

falstaff

media kit

2023

AUSTRIA
GERMANY
SWITZERLAND
INTERNATIONAL

YOUR RELIABLE PARTNER IN ALL MEDIA AND ON ALL PLATFORMS

DEAR MEDIA PLANNER,

It gives us great pleasure to present you with the latest and again very positive media data of Falstaff for the year 2023! Falstaff has again grown impressively in the past year and continues to present itself as the most relevant wine, gourmet and travel magazine in the German-speaking world. No other media channel in the indulgence and lifestyle sector can be as pleased as we are about comparable growth and similar stability in readership. 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 pinpoint accuracy – of course, thanks to our once again expanded cross-media offering.

- Falstaff is proud of more than 2 million readers and users in the entire D-A-CH region.
- With 143,100 distributed copies, the Falstaff Magazine is the most important information medium for every gourmet in the German-speaking region.
- The reach among the high-income readership is at 5 %.*
- Overall, 68.4 % of Falstaff readers come from the high to very high income bracket.*
- Falstaff is the only German wine and gourmet magazine with rising and IVW-tested performance data – for both print and online.
- 10,482,153 page impressions, 210,000 newsletter subscribers, more than 237,000 Facebook subscribers and well over 122,000 Instagram followers make Falstaff the most interactive gourmet medium in the entire D-A-CH region, and one of the most successful social media channels in Austria.**

There is, of course, a good reason for these excellent figures: Falstaff regularly inspires its readership with first-class journalistic quality and a sophisticated, high-quality design. All of this combined makes the Falstaff Magazine much more than a periodical – it is a lavishly designed, highly informative piece of journalism that always has its finger on the pulse of what's going on, with the high-quality feel of a coffee table book. And our readers know how to appreciate this effort:

- For most, Falstaff is not a disposable product but a collector's item – 61 % keep it and like to use it as an informative reference work.
- The premium target group spends almost three hours on average reading our magazine – so your message not only registers many times, but also remains permanently present.
- Our readership also consists of many opinion leaders in the highest income bracket, whom you can reach almost exclusively with Falstaff.

We look forward to working with you to achieve further success in 2023. Discover the diverse world of Falstaff and let's start a successful and profitable partnership together.

We look forward to having you on board!



WOLFGANG ROSAM
Publisher

AN AUDITED CIRCULATION
OF 143,100 COPIES IN
THE GERMAN-SPEAKING
WORLD.

Photo: © Stefan Gergely

W. Rosam

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(*MA 2022 **Google Analytics, Story Clash & HORIZONT)

THE WORLD OF FALSTAFF

LIFESTYLE ACROSS ALL MEDIA CHANNELS

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

Falstaff Magazine

Falstaff Recipes

Falstaff International

Falstaff LIVING



Falstaff Line Extensions

Falstaff Guides

Falstaff Travel

Falstaff Profi



FALSTAFF MAGAZINE

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 143,100 copies!

YEAR OF ESTABLISHMENT: **A** 1980 **D** 2010 **CH** 2014 **INT** 2021



You can find the latest data at:
www.falstaff.at/b2b-mediadaten, www.falstaff.de/b2b-mediadaten, www.falstaff.ch/b2b-mediadaten, www.falstaff.com/advertise-with-us/

73,500
subscribers in Austria, Germany
and Switzerland

over
100,000
downloads on the Falstaff app

over
237,000
Facebook user accounts

over
10,482,153
page impressions on falstaff.com

over
210,000
newsletter subscribers

over
122,000
Instagram followers

35,000
attendees at more than 100
annual events

20,000
members of Falstaff Gourmetclub
Austria

Source: ÖWA, IVW, GA, META, October 2022

FALSTAFF AUSTRIA

Our exclusive lifestyle magazine is one of the most successful magazines in the country.

- CIRCULATION
- 42,950 print copies (ÖAK 2022)
 - 55,128 distributed copies incl. e-paper (ÖAK 2022)
 - of which 37,500 are subscribers & Falstaff Gourmetclub members

- AUDIENCE PROFILE (MA 2022, LAE 3.0/2021)
- 1,016,000 reader reach in a wide-ranging premium segment
 - 239,000 readers per issue
 - 48.9 % men
 - 51.1 % women
 - 68.4 % in the top two income brackets
 - 47.5 % in the social classes A & B
 - Falstaff reaches 105,000 top decision makers with 29.7 % cross-media reach

- REACH (MA 2022/2022)
- 3.1 % reach in Austria
 - 6.5 % reach in social class A
 - 5 % 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 % throughout Austria



Schedule 2023 – AT

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	23.01.	24.01.	10.02.
2/2023	27.02.	28.02.	17.03.
3/2023	03.04.	04.04.	21.04.
4/2023	08.05.	09.05.	26.05.
5/2023	05.06.	06.06.	23.06.
6/2023	24.07.	25.07.	11.08.
7/2023	21.08.	22.08.	08.09.
8/2023	18.09.	19.09.	06.10.
9/2023	16.10.	17.10.	03.11.
10/2023	13.11.	14.11.	01.12.

30% OF THE DECISION MAKERS READ FALSTAFF!

FALSTAFF SCORES SENSATIONALLY IN THE READERSHIP ANALYSIS OF DECISION MAKERS 3.0/2021.

Digital – NET REACH IN %

EDITION	DIGITAL
Falstaff	22.3
Der Standard	21.9
Wirtschaftskammer-Zeitungen (Ringwert)	18.8
Kronen Zeitung	15.0
Gewinn	13.8
Kleine Zeitung	11.6
Wirtschaftsnachrichten (Ringwert)	11.6
Kurier	11.5
Die Presse	11.3

Print & Digital – NET REACH IN %

EDITION	PRINT + ONLINE
Wirtschaftskammer-Zeitungen (Ringwert)	34.5
Kronen Zeitung	31.3
Falstaff	29.7
Der Standard	26.3
Gewinn	23.7
Kurier	20.6
Die Presse	19.5
Kleine Zeitung	19.3
Wirtschaftsnachrichten (Ringwert)	16.0
NÖN – NÖ Nachrichten	14.3

Readership Analysis (3.0/2021)**

- The cross-media coverage of Falstaff is at 29.7 % or 105,000 decision makers
- The cross-media reach in the eastern economic region (Vienna, Lower Austria, Burgenland) is at 34.9%, or 53,000 decision makers.
- The digital coverage of Falstaff is at 22.3 % or 79,000 decision makers

**Source: LAE 2021, population 354,000 decisionmakers ranked according to cross-media reach or digital use



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 audited figures when planning your communication strategy.

CIRCULATION*

- 66,027 print copies
- 60,145 sold copies
- 61,464 distributed copies
- 35,352 subscription copies

OUR AUDIENCE PROFILE

- Premium target group: readers who love wine, food lifestyle and 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

HIGH READER ENGAGEMENT**

- Falstaff readers spend an average of almost three hours reading the magazine - one in five also for professional reasons
- Readers: 2.5 readers per issue on average



Also available as e-paper

Schedule 2023 – DE

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	18.01.	20.01.	15.02.
2/2023	22.02.	24.02.	22.03.
3/2023	29.03.	31.03.	26.04.
4/2023	03.05..	05.05.	01.06.
5/2023	31.05.	02.06.	01.07.
6/2023	19.07.	21.07.	16.08.
7/2023	16.08.	18.08.	13.09.
8/2023	13.09.	15.09.	11.10.
9/2023	11.10.	13.10.	08.11.
10/2023	08.11.	10.11.	06.12.



*Up-to-date quarterly figures available on ivw.de
**Source: Reader survey 2019

FALSTAFF SWITZERLAND



In Switzerland, findings in readership are based on reader surveys from 2019. Data is available on request. (WEMF/REMP).

CIRCULATION*

- 26,000 print copies
- 26,641 distributed copies incl. e-magazine
- 9,775 sold copies
- 5,088 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
- 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***



Also available as e-paper

Schedule 2023 – CH

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	30.01.	31.01.	17.02.
2/2023	06.03.	07.03.	24.03.
3/2023	10.04.	11.04.	28.04.
4/2023	15.05.	16.05.	02.06.
5/2023	12.06.	13.06.	30.06.
6/2023	31.07.	01.08.	18.08.
7/2023	28.08.	29.08.	15.09.
8/2023	25.09.	26.09.	13.10.
9/2023	23.10.	24.10.	10.11.
10/2023	20.11.	21.11.	08.12.

*Source: WEMF 2022
**Source: Leserbefragung 2019
***in the wine & culinary category

All data is subject to change.



