



## DAS SCHMECKT! - SHOP SMART, COOK WITH FUN

### WHY DAS SCHMECKT!?

- ✓ Exclusive distribution channel & eye-catching placement in immediate product proximity in more than 7,000 EDEKA markets.
- ✓ Influences the buying decision on the spot: reaches families and gourmets exactly at the place where they decide which products and brands they are buying: the supermarket.
- ✓ Attractive target group: the EDEKA buyer attaches great importance to quality and diversity, but also to practical aspects such as everyday use.
- ✓ Diversity of topics: "DAS SCHMECKT" convinces thematically with a walk through the supermarket. It displays everything from seasonal cuisine and everyday cooking to shopping list check and regional diversity.

### USP

The name speaks for itself: "DAS SCHMECKT. Shop smart, cook with fun" is the new high-quality and hip gourmet magazine in the Burda Food.net portfolio. The editorial concept resembles a gourmet tour through an excellently sorted supermarket.

### KEYFACTS

Frequency: 13 x/year

Day of publication: Wednesday

Copyprice: 3.50 €

Basic rate (1/1 page 4c): 11,000 €<sup>1.)</sup>

Sold circulation: 35,000<sup>2.)</sup>

Editor-in-Chief: Anke Krohmer

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> Printed Circulation = Publisher's Statement