

MEDIA KIT 2026

falstaff
SLOVENSKO

FALSTAFF.COM



EDITORIAL

falstaff

YOUR RELIABLE MEDIA PARTNER IN ALL THINGS WINE, FOOD AND TRAVEL

DEAR PARTNERS,

The international gourmet lifestyle magazine Falstaff launched on the Slovak market in May 2025. After four printed issues, hundreds of online articles, dozens of tastings, and countless hours of work, we can proudly state that the content we create for you has met with an overwhelmingly positive response, for which we are extremely grateful. This success is a commitment for us. We will continue to maintain a high standard of quality that meets the strict international requirements of the Falstaff brand, but which, first and foremost, appeals to you—our readers and clients.

With our professional team of renowned editors and gastronomy professionals, we plan to continue bringing exclusive content in 2026, primarily aimed at gourmets, wine lovers, and fans of unique travel experiences.

Falstaff is more than just a magazine; it is a powerful platform for promoting quality. It connects experts from various areas of gastronomy and tourism with lovers of the gourmet and active lifestyle within one exclusive community. It offers a space for cooperation among businesses keen to highlight the positive image of Slovakia on the international stage.

Our ambition is to initiate the unification and growth of the Slovak hospitality industry, strengthen its reputation in the international context through a strong European brand, and present Slovakia as an attractive gourmet and tourist destination.

We invite you to become part of this exceptional initiative and support the project, the central aim of which is to raise quality and create a valuable space for Slovak gastronomy, winemaking, and tourism.

Media data for 2026 reflect the continued success and expansion of the Falstaff brand across Europe. In 2025, the brand further strengthened its position as the most important European wine, haute cuisine, and travel magazine in the German-speaking world. It expanded its presence to Italy in 2024, with the Scandinavian and Baltic countries following in 2025."

KEY FINDINGS FROM THE QUALITATIVE MARKET RESEARCH:

- 61% of readers keep Falstaff for a long time or even collect it.
- The premium audience spends an average of almost three hours per issue of our magazine.
- Falstaff boasts the highest readership density in the A and B segments for lifestyle, investing, real estate, gourmet topics and travel.

We look forward to celebrating our further successes in Slovakia in 2026 and invite you to explore the fascinating and ever-expanding world of Falstaff magazine. Let's embark on a successful and fruitful collaboration together. We look forward to your participation!

Elena S.

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Publisher & CEO, Falstaff
Slovensko



WOLFGANG ROSAM
Publisher, Falstaff Verlag GmbH

Foto: © Stefan Gergely, Milan Iluk, Magdaléna Wurth



MISSION

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



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.

An aerial photograph of a village nestled in a valley. The village is surrounded by lush green trees and rolling hills. In the background, a prominent hill is topped with a church featuring two red-roofed spires. The scene is bathed in the warm, golden light of late afternoon or early morning, creating long shadows and highlighting the textures of the landscape.

OUR HERITAGE

For more than 40 years in Austria, Falstaff has evolved into a leading media brand with a powerful presence in print, digital, and social media, reaching audiences in Germany, Austria, Switzerland, and Italy.



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.



BRAND PROFILE AND FUTURE GROWTH

12
COUNTRIES
OF EUROPE

4
LANGUAGES

300,000
COPIES

AUDIENCE PROFILE

- 64% of our readers belong to the upper income bracket
- 50% have a college degree.*

AGE AND GENDER

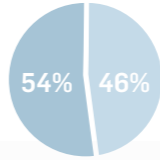
- Average age: 49 years
- 54% men, 46% women*

BRAND AWARENESS AND LOYALTY

- Maximum willingness to spend money on premium products of superior quality
- 60-90% of readers keep or collect issues of Falstaff magazine*

Falstaff readers have a strong affinity to food and wine, lifestyle and travel. They are also very active and engaged on Falstaff online and actively participate in many events.

* Surveys conducted in the following countries: Austria, Germany, Switzerland, Italy and Slovakia.



over
300,000
copies

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

over
281,000
Facebook followers

1.9 million
page visits per month on falstaff.com

over
167,000
Instagram followers

30,000
members of the Falstaff Gourmet Club
in Austria, Germany, Switzerland, Italy and Slovakia



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! Together with special editions for Germany, Austria, Switzerland, Italy, Slovakia and the Nordics, Falstaff reaches a distribution of up to 300,000 copies, which offers an unrivaled position in Europe.

