

falstaff

media kit

2024

AUSTRIA
GERMANY
SWITZERLAND
INTERNATIONAL

YOUR RELIABLE PARTNER IN ALL MEDIA AND ON ALL PLATFORMS

DEAR MEDIA PLANNER,

Last year marked another triumph for Falstaff, solidifying its position as a major player in the European media industry, and the growth trend continues. We are thrilled to unveil Falstaff's media kit for 2024.

The message from the Falstaff publishing house resonates as a resounding success: amidst the fatigue of bad news, people are increasingly seeking life's finer pleasures, and Falstaff provides the perfect avenue for such discoveries. This has fortified our standing as the most relevant wine, gourmet, and travel magazine in the German-speaking world.

As we move forward, Falstaff remains your most successful and reliable advertising partner in the upcoming year, offering cross-medial solutions with pinpoint accuracy to address your target groups.

KEY HIGHLIGHTS FOR 2024

- Falstaff boasts a proud readership and user base exceeding 2 million across the D-A-CH region
- With 150,000 distributed copies, the Falstaff Magazine is the most important source for gourmets in the German-speaking region.
- Falstaff experienced a notable increase in reach, securing a 3.4% share in the Austrian media analysis (MA) and emerging as one of the big winners of 2023.
- Falstaff has a substantial reach of 5.1% among the high-income readership.*
- The majority, 64.7%, of Falstaff readers belong to the high to very high income bracket.*
- In Germany, Falstaff is the exclusive German wine and gourmet magazine with ascending and IVW-tested performance data for both print and online.
- Falstaff's online segment records remarkable achievements with over 1.5 million page impressions, 480,000 newsletter subscribers, 248,500 Facebook subscribers, and well over 130,000 Instagram followers, establishing Falstaff as the most interactive gourmet medium in the D-A-CH region.**

QUALITATIVE MARKET RESEARCH INSIGHTS

- 61% of readers keep the Falstaff magazine for a longer period of time or even collect it.
- The premium target group spends an impressive average of almost three hours reading our magazine!
- Falstaff dominates in reader density in lifestyle, investment, real estate, gourmet themes, and travel within the A and B segments of the magazine sector.

As we anticipate further successes in 2024, we invite you to explore the captivating and ever-expanding world of Falstaff. Let's embark on a successful and profitable partnership together! We eagerly await having you on board.

Cheers to a prosperous year ahead!



WOLFGANG ROSAM
Publisher

**A CIRCULATION OF 147,500
COPIES IN THE GERMAN-
SPEAKING WORLD!**

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

(*MA 2022/23; **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 isn't just a high-end culinary lifestyle magazine; it is the market leader across the entire German-speaking region. A true epitome of excellence, Falstaff combines unparalleled journalism with the highest aesthetic standards, transforming each issue into a captivating exploration of the world of fine wines, top-notch culinary experiences, and exquisite journeys for connoisseurs. Welcome to the pinnacle of informative and entertaining indulgence – where Falstaff sets the gold standard in the realm of gastronomic luxury.

ENJOY LIFE WITH FALSTAFF

Dive into the world of Falstaff, where each issue is a delectable blend of exquisite wines, culinary excellence, and unforgettable travel adventures. Crafted by top-notch international writers, our content is not just a read; it's a finely curated experience – elegant, stylish, and skillfully written.

Here's the kicker – our readers don't just read once. Two out of three keep Falstaff as a go-to, whether for a leisurely read or a quick reference. Now, picture your brand basking in the glow of Falstaff's devoted readership. Capitalize on the attention we command and elevate your products and brands.

With separate editions for Germany, Austria, and Switzerland – all available for individual bookings – our total circulation hits an impressive 150,000 copies. That's 150,000 opportunities for your brand to shine in the world of Falstaff. Don't settle for ordinary; join us in this flavorful journey and let your brand be the toast of Falstaff. Cheers to a partnership as rich as our content!

FOUNDING YEARS

A

1980

D

2010

CH

2014



82.400

subscribers in Austria, Germany
and Switzerland

over

100.000

Falstaff app downloads

over

248.500

Facebook followers

1.5 m

page visits per month
on falstaff.com

1.2 m

unique clients per month
on falstaff.com

over

480.000

newsletter subscriern in D-A-CH

35.000

gourmets at more
than 100 annual events

20.000

members of Falstaff Gourmet Club
Austria

over

130.000

Instagram followers

THE WORLD OF FALSTAFF-PRINT

Falstaff Magazine



Falstaff Recipes



Falstaff Line Extensions



Falstaff Guides



CULINARY LIFESTYLE ACROSS ALL MEDIA CHANNELS

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

Falstaff Happy Life



Falstaff LIVING



Falstaff Travel



Falstaff Profi



FALSTAFF AUSTRIA



The foremost high-end magazine for culinary lifestyle, and a prominent leader in the country's magazine landscape.

CIRCULATION

- 42,800 print copies (ÖAK 2023, Jan–Jun)
- 57,532 distributed copies incl. e-paper (ÖAK 2023, Jan–Jun)
- of which 41,800 are subscribers & Falstaff Gourmet Club members

AUDIENCE PROFILE (MA 2022/23, LAE 3.0/2023)

- 1,099,000 reader reach in a wide-ranging premium segment
- 263,000 readers per issue
 - 48.3% men
 - 51.7% women
 - 64.7% in the top two income brackets
 - 43.7% in social classes A & B
- Falstaff reaches 105,000 top decision makers with 29.7% cross-media reach

REACH (MA 2022/23)

- 3.4% reach in Austria
- 6.5% reach in social class A
- 5.1% 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



Also
available
as e-paper

Schedule2024 – AT

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	22/01	23/01	09/02
2/2024	25/02	26/02	15/03
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 DECISION MAKERS 3.0/2021

Digital – net reach in %

ISSUE	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 %

ISSUE	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



LAE (3.0/2021):

- THE CROSS-MEDIA REACH OF FALSTAFF IS 29.7% OR 105,000 DECISION MAKERS (TOTAL FOR AUSTRIA).
- THE CROSS-MEDIA REACH IN THE EASTERN ECONOMIC REGION (VIENNA, LOWER AUSTRIA, BURGENLAND) IS 34.9%, OR 53,000 DECISION MAKERS.
- THE FALSTAFF PUBLISHING HOUSE'S DIGITAL REACH IS 22.3%, OR 79,000 OR 53,000 DECISION MAKERS.

