

MEDIA KIT 2026



# falstaff

NORDICS

FALSTAFF.COM

# FALSTAFF INSPIRES OVER 3 MILLION READERS & USERS

Discover our cross-media solutions and reach  
Europe's largest gourmet community.

**MAGAZINE**



**DIGITAL**



**MOTION**



**EVENTS**



# FALSTAFF NORDICS

The most relevant high-end magazine for wine, food and travel in Europe.

## CIRCULATION

• 100 000 distributed copies incl. e-paper

## AUDIENCE PROFILE

Affluent: 46% earn €4,000+ net per month  
 Established: 65% are property owners  
 Balanced: 50% men / 50% women  
 Prime demographic: 76% aged 25-64  
 Trusted: 90% see Falstaff as competent & credible



Also available as e-paper

## SCHEDULE 2026

ISSUE	MATERIAL DUE	PUBLICATION DATE
1/2026	09.03.	20.03.
2/2026	03.06.	26.06.
3/2026	24.08.	04.09.
4/2026	16.11.	27.11.

## KEY MARKETS



Greater coverage: High-traffic hotspots throughout Europe with increased coverage in the key regions mentioned above.

# TOPICS 2026

The main Topics for Falstaff Nordic's quartely editions are as follows



1

## FALSTAFF NORDICS MAGAZINE 1

PUBLICATION DATE: 20.03.26

COVER THEME **Gourmet Trends**

**Gourmet:** Best Bakeries, Best Cafés, Best Smørrebrød in Sweden and Denmark  
**Wine:** Burgundy, California, Wine Trophy Sweden, Wine Trophy Rosso & Brunello di Montalcino  
**Travel:** Destination Restaurants in the Nordics, Sevilla, Gourmet Cycling in the Nordics  
**Spirits:** Gin International, Trophy Gin Nordics, Non-alcoholic Trophy



2

## FALSTAFF NORDICS MAGAZINE 2

PUBLICATION DATE: 26.06.26

COVER THEME **Islands in the North**

**Gourmet:** Baltic Sea gastronomy at its finest, Bornholm - The tradition of smokehouses, Swedish Westcoast - a culinary summer retreat, Winners of the Restaurant Guide Nordics  
**Wine:** Rosé, Berry Wine and Fruit Wine, Italy Prosecco and Trophy, Orange Wines and Trophy  
**Travel:** Best Summer Hotspots 2026, The mountains are calling and we must go - the best mountain lifestyle experiences, Islands of the North, Venice and Vilnius, Gourmet Cycling and Gourmet Hiking in the Nordics  
**Spirits:** Local aperitivo and Trophy, Bottled Cocktail and Trophy



3

## FALSTAFF NORDICS MAGAZINE 3

PUBLICATION DATE: 04.09.26

COVER THEME **Culinary cities of the Nordics**

**Gourmet:** Cheese from the Nordics, Bread from the Nordics (Sweden & Denmark)  
**Wine:** Best Sommeliers of the Nordics, Pinot Noir Trophy, Bordeaux  
**Travel:** Cruises, Spa & Wellness in the Nordics, South Korea  
**Spirits:** Winner Barguide, Vodka Trophy, Cider Trophy



4

## FALSTAFF NORDICS MAGAZINE 4

PUBLICATION DATE: 27.11.26

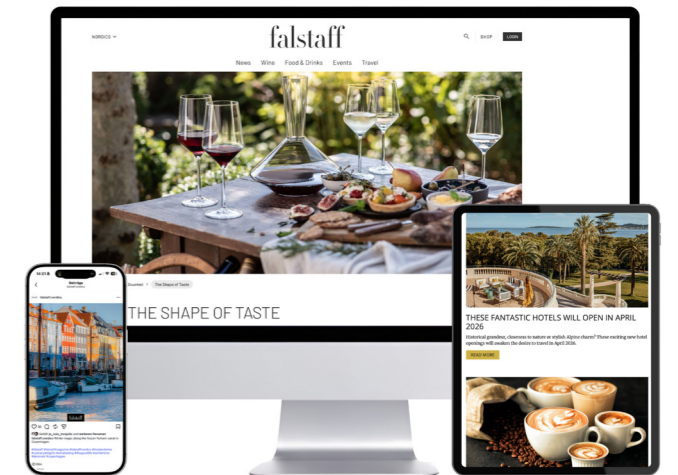
COVER THEME **Best Wines of the World**

**Gourmet:** Best Markets in the Nordics, Tea, Chocolate  
**Wine:** Sparkling Wine Trophy, Champagne, Best Wines from Italy, Grüner Veltliner  
**Travel:** Gourmet Skiing  
**Spirits:** Champagne Cocktails, Whisky Trophy, Aquavit Trophy, Bourbon Trophy



# DISTRIBUTION

100,000 DISTRIBUTED COPIES INCL. E-PAPER



## PRINT DISTRIBUTION

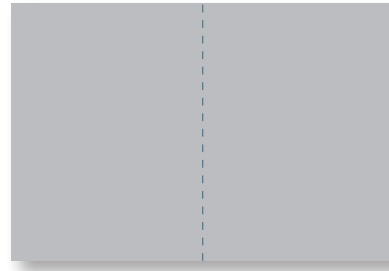
- **Subscribers** in Denmark, Sweden, Norway, Finland, Lithuania, Latvia, and Estonia.
- **International presence** at kiosks in Denmark, Sweden, and Norway.
- **Premium placement** in top hotels, restaurants, bars, and cafés in Denmark, Sweden, Norway, Finland, Lithuania, Latvia, and Estonia.
- **Presence at high-profile international events** such as ITB Berlin, Wine Paris, ProWein Düsseldorf, and many others.
- **Distribution at leading luxury hotels** such as Grand Hôtel Stockholm, Hotel Continental Oslo and Waldorf Astoria Helsinki.
- **Targeted distribution in Sweden** to The Wine Hub's key contacts, members of the Provinum Gastro Club and the Swedish Sommelier Association.
- **Exclusive presence in international airport lounges** in Germany, Switzerland, Austria, Italy, Finland, Denmark, London and Amsterdam.

