MEDIA KIT 2027

falstaff

PORTUGAL

FALSTAFF.PT



PUBLISHER'S LETTER

FALSTAFF IN PORTUGAL: A NEW CHAPTER HAS BEGUN.

Falstaff Portugal marks a long-term commitment to editorial excellence, cultural relevance and a new way of experiencing Portugal. We are building a culture-led media house: not a single product, but an ecosystem. Our editorial strength underpins everything we do. We are a community shaped by our collective experience, and it is grounded in trust. We do not compromise on quality. From the outset, Falstaff has stood for authentic insider knowledge, bringing the reader the best of what restaurants, vineyards and hotels have to offer. This editorial dedication has informed the brand for decades and laid the groundwork for its international expansion into markets such as Italy, the Nordics and Slovakia—and now Portugal.

At the heart of Falstaff is our Falstaff Magazine, rooted in the community and quality-driven, expressing the voice of people who are not seeking to explain Portugal, but to understand it from the inside out. We are also proud of our Falstaff Style & Culture Portugal that puts Portugal at the heart of an international community—these editions are designed to travel across borders and cultures, offering the reader a new perspective.

Our editorial scope extends beyond wine and gastronomy to include travel, fashion, art, interior design, and contemporary culture. Always guided by discernment, not volume. Quality over quantity. We publish less, but with conviction. Our acumen allows us to make conscious choices about what enters our world, and what does not.

Falstaff Portugal launched in June 2026. This marked the beginning of a highly motivated venture—based on excellent standards, genuine relationships, and heart-warming stories worth telling. The launch was not a fleeting moment: Falstaff Portugal entered the world with momentum and purpose—a brand you can trust. Our aim is to create a place where gastronomy, lifestyle, and travel truly belong. We continually invite readers to discover Portugal with us.

Not as a destination, but as a cultural force.

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ALEXA DESCH
Publisher & Managing Director
Falstaff Portugal



SABINE SPIELER
Editorial Concept & Strategy
Falstaff Portugal

WHAT MAKES US UNIQUE

A legacy of expertise paired with fresh perspectives.
Authentic European heritage with an international mindset.
Contemporary voices driving innovation.
A rich cultural foundation and original insights.
Digitally fluent, immersive and highly engaging.

OUR EXPERTISE

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

INSPIRATION

Our mission is to share authentic, authoritative stories about wine, food and travel, as well as lifestyle, art, design and fashion, 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

A 1980 D 2010 CH 2014 IT 2024 SK 2025 NORDICS 2025



Falstaff is the most relevant high-end lifestyle magazine, and the market leader throughout the German-speaking world. Combining journalistic excellence with the highest aesthetic standards, every issue offers an informative and entertaining foray into the world of fine wines, top-class gastronomy, and the most beautiful journeys for connoisseurs.

ENJOY LIFE WITH FALSTAFF

From wines, gourmet cuisine, and lifestyle to design, art, interiors, and unforgettable travel experiences, Falstaff delivers a carefully curated editorial selection in every issue. Each edition is crafted with elegance and designed with intention.

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

Leverage the unparalleled trust and engagement that Falstaff fosters to elevate your products and brands. With dedicated editions across Germany, Austria, Switzerland, Italy, Slovakia, the Nordics, and now Portugal, Falstaff provides strong opportunities for targeted advertising.

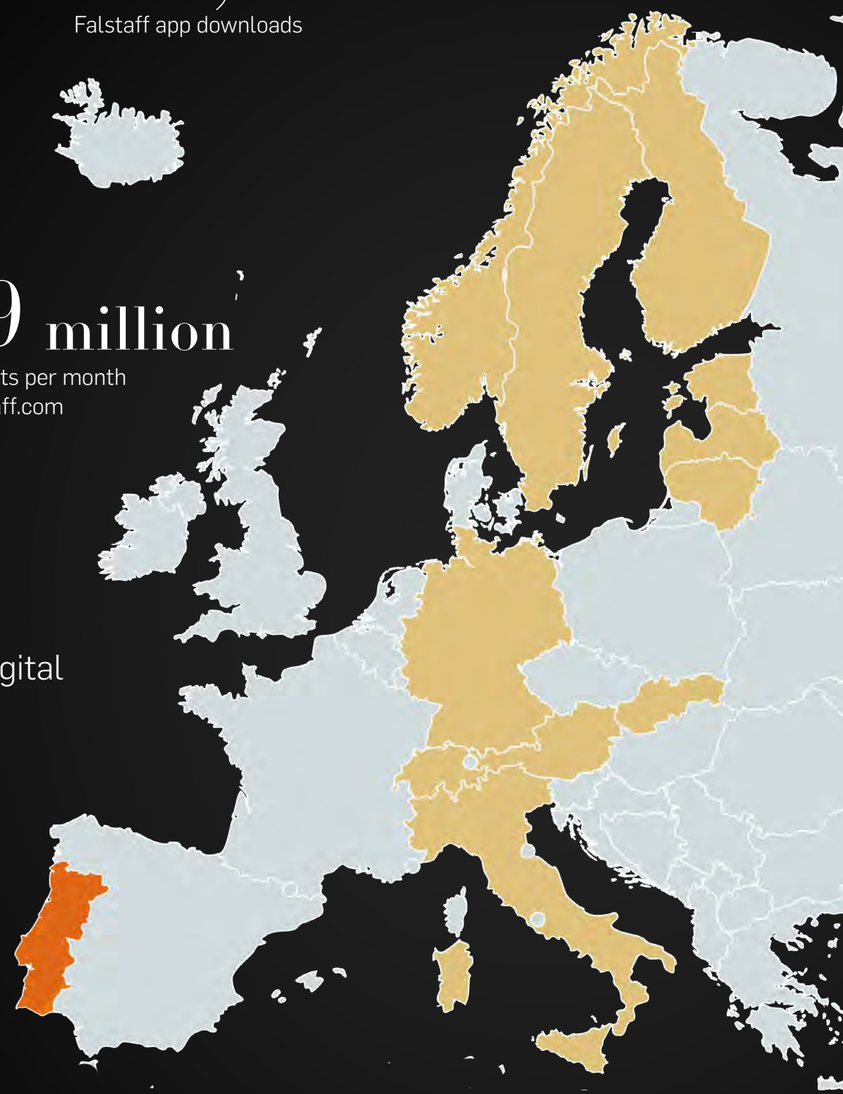
85,000+
subscribers in Austria, Germany, Switzerland, Italy, Slovakia and the Nordics

