



FINE

DAS WEINMAGAZIN

MEDIA DATA

2023

Status November 2022

TRETORRI
DER VERLAG FÜR ESSEN, TRINKEN & GENUSS

ABOUT RALF FRENZEL

“you’ll not find many people in Germany who know more about wine and understand wine better [...], and just as few, whose passion for wine can match the dedication and gift of critical appraisal of this Wiesbaden publisher”

Born in 1963, the son of an innkeeper, he initially trained as a waiter before he became the first German sommelier in one of the country’s then rare star-rated restaurants, “die Ente vom Lehel”, at the hotel Nassauer Hof in Wiesbaden. This is where he began to build his comprehensive knowledge of wine.

He was co-founder of the Weinwolf group and managing associate of “Grand Cru Select”. In the early 90s he founded the companies Grand Cru Select Benelux, Grand Cru Select Bordeaux and Systemgastronomie Vintage in Cologne.

In 1994 he followed this up with the founding of the firm CPA.Communications und Projektagentur (project agency) GmbH with a focus on recipe innovation, communications and business consulting in the areas of food, drink and luxury goods, and this is still the core of the company’s business activities today.

For many years Ralf Frenzel guided the career of Alfred Biolek, Germany’s most celebrated talk and cooking show entertainer.

In 2004 Ralf Frenzel founded the publishing house Tre Torri, which has sold over 17 million books about wine, food and luxury brands by some of the most renowned authors.

He is publisher and managing director of FINE das Weinmagazin, one of the most renowned wine publications of Europe.

Tre Torri Digital produces TV formats, TV commercials and highly coveted social media campaigns.

2021 he set another milestone by founding the exclusive FINE CLUB. Membership of the club provides preferential access to select and limited high-quality products not available on the open market as well as special events, workshops, private tastings and wine tours, all with a focus on the highest standards of service.

Ralf Frenzel offers his customers, partners and readers the unique benefits of his comprehensive network, well-established in politics, sport, business, economy, industry and the media.

With this special network of contacts and services he is in a position to provide unrivalled access to all sectors of the German premium culinary scene.



WELCOME

Dear ladies and gentlemen,
readers and partners,

how does one succeed in raising enthusiasm? And I don't mean some tired clapping of hands or a gracious nod – I am talking about the kind of enthusiasm that expresses itself in the loyal reading of a magazine over decades: looking forward to the next edition and the joy of reading it, the pleasure heightened even further by a glass of good wine.

To raise enthusiasm, as I already learned in my early years at the Ente vom Lehel, you have to be motivated by an exceptional quest for quality, be attentive and prepared to go the extra mile.

This has always been my motto to this very day.

I am telling you this to explain the motivation and drive which lie behind FINE. We take our readers on a journey into the world of wine, transport you to the greatest places on earth with the power of language and images, and introduce you to the most passionate producers, women and men alike. Anyone who has ever held a copy of FINE in his or her hands knows why I tend to refer to it as “bookazine” rather than magazine.

The large-format landscape pictures in rich colours on high-grade paper, the singular content written by our international FINE journalists and the collectable character of FINE cannot be compared to the reading of an every-day magazine. It is this rewarding experience which I wish to share with you and our increasing number of readers.

Yours truly, Ralf Frenzel
Publisher and managing director

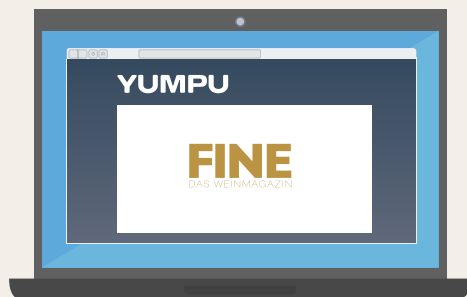


FINE – THE FLAGSHIP OF GERMAN WINE JOURNALISM!