FALSTAFF 01/2023

PUBLICATION DATES AT: 10.02.23 | DE: 15.02.23 | CH: 17.02.23

WINE	Chile, annual outlook; IT: Trophy Toscana Centrale IGT & Carmignano, Valdarno di Sopra, Cortona & Montecucco; Trophy Chianti AT: Austria's best red wines; DE: Lemberger; CH: Ticino
GOURMET	Product Knowledge Pork; CH: The best pig breeders; DE: Cologne
SPIRITS	White Rum
TRAVEL	Bahamas; Sun skiing; Prague; Cologne



FALSTAFF 02/2023

PUBLICATION DATES AT: 17.03.23 | DE: 22.03.23 | CH: 24.03.23

WINE	Wine world of Andalusia; Top wines for reasonable money; Inexpensive Burgundy, Sherry, IT: Trophy Brunello di Montalcino, Trophy Campania AT: Riesling Heiligenstein; DE: Ahr; CH: Generation change among top winemakers
GOURMET	Andalusian cuisine, gazpacho, olive oil; DE: Plant-based; CH: Swiss fish cuisine
SPIRITS	Sherry
TRAVEL	Andalusia; Dublin



FALSTAFF 03/2023

PUBLICATION DATES AT: 21.04.23 | DE: 26.04.23 | CH: 28.04.23

WINE	France; IT: Trophy Prosecco; Trophy Pinot Grigio delle Venezie; AT: Welschriesling, Austro Port; De: Bavarian Lake Constance; CH: Mont Vully
GOURMET	Food, culture and traditions of the countries in the »Golden Triangle«, noodles/rice, Pho
SPIRITS	Craft distilleries/spirits from Southeast Asia
TRAVEL	Luxury in the jungle, wine enjoyment cycling; Long Weekend: Bangkok



FALSTAFF 04/2023

PUBLICATION DATES AT: 26.05.23 | DE: 01.06.23 | CH: 02.06.23

WINE	Italian Classics, Bordeaux 2022 en primeur, IT: Trophy Lugana & Custoza, Trophy Rosé Italia, Trophy Sardinia AT: Thermal region quo vadis; CH: Schaffhausen
GOURMET	Risotto cult, vinegar, cheese; DE: Black Forest
SPIRITS	Spritz, Bitters and Amaros: the cocktail all-rounders
TRAVEL	Calabria, pleasure hiking; Bologna



FALSTAFF 05/2023

PUBLICATION DATES AT: 23.06.23 | DE: 01.07.23 | CH: 30.06.23

WINE	Croatia, California's Chardonnay, alpine wines; IT: Trophy Vermentino, Trophy Friuli Venezia Giulia;CH: Chasselas
GOURMET	Seafood, grilling, preserving & fermenting;
SPIRITS	The best summer cocktails
TRAVEL	Croatia; Gourmet at the Lake; Bratislava



FALSTAFF 06/2023

PUBLICATION DATES AT: 11.08.23 | DE: 16.08.23 | CH: 18.08.23

WINE	Bordeaux intimate; IT: Trophy Sicily; Trophy light bodied red wines: Schiava, Valpolicella, Marzemino, Dolcetto, Rossese di Dolceacqua; Piediroso; CH: Müller-Thurgau
GOURMET	Specialities from Bordeaux and the Southwest, Saffron; DE: Darß; CH: Foraging
SPIRITS	Gin
TRAVEL	Dijon, pleasure golf; Andorra



FALSTAFF 07/2023

PUBLICATION DATES AT: 08.09.23 | DE: 13.09.23 | CH: 15.09.23

WINE	Austria's elegant food companions, Rioja; IT: Trophy Costa Toscana; Trophy Veneto red BDX-Blend; AT: Gemischter Satz; DE: Old varieties; CH: Natural wines Switzerland
GOURMET	Kraut & Cabbage, plant-based; DE: Mecklenburg's lakes; CH: Swiss coffee roasters
SPIRITS	Austrian distilleries
TRAVEL	Winemaker hotels; gourmet & wellness; Krumlov & Budweis



FALSTAFF 08/2023

PUBLICATION DATES AT: 06.10.23 | DE: 11.10.23 | CH: 13.10.23

WINE	Chablis, Germany's great growths; IT: Trophy Barolo/Barbaresco; Trophy Piedmont white (Roero, Gavi, internat. varieties) AT: the powerful reds; DE: Middle Rhine; CH: Cornalin
GOURMET	Food hot spots in the Big Apple, TikTok trends; DE: Berlin; CH: Myth of Gruyère
SPIRITS	Classic cocktails New York
TRAVEL	New York, spas, Istanbul



FALSTAFF 09/2023

PUBLICATION DATES AT: 03.11.23 | DE: 08.11.23 | CH: 10.11.23

WINE	Wines from volcanic soils; IT: Trophy Chianti Classico Annata / Riserva / Gran Selezione AT: St. Laurent; DE: German wines as an investment; CH: Gamay
GOURMET	Texicana & Calxico; DE: Deep in the Bavarian Forest; CH: best-of Beizenguide
BEER	Trappister with focus on Belgium
SPIRITS	Tequila & Mezcal
TRAVEL	Yucatan; Best of the Alps; autumn hiking in Crete



FALSTAFF 10/2023

PUBLICATION DATES AT: 01.12.23 | DE: 06.12.23 | CH: 08.12.23

WINE	Champagne; IT: Trophy Amarone, Amarone Riserva & Recioto; Trophy OrangeWines (whites) DE: Bordeaux blends from German vineyards; CH: Neuchâtel
GOURMET	Christmas menus; DE: most beautiful Christmas markets; CH: best-of bee
SPIRITS	Whisky
TRAVEL	Cruise Special, winter sports for every taste; Strasbourg

All data is subject to change. Photos: © Shutterstock; provided

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!

RECIPE FACTS AUSTRIA

CIRCULATION

- 50,000 distributed circulation incl. e-paper

DISTRIBUTION

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

TOPICS 2023

Extract of the late winter issue 1/2023

- Cooking with cheese
- Herring feast + carnival pastry
- Coconut, salty and sweet
- Chops: from lamb and veal to free-range pork
- Simple brunch
- Thank you, neighbours: bohemian pastry cuisine

Extract of the spring issue 2/2023

- The big asparagus sprout
- Cross! Roast with crust from pork belly to carp and baked potatoes
- Chinatown: the best Chinese dishes with ingredients from the supermarket
- I am so thin! Carpaccio, from bresaola to fish and mushrooms
- The tray for you! Delicious family meals from the baking tray
- Thank you, neighbours: Friuli

Extract of the summer issue 3/2023

- Grilling me softly – the great barbecue
- Cooking with yoghurt – from cold bowls to Middle Eastern cuisine
- Summer-fresh drinks & punches, salads and risottos with couscous, Teff, Bulgur and Co.
- Orchard bakery – sheet cake, pavlova, tart etc.
- Peppers, from stuffed to pickled
- Thank you, neighbours: Slovenia

Schedule 2023 – AT

EDITION	AD CLOSE	MATERIAL DUE	PUBLICATION DATE	THEME
AT 1/2023	30.01.	31.01.	17.02.	Late winter
AT 2/2023	25.04.	26.04.	12.05.	Spring
AT 3/2023	30.05.	31.05.	16.06.	Summer
AT 4/2023	28.08.	29.08.	15.09.	Autumn
AT 5/2023	09.10.	10.10.	27.10.	Winter
AT 6/2023	20.11.	21.11.	08.12.	Christmas

Extract of the autumn issue 4/2023

- Pear variety
- Better roast with bacon – I don't think I'm larding properly: beans, pulses, courgettes, pumpkin & Co.
- Pizza night – pizza and focaccia from the tray
- Best of plant milks, from French toast and smoothie to curry
- Stew in your own juice: from sauerbraten to pulled pork and veal shank
- Thank you, neighbours: Törggelen – South Tyrolean classics from Schlutzkrapfen to plum dumplings

Extract of the winter Issue 5/2023

- Pancake party – from gratinated meat pancakes, pancake cake to Crêpes Suzette
- Best of yeast dough
- Best of casserole, from moussaka to baked ziti
- Cooking with canned fish
- Punch and Co.
- Cabbage: The winter vegetable in all its splendour and variety

Extract of the Christmas 6/2023

- Sometimes it has to be caviar – festive dishes with exclusive small tins
- Festive cake with nuts
- Simply Christmas – the festive menu for preparing and celebrating, spontaneous dinner party: the quick pre-Christmas meal
- Smoked wild salmon, char, trout

All data subject to change

LINE EXTENSIONS & CORPORATE PUBLISHING



SPECIALS, SLOW-TRAVEL-GUIDES, BOOKLETS, CORPORATE PUBLISHING



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

Falstaff Specials 2023 – AT

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	DISTRIBUTED CIRCULATION INCL. E-PAPER
Jägerball	09.01.	10.01.	30.01.	30,000
Opernball	16.01.	17.01.	03.02.	30,000
Beer	30.05.	31.05.	16.06.	55,100
Salzburger Festspiele	19.06.	20.06.	07.07.	55,100
Spirits	28.08.	29.08.	15.09.	55,100
Future	20.11.	21.11.	08.12.	55,100

Falstaff Specials 2023 – DE

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	DISTRIBUTED CIRCULATION INCL. E-PAPER
Falstaff Insider zur ProWein	22.02.	24.02.	18.03.	32,000
Baden-Baden Wein- & Gourmetfestival 2023	06.04.	13.04.	18.05.	10,000
Future	08.11	10.11	08.12	61,500

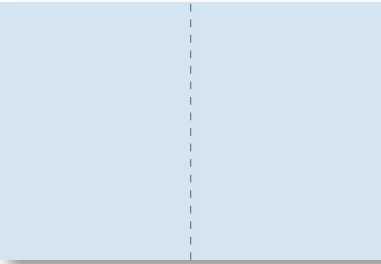
Falstaff Specials 2023 – D-A-CH

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	DISTRIBUTED CIRCULATION INCL. E-PAPER
Wien	tbd	tbd	tbd	100,000
Istrien	22.05.	23.05.	09.06.	80,000
Schweiz	15.05.	16.05.	26.05.	80,000
Food Zürich	01.08.	02.08.	19.08.	80,000
Schaumweinspecial	04.09.	05.09.	22.09.	100,000
Steiermark	04.09.	05.09.	22.09.	100,000
Burgenland	02.10.	03.10.	20.10.	100,000
Kultur Oberösterreich	tbd	tbd	03.11.	120,000

All data 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.