FOUNDATION – AUSTRIA – 1980

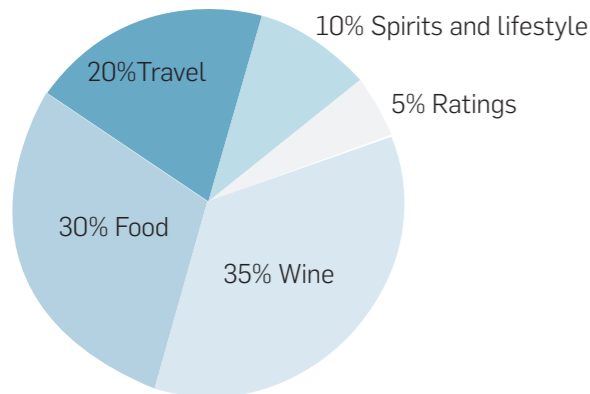
- A** 1980
- D** 2010
- CH** 2014
- IT** 2024
- SK** 2025



THE MAGAZINE

THEMES

- Wine and gourmet coverage from Europe and the world
- Engaging content including interviews, analyses, reports, and profiles of industry leaders
- Regular tastings of seasonal, regional and varietal wines, complete with expert recommendations, ratings and tasting notes
- In-depth exploration of the world of spirits
- Insightful essays and detailed reports on numerous topics
- Travel articles focusing on local flavors and cultural experiences



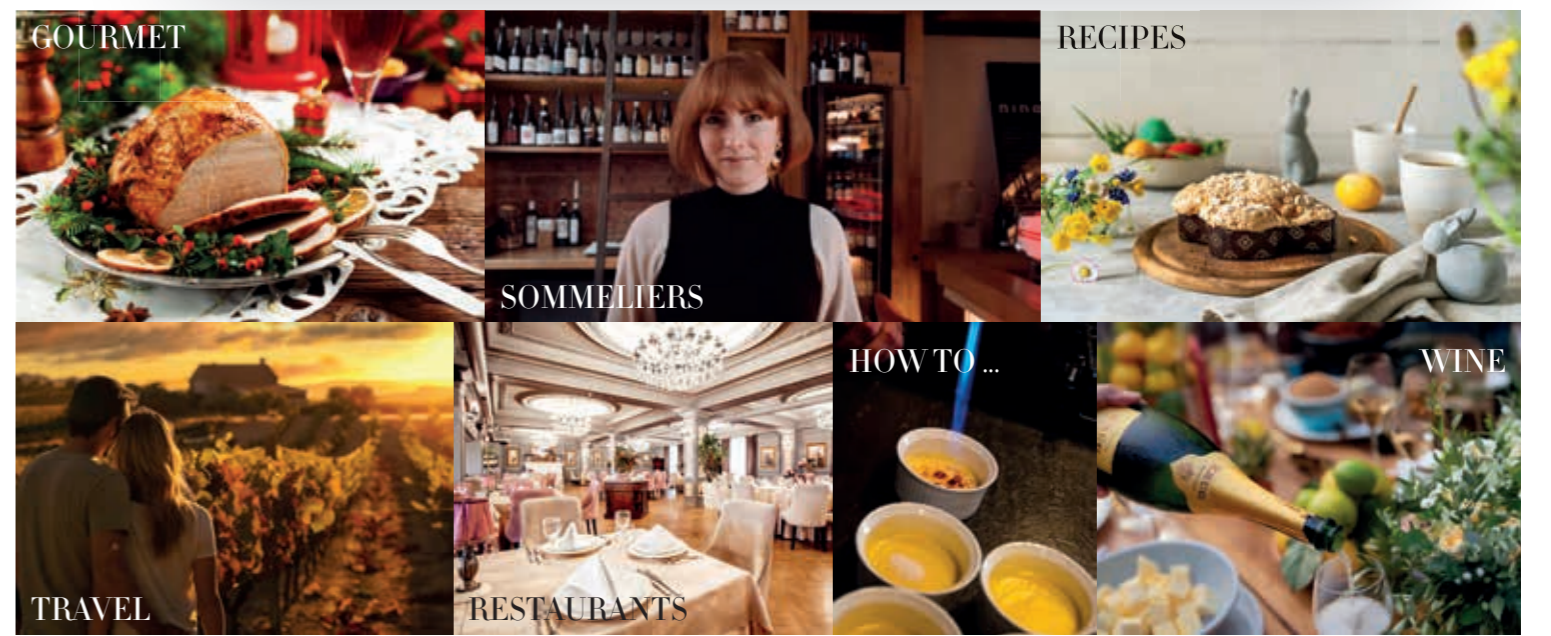
READERS' TESTIMONIALS

"Falstaff is truly remarkable. Even at a cursory glance, I discovered something new and captivating on every page. What I particularly like is how it combines food, travel, and excellent wine. The balance is excellent and you should be immensely proud of it. If I could translate the ideas in my head into magazine form, it would look exactly like this."