Captured in images in a unique way, written with compelling spirit and expertly crafted, FINE das Weinmagazin provides a fascinating view of the great wines of the world. In every edition you find at least 148 pages packed with competent information, passionate stories and exclusive tastings solely of fine and rare wines, champagne and high quality spirits. The breath-taking images taken by great photographers generate a magnificent visual impression and make FINE das Weinmagazin such an enjoyable and representative experience.

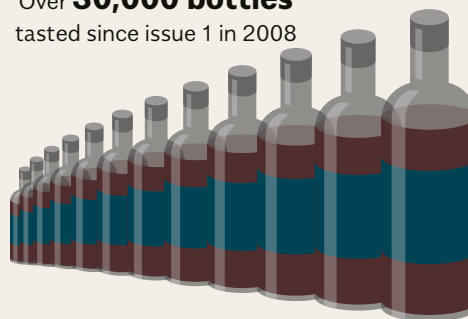
An exclusive magazine for an exclusive readership: Our readers are epicures, who appreciate that a good wine, a hand-crafted product or even an outstanding “bookazine” such as FINE justify a higher price. It is one of the great strengths of FINE to present noble products in an elegant way in exclusive stories and a luxurious setting. This is exactly what makes FINE the perfect partner for cooperations with national and international top brands – including yours!

FINE IN NUMBERS



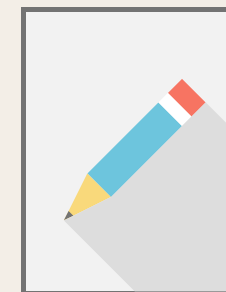
Over **33,5m** page impressions on Yumpu
with approx. **~ 5m** for FINE Das Weinmagazin
Ø 83.000 clicks per issue

Over **30,000 bottles**
tasted since issue 1 in 2008



1811 till the present
vintages tasted range

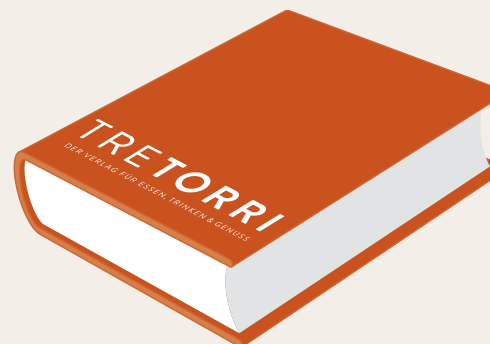
over 1 m €
in value of wines
tasted per year



more than **8,100** premium tasting notes
(only available to FINE CLUB members)



Over **60 b2b & b2c events**
between September 2021 and the end of 2022
get a first impression [here](#)



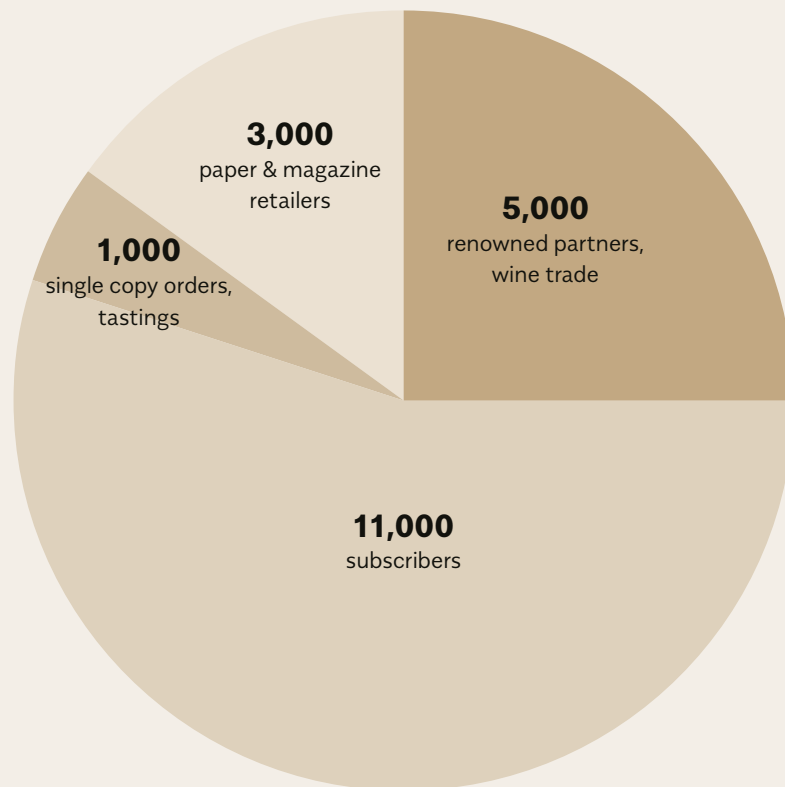
Sales of over **17m**
books on wine and cookery



