



MEDIA KIT 2026

WINE FOOD TRAVEL

falstaff

ITALIA

FALSTAFF.COM



EDITORIAL

YOUR RELIABLE PARTNER ACROSS ALL CHANNELS AND PLATFORMS

Over the past year, Falstaff has once again solidified its leading position in the media industry, continuing its unstoppable growth. We are pleased to present the latest Falstaff media data for 2025, reflecting our ongoing success and expansion.

Amid an increasingly challenging news landscape, people are turning to the finer things in life—exactly what Falstaff offers. With this in mind, we have further strengthened our position as the most relevant magazine for wine, gourmet cuisine, and travel in the German-speaking world. This ensures that Falstaff will remain your most successful and reliable advertising partner in the coming year, delivering precise, cross-media opportunities to reach your target audiences.

We are excited to announce the launch of Falstaff Italia, an exciting new extension of the Falstaff brand dedicated to the Italian market. This initiative marks a significant milestone, allowing us to bring our passion for culinary excellence, wine culture, and lifestyle to the heart of Italy.

Falstaff Italia aims to become the premier destination for discerning food and wine enthusiasts, creating a vibrant community centered on good taste and quality. We will offer exclusive content, interviews with industry leaders, and insights into Italy's gastronomic and oenological excellence. We are confident that Falstaff Italia will be embraced with the same enthusiasm and appreciation that have made us a success in the German-speaking regions.

P.S. In this media kit, when we refer to our core market, the German-speaking world, we use the abbreviation D-A-CH for Germany, Austria and Switzerland.

Key insights from qualitative market research:

- 61% of our readers keep the Falstaff magazine for an extended period or even collect it.
 - Our premium audience spends an average of nearly three hours engaging with our magazine.
 - Falstaff boasts the highest readership density in the A and B segments for lifestyle, investments, real estate, gourmet topics, and travel.
- As we look forward to celebrating further successes in Italy in 2025, we invite you to explore the fascinating and ever-expanding world of Falstaff. Let's embark on a successful and fruitful collaboration together. We look forward to having you on board.



OTHMAR KIEM & SIMON STAFFLER
Editor in Chief & Managing Director



WOLFGANG ROSAM
Publisher

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SIMON STAFFLER
simon.staffler@falstaff.com

WOLFGANG ROSAM
wolfgang.rosam@falstaff.com

WHAT MAKES US UNIQUE

A legacy of expertise paired with fresh perspectives
Authentic European heritage with a global outlook
Contemporary voices driving innovation
A rich cultural foundation and original insights
Digital mastery and an engaging, interactive approach



OUR EXPERTISE

We captivate our readers on both emotional and intellectual levels. By blending expertly curated insights with stunning visuals, we connect with a sophisticated global audience that values quality and depth.

MISSION

Our mission is to share authentic, authoritative stories about wine, food, and travel, making them accessible to audiences everywhere. Rooted in European heritage, we celebrate the finer things in life and bring these experiences to the world.

EUROPE'S LEADING GOURMET COMMUNITY



Falstaff is the most relevant high-end magazine for culinary lifestyle and also the market leader in all of German-speaking Europe, combining journalistic excellence with the highest aesthetic standards to make every issue an informative and entertaining foray into the world of fine wines, top-class culinary delights and the most beautiful trips for connoisseurs.

ENJOY LIFE WITH FALSTAFF

Exceptional wines, gourmet cuisine, and unforgettable travel experiences – this is the curated journalistic menu that Falstaff delivers in every issue. Elegantly crafted, thoughtfully designed, and expertly written by renowned international authors and journalists, each edition resonates with our discerning audience.

Falstaff's readers exhibit remarkable loyalty, with two-thirds keeping their magazines for repeated enjoyment and as trusted references.

Leverage the unparalleled trust and engagement Falstaff fosters to elevate your products and brands! With dedicated editions for Germany, Austria, Switzerland, Italy, Slovakia and from december on also in the Nordcis – available for individual booking.

over
100,000
Falstaff app downloads

85,000+
subscribers in Austria,
Germany, Switzerland, Italy,
Slovakia and Nordics

1.6 million
unique clients per month
on falstaff.com

over
281,000
Facebook followers

1.9 million
page visits per month
on falstaff.com

over
167,000
Instagram followers

over
610,000
newsletter subscribers in
Germany, Austria, Switzerland, Italy
and International

35,000
Gourmets visiting over
100 yearly events

26,000
members of thr Falstaff Gourmet Club
in Germany, Austria and Switzerland

Sources: ÖAK, WEMF, ÖWA, IWW, GA, META, 2025

FALSTAFF ITALY

The largest gourmet community in the German-speaking world is now conquering Italy.

