

MEDIAKIT 2026

AUSTRIA

falstaff

FALSTAFF.COM

FALSTAFF INSPIRES OVER 2.5 MILLION READERS AND USERS IN DACH

Discover our 360-degree solutions and reach
Europe's largest gourmet community.

PRINT



DIGITAL



MOTION



EVENT



FALSTAFF AUSTRIA



THE MAGAZINE

Falstaff Austria is the leading magazine for culinary lifestyle, accompanying connoisseurs on their journey of discovery through the world of fine taste. Being the exclusive flagship medium for wine, cuisine and travel, Falstaff stands for quality, inspiration and the very highest zest for life.

CIRCULATION & REACH

- Print and digital combined: Falstaff Austria impresses with strong circulation and audited reach.
- 46,500 print run (ÖAK 2025)
- 67,434 total distributed circulation incl. e-paper (ÖAK 2025)
- 45,814 subscribers & Gourmet Club members

READERSHIP & PROFILE (MA 2024/2025, LAE 2023)

- 1,301,000 people in the total readership – 316,000 readers per issue
 - 52.6 % men
 - 47.4 % women
 - 105,000 top decision-makers

REACH & PRESENCE (MA 2024/2025)

- 4.1 % reach in Austria
- 6.9 % in socio-economic group A
- 9.2 % in the top two income brackets

Falstaff achieves a 29.4% cross-media reach – print, online and social media.

BRAND STRENGTH & IMAGE*

Falstaff is Austria's leading gourmet brand – with 76% brand awareness and top ratings in perceived quality.

READING HABITS & USAGE*

84 % of readers pick up (almost) every issue. Reading intensity **is exceptionally high: 28 %** read for up to 1 hour, **36 %** between 1 and 2 hours, **21 %** up to 3 hours, **10 %** up to 4 hours – and **5 %** immerse themselves in each issue for more than 5 hours.

Print is captivating: a full **83 %** prefer the high-quality print edition – as a **stylish coffee-table magazine** and a source of inspiration to keep.



SCHEDULE 2026 – AT

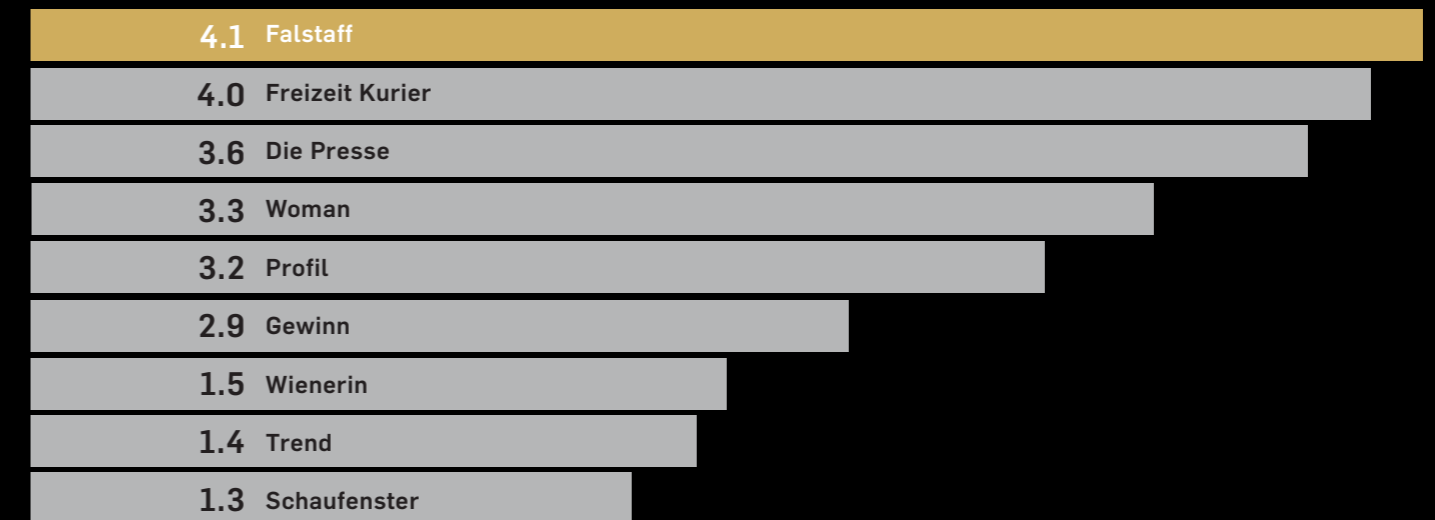
ISSUE	AD CLOSE	MATERIAL DUE	PUBLICATION DATE
1/2026	19.01.	26.01.	13.02.
2/2026	23.02.	09.03.	20.03.
3/2026	07.04.	08.04.	24.04.
4/2026	04.05.	15.05.	29.05.
5/2026	15.06.	22.06.	03.07.
6/2026	27.07.	03.08.	14.08.
7/2026	17.08.	18.08.	04.09.
8/2026	14.09.	15.09.	02.10.
9/2026	12.10.	13.10.	30.10.
10/2026	16.11.	17.11.	04.12.

*Source: GfK analysis 2025

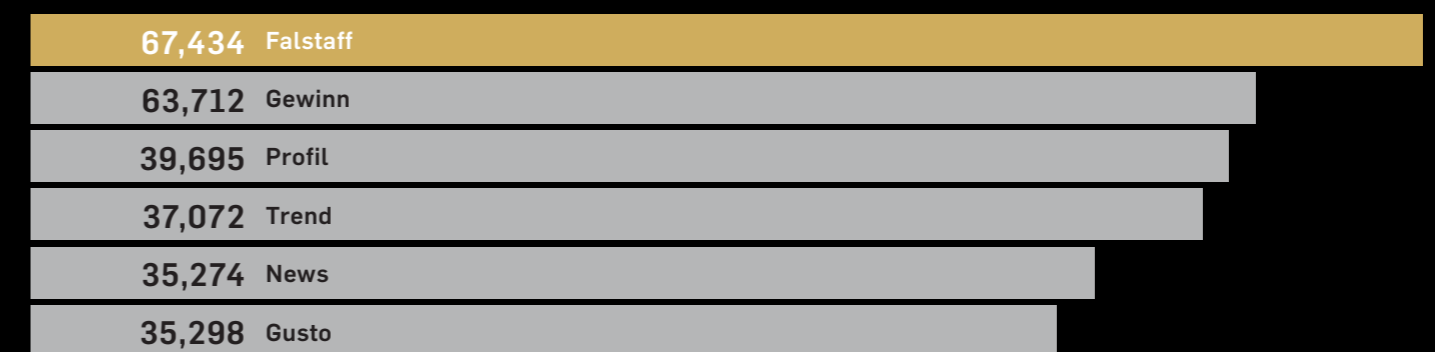


FALSTAFF ACHIEVES SENSATIONAL RESULTS IN THE MEDIA ANALYSIS 24/25 AND THE ÖAK 2025.

MEDIA ANALYSIS 2024/2025*: REACH IN %



ÖAK 2025**: DISTRIBUTED CIRCULATION IN COPIES INCL. INTERNATIONAL EDITIONS & E-PAPER



*Source: MA 24/25
**Source: ÖAK 2025

Subject to change.

TOPICS 2026



1

FALSTAFF MAGAZINE 1

PUBLICATION DATE AT: 13.02.26 | DE: 20.02.26 | CH: 20.02.26

COVER TOPIC The Culinary Year 2026 Whether fine dining or street food, big city or small town: 2026 reveals where the world of fine things is being redefined – and which places you absolutely need to know now.

GOURMET Spices - more than just flavor

WINE Forecast 2025 for the world's most important wine regions, Carnuntum

SPIRITS Top 3 spirits trends 2026: What belongs in the glass now – Scotch, Alcohol-free Trophy

TRAVEL Nature and adventure travel – safaris & more, the best wellness retreats for detox and longevity, spring skiing, long weekend in London



2

FALSTAFF MAGAZINE 2

PUBLICATION DATE AT: 20.03.26 | DE: 27.03.26 | CH: 27.03.26

COVER TOPIC South Korea A glimpse into a faraway country that influences our own lives in many different ways – from music and fashion trends to culinary reinventions that bring fun back into food.

GOURMET Salt from the DACH region and Europe, Cheese, Easter: the best hams, Restaurant Guide Austria

WINE The best wines to pair with Asian cuisine, wine investment, wine region Wachau, Mittelburgenland

SPIRITS How to highballs, bottled cocktails, egg liqueur

TRAVEL The most beautiful opera and culture trips, long weekend in Milan



3

FALSTAFF MAGAZINE 3

PUBLICATION DATE AT: 24.04.26 | DE: 30.04.26 | CH: 30.04.26

COVER TOPIC Venice Over aperitivo between palaces and piazzas, the city reveals its timeless magic. Beyond St. Mark's Square and the Gritti Palace, there are places and restaurants that showcase a different side of the lagoon city and its surroundings.

GOURMET Street food & sausage stands in the DACH region, Wine Guide Austria, beer & beer gardens in the DACH region

WINE Orange and natural wines, wine hiking, Prosecco, light wines for spring, Alpine regions

SPIRITS The 10 best bacari & cocktail bars in Venice, Vermouth Trophy

TRAVEL Culinary cycling tours, Croatia, long weekend in Corsica



4

FALSTAFF MAGAZINE 4

PUBLICATION DATE AT: 29.05.26 | DE: 10.06.26 | CH: 10.06.26

COVER TOPIC The most beautiful Mediterranean islands A place of longing to which everyone keeps returning.

