

MEDIA KIT 2026

falstaff
TRAVEL

[FALSTAFF.COM/TRAVEL](https://falstaff.com/travel)

FALSTAFF INSPIRES 2.5 MIO READERS & USER IN D-A-CH

Discover our crossmedial solutions and reach
europe`s biggest gourmet community.

PRINT



DIGITAL



MOTION



FALSTAFF TRAVEL

READERSHIP

Quality-conscious travelers, food enthusiasts, and high-level decision-makers, including successful executives from the highest income brackets.

AUDIENCE HIGHLIGHTS

- 88% brand awareness within the target audience
- 68% of all readers come from the highest income brackets
- 64% are between the ages of 25 and 54
- 43% of readers are luxury-oriented with a high willingness to spend
- 61% keep the magazine for an extended period or collect it
- 71% of readers are highly educated with a strong affinity for a sophisticated lifestyle



DATES 2026 D-A-CH








| ISSUE | COVER TOPIC | CD | PM | RD |
|--------|----------------------|--------|--------|--------|
| 1/2026 | Detox & CO | 16.02. | 17.02. | 05.03. |
| 2/2026 | Summer Dreaming | 04.05. | 05.05. | 21.05. |
| 3/2026 | Dream Cruises | 29.06. | 30.06. | 16.07. |
| 4/2026 | Selfcare & Wellbeing | 31.08. | 01.09. | 17.09. |
| 5/2026 | Best of Winter | 12.10. | 13.10. | 29.10. |
| 6/2026 | Run for the Sun | 30.11. | 01.12. | 17.12. |

DATES 2026 SPECIALS

| ISSUE | CD | PM | RD |
|------------------------|--------|--------|--------|
| Northern Italy Special | 11.05. | 12.05. | 28.05. |



CONTENT & STORIES 2026

| | | | |
|---|--|----|--|
| 1 |  <p>FALSTAFF TRAVEL MAGAZINE 1 RELEASE DATE: 05.03.26</p> <p>COVER STORY Detox & Co.</p> | 5 |  <p>FALSTAFF TRAVEL MAGAZINE 5 RELEASE DATE: 29.10.26</p> <p>COVER STORY Best of Winter</p> |
| 2 |  <p>FALSTAFF TRAVEL MAGAZINE 2 RELEASE DATE: 21.05.26</p> <p>COVER STORY Summer Dreaming</p> | 6 |  <p>FALSTAFF TRAVEL MAGAZINE 6 RELEASE DATE: 17.12.26</p> <p>COVER STORY Run for the Sun</p> |
| 3 |  <p>FALSTAFF TRAVEL MAGAZINE 3 RELEASE DATE: 16.07.26</p> <p>COVER STORY Dream Cruises</p> | S1 |  <p>NORTHERN ITALY SPECIAL RELEASE DATE: 28.05.26</p> <p>COVER STORY Northern Italy Special</p> |
| 4 |  <p>FALSTAFF TRAVEL MAGAZINE 4 RELEASE DATE: 17.09.26</p> <p>COVER STORY Selfcare & Wellbeing</p> | | |

THE TRAVEL MAGAZINE



The leading travel magazine in the German-speaking world, Falstaff TRAVEL highlights top travel trends, exclusive hotels, and global insider tips. As a trusted guide for quality-conscious lifestyle travelers, it's one of the most successful magazines in its category.

CIRCULATION D-A-CH

- D-A-CH (Germany, Austria, Switzerland): 75,000 total print + digital circulation
- D-A-CH Specials: 75,000 total print + digital circulation

PRINT & E-PAPER DISTRIBUTION

- Direct mailing to Falstaff subscribers and Gourmet Club members (57% Germany, 37% Austria, 4% Switzerland, 2% Northern Italy)
- Available at newsstands, specialty retailers, and airport and railway station libraries
- Distributed in airport lounges and business/first-class lounges of Lufthansa, Austrian, and Swiss Air
- Placed in exclusive 5-star hotels, restaurants, golf clubs, doctor's offices, hair and beauty salons
- Digital editions widely accessible via digital newsstands: Goldkey Media, Press Reader, Zinio, Readly, ReadIt
- All content also available online at www.falstaff.com/travel