DISTRIBUTION

- 50,000 distributed copies (print & e-paper)
- Subscribers and Gourmet Club members
- Retail & kiosks: nationwide distribution
- Premium presence in upscale hotels and restaurants
- Strong partnerships in retail
- Collaborations with Esselunga and Tannico
- Presence at leading trade fairs & events
- Exclusive presence in airport & train station lounges

AUDIENCE PROFILE

- 65% of Falstaff readers own property
- 46% earn more than €4,000 net per month
- 50/50 split between men and women
- 76% are in the 25-64 age group
- 90% find Falstaff competent and credible



SCHEDULE 2026 – ITALY

| ISSUE | MATERIAL DUE | PUBLICATION DATE |
|--------|--------------|------------------|
| 1/2026 | 10.03.2026 | 27.03.2026 |
| 2/2026 | 26.05.2026 | 12.06.2026 |
| 3/2026 | 08.09.2026 | 25.09.2026 |
| 4/2026 | 17.11.2026 | 04.12.2026 |

THEME PLAN 2026

The main Topics for the 4 editions are the following



FALSTAFF MAGAZINE 1
PUBLICATION DATE IT: 27.03.26

COVER THEME
Milano



FALSTAFF MAGAZIN 2
PUBLICATION DATE IT: 12.06.26

COVER THEME
Mediterranean Sea islands



FALSTAFF MAGAZIN 3
PUBLICATION DATE IT: 25.09.26

COVER THEME
Venezia



FALSTAFF MAGAZIN 4
PUBLICATION DATE IT: 04.12.26

COVER THEME
Best wines of the world



WINE TRAVELS IN ITALY
PUBLICATION DATE IT: MAY/JUNE 2026
*IN GERMAN LANGUAGE
COVER THEME
Wine Travels in Italy



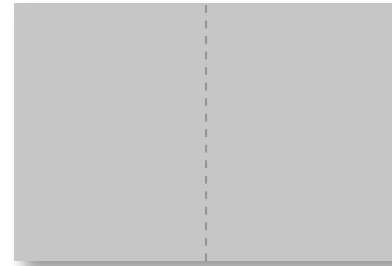
SPARKLING SPECIAL
PUBLICATION DATE IT: 25.09.26
COVER THEME
Bubbly dreams



SPIRITS SPECIAL
PUBLICATION DATE IT: 04.12.26
COVER THEME
Spirits

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 text space

Centre Page Spread
approx. 3 mm bleed per page

ITALY € 17,700



1/1 full page

233 x 300 mm bleed
203 x 268 mm text space

ITALY € 11,300

1/1 Advertorial

203 x 268 mm printing space

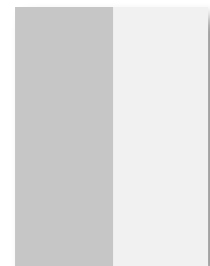
ITALY € 12,500

2/1 Advertorial

436 x 268 mm text space

Centre Page Spread
approx. 3 mm bleed per page

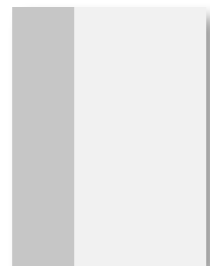
ITALY € 20,200



1/2 vertical

114 x 300 mm bleed
97,5 x 268 mm text space

ITALY € 7,200



1/3 vertical

81 x 300 mm bleed
60,3 x 268 mm text space

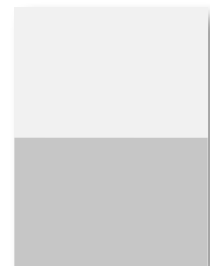
ITALY € 5,000



1/4 vertical

64 x 300 mm bleed
48 x 268 mm text space

ITALY € 3,900



1/2 landscape

233 x 148 mm bleed
203 x 132 mm text space

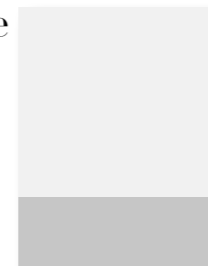
ITALY € 7,200



1/3 landscape

233 x 96 mm bleed
203 x 80 mm text space

ITALY € 5,000



1/4 landscape

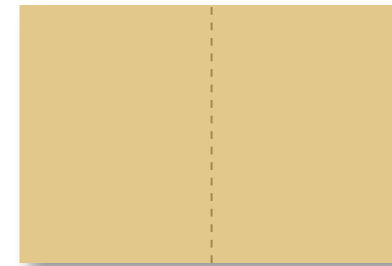
233 x 74,5 mm bleed
203 x 58,5 mm text space

ITALY € 3,900

All prices excl. taxes & fees.