over **100,000**
Falstaff app downloads

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



3 million
combined annual reach across Falstaff's print, digital and event platforms

over **167,000**
Instagram followers

over **610,000**
subscribers for the Germany, Austria, Switzerland, Italy and International newsletters

35,000
gourmets visiting over 100 yearly events

26,000
members of the Falstaff Circle in Germany, Austria and Switzerland

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

PUBLICATIONS IN 2026

1 JUN

2 JUN

3 NOV



A TASTE OF 2027

In 2027, Falstaff Magazine will be published in Portuguese three times per year, and in parallel with the English-language Falstaff Style & Culture Portugal.

(These covers are presented for illustrative and inspirational purposes only. Final cover designs are currently in development.)

1 MAR 2 MAR 3 JUL 4 JUL 5 NOV 6 NOV



Three times each year, Falstaff Portugal delivers two standalone publications, each with its own distinct vision, tone, and cover tailored to its audience.

Falstaff Magazine brings wine, food, and travel from around the world to Portuguese readers. In parallel Falstaff Style & Culture Portugal brings the country's contemporary life and artistic heritage to anglophone readers around the world.

The result: six dazzling, long-lived issues per year that offer an advertising context with unique and powerful depth, reach, reiteration, and longevity.

2 VISIONS × 3 ISSUES = 6 PERSPECTIVES

FALSTAFF MAGAZINE

Bringing the world to Portugal

The Portuguese-language publication addresses the national market with an insider's voice, expressing the country for readers who live and breathe it, and putting its lifestyle in dialog with the global context.

CIRCULATION

- 15,000 distributed copies per edition

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 2027

ISSUE	MATERIAL DUE	PUBLICATION DATE
1/2027	Jan 2027	4 Mar 2027
2/2027	May 2027	1 Jul 2027
3/2027	Sep 2027	4 Nov 2027

KEY MARKETS



FALSTAFF STYLE & CULTURE PORTUGAL

From Portugal to the world

The English-language magazine for readers in Portugal and abroad. It explores Portugal's heritage and contemporary life through people, places, art, design, and craftsmanship.

CIRCULATION

- 15,000 distributed copies per edition

AUDIENCE PROFILE

- 41,000+ foreign nationals own property in Portugal
- 62,700 millionaires resident in Portugal (Henley 2024)
- 50/50 split between men and women
- 85% of foreign residents aged 18–64, core group 25–44
- 90% find Falstaff competent and credible



SCHEDULE 2027

ISSUE	MATERIAL DUE	PUBLICATION DATE
1/2027	Jan 2027	4 Mar 2027
2/2027	May 2027	1 Jul 2027
3/2027	Sep 2027	4 Nov 2027

KEY MARKETS





2027 EDITIONS

1





FALSTAFF PORTUGAL SPRING 2027

PUBLICATION DATE
4 March 2027

THEME
Spring in Portugal: new energy in wine, food, culture, design & travel.

2





FALSTAFF PORTUGAL SUMMER 2027

PUBLICATION DATE
1 July 2027

THEME
A celebration of contemporary Portugal at its best.

3





FALSTAFF PORTUGAL AUTUMN/WINTER 2027

PUBLICATION DATE
4 November 2027

THEME
From autumn inspiration to festive celebration.

THEMES 2027

SPRING ISSUES
MARCH 2027



SPRING 2027

PUBLICATION DATE
4 March 2027

THEME
Spring in Portugal: new energy in wine, food, culture, design & travel.

TOPICS
Art, Culture & Collecting
Galleries, auction houses, cultural institutions, collectors

Design & Architecture
Furniture brands, architecture firms, interiors; Lisbon Design Week / LAAF

Fashion & Style
Fashion houses, beauty, grooming; ModaLisboa tie-in

Wine, Food & Hospitality
New-vintage wines, spring cooking, seasonal hotel openings

Special: Interior

THEMES 2027

SUMMER ISSUES
JULY 2027



SUMMER 2027

PUBLICATION DATE
1 July 2027

THEME
A celebration of contemporary Portugal at its best.

TOPICS
Falstaff Guides & Awards
Wine, gastronomy, spirits, hotels

Portugal‘s Top-End Places
Hospitality, restaurants, bars, destinations

Portuguese Luxury
Artisans, heritage, innovation

Cars
Classic and performance cars, motoring culture, collectors

Summer Living
Yachting, beachwear, home & entertaining

Wine, Food & Hospitality
Alentejo wines, beach dining, design hotels

Special: Gourmet

THEMES 2027

AUTUMN/WINTER ISSUES
NOVEMBER 2027



AUTUMN/WINTER 2027

PUBLICATION DATE
4 November 2027

THEME
From autumn inspiration to festive celebration.

