

International issues



«VINUM is not only a special magazine, but a whole universe.»

Roland Köhler publisher VINUM

Our Profile

Our Creed

VINUM stands for after-work relaxation, recreation, finding a slower pace, enjoying cherished topics and exploring new things. Information meets pleasure; entertainment meets utility.

Brief Characteristic

VINUM has been published since 1980 and enjoys a high level of acceptance among a large wine-interested audience, as well as among the producers, in trade and in high-class gastronomy. VINUM – that's sophisticated enjoyment. Stories about wine abound; readers are immersed in the cultural treasure the winegrowing regions of Switzerland, Germany, Austria, Italy, France and the world provide. Extensive tastings with recommendations provide readers with a secure basis for orientation and the purchase of wine. Travel and culture reports are an invitation to linger. Upscale tableware and stylish accessories round-off the wide spectrum of topics.

Readership

People who read VINUM are characterized above-average net incomes and lead exclusive lifestyles a high affinity for the enjoyment of life. Readers of VINUM have above-average net incomes and lead exclusive lifestyles. They inform themselves about good wines and an upscale lifestyle with VINUM (AWA).

Europe's Wine Magazine

With three country-specific print editions – for Germany/Austria, the German-speaking Switzerland and the issue Suisse Romande/France – as well as the international web platform, VINUM is one of the most important wine magazines of Europe. The VINUM authors in Europe's major winegrowing regions (France, Italy, Germany, Switzerland and Austria) ensure a high information value and an authentic coverage of the respective «terroir». Each county edition (Germany, German-speaking Switzerland and French-speaking Switzerland) has a distinct editorial local colour, whereas the same international magazine in each edition forms the binding element of the different country editions. Thus the mentality and market differences are taken into account.

The magazines

The VINUM magazine, founded in 1980, is not only the origin, but also today as always the heart of the VINUM world. With winemaking legends, interviews, thematic professional panels, reports, dossiers, culinary and foodpairing, winetour stories, infographics, provocative commentaries and, of course, the wineguides, the VINUM team feels the pulse of the wine world month after month.



2676
printed pages*
25 publications
3 country editions

*Basis: Year 2023/24.



Wineguides

14 300
tasted wines/year*

4190 published wine recommendations

in each issue, the VINUM-Wineguide contains hundreds of new wines discovered, tasted and selected. Only the best make it into the magazine. Everything else can be found on the webpage.

*Basis: Total of all transnational tastings, only magazine, special publications and dossiers.

Special publications

1496
additional content pages*

12 Language or national editions



*Average of the last 12 months over all country expenditure.

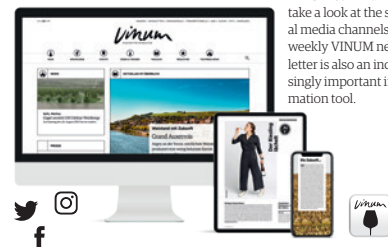
Bordeaux, Champagne, Tuscany and many other specials regularly enhance the magazine as exclusive supplements. The highly regarded drinking ripe table as well as customer magazines (Wein Heimat) written by VINUM authors also guarantee many additional benefits and journalistic quality for the reader-ship. And this not only on paper, but also as e-paper.

The world of Vinum

www.vinum.eu

VINUM has been dedicated to wine for 40 years. The winemakers who make it, the terroir that shapes it and the anecdotes and myths that surround it. The credo, as we do, has remained the same since 1980: We do not want to lecture, not instruct, not prescribe, but rather communicate, sensitise and share our enthusiasm for the elixir of wine with VINUM readers. What happened 40 years ago with the first VINUM print edition began, has grown into a diverse cosmos. Welcome to the VINUM world!

VINUM Digital



If you want to know what's happening in the VINUM community, take a look at the social media channels*. The weekly VINUM newsletter is also an increasingly important information tool.

2460

daily webpage visitors (unique visitors)

79 728 Community members*

141 300 Tasting notes online

The website www.vinum.eu is the centre of the extremely diverse VINUM world, accessible 24 hours a day. With a news blog, comprehensive wine knowledge, videos, world of advantages, picture galleries, event calendar and unlimited access for all subscribers to the current issue content, but also to the entire VINUM archive. Optimised for desktop, tablet and smartphone!

*Facebook, Instagram, Twitter, newsletter subscribers.

