates for printed materials are subject to possible changes.

# OUR DIGITAL PORTFOLIO



OUR WEBSITES: [FALSTAFF.AT](http://falstaff.at) / [FALSTAFF.DE](http://falstaff.de) / [FALSTAFF.CH](http://falstaff.ch)

Falstaff runs the leading website for wine, gourmet, travel and lifestyle in the German-speaking world: over 80,000 wine ratings, tens of thousands of restaurants, bars, cafés, hotels and wine taverns with ratings guide our users through the entire spectrum of indulgence.

The Falstaff website is perfectly optimised for all devices, provides a high-quality user experience and high-impact advertising opportunities.



## OUR APP FAMILY

Our handy guides for restaurants, bars, wine taverns and cafés on iOS and Android smartphones are a reliable companion for tens of thousands of readers.

[falstaff.at/apps](http://falstaff.at/apps)



## OUR COMMUNITY

We also reach your target group on social media for a perfect 360° campaign: both Falstaff and Falstaff LIVING enjoy a large and active following on Facebook & Instagram.



## THE BEST RECIPES

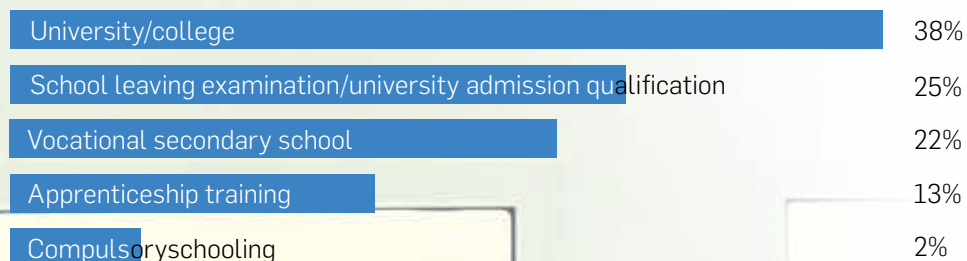
You can find the best recipes from top chefs on the Falstaff websites, some including informative videos – since our gourmets also like to cook themselves, as the constantly growing number of recipients of our recipe newsletter proves.



# OUR AUDIENCE

»» Highly educated, high income and young

## Highest educational attainment:



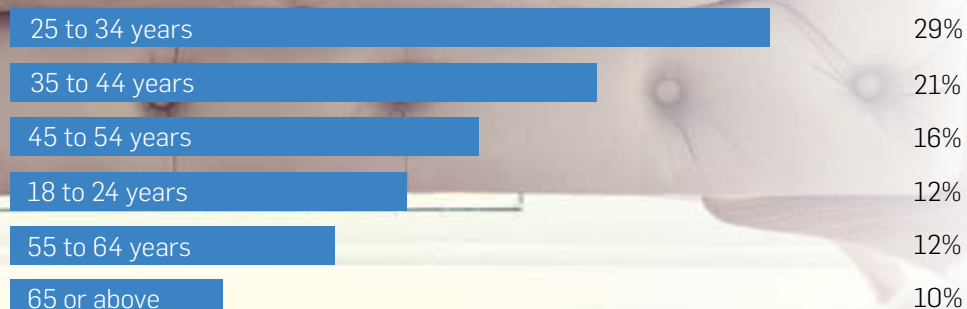
## Net income per capita:

45% of the Falstaff community earns over 3,000 euros per month.