TOPICS
Design & Architecture
Autumn collections, gallery openings, new studios

New Season Living
Interiors, home & design brands

City Life
Culture season, restaurant openings, urban mobility & automotive

Fashion & Style
International fashion weeks, Portuguese designers

Wine, Food & Hospitality
Harvest & terroir storytelling, wine estates, emerging travel destinations

Special: Best of Wines

DISTRIBUTION

90,000 COPIES DISTRIBUTED ANNUALLY

ALSO AVAILABLE AS AN E-PAPER





PRINT DISTRIBUTION

- **Premium retail presence** in selected travel retail locations, bookstores, supermarkets, newsstands, department stores and concept stores
- **Subscribers in Portugal** — growing base of subscribers with a strong affinity for wine, gastronomy, travel, and culture
- **Premium placement in selected hospitality venues** including high-end hotels, restaurants, wine bars and wineries
- **Targeted distribution in international airport lounges** in Portugal, Germany, Switzerland, Austria and Italy
- **Presence at selected tastings and carefully curated events spanning wine, gastronomy, travel, fashion, and contemporary lifestyle**
- **International retail presence for Falstaff Style & Culture Portugal in high-traffic travel retail environments**

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**

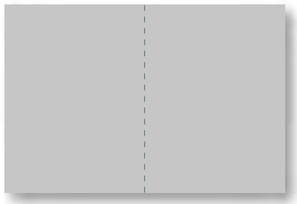
KEY MARKETS



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

THERE'S NO BETTER WAY TO POSITION YOURSELF

Precision advertising without wasted reach. Transparent pricing for pinpoint audience targeting.



2/1 Spread

466 x 300 mm final size
436 x 268 mm text space

Central spread ad (double page)
Incl. 3 mm bleed around all edges

PORTUGAL	€	14,200



1/1 Full page

233 x 300 mm final size
203 x 268 mm text space

Central full page ad
Incl. 3 mm bleed around all edges

PORTUGAL	€	9,100

1/1 Advertorial

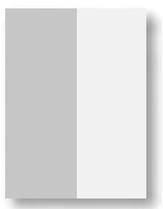
233 x 300 mm final size
203 x 268 mm text space

PORTUGAL	€	10,100

2/1 Advertorial

466 x 300 mm final size
436 x 268 mm text space

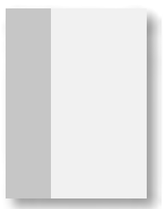
PORTUGAL	€	16,200



1/2 Portrait

114 x 300 mm
final size

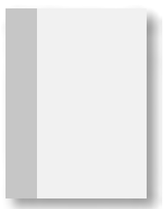
97 x 268 mm
text space



1/3 Portrait

81 x 300 mm
final size

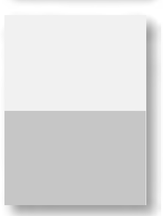
60 x 268 mm
text space



1/4 Portrait

64 x 300 mm
final size

48 x 268 mm
text space



1/2 Landscape

233 x 148 mm
final size

203 x 132 mm
text space

PORTUGAL	€	5,800



1/3 Landscape

233 x 96 mm
final size

203 x 80 mm
text space

PORTUGAL	€	4,000



1/4 Landscape

233 x 74 mm
final size

203 x 58 mm
text space

PORTUGAL	€	3,200

*All prices exclude taxes and fees.

Subject to change.

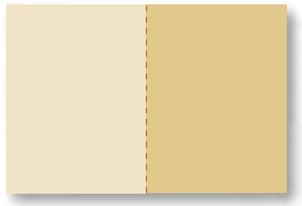
PREMIUM PLACEMENTS

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



2/1 Opening Spread

PORTUGAL	€	16,800



Inside Front Cover

PORTUGAL	€	10,800

Back Cover

PORTUGAL	€	11,800

Inside Back Cover

PORTUGAL	€	10,300

First 2/1 after OS

PORTUGAL	€	15,200

First Right-hand Side

PORTUGAL	€	10,800

Second Right-hand Side

PORTUGAL	€	10,300

Second 2/1 after OS

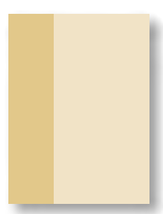
PORTUGAL	€	14,600

First Left-hand Side

PORTUGAL	€	10,300

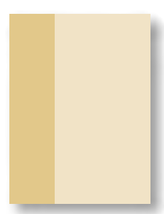
Second Left-hand Side

PORTUGAL	€	9,800



First 1/3 Side

PORTUGAL	€	4,600



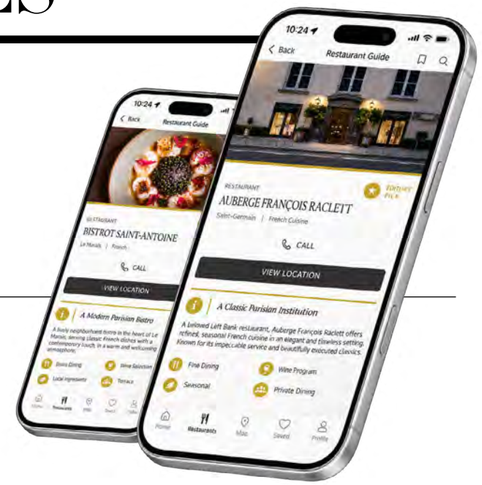
Second 1/3 Side

PORTUGAL	€	4,300

*All prices exclude taxes and fees.

FALSTAFF GUIDES

Falstaff guides are curated annual publications, digital platforms, and mobile apps that review and rate top restaurants, hotels, wine bars, cocktail bars, and wineries across Europe.





FALSTAFF RESTAURANT GUIDE PORTUGAL

The debut edition of the Falstaff Restaurant Guide Portugal is a one-stop shop for finding commendable dining around the country, from Michelin-starred sophistication to long-time local favorites.



