

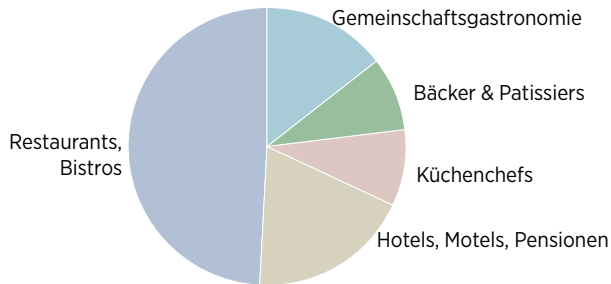


EPAPER & ONLINE



ChefHeads-Club

ChefHeads-Magazin



Average values (last 5 Month)

Ø monthly visitors: 20.191 Unique Visitors
monthly meetings: 21.105 Sessions
Ø Length of stay: 13,51 Sekunden (~1:54 Minuten)

Members & Follower: 12.000 Follower & 750 active Member

ChefHeads Magazine – The Leading Culinary Network in the German-Speaking World

ChefHeads Magazine is the professional publication for top chefs, ambitious restaurateurs, and culinary decision-makers. It sees itself as a platform among equals – founded and published by a practitioner who understands the demands of fine dining from personal experience.

With over four decades of kitchen experience, publisher and editor Guido Fritz brings his extensive expertise to every issue. His professional career in upscale gastronomy shapes the magazine's editorial voice: well-founded, practice-oriented, and uncompromisingly quality-driven. ChefHeads is not an outside observer, but part of the industry.

The magazine offers carefully researched book reviews, exclusive reports from renowned fine dining restaurants, practical recommendations for everyday kitchen operations, as well as analytical background reports on trends, techniques, and forward-looking gastronomic concepts. The editorial mission is clearly defined: to deliver content that not only informs but inspires – and substantially supports the culinary elite in their daily work. ChefHeads combines professional expertise with passion and creates a network that consolidates knowledge, broadens

The profile

The monthly online magazine from the network of culinary arts, the »ChefHeads – Club of the Chefs of the culinary community. More than 750 members live this on the subject of enjoyment and passion in all its facets. The entire network includes more than 10,000 followers from the hotel and restaurant industry.

Current reports with great photos about top gastronomy, presentation of top and star chefs, kitchen trends with current examples, recipes from star chefs, wine stories, plus (cook)book tips, column and interviews, and much more.

The target group

The ChefHeads magazine is aimed at business owners, operations managers, pastry chefs, and leaders in the industry segments of hotels, gastronomy, cafés, and communal catering.

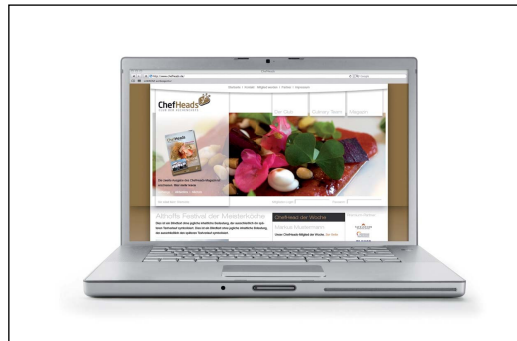
The mix of topics and the sections particularly take into account the entrepreneurial interests of culinary professionals.

Standard & Special Topics

The ChefHeads magazine is unique with its practical topics in the areas of hotel management, gastronomy, catering, and kitchen technology. The regular standard and special topics include the areas: chef portraits, travel, purchasing & procurement, energy efficiency, food & beverage, and everything that concerns culinary arts.

Media partnerships

We support Fine Food Days Cologne, INTERGASTRA, and INTERNORGA with our reports. This also includes tourist offices in Switzerland and Austria. In addition, we have been a long-standing media partner of Chef of the Year in Germany.



Online

Increase your advertising message with our online opportunities and reach your target audience without scatter loss. By involving our social media channels, we expand the reach and generate traffic on our platforms, because the needs and habits of readers are heterogeneous and the age groups of decision-makers are different.

We are happy to advise you:

werbung@chefheadsmagazin.de
 oder +49 2174 892 7227

**Want your
 own section?
 Ask us.**



Content-Advertorials

Texts and photos come from the advertiser, the advertorial is laid out by the publisher. The design of the advertorial is adapted to the editorial reports of the magazine and thus gives your message a character of recommendation. For legal reasons, the advertorial is labeled as "advertisement" for the readership as advertising.

Conditions for advertorial pages:

- Text must be delivered in German
- Specified number of characters must not be exceeded
- Delivery of photos (min. 300 dpi in CMYK) and captions
- Delivery 4 working days before the printing material deadline

**Your story on
 the internet**



ChefHeads-Magazin

Netzwerk der Kulinarik

 www.chefheadsmagazin.de

 @chefheadsmagazin

 02174-892 7227



ChefHeads-Magazin



Medium für
Hotellerie & Gastronomie



6.800
Follower:innen

Medium Rectangle

300 x 250 Pixel

Visibility



Leaderboard

728 x 90 Pixel

Visibility



Wide Skyscraper

160 x 600 Pixel

Visibility



Advertorial im ChefHeads-Magazin 2-4 Seiten 1 Monat ab 1.500.-

Laufzeit

Preise

Präsenz

Banner Leaderboard im Header

Formate*: 300x250px / 728x90px / 160x600px

min. 1 Monat 950.-

4 Wochen

Banner Medium Rectangle

Formate*: 300x250px / 728x90px / 160x600px

min. 1 Monat 590.-

4 Wochen

Banner Wide Skyscraper

Formate*: 300x250px / 728x90px / 160x600px

min. 1 Monat 490.-

4 Wochen

Facts & Figures

- 20.000+ monthly website visitors
- 37,7 % Newsletter open rate
- 5,17 % Klickrate
- High dwell time
- Very low unsubscribe rate
- Target group with decision-making authority

Target group

Restaurateurs, managing directors, hoteliers, head chefs, F&B managers, operators of care facilities, restaurant managers

Combination discounts from 3 booked ad formats: 10% package discount



Newsletter: QR-Code scannen

Social-Media-Channels



AKTIV für die
Stiftung KinderHerz

Charity-Partner der Stiftung KinderHerz



**ChefHeads-Club der
Küchenchefs**



ChefHeads-Magazin
FOOD and JOURNEY

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