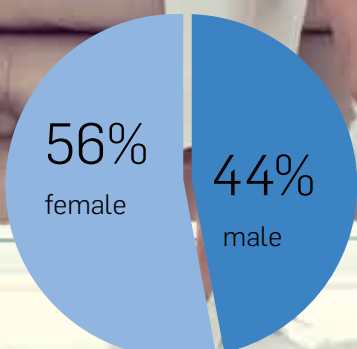


Source: Falstaff reader survey

## Age:



Source: Google Analytics, January–September 2018



## OUR PERFORMANCE DATA

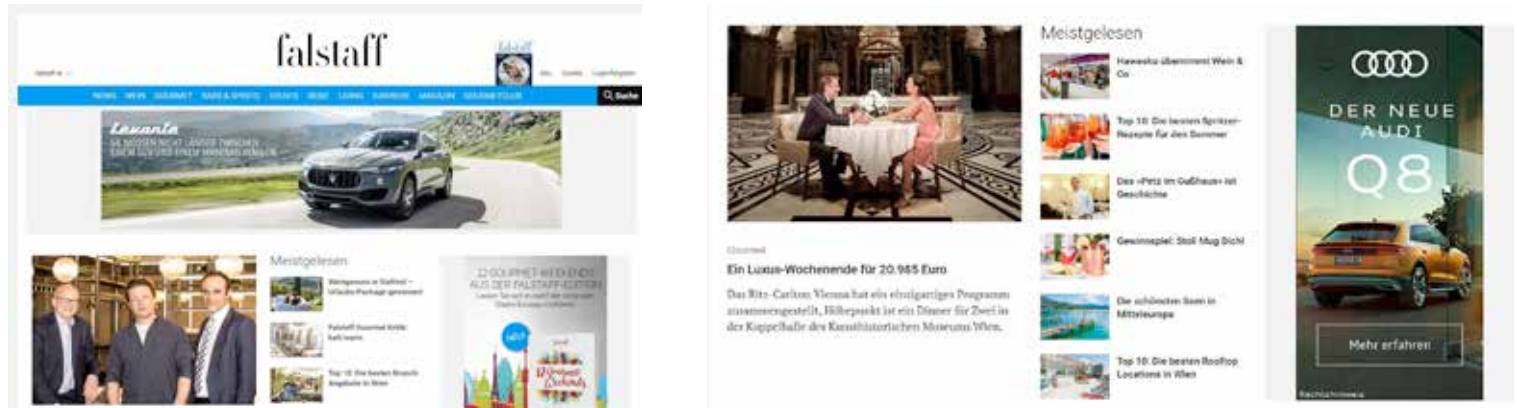
Independent measurement: falstaff.at is certified by the ÖWA, falstaff.de is certified by the IVW. Current access figures: [www.falstaff.at/b2b-mediadaten](http://www.falstaff.at/b2b-mediadaten)

Germany: [www.falstaff.de/b2b-mediadaten](http://www.falstaff.de/b2b-mediadaten) Switzerland: [www.falstaff.ch/b2b-mediadaten](http://www.falstaff.ch/b2b-mediadaten)



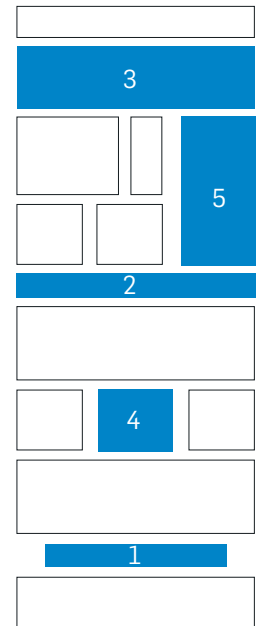
# DISPLAY ADVERTISING

» Perfect for high-performance branding campaigns



Our banner portfolio: high quality content placement

Form of advertising		Dimensions (w x h in pixels)	CPM AT/GER	CPM SW
Superbanner XL	2	960 x 100	€ 29,-	CHF 30,-
Sitebar		300 x 600	€ 55,-	CHF 60,-
Half Page Ad*	5	300 x 600	€ 49,-	CHF 50,-
Billboard	3	960 x 250	€ 55,-	CHF 60,-
Medium-Rectangle*	4	300 x 250	€ 39,-	CHF 40,-
Leaderboard/Superbanner	1	728 x 90	€ 29,-	CHF 30,-
Interstitial*		full screen	€ 65,-	CHF 70,-
MMA Banner*		320 x 50	€ 25,-	CHF 27,-
MMA Banner sticky*		320 x 50	€ 35,-	CHF 38,-

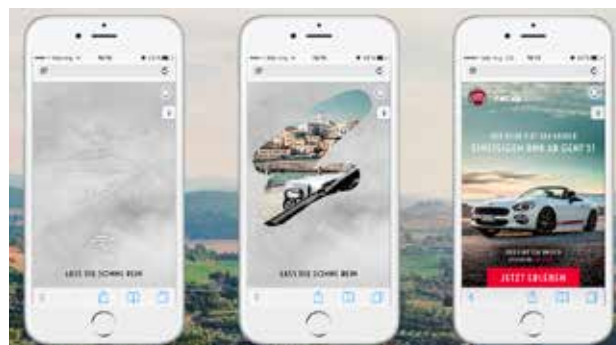


Other special formats on request. The placements shown are examples, implementation is usually run-over-site. An additional 30% will be charged for special targeting (frequency capping, location targeting...). Max. advertising medium size: 150 KB. Advertising media hosted by third parties must be delivered via https. \*advertising formats with mobile capability

## NEW: Interactive Interstitials with gamification

The innovation in mobile advertising: playful formats using native sensors

Creative Interstitial CPM € 69,- (excl. Ad Development)



## Our app advertising formats



Form of advertising	Price/month	Price/year
Interstitial	€ 790,-	€ 8,000,-
Mobile headerboard	€ 390,-	€ 4,000,-