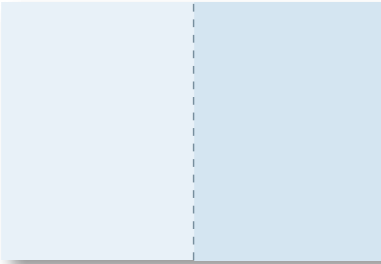


2/1 double page spread

466 x 300 mm bleed
436 x 268 mm printing space

Centre Page Spread
approx. 3mm bleed per page

Austria	€	14,600
Germany	€	19,500
Switzerland	CHF	14,200
International	€	18,600



1/1 full page

233 x 300 mm bleed
203 x 268 mm printing space

Austria	€	9,400
Germany	€	11,900
Switzerland	CHF	9,000
International	€	11,300

1/1 Advertorial

203 x 268 mm printing space

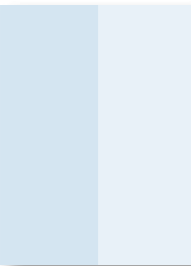
Austria	€	10,400
Germany	€	13,500
Switzerland	CHF	10,100
International	€	12,900

2/1 Advertorial

436 x 268 mm printing space

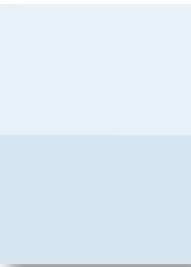
Centre Page Spread
approx. 3mm bleed per page

Austria	€	16,700
Germany	€	24,300
Switzerland	CHF	16,300
International	€	23,100



1/2 vertical

114 x 300 mm bleed
97.5 x 268 mm printing space



1/2 landscape

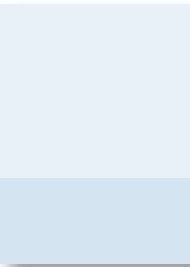
233 x 148 mm bleed
203 x 132 mm printing space

Austria	€	5,900
Germany	€	6,900
Switzerland	CHF	5,600
International	€	6,600



1/3 vertical

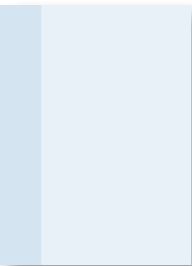
81 x 300 mm bleed
60.3 x 268 mm printing space



1/3 landscape

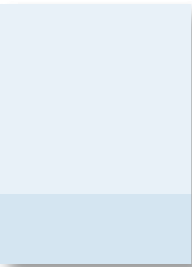
233 x 96 mm bleed
203 x 80 mm printing space

Austria	€	4,100
Germany	€	5,200
Switzerland	CHF	3,800
International	€	4,900



1/4 vertical

64 x 300 mm bleed
48 x 268 mm printing space



1/4 landscape

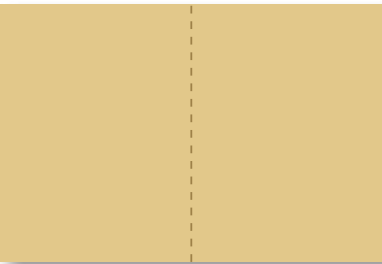
233 x 74.5 mm bleed
203 x 58.5 mm printing space

Austria	€	3,200
Germany	€	4,000
Switzerland	CHF	3,000
International	€	3,800

All prices excl. taxes & fees

PREMIUM PLACEMENTS

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



2/1 Opening Spread

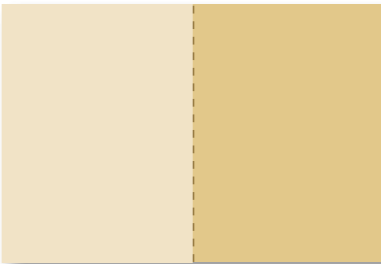
Austria	€	17,400
Germany	€	23,700
Switzerland	CHF	16,100
International	€	22,600

First 2/1 after OS

Austria	€	15,600
Germany	€	21,400
Switzerland	CHF	14,900
International	€	20,400

Second 2/1 after OS

Austria	€	15,000
Germany	€	20,000
Switzerland	CHF	14,600
International	€	19,100



Inside front cover

Austria	€	11,200
Germany	€	15,600
Switzerland	CHF	9,900
International	€	15,600

First right-hand side

Austria	€	11,200
Germany	€	13,800
Switzerland	CHF	10,100
International	€	13,100

First left-hand side

Austria	€	10,500
Germany	€	13,800
Switzerland	CHF	9,800
International	€	13,100

Outside back cover

Austria	€	12,100
Germany	€	16,400
Switzerland	CHF	11,200
International	€	15,600

Inside back cover

Austria	€	10,500
Germany	€	12,900
Switzerland	CHF	9,800
International	€	12,200

Second right-hand side

Austria	€	10,500
Germany	€	13,000
Switzerland	CHF	9,800
International	€	12,400

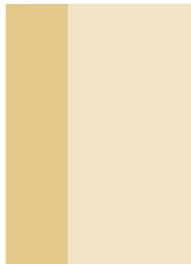
Second left-hand side

Austria	€	10,100
Germany	€	13,000
Switzerland	CHF	9,500
International	€	12,400



First 1/3 side

Austria	€	4,700
Germany	€	6,500
Switzerland	CHF	4,500
International	€	6,200



Second 1/3 side

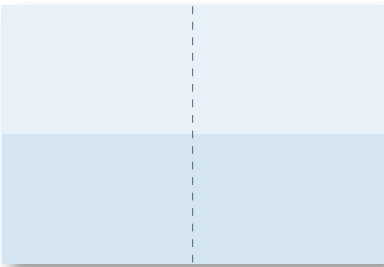
Austria	€	4,400
International	€	5,500

All data 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

466 x 148 mm bleed
436 x 132 mm printing space

Austria	€	12,700
Germany	€	14,700
Switzerland	CHF	11,200

Combination, banderole, cut-out upon request

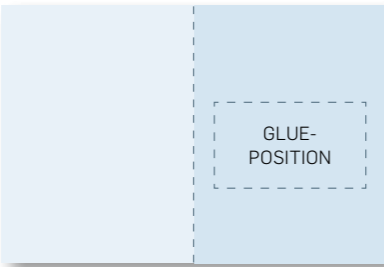


Sleeve around the magazine

approx. 557 x 80 mm bleed

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

Prices upon request



Sticker: Place-on-card, 2-sided

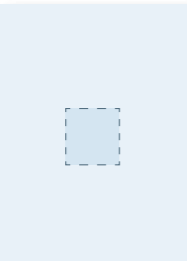
Format:
60 x 80 mm to 200 x 200 mm

Paper weight:
115 g/m² to 250 g/m²

Placement:
Position aligned from the page-fold and at least 2 cm distance to the edges

Per 1,000 units	€	95
Per 1,000 units	CHF	115

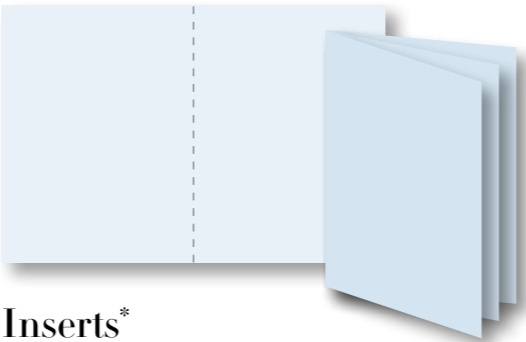
Only in combination with 1/1 advertisement



Sachet

Only in combination with 1/1 advertisement

Prices upon request



Inserts* Supplements up to 20 g*

Austria	Per 1,000 units	€	380
	Per 20 g additional weight		
	Per 1,000 units	€	20
Germany	Per 1,000 units	€	275
	Per 20 g additional weight		
	Per 1,000 units	€	25
Switzerland	Per 1,000 units	CHF	380
	Per 20 g additional weight		
	Per 1,000 units	CHF	20

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

Discount scale

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

All prices excl. taxes & fees

TECHNICAL DATA

TECHNICAL REQUIREMENTS FOR AD MATERIALS

- High-res PDF with at least 300 dpi
- Fonts fully formatted or embedded 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: 105 x 105 mm
Maximum size: 190 x 260 mm
Book size: 233 x 300 mm

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

PAPER WEIGHTS:

2 pages: min. 115 g/m², max. 250 g/m²
4 pages: min. 80 g/m² max. 200 g/m²
8-16 pages: min. 60 g/m², max. 135 g/m²
16-32 pages: min. 60 g/m², max. 80 g/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, AT 3580 Horn
How to get to Berger at: www.berger.at: My way to Berger

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.

All data 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 Guide 2023

PD: 27.03. | AD: 09.03. | MD: 10.03. | Circulation: 30,000 copies

The best 1,950 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.

Outside cover	100 x 190 mm	€ 12,100
Front inside flap*	189 x 210 mm	€ 13,300
Back inside flap*	189 x 210 mm	€ 12,600
Front and back inside cover	88 x 210 mm	€ 11,200
2/1	200 x 210 mm	€ 11,900
1/1	100 x 210 mm	€ 8,200

Falstaff Wine Guide Austria 2023/24

PD: 10.07. | AD: 09.06. | MD: 12.06. | Circulation: 30,000 copies

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

Outside cover	148 x 205 mm	€ 12,100
Front inside flap	280 x 220 mm	€ 11,500
Back inside flap	280 x 220 mm	€ 11,000
Front and back inside cover	135 x 220 mm	€ 11,200
2/1	296 x 220 mm	€ 10,300
1/1	148 x 220 mm	€ 6,900

Falstaff Ultimate Wine Guide 2023/24

PD: 13.08. | AD: 14.07. | MD: 17.07. | Circulation: 10,000 copies

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.

