

falstaff

media kit

2024

AUSTRIA
GERMANY
SWITZERLAND
INTERNATIONAL

YOUR RELIABLE PARTNER IN ALL MEDIA AND ON ALL PLATFORMS

DEAR MEDIA PLANNER,

Last year, Falstaff was once again one of the the media industry's big winners. And the growth continues. Therefore, it gives us great pleasure to present the latest media data from Falstaff Verlag for 2024.

The message conveyed by the Falstaff publishing house remains an unbroken success: People are tired of the bad news and are increasingly looking for the finer things in life, which they can discover with Falstaff. In this way, we were able to further strengthen our position as the most relevant wine, gourmet and travel magazine in the German-speaking world.

This means that Falstaff will remain the most successful and reliable advertising partner in the upcoming year when it comes to addressing your target groups with cross-medial offerings and pinpoint accuracy.

- Falstaff is proud of more than 2 million readers and users in the entire D-A-CH region.
- With 149,307 distributed copies, the Falstaff Magazine is the most important information medium for every gourmet in the German-speaking region.
- In the Austrian media analysis (MA), Falstaff increased its reach to 3.6 per cent – making it one of the big winners of 2023.
- The reach among the high-income readership is at 5.2 %.*
- Overall, 64.8 % of Falstaff readers come from the high to very high income bracket.*
- In Germany, Falstaff is the only German wine and gourmet magazine with rising and IVW-tested performance data – for both print and online.
- Our growth in the online segment is equally impressive: Over 1.6m page impressions, 480,000 newsletter subscribers, 256,000 Facebook subscribers and well over 137,000 Instagram followers make Falstaff the most interactive gourmet medium in the entire D-A-CH region.**

THIS IS WHAT QUALITATIVE MARKET RESEARCH HAS TO SAY:

- 61% keep the Falstaff magazine for a longer period of time or even collect it.
- The premium target group spends almost three (!) hours on average reading our magazine!
- In the magazine sector, Falstaff has the highest reader density in the A and B segments when it comes to lifestyle, investment, real estate, gourmet themes and travel.

We are looking forward to celebrating further successes with you in 2024. Discover the fascinating and ever-expanding world of Falstaff, and let's start a successful and profitable partnership together!

We look forward to having you on board!



WOLFGANG ROSAM
Publisher

A CIRCULATION OF 149,307
COPIES IN THE GERMAN-
SPEAKING WORLD!

Photo: © Stefan Gergely

W. Rosam

WOLFGANG M. ROSAM
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@RosamWolfgang

(*MA 2023; **Google Analytics, Story Clash & HORIZONT)

THE LARGEST GOURMET COMMUNITY IN D-A-C-H

FALSTAFF OFFERS THE PERFECT MEDIA CHANNELS FOR COMMUNICATING WITH A VERY SPECIAL PREMIUM TARGET GROUP: GOURMETS.

Falstaff is the most relevant high-end magazine for culinary lifestyle and, at the same time, the market leader in the entire German-speaking region. It boasts the best in journalism along with the highest aesthetic standards to make every issue an informative and entertaining foray into the world of fine wines, top-class culinary delights and the most beautiful trips for connoisseurs.

ENJOY LIFE WITH FALSTAFF

Outstanding wines, first-class food and unique travels – this is the journalistic menu that Falstaff serves up in every issue; elegantly packaged, elegantly designed and competently written by renowned international authors and journalists.

Reader loyalty is also outstanding with two out of three readers keeping our magazines in order to use them again and again as reading material and as reference works in equal measure.

Benefit from the high level of attention Falstaff enjoys among its readers and strengthen your products and brands! With separate country editions for Germany, Austria and Switzerland – all of which can also be booked individually – the total circulation is 149,307 copies!

YEAR OF ESTABLISHMENT:



over
82.351
subscribers in Austria, Germany
and Switzerland

over
100.000
Falstaff app downloads

over
256.000
Facebook followers

over
1.6 m
page visits per month
on falstaff.com

over
480.000
newsletter subscriern in D-A-CH

over
1.3 m
unqne clients per month
on falstaff.com

over
137.000
Instagram followers

35.000
gourmets at more
than 100 annual events

20.000
members of Falstaff Gourmetclub
Austria

Source: ÖWA, IWW, GA, META 2024

THE WORLD OF FALSTAFF-PRINT

CULINARY LIFESTYLE ACROSS ALL MEDIA CHANNELS

WINE – FOOD – TRAVEL – THE WORLD OF FALSTAFF REVOLVES AROUND THESE TOPICS

Falstaff Magazine

Falstaff Recipes

Falstaff Happy Life

Falstaff LIVING



Falstaff Line Extensions

Falstaff Guides

Falstaff Travel

Falstaff Profi



FALSTAFF AUSTRIA =

The most relevant high-end magazine for culinary lifestyle and one of the country's leading magazines.

CIRCULATION

- 43,000 print copies (ÖAK 2023, Jul-Dec)
- 57,681 distributed copies incl. e-paper (ÖAK 2023, Jul-Dec)
- of which 41,715 are subscribers & Falstaff Gourmetclub members

AUDIENCE PROFILE (MA 2023, LAE 2023)

- 1,170,000 reader reach in a wide-ranging premium segment
- 274,000 readers per issue
 - 50.9% men
 - 49.1% women
 - 64.8% in the top two income brackets
 - 43.2% in social classes A & B
- Falstaff reaches 105,000 top decision makers with 29.4% cross-media reach

REACH (MA 2023)

- 3.6% reach in Austria
- 7.7% reach in social class A
- 5.2% reach among the highest income earners

READERSHIP BEHAVIOUR (GfK 2017)

- 61% keep the magazine
- Just under 3 hours average reading time (174 minutes)

BRAND AWARENESS (GfK 2017)

- 88% in the target group
- 65% across Austria



Schedule2024 – AT

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	22/01	23/01	09/02
2/2024	04/03	05/03	22/03
3/2024	29/03	02/04	19/04
4/2024	06/05	07/05	24/05
5/2024	03/06	04/06	21/06
6/2024	22/07	23/07	09/08
7/2024	19/08	20/08	06/09
8/2024	16/09	17/09	04/10
9/2024	14/10	15/10	01/11
10/2024	11/11	12/11	29/11



30 % OF DECISION MAKERS READ FALSTAFF!

FALSTAFF SCORES SENSATIONALLY IN THE READERSHIP ANALYSIS OF DECISIONMAKERS 2023.

Digital – net reach in %

Wirtschaftskammer Zeitungen (Ringwert)	22,7
Falstaff	20,6
Gewinn	17,9
trend premium	15,8
Der Standard	15,3
Kronen Zeitung	15,1
Wirtschaftsnachrichten (Ringwert)	15,1
Industrie Magazin	12,5
Kleine Zeitung	11,0
Niederösterreichische Nachrichten	10,4

Print & Digital – net reach in %

Wirtschaftskammer Zeitungen (Ringwert)	40,3
Kronen Zeitung	31,6
Falstaff	29,4
Gewinn	28,2
Der Standard	24,7
trend premium	21,0
Kleine Zeitung	20,3
Kurier	19,6
Wirtschaftsnachrichten (Ringwert)	19,4
Industrie Magazin	18,0

LAE 2023:

- THE CROSS-MEDIA REACH OF FALSTAFF IS 29.4% OR 105,000 DECISION MAKERS (TOTAL FOR AUSTRIA).
- THE CROSS-MEDIA REACH IN THE EASTERN ECONOMIC REGION (VIENNA, LOWER AUSTRIA, BURGENLAND) IS 34.7%, OR 54,000 DECISION MAKERS.
- THE FALSTAFF PUBLISHING HOUSE'S DIGITAL REACH IS 20.6%, OR 74,000 DECISION MAKERS.

**source: LAE 2023, Population 359,000 decision-makers Ranked according to cross-media reach or digital use

Subject to change



FALSTAFF GERMANY



Falstaff is the only German wine and gourmet magazine with increasing and IVW-audited performance data in both print and online. Benefit from these IVW-audited figures when planning your communication strategy!

- CIRCULATION*
- 57,858 print copies
 - 63,452 sold copies
 - 64,610 distributed copies
 - 35,636 subscription copies

- OUR AUDIENCE PROFILE**
- Premium target group: readers who love wine, food lifestyle & travel
 - They are receptive to luxury and savoir-vivre: wealthy, affluent and highly educated
 - Highest living standards: they have a strong affinity for the good things in life
 - Maximum willingness to spend money on premium products of superior quality

- AUDIENCE & ONLINE USERS
- 82% read the magazine regularly
 - Over 50% of readers have an average monthly household income of more than EUR 6,000
 - 32% of readers have an average monthly household income of more than EUR 10,000
 - 58% have a university degree!
 - Decision makers! Over 50% of Falstaff buyers work in managerial functions!
 - Over 90% rate the magazine as »good / very good«!
 - 90% find Falstaff competent, 86% credible or likeable
 - 87% were made aware of products by Falstaff, 77% chose travel destinations after reading the magazine
 - 49% are between the ages of 40 and 59

- VERY INTENSIVE USE.**
- On average, Falstaff readers spend well over 2 hours reading their copy
 - Readers: average of 2 readers per issue
 - Half of Falstaff buyers keep their magazine completely.

*IVW 4/23; Current quarterly figures always available on ivw.de
**Source: Reader survey 2023



Also available as e-paper

Schedule2024 – DE

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	17/01	19/01	16/02
2/2024	21/02	23/02	22/03
3/2024	27/03	29/03	26/04
4/2024	30/04	03/05	31/05
5/2024	29/05	31/05	01/07
6/2024	17/07	19/07	16/08
7/2024	14/08	16/08	13/09
8/2024	11/09	13/09	11/10
9/2024	09/10	11/10	08/11
10/2024	06/11	08/11	06/12

FALSTAFF SWITZERLAND



Founded in 2014, Falstaff Switzerland is celebrating its 10th anniversary in one of the world's financially strongest markets, which makes it so popular. Benefit from our expertise in this unique market.

- CIRCULATION*
- 25,000 print copies
 - 27,016 distributed copies incl. e-paper
 - 9,749 sold copies
 - 5,000 subscription copies
- OUR AUDIENCE PROFILE**
- 73% of Falstaff readers are aged 35 to 65
 - 60% of Falstaff readers have a monthly household income of over CHF 8,000.000
 - 60% of Falstaff readers work in managerial positions
 - Half of Falstaff readers have a university degree
 - 60% read all pages
 - 90% keep the magazine or selected articles from the magazine
 - 90% of Falstaff readers rate the magazine as »good/very good«
 - 93% of readers would recommend Falstaff to others

- MILESTONES
- 2014 launch of Falstaff Switzerland
 - 2015 third-best-selling magazine***
 - 2020 best-selling magazine for the fifth time in a row***

Subject to change

*Source: WEMF 2023
**Source: Reader survey 2019
*** in the wine & culinary category



Also available as e-paper

Schedule2024 – CH

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	29/01	30/01	16/02
2/2024	04/03	05/03	22/03
3/2024	08/04	09/04	26/04
4/2024	13/05	14/05	31/05
5/2024	10/06	11/06	28/06
6/2024	24/07	25/07	16/08
7/2024	26/08	27/08	13/09
8/2024	23/09	24/09	11/10
9/2024	16/10	17/10	08/11
10/2024	18/11	19/11	06/12



FALSTAFF 01/2024

PUBLICATION DATES AT: 09/02/24 | DE: 16/02/24 | CH: 16/02/24

WINE	Annual outlook 2023, Trophy Brunello di Montalcino, Trophy Nobile di Montepulciano AT: Austria's top red wines, Wagram Trophy; DE: Mosel, Pinot Noir Trophy; CH: Zurich, Merlot Trophy
GOURMET	tavern culture
SPIRITS	Negroni
TRAVEL	New Zealand; Sun skiing; Long Weekend Shanghai



FALSTAFF 02/2024

PUBLICATION DATES AT: 22/03/24 | DE: 22/03/24 | CH: 22/03/24

WINE	Sake, Ribera del Duero, Rheingau, Bordeaux Arrivage 2021; AT: Traisental; DE: Sachsen; CH: Trophy Red Wine Blends
GOURMET	Sushi & co, tofu, mochi
SPIRITS	sherry; Japanese & exotic whiskies
TRAVEL	Japan; Long Weekend: Tartu + Bad Ischl



FALSTAFF 03/2024

PUBLICATION DATES AT: 19/04/24 | DE: 26/04/24 | CH: 26/04/24

WINE	Mount Athos; great Greek red wines; French Jura; AT: Kamptal valley; DE: Rheinhessen; CH: Chardonnay Trophy
GOURMET	The best markets and market venues in the DACH region
SPIRITS	more than just ouzo: Mastika, Tsipouro & Metaxa
TRAVEL	the 7 most beautiful islands in Greece; Long Weekend: Paris