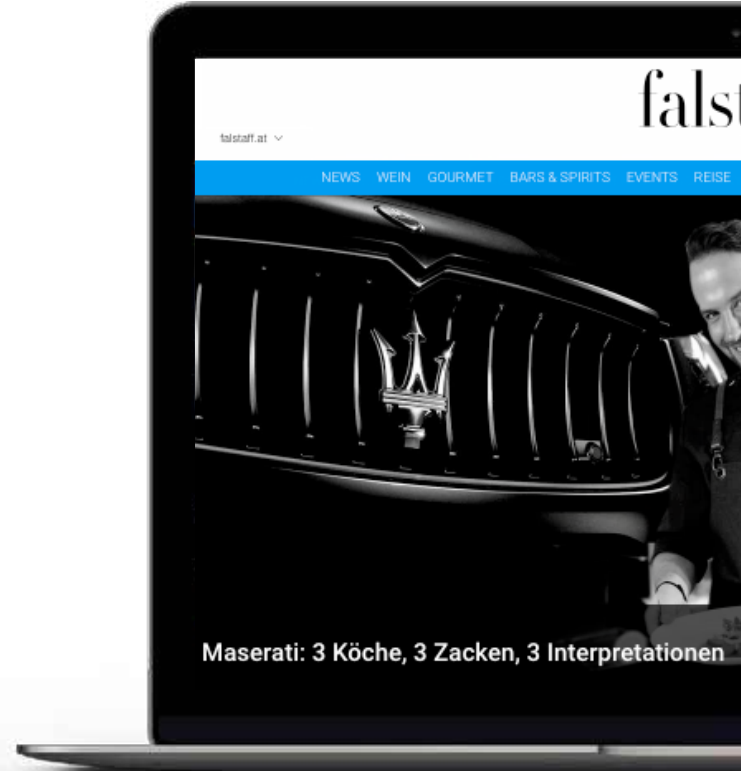
# WE NARRATE

## The classic: Advertorial

Your message in the elegant Falstaff attire: optimised for all devices, with integrated image gallery and Facebook posting to the article.

Includes the following services:

- Article creation by Falstaff editorial staff
- Placement on the home page – guaranteed for three days
- Facebook posting to the Falstaff Community
- Transparent reporting
- Google-indexed article
- Archiving in the corresponding department



## Case study: cross-media campaign for Maserati

Success on all channels: print and digital combined with video production and competition. Over 260,000 visual contacts and a fantastic number of leads were generated online by Falstaff's theme special "3 chefs, 3 prongs, 3 interpretations".

Our proposals	AT	GER	SW	GER-AT-SW
Advertorial incl. image gallery	€ 1,590,-	€ 1,590,-	CHF 1.650,-	€ 2,990,-
+ Competition incl. quiz	€ 800,-	€ 800,-	CHF 880,-	€ 800,-
+ Newsletter entry	€ 1,490,-	€ 1,490,-	CHF 950,-	€ 2,350,-

Current performance data can be found at [www.falstaff.at/b2b-mediadaten](http://www.falstaff.at/b2b-mediadaten)

# YOUR STORIES



Gamification: competition package – the quiz with up to 10 questions

The playful method of attracting Falstaff readers to your product or brand. The Falstaff editorial team will devise up to ten questions about your product – the article will be promoted on all Falstaff channels and stands out for its high response rate.

Includes all services of a classic advertorial and the following additional services:

- Prominent newsletter placement
- Compilation of quiz questions and technical implementation

Theme special: everything under one umbrella

The perfect umbrella for your brand content at Falstaff: includes five or ten advertorials and suitable Falstaff content. Duration: one year in each case.

**We would be happy to create an individual concept for you!**



Form of advertising	AT	GER	SW	GER-AT-SW
Competition: Advertorial + Quiz + Newsletter	€ 3,880,-	€ 3,880,-	CHF 3,480,-	€ 5,990,-
Disclosure of participant data per address	€ 0.5	€ 0.5	CHF 0.5	€ 0.5

Photo: Shutterstock



# FALSTAFF GOURMET CLUB



## THE FALSTAFF GOURMET CLUB – THE CRÈME DE LA CRÈME OF CONNOISSEURS

The Falstaff Gourmet Club was founded by Wolfgang M. Rosam in 2004.

The exclusive membership is only by invitation from the four marketing partners (Wiener Städtische, T-Mobile, Erste Bank, Austrian Airlines) and Falstaff.

The 20,000 Gourmet Club members are top decision-makers and multipliers in Austria with a strong interest in wining, dining and upscale lifestyle.



# FALSTAFF EVENTS

## FALSTAFF EVENTS – INDULGENCE EVENTS IN THE GERMAN-SPEAKING WORLD

Falstaff organises customer events that are tailored to your needs with regard to conception, organisation and implementation. Falstaff Events is also synonymous with our own events: gala events where the festive ambience, top culinary specialities, top drinks and exclusivity can hardly be surpassed.