FALSTAFF HOTEL GUIDE PORTUGAL

The first Falstaff Hotel Guide Portugal collects the most refined and atmospheric of places to stay, including grand urban icons, stately country estates, luxurious coastal and golf resorts, intimate rural hideaways, and more.

Tailored partnership, investment & sponsorship opportunities upon request.



RESTAURANT GUIDE PORTUGAL

ADVERTISING FORMATS	DIMENSIONS	
U4	100 x 210 mm	€ 11,500
Front Inside Flap*	189 x 210 mm	€ 12,000
Back Inside Flap*	189 x 210 mm	€ 11,500
U2 / U3	95 x 210 mm	€ 10,500
Double Page 2/1	200 x 210 mm	€ 9,500
Full Page 1/1	100 x 210 mm	€ 6,500

RESTAURANTS

ADVERTISING FORMATS	
Photo Upgrade Guide	€ 600
Premium Online Listing	€ 600
Photo + Premium Online Combi	€ 950

All prices exclude taxes and fees.
*Due to perfect binding, a 6 mm strip along the inside edge of the page is hidden. The visible width is therefore 183 mm.

Subject to change without notice.

HOTEL GUIDE PORTUGAL

ADVERTISING FORMATS	DIMENSIONS	
U2	88 x 195 mm	€ 10,000
U3	88 x 210 mm	€ 10,000
U4	100 x 210 mm	€ 12,500
First 2/1 After OS	189 x 210 mm	€ 10,000
2/1 Ad	296 x 210 mm	€ 9,500
1/1 Ad	100 x 210 mm	€ 6,500
3/4 Banner	124 x 134 mm	€ 1,800
1/2 Banner	124 x 85 mm	€ 1,600
1/4 Banner	124 x 39 mm	€ 800

HOTELS

ADVERTISING FORMATS		
Classic Listing	1/2 page 1 image + 200 characters	€ 1,600
Premium Listing	1/1 page 3 images + 740 characters	€ 2,600
Deluxe Listing	2/1 page 4 images + 740 characters	€ 4,800

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



FALSTAFF CIRCLE

The Falstaff Circle is a curated community.

It brings together decision-makers, tastemakers and internationally minded locals who share a passion for wine, gastronomy, travel, culture and modern lifestyle.

More than an audience, the Falstaff Circle represents an engaged, high-affinity network built around editorial authority, real-life experiences and meaningful connection.

FALSTAFF CIRCLE AUDIENCE SNAPSHOT

- Entrepreneurs and founders
- Senior executives and decision-makers
- International residents and frequent travelers
- Leaders in wine, gastronomy and hospitality
- Cultural tastemakers, creatives and collectors

WHY THE FALSTAFF CIRCLE MATTERS

- Carefully curated community, not mass reach
- Strong affinity for premium and luxury brands
- Trust-based, invitation-driven environment
- Real-life touchpoints beyond media consumption

FALSTAFF CIRCLE TOUCHPOINTS

- Curated dinners and tastings
- Cultural and lifestyle events
- Partner experiences and private previews
- Editorial-led formats such as talks, salons and encounters

The Falstaff Circle allows brands to connect not just with readers, but with people.

FALSTAFF WINE SALONS

Wine, in good company.
Some wines deserve more than a tasting.

Falstaff Wine Salons bring together small groups of wine lovers for an intimate experience of discovery, conversation and connection.

Hosted by Falstaff Portugal's wine experts, alongside invited winemakers and producers at every edition, each Salon explores a distinctive theme through carefully selected wines, guided tastings and engaging conversation.

Set in beautiful venues, Wine Salons combine wine education, thoughtful hospitality and the pleasure of good company.

THE EXPERIENCE

8 Falstaff Wine Salons planned for 2027, each featuring:

- 20–30 guests
- Tastings of 5–8 wines
- Falstaff wine experts alongside invited winemakers and producers
- Carefully selected venues across Portugal

PARTNERSHIP OPPORTUNITIES

ANNUAL SERIES PARTNER

Exclusive association with all eight editions, offering year-round brand visibility and meaningful engagement with the Falstaff audience.

INDIVIDUAL SALON PARTNER

Partnership with one or more selected editions, tailored to the brand's objectives and audience.

PARTNER BENEFITS

Brand visibility across event communications, on-site presence, guest invitations, direct audience engagement, professional photography and social media coverage.

Tailored partnership, investment & sponsorship opportunities upon request.







FALSTAFF EVENTS

WINE & GASTRONOMY EVENTS

With Falstaff, wine, gastronomy and lifestyle come together through carefully curated gatherings created in collaboration with our partners. From elegant cocktail receptions to intimate dinners and brand activations, each event reflects the Falstaff spirit: a refined atmosphere, exceptional wines and thoughtful hospitality.

FALSTAFF TASTINGS & MASTERCLASSES

Falstaff tastings turn expertise into engaging experiences. Led by sommeliers, winemakers and industry experts, these events invite guests to explore wines and spirits through guided tastings and conversations that awaken all the senses.
Participants: 15–50 guests

FALSTAFF DINNERS

Falstaff dinners celebrate gastronomy at the highest level. Each dinner is designed as a gastronomic journey, bringing together outstanding chefs, carefully selected wines and a sophisticated setting.
Participants: 30–150 guests

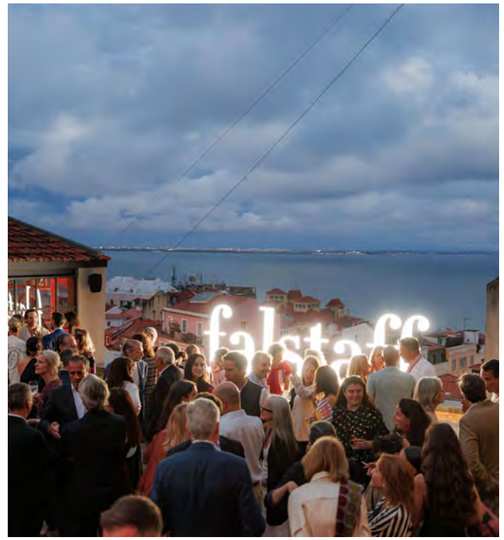
CUSTOMIZED EVENTS

Falstaff also creates tailor-made experiences for partners, from intimate gatherings of selected guests to larger celebrations and brand activations. From venue selection to curated tastings and guest invitations, each event is designed individually to reflect the partner's vision while maintaining the distinctive Falstaff spirit.