FALSTAFF 04/2024

PUBLICATION DATES AT: 24/05/24 | DE: 31/05/24 | CH: 31/05/24

WINE	Bordeaux en primeur 2023; around Lake Neusiedl; AT: Central Burgenland, Trophy Muskat; DE: Kabinett, Trophy Silvaner; CH: Müller Thurgau, Trophy Riesling-Silvaner
GOURMET	ski lodge gude, Alpine culinary worlds and barbecues: Meat, spices, sauces and co.
SPIRITS	Cognac
TRAVEL	Bordeaux; Long Weekend: Lucca



FALSTAFF 05/2024

PUBLICATION DATES AT: 21/06/24 | DE: 01/07/24 | CH: 28/06/24

WINE	Rías Baixas, Chardonnay, Trophy Friuli-Venezia Giulia, Rueda AT: Wachau; D: Trophy Riesling off-dry, CH: Trophy Chasselas
GOURMET	Cuisine to make us nostalgic; Heurigen guide
SPIRITS	grappa
TRAVEL	Iceland, Greenland & Co; Long Weekend: Manchester



FALSTAFF 06/2024

PUBLICATION DATES AT: 09/08/24 | DE: 16/08/24 | CH: 16/08/24

WINE	Rosé, Beaujolais, Orange/Natural Wines, Trophy Apulia, Trophy Sicily AT: Rosalia, D+CH: Rosé Trophy
GOURMET	seafood
SPIRITS	aperitivo: The best drinks for summer
TRAVEL	Egypt; golfing & dining; Long Weekend: Aix-en-Provence



FALSTAFF 07/2024

PUBLICATION DATES AT: 06/09/24 | DE: 13/09/24 | CH: 13/09/24

WINE	World of Portuguese wine, port wine, Sauvignon Blanc from New Zealand; Toro & Rueda A: Eisenberg, Dessert Wine Trophy; DE: Pinot Gris Trophy; CH: Cornalin, Syrah Trophy
GOURMET	cuisine of Portugal, AT: coffee house culture; DE: Berlin – coffee metropolis; CH: coffee
SPIRITS	port wine cocktails
TRAVEL	round trip through Portugal; the best spas; Long Weekend: Lisbon



FALSTAFF 08/2024

PUBLICATION DATES AT: 04/10/24 | DE: 11/10/24 | CH: 11/10/24

WINE	Trophy Barolo/Barbaresco/Roero, Trophy Latium; AT: Grand Prix Grüner Veltliner, DE: Lemberger+PiWi Trophy; CH: Aigle
GOURMET	The world of Indian spices, tea culture & Ayurvede; mushrooms
SPIRITS	Classic gin cocktails
TRAVEL	Kerala & Sri Lanka, Jersey



FALSTAFF 09/2024

PUBLICATION DATES AT: 01/11/24 | DE: 08/11/24 | CH: 08/11/24

WINE	World of South African wine; Best of Italy, Brands, Chianti Trophy, Trophy Grandi Rossi AT: Leithaberg; CH: Tessin, Gamay Trophy
GOURMET	BBQ, Carnal desire: crocodile, ostrich & Co, Best of Africa
SPIRITS	Cocktails with vegetable juice
TRAVEL	South Korea; Long Weekend: Riad, Saudi Arabia



FALSTAFF 10/2024

PUBLICATION DATES AT: 29/11/24 | DE: 06/12/24 | CH: 06/12/24

WINE	Winemaker champagne, Chile, Trophy Valpolicella, Trophy South Tyrol Burgundy varieties; AT: Rust; CH: Graubünden, Pinot Noir Trophy
GOURMET	A plethora of poultry
SPIRITS	Negroni
TRAVEL	Hawaii, Winter delights; Long Weekend: Barcelona

Subject to change. Photos: © Shutterstock

falstaff
REZEPTE



THE RECIPE MAGAZINE



Cooking has long since changed from a necessity to a pleasurable and fulfilling leisure activity. Severin Corti and Tobias Müller, both icons of culinary journalism, present an incomparable collection of recipes, revealing the secrets of the best chefs, cookbook authors and gourmets!

REZEPTE AUSTRIA FACTS

CIRCULATION

- 50,000 distributed copies incl. e-paper

DISTRIBUTION

- 37,500 copies to subscribers & Gourmetclub members of Falstaff Magazine
- News stands
- Airport lounges
- Kitchen studios, cooking studios, cooking schools
- Cheese counters, delicatessens, wine shops, bakeries, butchers' shops

2024 TOPICS

Extract of the spring issue 1/2024

Brunch – waffles, porridge, Shakshuka and Co.
The mango and its tropical glory
From meatballs and Kötbulla to Köfte
It's all cheese
Cookbook – Laurent Dagenais
Cookbook "Stars of Tomorrow" Lower Austria – Thomas Dorfer/Fabian Schaschnig

Extract of the summer issue 2/2024

Summer classics with grilled cheese
A feast of a sandwich
Cold and lukewarm pasta recipes from Sicily to Okinawa
Cool salads that can double as a main course
I'll grill you! – The big barbecue feature
There can never be enough herbs – salsa for barbecues
Vegetables that taste better slightly charred
Doubly sweet: sweet and savoury cherries

Schedule 2024 – AT

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	TOPIC
AT 1/2024	11/02	12/02	29/03	Spring
AT 2/2024	10/06	11/06	28/06	Summer
AT 3/2024	16/09	17/09	04/10	Autumn
AT 4/2024	18/11	19/11	06/12	Winter

Extract of the autumn issue 4/2024

Sweet awakening – desserts with coffee from tiramisu to affogato
Dumplings around the world
Amaizing: the wonderful world of polenta
Taco party: six delicious toppings
Delicious Bambi – the best of venison and deer
Cooking with yoghurt, kefir, skyr & co

Extract of the winter issue 5/2024

Duck, duck, go(od)
Pudding party – from homemade chocolate pudding to semolina flummery and panna cotta
Balls that make the world go round: the best dumpling recipes
Vanilla – the most exquisite pod in the world
Get your cabbage on: the winter vegetable in all its splendour and variety
The spirit of Austria, the maritime power: the best desserts with Inländer rum
Six delicious varieties of smoked fish

Subject to change.

LINE EXTENSIONS



SPECIALS, SLOW TRAVEL GUIDES, BOOKLETS, LINE EXTENSIONS



Since 2013, Falstaff's product portfolio has grown dramatically. The result is a series of Slow Travel Guides, full of insider tips, recipes, and factual booklets in pocket format

Falstaff Specials 2024 – AT

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	DISTRIBUTED CIRCULATION INCL. E-PAPER
Opernball	09/01	10/01	23/01	30,000
Jägerball	10/01	11/01	24/01	30,000
Beer	20/05	21/05	07/06	60,000
St.Pölten	10/06	11/06	28/06	55,000
Salzburger Festspiele	17/06	18/06	05/07	60,000
Future	18/11	19/11	06/12	60,000
Vievinum	23/04	24/04	10/05	32,000

Falstaff Specials 2024 – DE

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	DISTRIBUTED CIRCULATION INCL. E-PAPER
Falstaff Insider at ProWein	05/02	07/02	23/02	32,000
Bayreuther Festspiele	30/04	10/05	31/05	50,000
St.Pölten	10/06	11/06	28/06	55,000

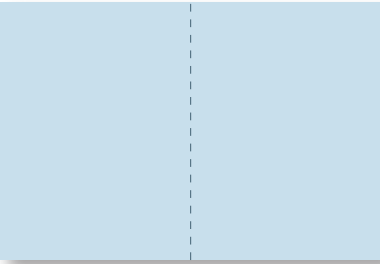
Falstaff Specials 2024 – D-A-CH

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	DISTRIBUTED CIRCULATION INCL. E-PAPER
Upper Austria	14/02	15/02	28/02	120,000
Food Zürich	08/04	09/04	26/04	65,000
Spirits	19/10	20/10	06/09	100,000
Sparkling	09/09	10/09	27/09	100,000
Burgenland	14/10	15/10	04/11	100,000
Steiermark	24/10	25/10	15/11	100,000
Wien	tbd	tbd	tbd	100,000

Subject to change.

THERE IS NO BETTER WAY TO POSITION YOURSELF!

Advertising without wasted coverage: What it costs to address target groups with pin-point accuracy.

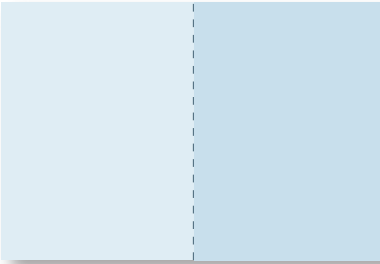


2/1 double page spread

466 x 300 mm bleed
436 x 268 mm printing space

Centre Page Spread
approx. 3 mm bleed per page

Austria	€	16,100
Germany	€	21,500
Switzerland	CHF	15,600



1/1 full page

233 x 300 mm bleed
203 x 268 mm printing space

Austria	€	10,300
Germany	€	13,100
Switzerland	CHF	9,900

1/1 Advertorial

203 x 268 mm printing space

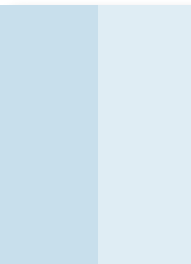
Austria	€	11,400
Germany	€	14,900
Switzerland	CHF	11,100

2/1 Advertorial

436 x 268 mm printing space

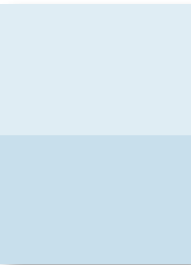
Centre Page Spread
approx. 3 mm bleed per page

Austria	€	18,400
Germany	€	26,700
Switzerland	CHF	17,900



1/2 vertical

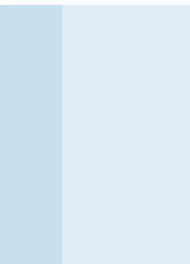
114 x 300 mm bleed
97.5 x 268 mm printing space



1/2 land-scape

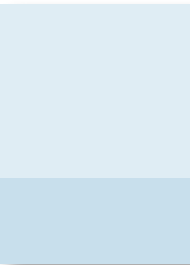
233 x 148 mm bleed
203 x 132 mm printing space

Austria	€	6,500
Germany	€	7,600
Switzerland	CHF	6,200



1/3 vertical

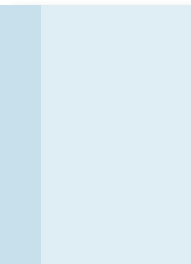
81 x 300 mm bleed
60.3 x 268 mm printing space



1/3 land-scape

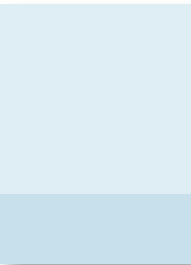
233 x 96 mm bleed
203 x 80 mm printing space

Austria	€	4,500
Germany	€	5,700
Switzerland	CHF	4,200



1/4 vertical

64 x 300 mm bleed
48 x 268 mm printing space



1/4 land-scape

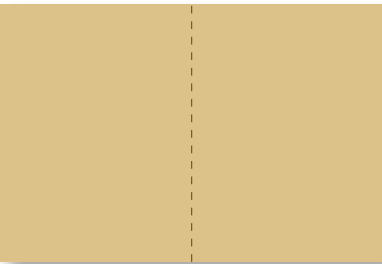
233 x 74.5 mm bleed
203 x 58.5 mm printing space

Austria	€	3,500
Germany	€	4,400
Switzerland	CHF	3,300

All prices excl. taxes & fees.

PREMIUM PLACEMENTS

For premium placements, an **early submission date applies: 8 weeks** before the regular date. Placement reservations will expire if no order is received by this date:



2/1 Opening Spread

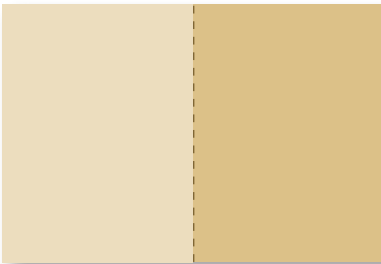
Austria	€	19,100
Germany	€	26,100
Switzerland	CHF	17,700

First 2/1 nach OS

Austria	€	17,200
Germany	€	23,500
Switzerland	CHF	16,400

Second 2/1 nach OS

Austria	€	16,500
Germany	€	22,000
Switzerland	CHF	16,100



U2

Austria	€	12,300
Germany	€	17,200
Switzerland	CHF	9,900

First right-hand side

Austria	€	12,300
Germany	€	15,200
Switzerland	CHF	11,100

First left-hand side

Austria	€	11,600
Germany	€	15,200
Switzerland	CHF	10,800

U4

Austria	€	13,300
Germany	€	18,000
Switzerland	CHF	12,300

U3

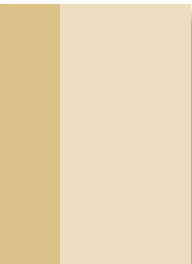
Austria	€	11,600
Germany	€	14,200
Switzerland	CHF	10,800

Second right-hand side

Austria	€	11,600
Germany	€	14,300
Switzerland	CHF	10,800

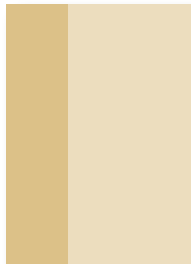
Second left-hand side

Austria	€	11,100
Germany	€	14,300
Switzerland	CHF	10,500



First 1/3 side

Austria	€	5,200
Germany	€	7,200
Switzerland	CHF	5,000



Second First 1/3 side

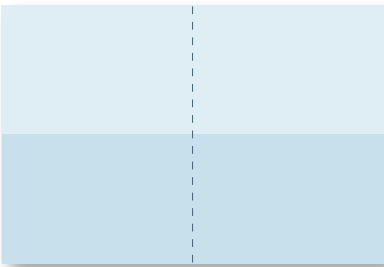
Austria	€	4,800
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Subject to change.