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

FALSTAFF GERMANY



Falstaff stands alone as the sole German wine and gourmet magazine boasting a continuous surge in both print and online performance, validated by IVW audits. Leverage these meticulously audited figures to optimize your communication strategy with confidence!

CIRCULATION*

- 56,724 print copies
- 64,202 sold copies
- 65,217 distributed copies
- 35,595 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 € 6,000
- 32% of readers have an average monthly household income of more than € 8,000
- 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.



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

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



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***



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	29/07	30/07	16/08
7/2024	26/08	27/08	13/09
8/2024	23/09	24/09	11/10
9/2024	21/10	22/10	08/11
10/2024	18/11	19/11	06/12

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



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	Fruit brandy
TRAVEL	New Zealand; Sun skiing; Long Weekend Shanghai



FALSTAFF 02/2024

PUBLICATION DATES AT: 15/03/24 | 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	AT: coffee house culture; DE: Berlin – coffee metropolis; CH: coffee
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	street food, ski lodge gude
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
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

falstaff REZEPTE



THE RECIPE MAGAZINE

Cooking has evolved from a mere necessity to a delightful and gratifying leisure activity. Enter the culinary realm with icons of culinary journalism, Severin Corti and Tobias Müller, as they unveil an unparalleled collection of recipes, uncovering the secrets of the finest chefs, cookbook authors, and gourmets!

REZEPTE AUSTRIA FACTS

CIRCULATION

- 50,000 distributed copies incl. e-paper

DISTRIBUTION

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

2024 TOPICS

Extract of the late winter issue 1/2024

Gratin, mon amour
We celebrate the mango and its tropical splendour
It's all egg-cellent!
Hard shell, soft core: Best of shellfish
Soft skin, hard centre: the avocado
Could make you cry: the magnificent onion

Extract of the spring issue 2/2024

Shamelessly red: sinfully good strawberry dishes
Spanish spring is a celebration of fresh vegetables
Savoury creations with couscous, teff & co.
Cooking with tinned fish – exquisite anchovies, fine tuna fillets, silky mussels
Spring: Thermal spas and Vulkanland, 6 recipes
Spring is the time of the cheese melt

Extract of the summer issue 3/2024

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	29/01	30/01	16/02	Late winter
AT 2/2024	23/04	24/04	10/05	Spring
AT 3/2024	28/05	29/05	14/06	Summer
AT 4/2024	26/08	27/08	13/09	Autumn
AT 5/2024	07/10	08/10	25/10	Winter
AT 6/2024	18/11	19/11	06/12	Christmas

Extract of the autumn issue 4/2024

Sweet awakening – desserts with coffee from tiramisu to affogato
Dumplings around the world
Amazing: 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
Putting a spin on it
the mincer in the kitchen – minced meat in classic and new ways
Best of traybake, from moussaka to baked ziti
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

Extract of the Christmas issue 6/2024

Good porktune – recipes that bring luck
Skrei – The fish that came in from the cold
Balls that make the world go round: the best dumpling recipes
Vanilla – the most exquisite pod in the world
Six delicious varieties of smoked fish

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	08/01	09/01	19/01	30,000
Jägerball	08/01	09/01	29/01	30,000
Beer	20/05	21/05	07/06	60,000
Salzburger Festspiele	17/06	18/06	05/07	60,000
Spirits	07/10	08/10	25/10	60,000
Future	18/11	19/11	06/12	60,000

Falstaff Specials 2024 – DE

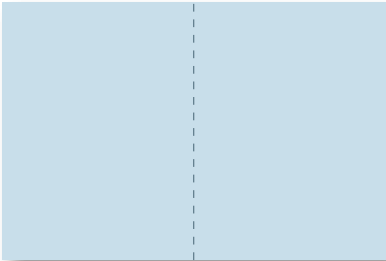
ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	DISTRIBUTED CIRCULATION INCL. E-PAPER
Falstaff Insider at ProWein	14/02	16/02	09/03	32,000
Future	18/11	19/11	06/12	61,500

Falstaff Specials 2024 – D-A-CH

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE	DISTRIBUTED CIRCULATION INCL. E-PAPER
Upper Austrian Culture	22/01	23/01	09/02	100,000
Food Zürich	01/08	02/08	19/08	65,000
Burgenland	19/08	20/08	06/09	100,000
Sparkling	02/09	03/09	20/09	100,000
Steiermark	02/10	03/10	20/10	100,000
Spirits	07/10	08/10	25/10	60,000

THERE IS NO BETTER WAY TO POSITION YOURSELF!

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

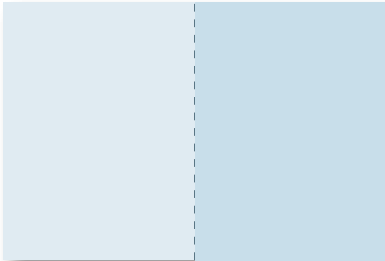


2/1 double page spread

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

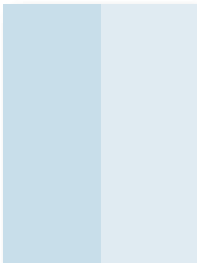
Austria	€	11,400
Germany	€	14,900
Switzerland	CHF	11,100

2/1 Advertorial

436 x 268 mm printing space

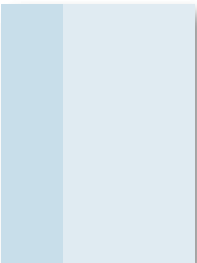
Centre Page Spread
approx. 3 mm bleed per page