THE FALSTAFF GALAS

Falstaff galas are signature events that combine festive elegance, exceptional locations and a carefully curated guest list. Champagne, wine and spirits take center stage, accompanied by gastronomic highlights and meaningful encounters among leaders from the worlds of wine, hospitality, culture and business, with an influential and well-connected audience. Supported by Falstaff's editorial, digital and community channels, partnerships gain strong visibility and impact.

Tailored partnership, investment & sponsorship opportunities upon request.





Please visit our website for current events and upcoming experiences.

PARTNERSHIP OPPORTUNITIES BEYOND ADVERTISING

Falstaff Portugal works with a limited number of partners each year across print, digital, community and events.

Partnerships are built around a brand's objectives rather than a fixed rate card. The structures below are our most requested starting points.

PRESENTING PARTNER

The lead partnership of the year. Category exclusivity, presence across all issues, headline association with the Falstaff Portugal event program, and a dedicated editorial platform. Reserved for one brand per category per year.

CIRCLE PARTNER

Direct access to the Falstaff Circle, our curated community of decision-makers, founders and cultural tastemakers. Includes hosting rights at Circle dinners and tastings, private previews, and presence in Circle communications.

EVENT SERIES PARTNER

Association with one recurring format across the year, such as the dinner series, the tasting and masterclass program, or the salon series. Includes on-site presence, guest allocation, and editorial and social coverage of each edition.

CONTENT PARTNER

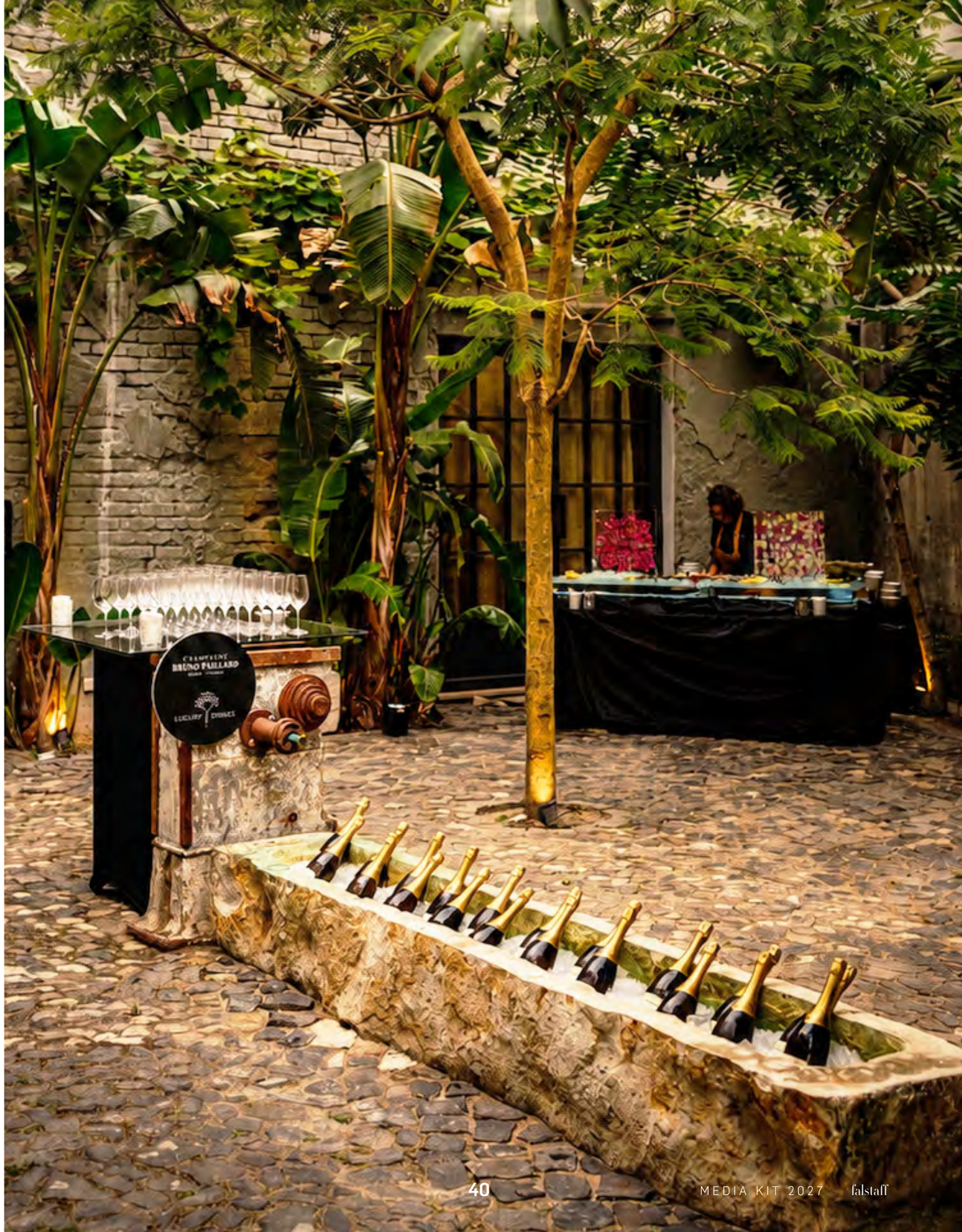
A sustained editorial collaboration across print and digital: advertorials, native formats, video, and dedicated content series produced by the Falstaff editorial team. Built for brands with a story that needs more than a single page.