Awards

8320
total wines submitted

over **400** jury members

10 awards

From thousands of wines submitted the best are awarded: for the benefit of the readers!



Club Les Domaines

6
exclusive
surprise packages



«Make VINUM drinkable», that is the idea of our Club Les Domaines. Six times a year, members receive a surprise package of three top wines selected by the VINUM editorial team. At the same time, the selected wineries are also presented in the magazine.
www.clublesdomaines.com



Events

41
events

over **5070** guests

6550 wine bottles

For VINUM, bringing wine to life means first and foremost bringing winegrowers together with VINUM readers. Wine festivals, public tastings, seminars, Wine & Dines, reader panels, reader trips, customer events or trade fair appearances offer excellent opportunities for this.

(Source event year 2023/24)

Books

11 600
exclusive wine recommendations

1485 portrayed wineries

4 publications



The perfect complement to the magazine: the VINUM books present regions and countries in an even more well-founded, comprehensive and sustainable way: «The 150 best wineries in Switzerland», «VINUM Wineguide Germany», «Best of Bordeaux».

Active consumers. Brand-conscious. Money to spend. Career-oriented. Cosmopolitan. Quality-conscious. Culture vultures. Connoisseurs through and through...

The *Vinum* readership

- VINUM readers are high earners and have above-average purchasing power thanks to a gross average salary of 75 000 euro.
- 80% of VINUM readers fall in the top consumption age group between 38 and 65.
- Around 80% of VINUM readers have a high level of education and are career-oriented.
- 68% of VINUM readers are gourmets – not just in terms of food and drink, but also when it comes to other elements of everyday life.
- VINUM readers estimate that they read an average of just under 80% of the magazine contents.
- With around 45 minutes of reading time per issue, VINUM is read in depth and with interest. There is no leafing through the pages, no cursor-glance.

(Source: MA Leader, MACH, AWA complete study available at www.vinum.eu)



VINUM readers enjoy life, are distinguished connoisseurs and therefore represent a welcome target audience.

VINUM readers are

- Twice as interested in economic issues (affinity value 214) and stock exchanges / investments / financial markets (affinity value 218)
- Real gourmets (affinity value 195), whether at home or more likely in restaurants
- Interested in culture, prefer literary works and enjoy classical concerts (jazz, classical)
- Of above-average education, with more than 50% holding a university degree

(Source: MA Leader, MACH, complete study available at www.vinum.eu)



Publication Dates and Key Topics 2025

Issue VINUM Germany and issue VINUM Switzerland (German)

Fixed headings: STATEMENT: Our opinion. Point. | INFOGRAPHICS: The most important explained in numbers. CULINARY & FOODPAIRING: Regional wines in combination with regional specialties | VERTICAL TASTING: each issue includes rarities from different vintages | WEINGUIDES: EDITORS CHOICE: Editors Choice: Wines discovered by the editors-in-chief. Wines of the month. CLUB LES DOMAINES: Somewhat undiscovered, but great wineries and their wines.