PREMIUM PLACEMENTS

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



2/1 Opening Spread

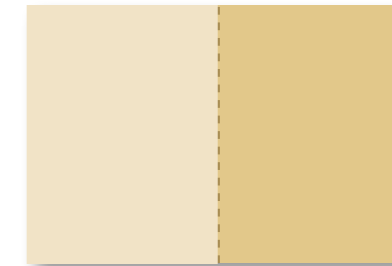
ITALY € 21,000

First 2/1 after OS

ITALY € 18,900

Second 2/1 after OS

ITALY € 18,200



U2

ITALY € 13,500

First right-hand side

ITALY € 13,500

First left-hand side

ITALY € 12,800

U4

ITALY € 14,600

U3

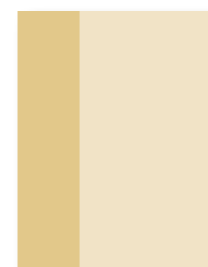
ITALY € 12,800

Second right-hand side

ITALY € 12,800

Second left-hand side

ITALY € 12,200



First 1/3 side

ITALY € 5,700



Second 1/3 side

ITALY € 5,300

Subject to change.

All prices excl. taxes & fees.

GUIDES ITALY 2027



**FALSTAFF
RESTAURANT GUIDE
ITALY 2027**

**PD: JANUARY 2027 | MU: TBD
CIRCULATION: 10,000 UNITS**

The best restaurants in Italy are chosen by the members of our Falstaff Gourmetclub in various categories.



**FALSTAFF
WINE GUIDE
ITALY 2027**

**PD: OKTOBER 2026 | MU: TBD
CIRCULATION: 10,000 UNITS**

The best hotels in Italy are chosen by the members of our Falstaff Gourmetclub in various categories.



**FALSTAFF
HOTEL & SPA GUIDE
ITALY 2027**

**PD: NOVEMBER 2026 | MU: TBD
CIRCULATION: 10,000 UNITS**

The best hotels in Italy are chosen by the members of our Falstaff Gourmetclub in various categories.



