




### Circulation

circulation audited by IVW 

### Analysis of circulation

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

|                                    |       |
|------------------------------------|-------|
| Print run                          | 6,500 |
| Effective circulation              | 6,161 |
| of which of other countries        | 1,333 |
| Net sale                           | 1,194 |
| of which of other countries        | 236   |
| Copies to subscribers              | 1,110 |
| Other sales                        | 84    |
| Free copies                        | 4,967 |
| Remaining, archive, voucher copies | 339   |

### Brief characteristics

FLEISCHWIRTSCHAFT is the German-language monthly magazine for the entire meat industry. Professional information – from production, via processing, right through to meat marketing – the complete process chain in a single magazine. Through collaboration with German and international experts, FLEISCHWIRTSCHAFT achieves the highest level of expertise and respect throughout the world. The science pages serve as a platform for exchanges between research and practical operations. See the most important information and backgrounds at a glance – in print and as an iPad app.

### Target group

Meat product industry, abattoirs and the meat processing industry, supplier companies, the import-export trade, butchers' shops, the food retail trade and its meat-producing plants, cold stores, institutes, colleges, guilds and associations.

### Publication frequency

monthly

### Editorial board

**Editor in chief**  
Renate Kühlcke and Gerd Abeln

### Volume and year

97 / 2017

### Subscription price

€ 39.00 per issue

### Association

Bundesverband der Deutschen Fleischwarenindustrie e.V.

### Benefits of FLEISCHWIRTSCHAFT

#### Coverage:

High distribution in the industry, especially the processing industry. Opportunity for additional contacts through the iPad app

#### Attention:

Thanks to the high readership loyalty, on average 34 minutes reading time per reader and approx. 6 readers per issue

#### Advertising-relevant target group:

Our readers are the decision-makers and leaders of the meat and meat processing industry

#### Positive image transfer:

The high-quality environment and reputable title profile strengthens your advertisement

#### Media mix:

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

Share of effective circulation

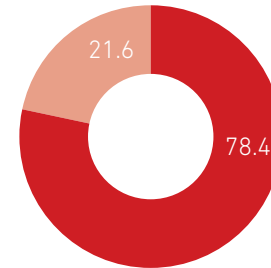
| Receivers  | %     | Copies | Germany | Abroad |
|--|-------|--------|---------|--------|
| Agricultural production                                    | 4.0   | 246    | 231     | 15     |
| Slaughtering and meat processing                           | 62.4  | 3,845  | 2,895   | 950    |
| Food industry  | 2.9   | 242    | 233     | 9      |
| Slaughter Houses   | 17.0  | 965    | 750     | 215    |
| Meat products industry                                     | 42.5  | 2,638  | 1,912   | 726    |
| Import/export, wholesale trade with meat and meat products | 11.3  | 696    | 477     | 219    |
| Food wholesale and wholesale markets                       | 4.7   | 290    | 266     | 24     |
| Food retail; Head office level and branches                | 3.8   | 234    | 190     | 44     |
| Butcher's shops  | 6.9   | 427    | 396     | 31     |
| Cold stores, freezing plants                               | 1.8   | 111    | 104     | 7      |
| Veterinarians  | 2.0   | 123    | 108     | 15     |
| Institutes, schools, guilds, associations, business etc.   | 3.1   | 189    | 161     | 28     |
| Effective circulation                                      | 100,0 | 6.161  | 4.828   | 1.333  |