Sven-Hanson Britt,
chef and owner of Oxeye – London, England

"Thank you for sharing your first issue with us. To be honest, it is the most beautiful magazine I have ever seen. Congratulations to you and your team for achieving such perfection in both content and design. You have set a new standard for the industry. with a clean, intelligent and consistently elegant presentation. I also admire the quality of the photographs, which perfectly complement the articles, while everything is easily integrated with the advertising."

Don Weaver,
Founding Director, Harlan Estate – Napa Valley, California





FALSTAFF SLOVENSKO

Slovakia, so far the only country in Central and Eastern Europe, has been part of the largest gourmet community in Europe since 2025.

12,000 distributed copies

AUDIENCE PROFILE

Our readers are gourmets, highly interested in wine and high-quality lifestyle, as well as passionate travelers. They are characterized by high purchasing power and refined tastes. With a strong affinity for the finer things in life, they are receptive to luxury and savoir-vivre, with a high spending capacity for premium products.

Falstaff readers are well educated, with the majority having a university degree.

- Over 50% of Falstaff magazine readers hold management positions.
- On average, a Falstaff reader spends almost three hours (174 minutes) reading the magazine.
- More than half of the readers keep the entire magazine



Also available as e-paper

SCHEDULE – 2026

ISSUE	AD CLOSE	MATERIAL DUE	RELEASE DAY
1/2026	01.03.	05.03.	19.03.
2/2026	18.05.	22.05.	03.06.
3/2026	17.08.	21.08.	03.09.
4/2026	16.11.	19.11.	02.12.



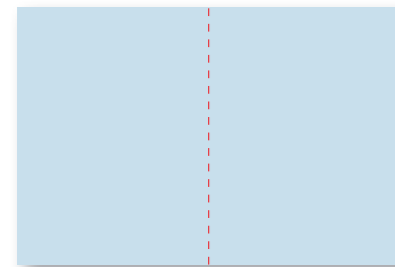


MAIN TOPICS OF FALSTAFF SLOVAKIA 2026:

- | | |
|-----------|---|
| 1. ISSUE: | COVER STORY
SLOVAK SPA TOWNS |
| | SPECIAL
PORTUGAL |
| 2. ISSUE: | COVER STORY
TRENČÍN (EUROPEAN CITY OF CULTURE 2026) AND ŽILINA |
| | SPECIAL
CROATIA, SLOVENIA |
| 3. ISSUE: | COVER STORY
LIPTOV REGION |
| | SPECIAL
FRANCE |
| 4. ISSUE: | COVER STORY
BRATISLAVA |
| | SPECIAL
SKANDINAVIA |

THERE IS NO BETTER WAY TO POSITION YOURSELF!

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

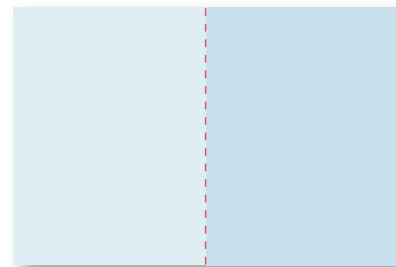


2/1 double page spread

466 x 300 mm bleed
436 x 268 mm text space

Center Page Spread
approx. 3 mm bleed per page

Slovakia	€7,900
Italy	€13,900
Austria	€16,100
Germany	€21,500



1/1 full page

233 x 300 mm bleed
203 x 268 mm text space

Slovakia	€5,900
Italy	€8,900
Austria	€10,300
Germany	€13,100

1/1 Advertorial

203 x 268 mm text space

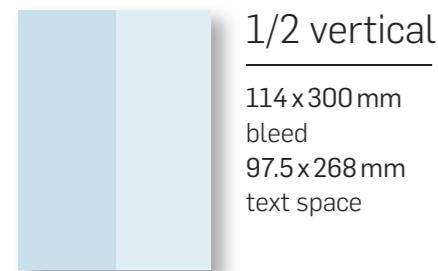
Slovakia	€6,400
Italy	€9,900
Austria	€11,400
Germany	€14,900