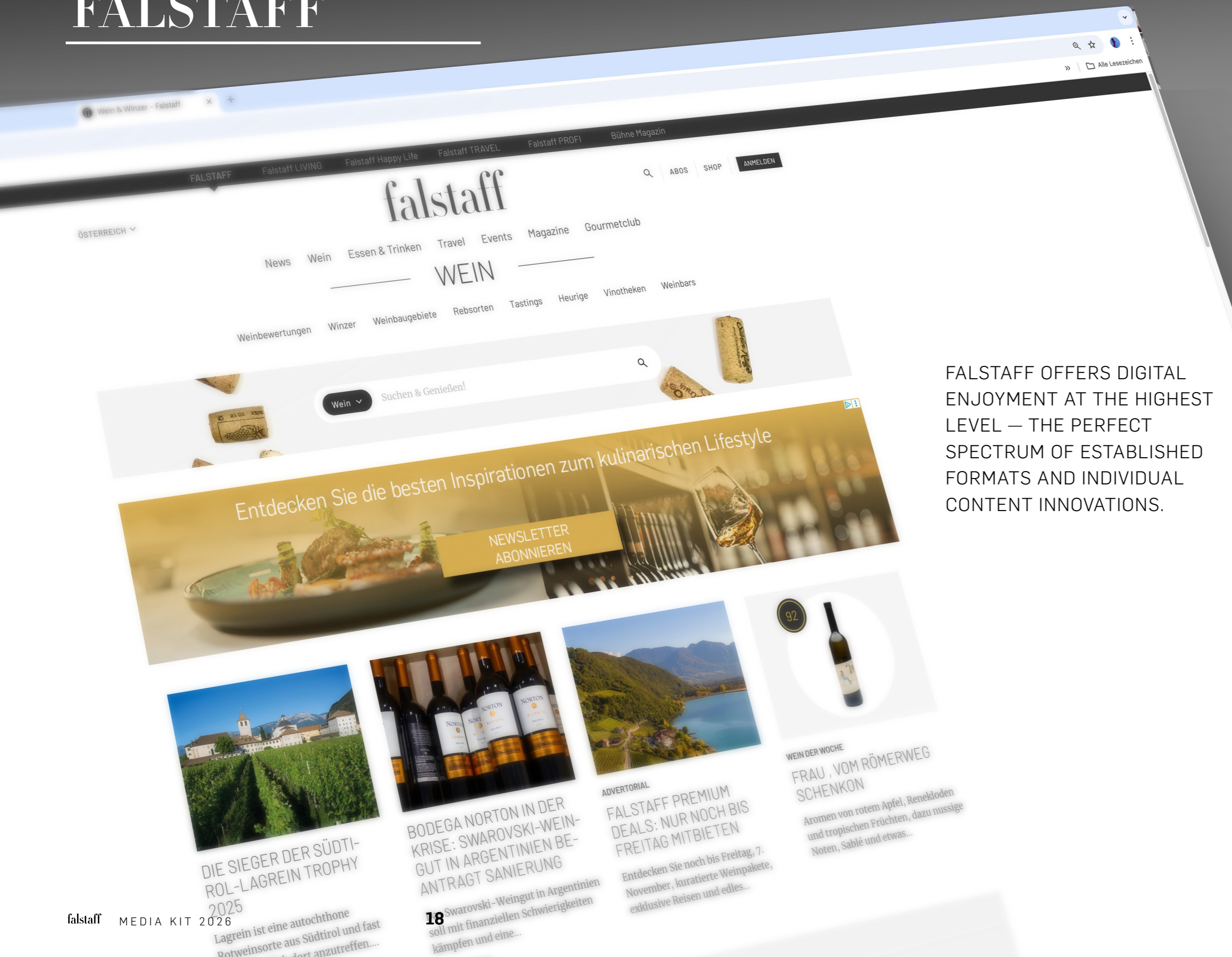
**FALSTAFF
BAR GUIDE
ITALY 2027**

**PD: JANUARY 2027 | MU: TBD
CIRCULATION: 10,000 UNITS**

The best hotels in Italy are chosen by the members of our Falstaff Gourmetclub in various categories.



THE DIGITAL WORLD OF FALSTAFF



FALSTAFF OFFERS DIGITAL ENJOYMENT AT THE HIGHEST LEVEL – THE PERFECT SPECTRUM OF ESTABLISHED FORMATS AND INDIVIDUAL CONTENT INNOVATIONS.



WEBSITE
FALSTAFF.
AT / DE / CH / COM
 with over 139,000 wine ratings, tens of thousands of restaurant, bar, café, hotel, and wine tavern reviews, Falstaff is the premier online destination for wine, gourmet, travel, and lifestyle in the D-A-CH region.

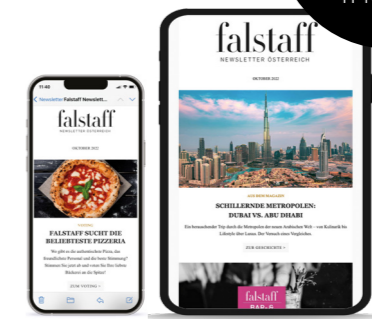
a total of
465.000
 social media followers**

SOCIAL MEDIA
FACEBOOK / INSTAGRAM
 Our rapidly growing, active social media presence on Facebook and Instagram is the perfect platform for engaging with Falstaff's target audience.

@falstaff.magazin @falstaff.magazin



over
650.000
 subscribers in D-A-CH and IT regions*



NEWSLETTER
GOURMET/WINE/RECIPES

Delivering the finest gourmet and wine news directly to the inboxes of over 210,000 subscribers across the D-A-CH region. Stay updated with the latest on wines, restaurants, bars, travel, lifestyle, and more.

FALSTAFF APP
DIGITAL POSITIONING

The best gourmet and wine news with real relevance – delivered straight to the mailboxes of over 610,000 subscribers in the D-A-CH region.



over
100.000
 App Downloads

Source: * ÖAK 2024
 ** META, 2024

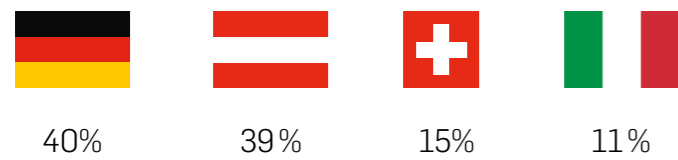
OUR DIGITAL AUDIENCE

THE HIGH POTENTIALS OF THE CULINARY SCENE: YOUNG, URBAN, AND PLEASURE-SEEKING

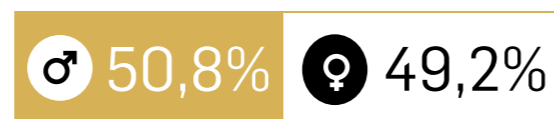
FALSTAFF.COM

- 3.3+ Million Page Impressions
- 1.6+ Million Visits Per Month
- 1.3+ Million Unique Users Per Month

