Media-Documentation 2027

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.

2380
printed pages*

25 publications

3 country editions

*Basis: Year 2023/24.

Special publications

744
additional content pages*

8 Language or national editions

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 readership. And this not only on paper, but also as e-paper.

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

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.t.

www.clublesdomaines.com

Events

43
events

over 6990 guests

6010 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)

Wineguides

18 300
tasted wines/year*

14 650 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.

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!

Books

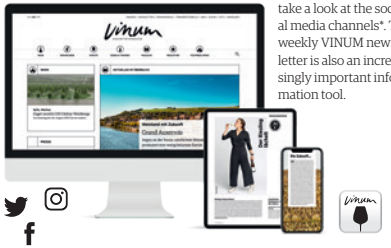
8 400
exclusive wine recommendations

1450 portrayed wineries

6 publications

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

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.

1865
daily webpage visitors (unique visitors)

123 750 Community members*

80 950 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

8680
total wines submitted

over 400 jury members

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

Vinum 2021 Deutscher Rotweinpreis
Vinum 2021 Riesling Champion
Vinum 2024 Deutscher Sekt Award
Vinum World of Rosé
Vinum Best of Portugal
Grand Prix du Vin Suisse
Vinum Best of Rioja
Vinum Best of Österreich
Vinum Weintour
German Wine List Award
Swiss Wine List Award

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 cursory 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 2027

Issue VINUM Germany and issue VINUM Switzerland (German)

Fixed headings: STATEMENT: Our opinion. Point. I INFOGRAPHICS: The most important explained in numbers. CULINARY & FOODPAIRING: Regional wines in combination with regional specialities I VERTICAL TASTING: each issue includes rarities from different vintages I 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	25.01.2027	18.12.2026	Swiss WineList Award Young winemakers Switzerland	Pinot from Churfranken	Poland I South Africa – Cinsault old grapes I Sake or Gigondas I Wine Weekend: Valencia I Food pairing: Stews	Brunello di Montalcino 2022 Market: Mosel Kabinett	
3 March	22.02.2027	22.01.2027	Pinot Noir, German-Switzerland Ticino – south of the Alps	Panel: Local Characteristics	TOP 25 Wine Influencers Dry white wines Roussillon Madeira I Wine weekend: Catania Food pairing: Ceviche	Crozes-Hermitages Souvignier Gris Market: Alvarinho / Albarino	Drinking age schedule
4 April	22.03.2027	19.02.2027	Bondola, Ticino Focus: Non-Alcoholic Swiss Chardonnays	Best sparkling wines Germany I Burgundy from the Nahe	Sparkling wines England I Bordeaux châteaux of Swiss/German families I Wine weekend: Prague I Food pairing: Piedmont	Greece I Autochthon white from Hungary/the Balkans	
5 May	26.04.2027	25.03.2027	PIWI wines Switzerland Sleeping in the vineyard Cornalin	Panel: Rheingau Pinot	Dossier Austria Wine Weekend: Strasbourg Food Pairing: Adriatic	Etna – white & red I Petite Arvine Chappaz I Market: Pinot Grigio/ Pinot Gris/Grauburgunder	Unique Wineries Austria
6 June	31.05.2027	23.04.2027	Pinot Noir Schaffhausen What vineyards does Switzerland need?	Rural wine-growing: Württemberg	Focus: Bordeaux Primeurs 2026 Wein-Weekend: Triest Food pairing: Pizza	Barolo 2023 I Barbaresco 2024 Market: Prosecco	Dossier: Best of Portugal Extra "Top of Piemonte"
7/8 July/ August	28.06.2027	28.05.2027	Natural Wines Switzerland Rosés and Oeil de Perdrix	Panel: German Grand Cru-Elite	Savoy I South Tyrol Young winemakers from Rioja Wine weekend: Almagro Food pairing: Picnic	White wines from central Italy Tea, coffee and wine-based drinks Market: Supermarket wines	Focus: Wine Tours in Switzerland | Focus: South Tyrol | Dossier: World of Rosé | Unique Wineries Switzerland
9 September	30.08.2027	06.08.2027	Ticino Merlot vs. Valais Syrahs	Riesling Champion 2026: Winners Grafting – new viticulture	Fendant, Chasselas and Gutedel Liguria I Serbia I Wine weekend: Luxembourg I Food pairing: Sweet treats	Germany's Best Rieslings Market: Merlot	Extra "World of Bordeaux"
10 October	27.09.2027	27.08.2027	Swiss viticulture and global warming Swiss Chasselas	Panel: Monopol vineyards Germany	Islands of Tuscany – Elba, Gorgona and Giglio I Corsica I My wine weekend: Aarau Food pairing: Burgers	Sardinia Market: Chablis	
11 November	25.10.2027	24.09.2027	Grand Prix du Vin Suisse: Winners	German Red Wine Awards: Winners GG Tasting ft. VDP. Preview	Setúbal Peninsula I Primitivo Wine Weekend: Belgrade Food pairing: India	Powerful Reds Austria Market: Chenin Blanc	Extra "Top of Toskana"
12 December	29.11.2027	29.10.2027	Franc de pied Switzerland I Merlot Bianco I Switzerland's gourmet hotspots	Panel: Riesling Sparkling Wine	The 100 Best Wines of the Year | The Grand Christmas Menu | The volcanic hills of Somlo I Wine Weekend: Cologne Food pairing: Sicily	Amarone Market: Napa Valley Cabernet Sauvignon	Focus: Switzerland's gourmet hotspots | Feature: The Best of Rioja | Unique Wineries in Italy | Extra "World of Sparkling"