Issue	Publication Date	Advertising Deadline	Issue Switzerland	Issue Germany/Austria	International	Wineguides	Extras
1/2 January/ February	27.01.2025	23.12.2024	From viticulture to the forest - the new Viti-Forst projects	German-Swiss project in South Africa: 4 G Winery in Franschoek	Languedoc - The magic bag Sustainable and renewable: Is cork on the verge of a renaissance? Wine Weekend: Athens Food pairing: Chianti & Finocchiona	Brunello di Montalcino Horizontal Gigondas Market: Viognier Neue new world	
3 March	24.02.2025	24.01.2025	Follow-up: The young generation of retailers and their ideas	TOP 25, the most important wine personalities in Germany	Superstar from Italy: Vermentino Peter Crawford, London, polo player, wine merchant and cider maker Wine Weekend: Graz Food pairing: Feteasca from Romania & Musaca	Northern Rhône - Saint Joseph, Crozes-Hermitage Joker Guide: Duccru Beaucaillou Market: Pinot Noir	Drinking age table
4 April	24.03.2025	21.02.2025	Professional panel: Completer meets Räuschling	German Sparkling Wine Award - The winners	Travelling on the Moselle Carmenère in Chile Wine weekend: Basel Food pairing: Lake Constance & spring vegetables"	Wines from the Priorat Special: The best artisan soya sauces Market show: Italy (t.b.d.)	Unique Wineries Germany
5 May	28.04.2025	26.03.2025	Grand Cru German-speaking Switzerland	No more problems with the next generation: New winemakers!	Dossier Portugal Arianna Occhipinti, Sicily Wine Weekend: Istria Foodpairing: Soave & Ciabatta	Burgundy - discoveries away from the prestige crus Vertical Riesling Clos St. Hume Market: Single-varietal white wines from Iberia	Best of Portugal Unique Wineries Italy Focus: Ticino
6 June	26.05.2025	25.04.2025	100 years Müller-Thurgau	100 years Müller-Thurgau	Dossier Austria Pure Atlantic feeling: Seafood and Muscadet in Nantes Wine Weekend: Mallorca Food pairing: Balaton & Lángos	Barolo 2021 and Barbaresco 2022 Georges Vernay, northern Rhône Market: Sauvignon Blanc mondiale	Unique Wineries Austria
7/8 July/ August	23.06.2025	23.05.2025	Gastronomy: Swiss young talent Sommerli	Great wine without Biodyn	Between the Adriatic and Gran Sasso Pierre Richard, actor and winemaker in Occitanian Wine Weekend: Mainz	Valais autochthonous Special: Gin Market: Non-alcoholic wines from Europe	Best of World of Rosé EXTRA „World of Bordeaux“ Unique Wineries Switzerland
9 September	25.08.2025	25.07.2025	Ticino: Merlot GPVS - The nominated final wines and medallists	Riesling Champion 2024: The Winners	Spain: Garnacha Tinta Corinnat - A sparkling idea Armenia - Departure to the primeval land of wine Wine weekend: Chur / Graubünden	Riesling-Champion - Best Rieslings Germany Vertical Biondi Santi Riserva Market: Cabernet Franc varietal	
10 October	29.09.2025	27.08.2025	Lavaux - the new faces	VDP.preview - the most important new wines	Profipanel: Maturity test: Bordeaux meets Rioja Amphora Days - Portugal's history in clay Wine Weekend: Verona	Grenache new world Market: Malvasia Mediterranean	Extra „World of Rioja“
11 November	27.10.2025	26.09.2025	Grand Prix du Vin Suisse: The winners!	Weinguide Germany 2024 German Red Wine Award - The winners	The baroque world of Gewürztraminer Co-operatives 2.0 Wine Weekend: Bordeaux	Lagrein Alto Adige Market: Madeira German Red Wine Award	Extra "Top of Toscana"
12 December	24.11.2025	24.10.2025	The last of the Mohicans: portraits of the best Swiss sweet wine makers	International Silvaner Award	The 100 best wines of the year The big VINUM Christmas menu Wine Weekend: Evora, Portugal	Single-vineyard wines from Spain Special: Grappa Market: Australia white and red German Sparkling Wine Award	Extra "World of Sparkling" Unique Wineries Italy

Advertising Rates/Technical Data

Prices in Euro (plus statutory sales tax), valid from 01.01.2025

Formats in Type Area		Separate Editions			Combinations	
	(Width × Height) 4-colour	Germany/ Austria	Switzerland (German)	French- speaking Switzerland/ (France)	Germany/ Austria Switzerland (German)	Germany/ Austria Switzerland (German and French)
1/1 Seite	190 × 260 mm	5690.00	7250.-	3650.-	10 350.-	12 440.-
1/2 Seite	92 × 260 mm oder 190 × 127 mm	3590.00	4530.-	2290.-	6490.-	7810.-
1/3 Seite	59 × 260 mm oder 190 × 82 mm	2390.00	3050.-	1650.-	4350.-	5320.-
1/4 Seite oder oder	92 × 127 mm 43 × 260 mm 190 × 60 mm	1790.00	2270.-	1200.-	3250.-	3950.-
1/8 Seite	92 × 60 mm oder 43 × 127 mm	890.-	1130.-	650.-	1610.-	2000.-

VINUM issue German-speaking Switzerland	13 700 copies	10 issues/year
VINUM issue Germany/Austria	23 800 copies	10 issues/year
VINUM issue French-speaking Switzerland	3 750 copies	5 issues/year

Technical Data

Format: 220 × 297 mm, Type area: 190 × 260 mm

Screen ruling: 60 lines/cm

Printing process: Cover: sheet offset; Contents: rotary offset

Colours: Euro scale, No Pantone colours

Paper: Cover: white, glossy, coated, 250 g/m² wood-free

Contents: white, glossy, coated, 100 g/m²

Digital data

full page, InDesign files or high-end PDF with proof. Images, high-resolution – saved as InDesign, EPS or Tiff 300 dpi (with text elements in images at least 800 dpi resolution) – will be sent compressed. All fonts must always be provided. All print data must be created in CMYK shades (no RGB- or Pantone colours). Colours not established in the CMYK mode will automatically be converted according to ISOcoated_v2 in CMYK. This can lead to colour deviations. In this case claims are excluded. Total area coverage max. 300 %.

