

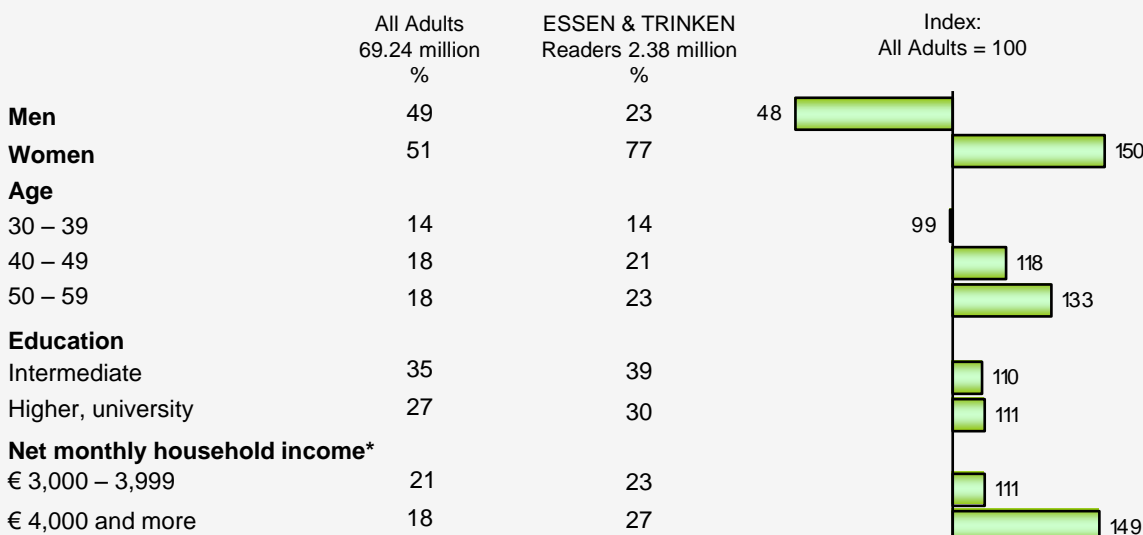
essen & trinken



Germany's leading culinary magazine

- **ESSEN & TRINKEN is the number one culinary magazine.** It presents gourmet enjoyment in all its many aspects. It sets and influences new trends in modern living.
- **ESSEN & TRINKEN stands for enjoyment.** It presents exquisite and simple recipes, creative baking ideas, suggestions for entertaining, wines, travel reports, interviews and kitchen appliances.
- **ESSEN & TRINKEN is the coverage leader.** Every month, it reaches nearly three million enthusiastic wining and dining aficionados.
- **ESSEN & TRINKEN readers appreciate the finer things in life.** They are mostly discerning women who live in better-off households.
- **ESSEN & TRINKEN offers a top-quality environment.** 90% of the readers claim that the products advertised in the magazine are of high quality and from very respected companies.
- **www.essen-und-trinken.de** offers a fresh mixture of editorial and user-generated contents, practical tools and recipe videos.

