

MEDIAKIT 2026

SWITZERLAND

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 SWITZERLAND

THE MAGAZINE

Since 2014, Falstaff Switzerland has been bringing the world of indulgence to Europe's most discerning readers. In one of the world's most financially powerful markets, Falstaff inspires with journalistic excellence, culinary expertise and emotional storytelling.

CIRCULATION & DISTRIBUTION*

- 24,600 print run (+2.3 %)*
- 28,976 circulation incl. e-paper (+7.8 %)**
- 12,428 total sales (+28.1 %)**

READERSHIP & PROFILE**

Falstaff readers in Switzerland are discerning, indulgent and have above-average purchasing power – they value quality, style and exclusive experiences.

- Over 50% are between 30 and 60 years old – in the most active phase of their lives.
- 50% have a household income of more than CHF 100,000.
- 40% hold senior positions or are entrepreneurs.
- 70% of regular readers own property.
- More than half travel at least three times a year – preferably to culinary or cultural destinations.

REACH & PRESENCE

Falstaff Switzerland reaches the most influential gourmet and lifestyle readers – with strong brand loyalty and high reading depth.

BRAND STRENGTH & IMAGE

- Over 90% of readers rate Falstaff as 'good' or 'very good' – an impressive vote of confidence for the brand.
- 92% read with enthusiasm and inspiration, and 75% have already purchased or tried a product recommended by Falstaff – a strong signal of the brand's purchasing power and credibility.

READING HABITS & USAGE **

Every issue of Falstaff Switzerland is used intensively and appreciated: on average, 2.3 people read each magazine – Falstaff's impact extends far beyond its initial readership. The average reading time is around two hours – a sign of high attention and appreciation. 60% read all pages, and over half keep each issue – Falstaff remains present and has a lasting effect.