All prices excl. taxes & fees.

OUR SPECIAL ADVERTISING FORMATS

Extraordinary concepts require unique implementations. Our special advertising formats are predestined for outstanding products and ensure maximum attention.



Panorama: 1/2 panorama

466x148 mm bleed
436x132 mm printing space

Austria	€	12,700
Germany	€	16,200
Switzerland	CHF	11,200

Combination, banderole, cut-out upon request

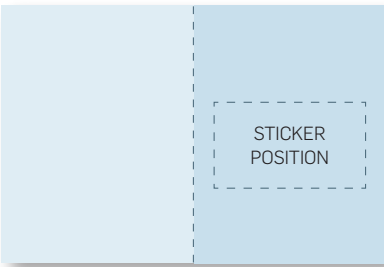


Sleeve around the magazine

approx. 557x80 mm bleed

A sleeve is wrapped around the magazine and glued to the back page

Prices upon request.



Sticker: Place-on-card, 2-sided

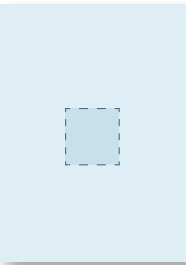
Format:
60x80 mm to 200x200 mm

Paper weight:
115g/m² to 250g/m²

Placement:
Position aligned from the pagefold and at least 2 cm distance to the edges

Per 1,000 units	€	99
Per 1,000 units	CHF	120

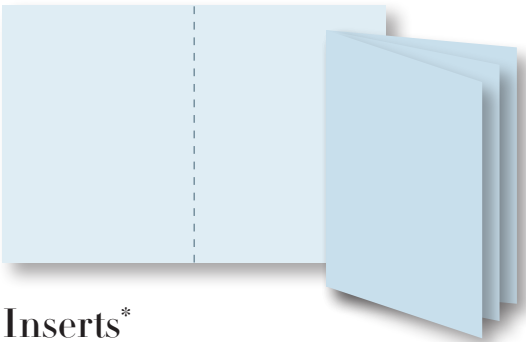
Only in combination with 1/1 advertisement.



Sachet

Only in combination with 1/1 advertisement

Prices upon request.



Inserts* Supplements up to 20 g*

Austria	Per 1,000 units	€	400
	Per 20 g additional weight		
	Per 1,000 units	€	22
Germany	Per 1,000 units	€	285
	Per 20 g additional weight		
	Per 1,000 units	€	27
Switzerland	Per 1,000 units	CHF	400
	Per 20 g additional weight		
	Per 1,000 units	CHF	22

Accompanying booklets upon request
*Minimum print run: 10,000 units

Discount scale

2 editions	3%
4 editions	7%
6 editions	10%
8 editions	15%

All prices excl. taxes & fees.

TECHNICAL DATA

TECHNICAL REQUIREMENTS FOR AD MATERIALS

- High-res PDF with at least 300 dpi
- Fonts fully embedded or formatted into paths
- Magazine colour profile cover pages (except »Future«-Special): ISOcoated V2 300
- Magazine colour profile core pages (except »Future«-Special): PSO LWC Improved
- Colour profile guides (core and cover pages): ISOcoated V2 300
- At least 3 mm bleed allowance all round
- We recommend a 4C black with these colour values: C 80 M 80 Y 40 K 100.
- We recommend a safety margin of at least 5 mm between text/logos and the edge of the paper and at least 10 mm from the page-fold.

TECHNICAL REQUIREMENTS FOR INSERTS

FORMATS:

Minimum size: 105x105 mm
Maximum size: 190x260 mm
Book size: 233x300 mm

All formats: Width x height - all other formats on request.
(The longer side must be the closed side)

PAPER WEIGHTS:.

2 pages min. 115g/m², max. 250g/m²
4 pages min. 80g/m² max. 200g/m²
8–16 pages min. 60g/m², max. 135g/m²
16–32 pages min. 60g/m², max. 80g/m²
(max. thickness of an insert: approx. 1 mm)

PROCESSING ALLOWANCE:

The processing allowance for supplements provided is 2% and must be added to the print run.

DELIVERY ADDRESS:

Ferdinand Berger & Söhne GmbH, Wiener Straße 80, 3580 Horn
How to get to Berger at: www.berger.at: My way to Berger

DELIVERY TIMES:

Delivery times: Delivery from Mon. to Thu. from 07:00 am to 12:00 noon and from 1:00 pm to 4:00 pm.
Fridays from 07:00 am to 12:00 noon. The required material must be delivered at least 10 business days before the publication date (Falstaff AT)

TEST RUN:

Samples for the test run (for non-standardised products) min. 200 pcs. to Druckerei Ferdinand Berger & Söhne GmbH
Wiener Straße 80, AT 3580 Horn; 3 weeks before publication date

Subject to change.

FALSTAFF GUIDES

AUSTRIA, GERMANY, SWITZERLAND

FROM WINE TO RESTAURANTS AND BARS – ADVERTISEMENTS
IN OUR GUIDES HAVE A SHELF LIFE OF AT LEAST ONE YEAR!



Falstaff Restaurant & Tavern Guide 2024

PD: 18/03 | AD: 28/02 | MU: 29/02 | Circulation: 30,000 units

The best 2,000 restaurants in Austria are chosen by the members of our Falstaff Gourmetclub in various categories.
The Falstaff Restaurant Guide is available in a convenient, compact size and is also available as a smartphone app

U4	100 x 190 mm	€ 13,300
Front inside flap*	189 x 210 mm	€ 14,600
Back inside flap*	189 x 210 mm	€ 13,900
U2/U3	88 x 210 mm	€ 12,300
2/1	200 x 210 mm	€ 13,100
1/1	100 x 210 mm	€ 9,000

Falstaff Ultimate Wine Guide 2024/25

PD: 25/05 | AD: 26/04 | MU: 30/04 | Circulation: 10,000 units

Falstaff's Ultimate Wine Guide presents Austria's best wines on the international stage: a selection of wineries featured in the annual Falstaff Wine Guide with wine scores and tasting notes in English.

U4	148 x 205 mm	€ 13,300
U2/U3	135 x 220 mm	€ 12,300
2/1	296 x 220 mm	€ 7,000
1/1	148 x 220 mm	€ 3,900

Falstaff Cocktail Bar & Wine Bar Guide 2025

PD: 21/10 | AD: 03/10 | MU: 04/10 | Circulation: 40,000 units

This guide offers a comprehensive overview of the hottest cocktail and wine bars across Austria, Germany and Switzerland

U4	100 x 195 mm	€ 12,700
Front inside flap*	189 x 210 mm	€ 13,000
Back inside flap*	189 x 210 mm	€ 12,500
U2/U3	88 x 210 mm	€ 11,800
2/1	200 x 210 mm	€ 10,800
1/1	100 x 210 mm	€ 7,200

All prices excl. taxes & fees.

*Due to the adhesive binding, an area of 6 mm on the binding side is covered; visible area therefore: 183 mm.

Falstaff Wine Guide Austria & Neighbours 2024/25

PD: 24/06 | AD: 14/05 | MU: 21/05 | Circulation: 30,000 units

The Falstaff Wine Guide is the trusted guide to the best wineries & wines of Austria and its neighbouring countries. Over 850 pages readers will find around 4,000 current wines from 500 wineries – tasted and rated.

U4	148 x 205 mm	€ 13,300
Front inside flap	280 x 220 mm	€ 12,700
Back inside flap	280 x 220 mm	€ 12,100
U2/U3	135 x 220 mm	€ 12,300
2/1	296 x 220 mm	€ 11,300
1/1	148 x 220 mm	€ 7,600

Falstaff Red Wine Guide Austria 2025

PD: 25/11 | AD: 21/10 | MU: 23/10 | Circulation: 20,000 units

An overview of the Austrian red wine scene: Around 1,500 wines from about 500 top wineries are described and scored in detail in the Falstaff Red Wine Guide. Plus: »Best Buy« section with wines up to EUR 10.–

U4	148 x 205 mm	€ 13,300
Front inside flap	280 x 220 mm	€ 10,700
Back inside flap	280 x 220 mm	€ 10,100
U2/U3	135 x 220 mm	€ 12,300
2/1	296 x 220 mm	€ 9,800
1/1	148 x 220 mm	€ 5,300

Subject to change.

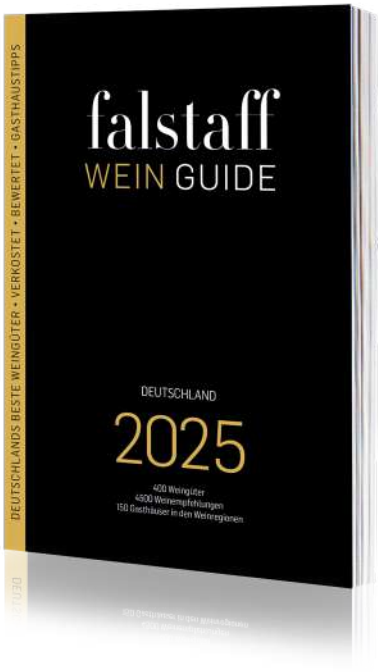
FALSTAFF GUIDES GERMANY



Falstaff Restaurant & Tavern Guide
Germany 2025

PD: 02.12 | AD: 14/11 | MU: 15/11 | Circulation: 40,000 units
The best 2,000 restaurants and taverns in the country are chosen by the members of our Falstaff Gourmetclub in various categories.

U4	100 x 210 mm	€ 8,500
Front inside flap*	189 x 210 mm	€ 11,400
Back inside flap*	189 x 210 mm	€ 11,100
U2/U3	88 x 210 mm	€ 8,100
2/1	200 x 210 mm	€ 10,500
1/1	100 x 210 mm	€ 7,000



Falstaff Wine Guide Germany 2025

PD: 11/11 | AD: 14/10 | MU: 16/10 | Circulation: 40,000 units
German wines are increasingly popular abroad. The editors taste and score the best wines – clearly listed, with descriptions.

U4	148 x 220 mm	€ 8,500
Front inside flap	280 x 220 mm	€ 11,400
Back inside flap	280 x 220 mm	€ 11,100
U2/U3	135 x 220 mm	€ 8,100
2/1	296 x 220 mm	€ 10,500
1/1	148 x 220 mm	€ 7,000

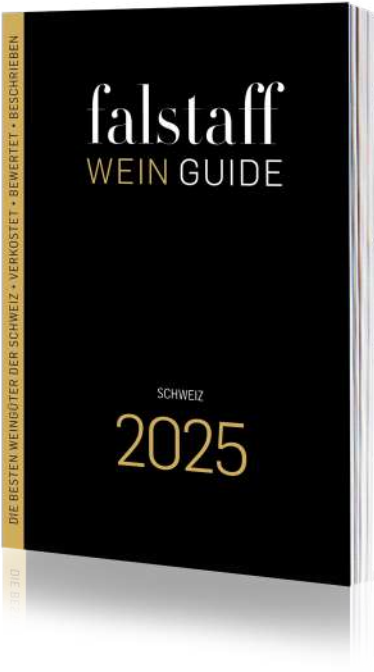
FALSTAFF GUIDE SWTIZERLAND



Falstaff Restaurant & Beizen Guide
Switzerland 2025

PD: 07/10 | AD: 19/09 | MU: 20/09 | Circulation: 20,000 units
The Falstaff Restaurant & Beizen Guide presents, rates and describes the best 1,250 restaurants & inns in Switzerland. All restaurants are categorized by region, canton, place name and by their restaurant name.

U4	100 x 210 mm	CHF 10,700
Front inside flap	189 x 210 mm	CHF 11,700
Back inside flap	189 x 210 mm	CHF 11,100
U2/U3	88 x 210 mm	CHF 9,400
1/1	100 x 210 mm	CHF 7,600



Falstaff Wine Guide Switzerland 2025

PD: 28/08 | AD: 27/07 | MU: 28/07 | Circulation: 15,000 units
Swiss wines are increasingly popular abroad. The editors taste and score the best wines – clearly listed, with descriptions.

U4	148 x 220 mm	CHF 10,500
Front inside flap	280 x 220 mm	CHF 11,600
Back inside flap	280 x 220 mm	CHF 11,000
U2/U3	135 x 220 mm	CHF 9,200
1/1	148 x 220 mm	CHF 7,500

All prices excl. taxes & fees.
*Due to the adhesive binding, an area of 6 mm on the binding side is covered; visible area therefore: 183 mm

Subject to change.