GOURMET Barbecue, gelato & the best ice-cream shops, butchers' poll, mountain huts guide

WINE Bordeaux en primeur, Rosé Trophy, Traisental wine region

SPIRITS The Mediterranean from Spain to the Adriatic: the homeland of the aperitivo

TRAVEL Culinary hiking, the most beautiful cruise ports and hotels on the Mediterranean, long weekend in Prague



5

FALSTAFF MAGAZINE 5

PUBLICATION DATE AT: 03.07.26 | DE: 10.07.26 | CH: 10.07.26

COVER TOPIC Belgium This underrated country in the heart of Europe combines top-class cuisine, tradition and modern market culture in a very small space.

GOURMET Water - the best springs in the DACH region, Heurigen Guide

WINE Wines from Muscat varieties, Crémant, Weinviertel

SPIRITS From genever to gin: why juniper never gets boring, Fruit Brandy Trophy

TRAVEL Gourmet by the lake, long weekend in Rome

CULINARY LIFESTYLE ACROSS ALL CHANNELS

INDULGENCE – WINE – FOOD – TRAVEL – these are the themes that define the world of Falstaff.

FALSTAFF MAGAZINE 6

PUBLICATION DATE AT: 14.08.26 | DE: 21.08.26 | CH: 21.08.26

COVER TOPIC Türkiye Whether fine dining or vibrant street food culture, every region has its own specialities. In Türkiye, food is much more than just nourishment – it is a question of identity.

GOURMET Cuisine & entertainment, new turkish cuisine, baklava & Co

WINE Wine pricing and „Bring your own wine“, Kremstal

SPIRITS Raki: distilled proud of Türkiye, Aniseed trophy, rum: Caribbean or Europe?

TRAVEL Gourmet golfing, long weekend in Tallinn



6

FALSTAFF MAGAZINE 7

PUBLICATION DATE AT: 04.09.26 | DE: 11.09.26 | CH: 11.09.26

COVER TOPIC Along the Loire France's largest continuous wine-growing region, world-famous wines and regionally influenced cuisine enter into a delicious liaison.

GOURMET Coffee, trend topic bread

WINE La Dive Bouteille - France's most legendary natural wine fair, Winemaker of the Year, PIWI, Kamptal

SPIRITS Cocktails to pair with seafood, Armagnac & Calvados Trophy

TRAVEL Golden autumn in Austria, wellness indulgence & thermal spas, long weekend in Granada



7

FALSTAFF MAGAZINE 8

PUBLICATION DATE AT: 02.10.26 | DE: 09.10.26 | CH: 09.10.26

COVER TOPIC Vietnam Vietnam is on the rise: modern hotels, creative cuisine and excellent value for money. Vietnamese food is now conquering Europe as well.

GOURMET The triumphant rise of Vietnamese cuisine, pho & more

WINE Renaissance of the classics: icons of traditional wine regions, wines from monasteries, new wine culture – quality over quantity, Vulkanland Styria

SPIRITS Little liqueurs: why these bittersweet temptations are simply irresistible

TRAVEL River cruises & the most beautiful inland ports, long weekend in Stockholm



8

FALSTAFF MAGAZINE 9

PUBLICATION DATE AT: 30.10.26 | DE: 06.11.26 | CH: 06.11.26

COVER TOPIC The world's finest wines Following in the footsteps of the great wines of this world, every journey becomes an encounter with character, terroir and time – an experience that resonates on in the glass.

GOURMET Tea - keeping warm through the winter

WINE The most beautiful wine trips, the most influential people in the wine world, Wachau

SPIRITS Cocktails with wine, bar guide, fine spirits

TRAVEL Gourmet skiing + best of the Alps, long weekend in Lucerne



9

FALSTAFF MAGAZINE 10

PUBLICATION DATE AT: 04.12.26 | DE: 04.12.26 | CH: 04.12.26

COVER TOPIC It has to be Champagne Even at the end of 2026, we still want to live it up and enjoy life to the fullest.

GOURMET Chocolate, Cheese - melted Cheese in the spotlight

WINE The best red wines, Champagne, Neusiedler See

SPIRITS Champagne cocktails, whisky, Sherry Trophy

TRAVEL Dream trips: Caribbean, Maldives & more, gourmet in the snow, long weekend in Paris



10

FALSTAFF RECIPES

4 SEASONS - 4 SEASONAL MAGAZINES

The way of cooking has gone from being a necessity to becoming a fulfilling and enjoyable leisure activity. Severin Corti and Tobias Müller, both icons of culinary journalism, present an incomparable collection of recipes. They managed to draw the secrets out of the best chefs, cookbook authors and gourmets!



FACTS RECIPES

CIRCULATION

- 50,000 distributed copies incl. e-paper

DISTRIBUTION

- 37,500 copies to subscribers and Gourmet Club members of Falstaff magazine
- Newsstands
- Airport lounges
- Kitchen studios, cooking studios, cookery schools
- Cheese counters, delicatessens, vintothèques, bakeries, butchers

TERMINE 2026 – AT

ISSUE	MATERIAL DUE	PUBLICATION DATE	TOPICS
AT 1/2026	04.03.	27.03.	Spring
AT 2/2026	15.05.	12.06.	Summer
AT 3/2026	20.08.	18.09.	Autumn
AT 4/2026	27.10.	27.11.	Winter

TOPICS 2026

SPRING IN THE WEINVIERTEL

- Sustainable Delights from the Sea: Recipes from the Blue Food Cookbook
- Under the Spell of Green: Recipe Ideas with Spinach
- Viennese Originals: Classics from Viennese Cuisine
- Italian Spring
- Trophy: Egg Liqueur and Non-Alcoholic

SUMMER IN CARINTHIA

- Big roasts from the embers
- Hot Veggie - the best vegetarian barbecue recipes
- Peachy pleasure – our favourite summer fruit
- Cremissimo: recipes with mozzarella, burrata, stracciatella & more

AUTUMN IN BURGENLAND

- Perfectly braised – the best one-pot dishes
- All about Powidl – from Germknödel to Golatschen
- Pumpkin pleasure – pumpkin as you've never enjoyed it before
- Air fryer – the best recipes
- Comparing apples and pears – or at least cooking them
- The Grand Sake Trophy

ADVENT IN SALZKAMMERGUT

- Going all out the caviar
- When the sea meets the mountains*: salmon trout, char, Alpine shrimp & more
- Festive birds in the oven – glorious poultry roasts
- Baking cookies with a culinary celebrity
- Fat & sugar – sinful recipes we only indulge in once a year

Subject to change.

FALSTAFF ADDITIONAL SPECIALS



FALSTAFF JÄGERBALL

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 30,000 COPIES
MATERIAL DUE: 09.01.2026
PUBLICATION DATE: 19.01.2026



FALSTAFF OPERNBALL

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 30,000 COPIES
MATERIAL DUE: 16.01.2026
PUBLICATION DATE: 30.02.2026



OLYMPIA KORTINA AUSTRIA

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 60,000 COPIES IN THE DACH REGION
MATERIAL DUE: 19.01.2026
PUBLICATION DATE: 02.02.2026



FALSTAFF STYRIA SPRING/SUMMER

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 100,000 COPIES IN THE DACH REGION
MATERIAL DUE: 17.03.2026
PUBLICATION DATE: 10.04.2026



FALSTAFF VIEVINUM

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 32,000 COPIES
MATERIAL DUE: 04.05.2026
PUBLICATION DATE: 15.05.2026



FALSTAFF ROSÉ SPECIAL

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 100,000 COPIES IN THE DACH REGION
MATERIAL DUE: 06.05.2026
PUBLICATION DATE: 29.05.2026

Also available as e-paper

FALSTAFF WINE TRIP AUSTRIA

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 55,000 COPIES
MATERIAL DUE: 26.05.2026
PUBLICATION DATE: 12.06.2026

FALSTAFF SALZBURG FESTIVAL

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 60,000 COPIES
MATERIAL DUE: 06.07.2026
PUBLICATION DATE: 17.07.2026

FALSTAFF SPARKLING

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 100,000 COPIES IN THE DACH REGION
MATERIAL DUE: 08.09.2026
PUBLICATION DATE: 25.09.2026

FALSTAFF VIENNA

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 100,000 COPIES IN THE DACH REGION
MATERIAL DUE: 10.09.2026
PUBLICATION DATE: 02.10.2026

FALSTAFF SPIRITS

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 60,000 COPIES IN THE DACH REGION
MATERIAL DUE: 15.09.2026
PUBLICATION DATE: 09.10.2026

FALSTAFF BURGENLAND

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 100,000 COPIES IN THE DACH REGION
MATERIAL DUE: 23.09.2026
PUBLICATION DATE: 09.10.2026

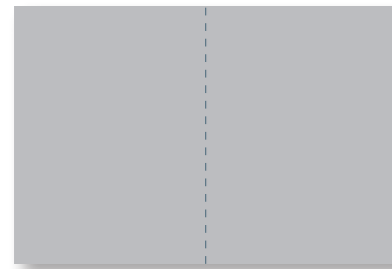
FALSTAFF STYRIA AUTUMN/WINTER

DISTRIBUTED CIRCULATION (INCL. E-PAPER): 100,000 COPIES IN THE DACH REGION
MATERIAL DUE: 14.10.2026
PUBLICATION DATE: 06.11.2026



THERE'S NO BETTER WAY TO POSITION YOURSELF!

