

MEDIA KIT

falstaff
TRAVEL

2025

MISSION

We present authentic and inspiring travel stories and make them accessible to all. From our European roots to the rest of the world, we share experiences that celebrate the joy of discovery.

OUR EXPERTISE

We know how to engage our readers both emotionally and intellectually. By blending well-researched information with exceptional visuals, we reach a global premium audience.

LONGING & INNOVATION

Our premium content is crafted for a discerning, travel-loving audience with a deep desire for quality, refinement, luxury, and innovation.



AUDIENCE REACH

75,000 readers in German-speaking regions (print & digital)

1 million unique clients per month*

1.5 million visits per month*

75,000 Travel Club members and newsletter subscribers

*Across all Falstaff websites. Source: IVW 2024

falstaff TRAVEL



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 IN D-A-CH REGION

- D-A-CH (Germany, Austria, Switzerland): 75,000 total print + digital circulation
- D-A-CH Specials: 40,000 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-travel.com

DATES 2025 D-A-CH

ISSUE	COVERSTORY	CD	PM	RD
1/2025	Best of Wellbeing & Spa	17.02.	18.02.	06.03.
2/2025	Dream Cruises	31.03.	01.04.	17.04.
3/2025	Summer Nostalgia	02.06.	03.06.	19.06.
4/2025	Weekend Getaways	25.08.	26.08.	11.09.
5/2025	Endless Summer	13.10.	14.10.	30.10.
6/2025	Into the Snow	17.11.	18.11.	05.12.

DATES 2025 SPECIALS

ISSUE	CD	PM	RD
Northern Italy Special	05.05.	06.05.	23.05.
Mallorca Special	19.05.	20.05.	06.06.

PRICES & FORMATS D-A-CH

double page advertorial	436 x 268 mm	€ 28,000
double page	466 x 300 mm	€ 22,500
full page advertorial	203 x 268 mm	€ 15,600
full page	233 x 300 mm	€ 13,700
half page vertical	114 x 300 mm	€ 7,900
half page horizontal	233 x 148 mm	€ 7,900

PREMIUM PLACEMENTS

2/1 Opening Spread	466 x 300 mm	€ 28,000
first 2/1 after OS	466 x 300 mm	€ 24,700
second 2/1 after OS	466 x 300 mm	€ 22,900
inside back cover	233 x 300 mm	€ 14,800
back cover	233 x 300 mm	€ 18,900

Subject to change.

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

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



CONTENT & STORIES 2025

1/2025 - RELEASE: MARCH 6

Cover story: "Best of Wellbeing & Spa"

2/2025 - RELEASE: APRIL 17

Cover story: "Dream Cruises" – The best cruise lines and routes

3/2025 - RELEASE: JUNE 19

Cover story: "Summer Nostalgia" – Summer vacation destinations in Germany, Austria, Switzerland and Northern Italy

4/2025 - RELEASE: SEPTEMBER 11

Cover story: "Weekend Getaways"

5/2025 - RELEASE OCTOBER 30

Cover story: "Endless Summer" – Warm and sunny late summer destinations

6/2025 - RELEASE DECEMBER 5

Cover story: "Into the Snow" – Winter vacation and snow sport





**FALSTAFF
HOTEL GUIDE
2025**

**RD: 27.02. | CD: 02.02. | PM: 03.02.
CIRCULATION: 10,000 COPIES**

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

Austria, Northern Italy,
Germany, Switzerland (digital)

OS	296 x 210 mm	€ 17,100
Back cover	148 x 210 mm	€ 14,800
Inside cover	135 x 210 mm	€ 12,900
Double page	296 x 210 mm	€ 14,800
Full page	148 x 210 mm	€ 9,700

**FALSTAFF
SPA GUIDE
2025**

**RD: 26.05. | CD: 05.05. | PM: 06.05.
CIRCULATION: 10,000 COPIES**

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.