FALSTAFF GUIDE D-A-CH



Falstaff Wine Guide Italy 2025

PD: 14/10 | AD: 19/08 | MU: 20/09 | Circulation: 50,000 units
Around 500 select wineries and their exquisite wines are presented along with Italy's most interesting wine regions.

U4	148 x 205 mm	€ 12,100
Front inside flap	280 x 220 mm	€ 11,500
Back inside flap	280 x 220 mm	€ 11,000
U2/U3	135 x 220 mm	€ 11,200
2/1	296 x 220 mm	€ 10,300
1/1	148 x 220 mm	€ 6,900

Falstaff LIVING Design Guide 2024

PD: 24/05 | AD: 30/04 | MD: 29/04 | Circulation: 25,000 units
The LIVING Design Guide is the collector's item for interior and design lovers. A multifaceted guide with 10 categories that leads the readers through the current world of design in Austria, including international tips.

U4	148 x 210 mm	€ 10,000
Opening Spread 2/1	275 x 210 mm	€ 11,500
U3	135 x 210 mm	€ 7,500
2/1	296 x 210 mm	€ 8,800
1/1	148 x 210 mm	€ 6,000
1/2	120 x 80 mm	€ 3,500
Banner	120 x 43 mm	€ 490



FALSTAFF GUIDE D-A-CH

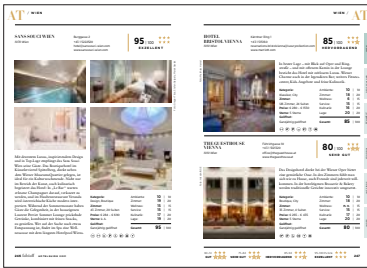
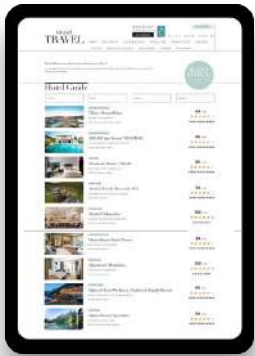


Falstaff Hotel Guide 2024

PD: 22/04 | AD: 01/04 | MU: 02/04 | Circulation: 20,000 units
The best hotels of the year at a glance!

Guests score the best hotels in Germany, Austria, Switzerland & South Tyrol in the most important categories. The Falstaff Hotel Guide is available in a convenient pocket size as well as online.

OS	296 x 210 mm	€ 15,600
U4	148 x 210 mm	€ 13,500
U2/U3	135 x 210 mm	€ 11,800
2/1	296 x 210 mm	€ 13,500
1/1	148 x 210 mm	€ 8,900



Falstaff SPA Guide 2024

PD: 08/04 | AD: 18/03 | MU: 19/03 | Circulation: 20,000 units
The best spa hotels of the year at a glance!

The Falstaff Spa Guide presents the most beautiful spa hotels and most exclusive wellbeing resorts in Europe. PLUS: the best international addresses

OS	296 x 210 mm	€ 15,600
U4	148 x 210 mm	€ 13,500
U3	148 x 210 mm	€ 11,800
2/1	296 x 210 mm	€ 13,500
1/1	148 x 210 mm	€ 8,900



All prices excl. taxes & fees.
*Due to the adhesive binding, an area of 6 mm on the binding side is covered; visible area therefore: 183 mm

falstaff
LIVING



THE DESIGN MAGAZINE



With Falstaff LIVING, we present an exclusive platform covering interior design, real estate and international trends in luxury living. Immerse yourself in the world of architecture, interiors, design and real estate. Falstaff LIVING Verlags GmbH, with its LIVING and Falstaff LIVING Residences magazines, has been a subsidiary of Falstaff-Verlag since 2020

CIRCULATION

- 40,000 distributed copies incl. e-paper

DISTRIBUTION

- 34,000 copies as free distribution to subscribers & Falstaff Gourmetclub members
- News stands
- Airport lounges
- Free distribution to real estate developers, architects and property developers

OUR AUDIENCE PROFILE*

Real estate - housing status

- 78% live in their own property (house or apartment)
- 56% of respondents live in their own house
- 46% of all Falstaff LIVING readers own at least 2 residences
- 71% of respondents consider real estate as an investment

Falstaff LIVING readers are art lovers

- 66% of LIVING readers are interested in art
- 52% incorporate art in their house / apartment
- 33% collect art

Schedule 2024 – AT

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	22/01	23/01	09/02
2/2024	04/03	05/03	22/03
3/2024	01/04	02/04	19/04
4/2024	06/05	07/05	24/05
5/2024	10/06	11/06	28/06
6/2024	22/07	23/07	09/08
7/2024	26/08	27/08	13/09
8/2024	07/10	08/10	25/10
9/2024	11/11	12/11	29/11

For Falstaff LIVING the prices according to the price list on page 18–21 apply.

Subject to change.

*Source: GfK survey November 2018

falstaff
LIVING



FALSTAFF LIVING LIFESTYLE EDITIONS



After a successful premiere of Falstaff LIVING; The Christmas Edition, Falstaff LIVING is expanding the LIFESTYLE universe and creating further themed touchpoints with seasonal inspiration on beauty, fashion, shopping trends and lifestyle. Falstaff LIVING's upmarket readership is given the opportunity to be inspired by brands and companies, experience trends up close and personal and experience curated content perfectly coordinated in lean-back mode.



*Source: TQS survey, MAY 2022

CIRCULATION

- 50,000 copies

DISTRIBUTION

- Airport lounges
- Subscribers and Gourmetclub members of Falstaff and Falstaff LIVING magazines
- VIE Airport, Business and Executive Lounge
- Exclusive distribution to premium partners = upscale gastronomy, hotel industry, real estate marketing etc.

Reach the right target group with Falstaff LIVING The Christmas Edition:

FALSTAFF READER PROFILE*

Falstaff readers

- have high purchasing power (64 % in the upper income brackets)
- are educated (41 % in the A and B classes)
- have an affinity for good food (88 % awareness in the target group with an affinity to food)
- are collectors (61 % collect the magazine)
- are opinion leaders (one in four readers is a decision maker)
- are interested (average reading time is just under three hours)

RESIDENCES: THE PROPERTY MAGAZINE



Since 2020, we have been presenting Falstaff LIVING Residences, an exclusive real estate magazine covering the most important industry news, latest projects and trends as well as real estate developments on a national and international level.

CIRCULATION

- 75,000 copies

DISTRIBUTION

- AT: Subscribers & Falstaff Gourmetclub
Members of Falstaff Magazine, newsstands,
- airport lounges, private aviation, luxury hotels, gastronomy, architects, builders, real estate developers
- DE: Subscribers & top contacts
- CH: Subscribers & VIP contacts

Schedule 2024 – D-A-CH

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
Residences 1	08/05	10/05	31/05
Residences 2	14/10	15/10	01/11

For Falstaff RESIDENCES, DE prices according to the price list on pages 18-21 apply due to the increased circulation.

falstaff
LIVING
SWITZERLAND



THE DESIGN MAGAZINE



Falstaff LIVING Switzerland is all about current design and living topics, including trendy designer portraits, informative trade fair reviews, the latest product innovations and inspiring home stories.

CIRCULATION

- 20,000 distributed copies incl. e-paper

DISTRIBUTION

- Subscribers to Falstaff Switzerland and 11,000 copies sold
- Specialised trade, specialist shops, furniture trade 1,000 copies
- Architects, property developers and builders 2,000 copies
- Trade fairs, exhibitions 1,000 copies
- News stands 4,000 copies
- Airport lounges 500 copies
- Voucher copies 500 copies

FALSTAFF READER PROFILE*

- 73% of Falstaff readers are aged 35 to 65
- 60% of Falstaff readers have a monthly household income of over CHF 8,000
- 60% of Falstaff readers work in managerial positions
- Half of Falstaff readers have a university degree
- 60% read all pages
- 90% keep the magazine or selected articles from the magazine
- 90% of Falstaff readers rate the magazine as «good/very good»
- 93% of readers would recommend Falstaff to others

Real estate & housing status of Falstaff readers**:

Falstaff LIVING readers are art lovers

- 66% of LIVING readers are interested in art
- 52% incorporate art in their house / apartment
- 33% collect art

Schedule 2024 – CH

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	04/03	05/03	22/03
2/2024	10/06	11/06	28/06
3/2024	26/08	27/08	13/09
4/2024	18/11	19/11	06/12

For Falstaff LIVING CH FMC prices according to the price list on pages 18–19 apply.

Subject to change.

*Source: Falstaff Switzerland reader survey 2019

**Source: GfK survey 2018.

falstaff
LIVING
GERMANY



THE DESIGN MAGAZIN



Falstaff LIVING Germany delivers a vibrant exploration of contemporary design and lifestyle themes, featuring cutting-edge designer profiles, industry insights, the freshest product innovations, and captivating stories from within the most inspiring homes.

CIRCULATION

- 40,000 distributed copies including e-paper

DISTRIBUTION

- Subscribers to Falstaff Germany (35.000 subscribers)
- Specialised trade, specialist shops, furniture trade
- Architects, property developers and builders
- Trade fairs, exhibitions
- Airport lounges

Termine 2024 – DE

ISSUE	PUBLISHING DATE	PRINT DEADLINE	PUBLICATION DATE
1/2024	20.11.	21.11.	05.12.

For Falstaff LIVING DE, the FMD prices according to the price list on p. 18-19

Real estate & housing status of Falstaff readers**:

Falstaff LIVING readers are art lovers

- 66% of LIVING readers are interested in art
- 52% incorporate art in their house / apartment
- 33% collect art

FALSTAFF READER PROFILE*

- Premium target group: for culinary delights, indulgence, lifestyle and travel
- Open to luxury, indulgence and savoir-vivre: wealthy, affluent, highly educated
- Highest demands on quality of life: pronounced affinity for an upscale lifestyle
- Maximum willingness to spend: for high-quality products and first-class quality

READERSHIP & ONLINE USERS

- 82% read the magazine regularly
- Over 50% readers have an average monthly household income of more than € 6,000
- 32 % have an average monthly household income of over € 8,000
- 58 % have a degree!
- Decision-makers! Over 50% of Falstaff buyers work in management positions!
- Over 90% rate the magazine as „good / very good“!
- 90% find Falstaff competent, 86 % credible and likeable
- 87 % have drawn attention to Falstaff products, 77 % have already found travel destinations in the magazine
- 49 % are between the age of 40 and 59

Subject to change.

*IVW 3/23; current quarterly figures on ivw.de
**Source: Reader survey 2023

falstaff happy Life



FALSTAFF HAPPY LIFE

BEAUTY, NUTRITION, FITNESS –
THE BASIS FOR A FULFILLED LIFE

Feeling good all round, living life to the fullest, bringing body, mind and soul into harmony – who wouldn't want that? The key to a fulfilling life lies within ourselves and our lifestyle – and beauty, nutrition and fitness are the game changers that make it happen. Those who feel beautiful, eat a balanced diet and keep their body and mind in shape are automatically more balanced and healthier – and of course happier. The new Falstaff Happy Life magazine focusses on these aspects and is aimed at anyone who simply wants to feel better. True to the motto: *don't worry, live happy!*

CIRCULATION
50,000 total circulation (Print & digital)

- DISTRIBUTION
- News stands, bookshops
 - Sports and fitness studios, fitness equipment stores
 - Doctors, therapists and medical facilities
 - Spa and detox hotels
 - Beauty clinics and cosmetic surgeons
 - Pharmacies, drugstores, health food shops

- AUDIENCE
- Anyone who goes through life with mindfulness and positive body awareness and whose focus is on health, fitness, sustainable nutrition and inner and outer beauty
 - Specialist retailers from the above segments, e.g. drugstores, pharmacies, health food stores, but also beauty salons, medical spas, fitness studios, wellness hotels, physiotherapists, beauty clinics, etc.
 - Specialist medical practices, primarily in the fields of dentistry and dermatology and aesthetic medicine

Schedule2024

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	11/03	12/03	29/03
2/2024	20/05	21/05	07/06
3/2024	21/08	22/08	06/09
4/2024	04/11	05/11	22/11

Subject to change.

falstaff
TRAVEL



THE TRAVEL
MAGAZINE



Schedule2024

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	04/03	05/03	21/03
2/2024	03/06	04/06	20/06
3/2024	02/09	03/09	19/09
4/2024	11/11	12/11	28/11

Falstaff TRAVEL presents the hottest travel trends, exclusive hotels and the best insider tips around the globe! As one of the most successful travel magazines in the German-speaking world, Falstaff TRAVEL is a guide for premium lifestyle travellers.