Outside cover	148 x 205 mm	€ 12,100
Front and back inside cover	135 x 220 mm	€ 11,200
2/1	296 x 220 mm	€ 6,400
1/1	148 x 220 mm	€ 3,500

Falstaff Red Wine Guide 2024

PD: 20.11. | AD: 20.10. | MD: 23.10. | Circulation: 20,000 copies

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 €10.–

Outside cover	148 x 205 mm	€ 1,100
Front inside flap	280 x 220 mm	€ 9,700
Back inside flap	280 x 220 mm	€ 9,200
Front and back inside cover	135 x 220 mm	€ 11,200
2/1	296 x 220 mm	€ 8,900
1/1	148 x 220 mm	€ 4,800

Falstaff Bar Guide 2024

PD: 03.11. | AD: 12.10. | MD: 13.10. | Circulation: 40,000 copies

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

Outside cover	100 x 195 mm	€ 11,500
Front inside flap	189 x 210 mm	€ 11,700
Back inside flap	189 x 210 mm	€ 11,300
Front and back inside cover	88 x 210 mm	€ 10,700
2/1	200 x 210 mm	€ 9,800
1/1	100 x 210 mm	€ 6,600

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.

All data subject to change

FALSTAFF GUIDES GERMANY



Falstaff Restaurant & Guesthouse Guide Germany 2024

PD: 04.12. | AD: 13.11. | MD: 14.11. | Circulation: 40,000 copies

Falstaff's community in Germany votes for the best restaurants and inns in the country – recommendations by diners for diners, described by the Falstaff editorial team.

Outside cover	100 x 210 mm	€ 7,700
Front inside flap*	189 x 210 mm	€ 10,400
Back inside flap*	189 x 210 mm	€ 10,100
Front and back inside cover	88 x 210 mm	€ 7,400
2/1	200 x 210 mm	€ 9,500
1/1	100 x 210 mm	€ 6,400



Falstaff Wine Guide Germany 2024

PD: 14.11. | AD: 12.10. | MD: 14.10. | Circulation: 40,000 copies

German wines are increasingly popular abroad. The editors taste and score the best wines – clearly listed and described.

Outside cover	148 x 220 mm	€ 7,700
Front inside flap	280 x 220 mm	€ 10,400
Back inside flap	280 x 220 mm	€ 10,100
Front and back inside cover	135 x 220 mm	€ 7,400
2/1	296 x 220 mm	€ 9,500
1/1	148 x 220 mm	€ 6,400

FALSTAFF GUIDE SWITZERLAND



Falstaff Restaurant & Beizen Guide Switzerland 2024

PD: 09.10. | AD: 14.09. | MD: 15.09. | Circulation: 10,000 copies

The Falstaff Restaurant & Beizen Guide presents, ratings and describes the best 1,000 restaurants and inns in Switzerland. All restaurants are categorized by region, canton, place name and by their restaurant name.

Outside cover	100 x 210 mm	CHF 9,500
Front inside flap	189 x 210 mm	CHF 10,500
Back inside flap	189 x 210 mm	CHF 10,000
Front and back inside cover	88 x 210 mm	CHF 8,400
1/1	100 x 210 mm	CHF 6,800



Falstaff Wine Guide Switzerland 2024

PD: 28.08. | AD: 27.07. | MD: 28.07. | Circulation: 15,000 copies

As Swiss wines become more internationally known, the editors taste and rate the best wines – clearly listed and described.

Outside cover	148 x 220 mm	CHF 9,000
Front inside flap	280 x 220 mm	CHF 10,000
Back inside flap	280 x 220 mm	CHF 9,500
Front and back inside cover	135 x 220 mm	CHF 8,000
1/1	148 x 220 mm	CHF 6,500

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.

All data subject to change

FALSTAFF HOTEL GUIDE AT-DE-CH



FALSTAFF HOTEL GUIDE AT-DE-CH



Falstaff Weinguide Italy 2024

PD: 16.10. | AD: 19.09. | MD: 20.09. | Circulation: 50.000 copies
Around 500 selected wineries and their exquisite wines are presented along with Italy's most interesting wine regions.

Outside cover	148 x 205 mm	€ 12,100
Front inside flap	280 x 220 mm	€ 11,500
Back inside flap	280 x 220 mm	€ 11,000
Front and back inside cover	135 x 220 mm	€ 11,200
2/1	296 x 220 mm	€ 10,300
1/1	148 x 220 mm	€ 6,900

Falstaff Hotel Guide 2023

PD: 15.05. | AD: 28.04. | MD: 29.04. | Circulation: 20,000 copies

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.

Outside cover	148 x 210 mm	€ 11,500
Front inside flap*	275 x 210 mm	€ 12,700
Back inside flap*	275 x 210 mm	€ 12,000
Front and back inside cover	135 x 210 mm	€ 10,700
2/1	296 x 210 mm	€ 11,300
1/1	148 x 210 mm	€ 7,800



Falstaff LIVING Design Guide 2023

PD: 21.03. | AD: 20.02. | MD: 21.02. | Circulation: 25.000 copies
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.

Outside back cover	148 x 210 mm	€ 10,000
Opening Spread 2/1	275 x 210 mm	€ 11,500
Inside back cover	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 SPA Guide 2023

PD: 28.02.23 | AD: 06.02.23 | MD: 07.02.23 | | Circulation: 20.000 copies

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.

U2/S3	135 x 210	€ 16,900
U3	148 x 210 mm	€ 9,900
U4	148 x 210 mm	€ 11,900
2/1	296 x 210 mm	€ 12,900
1/1	148 x 210 mm	€ 8,500



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.

Foto: © Shutterstock
All data subject to change



falstaff

WINE FOOD TRAVEL



FALSTAFF WINE FOOD TRAVEL MAGAZINE – INT. PUBLICATION

An international magazine about wine, food and travel. Falstaff is a source of inspiration for all English-speaking gourmets, with the best recipes, numerous articles about wine, including tastings and recommendations, as well as the hottest travel tips!

CIRCULATION
100,000 total circulation (print & digital)

DISTRIBUTION

- PRINT**
70% UK, 23% Europe, 5% Americas, 2% rest of the world
- 22,500 international newsstands and high-end department stores
 - 12,500 to premium airport lounges, luxury hotels
 - 6,000 via vintners, restaurants, wine shops & co. and wine clubs
- 16,000 via cooperation partners
– 7,000 directly to end consumers
– 6,000 industry insiders

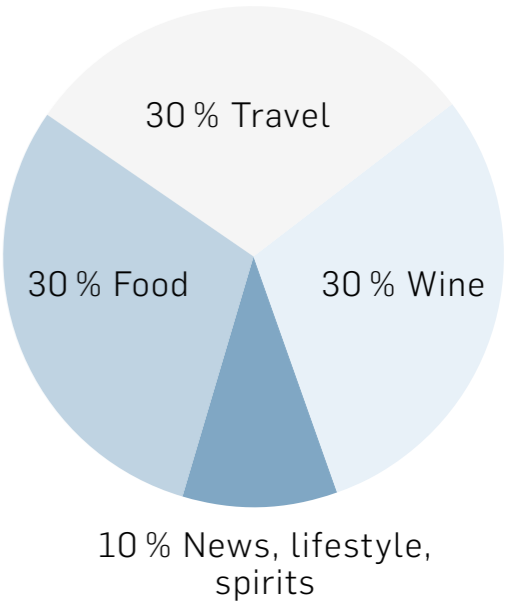
- DIGITAL**
Wide distribution via:
- Falstaff Digital APP, Apple News, Goldkey Media, Press Reader, Zinio, Readly, ReadIt, sales to end consumers and digital subscriptions
 - In-flight entertainment offers on international airlines
 - Digital premium hotel media libraries, international online newsstands
 - Exclusive international cooperations

READERSHIP
Wine, food and travel lovers; the quality-conscious travellers and decision-makers in the highest income brackets.

Schedule 2023

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	08.05.	09.05.	08.06.
2/2023	04.09.	05.09.	05.10.
3/2023	13.11.	14.11.	14.12.

Thematic Split



All data subject to change

For the latest performance values, please visit:
www.falstaff.com/advertise-with-us/

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 print magazines incl. e-paper

DISTRIBUTION

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

OUR READERS PROFILE*

Real estate & housing status

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

Falstaff-LIVING readers are art lovers

- 66 % of all LIVING readers are interested in art
- 52 % integrate art in their house / apartment
- 33 % are art collectors

*Source: GfK-study November 2018

Schedule 2023 – AT

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	29.01.	30.01.	17.02.
2/2023	21.03.	22.03.	07.04.
3/2023	24.04.	25.04.	12.05.
4/2023	22.05.	23.05.	09.06.
5/2023	19.06.	20.06.	07.07.
6/2023	21.08.	22.08.	08.09.
7/2023	18.09.	19.09.	06.10.
8/2023	30.10.	31.10.	17.11.