Advertising with zero wastage: what pinpoint audience targeting costs.



2/1 Double-page spread

466 x 300 mm bleed
436 x 268 mm type area

For cross-gutter ads:
approx. 3 mm gutter overlap on each page.

Austria	€ 18,600
Germany	€ 26,100



1/1 Single page

233 x 300 mm bleed
203 x 268 mm type area

Austria	€ 11,900
Germany	€ 15,800

1/1 Advertorial

203 x 268 mm type area

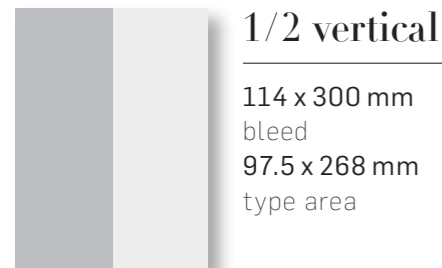
Austria	€ 13,200
Germany	€ 16,400

2/1 Advertorial

436 x 268 mm type area

For cross-gutter ads:
approx. 3 mm gutter overlap on each page.

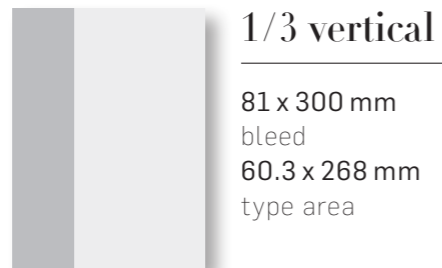
Austria	€ 21,300
Germany	€ 29,400



1/2 vertical

114 x 300 mm bleed
97.5 x 268 mm type area

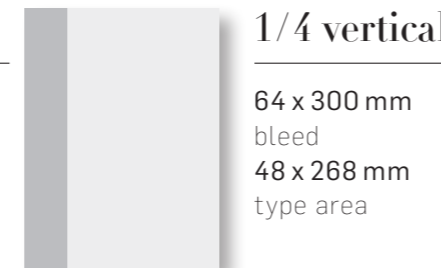
Austria	€ 7,500
Germany	€ 9,200



1/3 vertical

81 x 300 mm bleed
60.3 x 268 mm type area

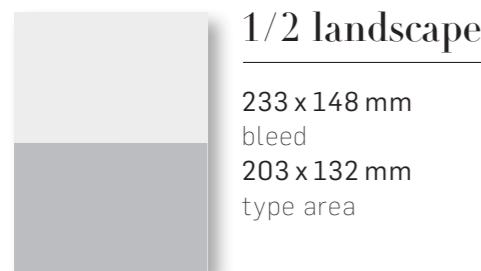
Austria	€ 5,100
Germany	€ 6,900



1/4 vertical

64 x 300 mm bleed
48 x 268 mm type area

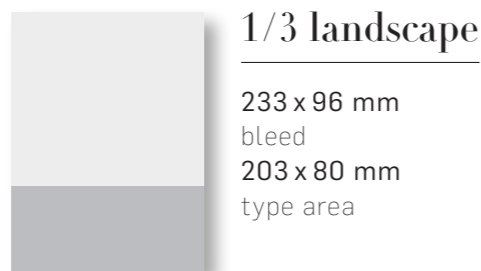
Austria	€ 4,100
Germany	€ 5,300



1/2 landscape

233 x 148 mm bleed
203 x 132 mm type area

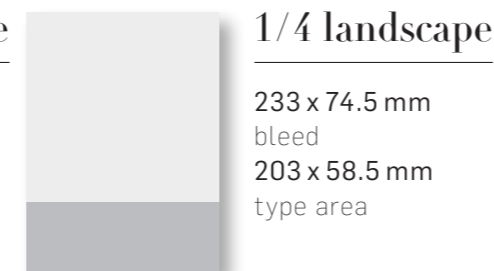
Austria	€ 7,500
Germany	€ 9,200



1/3 landscape

233 x 96 mm bleed
203 x 80 mm type area

Austria	€ 5,100
Germany	€ 6,900



1/4 landscape

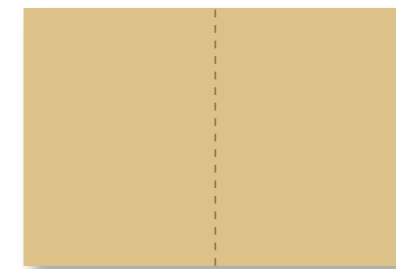
233 x 74.5 mm bleed
203 x 58.5 mm type area

Austria	€ 4,100
Germany	€ 5,300

All prices are exclusive of taxes and duties.

PREMIUM-PLACEMENTS

For premium placements, an earlier advertising deadline applies: 8 weeks before the regular closing date. Placement reservations expire if no booking has been received by this date.



2/1 Opening Spread

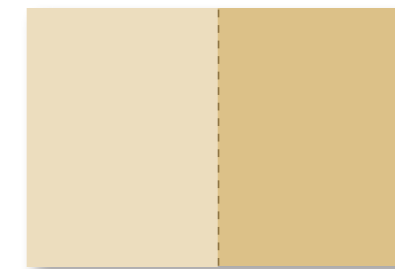
Austria	€ 22,100
Germany	€ 31,600

First double-page spread after the OS

Austria	€ 19,500
Germany	€ 28,500

Second double-page spread after the OS

Austria	€ 19,100
Germany	€ 26,600



Inside front cover

Austria	€ 14,200
Germany	€ 20,700

First right-hand page

Austria	€ 14,200
Germany	€ 18,400

First left-hand page

Austria	€ 13,400
Germany	€ 18,400

Back cover

Austria	€ 15,400
Germany	€ 21,800

Inside back cover

Austria	€ 13,400
Germany	€ 18,100

Second right-hand page

Austria	€ 13,400
Germany	€ 17,300

Second left-hand page

Austria	€ 12,900
Germany	€ 17,300



First 1/3 page

Austria	€ 6,000
Germany	€ 8,700



Second 1/3 page

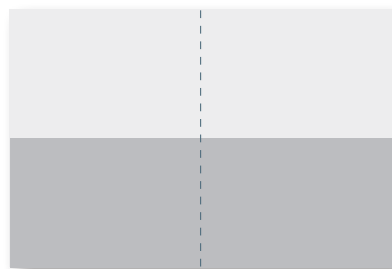
Austria	€ 5,600
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Subject to change.

All prices are exclusive of taxes and duties.

OUR SPECIAL ADVERTISING FORMATS

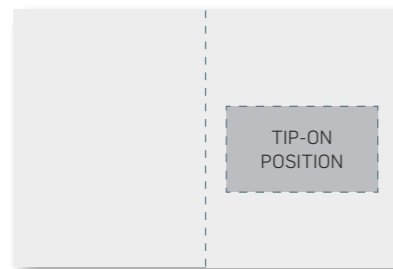
Extraordinary concepts call for unique implementation. Our special advertising formats are perfectly suited to outstanding products and ensure maximum attention.



Panorama: 1/2-page horizontal

466 x 148 mm bleed
436 x 132 mm type area

Price on request



Sticker: two-sided tip-on card

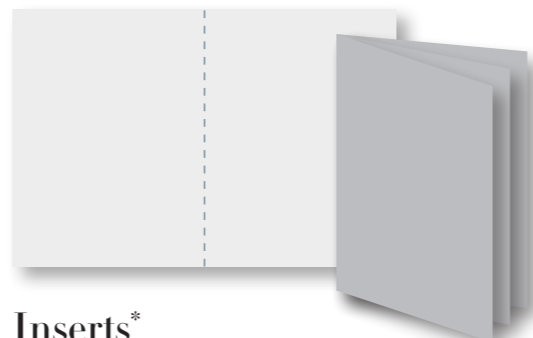
Size:
60 x 80 mm to 200 x 200 mm

Paper weight:
115 gsm to 250 gsm

Placement:
Positioned at a section break,
with at least 2 cm distance
from the edges.

Price on request

Only in combination with a full-page ad.



Inserts* Bound-in insert - 20 g*

	per 1,000 copies	€ 400
Austria	for each additional 20 g per 1,000 copies	€ 22

plus a contact fee of € 0.30 per contact

DISCOUNT SCALE

2 Issues	5%
4 Issues	10%
6 Issues	15%
8 Issues	20%

All prices are exclusive of taxes and duties.

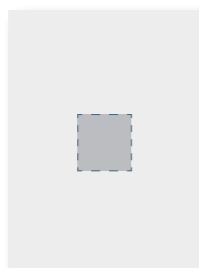


Belly band around the magazine

approx. 557 x 80 mm bleed

A belly band is wrapped around
the magazine and sealed on the
back.

Price on request



Sachet

Only in combination with a
full-page ad.