PRICES & FORMATS D-A-CH

| | | |
|-----------------------------|--------------|----------|
| 2/1 double page advertorial | 436 x 268 mm | € 29.400 |
| 2/1 double page ad | 466 x 300 mm | € 23.600 |
| 1/1 full page advertorial | 203 x 268 mm | € 16.400 |
| 1/1 full page ad | 233 x 300 mm | € 14.400 |
| 1/2 half page vertical ad | 114 x 300 mm | € 8.300 |
| 1/2 half page horizontal | 233 x 148 mm | € 8.300 |

PREMIUM PLACEMENTS

| | | |
|------------------------|--------------|----------|
| 2/1 opening spread | 466 x 300 mm | € 29.400 |
| first 2/1 ad after OS | 466 x 300 mm | € 25.900 |
| second 2/1 ad after OS | 466 x 300 mm | € 24.000 |
| inside back cover | 233 x 300 mm | € 15.500 |
| back cover | 233 x 300 mm | € 19.800 |

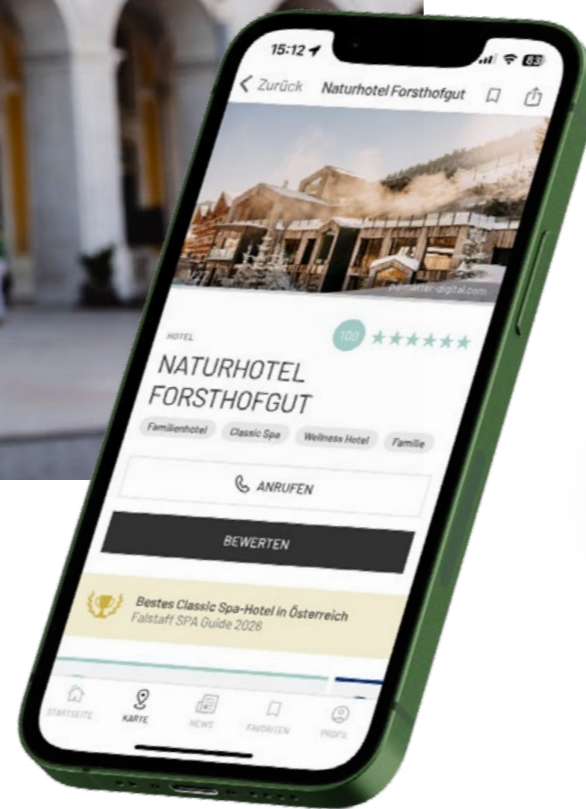
Subject to change.

The prices listed are net and exclude an additional 5% advertising fee and 20% VAT.

FALSTAFF GUIDES

FALSTAFF LOCATION GUIDES – THE BEST ADDRESSES

Falstaff location guides are unique in their breadth and quality: no other guide lists as many addresses in the restaurant, hotel, and scene industries as Falstaff. Each recommendation is the result of the perfect combination of community reviews and the curated selection of our expert jury—for trustworthy guidance and inspiring discoveries.



HOTEL GUIDE FORMATS & PRICES

| Placement | Format | Price |
|--------------------|--------------|----------|
| opening spread | 296 x 210 mm | € 18.000 |
| back cover | 148 x 210 mm | € 18.900 |
| inside back cover | 148 x 210 mm | € 13.500 |
| 2/1 double page ad | 296 x 210 mm | € 15.500 |
| 1/1 full page ad | 148 x 210 mm | € 10.200 |

SPA GUIDE FORMATS & PRICES

| Placement | Format | Price |
|--------------------|--------------|----------|
| opening spread | 296 x 210 mm | € 18.000 |
| back cover | 148 x 210 mm | € 18.900 |
| inside back cover | 148 x 210 mm | € 13.500 |
| 2/1 double page ad | 296 x 210 mm | € 15.500 |
| 1/1 full page ad | 148 x 210 mm | € 10.200 |

Subject to change.



FALSTAFF HOTEL GUIDE 2026

RD: 13.04. | CD: 16.03. | PM: 17.03.
CIRCULATION: 10.000

The Falstaff Hotel Guide showcases the best hotels of the year, rated by guests across Austria, Germany, Switzerland, and South Tyrol in key categories. Available both in a handy format and online, it serves as a comprehensive reference for hotel excellence in these regions.