CIRCULATION D-A-CH
185,000 total circulation print + digital

PRINT DISTRIBUTION
D-A-CH print edition: 75,000 copies

- of which 61,730 are subscribers and Gourmetclub members
- News stands, specialist retailers, airport and railway station vendors
- Airport lounges; Business and First Class lounges
- Exclusive department stores and collaboration partners
- Germany: 51%, Austria: 40%, Switzerland: 6%, Northern Italy: 3%

DIGITAL DISTRIBUTION
D-A-CH digital edition: 38,000 copies

- of which 32,000 are subscribers & Travel Club members
- Wide distribution via digital kiosks: Goldkey Media, Press Reader, Zinio, Readly, ReadIt

NEWSLETTER
to 27,000 quality-conscious travellers

AUDIENCE
Quality-conscious travellers, connoisseurs as well as success-minded decision-makers & executives in the highest income brackets

Schedule2024

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
Tyrol Special	17/12	18/12	18/01
Cruises Special	04/03	05/03	21/03
South Tyrol Special	09/05	10/05	23/05
Pleasures Special	02/09	03/09	19/09
Maldives Special	11/11	12/11	28/11

Pricing & formats

2/1 Advertorial	436 x 268 mm	€ 25,500
2/1 double page spread	466 x 300 mm	€ 20,500
1/1 Advertorial	203 x 268 mm	€ 14,200
1/1 full page	233 x 300 mm	€ 12,500
1/2 vertical	114 x 300 mm	€ 7,200
1/2 landscape	233 x 148 mm	€ 7,200

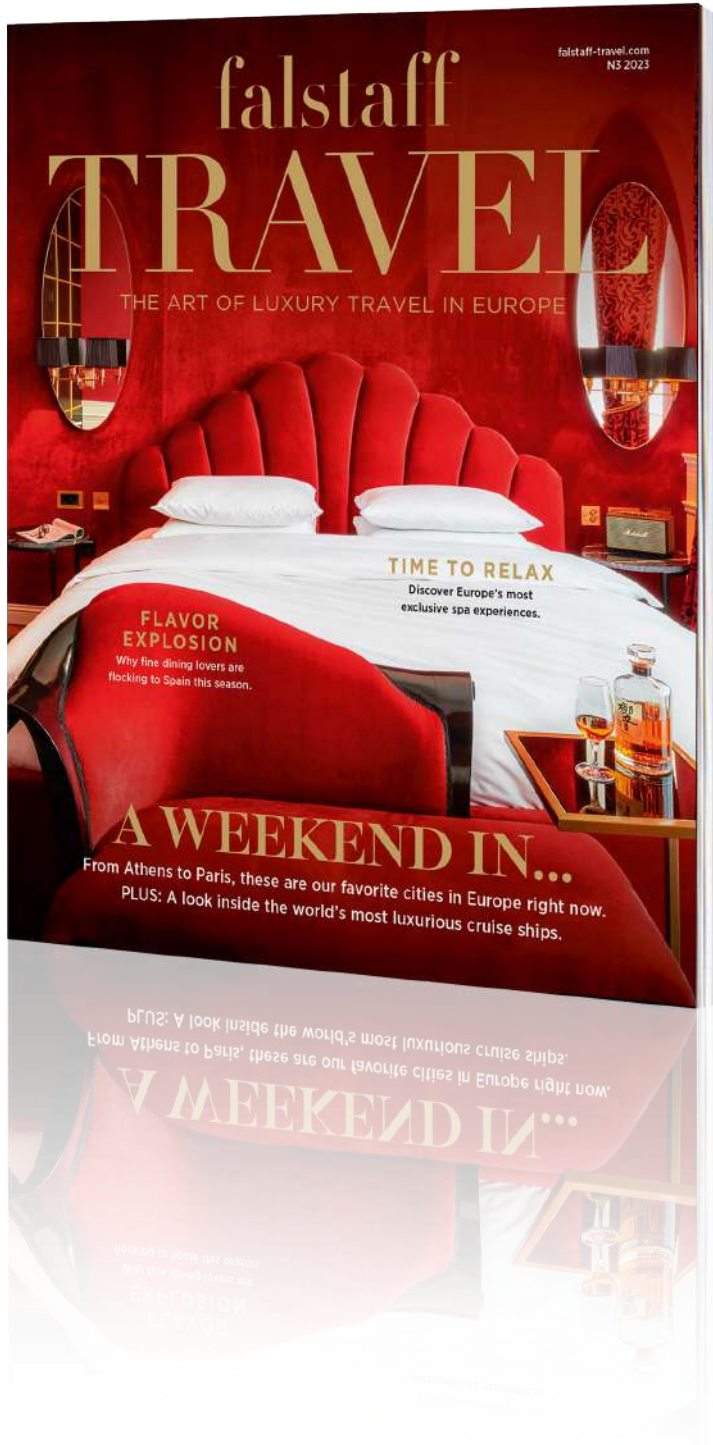
Premium placements

2/1 Opening Spread	466 x 300 mm	€ 24,900
First 2/1 after OS	466 x 300 mm	€ 22,500
Second 2/1 after OS	466 x 300 mm	€ 20,900
U3	233 x 300 mm	€ 13,500
U4	233 x 300 mm	€ 17,200

Subject to change.

All prices excl. taxes & fees, plus 5% advertising tax and 20% statutory VAT.

falstaff
TRAVEL



FALSTAFF TRAVEL EUROPE

PRINT DISTRIBUTION

Print edition 20,000 copies
Falstaff TRAVEL Europe is produced in Austria and distributed in Monaco, the Côte d'Azur, Milan, London, Paris, Vienna, Dubai, Zurich, Munich and Qatar. Including: five-star luxury resorts, fine dining restaurants, golf clubs, business, first class and senator lounges at international airports, private jets, yacht clubs, luxury boutiques and other premium locations as well as partnerships with high-profile events such as the Fashion Weeks in Paris, London, Berlin, New York and Milan, Dubai Design Week, Abu Dhabi Boat Show, Monaco Yacht Show, Dubai Watch Week and the Formula 1 Grand Prix in Abu Dhabi.

DIGITAL DISTRIBUTION

Circulation: 75,000 copies
All issues are distributed via Apple News International, Goldkey Media, Press Reader, Zinio, Readly and ReadIt and are also available as in-flight entertainment on international airlines, including British Airways, Singapore Airlines, Lufthansa, Austrian, Swiss and many more. The magazines are also shipped to our high-income readers, Travelclub members and subscribers.

All content is also published online on www.falstaff-travel.com.

Schedule2024

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	13/03	14/03	28/03
2/2024	12/06	13/06	27/06
3/2024	28/08	29/08	12/09
4/2024	25/11	26/11	12/12

Subject to change.



falstaff profi

THE INDUSTRY MAGAZINE

FALSTAFF PROFI IS THE INDUSTRY MAGAZINE FOR HOTEL, RESTAURANT AND TOURISM PROFESSIONALS.

The innovative concept is unique in the German-language magazine market. Falstaff PROFI inspires with high-quality content and a focus on the essentials.

Further information and media data on Falstaff PROFI can be found at falstaff-profi.com

PRINT CIRCULATION

20,000 distributed circulation incl. e-paper

DISTRIBUTION

Free VIP shipping in Austria, Germany, Switzerland, and South Tyrol.

- 4 and 5 star hotels
- Top restaurants, bars, cafés
- Education & training institutions
- Media partnerships
- Distribution or online presence at major industry fairs and forums:
 - INTERNORGA Hamburg
 - INTERGASTRA Stuttgart
 - GAST Salzburg
 - GUSTAV Dornbirn
 - FAFGA Innsbruck
 - Brennpunkt eTourismus FH Salzburg
 - Chef of the Year
 - Pastry chef of the Year
 - ChefAlps – International Cooking Summit Zurich and more

BUSINESS & PEOPLE

KNOW-HOW & INSIDER

PORTRAITS OF PROFESSIONALS

FOOD & DRINKS

DESIGN & INSPIRATION

Schedule2024

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	12/02	13/02	08/03
2/2024	23/04	24/04	10/05
3/2024	27/05	28/05	28/06
4/2024	29/07	30/07	06/09
5/2024	07/10	08/10	08/11
6/2024	18/11	19/11	13/12

Pricing & formats

2/1 Advertorial	436 x 268 mm	€ 14,900
2/1 double page spread	466 x 300 mm	€ 12,400
1/1 Advertorial	203 x 268 mm	€ 8,700
1/1 full page	233 x 300 mm	€ 7,500
1/2 vertical	114 x 300 mm	€ 4,400
1/2 landscape	233 x 148 mm	€ 4,400
1/3 vertical	81 x 300 mm	€ 3,300
1/3 landscape	233 x 96 mm	€ 3,300
1/4 vertical	97.5 x 130 mm	€ 2,400

Premium placements

2/1 Opening Spread	466 x 300 mm	€ 14,300
U2/U3	233 x 300 mm	€ 9,400
First 2/1 after OS	466 x 300 mm	€ 13,000
U4	233 x 300 mm	€ 10,600
First 1/3	233 x 96 mm	€ 4,000



Subject to change

All prices excl. taxes & fees, plus 5% advertising tax and 20% statutory VAT.

THE DIGITAL WORLD OF FALSTAFF

FALSTAFF OFFERS A DIGITAL EXPERIENCE AT THE HIGHEST LEVEL. THE OPTIMAL BLEND BETWEEN ESTABLISHED FORMATS AND INDIVIDUALISED CONTENT INNOVATIONS.



WEBSITE

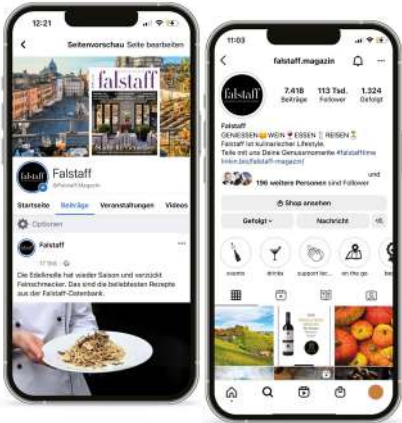
FALSTAFF.AT / DE / CH / COM

Over 139,000 wine reviews, tens of thousands of restaurants, bars, cafés, hotels and Heurigen inns as well as relevant content make Falstaff the leading platform for reference for wine, food, travel & lifestyle in German-speaking Europe.

over
1.6 m
monthly visits on falstaff.com

over
1.3 m
monthly unique clients on falstaff.com

Source: ÖWA 2023



@falstaff.magazin
 @falstaff.magazin

SOCIAL MEDIA COMMUNITY

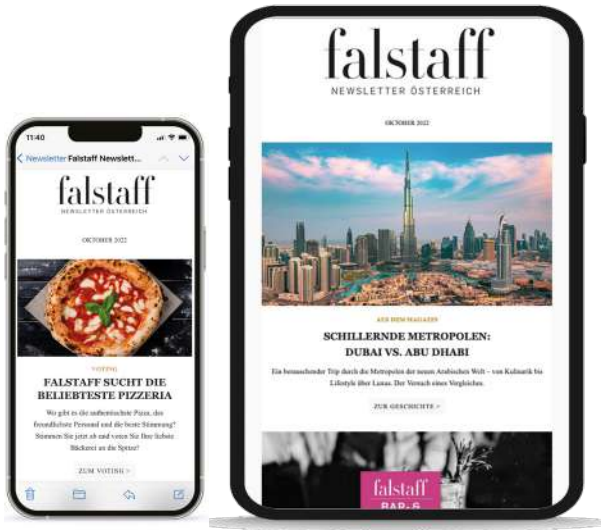
FACEBOOK / INSTAGRAM

With an ever-growing, active following, our social media mix represents a perfectly targeted approach on Facebook and Instagram.

over
137,000
followers on Instagram and a continuously growing community

over
256,000
followers on Facebook and a continuously growing community

Source: META, 2024



NEWSLETTER

GOURMET / WINE / RECIPES

The most relevant gourmet & wine news delivered directly to the mailboxes of over 210,000 subscribers in German-speaking Europe. The latest news on wine, restaurants, bars, travel, lifestyle and much more for a targeted approach to the Falstaff community.

over
480,000
newsletter subscribers in D-A-CH

Source: Mailchimp 2024



E-PAPER

DIGITAL DISTRIBUTION

The e-magazine issues of the Falstaff Magazines & Specials are distributed to subscribers & Gourmetclub members and are available in Falstaff web shops. Furthermore, Falstaff is present on e-magazine platforms and news stands in luxury hotels & airport lounges around the world. Attractive linking opportunities are a perfect campaign enhancement or extension for advertisers.