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



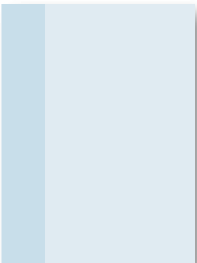
1/2 vertical

114 x 300 mm
bleed
97.5 x 268 mm
printing space



1/3 vertical

81 x 300 mm
bleed
60.3 x 268 mm
printing space



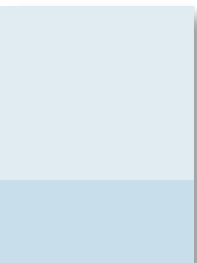
1/4 vertical

64 x 300 mm
bleed
48 x 268 mm
printing space



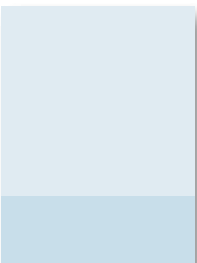
1/2 land- scape

233 x 148 mm
bleed
203 x 132 mm
printing space



1/3 land- scape

233 x 96 mm
bleed
203 x 80 mm
printing space



1/4 land- scape

233 x 74.5 mm
bleed
203 x 58.5 mm
printing space

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

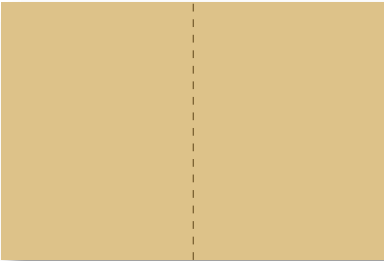
Austria	€	4,500
Germany	€	5,700
Switzerland	CHF	4,200

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

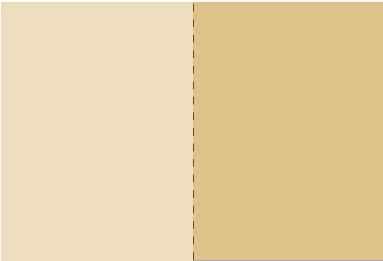
Austria	€	19,100
Germany	€	26,100
Switzerland	CHF	17,700

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

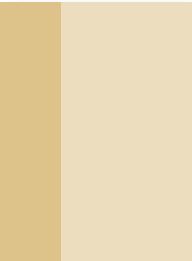
Austria	€	11,600
Germany	€	14,200
Switzerland	CHF	10,800

Second right-hand side

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

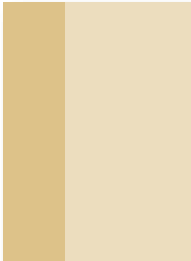
Second left-hand side

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



First 1/3 side

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

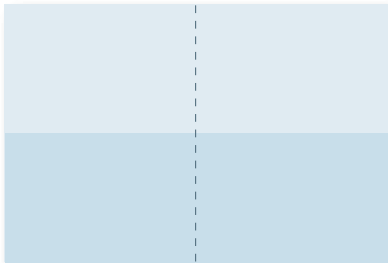


Second First 1/3 side

Austria	€	4,800
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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

466x148mm bleed
436x132mm printing space

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

Combination, banderole, cut-out
upon request

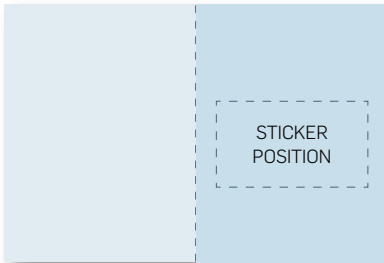


Sleeve around the magazine

approx. 557x80mm bleed

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

Prices upon request.



Sticker: Place-on-card, 2-sided

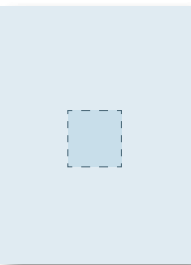
Format:
60x80mm to 200x200mm

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

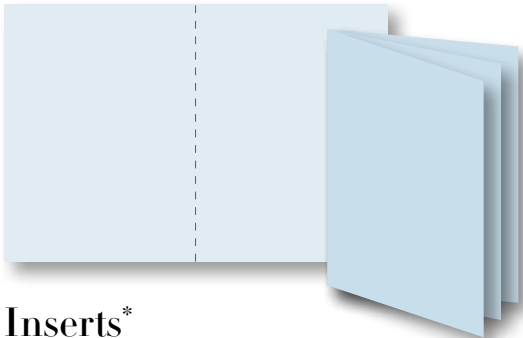
Only in combination with 1/1 advertisement.



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: **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, 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

FALSTAFF GUIDES

AUSTRIA, GERMANY, SWITZERLAND

FROM WINERIES TO DINING DESTINATIONS – ADVERTISEMENTS IN FALSTAFF 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

The top 2,000 restaurants in Austria are meticulously curated by our Falstaff Gourmet Club members across diverse categories. The Falstaff Restaurant Guide, available in a handy, compact size, is also accessible as a convenient 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

Falstaff's Ultimate Wine Guide showcases Austria's premier wines on the global platform. It highlights select wineries from the annual Falstaff Wine Guide, providing 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

This guide provides a thorough overview of the trendiest cocktail and wine bars spanning 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

Falstaff Wine Guide Austria & Neighbours 2024/25

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

The Falstaff Wine Guide stands as the go-to source for discovering the finest wineries and wines in Austria and its neighboring countries. Within 850 pages, readers can explore approximately 4,000 current wines hailing from 500 wineries – each meticulously 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

Exploring the Austrian red wine landscape: The Falstaff Red Wine Guide offers an in-depth look at approximately 1,500 wines from 500 top-tier wineries, complete with detailed descriptions and scores. Don't miss our "Best Buy" section featuring wines priced up to € 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

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

FALSTAFF GUIDES GERMANY



Falstaff Restaurant & Tavern Guide Germany 2025

PD: 02.12 | AD: 14/11 | MU: 15/11 | Circulation: 40,000 units

Our Falstaff Gourmetclub members meticulously curate the top 2,000 restaurants and taverns in the country across 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

German wines are gaining popularity worldwide. Our editors taste and score the finest wines, presenting them in a clear list with detailed 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

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 GUIDE SWTIZERLAND



Falstaff Restaurant & Beizen Guide Switzerland 2025

PD: 07/10 | AD: 19/09 | MU: 20/09 | Circulation: 20,000 units

The Falstaff Restaurant and Beizen Guide introduces, evaluates, and details the top 1,250 restaurants and inns in Switzerland. Each establishment is meticulously categorized by region, canton, place name, and their respective restaurant names.