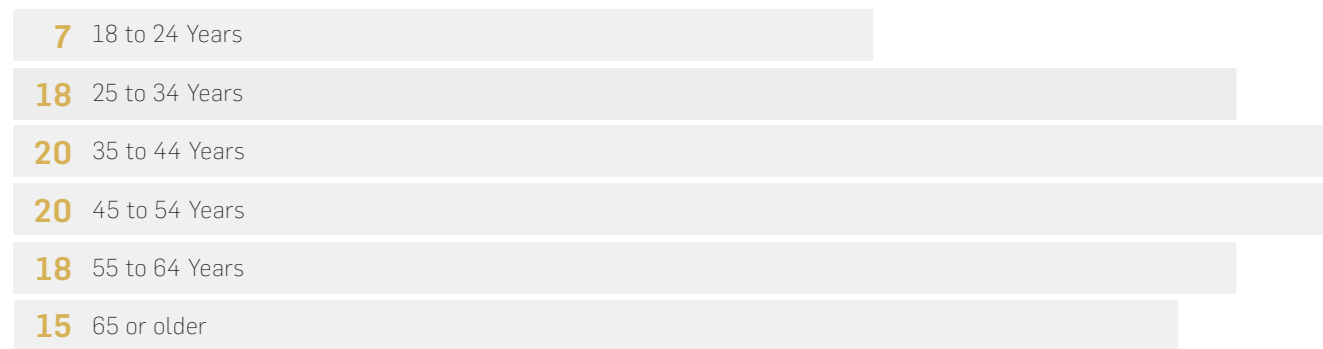
KEY MARKETS



GENDER



AGE IN %



Source Google Analytics 2025

NEWSLETTER REACH

- 650.000 Subscribers
- Average Open Rate 36,4%
- Click rate: 7,4%

- FALSTAFF AUSTRIA NEWSLETTER: 125.000 Subscribers
- FALSTAFF GERMANY NEWSLETTER: 85.000 Subscribers
- FALSTAFF SWITZERLAND NEWSLETTER: 39.000 Subscribers
- FALSTAFF ITALY NEWSLETTER: 30.000 Subscribers
- FALSTAFF WINE NEWSLETTER (D-A-CH AUDIENCE): 120.000 Subscribers
- FALSTAFF RECIPES NEWSLETTER (D-A-CH AUDIENCE): 85.000 Subscribers
- FALSTAFF LIVING NEWSLETTER: 65.000 Subscribers
- FALSTAFF PROFI NEWSLETTER: 25.000 Subscribers
- FALSTAFF INTERNATIONAL NEWSLETTER: 100.000 Subscribers
- FALSTAFF SPIRITS NEWSLETTER: 33.000 Subscribers

Subject to change.

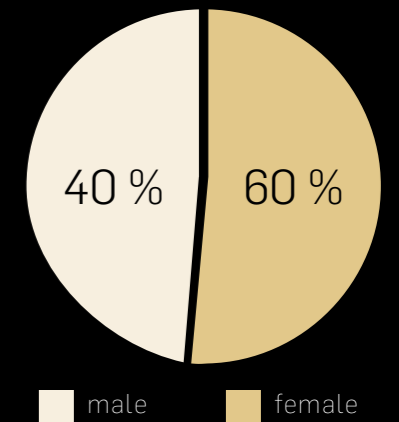
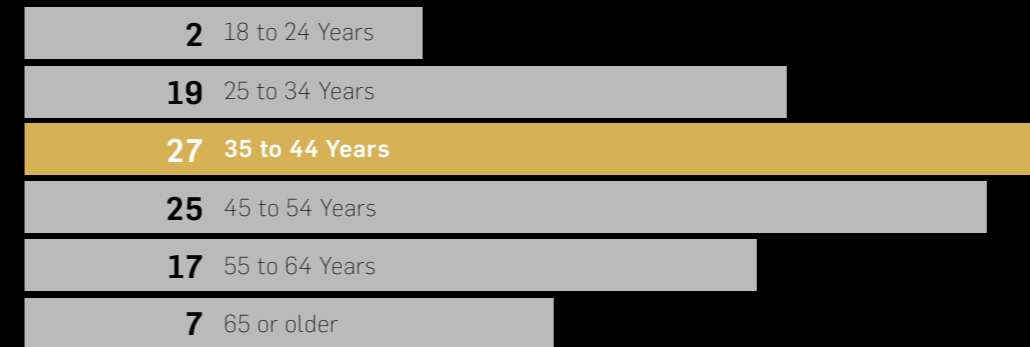
OUR SOCIAL AUDIENCE

THE OPTIMAL PRESENCE FOR YOUR BUSINESS

Falstaff is the most engaging gourmet platform in the D-A-CH region and ranks among the top ten social media channels in Austria.* Our rapidly growing fan base is composed of highly consumptive target groups, with a strong representation of quality-conscious millennials.

