

Germany's only weekly newspaper for craft trades, slaughtering, dressing, processing and retail



Every week the latest information of the industry

- Applied professional information especially for craft trades, slaughtering, dressing, processing and retail
- Highest circulation and largest number of subscribers in the industry*
- Additional outreach through the iPad version
- Monthly supplement **afz-Journal** with comprehensive background information and interesting topics in focus. High attention guaranteed!

The perfect environment for your advertisement.

*IWW 2/2015



iPad-Version
of afz



afz-Issue	OD	PM	PD	Topics in Focus	Country Reports, Trade Fair Coverage	Fairs and Exhibitions
1	Dec. 14, 2015	Dec. 18, 2015	Jan. 6, 2016	▪ afz-Barometer		
2	Jan. 4, 2016	Jan. 8, 2016	Jan. 13, 2016		▪ Frische Forum Fleisch (Preview)	Green Week, Berlin, Jan. 15-24, 2016
Journal 1	Dec. 16, 2015*	Dec. 31, 2015	Jan. 13, 2016	▪ Natural and Artificial Casings ▪ Work and Protective Clothing, Hygiene, Disinfection, Occupational Safety		
3	Jan. 11, 2016	Jan. 15, 2016	Jan. 20, 2016		▪ Frische Forum Fleisch (Report Issue)	
4	Jan. 18, 2016	Jan. 22, 2016	Jan. 27, 2016	▪ afz-Barometer		
5	Jan. 25, 2016	Jan. 29, 2016	Feb. 3, 2016	▪ Organic - Meat, Sausage, Cheese	▪ BioFach (Preview)	
6	Feb. 1, 2016	Feb. 5, 2016	Feb. 10, 2016	▪ Fish and Seafood		BioFach, Nuremberg, Feb. 10-13, 2016
Journal 2	Jan. 13, 2016*	Jan. 29, 2016	Feb. 10, 2016	▪ With right Equipment to the Perfect Steak: Barbecue ▪ Production of Raw Sausage and Raw Ham		
7	Feb. 8, 2016	Feb. 12, 2016	Feb. 17, 2016	▪ Asparagus and Ham ▪ Intergastra		Intergastra, Stuttgart, Feb. 20-24, 2016
8	Feb. 15, 2016	Feb. 19, 2016	Feb. 24, 2016	▪ Easter ▪ afz-Barometer	▪ BioFach (Follow-up Issue)	IHM, Munich, Feb. 24 - March 1, 2016
9	Feb. 22, 2016	Feb. 26, 2016	March 2, 2016	▪ Be veggy: Great without Meat		
10	Feb. 29, 2016	March 4, 2016	March 9, 2016	▪ Basic Principle Sustainability		
Journal 3	Feb. 10, 2016*	Feb. 26, 2016	March 9, 2016	▪ Computer, Cash Registers and Scales ▪ Quick Snacks from Butcher's Counter	▪ Internorga (Preview)	Internorga, Hamburg, March 11-16, 2016
11	March 7, 2016	March 11, 2016	March 16, 2016	▪ Environmental Management: Wastewater, Energy, Waste Disposal		
12	March 14, 2016	March 18, 2016	March 23, 2016	▪ Hot Beverages		



afz-Issue	OD	PM	PD	Topics in Focus	Country Reports, Trade Fair Coverage	Fairs and Exhibitions
13	March 21, 2016	March 24, 2016	March 30, 2016	<ul style="list-style-type: none"> Equipment for Washing up and Kitchens afz-Barometer 	<ul style="list-style-type: none"> Internorga (Follow-up Issue) 	
14	March 29, 2016	April 1, 2016,	April 6, 2016	<ul style="list-style-type: none"> Barbecue 		
15	April 4, 2016	April 8, 2016	April 13, 2016	<ul style="list-style-type: none"> High Season for French Specialities 		
Journal 4	March 16, 2016*	April 1, 2016	April 13, 2016	<ul style="list-style-type: none"> IFFA (Preview) Wholesale, Delivery Service, Fresh Logistics 		
16	April 11, 2016	April 15, 2016	April 20, 2016		<ul style="list-style-type: none"> IFFA (Preview I) 	
17	April 18, 2016	April 22, 2016	April 27, 2016	<ul style="list-style-type: none"> afz-Barometer 	<ul style="list-style-type: none"> IFFA (Preview II) Country Special Bavaria OD*: April 6, 2016 	
18	April 25, 2016	April 29, 2016	May 4, 2016		<ul style="list-style-type: none"> IFFA (Main Issue) 	
Journal 5	April 6, 2016*	April 22, 2016	May 4, 2016	<ul style="list-style-type: none"> IFFA (Main Issue) 		IFFA, Frankfurt, May 7 - 12, 2016
19	May 2, 2016	May 6, 2016	May 11, 2016	<ul style="list-style-type: none"> Cheese Specialities 		
20	May 9, 2016	May 13, 2016	May 18, 2016	<ul style="list-style-type: none"> Better Burger: More than Meat Balls in a Bread Roll 		
21	May 17, 2016	May 20, 2016	May 25, 2016	<ul style="list-style-type: none"> afz-Barometer 	<ul style="list-style-type: none"> France: Land of Specialities 	
22	May 23, 2016	May 27, 2016	June 1, 2016	<ul style="list-style-type: none"> Partyservice and Catering 		
Journal 6	May 4, 2016*	May 20, 2016	June 1, 2016	<ul style="list-style-type: none"> Slaughtering and Cutting up Branded Meat 		
23	May 30, 2016	June 3, 2016	June 8, 2016	<ul style="list-style-type: none"> Barbecue 		
24	June 6, 2016	June 10, 2016	June 15, 2016	<ul style="list-style-type: none"> Salads and Antipasti 		Forum der Fleischwirtschaft, Osnabruck, June 15 - 16, 2016