Price on request



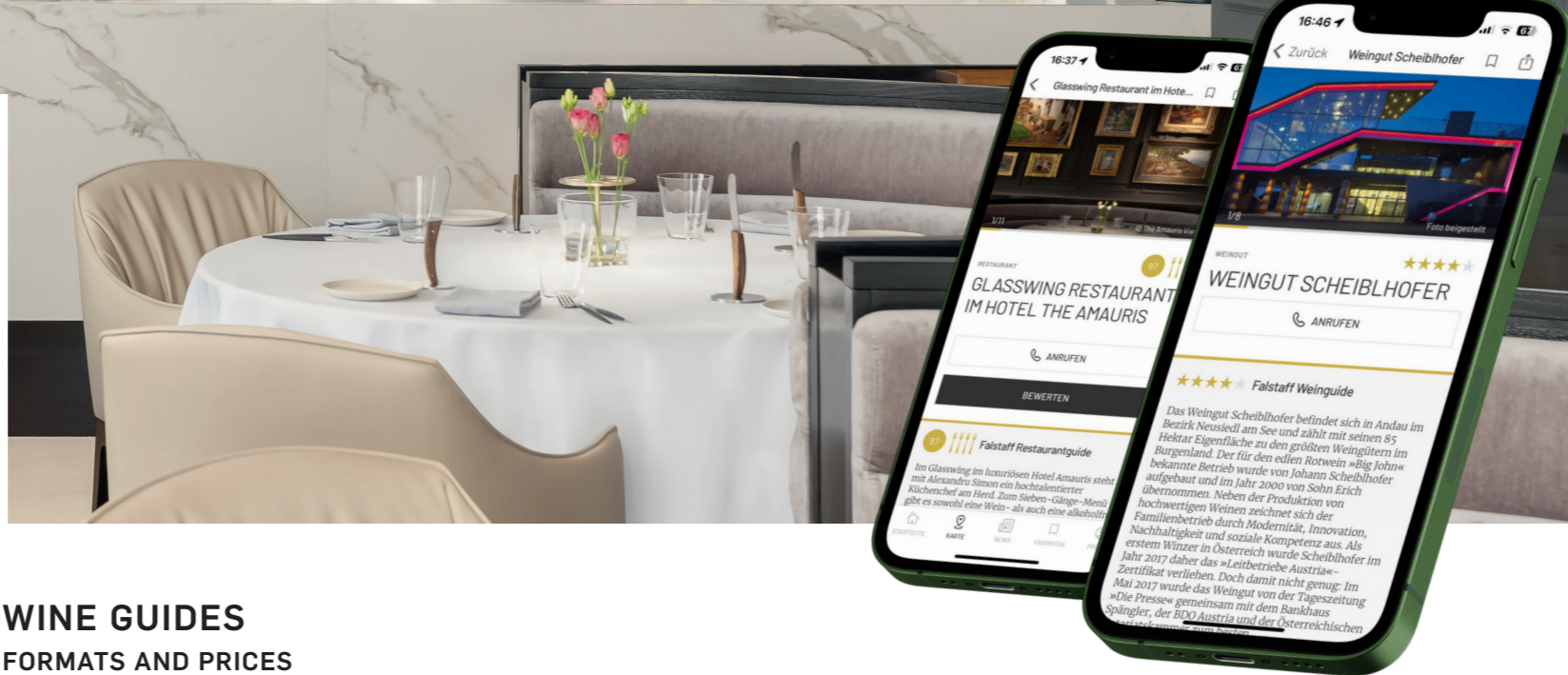
Subject to change.

FALSTAFF GUIDES



FALSTAFF LOCATION GUIDES THE WIDEST RANGE OF LISTINGS BACKED BY EXPERTISE

The Falstaff Location Guides are unique in both scope and quality: no other guide features as many restaurants, hotels and hotspots as Falstaff. Each recommendation results from the perfect combination of community ratings and the curated selection of our expert jury – providing reliable orientation and inspiring new discoveries.



RESTAURANT GUIDE/BAR GUIDE FORMATS AND PRICES

Placement	Formats	Restaurant	Bar
Back cover	100 x 190 mm	€ 16,900	€ 16,900
Inside front flap*	189 x 210 mm	€ 18,600	€ 18,600
Inside back flap*	189 x 210 mm	€ 17,600	€ 17,600
Inside front cover/ Inside back cover	88 x 210 mm	€ 15,600	€ 15,600
Double-page spread	200 x 210 mm	€ 16,600	€ 16,600
Full page ad	100 x 210 mm	€ 11,400	€ 11,400

Photo booking	Your photo placement in the print guide. Put your business in the spotlight. With a photo booking in the printed guide, your location stands out immediately.	€ 720
Premium entry	More visibility for your business. Enhance your location page on the Falstaff website and in the guide app with impactful images.	€ 800
Motion	Moving images convey emotion. We produce a film of your location and present it to the digital Falstaff community.	€ 7,900

WINE GUIDES FORMATS AND PRICES

Formats	Austria & neighbouring countries	Ultimate	Red Wine
148 x 220 mm	€ 15,300	€ 15,300	€ 15,300
148 x 220 mm	€ 14,700	" - "	€ 12,400
148 x 220 mm	€ 14,000	" - "	€ 11,700
148 x 220 mm	€ 14,200	€ 14,800	€ 14,200
296 x 220 mm	€ 13,000	€ 8,100	€ 11,300
148 x 220 mm	€ 8,800	€ 4,500	€ 6,100

FALSTAFF WINE GUIDES – THE FINEST WINEMAKERS AND THEIR OUTSTANDING WINES

The Falstaff wine guides present the most renowned winemakers and their finest wines – comprehensively described and rated by Falstaff's wine editors-in-chief. With their depth of expertise and independent evaluations, the guides set standards and offer both wine lovers and professionals the most reliable orientation in the world of wine.

All prices are exclusive of taxes and duties.
*Due to perfect binding, an area of 6 mm on the gutter side is hidden; the visible area is therefore 183 mm.

Subject to change.



RESTAURANT & INN GUIDE AUSTRIA 2026

PD: 02.03. | AC: 09.02. | MD: 10.02.
CIRCULATION: 30,000 COPIES

The best 2,000 restaurants in Austria are selected in all categories by the members of our Gourmet Club.



WINE GUIDE AUSTRIA AND NEIGHBOURING COUNTRIES 2026/27

PD: 29.06. | AC: 03.06. | MD: 04.06.
CIRCULATION: 30,000 COPIES

The Falstaff Wine Guide is the recognised guide to the best winemakers and wines from Austria and its neighbouring countries.



ULTIMATE WINE GUIDE 2026/27

PD: 15.05 | AC: 26.04. | MD: 27.04.
CIRCULATION: 10,000 COPIES

The Falstaff Ultimate Wine Guide presents Austria's finest wines and wines from neighbouring countries on the international stage in English.



RED WINE GUIDE AUSTRIA 2027

PD: 23.11. | AC: 16.10. | MD: 23.10.
CIRCULATION: 20,000 COPIES

Austria's red wine scene at a glance: 1,000 wines and 400 top winemakers.



COCKTAIL & WINE BAR GUIDE 2027

PD: 19.10. | AC: 28.09. | MD: 29.09.
CIRCULATION: 40,000 COPIES IN DACH REGION

This guide offers an overview of the trendiest cocktail and wine bars in Austria, Germany and Switzerland.

THE DIGITAL FALSTAFF WORLD



FALSTAFF OFFERS A DIGITAL WORLD AT THE HIGHEST LEVEL – THE PERFECT SPECTRUM OF ESTABLISHED FORMATS AND BESPOKE CONTENT INNOVATIONS.



WEBSITE FALSTAFF.COM

with over 1.7 million visits and more than 3.3 million page impressions per month

a total of **465,000** social media followers**

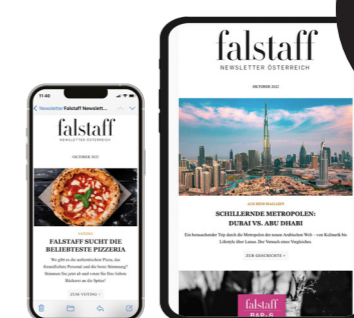
SOCIAL MEDIA FACEBOOK / INSTAGRAM

a steadily growing, active community with over 200,000 Instagram followers and 290,000 followers on Facebook

@falstaff.magazin @falstaff.magazin



over **650,000** subscribers in the DACH region and Italy*



NEWSLETTER GOURMET/WINE/RECIPES

The best gourmet and wine news with real relevance, delivered directly to the inboxes of over 650,000 subscribers in the DACH region.