Advertising Rates/Technical Data

Prices in Euro (plus statutory sales tax), valid from 01.01.2027

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 Page	191×256 mm	5690.00	7250.–	3650.–	10 350.–	12 440.–
1/2 Page	93.5×256 mm or 191×127 mm	3590.00	4530.–	2290.–	6490.–	7810.–
1/3 Page	61×256 mm or 191×84 mm	2390.00	3050.–	1650.–	4350.–	5320.–
1/4 Page or or	93.5 x 128 mm 45 x 256 mm 191 x 64 mm	1790.00	2270.–	1200.–	3250.–	3950.–
1/8 Page	93.5 x 64 mm our 45 x 128 mm	890.–	1130.–	650.–	1610.–	2000.–

VINUM issue German-speaking Switzerland	12100 copies	10 issues/year
VINUM issue Germany/Austria	22500 copies	10 issues/year
VINUM issue French-speaking Switzerland	3500 copies	5 issues/year

Technical Data
Format: 230 × 297 mm, Type area: 191 × 256 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/m$^{2.}$ wood-free
Contents: white, glossy, coated, 100 g/m^2

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

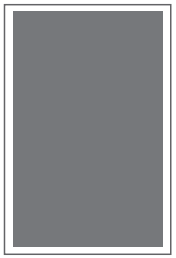
Contact advertising marketing: see page 11

Advertisement Formats Discounts

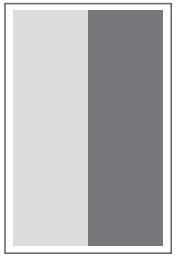
Discounts
Upon purchase in the course of 12 months in one country edition.

Quantity/Number scales
Number Scales
3 Advertisements: 5 %
6 Advertisements: 7 %
10 Advertisements: 10 %
15 Advertisements: 15 %

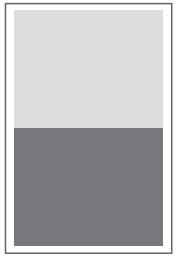
Cover Pages
2nd CP: 6050 €
4th CP: 6260 €



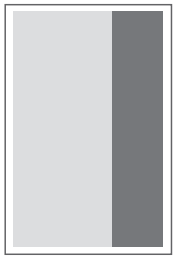
1/1 Page
191 x 256
(FA: 230 x 297)



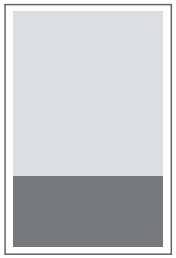
1/2 Page
93,5 x 256
(FA: 113 x 297)



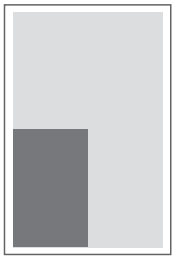
1/2 Page
191 x 127
(FA: 230 x 147)



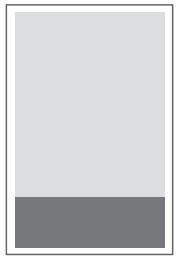
1/3 Page
61 x 256
(FA 76 x 297)



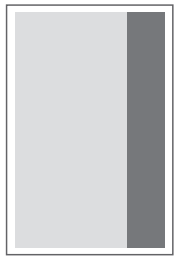
1/3 Page
191 x 84
(FA: 230 x 97)



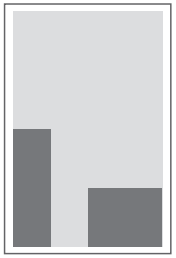
1/4 Page
93,5 x 128



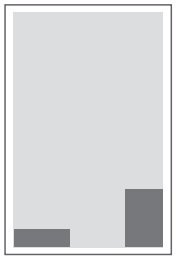
1/4 Page
191 x 64
(FA: 230 x 73)



1/4 Page
45 x 256
(FA: 56 x 297)



1/8 Page
45 x 128
93,5 x 64



1/16 Page
93,5 x 30
45 x 64

Panorama Advertisements
Type area 421 x 256 mm; full bleed 460 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 1 cm from the format trim.
On all outer edges: + 6 mm edge trim.