20 programmes
30 minutes per episode

FINE IN NUMBERS

FINE PRINT



Total distribution 20,000 copies

FINE DIGITAL



2,374
unique readers

+325% compared to 4/21 +8.5% compared to 1/22



more than **9,200 Follower** followers on social media, reach over 67k



+240% growth on Instagram
June-August 2022 compared to March-May 2022



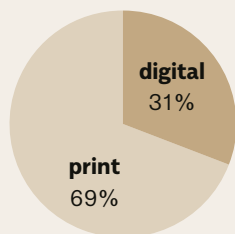
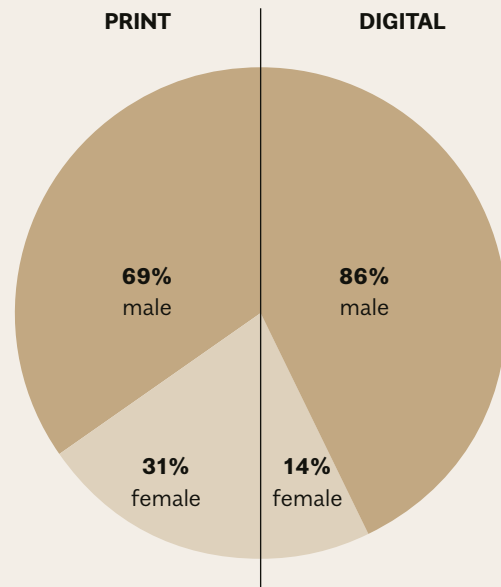
tiktok **Das Gute trinken** ("Drink the good") more than 382k hits since July 2022

8,164 visits monthly
of fine-magazines.de
and 28,819 page impressions

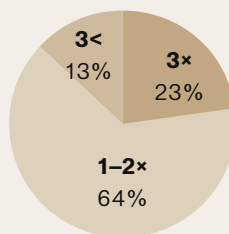


9,948 visits monthly
of tretorri.de
and 53,141 page impressions

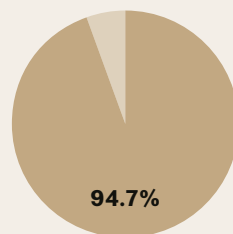
THE **FINE** READERS



Preferred reading

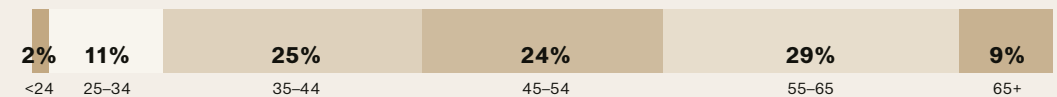


Reading per issue

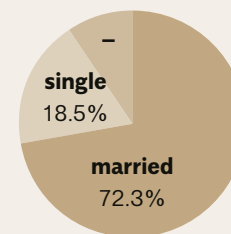
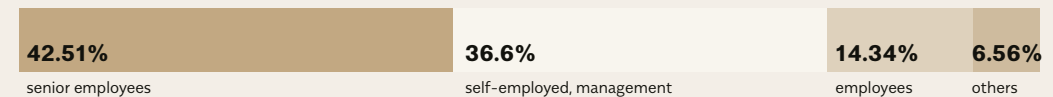