FALSTAFF APP THE DIGITAL GUIDE

In the Falstaff app, partners can book premium placements such as "Recommended." These ensure high visibility, stand out visually, and reach a targeted, qualified audience.



over **100,000** app downloads

Source: * ÖAK 2026 ** META, 2026

OUR DIGITAL AUDIENCE

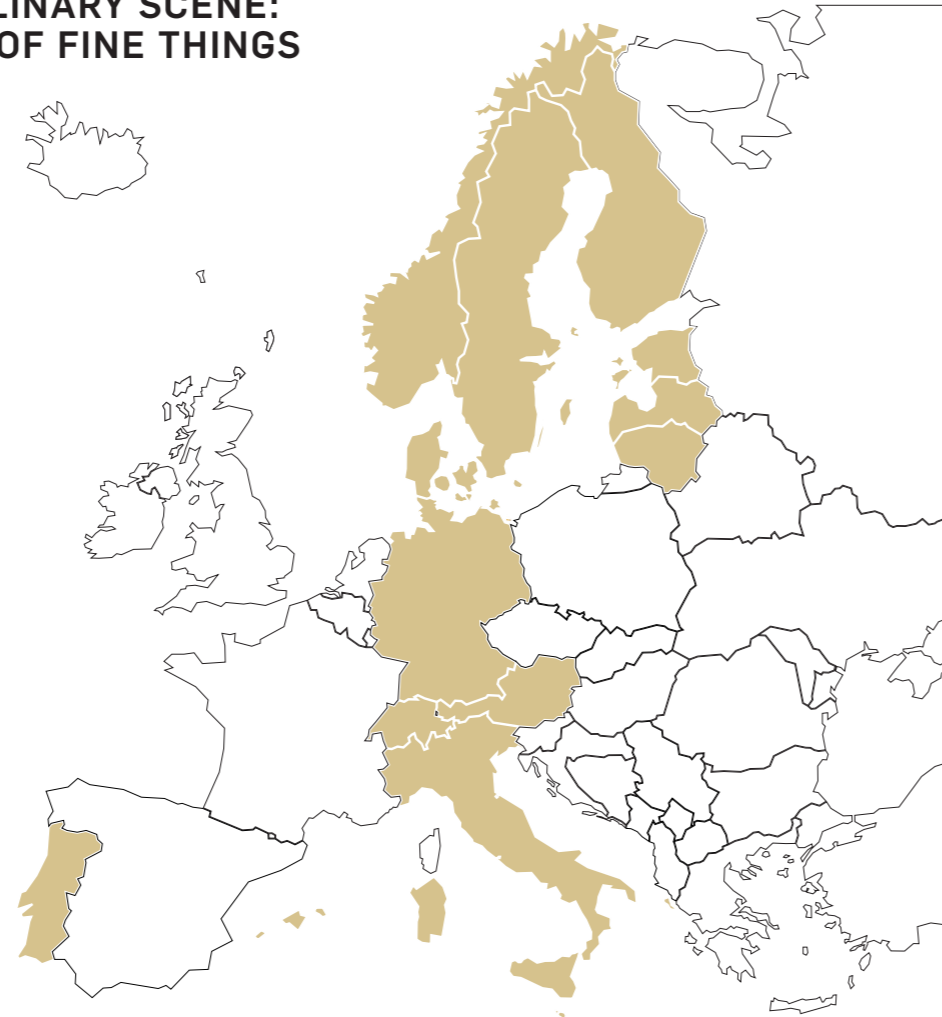
THE HIGH POTENTIALS OF THE CULINARY SCENE: YOUNG, URBAN & CONNOISSEURS OF FINE THINGS

FALSTAFF.COM

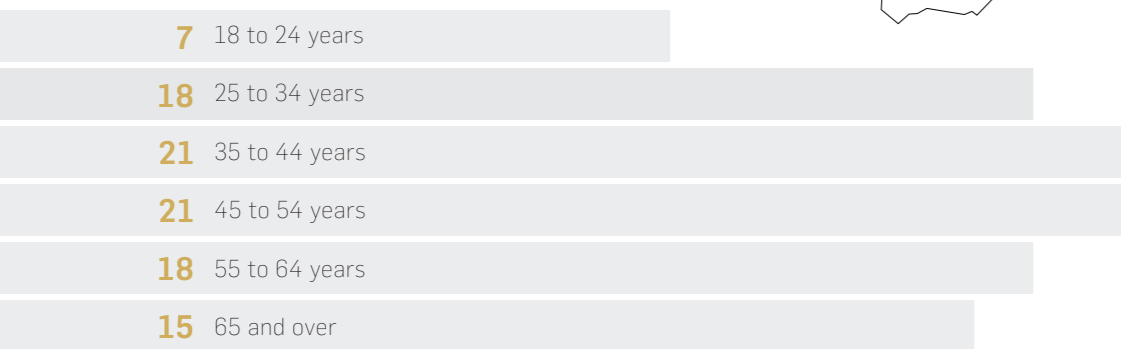
- 3,5 million visits per month
- 1,6 million unique clients per month
- 10 million page impressions per month

BREAKDOWN BY COUNTRY

Austria	41.0%
Germany	30.4%
Switzerland	14.4%
Italy	5.0%
Nordics	9.2%



AGE IN %



Source: Google Analytics, 2026

NEWSLETTER REACH

- 344.000 newsletter subscribers*
- Average opening rate 39%
- Click rate: 7.4%

*Newsletters from each country, plus the DACH newsletter, Falstaff Wine, Falstaff Spirits, and Falstaff Recipes

Subject to change.

OUR SOCIAL AUDIENCE

THE PERFECT PRESENTATION FOR YOUR BUSINESS

Falstaff is the most interactive gourmet publication in Europe. 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.

