

FINE

DAS WEINMAGAZIN

MEDIA DATA 2025

Status December 2024

TRETORRI

DER VERLAG FÜR ESSEN, TRINKEN & GENUSS



WELCOME

Dear Readers,

the world of wine is fascinating and complex—filled with stories, traditions, and passionate people. At FINE Das Weinmagazin, we are proud to bring this world closer to you. For us, wine is not merely a beverage but an expression of culture, craftsmanship, and an unwavering pursuit of perfection.

In every issue of FINE, we combine the highest journalistic precision with exceptional aesthetics. Our goal is to deliver well-founded knowledge from firsthand sources and, above all, to inspire your senses. Each edition is a carefully curated masterpiece that transports you to the most remote vineyards, the most experienced winemakers, and the most beautiful places in the wine world.

We are much more than a mere magazine—FINE is an experience that goes far beyond reading. The large-format photographs, premium-quality paper, and in-depth reporting create a unique atmosphere that will captivate you each time.

We want you to feel it—as if you were there in person. In an era where information is often fleeting and fast-paced, we focus on consistency and depth. Our readers are true connoisseurs who appreciate the value of quality and substance. For you, we create a medium that reflects and enriches your passion for enjoyment in all its facets.

Embark on a journey through the most captivating wine regions in the world and discover the stories that each wine tells.

Welcome to FINE—where enjoyment is more than just a word, it is a way of life.

Yours sincerely,

Ralf Frenzel

Publisher and managing director

OUR MOTIVATION

“Thank you so much for an amazing article. Original words and different expressions were used that I greatly appreciated. The article has very original and profound ideas from which I also learn a lot. Congratulations for a quality, deep and original work, I am sure that readers will be appreciative.”
Gaia Gaja, Tenuta Gaja

“Superbly researched articles with fascinating background information.”
Thomas D.

“The best German-language wine magazine.”
K. H.

”I love the high-quality presentation and the detailed articles. It’s a great magazine I always look forward to.”
F. B.

“I’ve been a subscriber to FINE for years. It remains, by far, the best wine magazine in the German market.”
Udo J.

“1. FINE is my magazine to truly unwind with.
2. FINE is perfect for looking up older vintage tastings.
3. The ‘Wine and Food’ section is one of my favorites. We should do more tastings— the mission tasting at Robert Weil was sensational.”
Ron

“We have just received the article you wrote, and it’s absolutely fantastic! It’s one of the best pieces we’ve ever seen about Château Smith Haut Lafitte. The photos in the article are absolutely stunning.”
Florence Cathiard, Chateau Smith Haut Lafitte

“FINE is by far the best wine magazine in the German-speaking market. Informative, inspiring, great photos—always a pleasure to read.”
Anton K.

“A great idea, as it raises the quality of the wine market!”
J. R.

“I thoroughly enjoy reading the magazine and often invite friends to wine tastings. I’ve shared your magazine many times, and without exception, everyone has been impressed.”
Susanne B.

“FINE is my absolute favorite wine magazine. Excellent articles, great photos, and captivating reports.”
Michael N.

“Great layout, high-end photos—you can almost step into the landscape. Excellent reporting, especially the ‘10 Years After’ series, vertical tastings, and reports on Riesling or Pinot Noir of the year.”
T. A.

“An impressive magazine, just by its size and weight.”
Daniel V.

“Thank you so much for the beautiful article. Thank you for your attention and for the intense description of our projects, for both Graci and IDDA. Also the photos are fantastic, IDDA winery in this photos seems powerful, It’s an emotion for me to see it for the first time on an important magazine.”
Alberto Graci, Tenuta Graci

“The best wine magazine in the German-speaking world.”
M.B.

“Very well-researched articles with exciting stories.”
Frank B.

“The standard of FINE is exemplary—outstanding research and literary quality.”
Thomas P.