over
120,000
e-magazine editions delivered per year

OUR DIGITAL AUDIENCE

THE HIGH POTENTIAL OF OUR DIGITAL AUDIENCE:
YOUNG, URBAN & ATTUNED TO THE FINER THINGS IN LIFE

FALSTAFF.COM

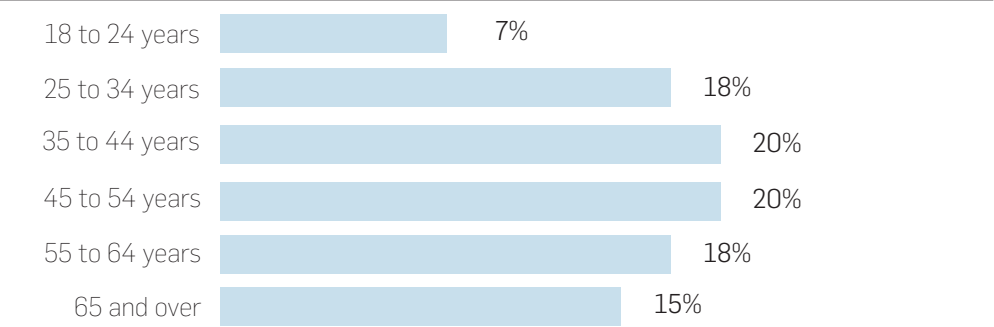
OVER 3.3 M MONTHLY PAGE IMPRESSIONS | OVER 1.6 M MONTHLY VISITS | OVER 1,3 M MONTHLY UNIQUE CLIENTS

Source: Google Analytics 2023

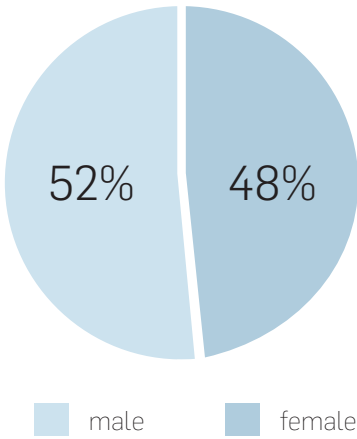
Austrian federal states



Age



Source: Google Analytics January to August 2022



D-A-CH NEWSLETTERS

480.000 SUBSCRIBERS | AVG OPEN RATE 36.4% | CLICK RATE: 7.4%

FALSTAFF AUSTRIA NEWSLETTER: 99,000 subscribers
FALSTAFF GERMANY NEWSLETTER: 76,000 subscribers
FALSTAFF SWITZERLAND NEWSLETTER: 33,000 subscribers
FALSTAFF WINE NEWSLETTER (D-A-CH AUDIENCE): 126,000 subscribers
FALSTAFF RECIPES NEWSLETTER (D-A-CH AUDIENCE): 57,000 subscribers
FALSTAFF LIVING NEWSLETTER: 66,000 subscribers
FALSTAFF PROFI NEWSLETTER: 22,000 subscribers
FALSTAFF INTERNATIONAL NEWSLETTER: 103,000 subscribers



Subject to change.

ONLINE ADVERTISING FORMATS

ADVERTORIAL



Your own promotional feature/copy including an image gallery in the look & feel of Falstaff News. Guaranteed on the start page for 3 days; then available in the relevant section.

Video integration into the advertorial also available.
Turnaround: 3 working days from creation to approval.



Advertising Package

ADVERTISING FORMATS	AT	DE	CH	D-A-CH	INT	WINE NL	RECIPES NL
Advertorial incl. image gallery	€ 2,400	€ 2,400	CHF 2,000	€ 5,300	€ 2,100	€ 2,400	€ 2,400
Advertorial incl. image gallery and Newsletter Listing	€ 4,800	€ 4,400	CHF 3,100	€ 9,300	€ 4,200	€ 5,700	€ 3,400

GIVEAWAY



The advertising format where everyone benefits: Our readers benefit and the campaign is subtly and engagingly targeted to the relevant group. The Falstaff editorial team designs up to 10 questions around your product – the article is promoted on the Falstaff channels and generates a great response!



ADVERTISING FORMATS	AT	DE	CH	D-A-CH	INT	WINE NL	RECIPES NL
Giveaway incl. quiz & newsletter	€ 5,800	€ 5,400	CHF 4,100	€ 10,300	€ 5,700	€ 6,700	€ 4,400
Passing on participation data per address	€ 0.70	€ 0.70	CHF 0.70	€ 0.70	€ 0.70	€ 0.70	€ 0.70

PRODUCT OF THE WEEK



THE PERFECT PRESENTATION FOR YOUR PRODUCT IN THE RESPECTIVE CHANNEL

Falstaff has created the new placement »Product of the Week« to offer your product exactly the exposure it deserves and to ensure that it remains fixed in the customer's memory for a long time. Your product will be in the spotlight for an entire week and achieve outstanding attention across the board. Falstaff newsletter integrations are possible as well as direct links to your pages, which will facilitate your presence immensely. In addition, it is possible to link the source of supply for your wine to a landing page or your web shop in order to generate traffic directly to your homepage.
Please note that wines, recipes, cocktails, spirits, beers must be listed & rated in our database.



Advertising Package

ADVERTISING FORMATS	AT	DE	CH	D-A-CH	INT	WINE NL	RECIPES NL
Website + newsletter	€ 2,400	€ 2,400	CHF 21,00	€ 5,800	€ 2,100	€ 2,600	€ 2,300

SITE LINK IN THE NEWSLETTER



THE MOST EFFICIENT WAY TO BENEFIT FROM OUR NEWSLETTER REACH

The classic Falstaff newsletters in the respective countries, the popular recipe newsletter and the wide-reaching wine newsletter reach hundreds of thousands of readers week after week in Austria, Germany and Switzerland. Use this reach to direct traffic from the Falstaff newsletter audience to your homepage with a memorable image and a short text via the corresponding link.



ADVERTISING FORMATS	AT	DE	CH	D-A-CH	INT	WINE NL	RECIPES NL
Newsletter	€ 2,400	€ 2,300	CHF 2,100	€ 5,800	€ 2,100	€ 2,600	€ 2,300

SEASON SPECIALS

FALSTAFF EASTER- & ADVENTSPECIAL



Gifts, gifts, gifts for you: Your perfect presentation with image, logo & advertorial incl. a prize draw in our digital Easter and Christmas themed specials. Present your product to our exclusive target group.

EASTER



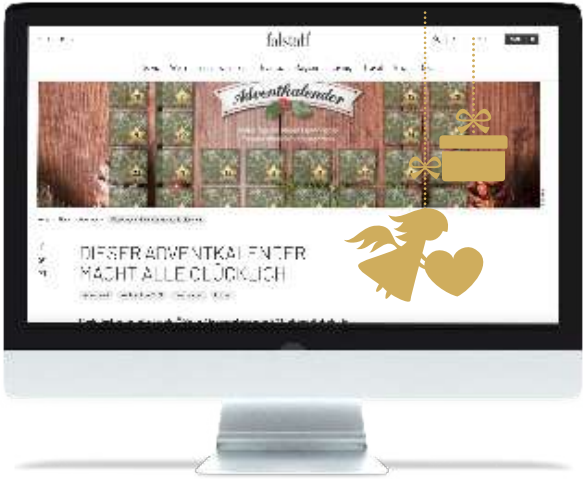
How it works:
You get an advertorial in the Easter special on falstaff.com – you are the highlight for the Falstaff community for one day.

- Our services:**
- Special promotion on the homepage
 - Graphic, technical, and editorial implementation
 - Special promotion in the Falstaff newsletter & on Facebook
 - Time frame: 18/03 to 01/04/2024

Easter Competition Package

ADVERTISING FORMATS	AT/DE	CH
Advertorial + quiz + homepage premium placement + FB posting	€ 2,800	CHF 900

ADVENT



How it works:
One day in the Advent calendar with your advertoria & a competition promotion. Present your product to our Falstaff community!

- Our services:**
- Special promotion on the homepage
 - Graphic, technical, and editorial implementation
 - Special promotion in the Falstaff newsletter & on Facebook
 - Time frame: 01/12/–24/12/2024

Advent Calendar Competition Package

ADVERTISING FORMATS	TIME PERIOD	AT/DE	CH
Advertorial + quiz + home-page + FB posting	01/12–14/12/24	€ 3,200	CHF 1900
Advertorial + quiz + homepage + FP posting	15/12–24/12/24	€ 2,800	CHF 1500

Photo: Shutterstock

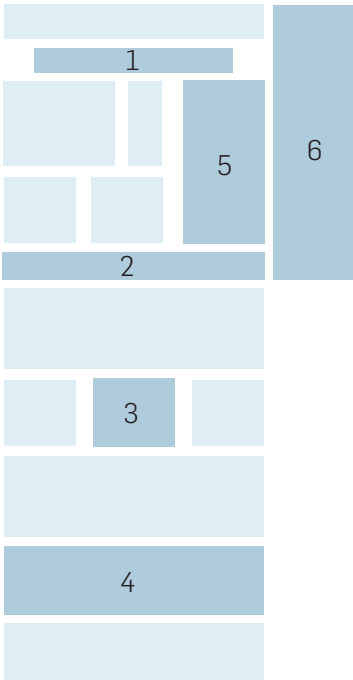
DISPLAY ADVERTISING

PERFECT FOR HIGH-PERFORMANCE BRANDING CAMPAIGNS!

Our banner ads: perfectly placed in the content

ADVERTISING FORMATS		DIMENSIONS (W x H IN PX)	CPT AT/DE	CPT CH
Leaderboard/Superbanner	1	728 x 90	€ 33	CHF 33
Superbanner XL	2	960 x 100	€ 33	CHF 33
Medium Rectangle*	3	300 x 250	€ 44	CHF 44
Billboard	4	960 x 250	€ 66	CHF 66
Half Page Ad*	5	300 x 600	€ 55	CHF 55
Sitebar	6	300 x 600 scalable	€ 66	CHF 66
Understitial*		300 x 600	€ 55	CHF 55
Interstitial*		full-screen	€ 77	CHF 77

Other special formats on request. The placements shown serve as examples; layout is generally run-over-site. For special targetings (frequency capping, location targeting, etc.), a surcharge of 30% is added. Max. Advertising media size: 150 KB. Third-party-hosted ads must be delivered via https. *mobile-compatible advertising formats



PREMIUM LISTINGS

THE PERFECT PRESENTATION FOR YOUR BUSINESS

Besides a strong visual appearance, your Falstaff premium profile will guarantee you more clicks, thanks to preferential positioning on the home page. The entry also ensures a higher ranking for you in our search function. Moreover, your premium entry is also available in Germany, Austria and Switzerland as well as on the corresponding app.



Aufmacherbild
Bilder sagen mehr als tausend Worte

Eigenbeschreibung
Präsentieren Sie sich nach Ihren Wünschen

Bildergalerie
Bis zu 15 Bilder als Slideshow

Ihr Logo
Stärken Sie die Wiedererkennung Ihrer Marke

Shop-Link
Leiten Sie Besucher direkt in Ihren Web-Shop

Werbefrei
Ihr Profil gehört nur Ihnen

Annual Cooperation

ADVERTISING FORMATS	PRICE 1 YEAR	PRICE 2 YEARS
Premium Listing	€/CHF 700	€/CHF 1,300
Premium Listing Deluxe (Premium listing + Site link in NL)	€/CHF 1,900	€/CHF 3,200
Premium Listing Deluxe+ (Premium listing + competition package)	€/CHF 2,900	€/CHF 4,900

THE FALSTAFF E-PAPER

THE DIGITAL EXTENSION OF YOUR PRINT ADVERTS

You have more content than you can display in a print ad?
The Falstaff Magazine E-Paper is the perfect extension offering even more possibilities:
Here you can visually emphasize your offer with even more images. Or you can generate interest in your company with additional video content. If you have a product that needs a lot of explanation, we simply link to your homepage.
Or you can use a combination of our e-paper offers.

Up to **65,000** clicks in one edition

Picture Plus
Additional image content – up to six images in advertorials and promotions where the visualisation activates the reader (e.g. travel reports, recipes, restaurant reviews ...). Added value that makes the engagement with your offer even more attractive.

Moving Content
The power of moving images combined with the sophistication of print content. A click opens a window in which your video is played. The video can either be embedded directly or played out via YouTube.

Moving Links
The combination package – links to the customer's site and embedding of moving content – classic infotainment that perfectly combines the advantages of a print insertion with the assets of on-screen advertising, moving images and the web.

»Win-Win« Link
True to the motto *»keep it short and simple«*, we link an advertorial or an advertisement page to the target page of your choice. Clear added value for our readers and you!