SOCIAL ON ALL FALSTAFF CHANNELS

FOLLOWERS*

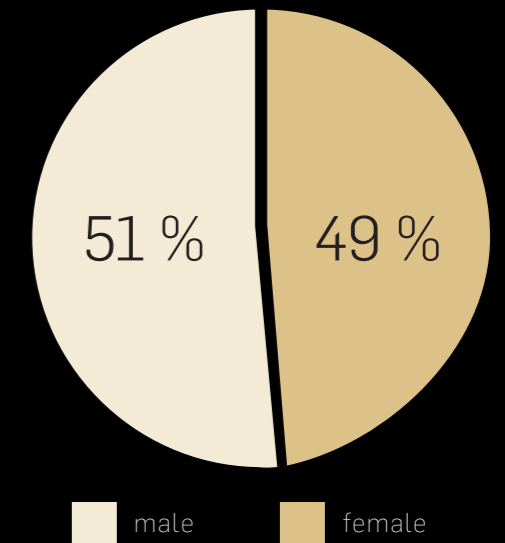
Facebook – 551,100

Instagram – 587,080

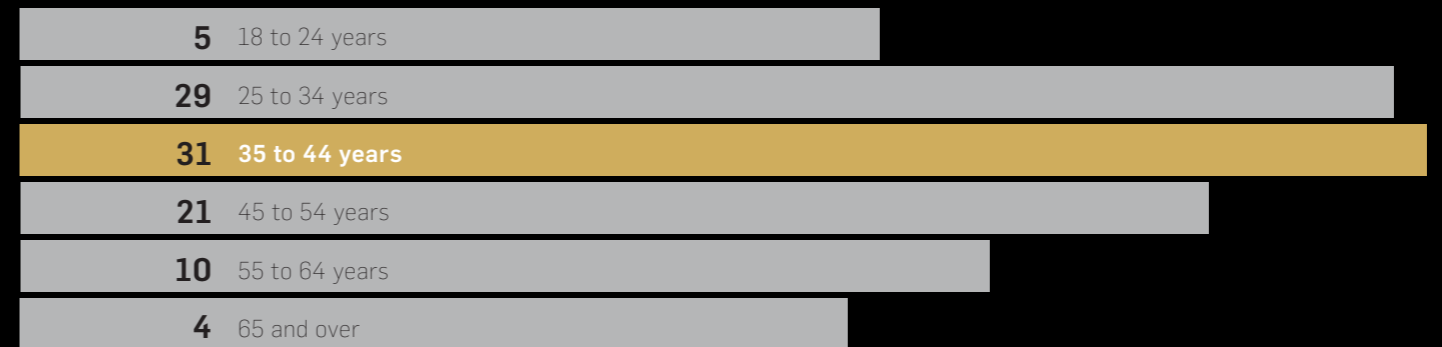
REACH*

Facebook – 256 MILLION

Instagram – 65 MILLION



AGE IN %

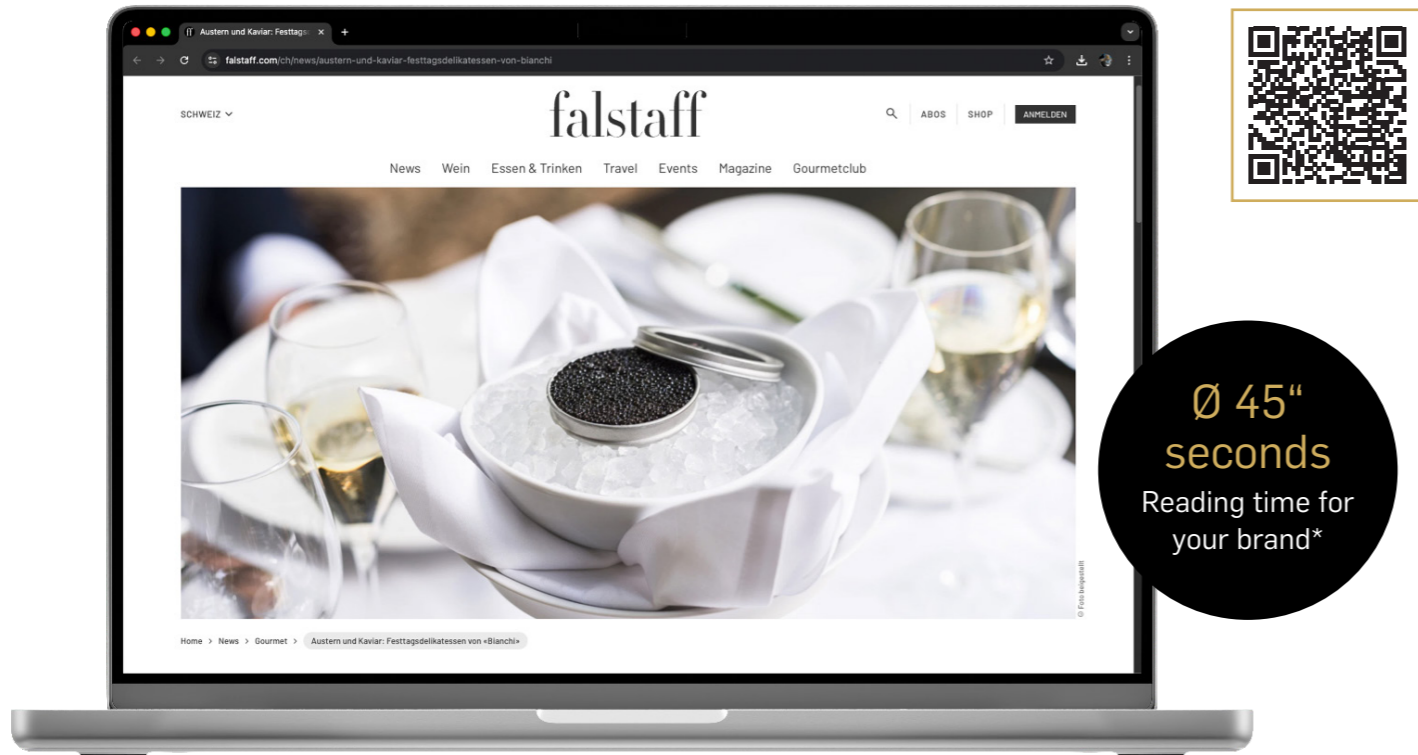


NATIVE ADVERTISING

ADVERTORIAL (BASIS)



Your own PR article including a picture gallery in the look and feel of Falstaff News. Fixed placement on the home page for 3 days, then accessible in the relevant resort. A video can be integrated into the advertorial. 3 working days for creation and approval process.



AD FORMAT	AT	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Advertorial including image gallery / video	€ 2,700	€ 6,400	€ 2,500	€ 1,200	€ 1,200

*provided that consent for further processing is given by the participants.

Subject to change without notice.

ADV-ADD-ON: NEWSLETTER TEASER



Additional reach for your advertorial through teasers in our newsletters.

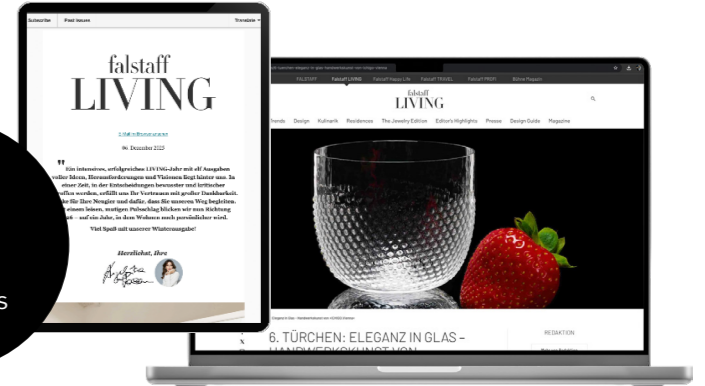


AD FORMAT	AT	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Newsletter Teaser	€ 2.800	€ 4.900	€ 3.200	€ 2.500	€ 1.400

ADV-ADD-ON: LOTTERY



Your advertorial as a contest promotion, including newsletter teaser and contest quiz with up to 10 questions about your brand/product. Participants' email addresses included*!

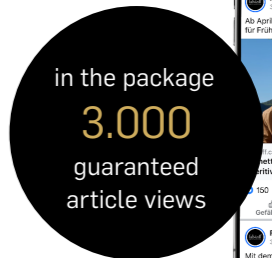


AD FORMAT	AT	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Add-On Lottery	€ 3,800	€ 5,900	€ 4,200	€ 3,500	€ 2,400

ADD-ON: SOCIAL BOOST



Guaranteed reach for your advertorial— with a teaser post on Facebook and Instagram on the respective Falstaff



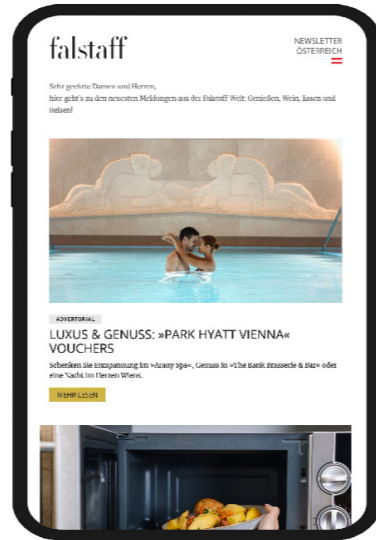
AD FORMAT	AT	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Social Media Teaser	€ 3,600	€ 3,600	€ 3,600	€ 3,600	€ 3,600

NEWSLETTER

SITELINK



The classic Falstaff newsletters reach hundreds of thousands of readers in their respective countries every week. Take advantage of this reach to direct Falstaff readers straight to your website with a striking photo and a short text via the corresponding link.

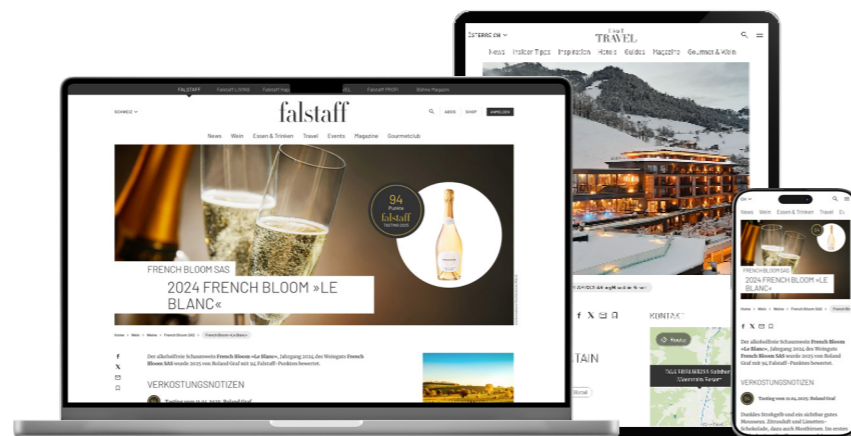


AD FORMAT	AT	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Sitelink in Newsletter	€ 2,700	€ 6,100	€ 2,800	€ 2,400	€ 2,100

SUGGESTION OF THE WEEK



Falstaff is Guidance. With our recommendation of the week, we put your product in the spotlight for our readers. Your product will be included in our weekly newsletter, featured in the relevant section of our website, and additionally promoted via social media posts.



AD FORMAT	AT	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Recommendation of the week	€ 3,500	€ 7,500	€ 3,500	€ 3,300	€ 2,800

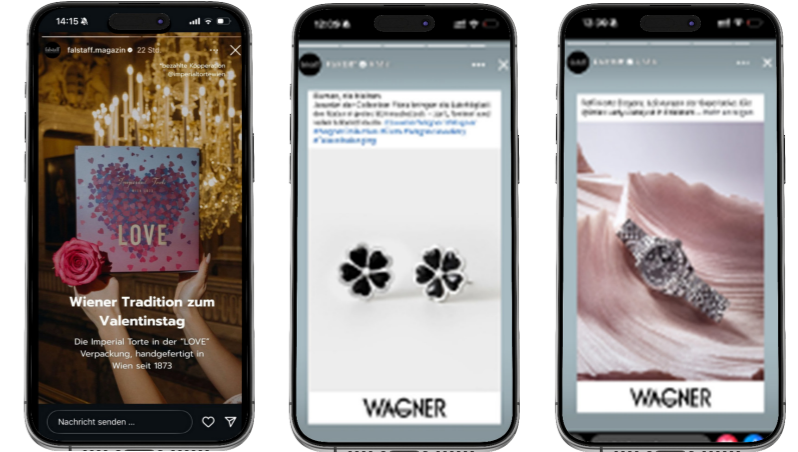
SOCIAL

STORY ADS



Your brand—presented in three related StoryADs on the respective Falstaff channel of the week.

AD FORMAT	AT
Story ADs (Pack of 3)	€ 1,990



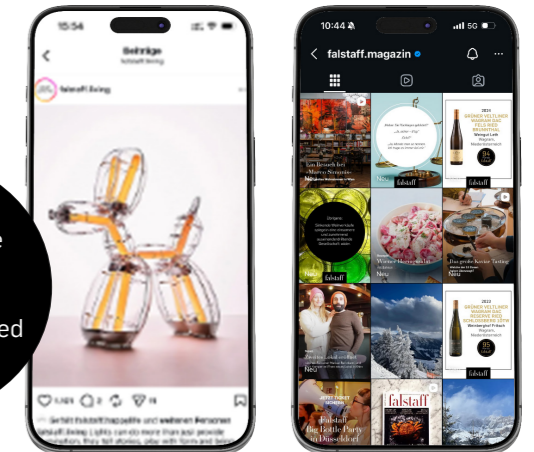
POSTINGS



Your brand will receive lasting placement in our social feeds in short, informative, and entertaining posts. Available as a single image, carousel, or video.

AD FORMAT	AT
Social Postings (Pack of 2)	€ 3,500

in the package
50.000
views guaranteed



ADVERTISEMENT



Guaranteed clicks on your landing page with Falstaff advertisements on our social media channels. A/B testing included.