... collecting all issues

AGE



PROFESSION



Family status



Spending power
per reader/month

Favourite interests and hobbies:

1. Travel and wellness
2. Art and culture
3. Watches and accessories
4. Furnishings and architecture
5. Fashion and lifestyle

FINE PRINT – ADVERTISING

PUBLICATION DATES 2023

Issue 1	01.04.2023	(material deadline 17.02.2023)
Issue 2	03.06.2023	(material deadline 21.04.2023)
Issue 3	30.09.2023	(material deadline 18.08.2023)
Issue 4	02.12.2023	(material deadline 20.10.2023)

PRICES AND PLACEMENTS

opening flight 2/1 (pages: inside cover + page 3, 4/5, 6/7, 8/9)	€ 17,400
single/double inner pages	€ 8,300/16,400
closing flight 2/1 (pages 145/146, 147/inside cover)	€ 17,000
cover back page (single)	€ 9,100

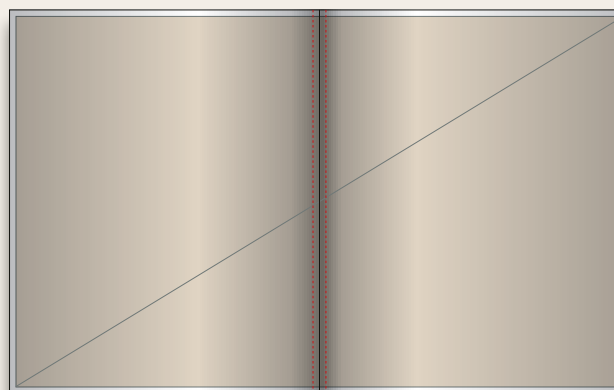
FINE DIGITAL (READLY ONLY)

1/1-page advertisement on readyly	€ 1,390
2/1-page advertisement on readyly	€ 2,580

A commission of 15% will be paid for successfully established contacts

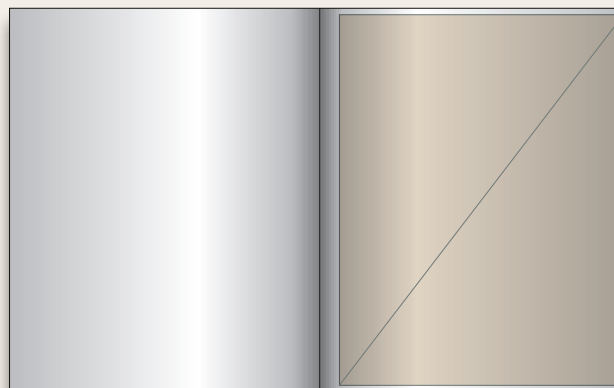
ADVERTISEMENT FORMATS

2/1 double page 480 × 287 mm*



* Because of the adhesive binding, motifs spread over 2 pages should allow 4–5mm leeway on both pages

1/1 page 230 × 287 mm



PAPER FORMAT AND PRINTING METHOD

magazine format	245 × 297 mm, 148/164 pages
advertisement formats	2/1-Seite 480 × 287 mm 1/1-Seite 230 × 287 mm
print profile	PSO Coated v3
screen ruling	80 lines/cm
print	Offset 4c (Euroscale) + dispersion coating
cover	250g/m ² WFC matt-coated print
content pages	135g/m ² WFC matt-coated print
back	adhesive binding

DATA FORMAT

Print-PDF (PDF/X-4) according to output conditions **PSO Coated v3** (Fogra51). Provided image materials should have a minimum resolution of 300dpi. All images and graphics must be provided in CMYK modus. Delivery of data carriers by post. Corrections, errors or missing presentations are the responsibility of the client.

PROOF

The proof serves as colour reference, the data of which must be supplied according to **PSO Coated v3** and provided with a UGRA/FOGRA Media wedge. The publisher does not send proof copies.

No rebate on award of special placement. All prices quoted ex tax and are subject to the current rate of VAT.