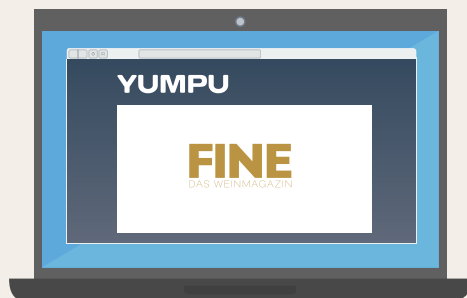
“Beautiful layout, pictures, reports, and backgrounds. Unfortunately, I don’t find enough time to read it intensively, but FINE is always ready to immerse myself in.”
Bernd

“A fantastic, professionally sound magazine with in-depth reports. The best wine magazine currently on the market!”
Thomas P.

“I’ve been a reader since the beginning and had no complaints until the decision was made, for no apparent reason, to stop awarding points. Thankfully, this “point hiatus” was short-lived, and everything is now, as promised by the name, top-notch again.”
Ralph W.

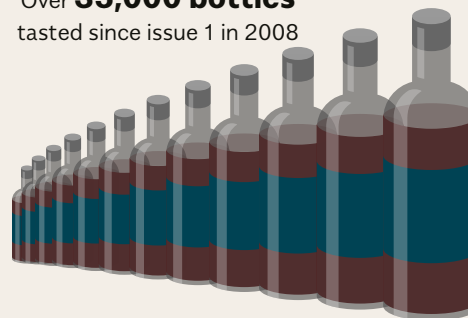
“FINE is by far the most interesting wine magazine in the German-speaking market if you prefer wines that are top-tier in their countries or on their way to becoming so. Ordinary wines in liter bottles are better reviewed by other magazines. FINE’s focus on Old World wines, especially from Italy and France, aligns perfectly with my preferences. Large features, stunning photo series, and tastings of various vintages are its great strengths.”
Sven H.

FINE IN NUMBERS

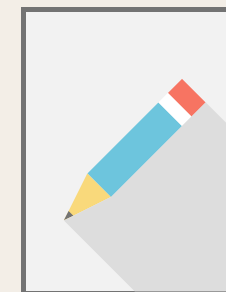


Over **36 m** page impressions on Yumpu
with approx. ~ **5.2 m** for FINE Das Weinmagazin
Ø **79,000** clicks per issue

Over **35,000 bottles**
tasted since issue 1 in 2008



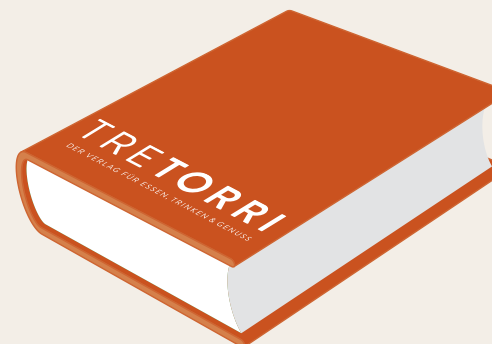
1784 till the present
vintages tasted range



more than **9,000** premium tasting notes
(only available to FINE CLUB members)



Over **110 b2b & b2c events**
between September 2021 and the end of 2024
get a first impression [here](#)



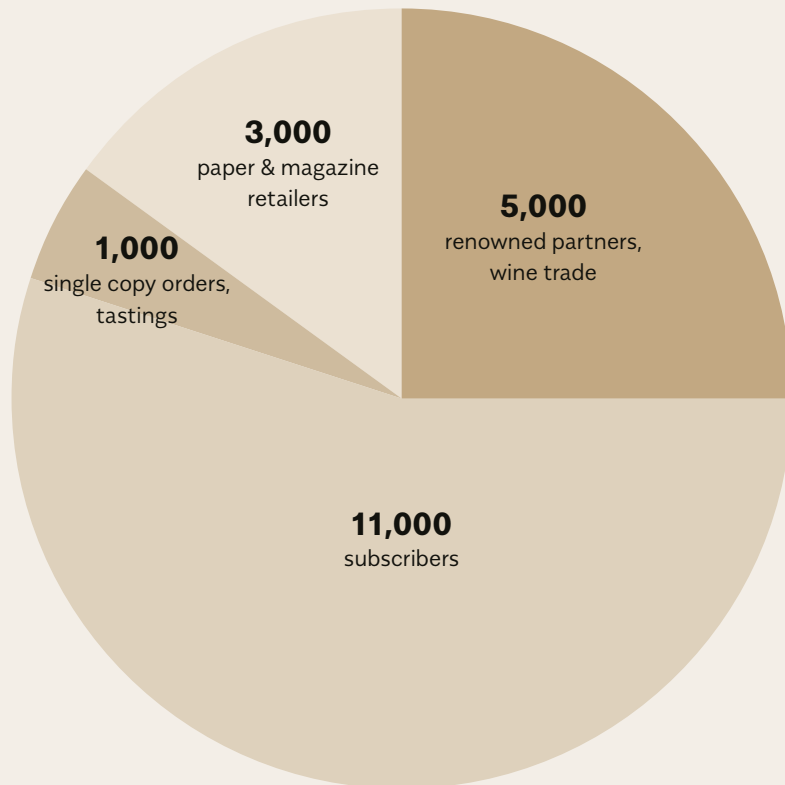
Sales of over **17.4 m**
books on wine and cookery