AD FORMAT	AT
Social Advertisement	€ 5,400

from guaranteed
3.000
Landing Page
Visits

UPGRADE
+1.000
Visits
€ 1.800



Subject to change without notice

FESTIVE SEASON SPECIAL

GIVEAWAY



Gifts, gifts, gifts for you: your perfect showcase with image, logo and advertorial including raffle in our digital Easter and Advent theme specials. Present your product to our exclusive target group.

EASTER



How it works:

Your advertorial in the Easter special on falstaff.com – the highlight of the day for the Falstaff community.

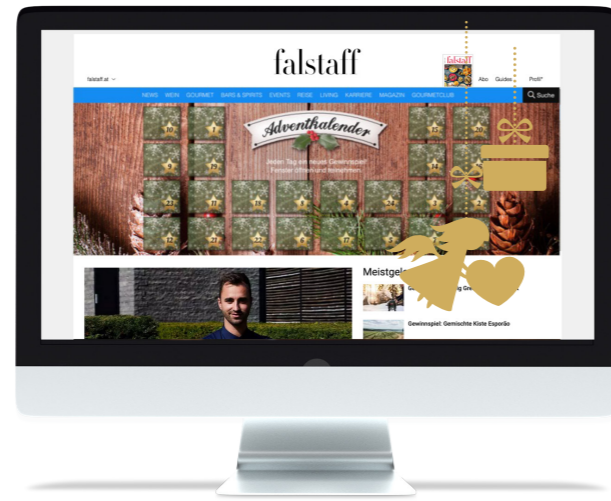
Our services:

- Special promotion on the homepage
- Graphic, technical and editorial production
- Special promotion in the Falstaff-Newsletter, Instagram & Facebook
- Campaign period: 23rd March to 5th April 2026

EASTER BASKET GIVEAWAY PACKAGE

AD FORMAT	AT
Advertorial + quiz + homepage placement + FB posting	€ 3,000

ADVENT



How it works:

Your advertorial will be featured in the advent calender on one specific day of your choice including an online raffle. Giving you the opportunity to present your product to the Falstaff community.

Our services:

- Special promotion on the homepage
- Graphic, technical and editorial production
- Special promotion in the Falstaff-Newsletter, Instagram & Facebook
- Campaign period: 1st December to 24th December 2026

ADVENT CALENDER GIVEAWAY PACKAGE

AD FORMAT	PERIOD	AT	WINE
Advertorial + quiz + homepage + FB posting	01.12.–14.12.26	€3,500	€3,500
Advertorial + quiz + homepage + FB posting	15.12.–24.12.26	€3,500	€3,500

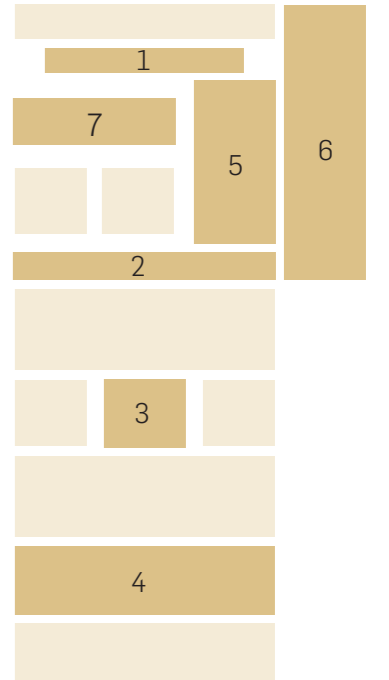
DISPLAY ADVERTISING

PERFECT FOR HIGH-PERFORMANCE BRANDING CAMPAIGNS

OUR BANNER PORTFOLIO: PREMIUM PLACEMENTS WITHIN CONTENT – ALSO AVAILABLE PROGRAMMATICALLY

AD FORMAT		DIMENSIONS (W x H IN PIXELS)	CPM AT
Leaderboard/Superbanner	1	728 x 90	€ 35
Superbanner XL	2	960 x 90	€ 35
Medium Rectangle*	3	300 x 250	€ 46
Billboard	4	970 x 250	€ 72
Half Page Ad*	5	300 x 600	€ 58
Sitebar	6	300 x 600 scalable	€ 70
Video*	7	16:9	€ 60
Interstitial*		full screen	€ 80
Understitial*		300 x 600	€ 61

Further special formats available on request. The placements shown serve as examples; delivery generally takes place run-of-site. For special targeting options (frequency capping, location targeting, etc.), a surcharge of 30% will be applied. Maximum ad size: 150 KB. Third-party hosted creatives must be delivered via https. *mobile-enabled ad formats



Banderole Desktop & Mobile*

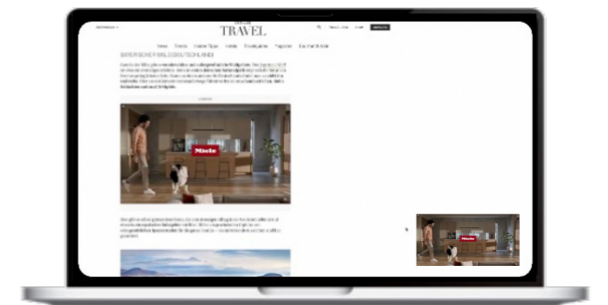
DIMENSIONS (W x H IN PIXEL)	CPM AT/DE
1920 x 560 scalable	€ 70
16:9	€ 70



Subject to change.

Falstaff Outstream Video*

DIMENSIONS (W x H IN PIXEL)	CPM AT/DE
scalable, transparent background	€ 60

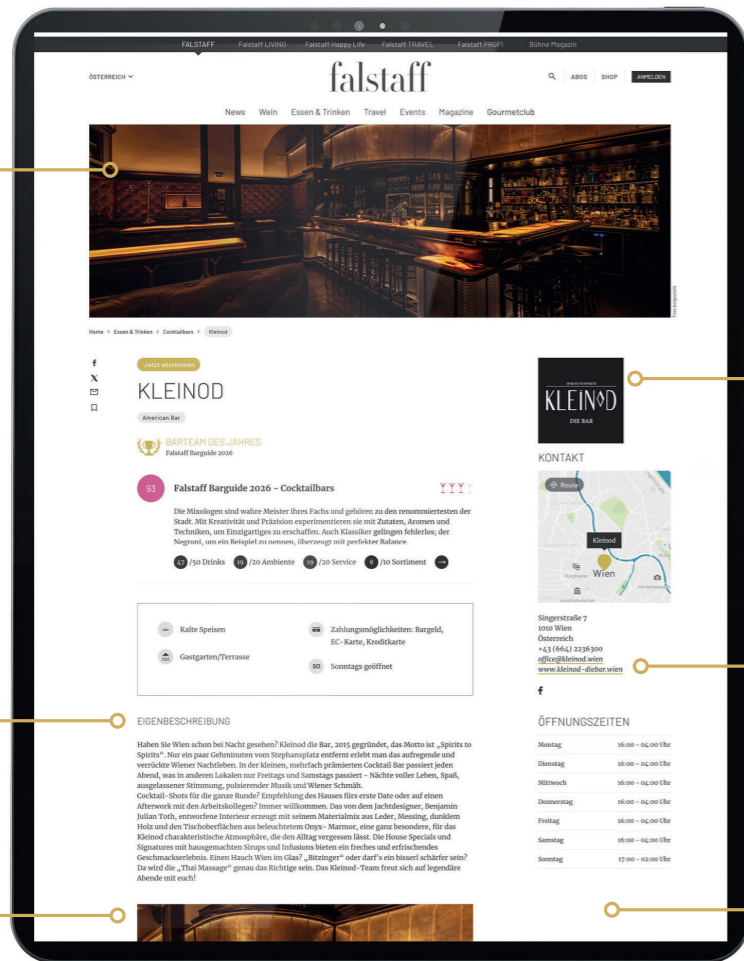


PREMIUM LISTINGS

THE PERFECT PRESENCE FOR YOUR BUSINESS



Your Falstaff premium profile not only guarantees a strong visual presence with preferred placement on the homepage, it also generates more views. In addition, your listing benefits from a higher ranking in our search function. Your premium listing is also available across the DACH region as well as in the corresponding app.



LEAD IMAGE
A picture is worth a thousand words.

DESCRIPTION
Present yourself just the way you want to

IMAGE GALLERY
Up to 15 images as a slideshow

YOUR LOGO
Strengthen your brand recognition

SHOP LINK
Direct visitors straight to your online shop

AD-FREE
Your profile is yours alone

ANNUAL COOPERATION PACKAGES

AD FORMAT	PRICE FOR ONE YEAR	PRICE FOR TWO YEARS
Premium listing	€ 800	€ 1,500
Premium listing deluxe+ (Premium listing + giveaway package)	€ 2,100	



Subject to change.

falstaff

M O T I O N

THE WORLD MOVES THE WAY WE DO
Everybody wants moving images — we deliver them.

SCOPE OF SERVICES

- Concept & editorial work
- Shooting day included in production
- Production & post-production incl. one revision round
- Music licences & sound design
- Two formats: 9:16 & 16:9
- Subtitles for 9:16 version
- Transfer of usage rights



EDITORIAL & STORYTELLING

Your story, staged by Falstaff. Our editorial videos tell compelling stories and put brands, their people and their locations centre stage. With perfectly coordinated placements across the Falstaff digital universe, we create informative and inspiring videos or complete campaigns for maximum visibility of your brand.