2/1 Advertorial

436 x 268 mm text space

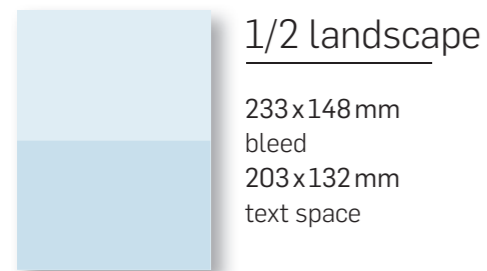
Center Page Spread
approx. 3 mm bleed per page

Slovakia	€8,400
Italy	€15,500
Austria	€18,400
Germany	€26,700



1/2 vertical

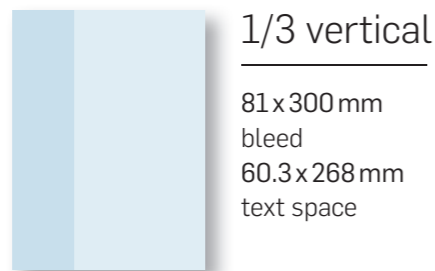
114 x 300 mm bleed
97.5 x 268 mm text space



1/2 landscape

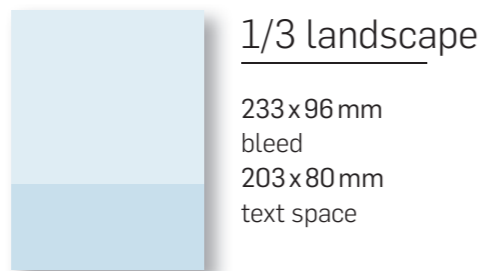
233 x 148 mm bleed
203 x 132 mm text space

Slovakia	€3,200
Italy	€5,600
Austria	€6,500
Germany	€7,600



1/3 vertical

81 x 300 mm bleed
60.3 x 268 mm text space



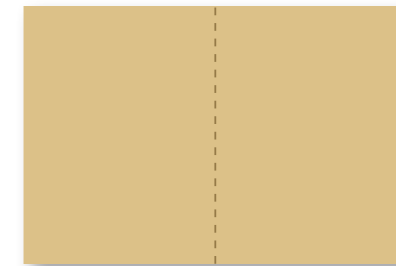
1/3 landscape

233 x 96 mm bleed
203 x 80 mm text space

Slovakia	€2,500
Italy	€3,900
Austria	€4,500
Germany	€5,700

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

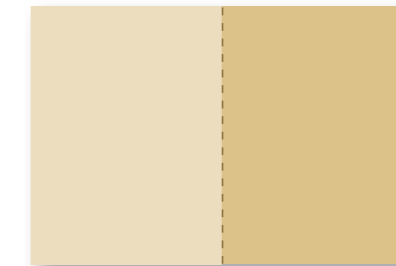
Slovakia	€14,100
Italy	€16,600
Austria	€19,100
Germany	€26,100

First 2/1 after Opening spread

Slovakia	€12,100
Italy	€14,800
Austria	€17,200
Germany	€23,500

Second 2/1 after Opening spread

Slovakia	€10,900
Italy	€14,300
Austria	€16,500
Germany	€22,000



U2

Slovakia	€8,800
Italy	€10,700
Austria	€12,300
Germany	€17,200

First right-hand page

Slovakia	€8,800
Italy	€10,700
Austria	€12,300
Germany	€15,200

First left-hand page

Slovakia	€6,600
Italy	€10,000
Austria	€11,600
Germany	€15,200

U4

Slovakia	€9,900
Italy	€11,500
Austria	€13,300
Germany	€18,000

U3

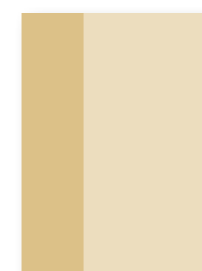
Slovakia	€8,000
Italy	€10,000
Austria	€11,600
Germany	€14,200

Second right-hand page

Slovakia	€7,800
Italy	€10,000
Austria	€11,600
Germany	€14,300

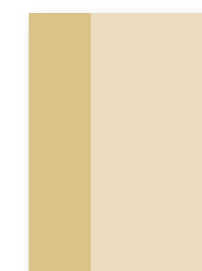
Second left-hand page

Slovakia	€5,100
Italy	€9,600
Austria	€11,100
Germany	€14,300



First 1/3 page

Slovakia	€3,100
Italy	€4,500
Austria	€5,200
Germany	€7,200



Second 1/3 page

Slovakia	€3,100
Italy	€4,200
Austria	€4,800

subject to change.