## DIGITAL DISTRIBUTION

- **International digital kiosks:** YUMPU, Press Reader, Zinio, Readly, Readit, GoldKeyMedia, Media Carrier, and more.
- **In-flight entertainment:** available on selected international airlines, including the Lufthansa Group and Austrian Airlines.
- **E-paper distribution:** sent regularly to all subscribers via newsletter.
- **Available in all international Falstaff online shops.**

# THERE IS NO BETTER WAY TO POSITION YOURSELF!

Advertising without wasted coverage: What it costs to address target groups with pinpoint accuracy.

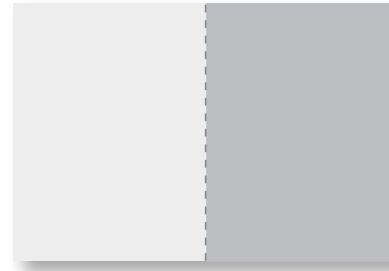


## 2/1 double page spread

466 x 300 mm bleed  
436 x 268 mm text space

Centre page spread  
approx. 3 mm bleed per page

NORDICS € 17,700



## 1/1 full page

233 x 300 mm bleed  
203 x 268 mm text space

NORDICS € 11,300

## 1/1 Advertorial

203 x 268 mm printing space

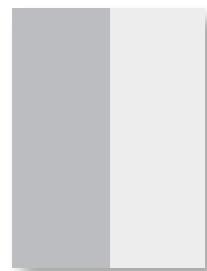
NORDICS € 12,500

## 2/1 Advertorial

436 x 268 mm text space

Centre page spread  
approx. 3 mm bleed per page

NORDICS € 20,200



## 1/2 vertical

114 x 300 mm bleed  
97.5 x 268 mm text space

NORDICS € 7,200



## 1/3 vertical

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

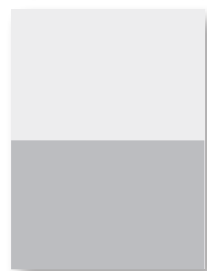
NORDICS € 5,000



## 1/4 vertical

64 x 300 mm bleed  
48 x 268 mm text space

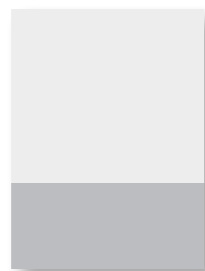
NORDICS € 3,900



## 1/2 landscape

233 x 148 mm bleed  
203 x 132 mm text space

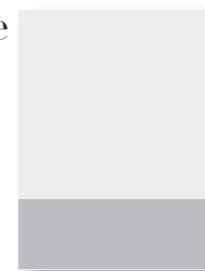
NORDICS € 7,200



## 1/3 landscape

233 x 96 mm bleed  
203 x 80 mm text space

NORDICS € 5,000



## 1/4 landscape

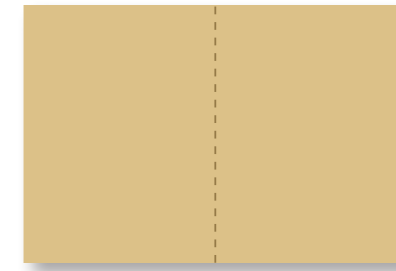
233 x 74,5 mm bleed  
203 x 58.5 mm text space

NORDICS € 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

NORDICS € 21,000

## First 2/1 after OS

NORDICS € 18,900

## Second 2/1 after OS

NORDICS € 18,200



## U2

NORDICS € 13,500

## First right-hand side

NORDICS € 13,500

## First left-hand side

NORDICS € 12,800

## U4

NORDICS € 14,600

## U3

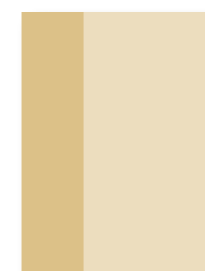
NORDICS € 12,800

## Second right-hand side

NORDICS € 12,800

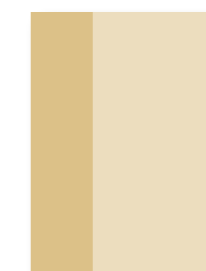
## Second left-hand side

NORDICS € 12,200



## First 1/3 side

NORDICS € 5,700



## Second 1/3 side

NORDICS € 5,300

Subject to change.

All prices excl. taxes & fees.

# 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

U4	100 x 195 mm	€ 14,600
Front inside flap*	189 x 210 mm	€ 15,000
Back inside flap*	189 x 210 mm	€ 14,400
U2/U3	88 x 210 mm	€ 13,500
2/1	200 x 210 mm	€ 12,400
1/1	100 x 210 mm	€ 8,400

## RESTAURANTS / BARS

Photo upgrade Guide	€ 620
Premium listing online	€ 620
Combi offer	€ 990

All prices excl. taxes & fees.  
\*Due to perfect binding, an area of 6 mm on the gutter side is hidden; the visible area is therefore 183 mm.