20 programmes
30 minutes per episode

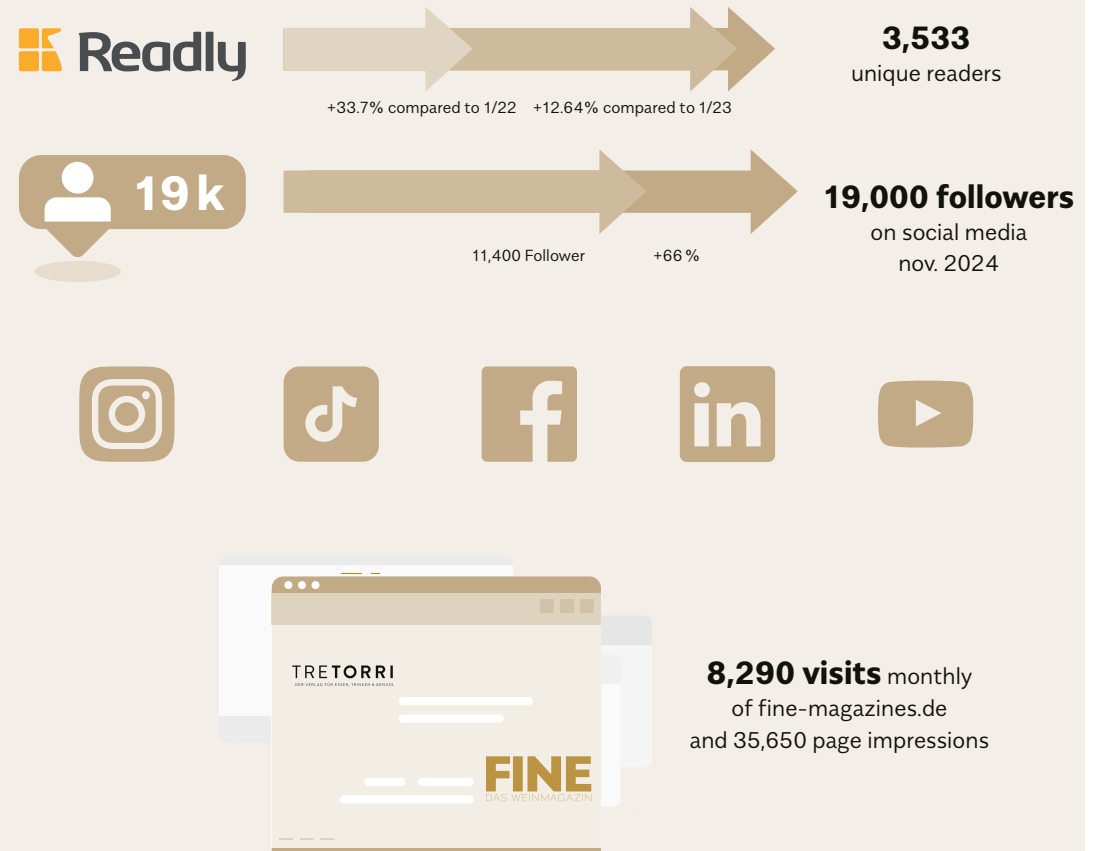
FINE IN NUMBERS

FINE PRINT

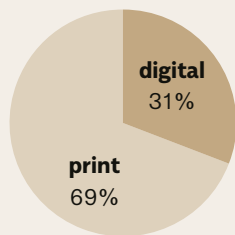
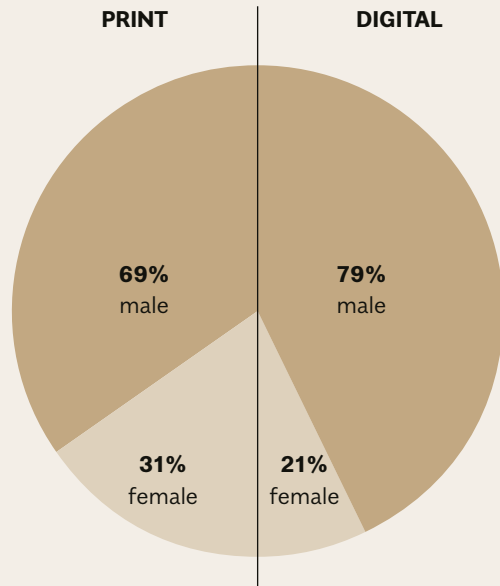


Total distribution 20,000 copies

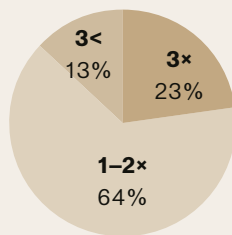
FINE DIGITAL



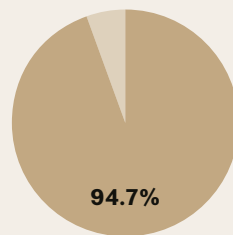
THE FINE READERS



Preferred reading

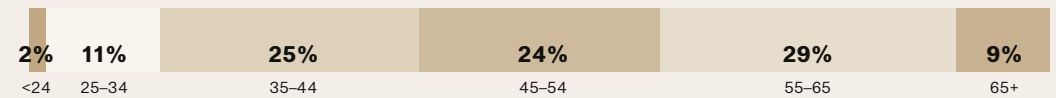


Reading per issue

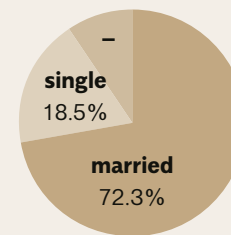


... collecting all issues

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 2025

Issue 1	14.03.2025	(material deadline 31.01.2025)