Sources: Evaluation of the FLEISCHWIRTSCHAFT recipient file, August 2016

Economic area

Distribution in %

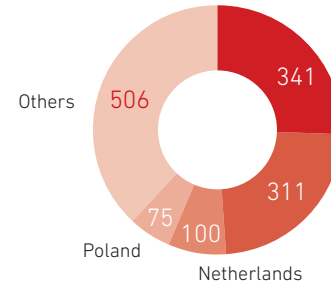
Abroad  
1,333 copies



Germany  
4,828 copies

Distribution abroad

Distribution in copies



| Issue                             | OD              | PM       | PD       | Topics in Focus, Trade Fair Specials  | Fairs and Exhibitions   |
|-----------------------------------|-----------------|----------|----------|---|---|
| <b>1</b><br>January               | <b>16.12.16</b> | 22.12.16 | 18.01.17 | <ul style="list-style-type: none"> <li>■ Filling, Portioning, Clipping</li> <li>■ Pickling, Tumbling, Ham Production</li> </ul>   | <p><b>International Green Week</b>, Berlin, Germany, 20.01. – 29.01.17</p> <p><b>Fresh Meat Forum</b>, Berlin, Germany, 20.01.17</p> <p><b>IPPE, AMI's International Meat Expo</b>, Atlanta, USA, 31.01. – 02.02.17</p> <p><b>Prodexpo</b>, Moscow, Russia, 06.02. – 10.02.17</p> <p><b>BioFach</b>, Nuremberg, Germany, 15.02. – 18.02.17</p> <p><b>Gulfood</b>, Dubai, UAE, 26.02. – 02.03.17</p> <p><b>Cfia</b>, Rennes, France, 07.03. – 09.03.17</p> <p><b>LogiMAT</b>, Stuttgart, Germany, 14.03. – 16.03.17</p> <p><b>Hannover Messe</b>, Germany, 24.04. – 28.04.17</p> <p><b>Seafood Expo</b>, Brussels, Belgium, 25.04. – 27.04.17</p> <p><b>interpack</b>, Dusseldorf, Germany, 04.05. – 10.05.17</p> <p><b>Meat up</b>, London, Great Britain, 24.05. – 25.05.17</p> <p><b>Fooma</b>, Tokyo, Japan, 13.06. – 16.06.17</p> <p><b>Forum der Fleischwirtschaft</b>, Osnabruck, Germany, 22.06.17</p> |
| <b>2</b><br>February              | <b>17.01.17</b> | 23.01.17 | 16.02.17 | <ul style="list-style-type: none"> <li>■ Production of Cooked Sausage and Sausage made from Cooked Meat</li> <li>■ Planning, Building, Fitting Out of Plants</li> <li>■ Preservation of Meat and Meat Products</li> </ul>   |   |
| <b>3</b><br>March                 | <b>13.02.17</b> | 17.02.17 | 15.03.17 | <ul style="list-style-type: none"> <li>■ Seasonings, Additives, Ingredients</li> <li>■ Service Providers of the Industry (Banks, Insurances, Agencies, Lawyers, Patent Lawyers, Energy Providers etc.)</li> <li>■ Materials Management, Weighing and IT-Systems (Traceability)</li> </ul> |   |
| <b>Interpack Special Edition*</b> | <b>20.03.17</b> | 24.03.17 | 10.04.17 | <ul style="list-style-type: none"> <li>■ Machinery and Packaging Material for Processing, Packaging, Transporting and Storing of Meat and Sausage Products</li> <li>■ Useful information for planning the Interpack visit</li> </ul>  |   |
| <b>4</b><br>April                 | <b>17.03.17</b> | 23.03.17 | 20.04.17 | <ul style="list-style-type: none"> <li>■ <b>Interpack Main Issue</b></li> <li>■ Logistics: Storage, Transport (Fleet), Cooling (Refrigerated Vehicles)</li> </ul>   |   |
| <b>5</b><br>May                   | <b>13.04.17</b> | 21.04.17 | 18.05.17 | <ul style="list-style-type: none"> <li>■ Production of Raw Sausage and Raw Ham</li> <li>■ Quality Management and Assurance, Foreign Object Detection</li> <li>■ Laboratory and Measuring Technology, Analysis Systems</li> </ul>  |   |
| <b>6</b><br>June                  | <b>11.05.17</b> | 17.05.17 | 14.06.17 | <ul style="list-style-type: none"> <li>■ Production and Packaging of Convenience Food</li> <li>■ Hygiene and Disinfection, Cleanroom Technology</li> <li>■ Interpack Review</li> </ul>  |   |

