

# Focus on Russia

**FLEISCHWIRTSCHAFT**  
Мясная Промышленность

**f**leischwirtschaft  
de



## Market situation:

Many areas of the meat industry in Russia are ready to grow and invest. Although the market is designed to be difficult because of political sanctions, import bans and currency fluctuations and lack of reliable predictions – technologies, knowledge and cooperation with the West remain in demand.

Russia is one challenging and exciting export market for both meat producers as well as for manufacturers of capital goods.

## FLEISCHWIRTSCHAFT Russia

Offering relevant specialist information, news and insights of internationally acknowledged experts, **FLEISCHWIRTSCHAFT Russia** is the trade magazine for the Russian meat industry. The specialty journal meets the specific interest of decision makers in slaughtering, dressing, meat processing, as well as retailers and suppliers. The scientific section "Research and Development" serves as conjunction between professional practice and research insights.

**FLEISCHWIRTSCHAFT Russia** reaches market players from the technical and commercial top management of Russian companies and thus serves as an ideal advertising platform for your export projects.

**Language:** Russian

**Publication frequency:** 2 issues per year

**Circulation:** 5,500 copies

Additional distribution as an e-paper

## Set your advertising in the right context!

**1** **Ordering Deadline:** 08.03.17  
**Printing Material:** 14.03.17  
**Publication Date:** 05.04.17

- **Interpack Main Issue**
- Slaughtering and Cutting Up
- Production of Cooked Sausage and Sausage made from Cooked Meat
- Process Automation
- Hygiene and Cleaning Technology
- Cooling and Freezing Technology

**2** **Ordering Deadline:** 16.08.17  
**Printing Material:** 22.08.17  
**Publication Date:** 13.09.17

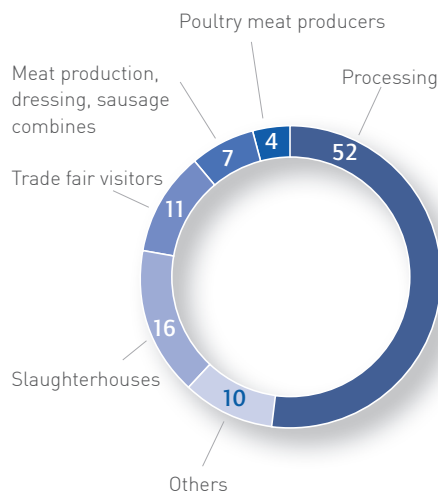
- **AgroProdMash Main Issue**
- Extracting, Processing of Poultry Meat
- Filling, Portioning, Clipping
- Smoking, Climate Control
- Seasonings, Ingredients
- Packaging (Machinery and Materials), Labelling, Cutting Technology

## Market figures

	2014	2015	2016	Changes in percent 2016:15
Production	2510	2630	2780	+5.7
Import	515	300	200	-33.3
Consumption	3024	2929	2979	+1.7

Source: USDA (U.S. Department of Agriculture) in FLEISCHWIRTSCHAFT 11/2015, in 1000 t slaughter weight

## Recipients of FLEISCHWIRTSCHAFT Russia

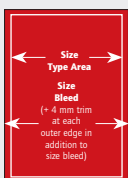


Source: Distribution file, data in per cent

## Formats

➤ 4 mm

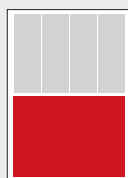
The applicable statutory value added tax (VAT) is added to all the rates. Fixed rates for the given formats.



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**Bleed** 210 x 297  
4c € 6,434.00



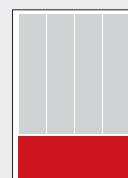
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**Bleed** 150 x 214  
4c € 3,575.00



**1/2 page landsc.** WxH  
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**Bleed** 210 x 149  
4c € 3,278.00



**1/2 page portr.** WxH  
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**Bleed** 102 x 297  
4c € 3,341.00



**1/4 page landsc.** WxH  
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**Bleed** 210 x 81  
4c € 1,638.00



**1/4 page corner** WxH  
**Type area** 93 x 135  
**Bleed** 102 x 149  
4c € 1,638.00

## Contact and Information

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