




Circulation

circulation audited by IVW 

Analysis of circulation

Copies per issue on an annual average (July 1, 2015 to June 30, 2016)

Print run	10,000
Effective circulation	9,805
of which of other countries	77
Net sale	4,175
of which of other countries	55
Copies to subscribers	3,358
Other sales	817
Free copies	5,630
Remaining, archive, voucher copies	195

Brief characteristics

The afz - allgemeine fleischer zeitung is the weekly newspaper for the trade and retail, as well as for the upstream and downstream process stages of slaughtering, cutting and processing of meat. The latest industry news, reports from the market, comprehensive thematic features in the afz-Journal and relevant practical tips help readers in their daily work and support successful business management – in print and as an app.

Target group

Proprietors and CEOs, heads of department and branch managers, plant managers or production managers, as well as non-managerial staff in the butcher's trade with independent firms or chains, in the food retail trade, as well as in abattoirs, the meat and meat product industry and the meat trade.

Publication frequency

Weekly on Wednesdays

Editorial board

Editor in chief Jörg Schiffeler
Deputy Sandra Sieler

Volume and year

134 / 2017

Subscription price

Price per issue € 9.50 including the distribution fee and statutory VAT. International prices on request - aboservice@fleischwirtschaft.de

Association

Official Organ of Deutscher Fleischer-Verband



Benefits of afz

Coverage:

The industry's most widely distributed circulation, according to IVW, July 2016. Opportunity for additional contacts through the iPad app

Attention:

Thanks to the high readership loyalty, on average 20 minutes reading time per reader and approx. 3 readers per issue

Advertising-relevant target group:

Our readers are the decision-makers and leaders of trade and retail

Positive image transfer:

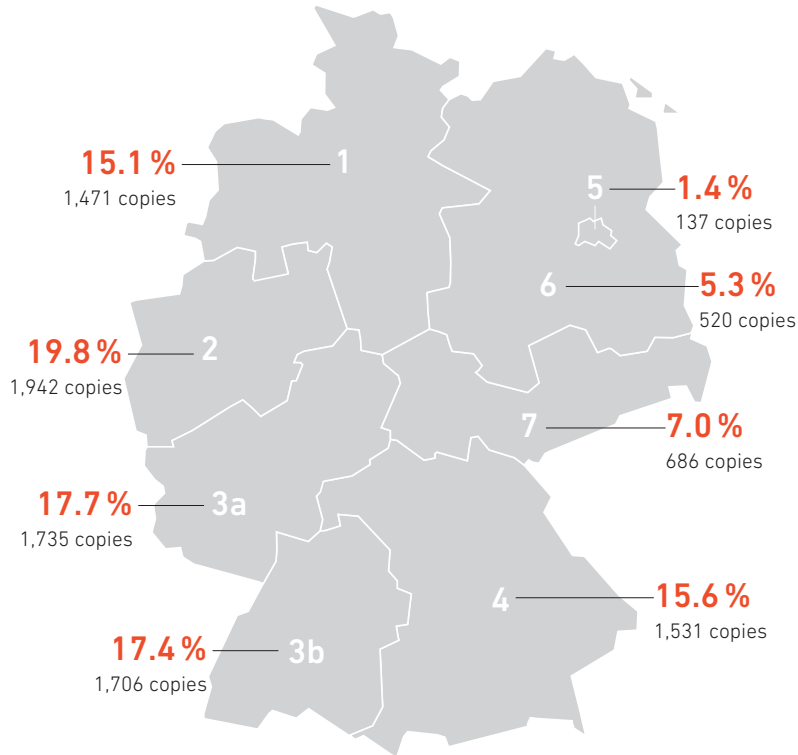
The journalistic expertise guarantees a high-quality setting for your advertisement

Media mix:

Possible digital extension of your campaign at fleischwirtschaft.de and fleischwirtschaft.com