| Issue                 | OD              | PM       | PD       | Topics in Focus, Trade Fair Specials   | Fairs and Exhibitions   |
|-----------------------|-----------------|----------|----------|--|---|
| <b>7</b><br>July      | <b>13.06.17</b> | 20.06.17 | 14.07.17 | <ul style="list-style-type: none"> <li>Meat from Europe</li> <li>Cutting Technology (Dicer, Strip Cutter, Slicer)</li> <li>Sustainability: Environment, Disposal, Wastewater Treatment, Energyefficiency, Processing of Left Over Parts</li> </ul> | <p><b>TecnoCarne</b>, Sao Paulo, Brazil, 08.08. – 10.08.17</p> <p><b>Snack Kongress</b>, Frankfurt, Germany, 05.09. – 06.09.17</p> <p><b>Process Expo</b>, Chicago, USA, 19.09. – 22.09.17</p> <p><b>anuga</b>, Cologne, Germany, 07.10. – 11.10.17</p> <p><b>Meat Industry/AgroProdMash</b>, Moscow, Russia, 09.10 – 13.10.17</p> <p><b>SÜFFA</b>, Stuttgart, Germany, 21.10. – 23.10.17</p> <p><b>Gulfood Manufacturing</b>, Dubai, UAE, 30.10. – 01.11.17</p> <p><b>Mefa</b>, Basel, Switzerland, 18.11. – 22.11.17</p> <p><b>Deutscher Fleisch Kongress</b>, Frankfurt, Germany, 20.11. – 21.11.17</p> <p><b>Food Ingredients Europe</b>, Frankfurt, Germany, 28.11. – 30.11.17</p> |
| <b>8</b><br>August    | <b>18.07.17</b> | 24.07.17 | 17.08.17 | <ul style="list-style-type: none"> <li>Production of Vegetarian and Vegan Products</li> <li>Safety, Maintenance, Working and Occupational Clothing</li> <li>Extracting, Processing, Packaging Poultry Meat</li> </ul>                              |   |
| <b>9</b><br>September | <b>22.08.17</b> | 28.08.17 | 21.09.17 | <ul style="list-style-type: none"> <li><b>anuga Main Issue</b></li> <li>Smoking, Air-Conditioning and Ripening Technology, Liquid Smoke</li> <li>Meat Gaining: Slaughtering and Cutting Up</li> </ul>  |   |
| <b>10</b><br>October  | <b>14.09.17</b> | 20.09.17 | 17.10.17 | <ul style="list-style-type: none"> <li><b>SÜFFA Main Issue</b></li> <li>Casings</li> <li>Sorting and Transport Technology</li> </ul>   |   |
| <b>11</b><br>November | <b>17.10.17</b> | 23.10.17 | 16.11.17 | <ul style="list-style-type: none"> <li><b>Food Ingredients Europe Main Issue</b></li> <li>Slicing, Packaging (Machinery and Materials), Labelling</li> <li>Top Companies in the German Industry</li> </ul>   |   |
| <b>12</b><br>December | <b>14.11.17</b> | 20.11.17 | 14.12.17 | <ul style="list-style-type: none"> <li>Cooling and Freezing Technology, Ice Production</li> <li>Mincing, Blending, Mixing</li> <li>Process Control, Automation, Robot Technology</li> </ul>  |   |







\* For details see [www.fleischwirtschaft.com/special-interpack](http://www.fleischwirtschaft.com/special-interpack) | We reserve the right to make any necessary changes. Please see also [www.fleischwirtschaft.com/mediakit](http://www.fleischwirtschaft.com/mediakit)



**Our additional market research service:**

Once a year we test the performance of your advertisement in the FLEISCHWIRTSCHAFT Copytest.

Minimum format 1/2 page. The number of participants is limited. If you are interested please ask your sales contact.

|  |                           |   |
|--|---------------------------|---|
|  | <b>1/1 page</b>           | W x H<br>Type area 189 x 275 mm<br>Bleed 210 x 297 mm*<br><b>€ 6,490.-</b><br>Including iPad App Link |
|  | <b>1/2 page diagonal</b>  | W x H<br>1/2 S. diagonal<br>Bleed 210 x 297 mm*<br>(Diagonale)<br><b>€ 3,410.-</b>                    |
|  | <b>Juniorpage</b>         | W x H<br>Type area 141 x 200 mm<br>Bleed 150 x 214 mm*<br><b>€ 3,665.-</b>                            |
|  | <b>1/2 page landscape</b> | W x H<br>Type area 189 x 135 mm<br>Bleed 210 x 149 mm*<br><b>€ 3,345.-</b>                            |
|  | <b>1/2 page portrait</b>  | W x H<br>Type area 93 x 275 mm<br>Bleed 102 x 297 mm*<br><b>€ 3,410.-</b>                             |
|  | <b>1/3 page portrait</b>  | W x H<br>Type area 63 x 275 mm<br>Bleed 72 x 297 mm*<br><b>€ 2,260.-</b>                              |

**FLEISCHWIRTSCHAFT iPad App:**

The print advertisements booked in FLEISCHWIRTSCHAFT appear automatically in the corresponding iPad version, free of charge – more attention for your ad! The iPad version of your full page print advertisement 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)

For example your Gate Fold (see Ad Specials, page 20) appears free of charge as a Splash Cover in the corresponding iPad version.

**Additional charge (can be discounted)**

Binding position specifications: +20 %

**Discounts**

within one year best of advertiser

**Frequency discount**

|                   |      |
|-------------------|------|
| 3 advertisements  | 5 %  |
| 6 advertisements  | 10 % |
| 9 advertisements  | 15 % |
| 12 advertisements | 20 % |

No discounts on extra technical costs.