Issue 2	20.06.2025	(material deadline 09.05.2025)
Issue 3	19.09.2025	(material deadline 08.08.2025)
Issue 4	12.12.2025	(material deadline 31.10.2025)

PRICES AND PLACEMENTS

opening flight 2/1 (pages: inside cover + page 3, 4/5, 6/7, 8/9)	€ 17,400
single/double inner pages	€ 8,300/14,100
closing flight 2/1 (pages 145/146, 147/inside cover)	€ 17,400
cover back inside page (single)	€ 9,545
cover back page (single)	€ 11,100

FINE DIGITAL (READLY ONLY)

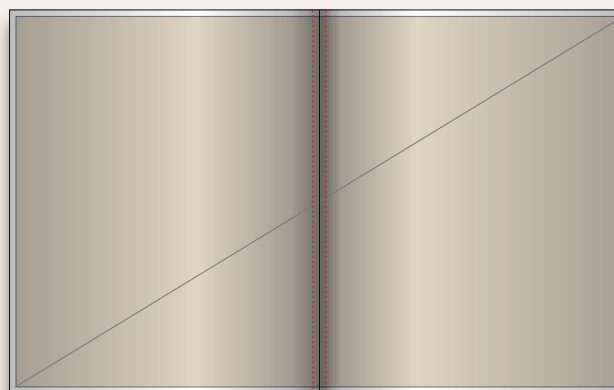
1/1-page advertisement on readyly	€ 1,530
2/1-page advertisement on readyly	€ 2,580