Analysis of distribution according to Nielsen Areas

Overall circulation in Germany: 9,728 copies



Recipient analysis

Share of effective circulation

	in percent	copies
Slaughtering and meat processing	71.7	7,035
Slaughterhouses	2.0	193
Meat products industry	6.3	622
Butcher's shops	63.4	6,220
Wholesale trade with meat and meat products	2.1	206
Food retail; head office level and branches	20.8	2,040
Wholesale trade with machinery, equipment and accessories	1.4	137
Veterinary section	0.2	20
Others	3.7	367
Guilds, business associations	1.3	128
Professional schools, universities	1.6	160
Individuals without further details	0.8	79
Effective circulation	100.0	9,805

Source: Evaluation of the afz recipient file, August 2016

6 Schedule and Topics

Issue	OD	PM	PD	Topics in Focus, Country Reports, Trade Fair Specials	Fairs and Exhibitions
1	19.12.16	23.12.16	04.01.17	<ul style="list-style-type: none"> ■ afz-Barometer 	HOGA , Nuremberg, Germany, 15.01. – 17.01.17
2	02.01.17	06.01.17	11.01.17		
3	09.01.17	13.01.17	18.01.17	<ul style="list-style-type: none"> ■ Frische Forum Preview 	International Green Week , Berlin, Germany, 20.01. – 29.01.17
Journal 01/17	21.12.16	05.01.17	<ul style="list-style-type: none"> ■ Casings ■ Hygiene, Desinfektion, Occupational Safety 		
4	16.01.17	20.01.17	25.01.17	<ul style="list-style-type: none"> ■ Frische Forum Follow-up Issue 	
5	23.01.17	27.01.17	01.02.17	<ul style="list-style-type: none"> ■ Carnival sales: Pickled herring and more 	
6	30.01.17	03.02.17	08.02.17	<ul style="list-style-type: none"> ■ Fair Special BioFach ■ Branded Meat ■ Supplies for Party service, Catering and Barbecue 	Biofach , Nuremberg, Germany, 15.02. – 18.02.17
Journal 02/17	12.01.17	30.01.17			
7	06.02.17	10.02.17	15.02.17	<ul style="list-style-type: none"> ■ Asparagus and Ham 	
8	13.02.17	17.02.17	22.02.17	<ul style="list-style-type: none"> ■ Easter ■ afz-Barometer 	
9	20.02.17	24.02.17	01.03.17	<ul style="list-style-type: none"> ■ Barbecue 1: Meat & Poultry 	Euroshop , Dusseldorf, Germany, 05.03. – 09.03.17
10	27.02.17	03.03.17	08.03.17	<ul style="list-style-type: none"> ■ Fair Special FH-Nord, OD: 15.02.17 ■ Work and Protective Clothing, ■ Hot Food Counter, Lunch, Snacks ■ Internorga (Main Issue) 	IHM , Munich, Germany, 08.03. – 14.03.17 Internorga , Hamburg, Germany, 17.03. – 21.03.17 FH-Nord , Hamburg, Germany, 18.03. – 20.03.17
Journal 03/17	09.02.17	27.02.17			
11	06.03.17	10.03.17	15.03.17	<ul style="list-style-type: none"> ■ Organic - Meat, Sausage, Cheese 	
12	13.03.17	17.03.17	22.03.17	<ul style="list-style-type: none"> ■ Online-Shops 	
13	20.03.17	24.03.17	29.03.17	<ul style="list-style-type: none"> ■ Barbecue 2: The side dishes are important too - bread rolls, wraps, vegetables ■ afz-Barometer 	