Inserts

Prices in Euro (plus statutory sales tax), valid from 01.01.2027

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 an 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 sympatheticand 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 familiarcontext 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›ll 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	25.01.2027	11.12.2026	22.12.2026
3 March	22.02.2027	08.01.2027	15.01.2027
4 April	22.03.2027	12.02.2027	19.02.2027
5 May	26.04.2027	12.03.2027	19.03.2027
6 June	31.05.2027	09.04.2027	16.04.2027
7/8 July/August	28.06.2027	14.05.2027	21.05.2027
9 September	30.08.2027	23.07.2027	30.07.2027
10 October	27.09.2027	13.08.2027	20.08.2027
11 November	25.10.2027	10.09.2027	17.09.2027
12 December	29.11.2027	15.10.2027	22.10.2027

Formats and advertising rates

All prices in Euro plus VAT, valid as of 01.01.2027

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 3300.–
Issue Switzerland (French)	CHF 1750.–

(All prices excl. VAT)

Publication dates

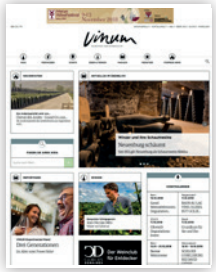
	Switzerland (g+f) Germany		Switzerland (german) Germany	
Jan.	07.01.27	21.01.27	14.01.27	28.01.27
Feb.	04.02.27	18.02.27	11.02.27	25.02.27
Mar.	04.03.27	18.03.27	11.03.27	25.03.27
Apr.	08.04.27	22.04.27	01.04.27	15.04.27
			29.04.27	
May	05.05.27	20.05.27	13.05.27	27.05.27
June	10.06.27	24.06.27	03.06.27	17.06.27
July	01.07.27	15.07.27	08.07.27	22.07.27
	29.07.27			
Aug.	12.08.27	26.08.27	05.08.27	19.08.27
Sept.	09.09.27	23.09.27	02.09.27	16.09.27
Oct.	07.10.27	21.10.27	01.10.27	14.10.27
			28.10.27	
Nov.	11.11.27	25.11.27	04.11.27	18.11.27
Dec.	09.12.27	23.12.27	02.12.27	16.12.27
			30.12.27	

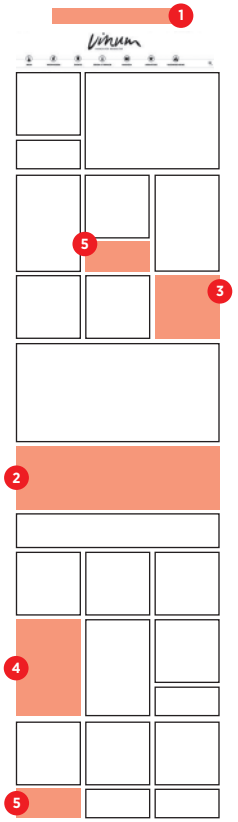
Facts and Figures:

(Average per month, until oct. 2026, registered accounts with logins)

NL-subscribers CH Switzerland german speaking	10 700
NL- subscribers CH Switzerland french speaking	2700
NL- subscribers DE Germany	19 200

VINUM-Webpage www.vinum.eu





Facts and Figures:
(Average per month, report oct. 2026)

	vinum.de	vinum.ch (german)	vinum.ch (french)	vinum.eu (total)
Unique visitors	36 900	15 100	3950	55 950
Visits	55 750	24 700	5050	85 500
Page impressions	139 750	65 200	9900	214 850

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	1590.–	1490.–	450.–
Billboard 2	1140 x 360 Home	1590.–	1490.–	450.–
Rectangle S 3	360 x 360 Home	1090.–	1290.–	390.–
Rectangle M 4	360 x 555 Home	1490.–	1410.–	430.–
Rectangle XS 5	360 x 165 Home	790.–	825.–	280.–
Special formats	Special formats and special requests on request			
File size File formats	At least 70 kB each 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 Heinzelmann VINUM food author

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