EDITIONS
DACH + Northern Italy, Italy



FALSTAFF SPA GUIDE 2027

RD: 07.09. | CD: 17.08. | PM: 18.08.
CIRCULATION: 10.000

The Falstaff Spa Guide presents the finest spa hotels and the most exclusive wellbeing resorts in Europe. It offers an overview of the best spa destinations for relaxation and rejuvenation.

All prices are subject to taxes and duties.
*Due to the adhesive binding, an area of 6 mm on the spine side is covered; visible area therefore: 183 mm

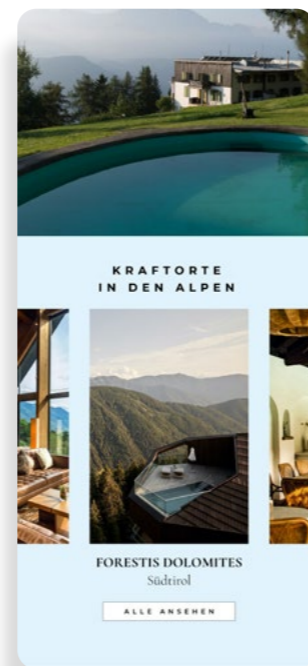
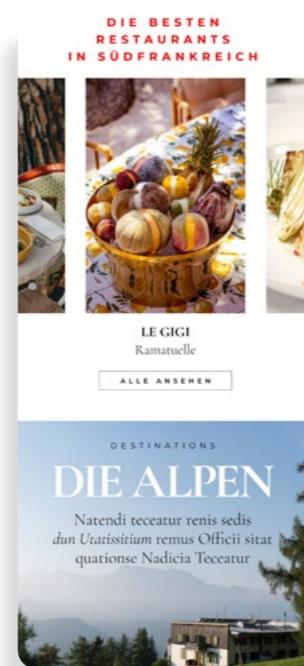
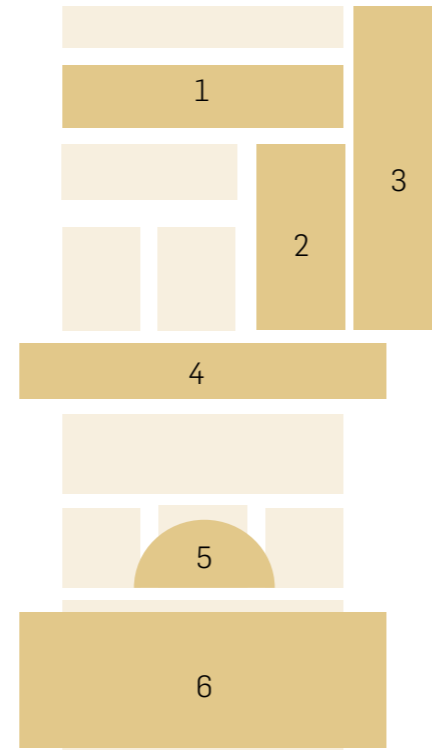
FALSTAFF TRAVEL DIGITAL

FALSTAFF.COM/TRAVEL

Updated with daily articles on exciting hotel openings, destinations, and travel accessories.
PLUS: exclusive giveaways and polls.

BANNER PORTFOLIO

| ADVERTISING FORMATS | DIMENSIONS (WxH IN PIXEL) | CPT DACH & INT |
|--------------------------|---------------------------|----------------|
| 1 - Superbanner | 728 x 90 | € 35 |
| 2 - Half Page Ad* | 300 x 600 | € 58 |
| 3 - Sitebar | 300 x 600 scalable | € 70 |
| 4 - Billboard | 1920 x 200 scalable | € 70 |
| 5 - Overlay Desktop | 300 x 600 | € 60 |
| 6 - Interstitial Desktop | full-screen scalable | € 70 |