TECHNICAL PARAMETERS

AD REQUIREMENTS

- High resolution .pdf of at least 300 dpi
- Fonts completely embedded or converted into vectors
- Color profile cover: ISOcoated Fogra39L
- Color profile core: ISOcoated Fogra39L
- At least 3 mm bleed margin
- We recommend 4c-black with the following values: C80 / M 80 / Y 40 / K 100.
- We recommend a distance of at least 5 mm to the trim and at least 10 mm from the gutter.

TECHNICAL REQUIREMENTS FOR INSERTS

FORMATS

Minimum: **105 x 105 mm**

Maximum: **190 x 260 mm**

Magazine format: **233 x 300 mm**

INFORMATION ON WIDTH X HEIGHT ON REQUEST

PAPER WEIGHT

2 pages: min. 115 g/m², max. 250 g/m²

4 pages: min. 80 g/m² max. 200 g/m²

8-16 pages: min. 60 g/m², max. 135 g/m²

16-32 pages: min. 60 g/m², max. 80 g/m²
(max. insert thickness: approx. 1 mm)

DELIVERY ADDRESSES

Added by the printer

DELIVERY TIMES

Monday to Thursday from 7:00 to 12:00 and from 13:00 to 16:00.

Fridays from 07:00 to 12:00. Delivery no later than 10 business days before printing.

TESTING

Trial run samples (for non-standard formats and products) in a minimum quantity of 200 pieces should be delivered 3 weeks before printing, to the following address:

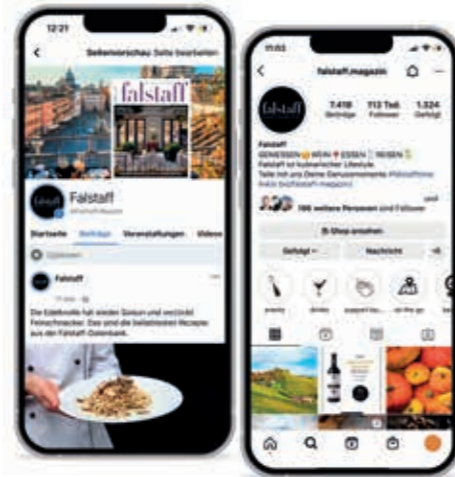
Pre gurmanov MEDIA s.r.o., Letná 1, 831 03 Bratislava, SR.

Subject to change.



THE DIGITAL WORLD OF FALSTAFF

FALSTAFF OFFERS A DIGITAL EXPERIENCE AT THE HIGHEST LEVEL. THE OPTIMAL BLEND BETWEEN ESTABLISHED FORMATS AND INDIVIDUALISED CONTENT INNOVATIONS.



@falstaff.magazin



WEBSITE FALSTAFF.AT/DE/CH/COM

With over 150,000 wine reviews, tens of thousands of restaurants, bars, cafés, hotels and wine taverns, as well as relevant content, Falstaff is the leading website for wine, dining, travel & lifestyle in German-speaking Europe and Italy, and is now entering Slovakia.

over
1.9 million

monthly visits on falstaff.com

SOCIAL MEDIA COMMUNITY FACEBOOK/INSTAGRAM

With a continuously growing, active following, our social media mix represents a perfectly targeted approach on Facebook and Instagram.

over
167,000

followers on Instagram and a continuously growing community

over
1.3 million

monthly unique clients on falstaff.com

over
281,000

followers on Facebook and a continuously growing community

NEWSLETTER GOURMET / WINE / RECIPES

The most relevant gourmet & wine news delivered directly to the mailboxes of over 610,000 subscribers in German-speaking Europe, as well as Italy and Slovakia. The latest news on wine, restaurants, bars, travel, lifestyle and much more for a targeted approach to the Falstaff community.

over
610,000

newsletter subscribers

FALSTAFF APP DIGITAL POSITIONING

In our Falstaff app (German & English), we offer our partners the opportunity to book premium placements such as "Recommended". This exclusive service allows our partners to highlight their products or services in a particularly prominent area of the app, ensuring optimal visibility among the most attentive and discerning users. The recommendations are designed to stand out from the regular content and attract users' attention through appealing design and a detailed presentation. This privileged placement allows our partners to directly reach a qualified and enthusiastic audience and to maximise the impact of their marketing campaigns within the Falstaff community.

over
120,000

downloads of the e-paper version annually

Source: ÖAK 2024

Source: META, 2024

Source: Mailchimp 2024

falstaff

SLOVENSKO

FALSTAFF.COM

Falstaff Slovensko – Pre gurmánov MEDIA s. r. o., Letná 1, 831 03 Bratislava