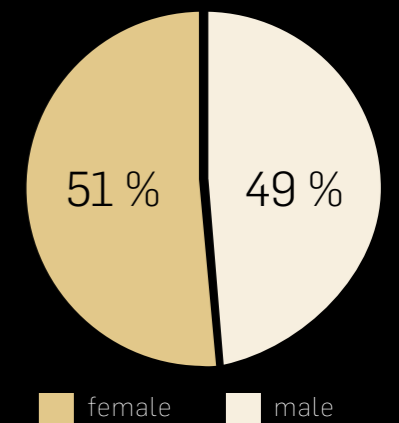
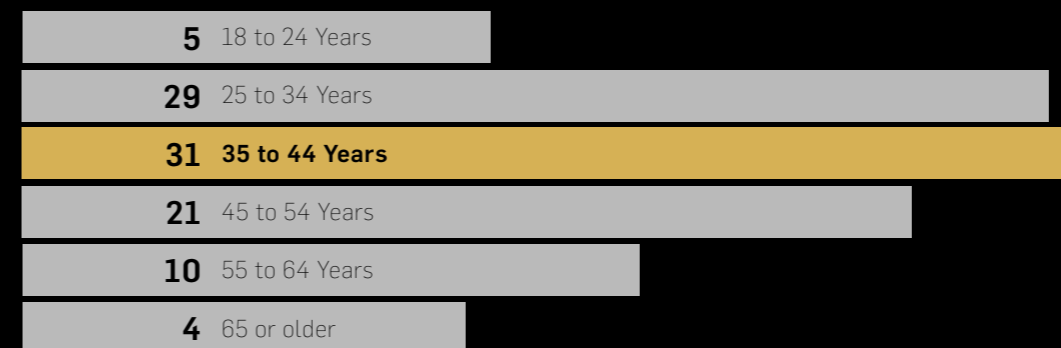
FACEBOOK – OVER 285.000 FOLLOWERS

AGE IN %



INSTAGRAM – OVER 180.000 FOLLOWERS

AGE IN %



NATIVE ADVERTISING

FEATURED SOCIAL STORY



The perfect blend of editorial content and advertising, a Featured Social Story balances informative storytelling with subtle product placement. Created in collaboration with the client, the story is crafted as an engaging listicle or a collection of high-quality, interesting facts. The article is published on falstaff.com, and promoted via a Facebook post, supported by a dedicated campaign budget to maximize performance.*

Facebook: Tagging customers, external links and hashtags



Guaranteed reach

60,000 people reached
4,000 impressions

| ADVERTISING FORMATS | IT |
|-----------------------|---------|
| Featured Social Story | € 8.900 |

*Community Management
Falstaff monitors comments on posts but does not provide responses to specific inquiries about client products/services. Clients are encouraged to monitor and respond to such inquiries directly. We will notify you when your content goes live to facilitate this process.

SOCIAL MEDIA EXTENSION



Enhance your digital footprint with a customizable Social Media Extension. This format uses a Falstaff-sponsored post to drive traffic directly to your website or webshop. The Falstaff team manages A/B testing of post variants and monitors performance in real time.*

Facebook: Tagging customers, external links and hashtags

| ADVERTISING FORMATS | IT |
|-----------------------------|---------|
| Social Performance Postings | € 8.900 |

SOCIAL POSTS



Short, informative, and visually appealing—Falstaff’s social posts deliver interesting facts, flatlays, or catchy slogans on Facebook and Instagram. Posts feature your logo and are ideal for supporting time-limited campaigns, ensuring both recognition and engagement among your target audience.*

| ADVERTISING FORMATS | IT |
|--------------------------------|---------|
| Social Post / Knowledge Quotes | € 3.500 |

SOCIAL ENGAGEMENT SERIES

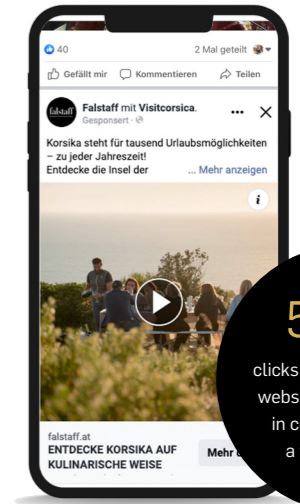


For sustained visibility, consider our Social Engagement Series. This package includes 8 interconnected posts designed to engage the culinary-savvy audience, driving traffic to your website or webshop. Posts are optimized for both Facebook and Instagram, incorporating customer tagging, external links, hashtags, and logo integration.*