File formats

print-optimized PDF in accordance with PDF/X-3a. With EPS please vectorize fonts. Open files only possible upon request in the programs InDesign, FreeHand, Illustrator, Photoshop. 4-coloured images with 300 dpi in composite mode (CMYK).

Data transfer

digital (high-end-PDF) or on storage media
(CD-Rom), Labelling of shipping case: customer name/object/issue.
No liability will be assumed for the quality of transmission.
Per E-Mail: anzeigen@vinum.ch
Per CD: Intervinum AG
Rehetobelstrasse 60, CH-9016 St. Gallen
For questions: Manuela Deganello, manuela.deganello@vinum.ch

General Terms and Conditions

The current terms and conditions can be found at www.vinum.eu/agb

Contact advertising marketing: see page 11

Advertisement Formats Discounts

Discounts

Upon purchase in the course of 12 months
in one country edition.

Quantity/Number scales

Number Scales

3 Advertisements:	5 %
6 Advertisements:	7 %
10 Advertisements:	10 %
15 Advertisements:	15 %

Cover Pages

2nd CP:	6050 €
4th CP:	6260 €



1/1 Page
190 x 260
(FA: 220 x 297)



1/2 Page
92 x 260
(FA: 104 x 297)



1/2 Page
190 x 127
(FA: 220 x 145)



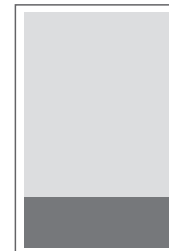
1/3 Page
59 x 260
(FA: 71 x 297)



1/3 Page
190 x 82
(FA: 220 x 100)



1/4 Page
92 x 127



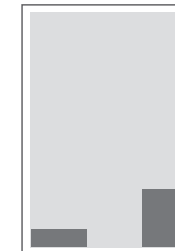
1/4 Page
190 x 60
(FA: 220 x 78)



1/4 Page
43 x 260
(FA: 55 x 297)



1/8 Page
43 x 127
92 x 60



1/16 Page
92 x 28
43 x 60



Panorama Advertisements

Type area 416 x 260 mm; full bleed 440 x 297 mm;
at least 4 mm overlap on all outer edges.

Full Bleed Advertisements (FA)

Non-bleed text and images should be placed approximately 1cm from the format trim.
On all outer edges: + 6 mm edge trim.

Inserts

Prices in Euro (plus statutory sales tax), valid from 01.01.2025

Loose inserts				
Issue Switzerland German			Issue Switzerland French	
weight	total circulation*	only subscribers*	total circulation*	only subscribers*
up to 25 g	295.-	341.-	395.-	464.-
up to 50 g	308.-	356.-	408.-	481.-
up to 75 g	340.-	391.-	440.-	516.-
up to 100 g	372.-	426.-	472.-	551.-
100g and above	upon request	upon request	upon request	upon request

Fixed inserts				
Issue Switzerland German			Issue Switzerland French	
weight	total circulation*	only subscribers*	total circulation*	only subscribers*
4 pages	326.-	368.-	450.-	516.-
6 pages	340.-	384.-	464.-	533.-
8 pages	372.-	419.-	495.-	567.-
12 pages	385.-	435.-	509.-	584.-
16 pages	417.-	470.-	541.-	618.-

Adhesive inserts		
		Technical costs
DIN postcard Booklet up to 25 g Envelopes C6	Only in combination with carrier advertisement, 1 page	45.- per 1 000 copies

* Due to the varying monthly circulation/subscriber numbers, the exact number of copies/subscribers is determined. Documents defined order-specifically in consultation with the publisher).