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

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



FALSTAFF GUIDE D-A-CH



Falstaff Wine Guide Italy 2025

PD: 14/10 | AD: 19/08 | MU: 20/09 | Circulation: 50,000
Discover 500 carefully chosen wineries and their exceptional wines, all showcased alongside Italy's most captivating wine regions.

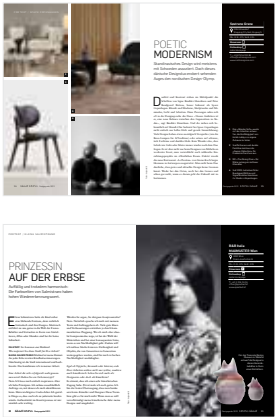
U4	148 x 205 mm	€ 12,100
Front inside flap	280 x 220 mm	€ 11,500
Back inside flap	280 x 220 mm	€ 11,000
U2/U3	135 x 220 mm	€ 11,200
2/1	296 x 220 mm	€ 10,300
1/1	148 x 220 mm	€ 6,900

Falstaff LIVING Design Guide 2024



PD: 11/03 | AD: 12/02 | MD: 13/02 | Circulation: 25,000
The LIVING Design Guide is a must-have for collectors and enthusiasts of interior design. This multifaceted guide, spanning 10 categories, navigates readers through the dynamic world of design in Austria, offering international insights.

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



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 GUIDE D-A-CH

Falstaff Hotel Guide 2024

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

Guests rate the top hotels in Germany, Austria, Switzerland, and South Tyrol across essential categories. The Falstaff Hotel Guide is conveniently available in pocket size and 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
The premier spa hotels of the year at a glance!

The Falstaff Spa Guide showcases the most exquisite spa hotels and exclusive well-being resorts in Europe.
PLUS: Delve into select top-notch global destinations.

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



falstaff LIVING



FALSTAFF LIVING



Introducing Falstaff LIVING, your premier destination for an exclusive exploration of interior design, real estate, and international trends in luxury living. Immerse yourself in the captivating realms of architecture, interiors, design, and real estate. As a subsidiary of Falstaff-Verlag since 2020, Falstaff LIVING Verlags GmbH brings you unparalleled insights through its LIVING and Falstaff LIVING Residences magazines. Welcome to a world where luxury living meets inspired content.

CIRCULATION

- 40,000 distributed copies incl. e-paper

DISTRIBUTION

- 34,000 copies as free distribution to subscribers & Falstaff Gourmet Club 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	26/02	27/02	15/03
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	01/07	02/07	19/07
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.

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 Gourmet Club 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.

For Falstaff LIVING the prices according to the price list on pages 20-22 apply.

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've proudly showcased Falstaff LIVING Residences—a distinguished real estate magazine delivering crucial industry updates, the latest projects, trends, and developments on both national and international fronts.

CIRCULATION

75,000

DISTRIBUTION

- AT: Subscribers & Falstaff Gourmet Club Members, 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	06/05	07/05	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



FALSTAFF LIVING SWITZERLAND



Falstaff LIVING Switzerland captures the essence of contemporary design and living, featuring stylish designer profiles, insightful trade fair reviews, cutting-edge product innovations, and captivating home stories.

CIRCULATION

- 20,000 (including e-paper)

DISTRIBUTION

- Subscribers to Falstaff Switzerland and 11,000 sold copies
- Specialised retail, specialist shops, furniture retail 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

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

falstaff happy Life



FALSTAFF HAPPY LIFE

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

Experience holistic well-being, embracing life to the fullest and harmonizing body, mind, and soul – who wouldn't aspire to that? The secret to a fulfilling life resides in our selves and our lifestyle, with beauty, nutrition, and fitness emerging as the transformative agents. Those who cultivate a sense of beauty, maintain a balanced diet, and prioritize physical and mental fitness naturally find greater equilibrium, enhanced health, and, of course, increased happiness. The new Falstaff Happy Life magazine delves into these essential aspects and caters to anyone seeking an uplift in their well-being.

In keeping with the mantra: *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	PUBLICATION DATE
1/2024	Spring
2/2024	Summer
3/2024	Autumn
4/2024	Winter

falstaff TRAVEL



THE TRAVEL MAGAZINE



Embark on a journey with Falstaff TRAVEL as we unveil the latest travel trends, showcase exclusive hotels, and provide the ultimate insider tips from around the globe! As one of the most successful travel magazines in the German-speaking world, Falstaff TRAVEL serves as the go-to guide for premium lifestyle travelers.

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

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

- of which 61,730 are subscribers and Gourmet Club 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 downloads

- 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 and executives in the highest income brackets

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

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
Maledives 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

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

falstaff TRAVEL



FALSTAFF TRAVEL EUROPE

PRINT DISTRIBUTION

Print edition 20,000

Crafted in Austria and distributed across prestigious locations including Monaco, the Côte d'Azur, Milan, London, Paris, Vienna, Dubai, Zurich, Munich, and Qatar, Falstaff TRAVEL Europe is your passport to opulent experiences. Featuring five-star luxury resorts, exquisite dining establishments, elite golf clubs, premium business, first-class, and senator lounges at international airports, private jets, yacht clubs, luxury boutiques, and other upscale venues, the magazine also establishes partnerships with renowned events such as 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

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, Travel Club members and subscribers.