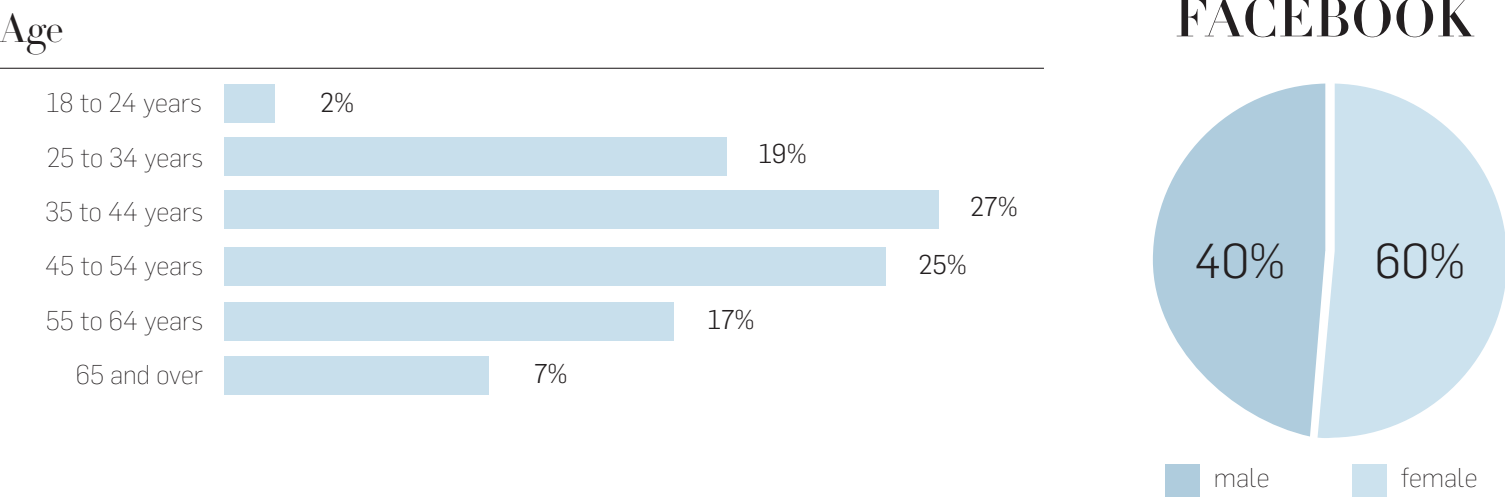
E-Paper Extensions

	AT	DE	CH
Moving Content	€ 570	€ 570	CHF 640
Win-Win Link	€ 330	€ 330	CHF 390
Picture Plus	€ 520	€ 520	CHF 580
Moving Links	€ 680	€ 680	CHF 770

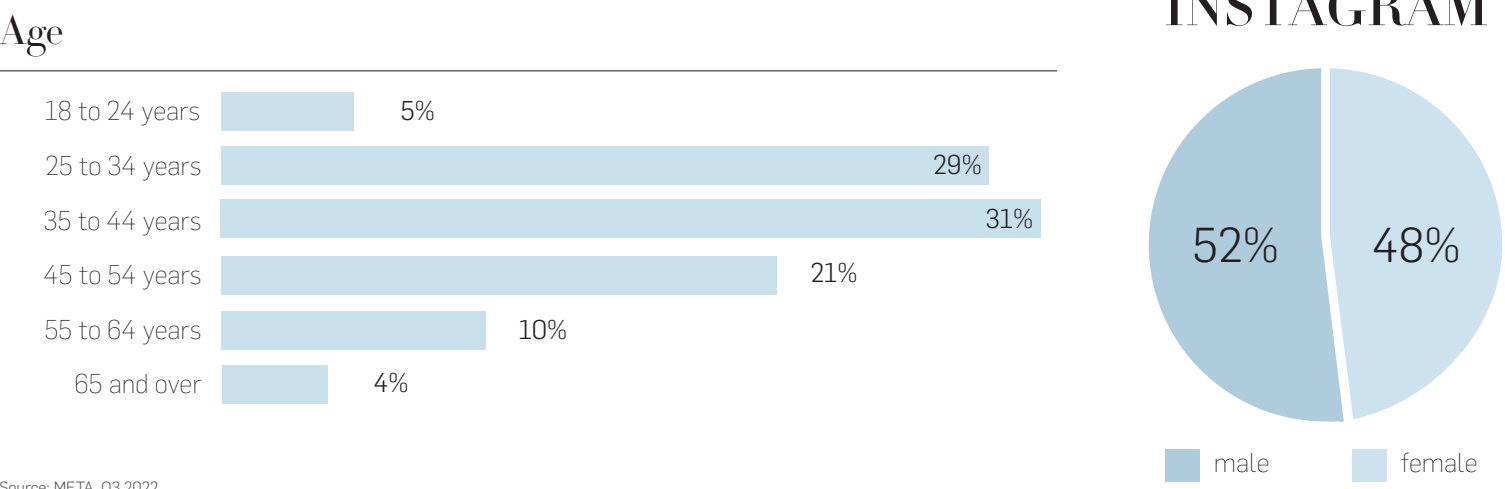
OUR SOCIAL AUDIENCE

Falstaff is the most interactive gourmet publication in German-speaking Europe and one of the ten most successful social media channels in Austria.* The steadily growing number of fans and followers has the highest level of spending power and a high proportion of millennials open to premium products.

FACEBOOK – OVER 252,000 FOLLOWERS



INSTAGRAM – OVER 134,000 FOLLOWERS



Source: META, Q3 2022

SOCIAL MEDIA ENGAGEMENT

Interactions on the Falstaff social media channels are outstanding both in an Austrian and an international context: The above-average engagement of fans and followers shows Falstaff to be one of the most popular media brands on Facebook and Instagram.*

FALSTAFF – MEDIA AT – TOP TEN**



Source: META 1/1-30/9/2023
*Data source: FanpageKarma + META API**Falstaff manual; other values organic

NATIVE ADVERTISING

FEATURED SOCIAL STORY

It's all in the mix. A featured story combines promotional content with an editorial look and thus finds the perfect balance between information and product placement. The feature is created in consultation with the client and presented in the form of listicles or entertaining factoids. In addition to the publication on falstaff.com, the featured story is published via a Facebook post in the timeline and promoted with the corresponding campaign budget to support the performance of the article.*

Facebook: Customer tagging, external linking and hashtags

ADVERTISING FORMATS	AT	DE	CH
Featured Social Story	€ 8,100	€ 8,100	CHF 8100

***Information regarding community management**
Falstaff monitors the comments on the postings, but it is pointed out that in case of specific questions about products/services of the customer, the Falstaff team cannot provide information. In such cases, it is recommended that the customer also reads the comments of their postings on Falstaff's channels and answers specific questions directly. We are happy to inform you when the postings are put online, so that customers can ensure that the content is tracked.



SOCIAL MEDIA EXTENSION

In addition to the classic featured story a customisable social media extension strengthens target group awareness. In this format, a Falstaff-sponsored post directs traffic directly to the external customer website or webshop. A/B testing of the various posting variants as well as performance monitoring in real time is ensured by the Falstaff team.*

Facebook: Customer tagging, external linking and hashtags

ADVERTISING FORMATS	AT	DE	CH
Social Media Extension	€ 8,100	€ 8100	CHF 8100

SOCIAL POSTS

Short, informative and entertaining – that's social media. Using well-designed and value-added postings, factoids, flat lays or catchy phrases are published on Facebook and Instagram and provided with the customer's logo. Social postings support time-limited campaigns and ensure recognition and variety for the target group.*

ADVERTISING FORMATS	AT	DE	CH
Social Post / Knowledge Quotes	€ 4,600	€ 4,600	CHF 4600

SOCIAL ENGAGEMENT SERIES

Another form of social media presence is the individual engagement series. We position your brand with the food and drink-savvy target group via eight posts that correlate in terms of content and visuals, and direct them to your homepage or online shop directly via the posts.

Facebook: Customer tagging, external linking, hashtags, logo integration
Instagram: Customer tagging, hashtags, logo integration*

ADVERTISING FORMATS	AT	DE	CH
Social Engagement Series	€ 17,300	€ 17,300	CHF 17300

VIDEO CONTENT

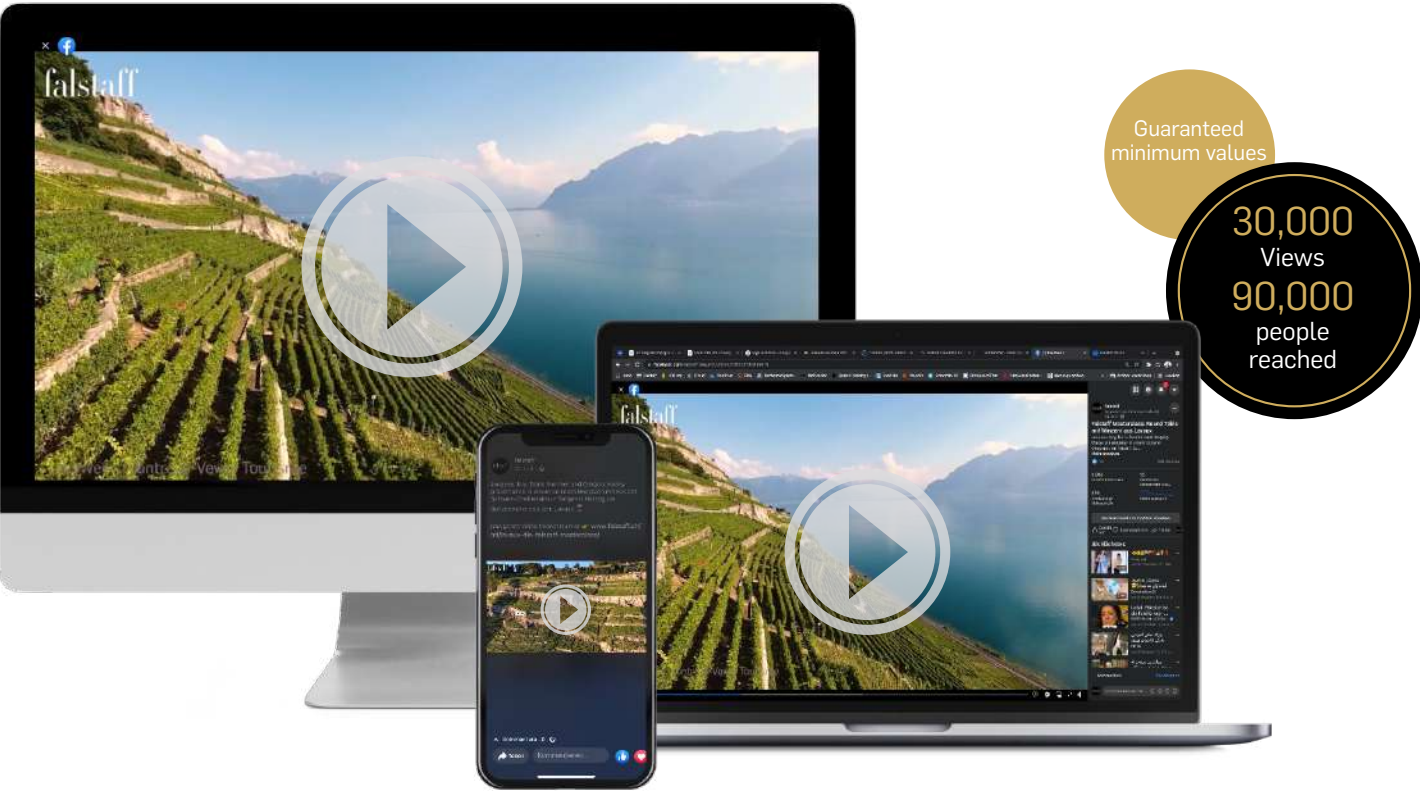
SOCIAL MOTION CONTENT

Moving images touch the viewer and convey a multitude of emotions and information in just a few sequences. High-quality and professionally produced videos are presented via the Falstaff Facebook channels and direct attention to your brand.*

Includes the following services:

- Production management with 1 video producer
- Shooting day in Vienna (max. 4 hours)
- max. 10 text inserts
- Royalty-free music (1 Song)
- 2 editing days with 3 correction loops
- Total length max. 90 seconds

Excl. third-party and add-on costs



ADVERTISING FORMATS	AT	DE	CH
Social Motion Content	€ 8,100	€ 8,100	CHF 8,100

*Information regarding community management
Falstaff monitors the comments on the postings, but it is pointed out that in case of specific questions about products/services of the customer, the Falstaff team cannot provide information. In such cases, it is recommended that the customer also reads the comments of their postings on Falstaff's channels and answers specific questions directly. We are happy to inform you when the postings are put online, so that customers can ensure that the content is tracked.

Photo: © Shutterstock

Subject to change

SOCIAL MOTION RECIPE

(incl. advertorial & newsletter)



DISTRIBUTION

- Falstaff.com
- Facebook
- Instagram
- YouTube
- Newsletter

OUR SERVICE

In coordination with the client, Falstaff handles the entire production and distribution for a recipe video clip specifically tailored to the viewing habits of social media users.*

INCLUDED

- Production management with 1 video producer
- Shooting day in Vienna (max. 4 hours)
- max. 10 text inserts
- Royalty-free music (1 Song)
- 2 editing days with 3 correction loops
- Total length max. 90 seconds

ADVERTISING FORMATS	AT	DE	CH
Social Motion Content	€ 8,100	€ 8,100	CHF 8,100



falstaff
LIVING



FALSTAFF LIVING
DIGITAL OFFERS

Design-loving, interior-savvy and always on top of new trends and must-haves in the world of home design, the Falstaff LIVING channel has been completely revamped.

Angelika Rosam and her experienced team of home aficionados love design and provide valuable tips & tricks for transforming your personal living space into a dream home come true. Positioning your brand or product here can only lead to success!