We are happy to provide you with an individual quote. Please contact us at: b.erdem@tretorri.de or 0611-57 99 192

NEWSLETTER

Newsletter supplied to over 17,000 addresses

NEWSLETTER TYPE 1

Image 564 × 212 px

Headline max. 66 characters

Text: max. 450 characters

€ 450 / 1 × Monat

NEWSLETTER TYPE 2

Image max. 260 × 260 px

Headline: max. 66 characters

Text: max. 450 characters

€ 400 / 1 × Monat

NEWSLETTER TYPE 3

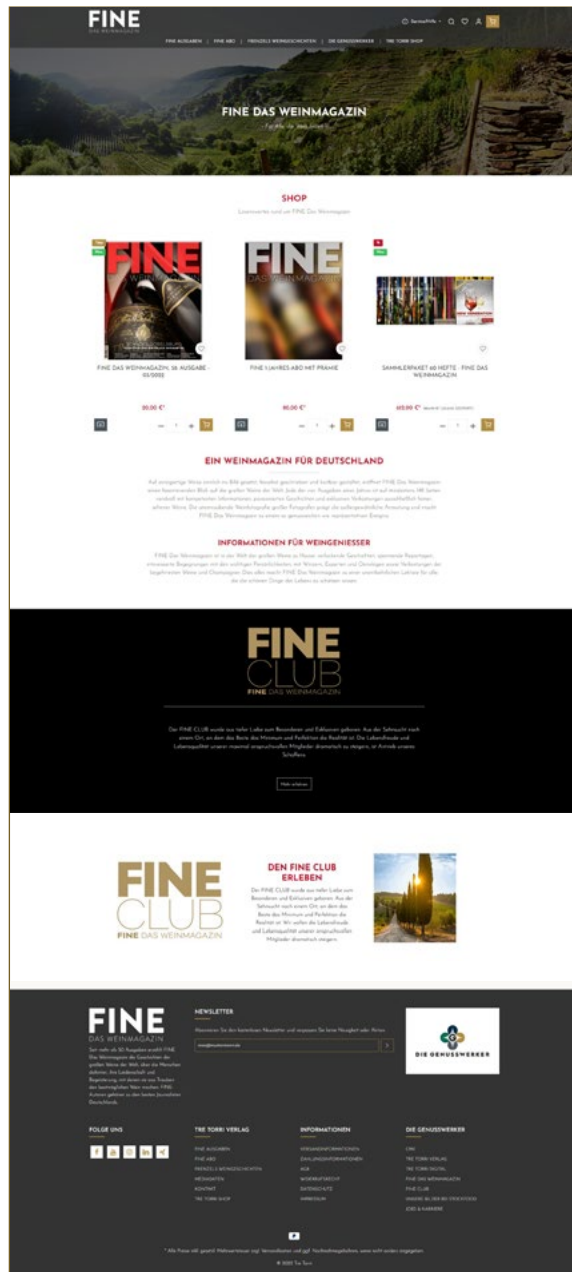
Image max. 150 × 150 px

Headline: max 59 characters

Text: max. 320 characters

€ 350 / 1 x Monat

All prices quoted ex tax and are subject to the current rate of VAT.