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

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

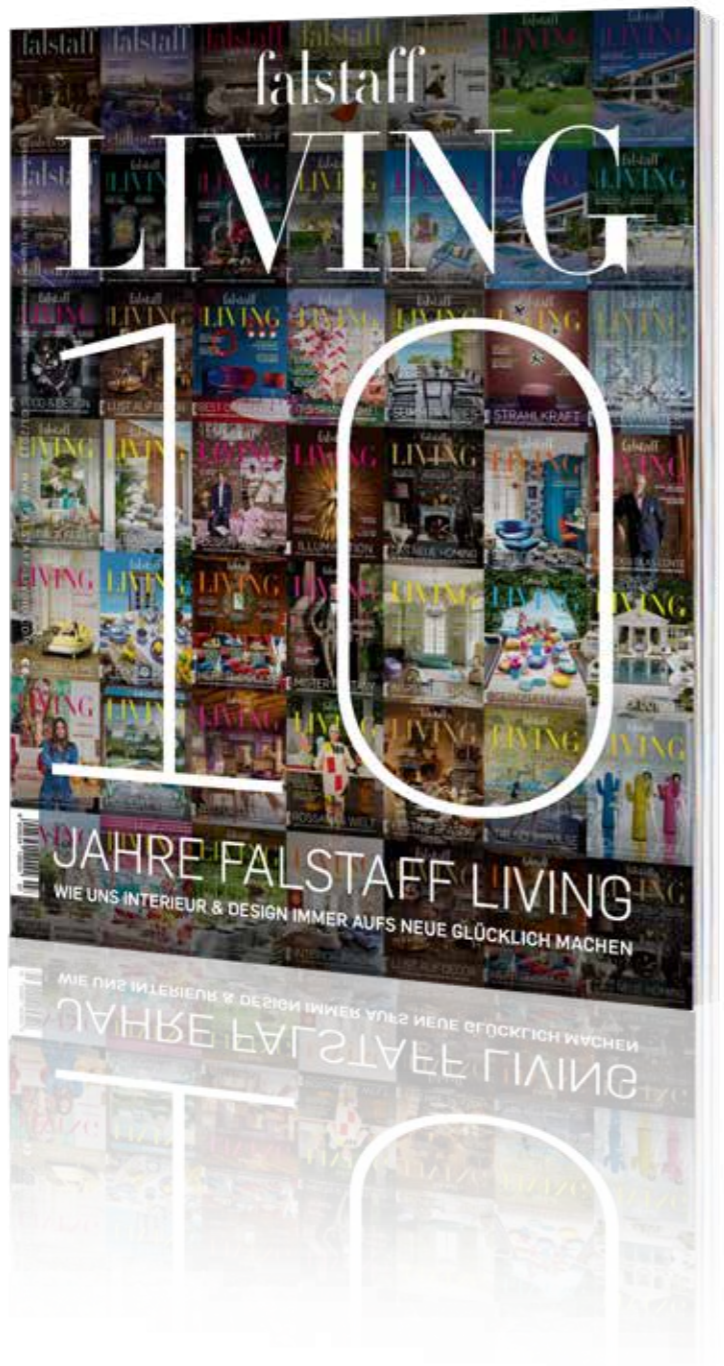
- AT: Subscribers & Falstaff Gourmetclub Members of Falstaff Magazine, newsstands, airport lounges, private aviation, luxury hotels, gastronomy, architects, builders, real estate developers
- DE: Subscribers & top contacts
- CH: Subscribers & VIP contacts

Schedule 2023 – D-A-CH

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
Residences 1	10.05.	11.05.	02.06.
Residences 2	02.10.	03.10.	20.10.

Due to the higher circulation number, the German listing prices (page 18-21) also apply for Falstaff RESIDENCES.

falstaff LIVING



FALSTAFF LIVING ANNIVERSARY ISSUE



For ten years, Falstaff LIVING has set the tone in design, interior trends, real estate, architecture and art. The special 10th anniversary issue of Falstaff LIVING reviews previous years, highlighting changes in style and allowing international greats in architecture and design to have their say. You can look forward to a full design bible with exciting interviews, extraordinary trends and exceptional stories.

INCREASED CIRCULATION

- 50,000 distributed circulation incl. e-paper

DISTRIBUTION

- 34,000 copies sent out free of charge to subscribers & Gourmet Club members of Falstaff Magazine
- Newsstands
- Airport lounges
- Exclusive mailing to real estate developers, architects and property developers
- 10,000 exclusive mailings to international and national partners from the media, society, business and politics.

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
10 years	02.03.	03.03.	21.03.

For Falstaff LIVING the prices according to the price list on page 18-22 apply.

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.

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
Jewellery & Watches E.	18.09.	19.09.	06.10.
Christmas E.	30.10.	31.10.	17.11.

For Falstaff LIVING the prices are according to the price list on page 18-22

- apply. CIRCULATION
- 50,000 copies

DISTRIBUTION

- Airport Lounges
- Subscribers & Gourmet Club members of the magazines Falstaff and Falstaff LIVING
- Flughafen VIE, Business und 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 food (88 % awareness in the target group with an affinity to food)
 - are collectors (61 % collect the magazine)
 - are opinion leaders (every fourth reader is a decision maker)
 - are interested (average reading time is just under three hours)



All data subject to change

*Source: TQS Studie May 2022

falstaff
LIVING
S C H W E I Z



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 circulation 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
- Kiosks 4,000 copies
- Airport lounges 500 copies
- Voucher copies 500 copies

OUR READERS IN PROFILE*

- 73 % of Falstaff readers are between 35 and 65 years old.
- 60 % of Falstaff readers have a monthly household income of over CHF 8,000.
- 60 % of Falstaff readers work in managerial positions.
- Half of the Falstaff readers have a degree.
- 60 % read all pages.
- 90 % keep the entire magazine or articles from the magazine.
- 90 % of Falstaff readers rate the Swiss Falstaff as „good/very good“.
- 93 % of readers would recommend Falstaff* to others.

Schedule 2023 – CH

EDITION	AD CLOSE	MATERIALS DUE	PUBLICTION DATE
1/2023	10.04.	11.04.	28.04.
2/2023	15.05.	16.05.	02.06.
3/2023	28.08.	29.08.	15.09.
4/2023	23.10.	24.10.	10.11.

For Falstaff LIVING the prices are according to the price list on page 18-22

apply.

ENCLOSED YOU WILL FIND THE PROFILE OF FALSTAFF LIVING READERS FROM AUSTRIA**:

Real estate & housing situation

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

Falstaff-LIVING readers are art lovers

- 66 % of all LIVING readers are interested in art.
- 52 % integrate art in their house/flat.
- 33 % collect art.

*Source: Leserbefragung Falstaff Schweiz 2019

** Source: GfK-Studie 2018.

falstaff
TRAVEL



THE TRAVEL
MAGAZINE



Schedule 2023

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	20.03.	21.03.	07.04.
2/2023	14.06.	15.06.	30.06.
3/2023	28.08.	29.08.	15.09.
4/2023	13.11.	14.11.	01.12.
SÜDTIROL SPECIAL	14.06.	15.06.	30.06.
SKI SPECIAL	20.11.	21.11.	15.12.

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 travellers.

CIRCULATION GERMANY-AUSTRIA-SWITZERLAND
107,000 distributed circulation incl. e-paper

PRINT DISTRIBUTION

- AT: 37,700 copies
- DE: 28,930 copies
- CH: 8,370 copies
- Of which 61,730 are sent directly to subscribers, Travelclub & Gourmetclub of the Falstaff Magazine
- Newsstands and specialised retail outlets
- Premium airport lounges
- Top luxury hotels
- Exclusive national and international cooperation partners

DIGITAL DISTRIBUTION

- Wide distribution via:
- Falstaff TRAVEL Online & Social Channels
 - Digital sales to consumers and subscriptions
 - International online distribution channels: Readly, ReadIt and many more.

NEWSLETTER

an 27,000 quality-conscious travellers

READERSHIP

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

Prices and Formats

2/1 Advertorial	436 x 268 mm	€ 24,300
2/1 Double page	466 x 300 mm	€ 19,500
1/1 Advertorial	203 x 268 mm	€ 13,500
1/1 Single page	233 x 300 mm	€ 11,900
1/2 Portrait	114 x 300 mm	€ 6,900
1/2 Landscape	233 x 148 mm	€ 6,900

Premium Positioning

2/1 Opening Spread	466 x 300 mm	€ 23,700
First 2/1 after OS	466 x 300 mm	€ 21,400
Second 2/1 after OS	466 x 300 mm	€ 19,900
Outside back cover	233 x 300 mm	€ 12,900
Inside back cover	233 x 300 mm	€ 16,400

All data subject to change

All prices excl. taxes & fees



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. PROFI offers exclusive insights behind the scenes of successful business models from the industry. Trends, visions, and tips included. The service factor is a priority. Industry topics are covered by professionals for professionals in the usual Falstaff quality.

PRINT CIRCULATION
20,000 PRINT CIRCULATION

- DISTRIBUTION
Free VIP shipping in Austria, Germany, Switzerland, and Alto Adige.
- Selected 4- and 5-star hotels
 - Top restaurants
 - Bars, cafés
 - Education & training institutions
 - Media partnerships
 - Distribution or online presence at the most important industry

- fairs and forums:
- INTERNORGA Hamburg
 - INTERGASTRA Stuttgart
 - GAST Salzburg
 - GUSTAV Dornbirn and many more
- Distribution at the most important industry events:
- Focus on eTourism FH Salzburg
 - Chef-Sache Vienna
 - Chef-Sache Dusseldorf
 - Chef of the Year
 - Pastry Chef of the Year
 - ChefAlps – International Cooking Summit Zurich and many more

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

Schedule 2023

EDITION	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	22.02.	21.02.	03.03.
2/2023	15.05.	16.05.	26.05.
3/2023	28.08.	29.08.	08.09.
4/2023	20.11.	21.11.	01.12.

Prices and Formats

2/1 Advertorial	436 x 268 mm	€ 13,500
2/1 Double page	466 x 300 mm	€ 11,300
1/1 Advertorial	203 x 268 mm	€ 7,900
1/1 Single page	233 x 300 mm	€ 6,800
1/2 Portrait	114 x 300 mm	€ 4,000
1/2 Landscape	233 x 148 mm	€ 4,000
1/3 Portrait	81 x 300 mm	€ 3,000
1/3 Landscape	233 x 96 mm	€ 3,000
1/4 Portrait	97,5 x 130 mm	€ 2,200

Premium Positioning

2/1 Opening Spread	466 x 300 mm	€ 13,000
Inside front cover/ Inside back cover	233 x 300 mm	€ 8,500
First 2/1 after OS	466 x 300 mm	€ 11,800
Outside back cover	233 x 300 mm	€ 9,600
First 1/3	233 x 96 mm	€ 3,600

All data subject to change

All prices excl. taxes & fees

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

Close to 140,000 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.