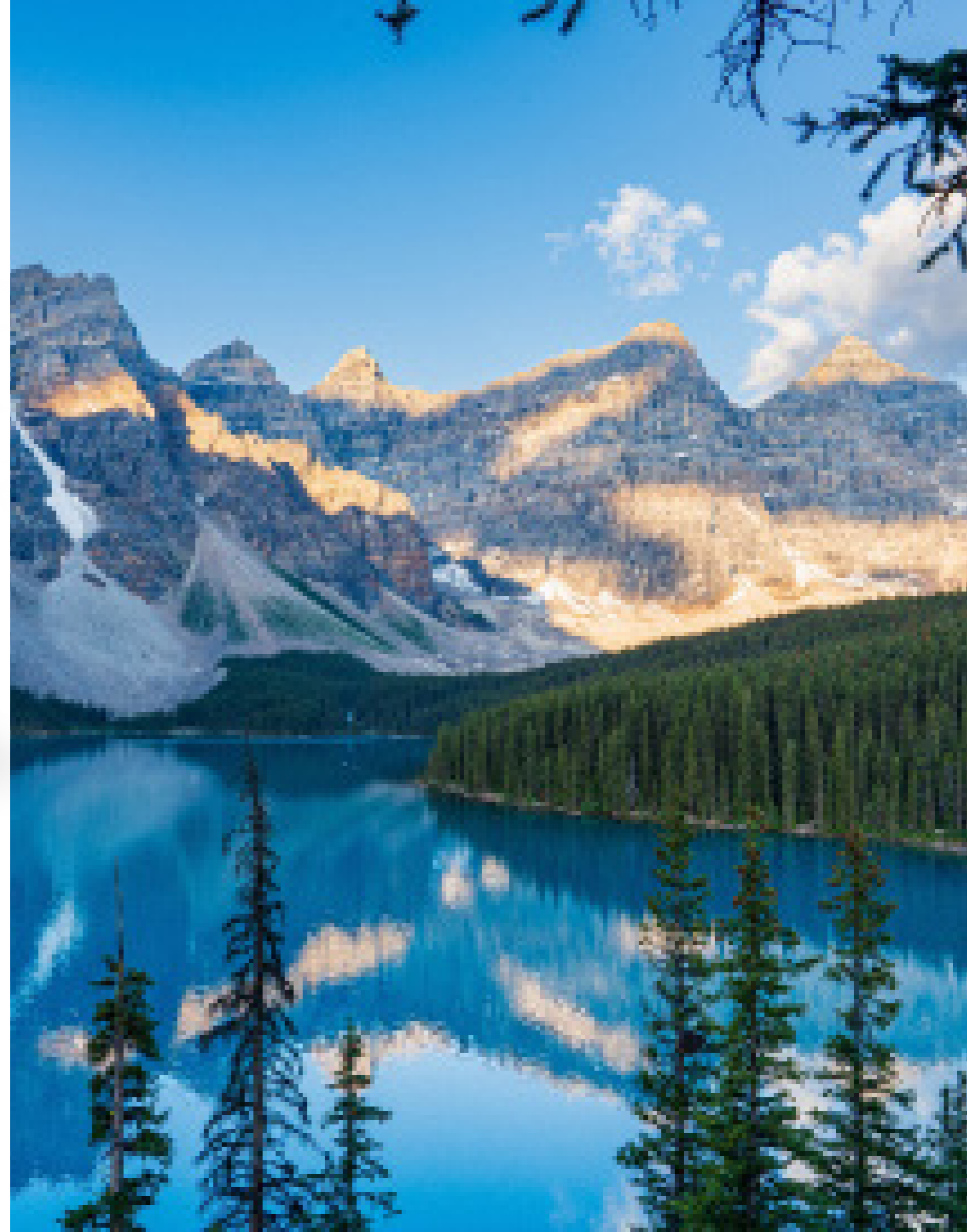


SCHEDULE 2026 – CH

ISSUE	AD CLOSE	MATERIAL DUE	PUBLICATION DATE
1/2026	22.01.	09.02.	20.02.
2/2026	26.02.	16.02.	27.03.
3/2026	02.04.	16.03.	30.04.
4/2026	29.04.	27.05.	10.06.
5/2026	22.06.	29.06.	10.07.
6/2026	03.08.	10.08.	21.08.
7/2026	13.08.	31.08.	11.09.
8/2026	10.09.	28.09.	09.10.
9/2026	08.10.	26.10.	06.11.
10/2026	05.11.	23.11.	04.12.

Subject to change.

* Source: WEMF 2025
 ** Source: Leserbefragung 2025



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 ADDITIONAL SPECIALS

Also
available as
e-paper



ZURICH

CIRCULATION (INCLUDING E-PAPER): 35,000 COPIES

MATERIAL DUE: 18.05.2026

PUBLICATION DATE: 10.06.2026



FALSTAFF SPARKLING

CIRCULATION (INCLUDING E-PAPER): 60,000 COPIES IN DACH

MATERIAL DUE: 08.09.2026

PUBLICATION DATE: 25.09.2026



FALSTAFF WINE TRIP SWITZERLAND

CIRCULATION (INCLUDING E-PAPER): 35,000 COPIES

MATERIAL DUE: 28.09.2026

PUBLICATION DATE: 09.10.2026



FALSTAFF SPIRITS

CIRCULATION (INCLUDING E-PAPER): 60,000 COPIES IN DACH

MATERIAL DUE: 28.09.2026

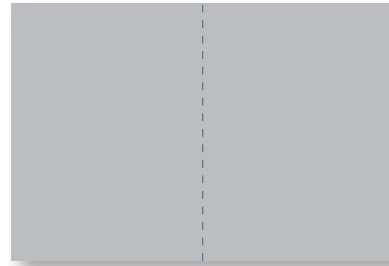
PUBLICATION DATE: 09.10.2026



Subject to change.

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.

Switzerland CHF 18,100



1/1 Single page

233 x 300 mm bleed
203 x 268 mm type area

Switzerland CHF 11,400

1/1 Advertorial

203 x 268 mm type area

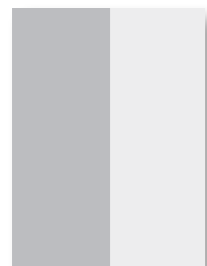
Switzerland CHF 12,900

2/1 Advertorial

436 x 268 mm type area

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

Switzerland CHF 20,700



1/2 vertical

114 x 300 mm bleed
97.5 x 268 mm type area

Switzerland CHF 7,100



1/3 vertical

81 x 300 mm bleed
60.3 x 268 mm type area

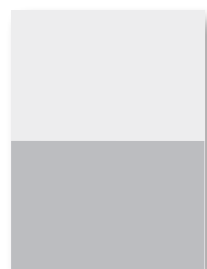
Switzerland CHF 4,800



1/4 vertical

64 x 300 mm bleed
48 x 268 mm type area

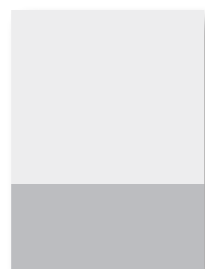
Switzerland CHF 3,900



1/2 landscape

233 x 148 mm bleed
203 x 132 mm type area

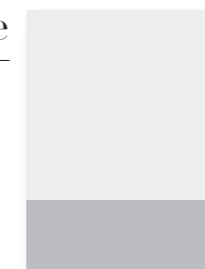
Switzerland CHF 7,100



1/3 landscape

233 x 96 mm bleed
203 x 80 mm type area

Switzerland CHF 4,800



1/4 landscape

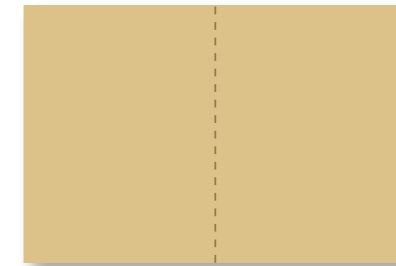
233 x 74.5 mm bleed
203 x 58.5 mm type area