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

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

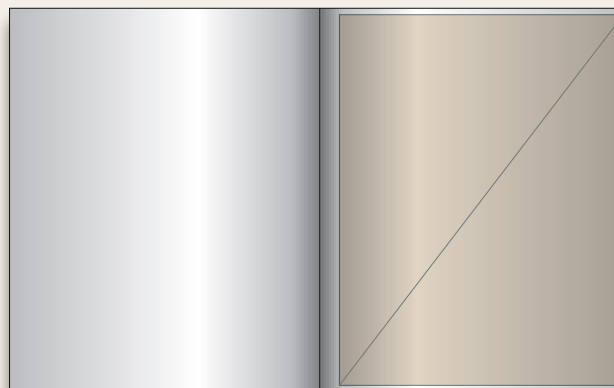
ADVERTISEMENT FORMATS

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.

We are happy to provide you with an individual quote. Please contact us at: b.erdem@tretorri.de or +49 611 57 99-192



FINE IN MOTION – MEDIA DATA HIGHLIGHTS: ACCOMPANYING FILM FOR EDITORIAL CONTENT

1. UNIQUE INSIGHTS

Experience wine up close with personal insights, creating emotional connections through stunning film sequences.

2. MULTIMEDIA EXCELLENCE

Enhance your message's depth and authenticity by combining print and video media.

3. GLOBAL AUDIENCE

Maximize your reach on our social media channels, with nearly 19,000 followers, and attract new customers worldwide.

4. TOP-QUALITY VIDEO PRODUCTION

Leverage the expertise of our professional film team to emphasize the credibility and quality of your brand.

5. INTERNATIONAL DIVERSITY

Access new markets with transcribed, translated content and subtitled language versions.

6. TAILORED USAGE

Enjoy exclusive access to the finished film for your marketing activities. Along with the main video, you'll receive multiple shorts and reels to boost your brand's reach and engagement on your own social media channels.

7. INTERACTIVE QR CODE

Encourage reader interaction with a QR code in the print edition that seamlessly directs them to your videos.

8. FINE IN MOTION INTRODUCTORY SEQUENCE

The main film opens with a concise introduction highlighting your brand and its partnership with FINE. To capture viewers' attention in shorts and reels, these begin without an intro, diving directly into key content. They conclude with a compelling call to action, urging viewers to watch the full film for the complete experience.

YOU WANT DIGITAL? WE CAN DO THAT TOO



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 × month

NEWSLETTER TYPE 2

Image max. 260 × 260 px
Headline: max 66 characters
Text: max. 450 characters
€ 450 / 1 × month