DESTINATION PARTNER

For regions, tourism boards and destination brands. Combines print features, dedicated digital content, international distribution through the Falstaff Portugal editions, and a curated journey or event on location.

CUSTOMIZED ANNUAL PARTNERSHIP

Built from the ground up around a brand's calendar and objectives, combining any of the elements above across a 12-month cycle. Every partnership includes measurement and reporting across print distribution, digital performance and event attendance.



THE DIGITAL WORLD OF FALSTAFF

While Falstaff Portugal's print editions are locally rooted, Falstaff's digital world is international by nature, operating across multiple core markets and reaching audiences far beyond the Portuguese market. This extensive reach creates strong advertising opportunities across Europe, giving brands access to key markets and a highly affluent, quality-driven audience.

EXCELLENCE IN DIGITAL MEDIA

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.

over **344,000** Instagram views

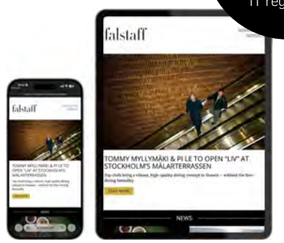


SOCIAL MEDIA
FACEBOOK / INSTAGRAM

Since launching in Portugal in March 2026, Falstaff has generated over 344,000 Instagram views, reaching more than 41,000 unique accounts. With over 50% of all views coming from non-followers, the platform continues to expand its reach organically while connecting brands with an engaged audience interested in food, wine, travel, design and lifestyle.

@falstaffportugal

over **610,000** subscribers in Nordics, D-A-CH & IT regions**



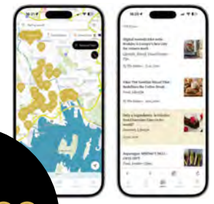
NEWSLETTER
GOURMET/WINE/RECIPES

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.

**Source: ÖAK Analysis (03/2026)

FALSTAFF APP
THE DIGITAL GUIDE

Within the Falstaff app, partners can book premium placements such as "Recommended", ensuring maximum visibility, strong visual impact, and access to a targeted, qualified audience.



over **100,000** app downloads

THE FALSTAFF PODCAST

The Falstaff Podcast tells the story before the question is asked. It records culture rather than follows trends.

Every two weeks, twenty minutes of conversation with people who make contemporary culture in wine, food, travel and lifestyle, adding depth and perspectives to the magazine. The voice comes first, on the website, Spotify and Apple Podcasts. Each episode also features a short film on the website and social media that shows the place: a winery, an atelier, a hotel, a room where you can hear the tools and the work.

The first season brought together architect Aires Mateus, winemaker Dirk Niepoort, musician Ivan Lins, designer Joana Astolfi, gallerist Pedro Oliveira, wine master Tiago Macena and fashion designer Nuno Gama. Future episodes will include international guests, taking the voice of The Falstaff Podcast further.



Tailored partnership, investment & sponsorship opportunities upon request.



NATIVE ADVERTISING

ADVERTORIAL (BASIC)

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 section. A video can be integrated into the advertorial. Three working days for creation and approval process.



45 seconds
Reading time for your brand*

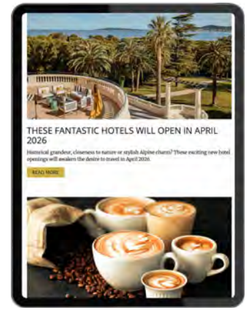
AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Advertorial (incl. image gallery / video)	€ 2,600	€ 6,400	€ 1,800	€ 1,800	€ 1,300

*Average reading time of Falstaff advertorials, 2025.

Subject to change without notice.

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.*



5,000
Contest participants

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

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

ADV-ADD-ON: SOCIAL TEASER

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



in the package
3,000
guaranteed article views

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

NEWSLETTER

SITELINK

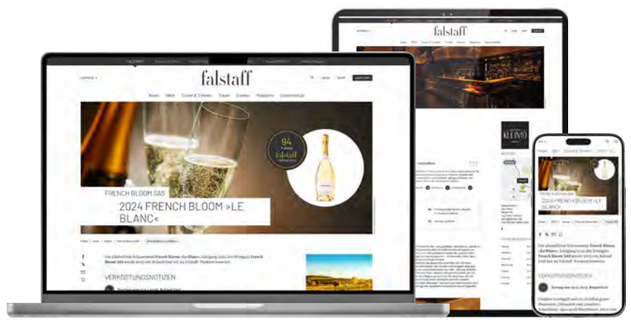
The classic Falstaff newsletters reach hundreds of thousands of readers in their respective countries every week. Take advantage of this reach to direct Falstaff readers straight to your website with a striking photo and a short text via the corresponding link.



AD FORMAT	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.



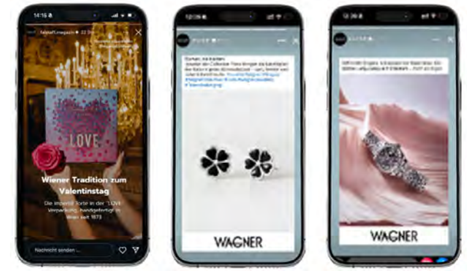
AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Recommendation of the week	€ 2,000	€ 7,500	€ 2,000	€ 2,000	€ 1,000

Subject to change without notice.