OS	296 x 210 mm	€ 17,100
Back cover	148 x 210 mm	€ 14,800
Inside cover	148 x 210 mm	€ 12,900
Double page	296 x 210 mm	€ 14,800
Full page	148 x 210 mm	€ 9,700

FALSTAFF TRAVEL DIGITAL

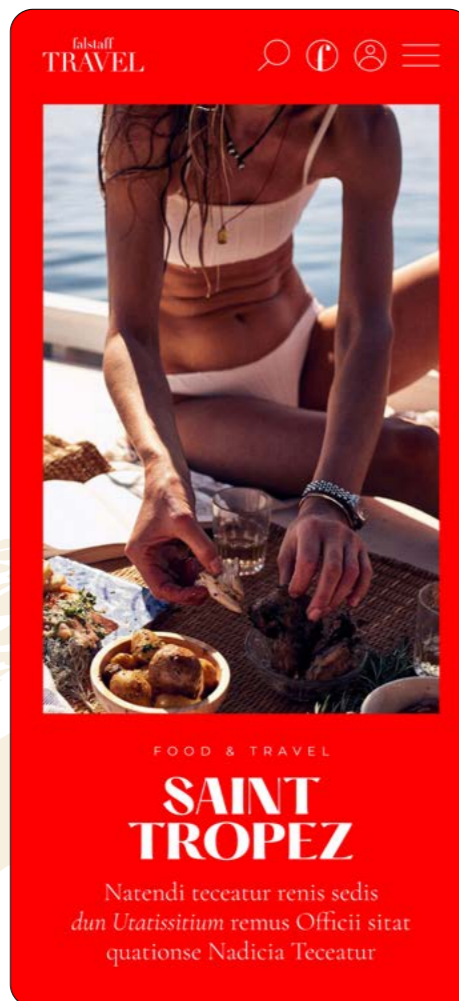


190,000 unique users per month at falstaff-travel.com

WEBSITE FASTAFF-TRAVEL.COM

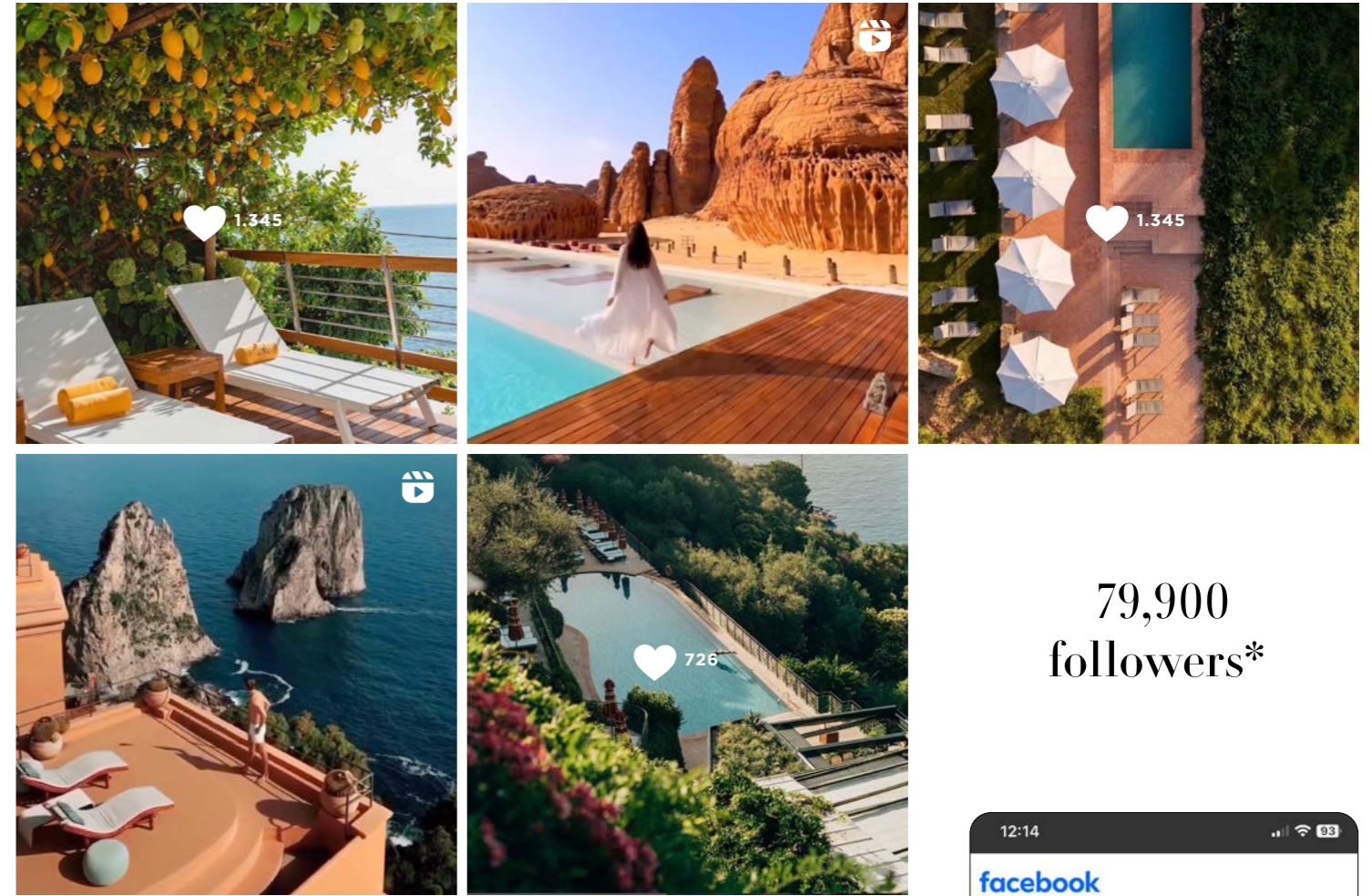
Updated with daily articles on exciting hotel openings, destinations, and travel accessories. PLUS: exclusive giveaways and polls.