Switzerland CHF 3,900

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

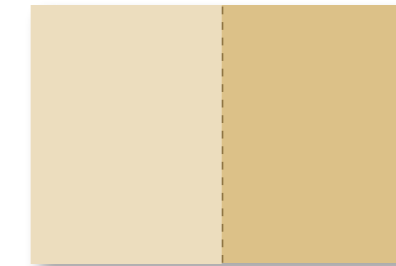
Switzerland CHF 20,500

First double-page spread after the OS

Switzerland CHF 19,000

Second double-page spread after the OS

Switzerland CHF 18,600



Back cover

Switzerland CHF 14,200

Inside front cover

Switzerland CHF xx.xxx

First right-hand page

Switzerland CHF 12,900

First left-hand page

Switzerland CHF 12,500

Inside back cover

Switzerland CHF 12,500

Second right-hand page

Switzerland CHF 12,500

Second left-hand page

Switzerland CHF 12,200



First 1 / 3 page

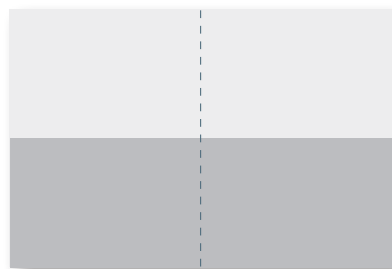
Switzerland CHF 5,900

Subject to change.

All prices are exclusive of taxes and duties.

OUR SPECIAL ADVERTISING FORMATS

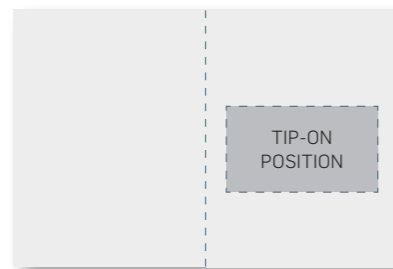
Extraordinary concepts call for unique implementation. Our special advertising formats are perfectly suited to outstanding products and ensure maximum attention.



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

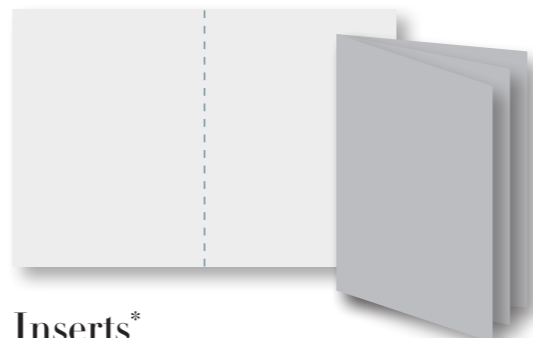
Size:
60 x 80 mm to 200 x 200 mm

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	CHF	400
Switzerland	for each additional 20 g per 1,000 copies	CHF	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.