## HOTEL GUIDE

### FORMATS AND PRICES

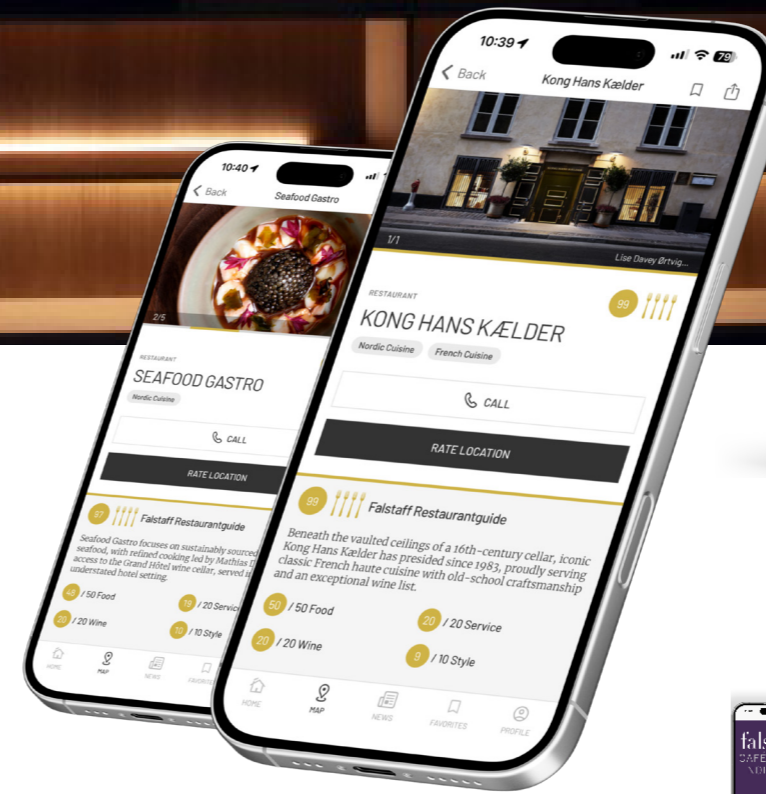
U2	88 x 195 mm	€ 12,500
U3	88 x 210 mm	€ 12,500
U4	100 x 210 mm	€ 15,500
First 2/1 after OS	189 x 210 mm	€ 12,500
2/1 Ad	296 x 210 mm	€ 11,500
1/1 Ad	148 x 210 mm	€ 7,900
3/4 Banner	124 x 134 mm	€ 2,190
1/2 Banner	124 x 85 mm	€ 1,890
1/4 Banner	124 x 39 mm	€ 990

## HOTELS

Listing Classic	1/2 page: 1 image & 200 characters	€ 1,890
Listing Premium	1/1 page: 3 images & 740 characters	€ 3,200
Listing Deluxe	2/1 pages: 4 images & 740 characters	€ 5,900

All upgraded listings include an online entry for 12 months on falstaff.com.

Subject to change.



## STREETFOOD / CAFE GUIDE

### FORMATS AND PRICES

Premium listing online	€ 620
------------------------	-------



## FALSTAFF NORDICS RESTAURANT GUIDE 2026

PD: 23.03. | MD: 09.03.  
CIRCULATION: 10,000 COPIES

The best restaurants in Denmark, Sweden, Norway, Finland, Lithuania, Latvia, and Estonia are chosen by the members of our Falstaff Gourmetclub in various categories.



## FALSTAFF NORDICS COCKTAIL- & WINEBAR GUIDE 2026

PD: 19.10. | AC: 28.09. | MD: 05.10.  
CIRCULATION: 10,000 COPIES

This guide offers a comprehensive overview of the hottest cocktail and wine bars across Denmark, Sweden, Norway, Finland, Lithuania, Latvia, and Estonia.



## FALSTAFF NORDICS HOTEL GUIDE 2026

PD: 26.05. | AC: 05.05. | MD: 12.05.  
CIRCULATION: 10,000 COPIES

The best hotels in Denmark, Sweden, Norway, Finland, Lithuania, Latvia, and Estonia are chosen by the members of our Falstaff Gourmetclub in various categories.



## FALSTAFF NORDICS CAFÉ GUIDE DIGITAL 2026

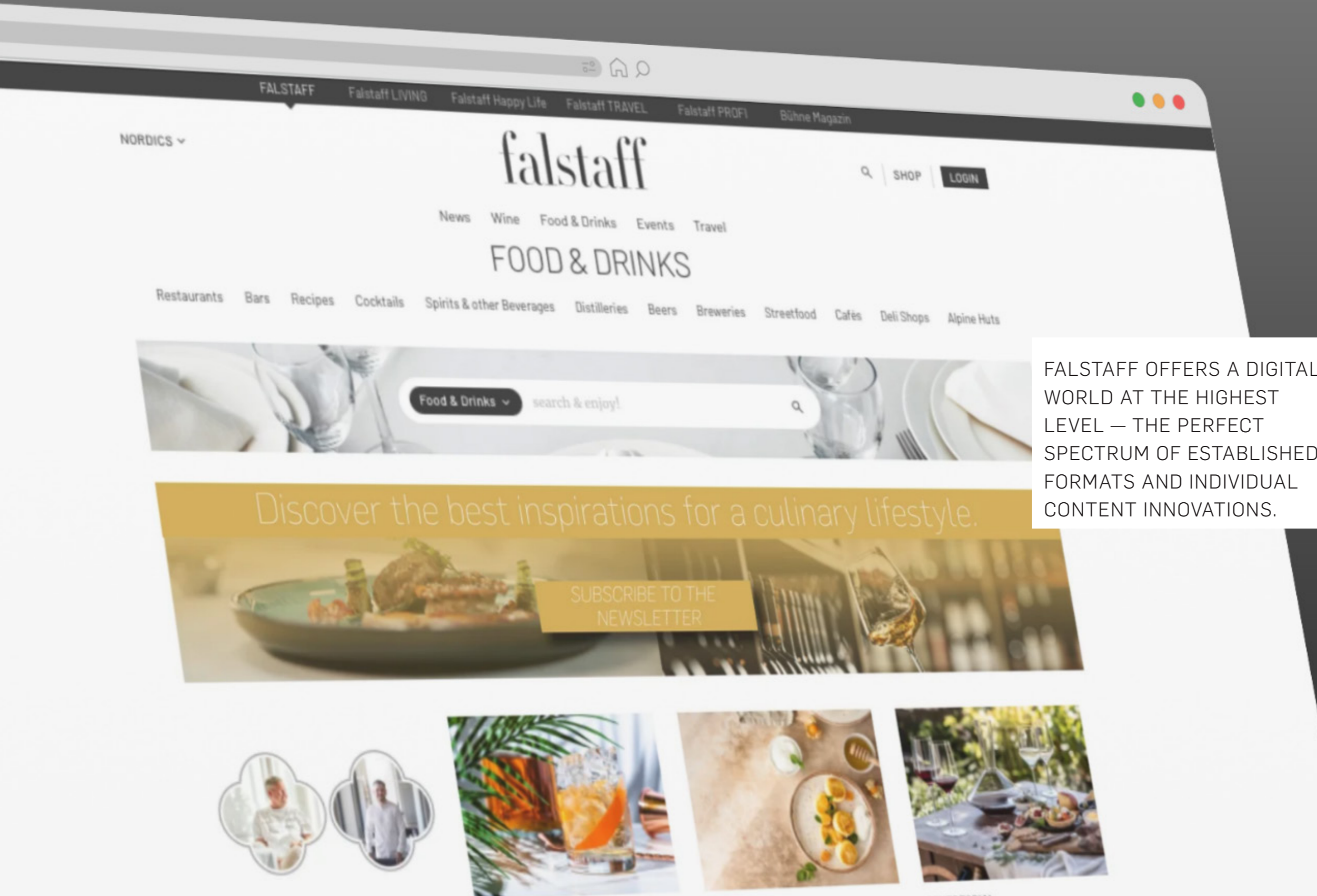
PD: 23.03.  
The best cafés in Denmark, Sweden, Norway, Finland, Lithuania, Latvia, and Estonia are chosen by the members of our Falstaff Gourmetclub in various categories.