**Volume discount**







|                      |      |
|----------------------|------|
| 1 page (1,000 mm)    | 10 % |
| 3 pages (3,000 mm)   | 15 % |
| 6 pages (6,000 mm)   | 20 % |
| 12 pages (12,000 mm) | 25 % |

**Variable formats**

|   |                       |                |
|---|-----------------------|----------------|
| <b>Island position ad</b>                       | single column, per mm | <b>€ 13.60</b> |
| <b>Millimeter rate for non-standard formats</b> | single column, per mm | <b>€ 6.34</b>  |

\*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.

|   |                           |   |
|---|---------------------------|---|
|   | <b>1/3 page landscape</b> | W x H<br>Type area 189 x 90 mm<br>Bleed 210 x 104 mm*<br><b>€ 2,164.-</b> |
|   | <b>1/4 page landscape</b> | W x H<br>Type area 189 x 67 mm<br>Bleed 210 x 81 mm*<br><b>€ 1,679.-</b>  |
|   | <b>1/4 page corner</b>    | W x H<br>Type area 93 x 135 mm<br>Bleed 102 x 149 mm*<br><b>€ 1,679.-</b> |
|   | <b>1/4 page portrait</b>  | W x H<br>Type area 45 x 275 mm<br>Bleed 54 x 297 mm*<br><b>€ 1,705.-</b>  |
|   | <b>1/8 page landscape</b> | W x H<br>Type area 189 x 33 mm<br>Bleed 210 x 47 mm*<br><b>€ 818.-</b>    |
|  | <b>1/8 page corner</b>    | W x H<br>Type area 93 x 67 mm<br><b>€ 830.-</b>                           |

\*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.

### Bound Inserts

Orders can only be accepted and confirmed after submission of a specimen, if necessary a dummy specimen with details of size and weight. The inserts may only advertise the sales programme of an advertiser. They must comply with post office regulations. The inserts may not give rise to any confusion with the editorial content. The positioning depends on what is technically feasible.

### Prices/Formats

|                            |                             |                               |
|----------------------------|-----------------------------|-------------------------------|
| two pages                  | four pages                  | six pages                     |
| <b>one sheet untrimmed</b> | <b>two sheets untrimmed</b> | <b>three sheets untrimmed</b> |
| 217 mm x 305 mm            | 434 mm x 305 mm             | 615 mm x 305 mm               |
| <b>€ 4,841.-</b>           | <b>€ 9,672.-</b>            | <b>€ 14,514.-</b>             |

Bound inserts will be discounted in accordance with the volume discount rate. Irrespective of the size, a bound insert is considered to be one page.

### Number required

7,000 copies (including allowance)

### Trim specifications

The trim specifications can be found at [www.fleischwirtschaft.com/boundinserts](http://www.fleischwirtschaft.com/boundinserts)



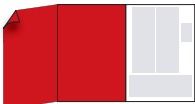



### Technical specifications

Bound inserts must be delivered untrimmed, and if they consist of more than one sheet they must already be folded. The front page is to be indicated as such. The nature and execution of the bound inserts must be such that they do not require any additional preparation and processing. Any complications and additional folding and gluing work will be billed separately. Maximum weight of paper 170 g/m<sup>2</sup>, minimal 115 g/m<sup>2</sup>.

### Combinations

Advertisements in FLEISCHWIRTSCHAFT and in the international editions will be discounted together.

## Ad Specials

|  |   |                                    |
|--|---|------------------------------------|
|  | <p><b>Gate Fold Maxi version (1)</b><br/>Gate fold front and back, inside and outside + full page ad at the back cover</p> <p><b>Gate Fold Mini version (2)</b><br/>Gate fold front, inside and outside</p> | <p>€ 21,500.-</p> <p>€ 7,322.-</p> |
| Incl. Splash-Cover in the iPad edition free of charge                            |   |                                    |
|  | <p><b>French Cover</b><br/>The front cover can be unfolded to the left and right from the middle</p>  | € 19,850.-                         |
| Incl. Splash-Cover in the iPad edition free of charge                            |   |                                    |
|  | <p><b>Gate Cover</b><br/>The advertisement pages are gatefolded once or twice from inside front cover</p>   | € 21,150.-                         |
| Incl. Splash-Cover in the iPad edition free of charge                            |   |                                    |
|  | <p><b>Fold-in-flap</b><br/>Gate fold with fold-in flap with or without perforation</p>  | € 14,400.-                         |
| Incl. Splash-Cover in the iPad edition free of charge                            |   |                                    |
|  | <p><b>Banderole</b><br/>Printable on both sides. The printed sleeves must be cut, folded and open on delivery.</p>  | € 6,750.-                          |
|  | <p><b>Post It</b><br/>Placement from page 5<br/>The Post-It must be delivered ready printed and with adhesive edge.</p>   | € 3,150.-                          |