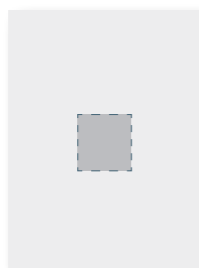


Belly band around the magazine

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



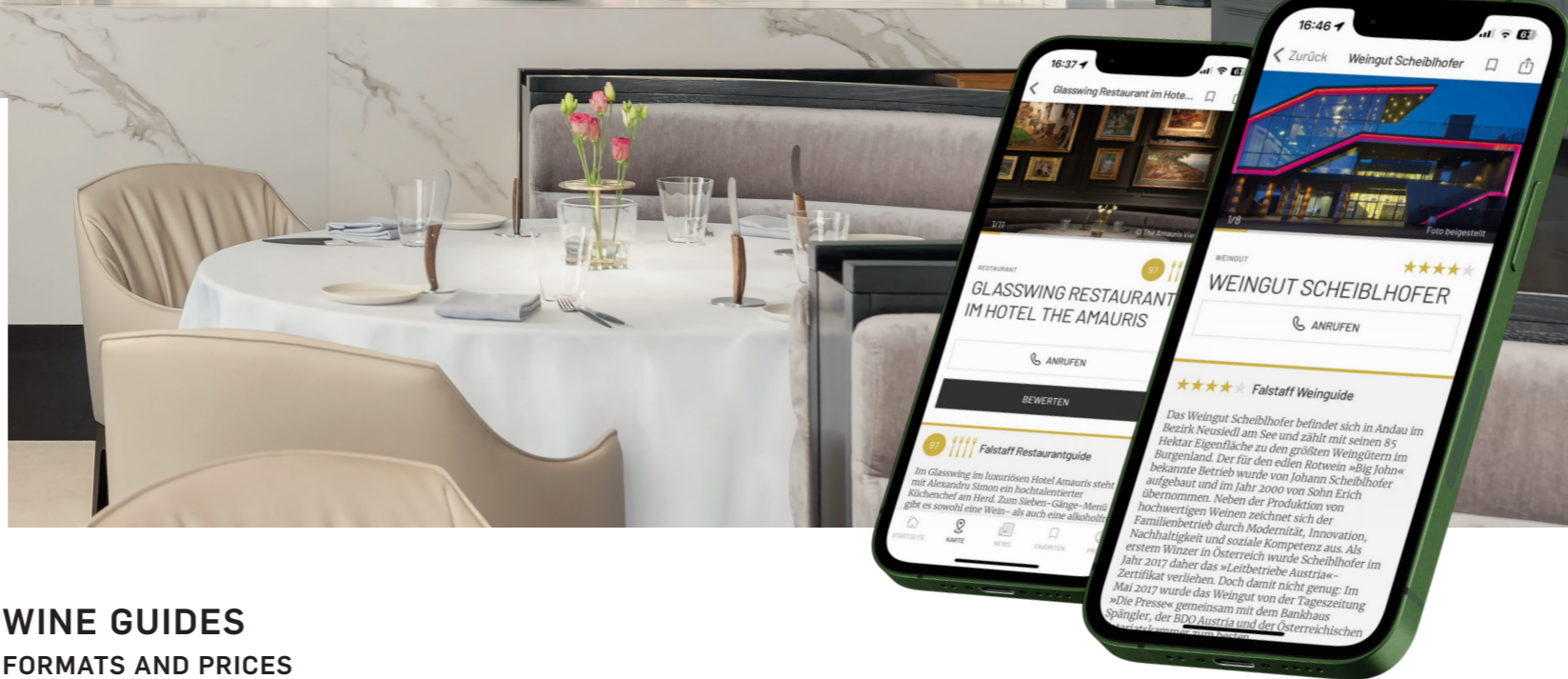
Subject to change.

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	Format	Switzerland	Bar
Back cover	100 x 190 mm	CHF 12,400	CHF 16,900
Inside front flap*	189 x 210 mm	CHF 13,500	CHF 18,600
Inside back flap*	189 x 210 mm	CHF 12,800	CHF 17,600
Inside front cover/ Inside back cover	88 x 210 mm	CHF 10,800	CHF 15,600
Double-page spread	200 x 210 mm	CHF 12,900	CHF 16,600
Full page ad	100 x 210 mm	CHF 8,800	CHF 11,400

WINE GUIDES FORMATS AND PRICES

Placement	Format	Italy
Back cover	148 x 220 mm	CHF 9,400
Inside front flap*	148 x 220 mm	CHF 12,500
Inside back flap*	148 x 220 mm	CHF 12,200
Inside front cover/ Inside back cover	148 x 220 mm	CHF 8,900
Double-page spread	296 x 220 mm	CHF 11,600
Full page ad	148 x 220 mm	CHF 7,700

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.	CHF 720
Premium entry	More visibility for your business. Enhance your location page on the Falstaff website and in the guide app with impactful images.	CHF 800
Motion	Moving images convey emotion. We produce a film of your location and present it to the digital Falstaff community	CHF 7,900

Subject to change.

RESTAURANT & PUB GUIDE SWITZERLAND 2027

PD: 03.11. | AC: 05.09. | MD: 06.09.
CIRCULATION: 20,000 COPIES

The Falstaff Restaurant & Pub Guide presents, rates and describes the 1,250 best restaurants and pubs in Switzerland. All restaurants are listed by region, canton, town name and restaurant name.



WINE GUIDE ITALY 2027

PD: 12.10. | AC: 18.09. | MD: 21.09.
CIRCULATION: 50,000 COPIES

Around 500 selected wineries and their exquisite wines are featured in the guide, which also presents Italy's most interesting wine regions.



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.