### »» Falstaff tastings and master classes

Champagne master class, wine tasting with famous wine-makers

### »» Falstaff dinners

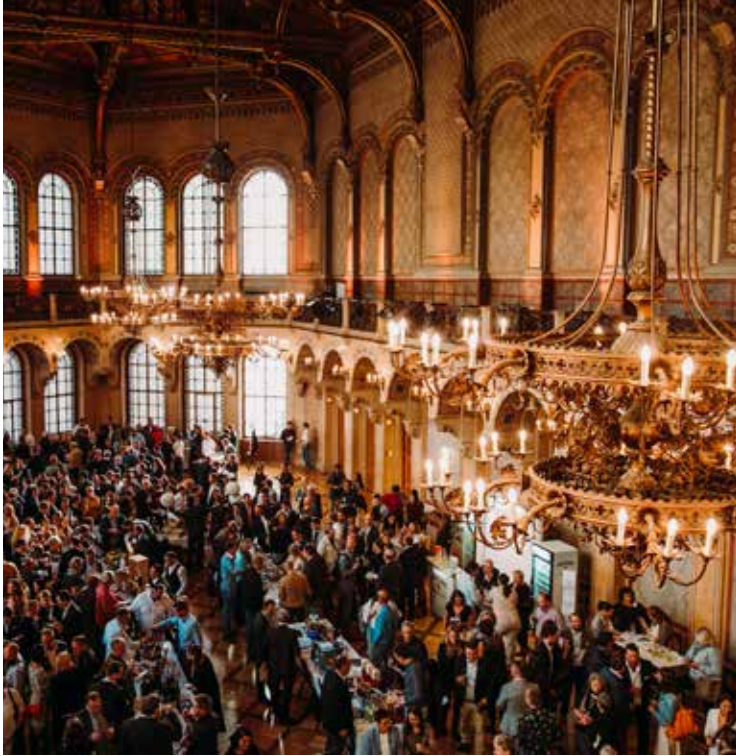
with national and international guest chefs, such as Massimo Bottura, Heinz Reitbauer, Sven Elverfeld, Heinz Beck, Thomas Bühner and many more.

### »» Customised events

Indulgence trips with exclusive automotive partners to exciting locations and Falstaff award-winning chefs



# FALSTAFF



THE FALSTAFF GALAS ARE PERMANENT FIXTURES IN THE CALENDAR OF EVERY CONNOISSEUR.

The most refined indulgences in the finest locations – this is what characterises the Falstaff Galas. Whether white wine, red wine, champagne or spirits - these galas are highlights for the Austrian wine scene, connoisseurs, gourmets, specialist audiences and bon vivants.

»» Falstaff White Wine Gala (17 June 2019)

in the Vienna Imperial Palace with over 1,800 guests

»» Falstaff Champagne Gala (Sept.–Oct. 2019)

in Vienna, Düsseldorf, Stuttgart and Berlin with a total of over 2,200 guests

# GALA



»» Vienna Bar & Spirits Festival (21 October 2019)

in the Vienna Imperial Palace with over 2,200 guests

»» Falstaff Red Wine Gala (25 November 2019)

in the Vienna Imperial Palace with over 2,000 guests

»» Falstaff Galas on tour (May–October 2019)

in Baden, Graz, Velden, Linz, Salzburg, Seefeld and Bregenz with over 1,800 guests



# ABOUT US

## **Editors Falstaff Austria**

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## **Magazine price/subscription price**

Austria: € 9.50/€ 62,- incl. shipping and VAT  
Germany: € 9.50/€ 65.90 incl. shipping and VAT.  
Switzerland: CHF 9.90/CHF 67,- incl. shipping and VAT.

## **Main distribution regions**

Austria, Germany and Switzerland

## **Terms and conditions**

The terms and conditions of the publishing house apply for the processing of orders  
([www.falstaff.at/AGB](http://www.falstaff.at/AGB), [www.falstaff.de/AGB](http://www.falstaff.de/AGB), [www.falstaff.ch/AGB](http://www.falstaff.ch/AGB)).

The prices, dates etc. listed in this media data may be updated during the course of the year.  
The most recent binding version can be found at: [www.falstaff.com](http://www.falstaff.com)

# TECHNICAL INFORMATION

- » High-res PDF with at least 300 dpi.
- » Fonts fully embedded or as paths.
- » Colour profile of the magazine: ISO coated V2 (cover), PSO LWC Improved (contents)
  - » Colour profile of the guides: ISOcoated v2 300 eci.
  - » At least 3 mm bleed margin (= "overfill") throughout.
- » We recommend a 4c-black with these colour values: C 80 M 80 Y 40 K 100.
  - » We recommend a clearance of at least 5 mm to the bleed.
  - » We recommend a clearance of at least 10 mm to the spread for flaps.

# falstaff

IS THE  
MAGAZINE FOR

»CULINARY  
LIFESTYLE«

[www.falstaff.com](http://www.falstaff.com)

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