More details about our ad specials at [www.fleischwirtschaft.com/specialads](http://www.fleischwirtschaft.com/specialads)

## Special Placements

|   |   |           |
|---|---|-----------|
| <p><b>Special position inside front cover, inside back cover + back cover</b></p> | <p>W x H<br/>Type area 189 x 275 mm<br/>Bleed 210 x 297 mm*</p> | € 6,580.- |
| <p><b>Preferred position on page 5 (content) type area only</b></p>               | <p>W x H<br/>Type area 56 x 124 mm</p>                          | € 1,100.- |
| <p><b>Preferred position on the editorial page 3</b><br/>1/4 page landscape</p>   | <p>W x H<br/>Type area 189 x 67 mm<br/>Bleed 210 x 81 mm*</p>   | € 1,846.- |
| <p>1/3 page landscape</p>   | <p>W x H<br/>Type area 189 x 90 mm<br/>Bleed 210 x 104 mm*</p>  | € 2,405.- |

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

## Inserts

(no discount), loose, maximum format 205 mm x 290 mm, long side closed, 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 postage for sending objects 3 mm height and more. Partial insert: please ask for information (plus one-off costs for selection € 300.-). Adhesive advertisements on request.

## Shipping address

Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz, Kurhessenstraße 4-6, 64546 Mörfelden-Walldorf, Germany  
Remarks on delivery paper „For FLEISCHWIRTSCHAFT, issue ... /2017“

## 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.

## Print Suppliers Guide



More than 120 different categories from A-Z

### Release

Annually (12 issues) or until further notice (at least 12 issues).  
Booking possible at any time

### Format

Single-column, width 45 mm, height variable, minimum 10 mm

### Price

2.45 € per mm / 45 mm width, single coloured  
4.29 € per mm / 45 mm width, multicoloured

### Calculation of the advertisement rate

\_\_ mm height (minimum 10 mm) x \_\_ €/mm = \_\_ € x 12

The first entry will additionally be published free of charge in the online suppliers guide at [www.fleischwirtschaft.de](http://www.fleischwirtschaft.de)

## Vacancies and Small Ads (no discount)

### Width


|           |        |
|-----------|--------|
| 1 column  | 45 mm  |
| 2 columns | 93 mm  |
| 3 columns | 141 mm |
| 4 columns | 189 mm |

### Situations vacant

Price € 4.40 per mm and column, single coloured  
€ 5.00 per mm and column, multicoloured

### Situations wanted

Price € 2.60 per mm column, single coloured

 Including four weeks appearance on [www.fleischwirtschaft.de](http://www.fleischwirtschaft.de)

### Small ads

For sale and wanted, business opportunities, agencies

Price € 3.58 per mm and column, single coloured  
€ 4.11 per mm and column, multicoloured

### Calculation of the advertisement rate

\_\_ mm height x \_\_ columns x \_\_ €/mm = \_\_ €

### Charge for key number advertisement

Germany € 12.00  
Abroad € 20.50

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



**Contacts**

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

for data delivery, invoices and vouchers:

Tanja Krause, Ad disposition,

tanja.krause@dfv.de, Tel. +49 (0)69 7595-1853

**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

**Magazine format**

W x H 210 mm x 297 mm,

Type area: W x H 189 mm x 275 mm

Columns: 4 columns, width 45 mm

|          |       |           |        |
|----------|-------|-----------|--------|
| 1 column | 45 mm | 3 columns | 141 mm |
|----------|-------|-----------|--------|

|           |       |           |        |
|-----------|-------|-----------|--------|
| 2 columns | 93 mm | 4 columns | 189 mm |
|-----------|-------|-----------|--------|

**Printing and binding method**

Web offset with drying (heat set), gummed binding

**Paper grade**

Cover: 250g/m<sup>2</sup>, woodfree, white, glossy art printing

Content: 70g/m<sup>2</sup>, LWC, white, matte

**Tone value increases**

40 % field: 19 % (Tolerance  $\pm$  4 %)

80 % field: 13 % (Tolerance  $\pm$  3 %)

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

**Data transmission** via FTP, E-Mail or CD-ROM

**Data formats**

Please use digital data PDF/X-3, profile PSO LWC Improved.

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:

FLEISCHWIRTSCHAFT 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.