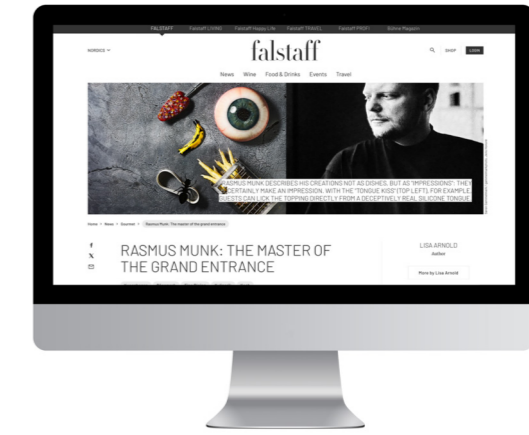
## FALSTAFF NORDICS STREETFOOD GUIDE DIGITAL 2026

PD: 17.06.  
This guide offers a comprehensive overview of the hottest Streetfood across Denmark, Sweden, Norway, Finland, Lithuania, Latvia, and Estonia.

# THE DIGITAL WORLD OF FALSTAFF



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



## WEBSITE FALSTAFF.COM

With over 139,000 wine ratings and tens of thousands of reviews covering restaurants, bars, cafés, hotels, and wine bars, Falstaff is Europe's premier online destination for wine, gourmet, travel, and lifestyle.

a total of  
**953,602**  
social media  
followers\*

## SOCIAL MEDIA FACEBOOK / INSTAGRAM

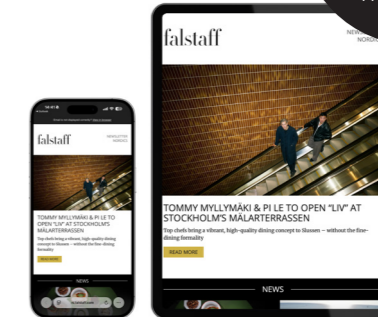
Our rapidly growing, active social media presence on Facebook and Instagram is the perfect platform for engaging with Falstaff's target audience.



over  
**750,000**  
subscribers in  
Nordics, D-A-CH &  
IT regions\*\*

## NEWSLETTER GOURMET/WINE/RECIPES

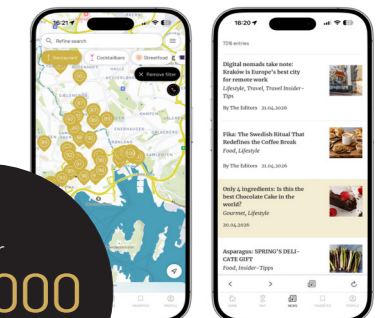
Delivering the finest gourmet and wine news directly to the inboxes of over 90,000 subscribers across the Nordics & International region. Stay updated with the latest on wines, restaurants, bars, travel, lifestyle, and more.