Issue	OD	PM	PD	Topics in Focus, Country Reports, Trade Fair Specials	Fairs and Exhibitions
14	27.03.17	31.03.17	05.04.17	<ul style="list-style-type: none"> ▪ Internorga (Follow-up Issue) ▪ Wholesale, Delivery Service, Fresh Logistics ▪ Vehicle fleet including company cars 	
Journal 04/17	09.03.17	27.03.17			
15	03.04.17	07.04.17	12.04.17	<ul style="list-style-type: none"> ▪ Cheese Specialities 	
16	10.04.17	13.04.17	19.04.17	<ul style="list-style-type: none"> ▪ Coffee Specialities 	
17	18.04.17	21.04.17	26.04.17	<ul style="list-style-type: none"> ▪ Country Report Bavaria, OD: 05.04.17 ▪ afz-Barometer 	Förderpreis der Fleischwirtschaft, Frankfurt, Germany, 26.04.17
18	24.04.17	28.04.17	03.05.17	<ul style="list-style-type: none"> ▪ Barbecue 3: Sauces, Marinades and Dips ▪ Computer, Cash Register and Scales ▪ Packaging Solutions and Packaging Machines 	interpack, Dusseldorf, Germany, 04.05. – 10.05.17
Journal 05/17	03.04.17	21.04.17			
19	02.05.17	05.05.17	10.05.17	<ul style="list-style-type: none"> ▪ Light and Delicious: Mediterranean Specialties 	
20	08.05.17	12.05.17	17.05.17	<ul style="list-style-type: none"> ▪ Country Report Baden-Württemberg, OD: 26.04.17 	
21	15.05.17	19.05.17	24.05.17	<ul style="list-style-type: none"> ▪ Barbecue 4: Cheese, Veggie and Vegan ▪ afz-Barometer 	
22	22.05.17	26.05.17	31.05.17	<ul style="list-style-type: none"> ▪ Partyservice & Catering, Lunch Specials 	
23	29.05.17	02.06.17	07.06.17	<ul style="list-style-type: none"> ▪ Sustainability ▪ Slaughtering and Cutting up ▪ Production of Raw Sausage and Raw Ham 	
Journal 06/17	09.05.17	26.05.17			
24	06.06.17	09.06.17	14.06.17	<ul style="list-style-type: none"> ▪ Salads & Antipasti 	
25	12.06.17	16.06.17	21.06.17	<ul style="list-style-type: none"> ▪ Breakfast Products 	Forum der Fleischwirtschaft, Osnabruck, Germany, 22.06.17
26	19.06.17	23.06.17	28.06.17	<ul style="list-style-type: none"> ▪ Equipment for Washing up and Kitchens ▪ afz-Barometer 	



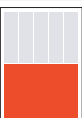



Red – early deadline for ads | We reserve the right to make any necessary changes. Please see also www.fleischwirtschaft.com/mediakit