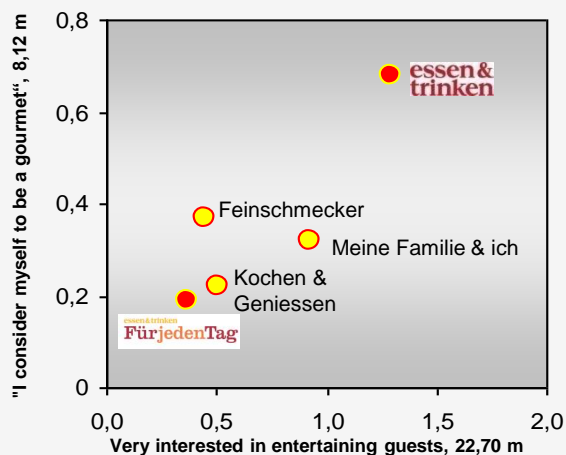
Readership Profile



Source: AWA 2015, *population average € 2,874

Reach Germany's gourmets

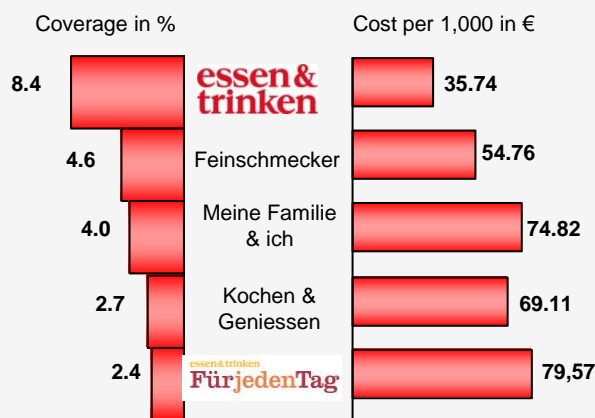
Coverage in million



Source: AWA 2015

... with top media efficiency

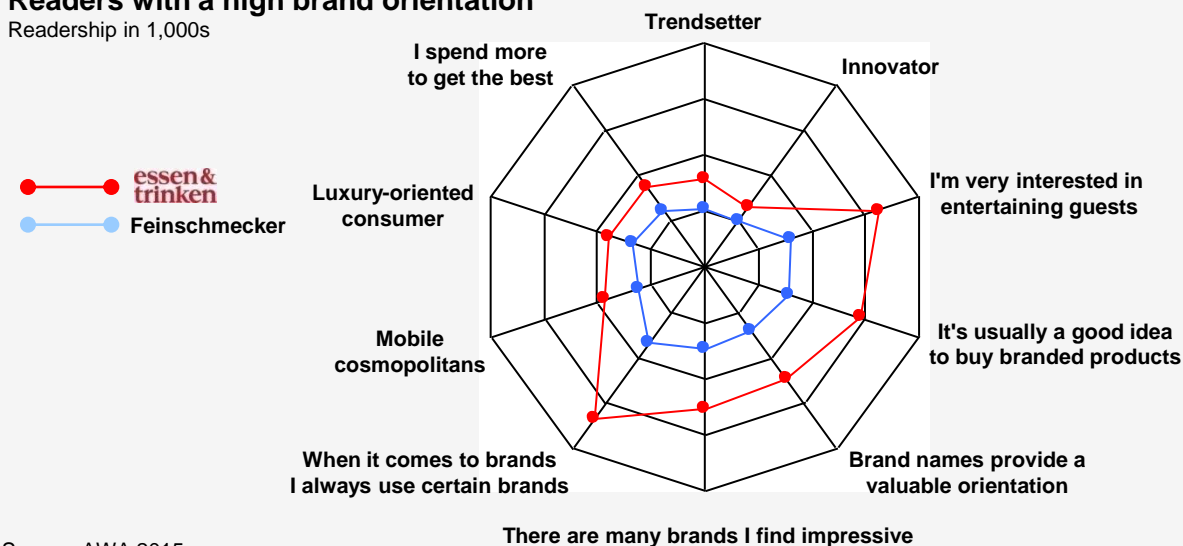
Target group: "I consider myself to be a gourmet" (8,12 m)



Source: AWA 2015 / CPT based on FP4C, Bleed, rates 2016

Readers with a high brand orientation

Readership in 1,000s



Source: AWA 2015

Cover price	€ 4.90	Coverage	
Frequency	Monthly	Adults	3.4% / 2.38 million
Launch year	1972	Women	5.2% / 1.83 million (AWA 2015)
Circulation		Cost per 1,000 readers*	
Paid	162,555 copies (IVW III/2015)	All adults	€ 10,24
Subscriptions	56,834 copies (35%)	Women	€ 13.35
2016 ad rates*		Technical information	
Full page multi-colour	€ 24,400	Trim size	212 mm x 275 mm
Discounts	Start at 3% for 2 pages	Technical Specifications:	Current and binding
www.essen-und-trinken.de	37.46 mill. Pls. (IVW 11/2015)	English-language information is available under:	www.duon-portal.de
	25.65 mill. Pls. Web. (IVW 11/2015)		

*For complete current ad rates and data, please consult www.gujmedia.com / the information in this fact sheet is non-binding and without liability.