All content is also published online on 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

falstaff profi





FALSTAFF FOR PROFI

FALSTAFF PROFESSIONAL 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

Schedule 2024

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2024	12/02	13/02	01/03
2/2024	28/03	29/03	19/04
3/2024	27/05	28/05	14/06
4/2024	29/07	30/07	16/08
5/2024	07/10	08/10	25/10
6/2024	18/11	19/11	06/12

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

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

FALSTAFF'S DIGITAL FRONTIER

ELEVATING YOUR DIGITAL EXPERIENCE TO NEW HEIGHTS, FALSTAFF SEAMLESSLY INTEGRATES ESTABLISHED FORMATS WITH PERSONALIZED CONTENT, DELIVERING AN OPTIMAL BLEND OF BOTH.



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

1.5 m

monthly visits on falstaff.com

over

1.2 m

monthly unique clients on falstaff.com

Source: ÖWA 2023



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

130,000

followers on Instagram and a continuously growing community

over

248,500

Facebook followers

Source: META, Q3 2022



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.



E-PAPER

DIGITAL DISTRIBUTION

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

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

over
120,000
e-magazine editions delivered per year

Source: ÖWA 2023

OUR DIGITAL AUDIENCE

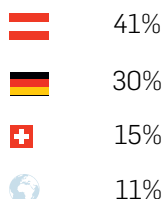
THE HIGH POTENTIAL OF OUR DIGITAL AUDIENCE:
YOUNG, URBAN & ATTUNED TO THE FINER THINGS IN LIFE

FALSTAFF.COM

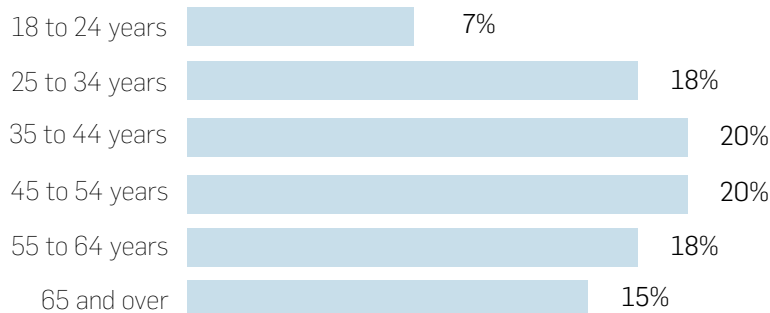
OVER 3 M PAGE IMPRESSIONS | OVER 1.5 M MONTHLY VISITS | OVER 1,2 M MONTHLY UNIQUE CLIENTS

Source: Google Analytics 2023

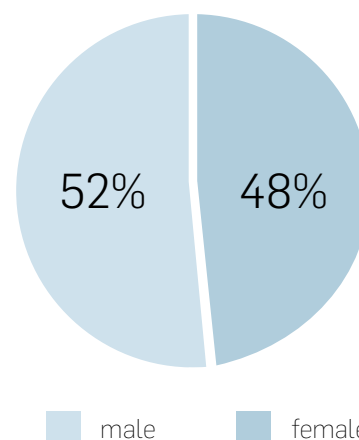
Austrian federal states



Age



Source: Google Analytics January to August 2022



OUR PERFORMANCE DATA

Independent analysis: falstaff.at is certified by ÖWA,
falstaff.de is reported by IVW.

Current access figures: falstaff.at/b2b-mediadaten

Germany: falstaff.de/b2b-mediadaten

Switzerland: falstaff.ch/b2b-mediadaten



D-A-CH NEWSLETTERS

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

FALSTAFF AUSTRIA NEWSLETTER: 100,000 subscribers
FALSTAFF GERMANY NEWSLETTER: 74,000
FALSTAFF SWITZERLAND NEWSLETTER: 31,500
FALSTAFF INTERNATIONAL NEWSLETTER: 106,000
FALSTAFF WINE NEWSLETTER (D-A-CH AUDIENCE): 123,000
FALSTAFF RECIPES NEWSLETTER (D-A-CH AUDIENCE): 48,000



ONLINE ADVERTISING FORMATS

ADVERTORIAL



Your own promotional feature/copy including an image gallery in the look and 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
Newsletter Listing	€ 2,400	€ 2,000	CHF 1,100	€ 4,000	€ 2,100	€ 3,300	€ 1,000
Advertorial incl. image gallery	€ 2,400	€ 2,400	CHF 2,000	€ 5,300	€ 2,100	€ 2,400	€ 2,400
Total	€ 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

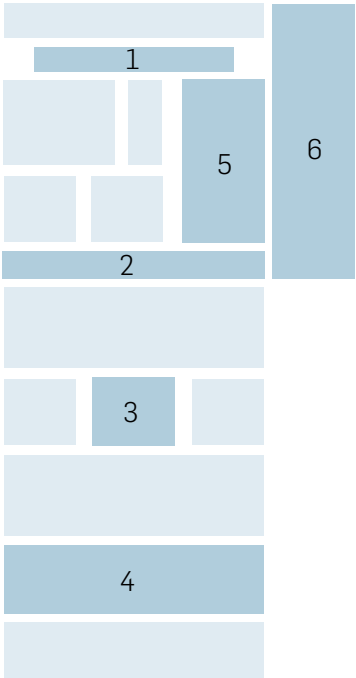
ADVERTISING FORMATS	TIME PERIOD	AT/DE	CH
Advertorial + quiz + home-page + FB posting	01/12–14/12/24	€ 3,200	CHF 1900
Advertorial + quiz + homepage + FP posting	15/12–24/12/24	€ 2,800	CHF 1500

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

Ihr Logo
Stärken Sie die Wiedererkennung Ihrer Marke

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

Eigenbeschreibung
Präsentieren Sie sich nach Ihren Wünschen

Bildergalerie
Bis zu 15 Bilder als Slideshow

Werbfrei
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

Overflowing with content for a print ad? The Falstaff Magazine E-Paper is the ideal extension, providing additional possibilities. Enhance your offer by incorporating more visually compelling images or generate interest in your company through supplementary video content. For products requiring detailed explanations, we seamlessly link to your homepage. Explore the flexibility of our e-paper offerings and consider dynamic combinations tailored to your needs.