895,000 views per month at falstaff-travel.com



SOCIAL MEDIA COMMUNITY

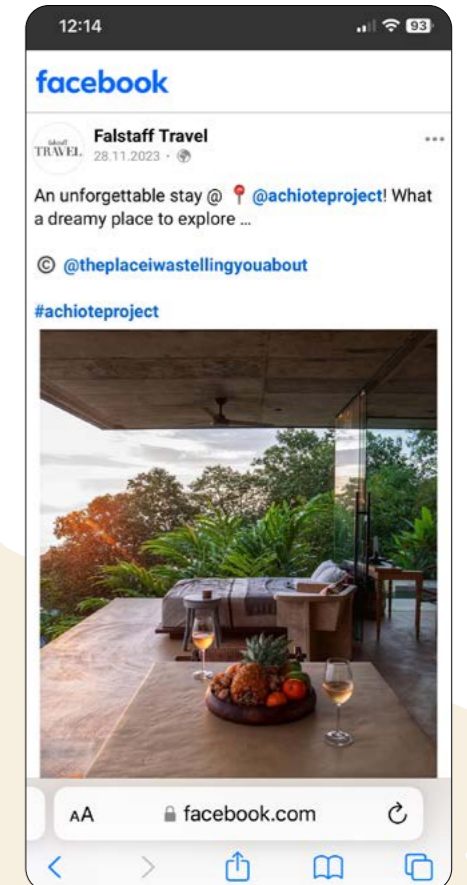
Travel inspiration and content about exciting and beautiful destinations for a growing community on Instagram and Facebook.