SOCIAL MEDIA

SOCIAL POSTING



Short, informative and entertaining – that's social media. Using well-designed and value-added postings, factoids, flat lays or catchy phrases are published on Facebook and Instagram and provided with the customer's logo. Social postings support time-limited campaigns and ensure recognition and variety for the target group.*

| ADVERTISING FORMAT | DACH | INT |
|--------------------|---------|---------|
| Social Posting | € 4.800 | € 4.800 |

SPECIAL ADVERTISING FORMATS MOBILE

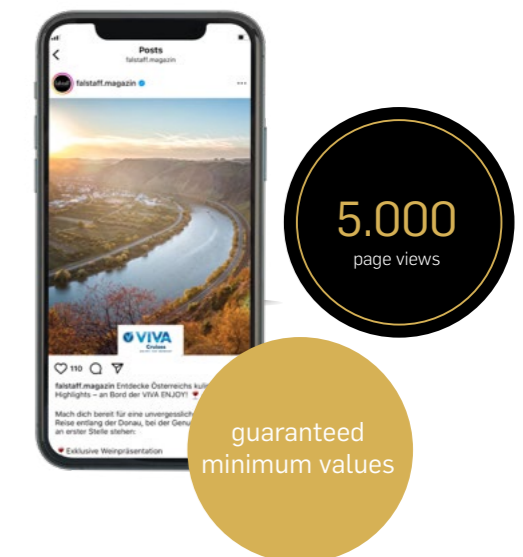
| ADVERTISING FORMATS | DIMENSIONS (WxH IN PIXEL) | CPT DACH & INT |
|-------------------------|---------------------------|----------------|
| Overlay Mobile | scalable | € 46 |
| Interstitial Mobile | full-screen 9:16 scalable | € 80 |
| Medium Rectangle Mobile | 300 x 250 scalable | € 46 |

SOCIAL PERFORMANCE POSTING

| ADVERTISING FORMAT | DACH | INTERNATIONAL |
|----------------------------|---------|---------------|
| Social Performance Posting | € 8.500 | € 8.500 |



2 OF FALSTAFF SPONSORED POSTS* WITH DIRECT LINK TO WEBHOP OR WEBPAGE OF CUSTOMER



FALSTAFF TRAVEL DIGITAL

ADVERTORIAL WITH NEWSLETTER ENTRY



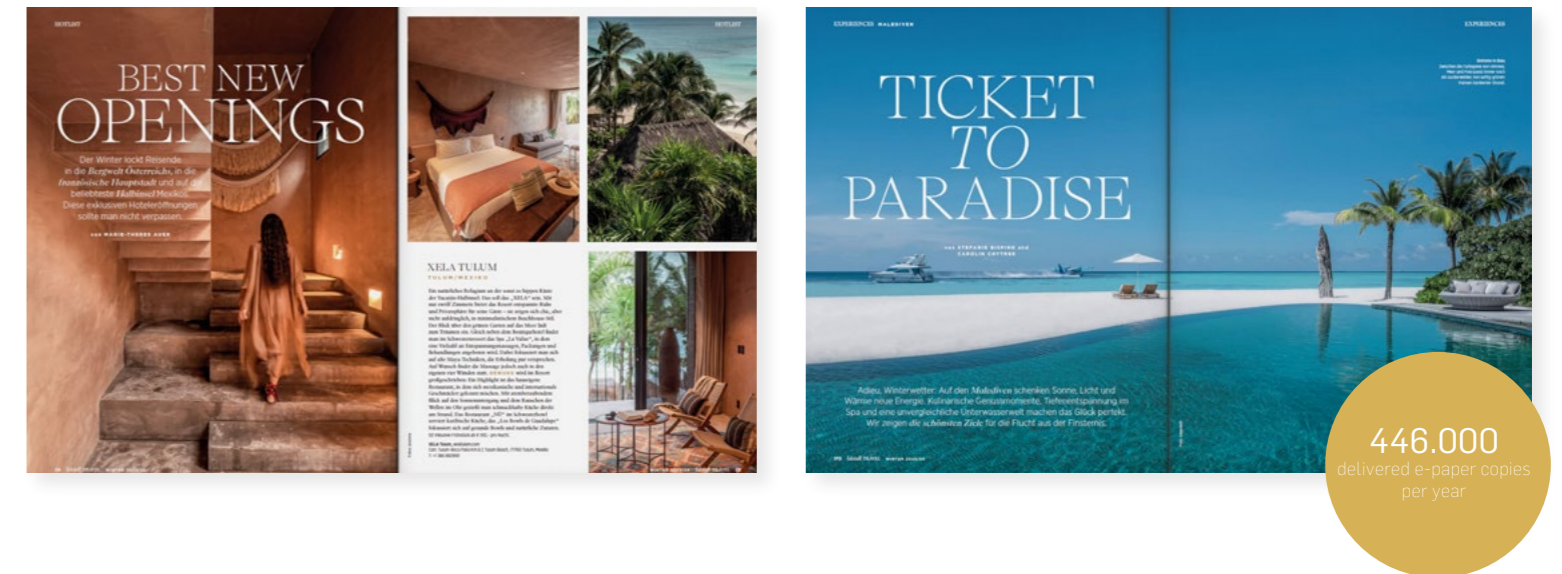
Your own promotional feature/copy including an image gallery in the look and feel of Falstaff News. Guaranteed on the start page for three days; then available in the relevant section.