## 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: \*all Falstaff channels 04/26  
\*\* OAK Analysis 03/26

# 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%

♂ 50.8%   ♀ 49.2%

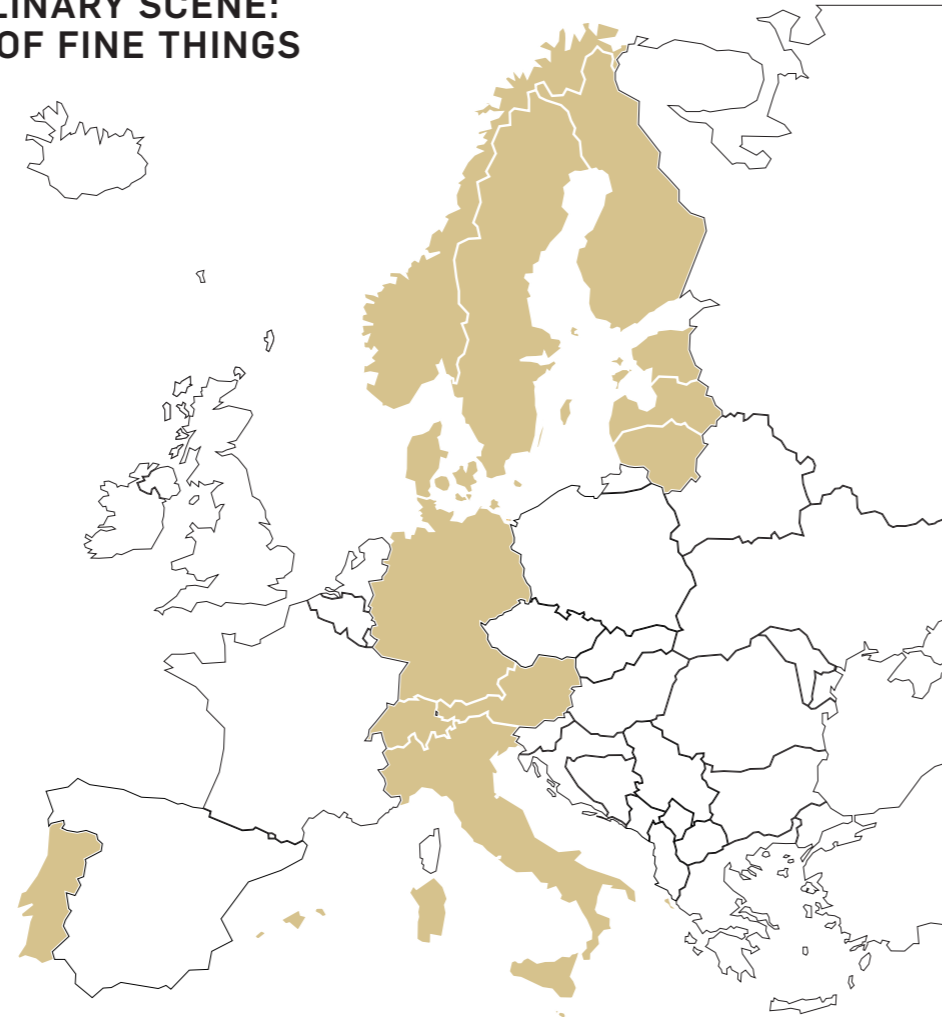
### AGE IN %

- 7 18 to 24 years
- 18 25 to 34 years
- 21 35 to 44 years
- 21 45 to 54 years
- 18 55 to 64 years
- 15 65 and over

Source: Google Analytics, 2026

### NEWSLETTER REACH

- Falstaff Nordics Newsletter: 90,100 subscribers
- Average opening rate 39%
- Click rate: 7.4%



Subject to change.

# OUR SOCIAL AUDIENCE

## THE PERFECT PRESENTATION FOR YOUR BUSINESS

Falstaff is the most interactive gourmet publication in Europe. The steadily growing number of fans and followers has the highest level of spending power and a high proportion of millennials open to premium products.

### SOCIAL ON ALL FALSTAFF CHANNELS

#### FOLLOWERS\*

- Facebook – 551,100
- Instagram – 587,080

#### REACH\*

- Facebook – 256 MILLION
- Instagram – 65 MILLION

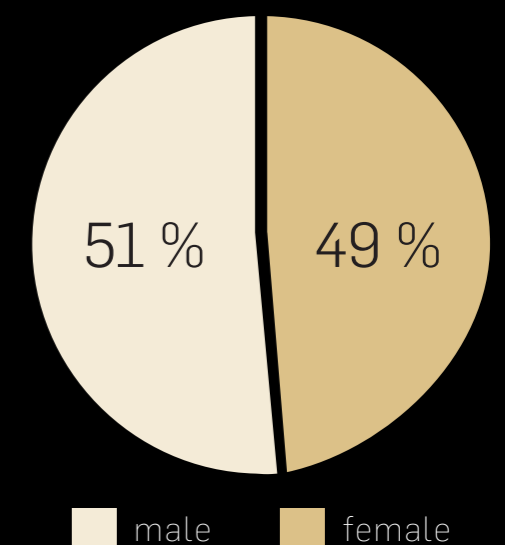
### @FALSTAFF.INTERNATIONAL / NORDICS

#### FOLLOWERS\*

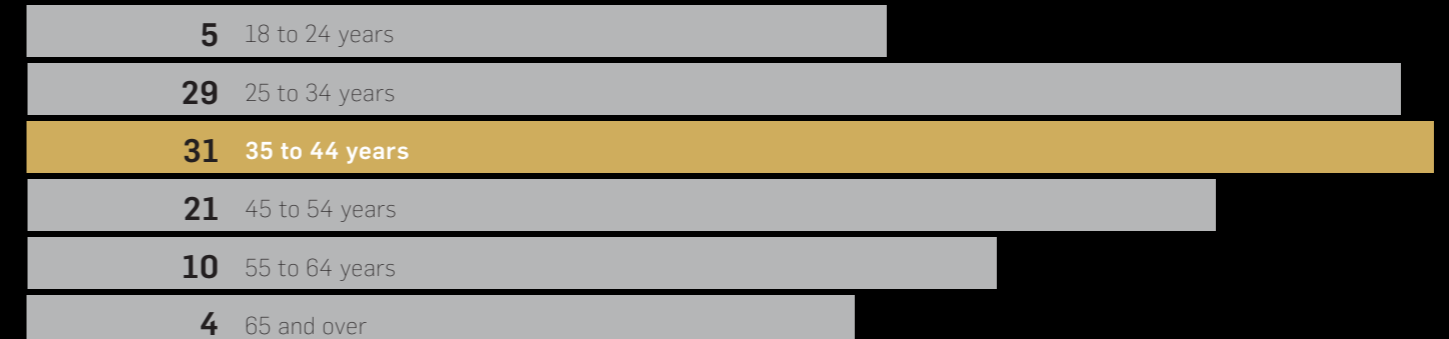
- Facebook & Instagram – 92.000

#### REACH\*

- Facebook & Instagram – 6 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 category. A video can be integrated into the advertorial. 3 working days for creation and approval process.