79,900 followers*

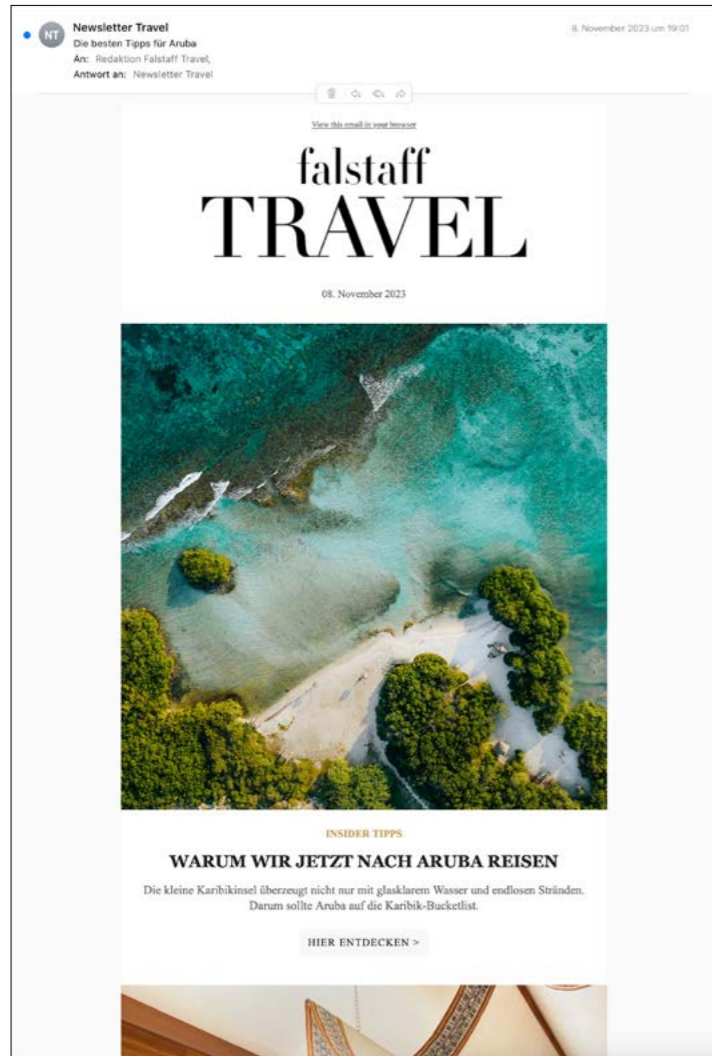


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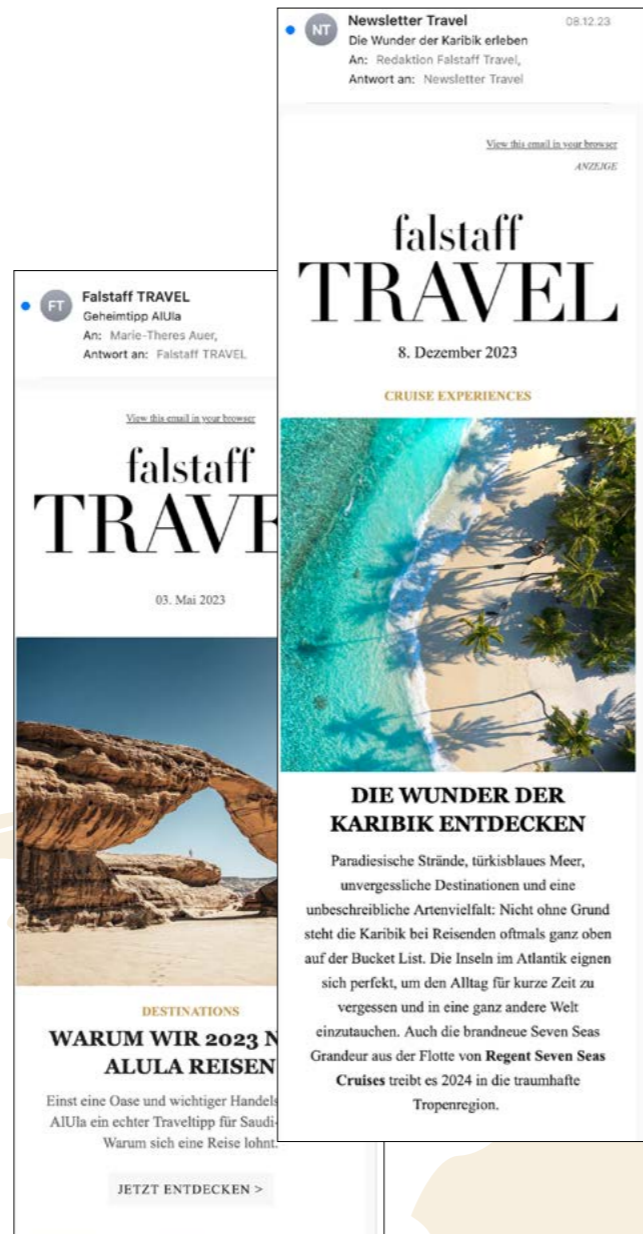
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FALSTAFF TRAVEL DIGITAL



NEWSLETTER

Travel news, insider tips, and hotel reviews are sent to the TRAVEL community multiple times a week.