Prices All prices per 1000 copies including distribution costs

Inserts Size max. 210 × 285 mm, min. 105 × 148 mm

Fixed Inserts Size on demand

Specifics There is a limited availability of inserts. We kindly request an early reservation. Special printing, partial circulation of subscription copies upon request. VINUM Issue Germany: upon request Advertisements with glued inserts (postcard): basic price 1/1-advertisement (4-colour) plus technical costs € 45.- per thousand copies glued inserts

	Issue Germany				
	Loose inserts		Fixed Inserts		
Weight	total circulation*	only subscribers*	pages	total circulation*	only subscribers*
up to 20 g	131 €	172 €	up to 4 pages	143 €	174 €
up to 30 g	135 €	178 €	8 pages	174 €	213 €
up to 40 g	152 €	199 €	12 pages	189 €	231 €
up to 50 g	170 €	221 €	16 pages	204 €	250 €
up to 60 g	183 €	236 €			
up to 75 g	206 €	261 €			
up to 100 g	229 €	286 €			

Adhesive inserts		
		Technical costs
DIN postcard Booklet up to 25 g Envelopes C6	Only in combination with carrier advertisement, 1 page	45.- per 1 000 copies

Surcharges Piggyback surcharge: € 2000.-

Brochures with third-party advertising: For each advertisement a surcharge of 25% of the gross price for a black-white advertisement page (or the equivalent format) of the respective VINUM language issue will be added. Technical costs for the manual enclosure: upon request

Samples Three samples must be sent to the advertising department to be reviewed prior to the final confirmation. For glued inserts a dummy/position sketch must be also be sent to the advertising department to be reviewed five weeks prior to publication.

Delivery Address According to the order confirmation

Delivery Date 14 days prior to publication

Agency Fee 15% of the net advertising value

VINUM Promotion/Advertorial

Present your products and services in a sympathetic and informative way. With your advertorial, you profit not only by catching the eye of your readers, but also by the support of professional graphics and a multimedial platform. Call attention to yourself!



An overview of your benefits

- We provide an editorial framing for your advertisement and present its contents in the look and feel of VINUM.
- Through an advertorial, readers remain highly receptive to the presentation of your brand or product, as they stay in the familiar context of the editorial environment.
- Professional (wine-specific) journalistic support.
- All-in-one: you supply the images and text, VINUM does the rest (graphics/layout, copy-editing, proofreading, production).
- A direct approach of the relevant target audience and a specific contact quality: VINUM subscribers.
- sales promotion vouchers: In addition to your advertising presence, you will receive 50 copies of the corresponding issue of VINUM.
- Creation of new, additional customer contacts

Dates

Issue	Publication date	Advertising deadline	data delivery
1/2 January/February	27.01.2025	16.12.2024	23.12.2024
3 March	24.02.2025	17.01.2025	24.01.2025
4 April	24.03.2025	14.02.2025	21.02.2025
5 May	28.04.2025	19.03.2025	26.03.2025
6 June	26.05.2025	18.04.2025	25.04.2025
7/8 July/August	23.06.2025	16.05.2025	23.05.2025
9 September	25.08.2025	18.07.2025	25.07.2025
10 October	29.09.2025	20.08.2025	27.08.2025
11 November	27.10.2025	19.09.2025	26.09.2025
12 December	24.11.2025	17.10.2025	24.10.2025

Formats and advertising rates

All prices in Euro plus VAT, valid as of 01.01.2025

Format	Publication issue			Combinations		
	Germany/ Austria	Switzerland (German)	French- speaking Switzerland/ (France)	Switzerland (German and French)	Germany/ Austria Switzerland (German)	Germany/ Austria Switzerland (German and French)
1/1 page	5400.-	6525.-	3285.-	8830.-	10 730.-	12 170.-
2/1 pages	8100.-	9790.-	4930.-	13 240.-	16 100.-	18 260.-

Included in the price:

- Layout in Look & Feel by VINUM (incl. text editing, proofreading, image processing and data preparation)
- 2 correction runs: you will receive a PDF for control, plus 2x correction run and/or release

Additional editorial services

- Create new texts from keywords and according to customer briefing (Desktop Writing) Euro 400.- per page
- Photography by VINUM photographer (incl. unrestricted use of images, own DVD) Euro 550.-/day
- Additional correction run Euro + 160.-

VINUM-Newsletter

The VINUM newsletter: directly reach the personal mailboxes of our wine-oriented and pleasure-oriented readership.