8 Schedule and Topics

Issue	OD	PM	PD	Topics in Focus, Country Reports, Trade Fair Specials	Fairs and Exhibitions
27	26.06.17	30.06.17	05.07.17	<ul style="list-style-type: none"> ▪ Partners of Butchers: Banks, Provident Bank, Insurances 	
Journal 07/17	07.06.17	23.06.17		<ul style="list-style-type: none"> ▪ Branded Goods and Purchased Goods for the Service Counters and Self Service ▪ Curing, Tumbling, Ham Production 	
28	03.07.17	07.07.17	12.07.17	<ul style="list-style-type: none"> ▪ Country Report Lower Saxony, OD: 21.06.17 	
29	10.07.17	14.07.17	19.07.17	<ul style="list-style-type: none"> ▪ Success with Glas, Can and more 	
30	17.07.17	21.07.17	26.07.17	<ul style="list-style-type: none"> ▪ Lamb Specialities ▪ afz-Barometer 	
31	24.07.17	28.07.17	02.08.17	<ul style="list-style-type: none"> ▪ Oktoberfest – Knuckles of Pork, Bavarian Weisswurst, Mustard and more ▪ Cutting, Stuffing, Clipping ▪ Shop Fittings, Lighting, Sales Room's Fittings 	
Journal 08/17	06.07.17	21.07.17			
32	31.07.17	04.08.17	09.08.17		
33	07.08.17	11.08.17	16.08.17	<ul style="list-style-type: none"> ▪ Merchandise Management for Butchers 	
34	14.08.17	18.08.17	23.08.17		
35	21.08.17	25.08.17	30.08.17	<ul style="list-style-type: none"> ▪ Game for a Change – with Wild Boar, Stag, Roe Deer ▪ afz-Barometer 	
36	28.08.17	01.09.17	06.09.17	<ul style="list-style-type: none"> ▪ Quality Assurance during Production ▪ Packaging and Labelling ▪ Utility Vehicles, Foodtruck, Mobile Sales 	Snack Kongress, Frankfurt, Germany, 05.09. – 06.09.17
Journal 09/17	10.08.17	28.08.17			
37	04.09.17	08.09.17	13.09.17	<ul style="list-style-type: none"> ▪ Fine Parts: Dry Aged and more 	
38	11.09.17	15.09.17	20.09.17	<ul style="list-style-type: none"> ▪ Country Report Hessen, OD: 30.08.17 	
39	18.09.17	22.09.17	27.09.17	<ul style="list-style-type: none"> ▪ evenord In-house Trade Fair, OD: 31.08.17 ▪ To-Go-Business at Butcher's Shops ▪ afz-Barometer 	

OD = Ordering Deadline; PM = Printing Material; PD = Publication Date

Issue	OD	PM	PD	Topics in Focus, Country Reports, Trade Fair Specials	Fairs and Exhibitions
40 Journal 10/17	25.09.17 06.09.17	29.09.17 22.09.17	04.10.17	<ul style="list-style-type: none"> ▪ anuga Main Issue ▪ anuga Issue ▪ Seasonings and Additives 	anuga , Cologne, Germany, 07.10. – 11.10.17 evenord , Nuremberg, Germany, 07.10. – 08.10.17
41	02.10.17	06.10.17	11.10.17	<ul style="list-style-type: none"> ▪ Products of the Goose 	
42	09.10.17	13.10.17	18.10.17	<ul style="list-style-type: none"> ▪ SÜFFA Main Issue, OD: 20.09.17 	SÜFFA , Stuttgart, Germany, 21.10. – 23.10.17
43	16.10.17	20.10.17	25.10.17	<ul style="list-style-type: none"> ▪ Environmental Protection: Wastewater, Energy, Waste Disposal ▪ afz-Barometer 	
44 Journal 11/17	23.10.17 05.10.17	27.10.17 23.10.17	01.11.17	<ul style="list-style-type: none"> ▪ Vending ▪ Production of Cooked Sausages & Sausages made from Cooked Meat ▪ Refrigerating Machinery and Cold Storage Cells 	
45	30.10.17	03.11.17	08.11.17	<ul style="list-style-type: none"> ▪ Partyservice & Catering, Lunch Specials 	
46	06.11.17	10.11.17	15.11.17	<ul style="list-style-type: none"> ▪ Poultry: Meat and Sausage 	
47	13.11.17	17.11.17	22.11.17	<ul style="list-style-type: none"> ▪ Vegetarian and Vegan Products 	Mefa , Basel, Switzerland, 18.11. – 22.11.17 Deutscher Fleisch Kongress , Frankfurt, Germany, 20.11. – 21.11.17
48	20.11.17	24.11.17	29.11.17	<ul style="list-style-type: none"> ▪ afz-Barometer 	
49 Journal 12/17	27.11.17 09.11.17	01.12.17 27.11.17	06.12.17	<ul style="list-style-type: none"> ▪ Sweet Additional Business – Bakery Products, Chocolate, Desserts ▪ Smoking and Ripening ▪ Planing and Fitting for Production Rooms 	
50	04.12.17	08.12.17	13.12.17	<ul style="list-style-type: none"> ▪ Campaign Planing 2018 	
51/52	11.12.17	15.12.17	20.12.17	<ul style="list-style-type: none"> ▪ Review 	