10,482,153
page impressions

2,983,587
unique visitors

3,959,561
visits

Source: ÖWA, IVW, GA



@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
122,000
followers on Instagram and a
continuously growing community

over
237,000
subscribers on Facebook with
a high level of interactions to
posted content

Source: META, Q3 2022



NEWSLETTER

GOURMET / WINE / RECIPES

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

over
210,000
newsletter-subscribers

Source: Mailchimp, October 2022



E-PAPER

DIGITAL DISTRIBUTION

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

over
113,000
e-magazine editions delivered per year

OUR DIGITAL AUDIENCE

THE HIGH POTENTIAL OF OUR DIGITAL AUDIENCE: YOUNG, URBAN, AFFLUENT AND KEEN TO KNOW MORE ABOUT WINE, FOOD AND TRAVEL

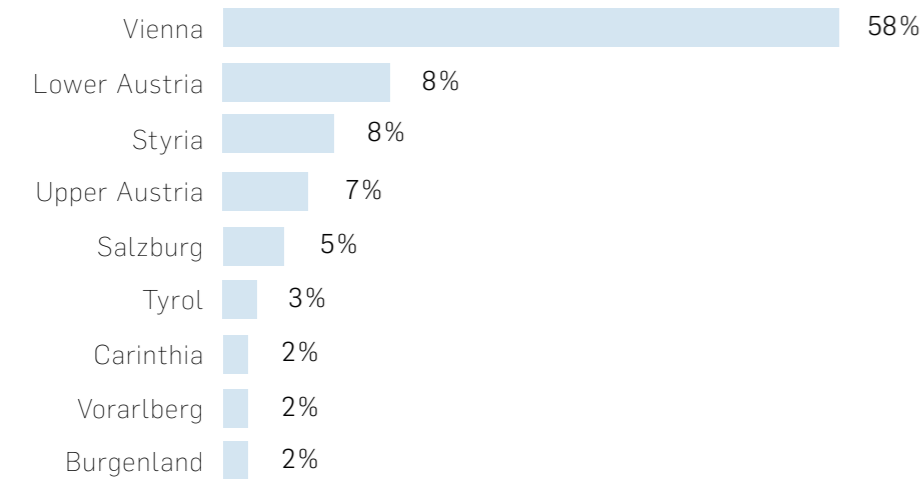
AUSTRIA



6,488,610 PAGE IMPRESSIONS | 2,333,364 VISITS | 1,541,899 UNIQUE CLIENTS

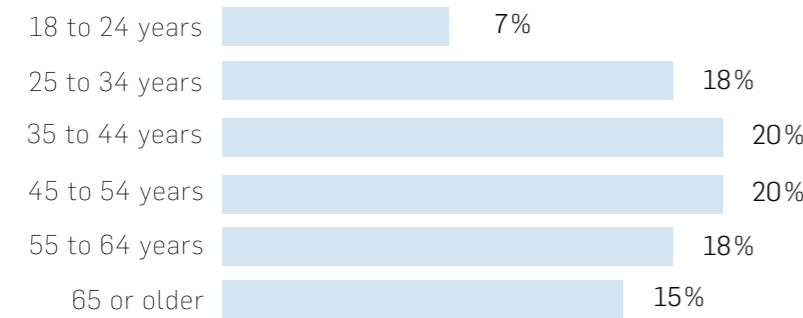
Source: ÖWA, Q3 2022

Austrian Federal States

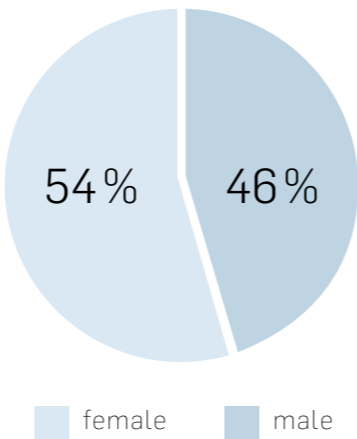


Source: Google Analytics, falstaff.at, January–August 2022

Age



Source: Google Analytics, falstaff.at, January–August 2022



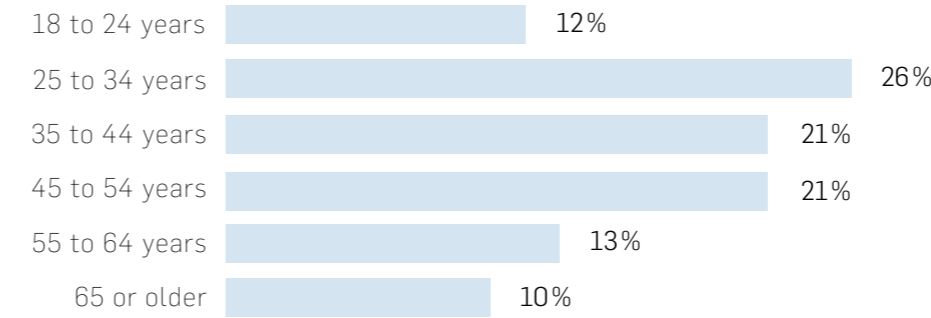
GERMANY



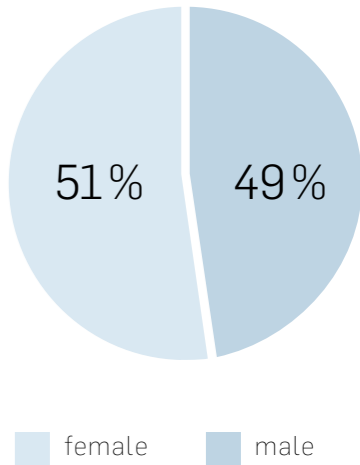
2,189,967 PAGE IMPRESSIONS | 1,148,592 VISITS | 874,047 UNIQUE CLIENTS

Source: IVW, GA, Q3 2022

Age



Source: Google Analytics January – August 2022



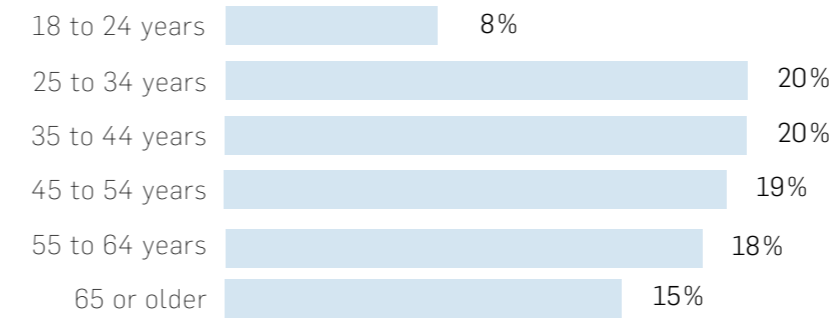
SWITZERLAND



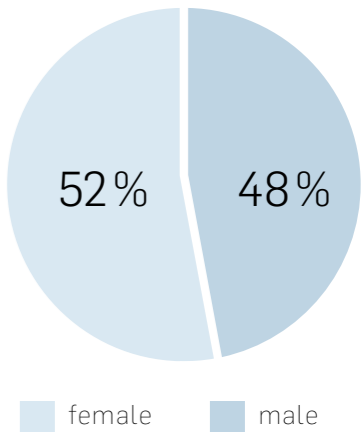
1,593,414 PAGE IMPRESSIONS | 484,317 VISITS | 371,152 UNIQUE CLIENTS

Source: GA, Q3 2022

Age



Source: Google Analytics, falstaff.ch, January – August 2022



OUR PERFORMANCE DATA

Independent analysis: falstaff.at is certified by ÖWA, falstaff.de is reported by IVW.
Current access figures: www.falstaff.at/b2b-mediadaten
Germany: www.falstaff.de/b2b-mediadaten
Switzerland: www.falstaff.ch/b2b-mediadaten



ADVERTORIALS, GIVEAWAYS & PRIZE DRAWS

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 appropriate section.

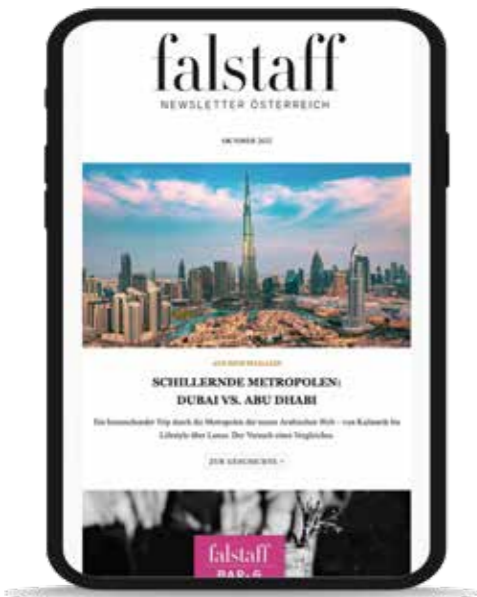
Video integration into the advertorial is also possible.
Turnaround: 3 working days from creation to approval.