Facebook: Customer tagging, external links, hashtags, logo integration
Instagram: Customer tagging, hashtags, logo integration

| ADVERTISING FORMATS | IT |
|-------------------------|----------|
| Social Engagement Serie | € 12.100 |

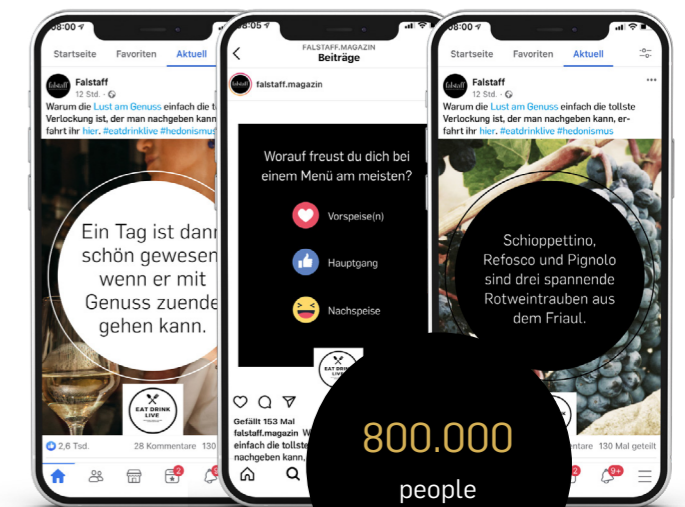
Guaranteed reach



5.000 clicks on the customer's website. Only bookable in combination with a featured story



80.000 people reached



800.000 people reached

Subject to change.

ONLINE AD 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 three days; then available in the relevant section.

Video integration into the advertorial also available.

Turnaround: three working days from creation to approval.



ADVERTISING PACKAGE

| ADVERTISING FORMATS | IT |
|-----------------------------------|---------|
| Advertorial with image gallery | € 2,000 |
| Advertorial with newsletter entry | € 1,100 |

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 PACKAGE

| ADVERTISING FORMATS | IT |
|---|---------|
| Giveaway incl. quiz & newsletter | € 5,200 |
| Passing on participation data per address | € 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 and rated in our database.



ADVERTISING PACKAGE

| ADVERTISING FORMATS | IT |
|----------------------|---------|
| Website + newsletter | € 2,100 |

SITE LINK IN THE NEWSLETTER



THE MOST EFFICIENT WAY TO BENEFIT FROM OUR NEWSLETTER REACH

The classic Falstaff newsletters in the respective countries, the popular recipe newsletter and the wide-reaching wine newsletter reach hundreds of thousands of readers week after week in Austria, Germany and Switzerland. Use this reach to direct traffic from the Falstaff newsletter audience to your homepage with a memorable image and a short text via the corresponding link.



ADVERTISING PACKAGE

| ADVERTISING FORMATS | IT |
|---------------------|---------|
| Newsletter | € 2,100 |

Subject to change

HOLIDAY SPECIAL

GIVEAWAY



Gifts, gifts, gifts for you: your perfect showcase with image, logo, and advertorial, including a prize draw in our digital themed specials for Easter and Advent. Present your product to our exclusive audience.

EASTER



ADVENT



Here's how it works:

Your advertorial in the Easter special on falstaff.com — one day as the highlight for the Falstaff community.

Our services:

- Featured promotion on the homepage
- Graphic, technical, and editorial implementation
- Promotion in the Falstaff newsletter & on Facebook
- Campaign period: April 7 to April 21, 2025

EASTER-GIVEAWAY-PACKAGE

| ADVERTISING FORMATS | IT |
|--|---------|
| Advertorial + Quiz + Homepage-Placement + FB-Posting | € 3.000 |

Here's how it works::

One day in the Advent calendar with your advertorial & prize draw. Showcase your product to our Falstaff community!

Our services:

- Featured promotion on the homepage
- Graphic, technical, and editorial implementation
- Promotion in the Falstaff newsletter & on Facebook
- Campaign period: December 1 to December 24, 2025