	1/1 page	W x H Type area 255 x 368 mm Bleed 285 x 400 mm* € 10,250.- Including iPad Link
	Juniorpage	W x H Type area 203 x 259 mm Bleed 220 x 278 mm* € 8,120.-
	1/2 page landscape	W x H Type area 255 x 184 mm Bleed 285 x 203 mm* € 7,360.-
	2/5 page portrait	W x H Type area 99 x 368 mm Bleed 116 x 400 mm* € 5,975.-
	1/3 page landscape	W x H Type area 255 x 123 mm Bleed 285 x 142 mm* € 5,091.-
	1/4 page corner	W x H Type area 151 x 153 mm Bleed 168 x 172 mm* € 3,790.-

afz iPad App:

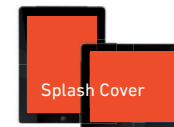
The print advertisements booked in afz appear automatically in the corresponding iPad version, free of charge – more attention for your ad! The iPad version of your full page print advertisement in the afz is linked to your website or sales folder also free of charge.

Splash Cover:

The splash cover will appear in the size of the entire display and disappear after 6 seconds, free of charge.

Format: 1024 x 768 pxl (landscape) and 768 x 1024 pxl (portrait)

Your Flying Page booked in afz (see Ad Specials, page 12) appears free of charge as a Splash Cover in the corresponding iPad version.

**Additional charge (can be discounted)**

Binding position specifications: +25 %

For special formats, e.g. advertisements across gutter: +20 %

Discounts

within one year best of advertiser

Frequency discount





		Quantity discount	
3 advertisements	5 %	500 mm	5 %
6 advertisements	10 %	1,000 mm	10 %
12 advertisements	15 %	2,000 mm	15 %
24 advertisements	20 %	5,000 mm	20 %
52 advertisements	25 %	10,000 mm	25 %

Variable formats



Island position ad	single column, per mm	€ 15.60
Millimeter rate for non-standard formats	single column, per mm	€ 8.35

*Bleed ad plus 4 mm bleed difference on all outer edges.

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

	1/4 page landscape	W x H Type area 255 x 92 mm Bleed 285 x 111 mm* € 3,790.-
	1/5 page portrait	W x H Type area 47 x 368 mm Bleed 64 x 400 mm* € 3,055.-
	1/8 page corner	W x H Type area 99 x 115 mm € 1,910.-
	1/16 page corner	W x H Type area 99 x 58 mm € 964.-

Special positions

	Front page afz Title Bottom Stripe	W x H Type area 255 x 32 mm € 1,950.-
	Hot Spot Front page afz afz Praxis afz Journal	W x H Type area 47 x 47 mm € 1,862.- € 1,190.- € 1,725.-


Classified advertisements (Deadline: Friday 2 pm)

1 column	40 mm	4 columns	169 mm
2 columns	83 mm	5 columns	212 mm
3 columns	126 mm	6 columns	255 mm

Price, per mm	single coloured	€	multicoloured	€
		4.38		5.19

Reduced rate for (per mm)	single coloured	€	multicoloured	€
	Teaching, Seminars, Education	3.84		4.54
Situation vacant	3.95**		4.68**	
Situations wanted	2.34**		3.53**	
Personal column	1.69		2.71	
Official announcements	2.34		2.79	
Box No. Fee	€ 12.-			
No discount on reduced prices				

** Including four week appearance on www.fleischwirtschaft.de

 **Our additional market research service:**
 Once a year we test the performance of your advertisement in the afz Copytest. Minimum format 1/4 corner. The number of participants is limited. If you are interested please ask your sales contact.

*Bleed ad plus 4 mm bleed difference on all outer edges.