YOU WANT DIGITAL? WE CAN DO THAT TOO

HOMEPAGE

www.fine-magazines.de

BANNER TYPE 1

heading: 26 characters

text: 330 characters

image: minimum height 340 px

duration: 2 weeks

€ 1175,-

BANNER TYPE 2

heading: 26 characters

text: 295 characters

image: minimum height 340 px

duration: 2 weeks

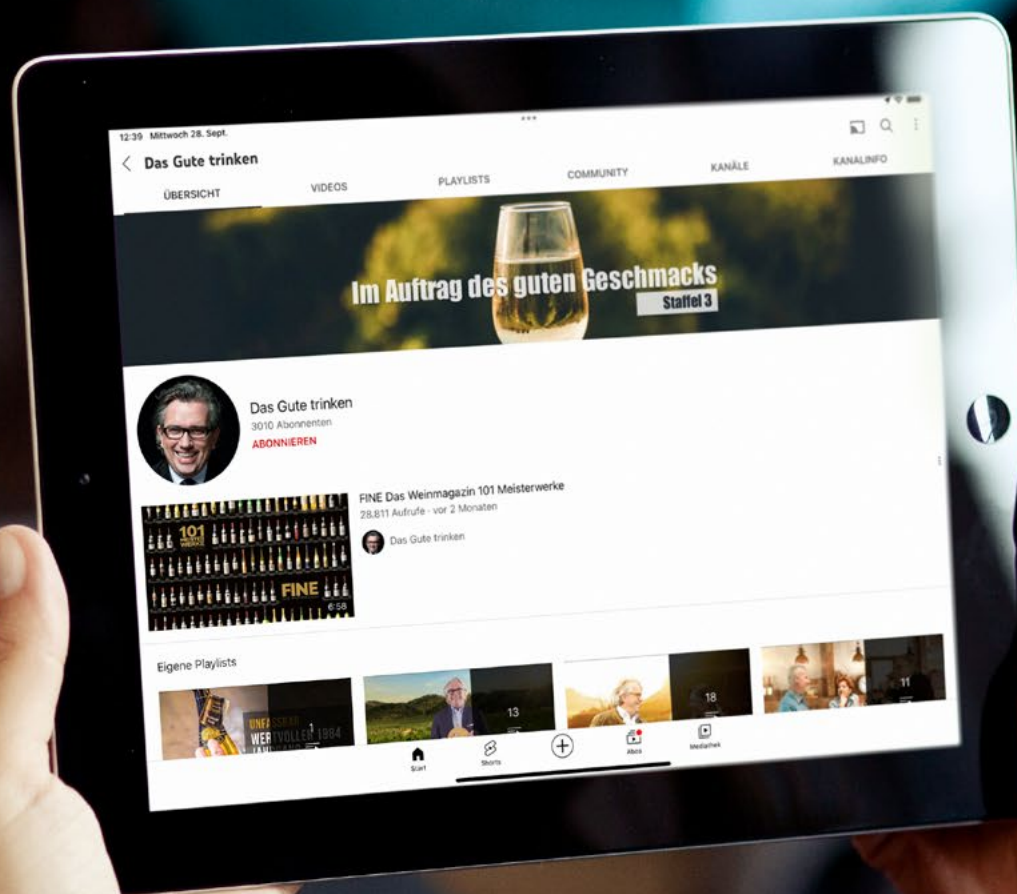
€ 1050,-

YOU WANT DIGITAL? WE CAN DO THAT TOO

TIKTOK & YOUTUBE

Costs YouTube
6–7 minutes:
€ 2.5–4.5k per day of shooting
+ € 59,- per day cutting
+ € 350,- GEMA licensed music

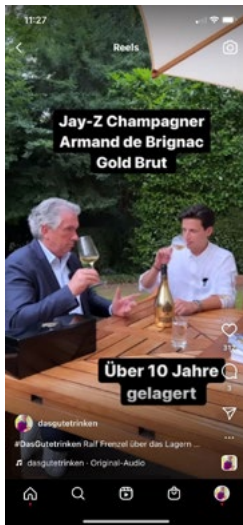
Approx. 45 seconds TikTok:
€ 1–3k for 1 video
+ € 1.5–3.5k for 3 videos
+ € 2k budget in case of RF



All prices quoted ex tax and are subject to the current rate of VAT.