SOCIAL

SOCIAL STORY

Your brand presented in 3 related social story slides, on the respective Falstaff channel.

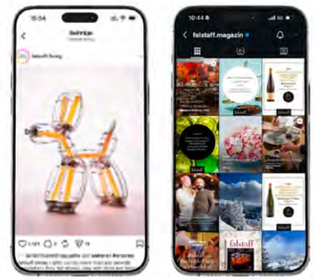


AD FORMAT	NORDICS	DACH	ITALY	SLOVAKIA	PORTUGAL
Social Story (Pack of 3)	€ 1,000	€ 1,990	€ 1,000	€ 1,990	€ 1,000

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 guaranteed views



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.

from 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

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.

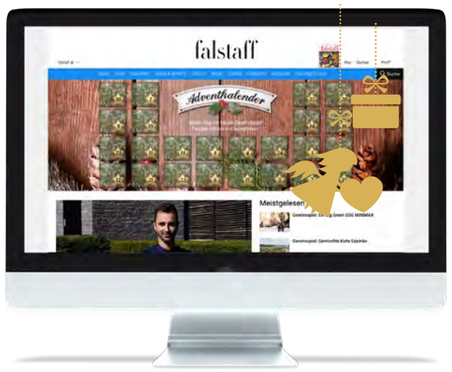
EASTER BASKET



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: TBA

ADVENT CALENDAR



How it works:
Your advertorial will be featured in the advent calendar on a 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: TBA

EASTER GIVEAWAY PACKAGE

ADVERTISING FORMATS	PORTUGAL
Advertorial + Quiz + Homepage Placement + Facebook and Instagram Posting	€ 990

CHRISTMAS GIVEAWAY PACKAGE

ADVERTISING FORMATS	TIME	PORTUGAL
Advertorial + Quiz + Homepage + FB & IG Posting	01.12.–14.12.27	€ 990
Advertorial + Quiz + Homepage + FB & IG Posting	15.12.–24.12.27	€ 990

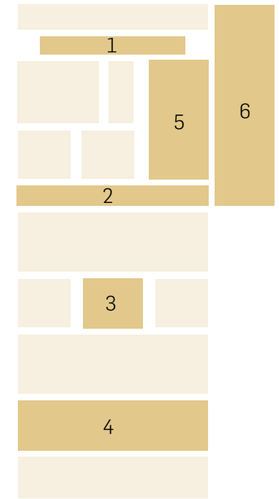
DISPLAY ADVERTISING

PERFECT FOR HIGH-PERFORMANCE BRANDING CAMPAIGNS

OUR BANNER PORTFOLIO
Placed in high-visibility positions throughout the content

ADVERTISING FORMATS		DIMENSIONS (W x H IN PX)	CPM PORTUGAL
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 custom ad formats are available upon request. The placements shown are for illustrative purposes only; ads are generally served run-of-site. A 30% surcharge applies to special targeting options, such as frequency capping, geotargeting, etc. Maximum ad file size: 150 KB. Third-party hosted ads must be delivered via HTTPS.



Banderole Desktop & Mobile*

DIMENSIONS (W x H IN PX)	CPM PORTUGAL
16:9 (1920 x 560 scalable)	€ 70



*Mobile-compatible advertising formats.

Falstaff Outstream Video*

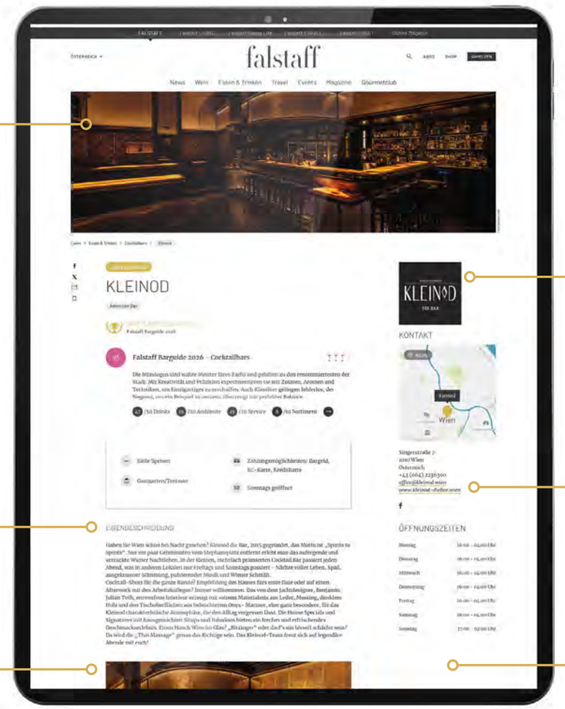
DIMENSIONS (W x H IN PX)	CPM PORTUGAL
scalable, transparent background	€ 60



PREMIUM LISTINGS

GIVE YOUR BUSINESS THE VISIBILITY IT DESERVES

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 & Portugal pages, as well as on the corresponding app.



OPENER
Pictures say more than a thousand words

YOUR LOGO
Strengthen your brand recognition

SELF DESCRIPTION
Present yourself according to your wishes

WEBSITE
Direct visitors straight to your homepage

GALLERY
Up to 15 pictures as slideshow

AD-FREE
Your profile is yours alone

ANNUAL COOPERATION

ADVERTISING FORMATS	PRICE 1 YEAR	PRICE 2 YEARS
Premium Listing	€ 620	€ 900

falstaff MOTION



THE WORLD MOVES JUST LIKE US!

Everyone wants moving images — we deliver them.

SCOPE OF SERVICES

Concept & editing
Production & post-production, incl. 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 & STORY-TELLING

YOUR STORY, BROUGHT TO LIFE BY FALSTAFF.