Up to
65,000
clicks in one
edition

The image shows a tablet displaying a two-page spread from the 'FALSTAFF' magazine. The left page features a large, vibrant photograph of a gourmet dish, titled 'IM FOKUS DER FOODIES UND WEINFREAKS'. The right page contains text and smaller images, including a 'SLOWENIEN TOURISMUS' section. Several callout boxes point to specific features on the tablet screen: 'Picture Plus' points to a small image icon; 'Video Content' points to a YouTube logo; 'Moving Links' points to a chain-link icon; and '»Win-Win« Link' points to a circular icon with a right-pointing arrow.

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!

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.

Video Content

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

E-Paper Extensions

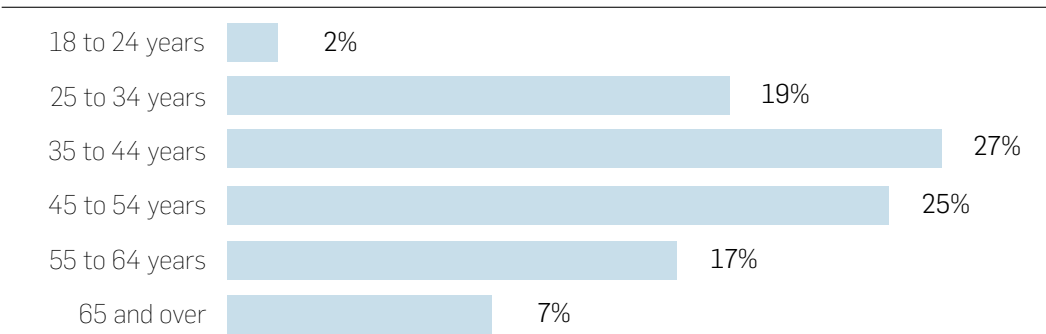
	AT	DE	CH
Moving Content	€ 570	€ 570	CHF 640
Win-Win Link	€ 330	€ 330	CHF 390
Picture Plus	€ 520	€ 520	CHF 580
Moving Links	€ 680	€ 680	CHF 770

SOCIAL MEDIA AUDIENCE

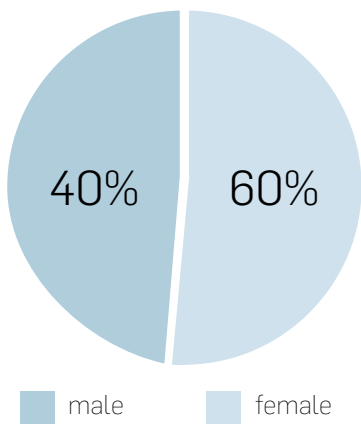
Falstaff is the most interactive gourmet publication in German-speaking Europe and one of the ten most successful social media channels in Austria.* The steadily growing number of fans and followers has the highest level of spending power and a high proportion of millennials open to premium products.

FACEBOOK – OVER 248,500 FOLLOWERS

Age

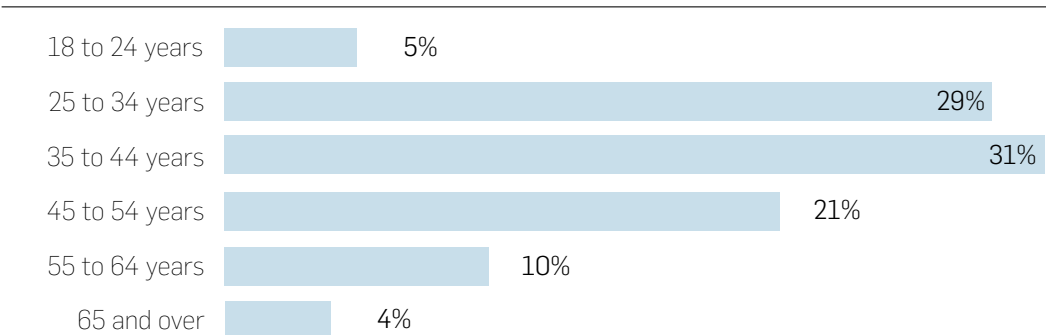


FACEBOOK

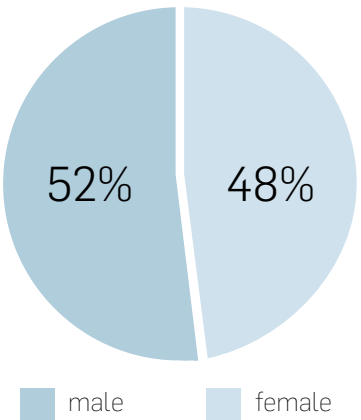


INSTAGRAM – OVER 130,000 FOLLOWERS

Age



INSTAGRAM



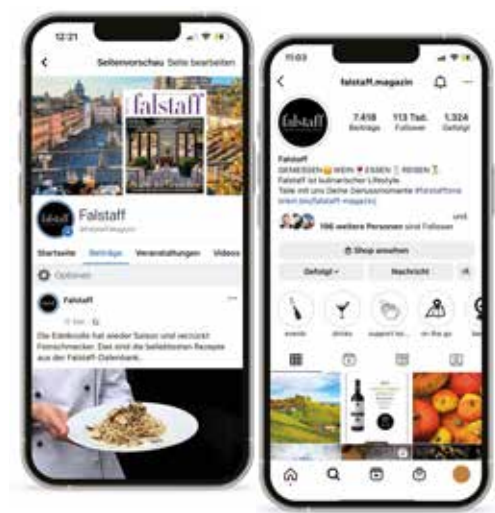
Source: META, Q3 2022



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**

Total no. of reactions, comments & shares



 @falstaff.magazin
 @falstaff.magazin

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

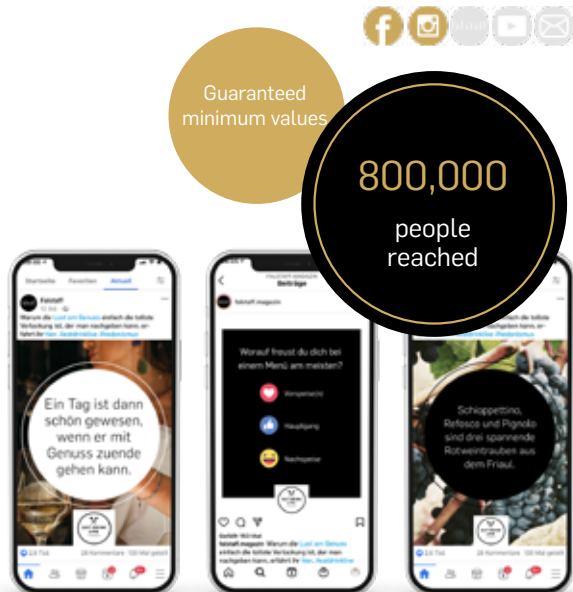


SOCIAL ENGAGEMENT SERIES

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.