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-Package

ADVERTISING FORMATS	AT	DE	CH	DE-AT-CH	WINE NEWSLETTER	RECIPE NEWSLETTER
Newsletter Listing	€ 2,200	€ 1,650	CHF 700	€ 3,600	€ 3,000	€ 950
Advertorial incl. image gallery	€ 2,200	€ 2,100	CHF 1,750	€ 4,800	€ 2,100	€ 2,100
Total	€ 4,400	€ 3,750	CHF 2,450	€ 8,500	€ 5,100	€ 3,050
+ giveaway/prize draw	€ 900	€ 900	CHF 900	€ 900	€ 900	€ 900
Passing on participation data per address	€ 0.50	€ 0.50	CHF 0.50	€ 0.50	€ 0.50	€ 0.50



PRODUCT OF THE WEEK



THE OPTIMAL 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 additionally remain anchored 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 in order to feature as "Wine of the Week" your wine needs to be rated and listed in our database.



Advertising Package

ADVERTISING FORMAT	AT	DE	CH	DE-AT-CH	WINE NEWSLETTER	RECIPE NEWSLETTER
Website + newsletter	€ 2,100	€ 2,200	CHF 1,900	€ 5,250	€ 2,400	€ 2,100

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 FORMAT	AT	DE	CH	DE-AT-CH	WINE NEWSLETTER	RECIPE NEWSLETTER
Website + newsletter	€ 2,100	€ 2,100	CHF 1,900	€ 5,250	€ 2,400	€ 2,100

All data subject to change.

SEASONAL SPECIALS

FALSTAFF EASTER & CHRISTMAS SPECIALS

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



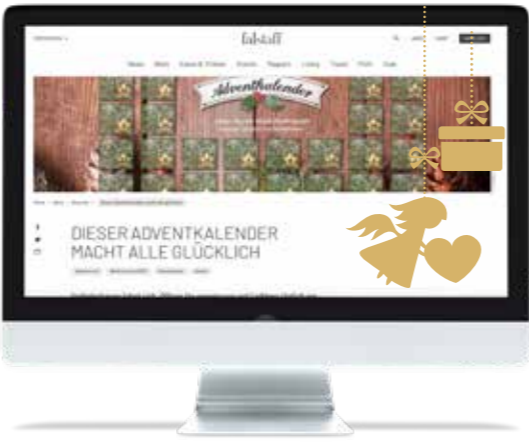
How it works
You will get an advertorial in our Easter special on falstaff.com – you are the highlight for the Falstaff community for one day.

- Our services:**
- Special promotion on the homepage
 - Graphic, technical, and editorial implementation
 - Special promotion in the Falstaff newsletter & on Facebook
 - Time frame: 04.04. – 18.04.2023

Easter Competition Package

ADVERTISING FORMAT	AT/DE	CH
Advertorial + competition + homepage premium placement + FB-Posting	€ 2,500	CHF 620

ADVENT



How it works
One day in the Advent calendar with your advertorial & 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. – 24.12.2023

Advent Calendar Competition Package

ADVERTISING FORMAT	TIME PERIOD	AT/DE	CH
Advertorial + competition + homepage premium placement + FB-Posting	01.12.–14.12.23	€ 2,900	CHF 950
Advertorial + competition + homepage premium placement + FB-Posting	15.12.–24.12.23	€ 2,500	CHF 650

Photo: Shutterstock

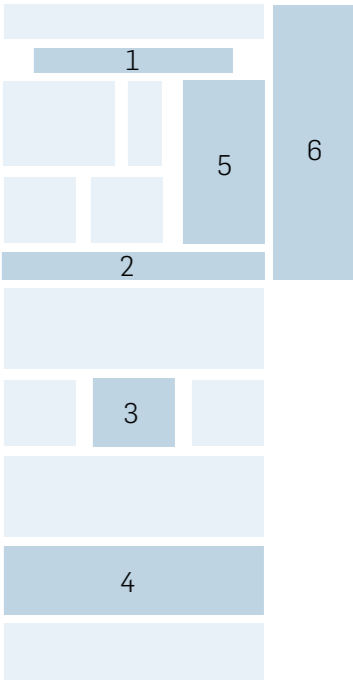
DISPLAY-ADVERTISING

PERFECT FOR HIGH-PERFORMANCE BRANDING CAMPAIGNS!

Our banner ads: perfectly placed in the content

ADVERTISING FORMAT		DIMENSIONS (WXH)	CPT AT/DE	CPT CH
UAP (Half Page Ad, Medium-Rectangle, Leaderboard)			€ 50	CHF 50
Leaderboard/Superbanner	1	728 x 90	€ 30	CHF 30
Superbanner XL	2	960 x 100	€ 30	CHF 30
Medium-Rectangle*	3	300 x 250	€ 40	CHF 40
Billboard	4	960 x 250	€ 60	CHF 60
Half Page Ad*	5	300 x 600	€ 50	CHF 50
Sitebar	6	300 x 600 scalable	€ 60	CHF 60
Understitial*		300 x 600	€ 50	CHF 50
Interstitial*		full screen	€ 70	CHF 70
MMA Banner*		320 x 50	€ 30	CHF 30
MMA Banner sticky*		320 x 50	€ 40	CHF 40

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 % will be invoiced. Max. Advertising media size: 150 KB. Third-party hosted ads must be delivered via https. *mobile-compatible advertising formats



All data subject to change.

PREMIUM ENTRIES

THE IDEAL PRESENCE FOR YOUR COMPANY

Besides a strong visual appearance, your Falstaff premium profile will guarantee you more clicks, thanks to preferential positioning on the home page. The entry additionally ensures you a higher ranking 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 Wieder-
erkennung Ihrer Marke

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

Werbefrei
Ihr Profil gehört
nur Ihnen

Annual Cooperation

ADVERTISING FORMAT	PRICE 1 YEAR	PRICE 2 YEARS
Premium Listing	€/ CHF 620	€/ CHF 1,200
Premium Listing Deluxe (Premium submission + site link in NL)	€/ CHF 1,790	
Premium Listing Deluxe + (Premium listing + competition package)	€/ CHF 3,190	

THE FALSTAFF E-PAPER

DIGITAL EXTENSIONS 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 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. Obvious added value for our readers and you!

E-Paper Extensions

	AT	DE	CH
Moving Content	€ 520	€ 520	CHF 580
Win-Win Link	€ 300	€ 300	CHF 350
Picture Plus	€ 470	€ 470	CHF 530
Moving Links	€ 620	€ 620	CHF 700

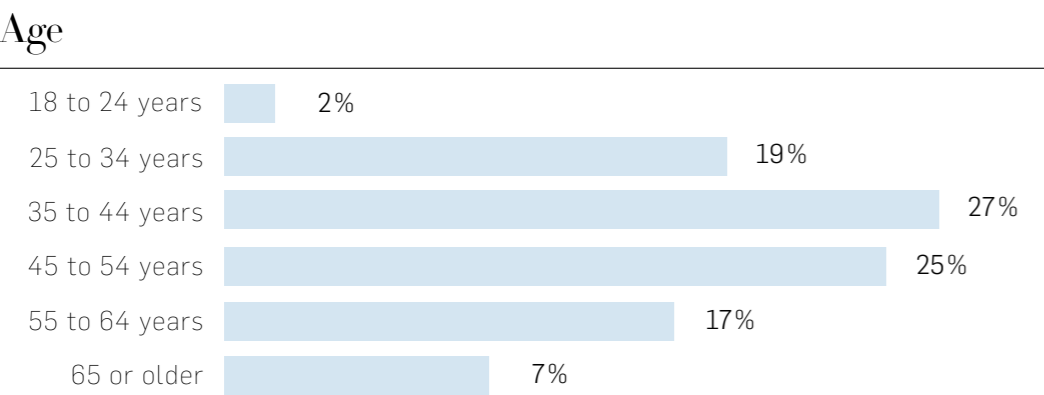
All data subject to change.

OUR SOCIAL AUDIENCE

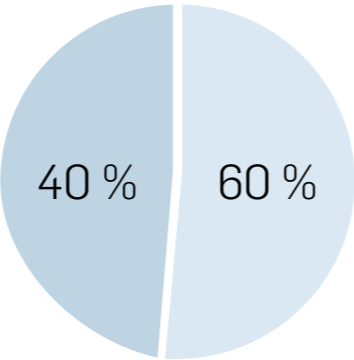
Falstaff is the most interactive gourmet publication in German-speaking Europe and is one of the ten most successful social media channels in Austria.* The steadily growing number of fans and followers has the highest level of spending power and a high proportion of millennials open to premium products.

*Source: Storyclash, Facebook, Instagram in the period January - September 2022

FACEBOOK – OVER 237,000 FOLLOWERS



FACEBOOK



female male

7,7 million

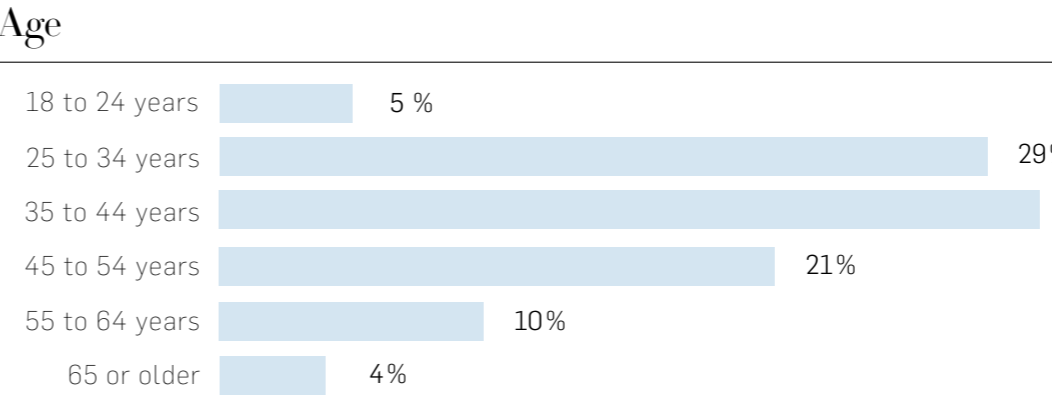
contribution reach

553,735

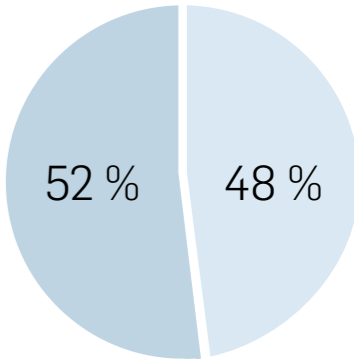
interaction



INSTAGRAM – OVER 122,000 FOLLOWERS



INSTAGRAM



female male

1,9 million

contribution reach

259.634

interaction

Source: META, Q3 2022


















All data subject to change.