| ADVERTISING FORMAT | DACH | INT |
|--------------------------------|---------|---------|
| Advertorial + Newsletter Entry | € 4.990 | € 4.990 |

E-PAPER

The popular Falstaff TRAVEL Magazine is available in digital format, easily accessible on smartphones and tablets. Available via digital newsstands and the Falstaff Travel online shop.



SITELINK NEWSLETTER



| ADVERTISING FORMAT | DACH | INT |
|----------------------------|---------|---------|
| Sitelink in our newsletter | € 1.690 | € 1.690 |

FALSTAFF TRAVEL DIGITAL

MOTION LOCATION IMAGE



Innovative recording techniques create awe-inspiring impressions – the Falstaff channels for maximum reach. Concept – production – post-production. Including all rights of use.



ADVERTISING PACKAGE

| ADVERTISING FORMAT | DACH | INTERNATIONAL |
|-----------------------|---------|---------------|
| Motion Location Image | € 8.400 | € 8.400 |





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M O T I O N



THE WORLD MOVES LIKE WE DO!
Everyone wants moving images – we deliver them!

OUR OFFERS

Concept & Editorial

- Production & post produktion incl. one approval loop
- Music licensing & sound design
- Two formats: 9:16 & 16:9
- Subtitles for 9:16 version
- Usage right transfer



EDITORIAL & STORYTELLING

Your story, brought to life by Falstaff. Our editorial videos tell stories and put brands, their people, and their locations in the spotlight. With perfectly coordinated placements in the Falstaff digital world, we create informative and inspiring videos or entire campaigns to capture maximum attention for your brand.



Watch the example video

IMAGE



- 1 main video
- length: approx. 1:00 - 2:00 mins

Falstaff channels

- Online premium entry
- Video integration guide on falstaff.com and in our Falstaff App
- Facebook Post and Instagram Reel

List price: € 7.900

ADVANCED



- 1 main video
- length: approx. 1:30 - 2:30 mins

Falstaff channels

- Online advertorial
- Newsletter entry
- Facebook Post and Instagram Reel

List price: € 10.900

PREMIUM



- 1 main video
- length: approx. 1:30 - 2:30 mins
- 2 teaser videos
- length: approx. 1:00

Falstaff channels

- Online advertorial
- Newsletter entry
- Facebook Post main video
- Facebook Post 2 teaser videos
- Instagram Reel post main video
- Instagram Reel post 2 tearer videos

List price: € 16.900

FLIGHT UPGRADE

Subject to change.

- High-quality aerial photography with professional drones, including flight permits and licenses
- Operation by certified drone pilots

List price: € 1.500

* All package prices exclude travel and accommodation costs.

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IMPRINT

ISSUE PRICE / SUBSCRIPTION PRICE

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

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Happy Life

Publisher
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Falstaff Profi

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Main Distribution Area

Austria, Germany, Switzerland and Italy

Terms & Conditions

The terms and conditions for processing orders are based on the publisher's business terms
(go.falstaff.com/AGB).

The prices, dates, and other details mentioned in this media kit may be updated throughout the year.

For the most current and binding information, please visit www.falstaff.com

