

EAT CLUB SO SCHMECKT...



Editorial Concept

The EAT CLUB bookazine series “How ... tastes” is published four times a year, always with a new, special subject. The absolutely new, special creations are inspiring and whet our appetite for trying out and enjoying the various recipes that are showcased.

All ideas – for a festive menu, cosy meal with friends, breakfast, brunch or quick meal – are presented by the editorial staff in recipes that are unusual, surprising and delicious and motivate us to do some cooking.

Fine, sophisticated dishes alternate with seasonal delicacies and ideas for mouthwatering desserts.

The EAT CLUB bookazines are oriented mainly to modern, educated, affluent women.

These persons will go for this bookazine in the shops because it attracts their attention with its modern look and variety of subjects and because they enjoy trying out something new.

EAT CLUB. You better trust in Taste.

Rates and Formats 2020

Formats	Prices
2/1	€ 24,800
1/1	€ 12,900
1/2	€ 9,800
1/3	€ 7,100

Additional formats on request.

Key Figures

- ✓ Publication day: Wednesday
- ✓ Publication frequency: 4 times per year
- ✓ Copy price: € 6.90
- ✓ Print run: 75,000 copies*

*Publisher Information

Topics 2020

Issue number	Topic	Release Date	Ad Deadline	Deadline for Printing Documents
01	LOW CARB	08.01.	03.12.	11.12.
02	HEIMAT	15.04.	16.03.	24.03.
03	LOW CARB 2	29.07.	01.07.	09.07.
04	CHRISTMAS	07.10.	09.09.	17.09.