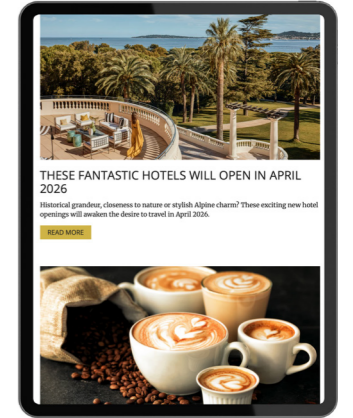
AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Advertorial including image gallery / video	€ 2,600	€ 6,400	€ 1,800	€ 1,800	€ 1,300

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

## ADV-ADD-ON: NEWSLETTER TEASER



Additional reach for your advertorial through a teaser in our newsletters.

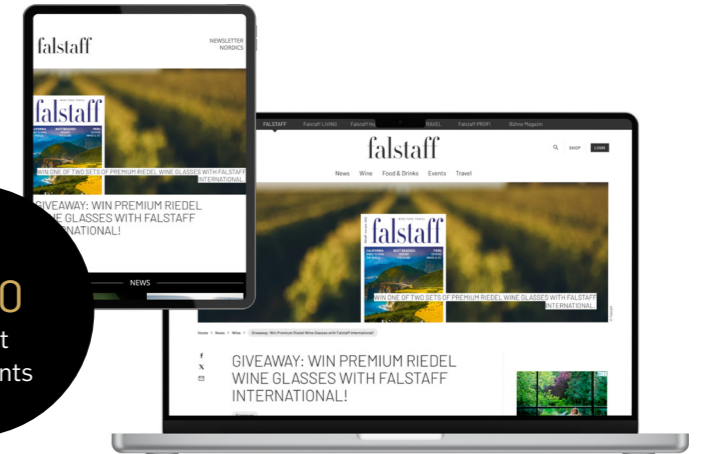
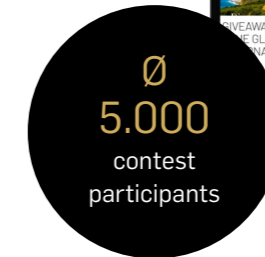


AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Add-on Newsletter Teaser	€ 1,600	€ 4,900	€ 700	€ 700	€ 800

## ADV-ADD-ON: GIVEAWAY



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

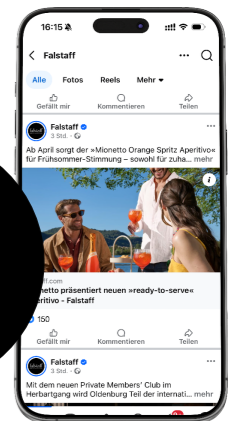
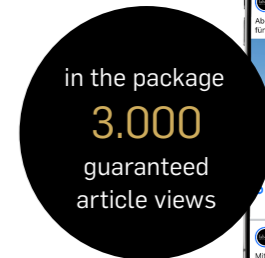


AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Add-on Giveaway	€ 2,600	€ 5,900	€ 1,000	€ 1,000	€ 1,300

## ADV-ADD-ON: SOCIAL TEASER



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



AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Add-on Social Media Teaser	€ 3,600	€ 3,600	€ 3,600	€ 3,600	€ 3,600

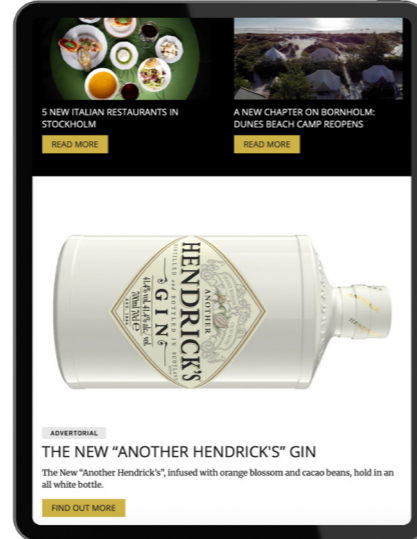
Subject to change without notice.

# 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.

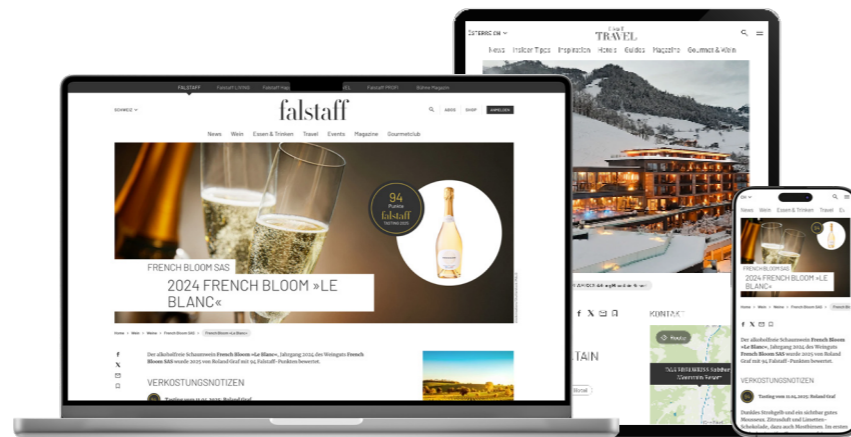


AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Sitelink in Newsletter	€ 1,600	€ 6,100	€ 1,000	€ 1,000	€ 800

## RECOMMENDATION 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.



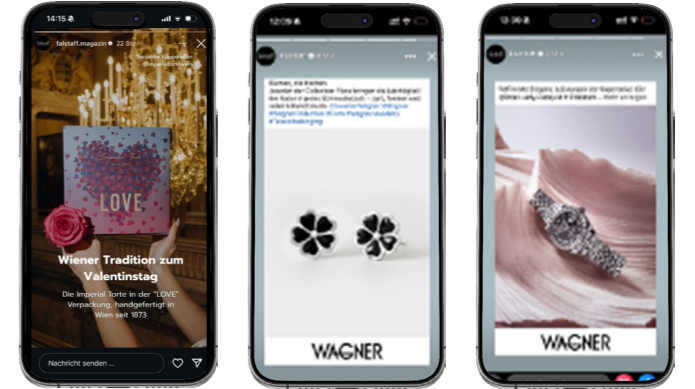
AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Recommendation of the week	€ 2,000	€ 7,500	€ 2,000	€ 2,000	€ 1,000

# SOCIAL

## SOCIAL STORY



Your brand — presented in three related Story Slides on the respective Falstaff channel.