HOMEPAGE

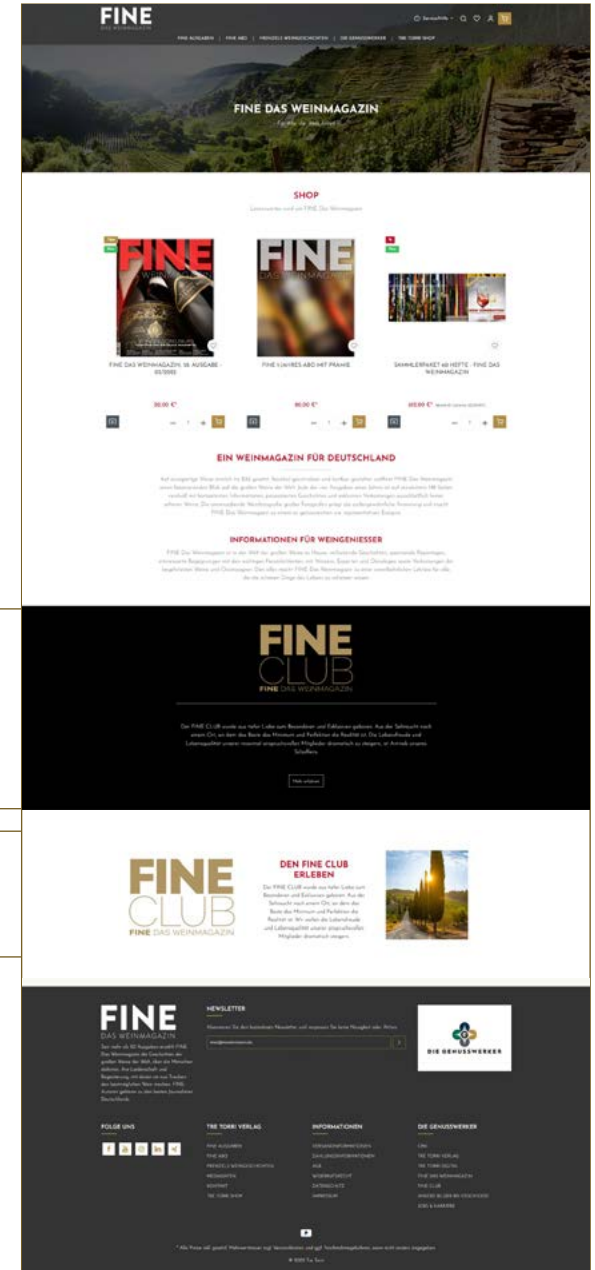
www.fine-magazines.de

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,-

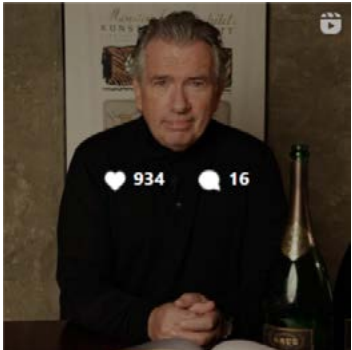


YOU WANT DIGITAL? WE CAN DO THAT TOO



Reels for Instagram, Facebook and YouTube Shots

We are happy to provide you with an individual quote



WINE TASTINGS & EVENTS

»The private dinner with the charming proprietor of Domaine du Chevalier, Olivier Bernard, was once again a thoroughly successful event. Not only due to the exquisite selection of wines but also because of the delightful guests, flawless and genuinely friendly service, firsthand insights, and a delicate menu in the cozy ambiance of the Wegeler winery. Thanks to this exclusive combination, the FINE CLUB is on its way to becoming an institution that sets milestones.«

FINE CLUB Member

»Because 100 years of Riesling is something you don't say 'no', you say 'YES'. You organize your time to be there«

Olivier Bernart, Domaine de Chevalier

»Once in a lifetime. You certainly only experience this once in your life«

Jean-Luc Pépin, Domaine Comte de Vogüe

»At the Century Tasting in early June, FINE Das Weinmagazin and the Kloster Eberbach winery invited guests to a rare tasting. One hundred Rieslings from three centuries were uncorked and tasted by top winemakers from Europe's leading wineries: alongside Antinori, Ornellaia, and Masseto (Italy), there were also Le Pin and Angelus (Bordeaux), Comte de Vogüe (Burgundy), Ruinart (Champagne), and Pingus (Spain). Highlights of the two-day tasting included a 1936 Rudesheimer Schlossberg, two Steinberger Trockenbeerenauslese from 1943 and 1921, and a Rudesheimer Hinterhaus Riesling from 1893—astonishingly vibrant, elegant, and complex despite its age.«

FOCUS, issue 32/2023

»Others make pornos, but Ralf Frenzel creates great love stories.«

Denis Scheck, Literary critic, moderator, and author

»Thank you for this wine extravaganza! I was delighted to attend yesterday. The wines from the Bischöfliche Weingüter Trier were a revelation. I already knew this, but such a concentrated dose of liquid sunshine is rare. And the excellent company added to it! The FINE CLUB and the minds behind it focus on the good and tasteful—culinary pleasures, especially wine. For that, I am especially grateful, as it takes people like you to be attentive and bring attention to these things.«

Kai Fehringer

»It's a unique experience.«

Renzo Cotarella, Marchesi Antinori

»The Frankfurt Book Fair, the world's largest book fair, is slowly recovering from the effects of the pandemic. (...) There was no shortage of stars: authors like Salman Rushdie, Cornelia Funke, Sebastian Fitzek, Otto Waalkes, and Guido Maria Kretschmer awaited their readers. A new hotspot: the 'Steigenberger Book Salon,' where stars gathered for fireside talks—a concept by publisher Ralf Frenzel (Tre Torri)«

Die BUNTE, issue 44 from October 26, 2023

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 Weïnmagazin 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

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.«

Magazin BuchMarkt

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.

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