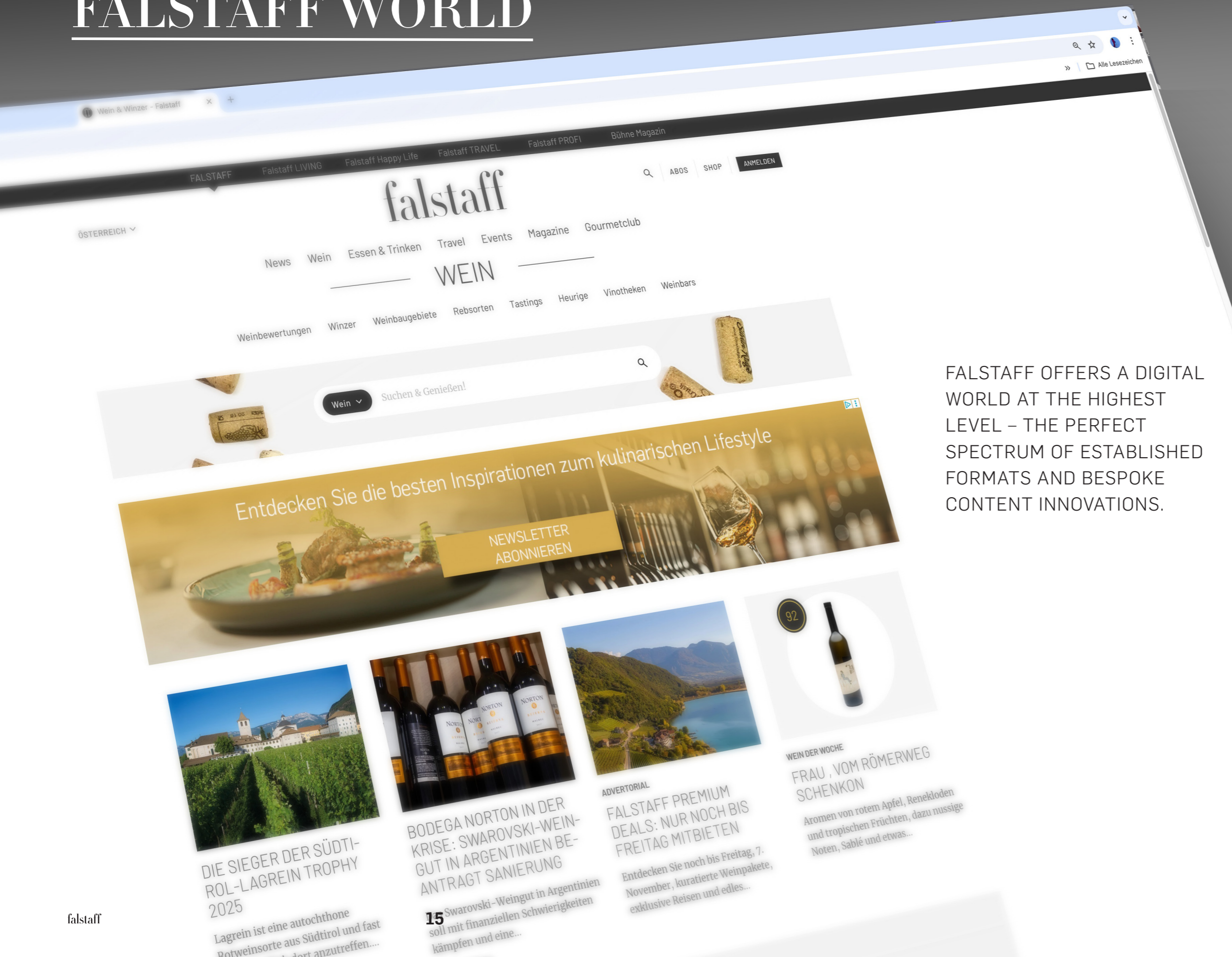


COCKTAIL- & WINE BAR GUIDE 2027

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

This guide provides an overview of the most popular 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**