Scan to get inspired by our videos

IMAGE



- 1 main video
- Length approx. 1:00 to 2:00 minutes

Falstaff Channels

- Online premium listing
- Video integration guide on falstaff.com and in the Falstaff app
- Facebook post and Instagram Reel
- Co-Autor / Collab Post

List price: 7,900 €

FLIGHT UPGRADE

- high-quality aerial footage with professional drones, including flight permits and licences
- operated by certified drone pilots

List price: 1,500 €

Subject to change.

ADVANCED



- One main video
- Length approx. 1:30 to 2:30 minutes

Falstaff Channels

- Online advertorial
- Newsletter entry
- Facebook Post and Instagram Reel
- Co-Autor / Collab Post

List price: 10,900 €

PREMIUM



- 1 main video
- Length approx. 1:30 to 2:30 minutes
- 2 teaser videos
- Length approx. 1:00 minute

Falstaff Channels

- Online advertorial
- Newsletter entry
- Facebook post main video
- Facebook post 2 teaser videos
- Instagram Reel post main video
- Instagram Reel post 2 teaser videos
- Co-Autor / Collab Post

List price: 16,900 €

* All package prices exclude travel to and from the location as well as accommodation costs.



Scan to get inspired by our videos

FOOD & DRINKS

Food & drinks are the quickest way to indulgence – and we make them come alive. Whether sophisticated recipe ideas or innovative cocktail creations, our videos connect products with culinary inspiration and bring them authentically to the Falstaff community. Short, inspiring and produced to the highest standard, Food & Drinks is the ideal format to showcase taste, quality and lifestyle across the entire Falstaff digital universe.

Fees for extras, cooks, or bartenders are not included



Scan to get inspired by our videos

WINE MINUTE & WINEMAKER STORY

In short, high-quality videos, winemakers present their wines in person, conveying both information and emotion. Authentic, approachable and aimed directly at the target group, these stories create memories that truly last.

Thanks to a QR code on the bottle or in sales materials, the video becomes an interactive experience: customers scan, watch and instantly feel the story behind the wine. In this way, the Wine Minute links the pleasure in the glass with the digital world – creating an innovative, contemporary stage for wine and winemakers alike.

PRODUCT PLACEMENT

- integration of your product into our editorial video productions

Falstaff Channels

- Mention in the recipe on falstaff.com
- Newsletter entry in the Falstaff Recipes newsletter
- Facebook post
- Instagram Reel post

List price: 1,990 €

SINGLE



- One main video
- Length approx. 1:30 to 2:30 minutes

Falstaff Channels

- Recipe on falstaff.com
- Newsletter entry in the Falstaff Recipes newsletter
- Facebook post main video incl. link
- Instagram Reel post main video incl. link
- Featured as Recipe of the week
- Co-Autor / Collab Post

List price: 8,100 €

PACKAGE



- 3 main videos
- Length approx. 1:30 to 2:30 minutes per video

Falstaff Channels

- Recipe on falstaff.com
- Newsletter entry in the Falstaff Recipes newsletter
- Facebook post main video incl. link
- Instagram Reel post main video incl. link
- Featured as Recipe of the week
- Co-Autor / Collab Post

List price: 16,900 €

SINGLE EDITION

- One main video Falstaff Wine minute
- Length approx. 1:00 to 2:30 minutes
- Digital sticker with rating and QR code

Falstaff Channels

- Landing page on falstaff.com with Falstaff tasting note and video

List price: 3,900 €

COLLECTION

- 3 main video Falstaff Wine minute
- Length approx. 1:00 to 2:30 min per video
- Digital sticker with rating and QR code

Falstaff Channels

- landing page on falstaff.com with Falstaff tasting note and video

List price: 6,900 €

COLLECTION & WINZERSTORY



- 3 main videos Falstaff wine minute
- Length approx. 1:00 to 2:30 minutes per video
- One main video Falstaff Winzerstory
- Length approx. 1:30 to 2:00 minutes
- Digital sticker with rating and QR code

Falstaff Channels

- Landingpage on falstaff.com with Falstaff tasting note and video
- Online premium entry incl. video
- Falstaff homepage & newsletter „Winery of the week“
- Facebook video post Winzerstory
- Instagram Reel Post Winzerstory
- Co-Autor / Collab Post

Listenpreis: 9,900 €

* All package prices exclude travel to and from the location as well as accommodation costs.

UPGRADE: SOCIAL POSTING

- Distribution of the Wine Minute videos as Facebook video post and Instagram Reel post
- guaranteed views 100,000 per video
- Co-Autor / Collab Post

List price: 990 € per video



Scan to get inspired by our videos



REELS

Snackable. Smart. Visible.

Falstaff Reels are short, high-quality vertical videos created specifically for social media platforms such as Instagram, Facebook and TikTok. They combine creative dynamism with Falstaff's commitment to quality and showcase your brand and your location perfectly in just a few seconds.

REEL STORY



- One main Reel in 9:16 format
- Length approx. 0:30 to 1:00 minute

Falstaff Channels

- Facebook post
- Instagram Reel post
- Co-Autor / Collab Post

List price: 4,600 €

REEL SERIES



- 3 main Reels in 9:16 format
- Length approx. 0:30 to 1:00 minute per video

Falstaff Channels

- Facebook post
- Instagram Reel post
- Co-Autor / Collab Post

List price: 7,900 €



Scan to get inspired by our videos



FLIGHTS

Perspectives that inspire. Using state-of-the-art FPV drone technology, dynamic videos are created that showcase your location from completely new angles. The combination of speed, precision and spectacular camera movements produces images that evoke emotion and remain memorable.

FLIGHTS



- One main video
- Length approx. 2:00 to 4:00 minutes
- 2 aspect ratios (16:9) and a custom aspect ratio

Falstaff Channels

- Facebook post
- Instagram Reel post
- Co-Autor / Collab Post

List price: 7,900 €

* All package prices exclude travel to and from the location as well as accommodation costs.

Subject to change.



FALSTAFF GOURMET CLUB



THE FALSTAFF GOURMET CLUB – EUROPE’S LARGEST COMMUNITY FOR LOVERS OF GOOD FOOD & DRINK

What began as a simple idea actually came to life in 2004, when Wolfgang Rosam started sharing his passion for fine cuisine, outstanding wines and premium spirits and cocktails with like-minded enthusiasts. The Membership is exclusively reserved for selected clients of our cooperation partners – and is highly sought after.

Our current partners in Austria (Wiener Städtische, Erste Bank) and Germany (Commerzbank, KaDeWe Group, Porsche) use the Falstaff Gourmet Club as a sustainable customer loyalty program.

By granting their absolute top clients access to membership, they create a premium target group that offers excellent networking opportunities as well. Members benefit from numerous advantages and gain access to exclusive events. With more than 25,000 Gourmet Club members, the community consists of top decision-makers and key influencers with a strong interest in wining, dining and an upscale lifestyle.

FALSTAFF EVENTS



TOP-CLASS GOURMET EVENTS

Falstaff creates wine, spirits, and gourmet events that are precisely tailored to our clients' needs. Special in-house events such as gala evenings offer an incomparable level of festive atmosphere, first-class cuisine and exclusive drinks.

FALSTAFF TASTINGS & MASTERCLASSES

With the expertise of our specialists, tastings become an informative and entertaining journey that delves deep into the world of indulgence – an experience that appeals to all the senses. Participants: 15–50 guests

FALSTAFF DINNERS

With Falstaff dinners, the highest level of indulgence is celebrated. Each distinct theme contributes to an unforgettable evening marked by exceptional culinary experiences. Participants: 30–150 guests

CUSTOMISED EVENTS

Falstaff offers solutions for events of any size – from intimate gatherings of five people to large celebrations for 1,000 guests. Through tailored concepts, we ensure both exceptional venues and impressive taste experiences. Participants: depending on the partner's requirements.

THE FALSTAFF GALAS

The Falstaff Galas stand for an exceptional combination of exquisite culinary delights and outstanding venues. These events, which place white wine, red wine, Champagne and spirits at the centre, are a highlight for gourmets and everyone involved in the wine world. The galas offer a valuable platform for presenting brands and products, providing the opportunity to showcase them to an affluent audience in an exclusive setting. With Falstaff's support in organisation and marketing, the reach and impact of these partnerships are maximised.

EVENT DATES

FÊTE ROSÉ
MAY 2026

GRÜNER VELTLINER GALA
3TH JUNE 2026

SPARKLING WINE FESTIVAL
28TH SEPTEMBER 2026

FALSTAFF BAR AND SPIRITS AWARD NIGHT
18TH OCTOBER 2026

VIENNA BAR AND SPIRITS FESTIVAL
19TH OCTOBER 2026

FALSTAFF AWARD NIGHT SOMMELIERS, WIEN
22ND NOVEMBER 2026

RED WINE GALA
23TH NOVEMBER 2026

falstaff

IMPRINT

COVER PRICE / SUBSCRIPTION PRICE

Austria: € 13.90 / € 99.- incl. shipping and VAT
 Germany: € 13.90 / € 99.- incl. shipping and VAT
 Switzerland: CHF 14.- / CHF 120.- incl. shipping and VAT
 Italy: € 9.90 / € 29.90 incl. shipping and VAT
 Nordics: € 9.90 / € 29.90 incl. shipping and VAT
 Slovakia: € 9.90 / € 41.90 incl. shipping and VAT

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