Newsletter-Slot Advertorial NLA

Elements:

- Picture (600 x 400 Pixel)
- Title up to 23 characters:
max. 230 characters text
- Title up to 46 characters:
max. 185 characters text
- Landingpage with Sitelink
(incl. external linking)

Prices

Edition Germany	€ 1890.-
Issue Switzerland (German)	CHF 1780.-
Issue Switzerland (French)	CHF 880.-

Newsletter Slot Banner NLB

1300 x 450 Pixel
File ready delivered by customer,
incl. URL address for linking
Placement max. 3 banners per newsletter

Prices

Issue Germany	€ 1800.-
Issue Switzerland (German)	CHF 1690.-
Issue Switzerland (French)	CHF 800.-

Standalone-Newsletter

Monothematic Newsletter for extraordinary promotions or cooperation activities

Consisting of

- Image (1300 x 760 Pixel)
- Title (50 characters)
- Text (1250 characters) and
- Landingpage/Microsite (incl. linking)

Prices

Issue Germany	€ 3500.-
Issue Switzerland (German)	CHF 3400.-
Issue Switzerland (French)	CHF 1750.-

(All prices excl. VAT)

Publication dates

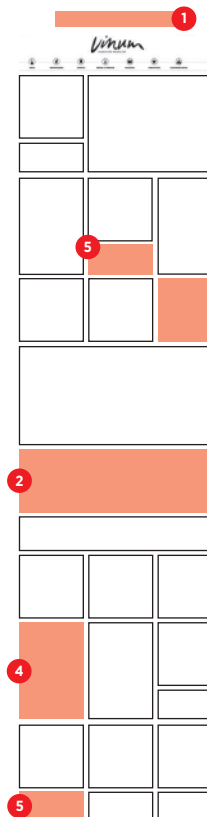
	Switzerland (german) Germany		Switzerland (g+f) Germany	
Jan.	16.01.25	30.01.25	09.01.25	23.01.25
Feb.	06.02.25	20.02.25	13.02.25	27.02.25
Mar.	06.03.25	20.03.25	13.03.25	27.03.25
Apr.	03.04.25	17.04.25	10.04.25	24.04.25
	30.04.25			
May	08.05.25	22.05.25	15.05.25	29.05.25
June	05.06.25	19.06.25	12.06.25	26.06.25
July	03.07.25	17.07.25	10.07.25	24.07.25
	31.07.25			
Aug.	07.08.25	21.08.25	14.08.25	28.08.25
Sept.	04.09.25	18.09.25	11.09.25	25.09.25
Oct.	02.10.25	16.10.25	09.10.25	23.10.25
	30.10.25			
Nov.	06.11.25	20.11.25	13.11.25	27.11.25
Dec.	04.12.25	18.12.25	11.12.25	24.12.25
	30.12.25			

Facts and Figures:

(Average per month, until oct. 2024, registered accounts with logins)

NL-subscribers CH Switzerland german speaking	9750
NL- subscribers CH Switzerland french speaking	2530
NL- subscribers DE Germany	11800

VINUM-Webpage www.vinum.eu



Facts and Figures:

(Average per month, report oct. 2024)

	vinum.de	vinum.ch (german)	vinum.ch (french)	vinum.eu (total)
Unique visitors	13 600	3150	47100	73 850
Visits	29 600	3170	51 950	85 720
Page impressions	61 050	9480	133 200	203 730

Advertising form	Pixel (W x H)	Page DE in Euros	Page CH (German) in CHF	Page CH (French) in CHF
Leaderboard 1	728 x 90 Home	1520.-	1490.-	450.-
Billboard 2	1140 x 360 Home	1520.-	1490.-	450.-
Rectangle S 3	360 x 360 Home	1050.-	1270.-	390.-
Rectangle M 4	360 x 555 Home	1430.-	1410.-	430.-
Rectangle XS 5	360 x 165 Home	665.-	825.-	280.-
Special formats	Special formats and special requests on request			
File size	At least 70 kB each			
File formats	png, jpeg			
Duration of publication	4 weeks (1 month) in rotation on homepage			

You can find all digital advertising forms at
www.vinum.eu/werbung

Our readers are true connoisseurs and the possible combinations between wine and food specialities are almost limitless. We focus on this topic in each edition of VINUM with newly-created dishes to accompany selected wines. Which wines go best with lobster, asparagus, tomatoes, pumpkin or game?

Ursula Heinzlmann VINUM food author



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