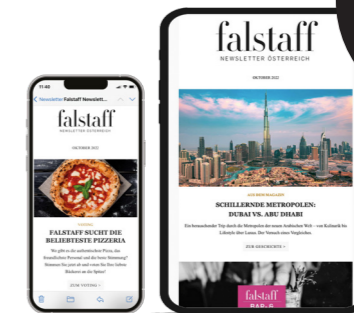
SOCIAL MEDIA FACEBOOK / INSTAGRAM

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

- 285,500 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

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*

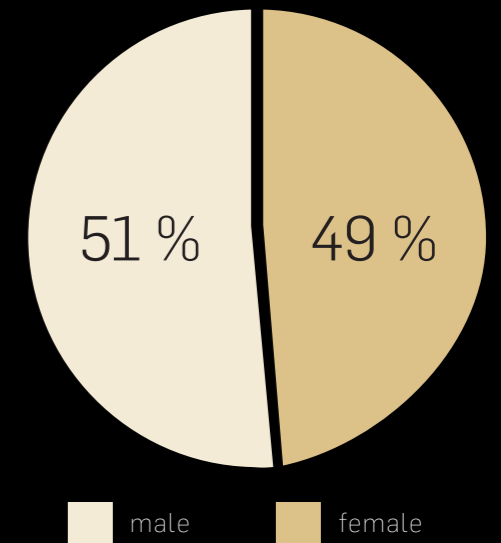
Facebook – 551,100

Instagram – 587,080

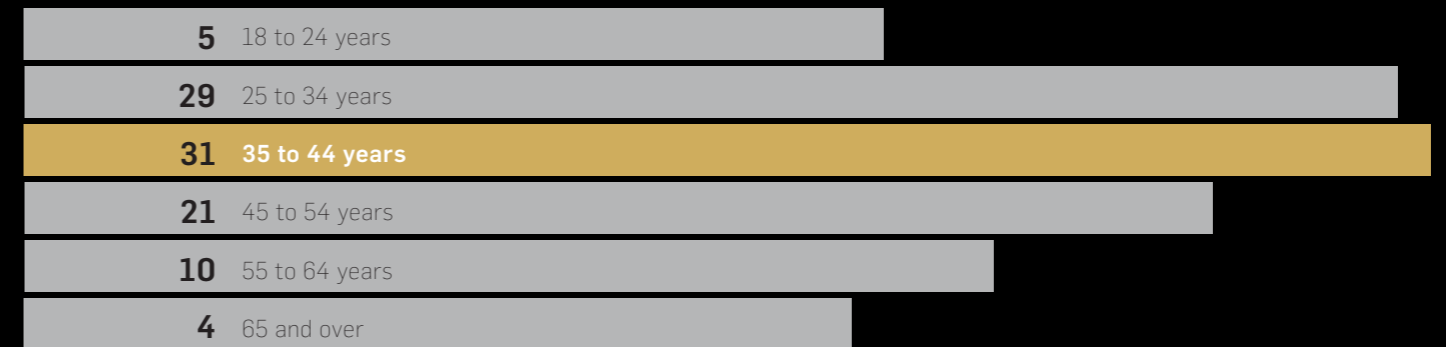
REACH*

Facebook – 256 MILLION

Instagram – 65 MILLION



AGE IN %

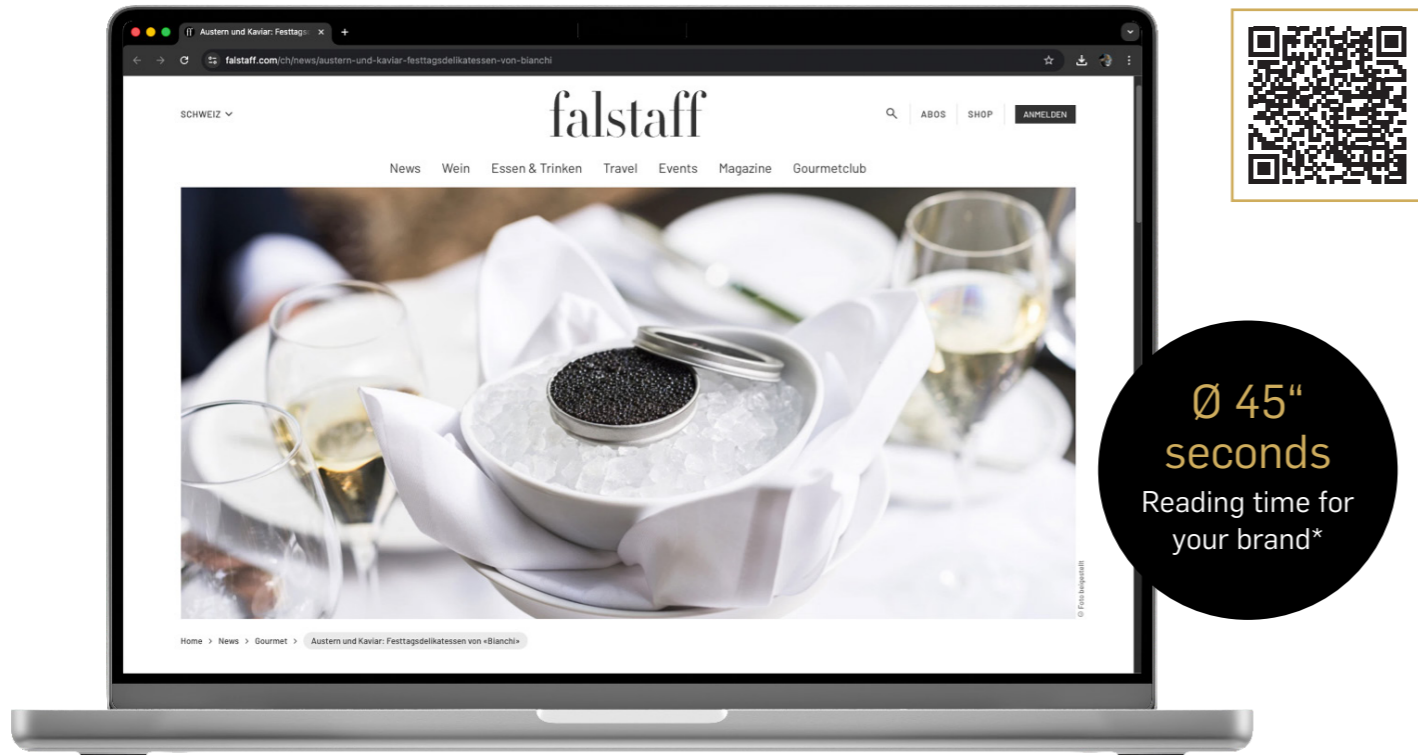


NATIVE ADVERTISING

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	CH	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Advertorial including image gallery / video	CHF 2,300	CHF 6,400	CHF 2,500	CHF 1,200	CHF 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.