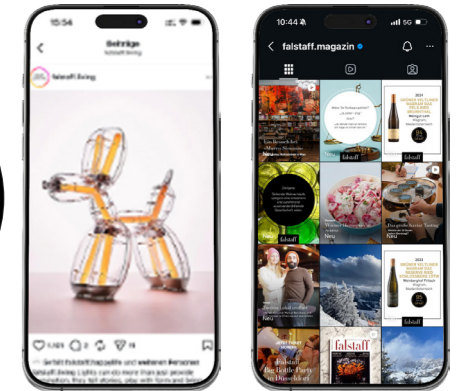
AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Social Story (pack of 3)	€ 1,000	€ 1,990	€ 1,000	€ 1,990	€ 1,000

## SOCIAL POSTING



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

in the package  
**25.000**  
views guaranteed



AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Social Posting (pack of 2)	€ 1,750	€ 3,500	€ 1,750	€ 3,500	€ 1,750

## SOCIAL ADVERTISEMENT



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

3.000  
guaranteed landing  
page visits

UPGRADE  
**+1.000**  
visits



AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Social Advertisement	€ 5,400	€ 5,400	€ 5,400	€ 5,400	€ 5,400

Subject to change without notice

# HOLIDAY SPECIAL

## GIVEAWAY



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

### EASTER BASKET



#### Here's how it works:

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

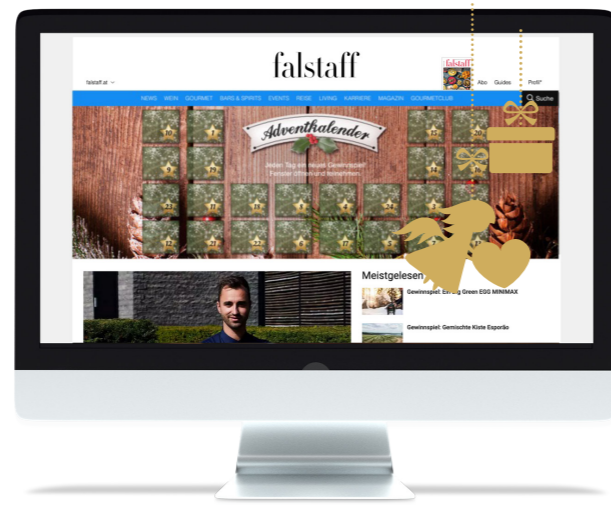
#### Our services:

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

### EASTER-GIVEAWAY-PACKAGE

ADVERTISING FORMATS	NORDICS
Advertorial + Quiz + Homepage-Placement + FB-Posting	€ 990

### ADVENT CALENDAR



#### Here's how it works::

Your advertorial will be featured in the advent calendar 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:

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

### CHRISTMAS-GIVEAWAY-PACKAGE

ADVERTISING FORMATS	TIME	NORDICS
Advertorial + Quiz + Homepage + FB-Posting	01.12.–14.12.26	€ 990
Advertorial + Quiz + Homepage + FB-Posting	15.12.–24.12.26	€ 990

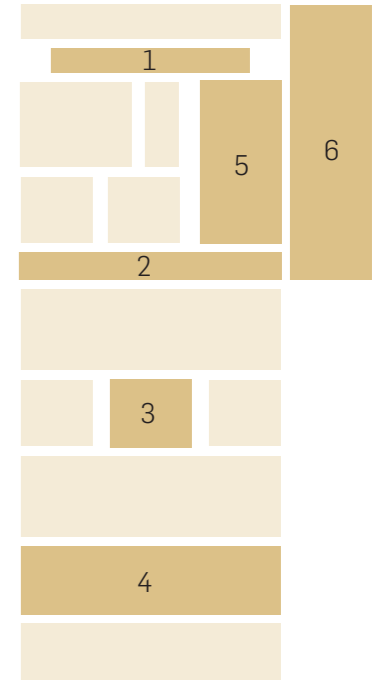
# DISPLAY ADVERTISING

## PERFECT FOR HIGH-PERFORMANCE BRANDING CAMPAIGNS!

### OUR BANNER PORTFOLIO: PLACED IN A HIGH-VISIBILITY LOCATION WITHIN THE CONTENT

ADVERTISING FORMATS		DIMENSIONS (WxH IN PX)	CPT NORDCIS
Leaderboard/Superbanner	1	728 x 90	€ 35
Superbanner XL	2	960 x 90	€ 35
Medium Rectangle*	3	300 x 250	€ 46
Billboard	4	970 x 250	€ 72
Half Page Ad*	5	300 x 600	€ 58
Sitebar	6	300 x 600 scalable	€ 70
Understitial*		300 x 600	€ 61
Interstitial*		full-screen	€ 80

Other special formats on request. The placements shown serve as examples; layout is generally run-over-site. For special targetings (frequency capping, location targeting, etc.), a surcharge of 30% is added. Max. Advertising media size: 150 KB. Third-party-hosted ads must be delivered via https. \*mobile-compatible advertising formats



### Banderole Desktop & Mobile\*

1920 x 560 scalable	CPM NORDCIS
16:9	€ 70



### Falstaff Outstream Video\*

DIMENSIONS (WxH IN PIXEL)	CPM NORDCIS
scalable, transparent background	€ 60



# 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 on the Germany, Austria, Switzerland, Italy, Slovakia, International & Nordics Pages as well as on the corresponding app.