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

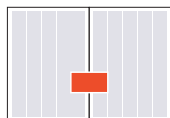
12 Ad Specials, Special Formats and Inserts



Circle-Advertisement

Width over two or three columns
Positioning: on request

A Diameter : 99 mm,
€ 3,164.-
B Diameter : 151 mm,
€ 7,239.-



Window

Across the spread,
lower third of the page,
Positioning: on request

W x H
120 x 73 mm,
€ 2,744.-



Flying Page

Four-page sheet, shortened
to 1/2 page format

**Includes free splash cover
in the iPad app**

W x H
120 x 400 mm, reverse stitched and wrapped
around the newspaper plus 3 mm trim on all
outer edges and trim mark
Production: by dfv media group
Circulation: print run
Data delivery: pdf-data optimised for printing
(specifications on request due to insertion
of the original masterhead).
Printing material needed by Tuesday the week
before publishing date
€11,660.- incl. technical costs



Flex Form

Placement: within
editorial text

Format: flexible, individual form
Deadline for advertisements:
2 weeks prior to publication
Price: on request

Inserts

(no discount), loose, maximum format DIN A4,
210 x 297 mm, sample necessary in advance
up to 20 g per thsd. € 284.-
up to 25 g per thsd. € 294.-
each 5 g € 10.- more per thsd.
Additional post charges for items 3 mm high
and more, prices for partial inserts on request
(Surcharge for small quantities for split runs
€ 300.-)

Shipping address

Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz, Kurhessenstraße 4-6,
64546 Mörfelden-Walldorf, Germany

Remarks on delivery paper

„For afz – allgemeine fleischer zeitung,
issue.../2017“
Delivery date no later than Friday of the
preceding week

Pricing

The applicable statutory value added tax (VAT)
is added to all the rates.

The production costs included in the rates
quoted are not discountable.

More information about our ad specials at www.fleischwirtschaft.com/adspecials

Contacts

for advisory services and bookings: see contact partners on page 44

for data delivery, invoices and vouchers:

Jutta Schedewy, Ad disposition,
jutta.schedewy@dfv.de, Tel. +49 (0)69 7595-1749

Payment conditions

3% discount on payments in advance.
2% discount on payments or direct debits received within 14 days of invoice date.
Net payment within 30 days of invoice date.
Agency Commission 15%

Bank details

Frankfurter Sparkasse, Frankfurt am Main
BIC HELADEF1822
IBAN DE56 5005 0201 0000 0349 26

Newspaper format

W x H 285 mm x 400 mm, Type area: W x H 255 mm x 368 mm
Columns:
Editorial Part: 5 columns à 47 mm
Advertisement Part: 6 columns à 40 mm
Editorial Part: 1 column 47 mm 4 columns 203 mm
2 columns 99 mm 5 columns 255 mm
3 columns 151 mm

Printing and binding method

Web offset with dying (heat set), Saddle stitching

Paper grade LWC

Tone value increases

	Colour	Black	Tolerance
40 %-field:	16 %	19 %	± 4 %
80 %-field:	11 %	13 %	± 3 %

Minor tone value increases are attributable to the tolerance range of the web offset printing.

Data transmission via FTP, E-Mail or CD-ROMM

Data formats

Please use digital data PDF/X-3, profile PSO LWC Standard. Please avoid open data. All the fonts used are to be embedded. Half-tone images require a resolution of 250 dpi.

Colours according to the Euroscale

Colour sequence: Black, cyan, magenta, yellow

Proof

Colour-consistent digital/reference proof (paper simulation: afz - allgemeine fleischer zeitung production paper) with corresponding colorimetrics.

Data archiving

Data are archived. That is why unaltered repetitions are generally possible. However no data guarantee is provided.

Guarantee

We do not assume any liability for printing results if incomplete or deviating data (texts, colours, images) are delivered. Exposure errors due to incomplete or defective files, wrong settings or incomplete data will be billed. The same applies for any extra typesetting and lithographic work and for the production of new proofs.