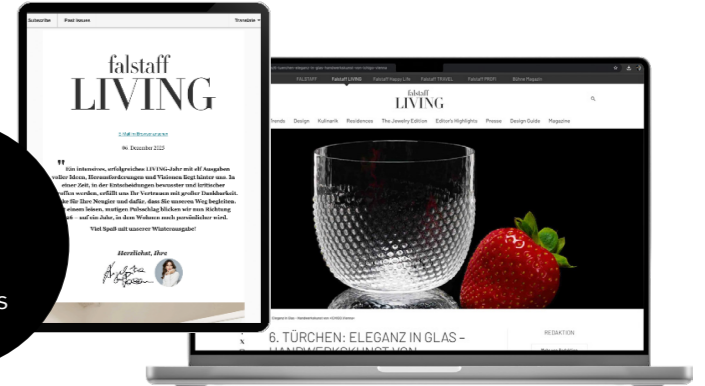
AD FORMAT	CH	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Newsletter Teaser	CHF 1,200	CHF 4,900	CHF 3,200	CHF 2,500	CHF 1,400

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*!

Ø 5.000 Contest participants



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

ADD-ON: SOCIAL BOOST



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

in the package 3.000 guaranteed article views



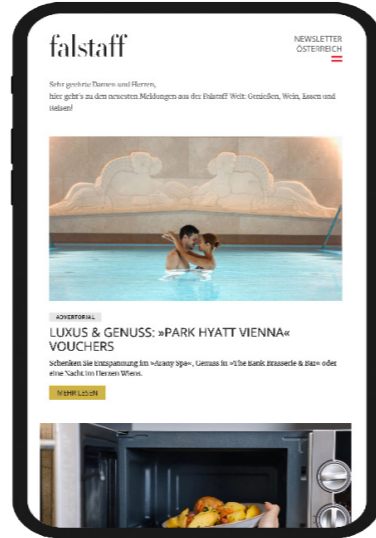
AD FORMAT	CH	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Social Media Teaser	CHF 3,600	CHF 3,600	CHF 3,600	CHF 3,600	CHF 3,600

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.

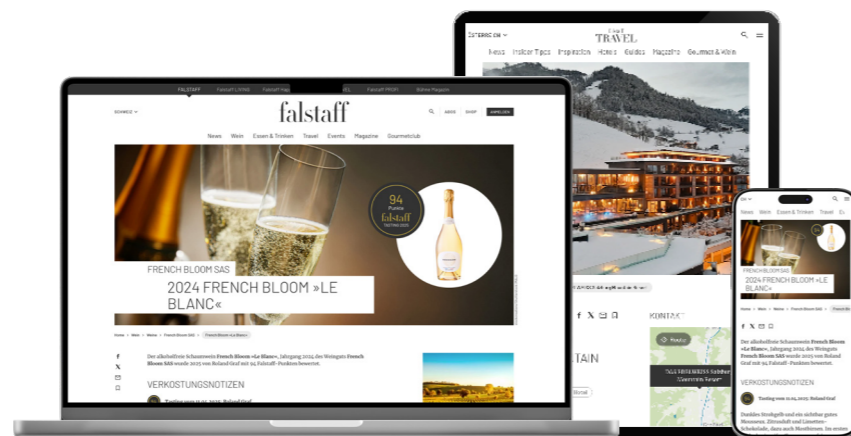


AD FORMAT	CH	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Sitelink in Newsletter	CHF 2,300	CHF 6,100	CHF 2,800	CHF 2,400	CHF 2,100

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	CH	DACH	WINE NEWSLETTER	RECIPES NEWSLETTER	SPIRITS NEWSLETTER
Recommendation of the week	CHF 3,500	CHF 7,500	CHF 3,500	CHF 3,300	CHF 2,800