Our editorial videos tell stories and place brands, their people, and their locations in the spotlight.

With perfectly coordinated placements across the Falstaff digital ecosystem, we create informative and inspiring videos—or entire campaigns—for maximum attention for your brand.

IMAGE

100,000 guaranteed video views

- 1 main video
- Approx. length: 1 to 2 min

Falstaff Channels

- Online premium entry
- Video integration on falstaff.com and Falstaff app
- Facebook post and Instagram reel
- Co-author / collab post

IMAGE	€	7,900

ADVANCED

100,000 guaranteed video views

- 1 main video
- Approx. length: 1:30 to 2:30 min

Falstaff Channels

- Online advertorial
- Newsletter teaser
- Facebook post and Instagram reel
- Co-author / collab post

ADVANCED	€	10,900

PREMIUM

- 1 main video
- Approx. length: 1:30 to 2:30 min
- 2 teaser videos
- Approx. length: 1:00 min

Falstaff Channels

- Online advertorial
- Newsletter teaser
- Facebook post: 1 main video
- Facebook post: 2 teaser videos
- Instagram reel: 1 main video
- Instagram reel: 2 teaser videos
- Co-author / collab post

PREMIUM	€	16,900

FLIGHT UPGRADE

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

FLIGHT UPGRADE	€	1,500

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

Subject to change without notice.

falstaff
PORTUGAL

PRICE PER ISSUE
€ 18

Falstaff Portugal
Published by Alexa Desch
Falstaff Portugal by AH Synergies Ventures Portugal Lda

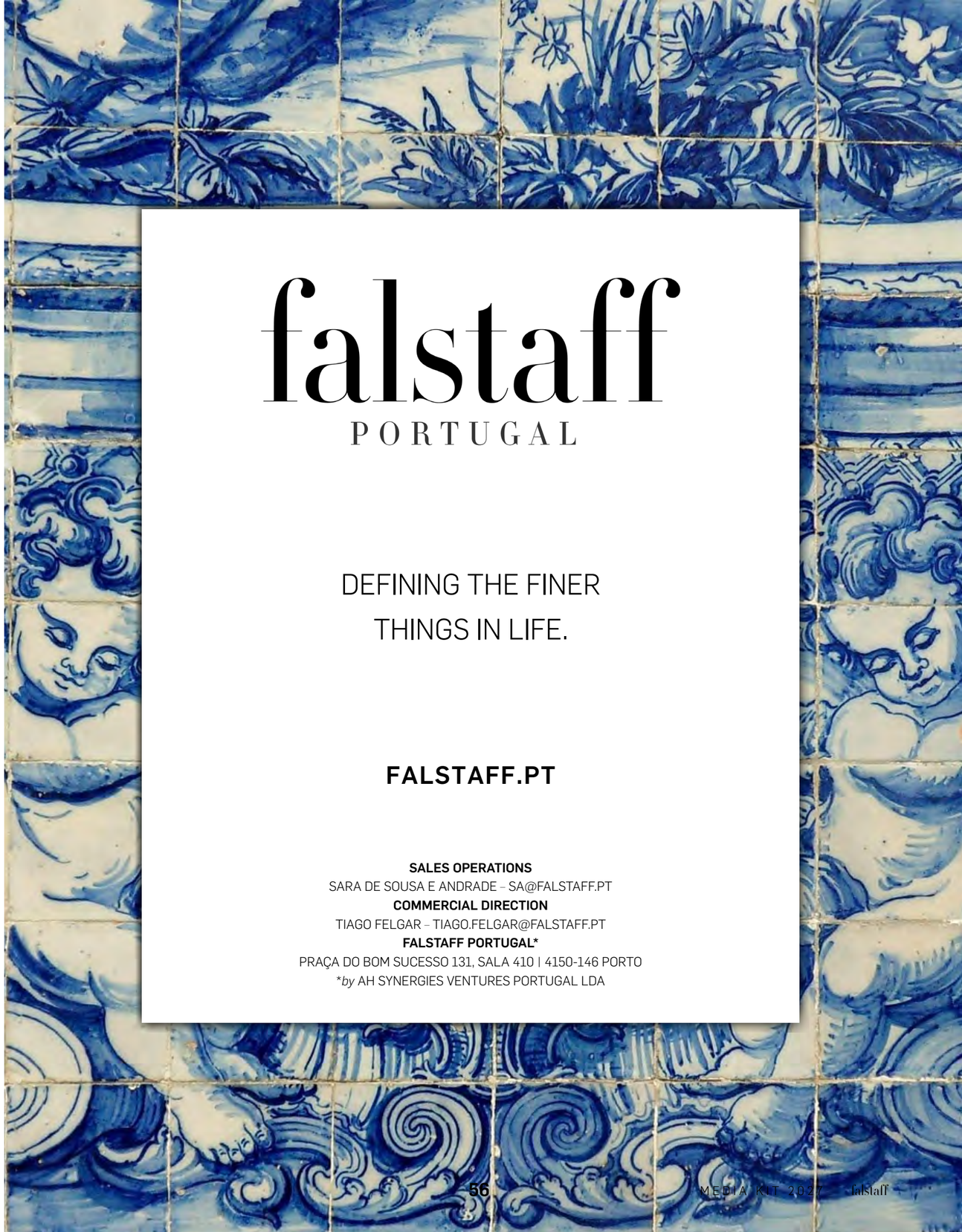
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Please make sure you are consulting the most recent version available.

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

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Prices, dates, and other information in this media kit are subject to change throughout the year.
The most up-to-date information is available at www.falstaff.com



falstaff
PORTUGAL

DEFINING THE FINER
THINGS IN LIFE.

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