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

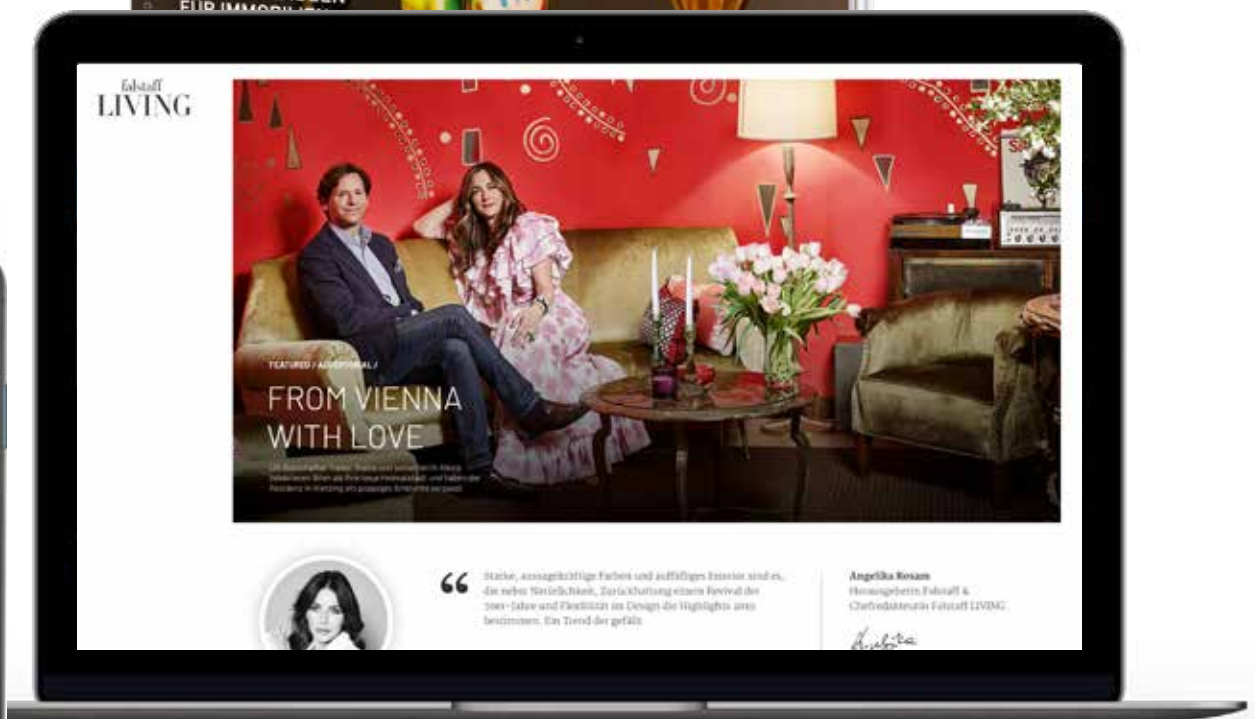
ADVERTISING FORMATS	AT	DE	CH
Social Motion Content	€ 8,100	€ 8,100	CHF 8,100

Guaranteed minimum values

20,000
Views
70,000
people
reached



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%
Visits:	over 90,000/month
Social media followers:	63,900
Facebook:	24,700

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 cherish life's finer aspects, spotlighting players from the hotel, catering, and tourism industries, while providing well-deserved coverage to exciting topics on our website! Falstaff.com stands as the premier platform for wine, gourmet, travel, and lifestyle in German-speaking countries, delivering daily news on life's luxuries.

ADVERTORIAL

Includes the following services:

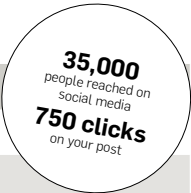
- Article creation by the Falstaff PROFI writers
- Facebook posting in the Falstaff PROFI community
- Transparent reporting
- Google-indexed article
- Archived in the relevant section

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.



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,-*



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 PATH TO QUALIFIED APPLICANTS

In today’s challenging landscape, securing qualified staff for the catering and hotel industry poses a considerable challenge. Time constraints often hinder active engagement in the hiring process. Enter Falstaff, offering a tailor-made recruiting tool exclusively designed for the catering and hotel sector.

Leave the search for top-notch candidates to us, aligning with your specific requirements. With unmatched expertise gained from over 40 years in the industry and collaborations with numerous restaurants and hotels, Falstaff understands the intricacies of this business. Leverage our knowledge and experience to streamline your recruitment process, ensuring qualified results.

Harnessing our digital channels, we employ precise targeting to reach your exact target audience within your industry. This approach taps into both active and passive individuals considering a career change. We simplify the process by utilizing a straightforward digital questionnaire to gather relevant information about the job advert. Once applications are screened, they are promptly forwarded to you for further consideration and 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 GOURMET CLUB



THE FALSTAFF GOURMET CLUB – EUROPE'S LARGEST COMMUNITY CREATED BY AND FOR GOURMETS

The Falstaff Gourmetclub stands as a singular entity. Originating in 2004, Wolfgang Rosam transformed a seemingly straightforward concept into a remarkable reality by sharing his ardor for first-rate cuisine, exceptional wines, and the finest spirits and cocktails with kindred spirits. This exclusive membership is selectively offered to customers of our partners and is highly sought after.