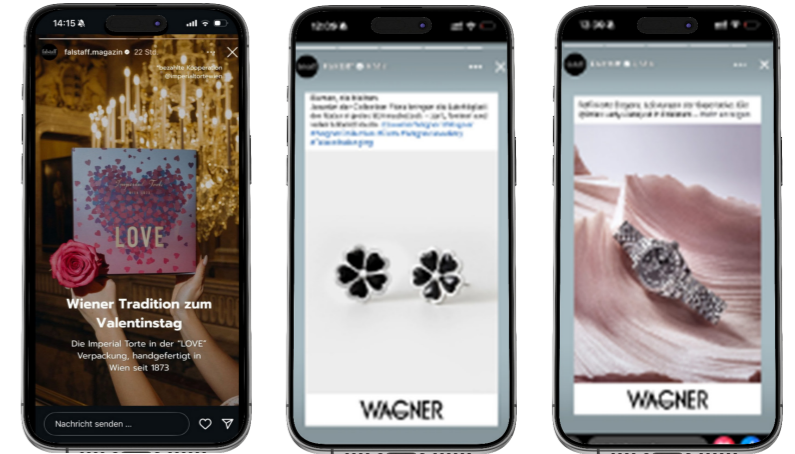
SOCIAL

STORY ADS



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

AD FORMAT	CH
Story ADs (Pack of 3)	CHF 1,990



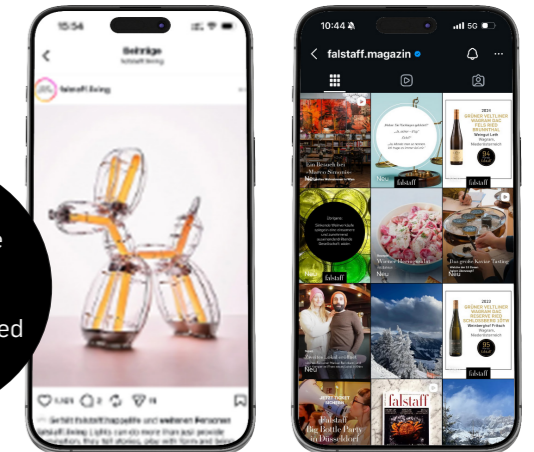
POSTINGS



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	CH
Social Postings (Pack of 2)	CHF 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	CH
Social Advertisement	CHF 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 prize draw 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	CH
Advertorial + quiz + homepage placement + FB posting	CHF 990

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 KALENDER GIVEAWAY PACKAGE

AD FORMAT	PERIOD	CH	WINE
Advertorial + quiz + homepage + FB posting	01.12.–14.12.26	CHF 2,000	CHF 2,000
Advertorial + quiz + homepage + FB posting	15.12.–24.12.26	CHF 2,000	CHF 2,000

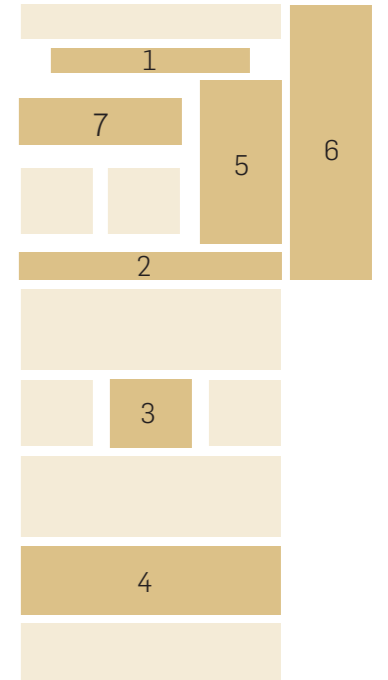
DISPLAY ADVERTISING

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 CH
Leaderboard/Superbanner	1	728 x 90	CHF 35
Superbanner XL	2	960 x 90	CHF 35
Medium Rectangle*	3	300 x 250	CHF 46
Billboard	4	970 x 250	CHF 72
Half Page Ad*	5	300 x 600	CHF 58
Sitebar	6	300 x 600 scalable	CHF 70
Video*	7	16:9	CHF 60
Interstitial*		full screen	CHF 80
Understitial*		300 x 600	CHF 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*

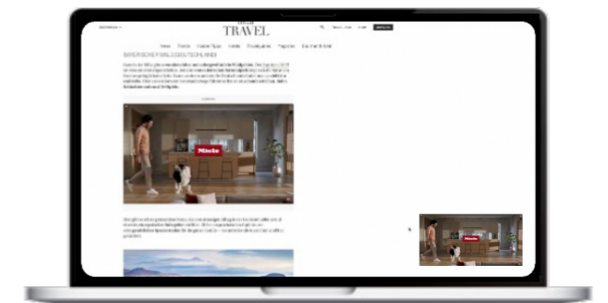
DIMENSIONS (W x H IN PIXEL)	CPM CH
1920 x 560 scalable	CHF 70
16:9	CHF 70



Subject to change.

Falstaff Outstream Video*

DIMENSIONS (W x H IN PIXEL)	CPM CH
scalable, transparent background	CHF 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	CHF 800	CHF 1.500
Premium listing deluxe+ (Premium listing + giveaway package)	CHF 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.



Here you can watch an example video

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 CHF

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 CHF

FLIGHT UPGRADE

Subject to change.

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

List price: 1,500 CHF

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 CHF

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



Here you can watch an example video

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



Here you can watch an example video

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 CHF

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
- Instagram Reel post
- Featured as Recipe of the week
- Co-Autor / Collab Post

List price: 8,100 CHF

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
- Instagram Reel post
- Featured as Recipe of the week
- Co-Autor / Collab Post

List price: 16,900 CHF

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 CHF

COLLECTION

- 3 main video Falstaff Wine minute
- Length approx. 1:00 to 2:30 minutes 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 CHF

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 CHF

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

Subject to change.

List price: 990 CHF 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

List price: 4,600 CHF

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 CHF



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 CHF

* 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

SPARKLING WINE FESTIVAL
SEPTEMBER 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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