**OPENER**  
Pictures say more than a thousand words



**SELF DESCRIPTION**  
Present yourself according to your wishes

**GALLERY**  
Up to 15 pictures as slideshow

**YOUR LOGO**  
Strengthen your brand recognition

**WEBSITE**  
Direct visitors straight to your homepage

**AD-FREE**  
Your profile is yours alone

## ANNUAL COOPERATION

ADVERTISING FORMATS	PRICE 1 YEAR	PRICE 2 YEARS
Premium listing online	€ 620	€ 900



# falstaff

M O T I O N

**THE WORLD MOVES JUST LIKE US!**  
Everyone wants moving images — we deliver them!

## SCOPE OF SERVICES

- Concept & editing
- Production & post-production, including one round of corrections
- Shooting day in production included
- Music licenses & sound design
- Two formats: 9:16 & 16:9
- Subtitles for 9:16 version
- Transfer of usage rights



# 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—for maximum attention for your brand.



Scan to get inspired by our videos

## IMAGE

- 1 Main-Video
- Length ca. 1:00 bis 2:00 min.



### Falstaff Channels

- Online-Premiumentry
- Video integration Guide on falstaff.com and Falstaff App
- Facebook Post und Instagram Reel
- Co-Autor / Collab Post

**Price: 7.900 €**

## ADVANCED

- 1 Main-Video
- Length ca. 1:30 bis 2:30 min.



### Falstaff Channels

- Online Advertorial
- Newsletter Teaser
- Facebook Post und Instagram Reel
- Co-Autor / Collab Post

**Price: 10.900 €**

Subject to change without notice.

## FLIGHT UPGRADE

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

**Price: 1.500 €**

## PREMIUM

- 1 Main-Video
- Length ca. 1:30 bis 2:30 min.
- 2 Teaser-Movies
- Length ca. 1:00 min.



### Falstaff Channels

- Online Advertorial
- Newsletter Teaser
- Facebook Post Main-Movie
- Facebook Post 2 Teaser-Movies
- Instagram Reel Post Main-Movie
- Instagram Reel Post 2 Teaser-Movies
- Co-Autor / Collab Post

**Price: 16.900 €**

\* All package prices exclude travel to and from the destination and accommodation costs.

# FALSTAFF NORDICS GALAS



## RESTAURANT GUIDE PRESENTATION

DATE: 23<sup>RD</sup> MARCH 2026  
LOCATION: MALMÖ, SWEDEN

The best restaurants will be honored at the presentation of the Falstaff Restaurant Guide Nordics. In an exclusive setting, culinary excellence and the diversity of Nordic gastronomy will be celebrated together with leading chefs and restaurateurs.



## HOTEL GUIDE PRESENTATION

DATE: 26<sup>TH</sup> MAY 2026  
LOCATION: STOCKHOLM, SWEDEN

At the Falstaff Hotel Guide Presentation, the most outstanding hotels will be celebrated. In a distinguished atmosphere, excellence in hospitality and the unique character of Nordic destinations are highlighted, as leading hoteliers and industry experts gather to honor the winners.



## BAR- & SPIRITS AWARD NIGHT:

DATE: OCTOBER 2026  
LOCATION: COPENHAGEN, DENMARK

At the Bar & Spirits Award Night, Denmark's and Sweden's finest bars and bartenders take center stage. In an elegant setting, the winners of the Bar Guide are honored, and the rich diversity of bar culture is celebrated. Guests can look forward to an evening filled with creative drinks, culinary delights, and inspiring encounters.



## SOMMELIER AWARD NIGHT:

DATE: SEPTEMBER 2026  
LOCATION: STOCKHOLM, SWEDEN

At the Award Night, Falstaff honors Denmark's and Sweden's finest sommeliers. Guests indulge in exquisite wines and gourmet dishes, while the who's who of the wine and sommelier scene gathers to witness the celebration of the very best.

## RESTAURANT- & BISTROGUIDE PRESENTATION: AWARD CEREMONY & BIG BOTTLE PARTY

DATE: 8<sup>TH</sup> MARCH 2027  
LOCATION: SLAGTHUSET, MALMÖ, SWEDEN

# falstaff

NORDICS

## MASTHEAD

### PRICE PER ISSUE / SUBSCRIPTION PRICE

Nordics:

€ 9,90 / € 29,90 incl. shipping and VAT  
kr 100,00 / kr 320,00 incl. shipping and VAT  
Skr 150,00 / Skr 500,00 incl. shipping and VAT  
nkr 160,00 / nkr 520,00 incl. shipping and VAT

#### Falstaff Nordics

Published by  
Wolfgang M. Rosam

Management

Chiara Pochtler, Mag. Elisabeth Kamper,  
Tove Oskarsson Henckel

#### Advertising Contacts

Nordics: e-mail: [advertising.nordics@falstaff.com](mailto:advertising.nordics@falstaff.com)  
Austria: T: +43 1 9042141, e-mail: [anzeigen@falstaff.at](mailto:anzeigen@falstaff.at)  
Germany: T: +49 211 9666299-0, e-mail: [anzeigen@falstaff.de](mailto:anzeigen@falstaff.de)  
Switzerland: T: +43 1 9042141-441, e-mail: [anzeigen@falstaff.ch](mailto:anzeigen@falstaff.ch)  
Italy: T: +39 0473 292370, e-mail: [italia@falstaff.com](mailto:italia@falstaff.com)  
International: e-mail: [advertising@falstaff.com](mailto:advertising@falstaff.com)

#### Terms and Conditions

The publisher's terms and conditions apply to the processing of orders  
([go.falstaff.com/AGB](http://go.falstaff.com/AGB))

Prices, dates, etc. listed in this media data may be updated during the year.  
The latest data is available at [www.falstaff.com](http://www.falstaff.com)





# falstaff

NORDICS

THE MAGAZINE FOR  
CULINARY LIFESTYLE

**FALSTAFF.COM**

Falstaff Nordics | Amaligade 6 2 tv, 1256 København K, Denmark  
E-Mail: [sales.nordics@falstaff.com](mailto:sales.nordics@falstaff.com)