Our esteemed partners in Austria (Wiener Städtische, Erste Bank) and Germany (Commerzbank, KaDeWe Group, Porsche) have harnessed the power of the Falstaff Gourmetclub as an enduring customer loyalty program. Functioning as an invitation-only club, it allows top-tier customers to join, forming an elite cohort that presents excellent networking opportunities. Members relish in numerous benefits and gain access to exclusive events. With over 25,000 Gourmetclub members, we cater to top decision-makers with a profound interest in the world of exquisite wining, dining, and exclusive lifestyle.

FALSTAFF EVENTS



FIRST-CLASS GOURMET EVENTS

Falstaff presents uniquely tailored events, meticulously crafted from conception through organization to execution. Additionally, Falstaff Events hosts exclusive Gala events that redefine festive ambiance, culinary excellence, libations, and exclusivity, setting an unmatched standard in the realm of upscale celebrations.

FALSTAFF TASTINGS & MASTERCLASSES

Expert connoisseurs guide tastings with insightful commentary, leading guests on an exhilarating journey filled with both high information and entertainment value.

Participant capacity: 15–50 guests

FALSTAFF DINNERS

Falstaff Dinners epitomize top-tier fine dining. Offering a variety of themes, one assurance remains constant: an unforgettable evening infused with the epitome of culinary excellence.

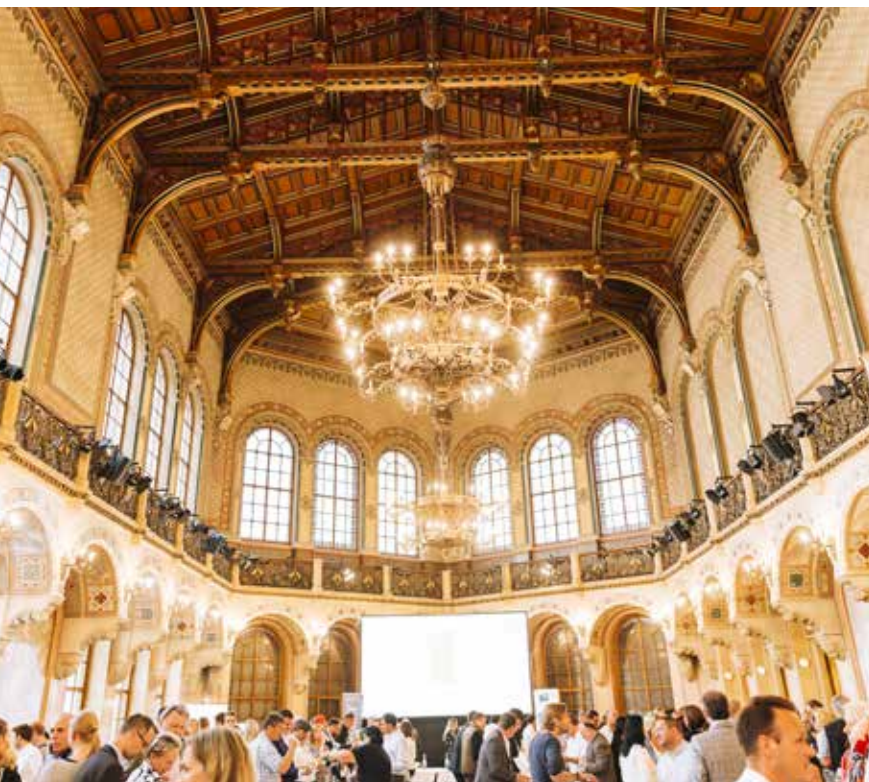
Participant capacity: 30–150 guests

CUSTOM EVENTS

Be it an intimate gathering of five in an exclusive setting or a grand event for 1,000 guests, Falstaff turns possibilities into reality. We joyfully cater to the desires of our partners, ensuring the most enchanting venues and unforgettable taste experiences.

Participant capacity: Depending on the partner's wishes

FALSTAFF GALAS 2024



THE FALSTAFF GALAS ARE MUST-ATTEND EVENTS FOR EVERY CONNOISSEUR

Elevate your senses at the Falstaff Galas, where the epitome of culinary refinement meets the most enchanting venues. From the allure of white wine to the depth of reds, the effervescence of Champagne, and the sophistication of spirits, these galas stand as premier occasions for the wine scene, connoisseurs, gourmets, industry experts, and those with a taste for life's finer pleasures.

The Falstaff Galas offer more than an exquisite experience; they serve as a distinguished platform for networking and a captivating stage for your brand and products. Seize this exceptional opportunity to showcase your offerings in a splendid setting, captivating an audience that not only appreciates the finer things in life but possesses the purchasing power to indulge in them. Leverage the extensive organizational and marketing services provided by Falstaff around the Galas to maximize the impact of your presence.

Step into the spotlight and join the Falstaff Galas as a partner, where luxury, refinement, and unparalleled experiences converge to create an unforgettable showcase for your brand.



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

MASTHEAD

Publisher Falstaff Austria

Wolfgang M. Rosam, Angelika Rosam,

Management Falstaff Austria

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

Publisher Falstaff Germany

Wolfgang M. Rosam, Dr. Ulrich Sautter

Management Falstaff Germany

Nicolaus Gauert, Mag. Elisabeth Kamper

Publisher Falstaff Switzerland

Wolfgang M. Rosam, Aloys Hirzel

Management Falstaff Switzerland

Mag. Elisabeth Kamper, Wolfgang M. Rosam

Publisher Falstaff LIVING

Angelika Rosam

Management Falstaff LIVING

Angelika Rosam, Ronald Tomandl M.Sc.

Publisher Falstaff Happy Life

Angelika Rosam

Management Happy Life

Angelika Rosam, Ronald Tomandl M.Sc.

Publisher Falstaff Profi

Alexandra Gorsche, Wolfgang M. Rosam

Management Falstaff Profi

Wolfgang M. Rosam, Ronald Tomandl M.Sc.

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