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 – PEER GROUP*

	NAME	INTERACTIONS
1	 Food Network	60.476.076
2	 Delish	12.893.539
3	 Bon Appetit Magazine	11.967.614
4	 Food52	11.202.921
5	 Falstaff	9.356.268
6	 Martha Stewart	9.236.415
7	 Food & Wine	7.559.234
8	 The Kitchen	6.240.736
9	 RareWine Invest	5.679.639
10	 Eater	5.257.727
11	 Cook's Illustrated	4.786.818
12	 Cocktails_for_you	3.105.103
13	 cocktails	2.501.519
14	 1000things.at	2.487.377
15	 foodsofjane	2.426.782

*Source: Storyclash, META in 2022

FALSTAFF – MEDIA.AT*
















	NAME	INTERACTIONS
1	 Zeit im Bild	114.140.901
2	 miso	22.130.495
3	 Krone.at	18.651.458
4	 derStandard.at	16.151.282
5	 oe24.at	14.711.438
6	 Sky Austria	11.509.998
7	 Falstaff	10.516.123
8	 ORF	10.426.222
9	 Hitradio Ö3	8.786.957
10	 kronehit	8.635.394
11	 ServusTV	7.755.439
12	 Heute	7.736.060
13	 Kleine Zeitung	3.868.008
14	 KURIER.at	2.926.618
15	 1000things.at	2.487.377

Photo: © Storyclash

*Source: Storyclash, META in 2022

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 FORMAT	AT	DE	CH
Featured Social Story	€ 7,400	€ 7,400	CHF 6,900

* 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 when the postings are put online, so that tracking of the content from the customer side can be ensured.

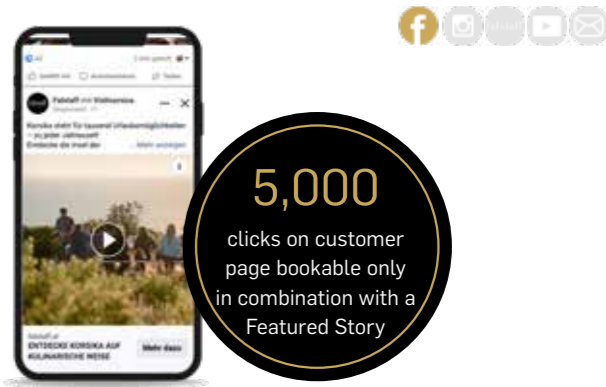


SOCIAL MEDIA EXTENSION

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 FORMAT	AT	DE	CH
Social Media Extension	€ 7,400	€ 7,400	CHF 6,900



SOCIAL POST

Short, informative and entertaining – that is social media. With the help of 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 FORMAT	AT	DE	CH
Social Post	€ 4,200	€ 4,200	CHF 4,600



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 FORMAT	AT	DE	CH
Social Engagement Series	€ 15,700	€ 15,700	CHF 16,800



All data subject to change.

VIDEO CONTENT

SOCIAL MOTION CONTENT

Moving image touches and conveys 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 within 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 FORMAT	AT	DE	CH
Social Motion Content	€ 7,400	€ 7,400	CHF 8,000

* 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 when the postings are put online, so that tracking of the content from the customer side can be ensured.



SOCIAL MOTION RECIPE

(incl. advertorial & newsletter)

DISTRIBUTION

- Falstaff.com
- Facebook
- Instagram
- Youtube
- Newsletter

OUR SERVICE

In coordination with the client, Falstaff takes over the complete production and distribution of a recipe video clip, which is specifically tailored to the viewing habits of social media users.*

INCLUDED

- Production management with 1 video producer
- Shooting day within 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 FORMAT	AT	DE	CH
Social Motion Content	€ 7,400	€ 7,400	CHF 8,000

PRODUCT PLACEMENT

DISTRIBUTION

- Falstaff.com
- Facebook
- Instagram
- Youtube
- Newsletter

INCLUDED

- Product integration in the recipe video
- Linking of the customer's homepage in the context of the video
- Logo insertion in the video
- Publication of the Falstaff recipe videos on falstaff.com via the newsletter and Falstaff social media channels

ADVERTISING FORMAT	AT	DE	CH
Social Motion Content	€ 2,100	€ 2,100	CHF 2,100



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, Magenta Telekom, Erste Bank) and Germany (Commerzbank, KaDeWe Group, Media-Saturn) use the Falstaff Gourmetclub as a sustainable customer loyalty program. As an invitation-only club, it enables 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



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 AND MASTERCLASSES

Proven 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 stand for enjoyment at the highest level. With many different focal points, one thing is always guaranteed: an unforgettable evening with the finest culinary delights.

Participants: 30-150 guests

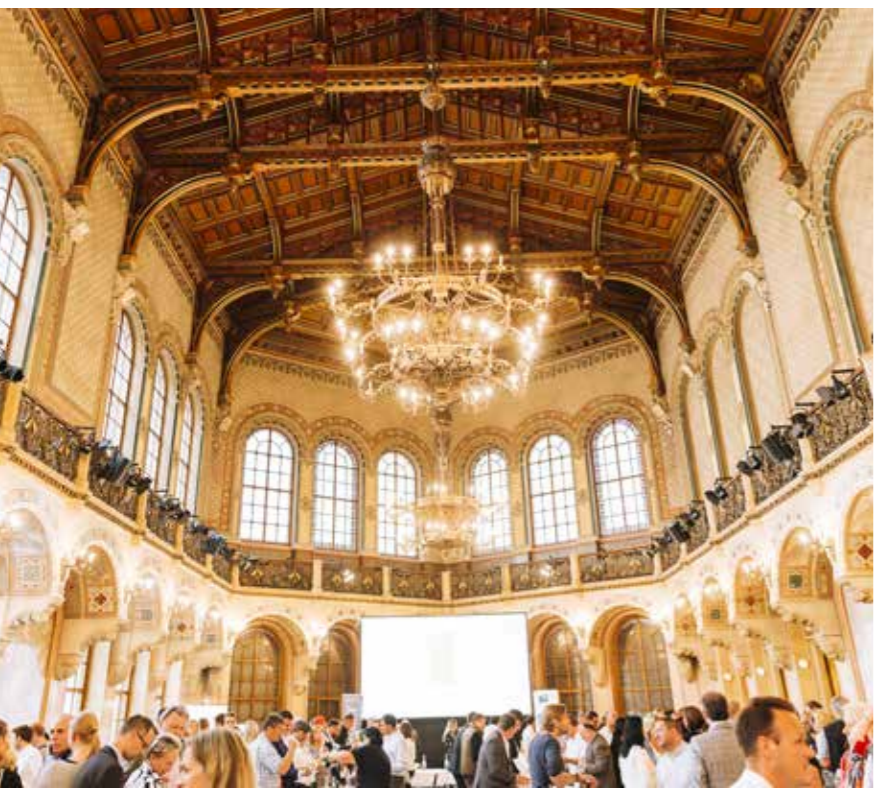
CUSTOMISED EVENTS

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 wish

Photos: © Thomas Luethli, Jan Elm, Colin Cyrusz Michel, APA Fotoservice Schedl, Lukas Kucera, Maximilian Roder, Mila Zytka, Henry H. Herrmann

FALSTAFF GALAS 2023



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 of the wine scene.

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. Take part in the Falstaff Galas as a partner.

FALSTAFF WEISSWEIN-GALA – 10TH OF JULY 2023
Hofburg, Vienna

FALSTAFF SCHAUMWEIN FESTIVAL – 25TH OF SEPTEMBER 2023
Vienna

VIENNA BAR- & SPIRITSFESTIVAL – 23TH-24TH OF OCTOBER 2023
Hofburg, Vienna

FALSTAFF ROTWEINGALA – 27TH OF NOVEMBER 2023
Hofburg, Vienna

Photos: Max Röder, Colin Cyriz Michel

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Wolfgang M. Rosam, Angelika Rosam

Management Falstaff Austria

Mag. Elisabeth Kamper, Ronald Tomandl M.Sc.

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Wolfgang M. Rosam, Aloys Hirzel

Management Falstaff Switzerland

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Wolfgang M. Rosam, Mag. Nadine Tschiderer

Management Falstaff International

Mag. Elisabeth Kamper, Ronald Tomandl M.Sc.

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International: e-mail advertising@falstaff.com

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Main Distribution Areas

Austria, Germany & Switzerland

International

Terms and Conditions

The publisher's terms and conditions apply to the processing of orders.

(go.falstaff.com/AGB)

Prices, dates, etc. listed in this media data may be updated during the year.
The latest data is available at www.falstaff.com.

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