We are happy to provide you with an individual quote. Please contact us at: b.erdem@tretorri.de oder 0611-57 99 192

YOU WANT DIGITAL? WE CAN DO THAT TOO

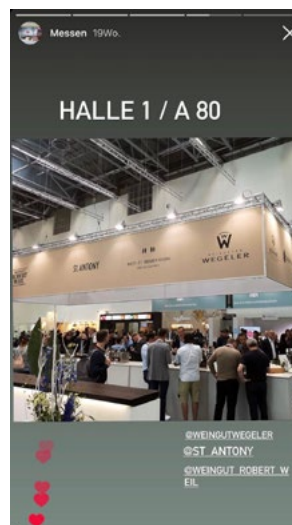


Reels for Instagram & Facebook

Postings Instagram + Facebook
€ 250,-/post including cross-linking

Short Story
30–60 seconds, displayed for 24 hours
€ 80,-/story

Reel
60–90 seconds, permanent on FINE channels
€ 400,-



WINE TASTINGS & EVENTS

"The private dinner with the amiable proprietor of the Domaine du Chevalier Olivier Bernard (Fehler im deutschen Original – Bernhard) was once again an all-round success. Not only because of the exceptional choice of wines, but also because of the very pleasant guests, a perfect and genuinely friendly service, background photos supplied first-hand and the delicate menu in the welcoming atmosphere of the Wegeler wine estate. With this exclusive combination the FINE CLUB is on its way to becoming an institution which will set milestones."

A FINE CLUB Member

"I was very lucky to be part of this spectacular two-day event. FINE does an excellent job with the high-level organisation, the reverence and the exclusivity of this once-in-a-lifetime tasting."

Claudia S., participant of the tasting of Assmannshäuser rareties

"Many thanks for a firework of splendid wines. It was a great pleasure to be able to participate in this event. The wines of the Bischöfliche Weingüter Trier were a revelation. I had already heard of them, but such an extravaganza of sun-blessed liquids is rare. And in such competent companionship! The FINE CLUB and its creators put the focus on the excellent and refined - exquisite tasting experiences and special wines – and that is what I would like to thank them for. It takes people like them, who are attentive and focus your attention."

Kai Fehringer

**»The others make porn
and Ralf Frenzel the big love stories«**

Denis Scheck, German literary critic and radio and television journalist

WINE TASTINGS & EVENTS



Have you ever been to a great wine tasting? Perhaps even to a real great wine degustation in exclusive settings, where over 100 wines were tasted?

FINE Das Weinmagazin sends out regular invitations to such tastings. These are events which make wine history.

The tastings take place in the company of international wine journalists, producers and connoisseurs – always in the stylish ambience of top restaurants, hotels or wine estates.

These tastings, which take members of the FINE CLUB to the next level, do not just serve simple drinking pleasure as one may think, although this is very enjoyable too. They provide evidence of how a wine tastes at a certain moment in time, how it has developed since previous tastings, and how it varies in the perception of different guests.

These events are always recorded in word and photography, quite often on film too, assessed with great professionalism and their essential findings published in FINE.

This is how great moments occur, as in the past two years, for example in the personal company of the international doyens of wine-writing Hugh Johnson and Jancis Robinson. Tastings like that of 100 Spätburgunder wines from the Assmannshäuser Höllenberg, the oldest wine coming from the 1882 vintage, or the epic and sensational tasting of 101 masterpieces of wine.

Individual offers on request

CONTACTS

Publishing house

Tre Torri Verlag GmbH
Sonnenberger Straße 43
65191 Wiesbaden
Germany
T +49 611 57 99-0
F +49 611 57 99-222

www.fine-magazines.de

Advertising/Marketing

Judith Herfurth-Völkel
T +49 611 57 99-282
E-Mail: jvoelkel@tretorri.de

Bora Erdem
T +49 611 57 99-192
E-Mail: b.erdem@tretorri.de

Assistant to Managing Director

Carola Mitsch
T +49 611 57 99-276
E-Mail: c.mitsch@cpagmbh.de

Subscriptions

Ilka Engelhardt
T +49 611 57 99-271
E-Mail: abo@tretorri.de

Press

Alina Fassbinder
T +49 611 57 99-275
E-Mail: a.fassbinder@tretorri.de

FINE CLUB

Pascal Zier
T +49 611 57 99-0
E-Mail: p.zier@fine-club.de