DIGITAL MAGAZINE

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.



75,000

travel-loving and lifestyle-oriented newsletter subscribers

446,000

delivered digital copies per year



*Source: Mailchimp 2024

DIGITAL PRICES

BRANDED CONTENT

- Native advertising** €3,900
Editorial article, widely distributed on falstaff-travel.com (Languages: German, English)
- Digital special** €4,900
Editorial article, widely distributed on falstaff-travel.com (Languages: German, English). PLUS: Promotion in the TRAVEL Newsletter.
- Giveaway** €1,850
Giveaway within the Falstaff TRAVEL community with an editorial post, widely distributed on falstaff-travel.com (Languages: German, English). PLUS: Promotion in the TRAVEL Newsletter.
- Advertorial: Themed Special** €1,690
Listing in the monthly themed article on falstaff-travel.com, extensively promoted in the Falstaff TRAVEL Newsletter (sent on the last Sunday of each month).

SOCIAL MEDIA

- Social media story** €1,900
Published on Instagram and Facebook
- Social media post** €1,900
Published on Facebook

NEWSLETTER

- Newsletter Entry** €1,690
+ sitelink
Placement of an offer in the popular Falstaff TRAVEL Newsletter with a direct link (Languages: German, English)
- Stand-Alone-Newsletter** €5,200
Exclusive hotel newsletter with description, images, placement of an exclusive offer, and a direct link. (Language: German)

BANNER

Superbanner XL	960 x 100	25 CPM
Billboard	960 x 250	45 CPM
Leaderboard	728 x 90	19 CPM
Half page	300 x 600	35 CPM
Sidebar	300 x 600	45 CPM
Medium rectangle	300 x 250	29 CPM



THE WORLD OF FALSTAFF

CULINARY LIFESTYLE ACROSS ALL CHANNELS

FOOD - WINE - TRAVEL - THE GOOD LIFE – welcome to the world of Falstaff

FALSTAFF MAGAZIN



FALSTAFF RECIPES



FALSTAFF HAPPY LIFE



FALSTAFF LIVING



FALSTAFF LINE EXTENSIONS



FALSTAFF GUIDES



FALSTAFF TRAVEL



FALSTAFF PROFI



falstaff

ISSUE PRICE / SUBSCRIPTION PRICE

Austria: €13.90 / €95 incl. shipping and tax
Germany: €13.90 / €95 incl. shipping and tax
Switzerland: CHF 14 / CHF 115 incl. shipping and tax
Italy: €9.90 / €28 incl. shipping and tax

Falstaff Österreich

Publisher
Wolfgang M. Rosam, Angelika Rosam

Managing Director
Wolfgang M. Rosam, Mag. Elisabeth Kamper

Falstaff Deutschland

Publisher
Wolfgang M. Rosam, Aloys Hirzel

Managing Director
Nicolas Gauert, Mag. Elisabeth Kamper

Falstaff Schweiz

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Wolfgang M. Rosam, Sophie-Marie von Haugwitz,
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Wolfgang M. Rosam,
Mag. Elisabeth Kamper

Falstaff LIVING

Publisher
Angelika Rosam

Managing Director
Angelika Rosam, Wolfgang M. Rosam

Falstaff TRAVEL

Publisher
Wolfgang M. Rosam

Managing Director
Wolfgang M. Rosam

Happy Life

Publisher
Angelika Rosam

Managing Director
Angelika Rosam, Wolfgang M. Rosam

Falstaff Profi

Publisher
Wolfgang M. Rosam

Managing Director
Wolfgang M. Rosam

Advertising contacts

Austria: +43 1 9042141, Email: anzeigen@falstaff.at
Germany: +49 211 9666299-0, Email: anzeigen@falstaff.de
Switzerland: +43 1 9042141-441, Email: anzeigen@falstaff.ch
Italy: +39 0473 292370, Email: italia@falstaff.com
International: Email: advertising@falstaff.com

Main distribution area

Italy, Austria, Germany and Switzerland

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





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Falstaff Verlags-GmbH | Schottenring 2-6, 1010 Wien, Austria
Phone: +43 1 9042141 | Fax: +43 1 9042141-450 | Email: anzeigen@falstaff.at