CHRISTMAS-GIVEAWAY-PACKAGE

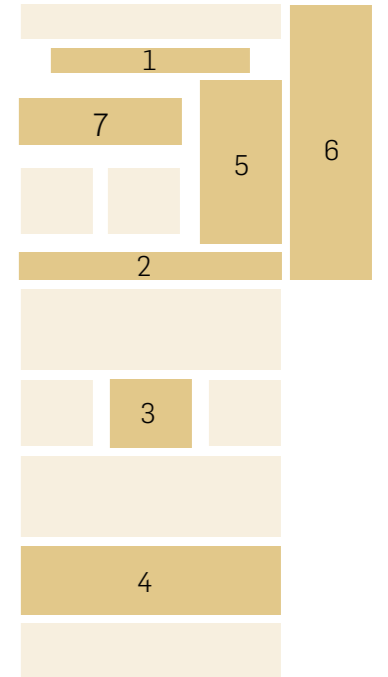
| ADVERTISING FORMATS | TIME | IT | WINE |
|--|-----------------|---------|---------|
| Advertorial + Quiz + Homepage + FB-Pos- | 01.12.–14.12.24 | € 3.500 | € 3.600 |
| Advertorial + Quiz + Startseite + FP-Posting | 15.12.–24.12.24 | € 3.000 | € 3.000 |

DISPLAY ADVERTISING

IDEAL FOR HIGH-IMPACT BRANDING CAMPAIGNS

OUR BANNER PORTFOLIO OFFERS PREMIUM PLACEMENTS WITHIN CONTENT,

| AD FORMAT | | DIMENSION (W x H IN PIXELS) | TKP IT |
|-------------------------|---|-----------------------------|--------|
| Leaderboard/Superbanner | 1 | 728 x 90 | € 37 |
| Superbanner XL | 2 | 960 x 90 | € 37 |
| Medium-Rectangle* | 3 | 300 x 250 | € 48 |
| Billboard | 4 | 970 x 250 | € 72 |
| Half Page Ad* | 5 | 300 x 600 | € 61 |
| Sitebar | 6 | 300 x 600 skalierbar | € 72 |
| Video* | 7 | 16:9 | € 60 |
| Interstitial* | | full screen | € 85 |
| Understitial* | | 300 x 600 | € 61 |



Other special formats are available upon request. The placements listed above are examples; ads are typically displayed across the entire site. For special targeting options (e.g., frequency capping, location targeting), a 30% surcharge applies. **Ad specifications:** Max. File Size: 150 KB | Third-party hosted ads must be delivered via HTTPS.

*Indicates mobile-compatible ad formats.

Digital banner*

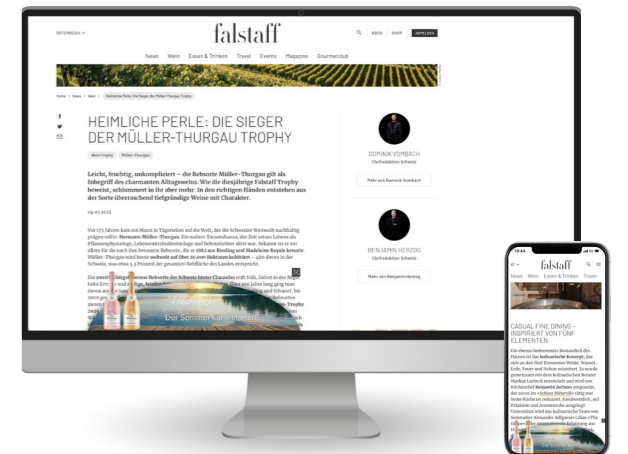
1920 x 560 scalable
16:9



Subject to change.

Sticky overlay video*

DIMENSIONS (W x H IN PIXELS)
scalable, isolated



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

Eigenbeschreibung
Präsentieren Sie sich nach Ihren Wünschen

Bildergalerie
Bis zu 15 Bilder als Slideshow

Ihr Logo
Stärken Sie die Wiedererkennung Ihrer Marke

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

Werbefrei
Ihr Profil gehört nur Ihnen

ANNUAL COOPERATION

| ADVERTISING FORMATS | PRICE 1 YEAR | PRICE 2 YEARS |
|--|--------------|---------------|
| Premium Listing | € 590 | € 1,090 |
| Premium Listing Deluxe+ (Premium listing + competition package) | € 1,500 | |
| Premium Listing Motion | € 7,900 | |

Motion Locations

Falstaff is known for its guidance and authentic reviews of restaurants, inns, hotels, bars, cafés, wine taverns, etc. With our video portraits, we take visibility for your business to the next level.



MASTHEAD

Publisher

Wolfgang M. Rosam

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Othmar Kiem, Simon Staffler

Editor-in-Chief Falstaff Italia

Othmar Kiem

Managing Editor Falstaff Italia

Eugenia Torelli
Hertha Scheidinger

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Italy: € 9,90 / € 28,- incl. shipping and VAT

Main Distribution Areas

Italy, Austria, Germany, & Switzerland

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A decorative border surrounds the central text, featuring watercolor-style illustrations of lemons, lemon slices, white and pink flowers, and blue and teal floral patterns.

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