Facts & Figures

Newsletter subscribers:	66.000
Open rate:	33 %
Page Impressions:	280.000 per month
Visits:	100.000 per month
Unique Clients:	30.000 per month
Social Media Follower:	65.000

Product Overview

ADVERTISING FORMATS		PRICE
Design advertorial		€ 2.200,-
Advertorial & newsletter		€ 4.400,-
Competition & newsletter		€ 5.400,-
Site link LIVING newsletter		€ 2.200,-
Design Advent calendar	1/12-14/ 12/ 2024	€ 3.200,-
Design Advent calendar	15/12-24/ 12/ 2024	€ 2.800,-
Design Easter basket	30/ 3-13/ 4/ 2024	€ 2.800,-
Property of the Week		€ 4.400,-
LIVING Immo Motion		€ 6.100,-
Featured Social Story		€ 5.500,-
Social Media Extension		€ 5.500,-
Social post		€ 3.300,-
Design Guide shop of the week		€ 2.200,-
Designguide shop upgrade		€ 700,-
LIVING Homestory		€ 6.600,-
LIVING my personal room		€ 6.600,-

falstaff happy Life



FALSTAFF HAPPY LIFE ONLINE

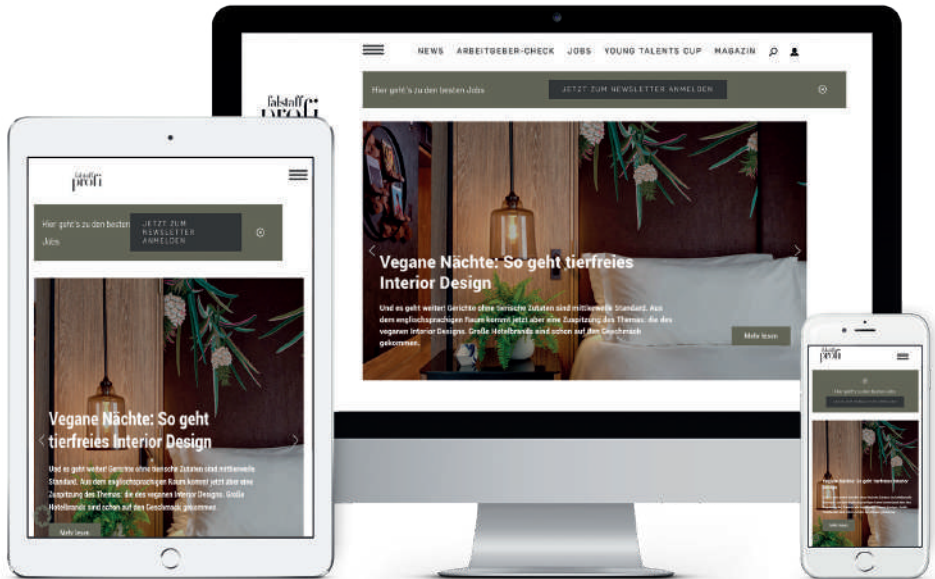
Reach our users who are passionate about beauty, nutrition & fitness with Falstaff Happy Life's digital offering. Integrate yourself and your business into this digital environment and present yourself to this nutrition-conscious and beauty-orientated target group and benefit from our reach.

ADVERTORIAL

- Includes the following services:
- Article creation by the Falstaff HAPPY LIFE writers
 - Transparent reporting
 - Google-indexed article
 - Archived in the relevant section

ADVERTISING FORMATS	AT
Advertorial	€ 2,200
Newsletter Listing	€ 2,200
Giveaway	€ 5,400
Featured Social Story	€ 5,490
Social post	€ 1,990

falstaff profi



FALSTAFF PROFI ONLINE

We love the fine things in life, bring players from the hotel, catering and tourism industries into the spotlight and give exciting topics the amount of coverage they deserve on our website! Falstaff.com is the leading website for wine, gourmet, travel and lifestyle in German-speaking countries. We offer daily news on the finer things in life.

ADVERTORIAL

- Includes the following services:
- Article creation by the Falstaff PROFI writers
 - Facebook posting in the Falstaff PROFI community
 - Transparent reporting
 - Google-indexed article
 - Archived in the relevant section

ADVERTISING FORMATS	AT
Advertorial incl. image gallery	€ 2,490
add. Competition incl. quiz	€ 800
Banner	€ 2,900
Newsletter Listing	€ 990
Facebook post	€ 590
Instagram post	€ 590
Instagram story	€ 990
Video	P.a.A.

falstaff profi

EMPLOYER CHECK

Premium package	Basic+ package	Basic package
Logo	Logo	Logo
up to 10 images	up to 3 images	Image
Text max. 2,500 chars	Text max. 1000 chars	Text max. 300 chars
Video	Up to 3 job postings	General assessment
Unlimited links	Includes 1 direct link	Benefits
Unlimited job postings	General assessment	Runs for 1 Jahr
General assessment	Benefits	Flexible updating
Benefits	Running time 1 year	
Running time 1 year	Flexible updating	
Flexible updating		
Price € 2,490,-*	Price € 1,750,-*	Price € 990,-*

35,000
people reached on
social media
750 clicks
on your post

YOUR BENEFITS

- Placement and promotion of your current employer profile
- Positive employer image: this is how to find your team!
- Transparency creates credibility
- Flexible changes
- Generate interest among potential employees
- Targeted social media campaigns
- Employer ratings increase a company's attractiveness

Top jobs		
	Running time	Price
1 position	1 week	€ 39.00
1 position	4 weeks	€ 117.00

THE FALSTAFF PROFI RECRUITING TOOL

YOUR WAY TO QUALIFIED APPLICANTS

Finding qualified staff in the catering and hotel industry is no easy task these days. And often there simply isn't enough time to actively deal with it. This is where Falstaff comes in with its recruiting tool, specifically tailored for the catering and hotel industry. We handle the search for suitable and high-quality applicants for you according to your briefing.

Falstaff knows the industry like no other partner. With over 40 years of experience in the field and working with numerous restaurants and hotels, we know what is important in this business. With this knowledge and our experience, we want to support you in the recruitment process and ensure qualified results.

Through our digital channels, we use accurate targeting to address exactly the target group that falls within our customers' areas of work. That way, we tap both the active and passive willingness to change positions.

Relevant questions about the job advert are asked using a simple digital questionnaire. Once the application has been submitted and screened, it is forwarded to you for further use.

SILVER	GOLD	PLATINUM
<ul style="list-style-type: none">• Integration of a job advertisement in the Falstaff Profi Recruiting Tool• 5 high-quality applications <p>Price: € 2.990,-</p>	<ul style="list-style-type: none">• Integration of a job advertisement in the Falstaff Profi Recruiting Tool• 7 high-quality applications• ½ page of employer presentation in the Falstaff Profi magazine <p>Price: € 4.990,-</p>	<ul style="list-style-type: none">• Integration of a job advertisement in the Falstaff Profi Recruiting Tool• 10 high-quality applications• 1/1 page of employer presentation in the Falstaff Profi magazine <p>Price: € 5.990,-</p>

FALSTAFF GOURMETCLUB



THE FALSTAFF GOURMETCLUB – EUROPE’S LARGEST COMMUNITY CREATED BY AND FOR GOURMETS

The Falstaff Gourmetclub is unique. In 2004, Wolfgang Rosam developed what is actually a simple idea when he shared his passion for first-class cuisine, exceptional wines and the finest spirits and cocktails with like-minded people. The exclusive membership is reserved for selected customers of our partners – and highly coveted

Our current partners in Austria (Wiener Städtische, Erste Bank) and Germany (Commerzbank, KaDeWe Group, Porsche) use the Falstaff Gourmetclub as a sustainable customer loyalty program. As an invitation-only club, it allows their top customers to become members and form an elite target group that offers excellent networking opportunities. Members enjoy numerous benefits and get access to exclusive events. More than 25,000 Gourmetclub members are top decision makers with great interest in wining, dining and exclusive lifestyle

FALSTAFF EVENTS



FIRST-CLASS GOURMET EVENTS

Falstaff offers exclusive events that are completely customised from conception via organisation to implementation. Falstaff Events also create their own events: Gala events that are hard to beat in terms of festive ambience, food, drink and exclusivity.

FALSTAFF TASTINGS & MASTERCLASSES

Recognised experts lead tastings with commentary and take the guests on an exciting enjoyment journey with high information and entertainment value

Participants: 15–50 guests

FALSTAFF DINNERS

Falstaff Dinners represent fine dining at the highest level. With many different themes, one thing is always guaranteed: an unforgettable evening with the finest culinary delights

Participants: 30–150 guests

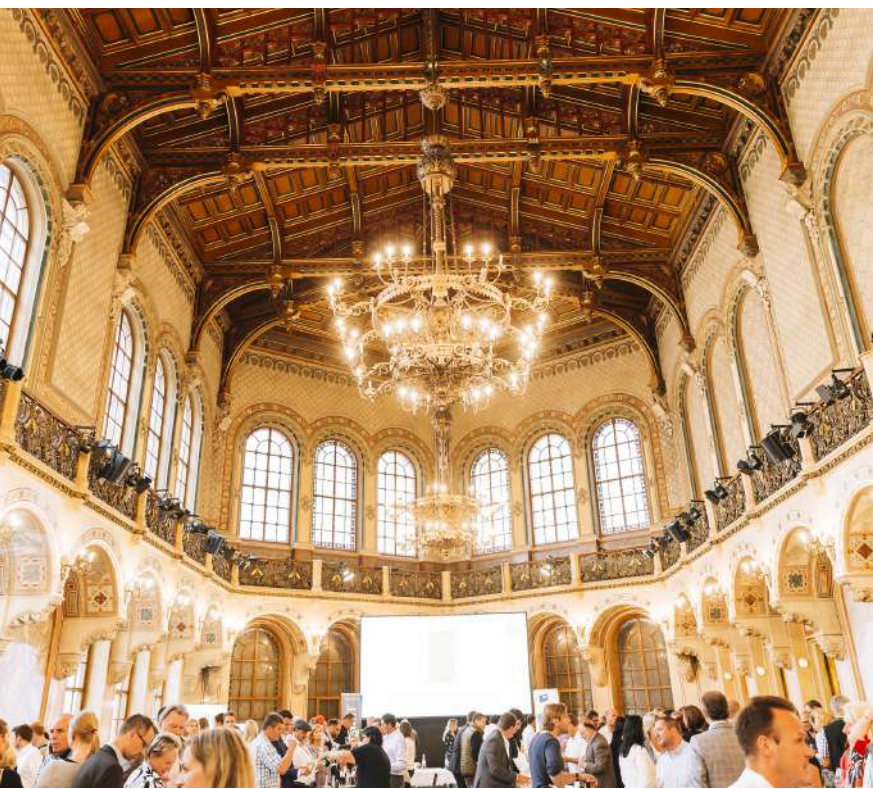
CUSTOMISED EVENTS

Whether for five people in a small exclusive setting or a large event for 1,000 guests – Falstaff makes it possible. We are happy to accommodate the wishes of our partners and guarantee the most atmospheric locations and the most unforgettable taste experiences.

Participants: depending on the partner’s wishes

Photos: © Thomas Luetthi, Ian Elm, Odín Cyrus Mihel, APA Fotoservice Schedl, Lukas Kucera, Maximilian Röder, Mila Zytka, Henry H. Herrmann, Krewenka

FALSTAFF GALAS 2024



THE FALSTAFF GALAS ARE MUST-ATTEND EVENTS FOR ALL CONNOISSEURS

The most exquisite delights in the finest locations – that is what sets the Falstaff Galas apart. Whether white wine, red wine, Champagne or spirits – these galas are highlights for the wine scene, connoisseurs, gourmets, experts of the trade and those who enjoy the finer things.

The Falstaff Galas are a platform for networking and a stage for your brand and products. Take advantage of this opportunity to present your products in a splendid setting to an audience with an affinity for the good things in life and purchasing power. Benefit from the Falstaff organisation and marketing services around the Falstaff Galas. Become a part of the Falstaff Galas as a partner!

FALSTAFF GRÜNER VELTLINER-GALA – 24 JUNE 2024

Vienna

FALSTAFF SCHAUMWEIN FESTIVAL – 30 SEPTEMBER 2024

Vienna

VIENNA BAR- & SPIRITSFESTIVAL – 21 OCTOBER 2024

Hofburg, Vienna

FALSTAFF ROTWEINGALA – 25 NOVEMBER 2024

Hofburg, Vienna

Photos: Max Röder, Colin Cynuz Michel

IMPRINT

Publisher Falstaff Austria

Wolfgang M. Rosam, Angelika Rosam,

Management Falstaff Austria

Wolfgang M. Rosam, Mag. Elisabeth Kamper, Ronald Tomandl M.Sc.,

Publisher Falstaff Germany

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Price per Issue / Subscription Price

Austria: € 12,50 / € 89,- incl. shipping and VAT
Germany: € 11,50 / € 79,- incl. shipping and VAT
Switzerland: CHF 14,- / CHF 105,- incl. shipping and VAT

Main Distribution Areas

Austria, Germany, & Switzerland

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