

## Foodboom



*Foodboom* means young, uncomplicated cooking, urban and sustainable, cool and unisex. *Foodboom* is fun, inspiring, surprising and entertaining. The 360° staging is unique: *Foodboom* as a moving image with cool recipe videos via social media on Facebook, Google+, Instagram and Pinterest - and also as a trendy magazine. *Foodboom* is at eye level with the target group of 20 to 39-year-old food lovers. In the magazine there are three "books" - just as the target group needs the dishes: among friends - among us - on the go. The occasions determine the category. The recipes are all simple, quick and easy to cook, even the "more elaborate" ones. All pages in the magazine are perforated to separate, collect and "analog" items in the kitchen.

Links: **Foodboom**, **First in Food**, **daskochrezept.de**



**Anke Krohmer**  
Editor-in-chief

Anke Krohmer came to Hubert Burda Media in 2002 as deputy editor-in-chief of *Lisa* following roles with the Bauer Media Group and Axel Springer SE. She has been editor-in-chief of *Lust auf Genuss* since 2012. She is also responsible for the food titles *Slowly Veggie*, *Das schmeckt* and *Lisa vegetarisch für jeden Tag*, which she played a major role in developing.

## Facts

<b>Division</b>	BurdaHome
<b>Managing director</b>	Frank-Jörg Ohlhorst
<b>Editor-in-chief</b>	Anke Krohmer
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