* PP: Publication Date, OD: Ordering Deadline, PM: Printing Material

FLEISCHWIRTSCHAFT

FLEISCHWIRTSCHAFT
International

FLEISCHWIRTSCHAFT
China

FLEISCHWIRTSCHAFT
Russland

fleischwirtschaft.de
fleischwirtschaft.com



afz-Issue	OD	PM	PD	Topics in Focus	Country Reports, Trade Fair Coverage	Fairs and Exhibitions
25	June 13, 2016	June 17, 2016	June 22, 2016	▪ Breakfast		
26	June 20, 2016	June 24, 2016	June 29, 2016	▪ afz-Barometer		
27	June 27, 2016	July 1, 2016	July 6, 2016	▪ Partners of Trade: all around Consulting, Insuring, Financing etc.		
Journal 7	June 8, 2016*	June 24, 2016	July 6, 2016	▪ IFFA (Follow-up Issue) ▪ Seasonings, Additives, Ingredients (incl. Vegetarian and Vegan)		
28	July 4, 2016	July 8, 2016	July 13, 2016	▪ Light and Delicious: Summer Cuisine		
29	July 11, 2016	July 15, 2016	July 20, 2016	▪ Convenience and Canned Food: Success with Glas, Tin & Co.		
30	July 18, 2016	July 22, 2016	July 27, 2016	▪ afz-Barometer ▪ It's going Wild – Game		
31	July 25, 2016	July 29, 2016	Aug. 3, 2016	▪ O'zapft is: Oktoberfest		
Journal 8	July 6, 2016*	July 22, 2016	Aug. 3, 2016	▪ Cutting, Stuffing, Clipping ▪ Shop Fittings, Lighting, Sales Rooms' Fittings		
32	Aug. 1, 2016	Aug. 5, 2016	Aug. 10, 2016	▪ Meat and Sausage for Children		
33	Aug. 8, 2016	Aug. 12, 2016	Aug. 17, 2016	▪ Cool Technology: Climate and Cold		
34	Aug. 15, 2016	Aug. 19, 2016	Aug. 24, 2016	▪ Merchandise Management for Butchers		
35	Aug. 22, 2016	Aug. 26, 2016	Aug. 31, 2016	▪ afz-Barometer		
36	Aug. 29, 2016	Sep. 2, 2016	Sep. 7, 2016	▪ Vegetarian and Vegan Products		
Journal 9	Aug. 10, 2016*	Aug. 26, 2016	Sep. 7, 2016	▪ Packaging and Labelling ▪ Logistics, Utility Vehicles, Mobile Sales		
37	Sep. 5, 2016	Sep. 9, 2016	Sep. 14, 2016	▪ Fine Parts: Dry Aged & Co.		
38	Sep. 12, 2016	Sep. 16, 2016	Sep. 21, 2016		▪ Country Special Baden-Württemberg OD*: Aug. 31, 2016	IAA Nutzfahrzeuge, Hannover, Sep. 22-29, 2016



afz-Issue	OD	PM	PD	Topics in Focus	Country Reports, Trade Fair Coverage	Fairs and Exhibitions
39	Sep. 19, 2016	Sep. 23, 2016	Sep. 28, 2016	<ul style="list-style-type: none"> afz-Barometer 		FachPack, Nuremberg, Sep. 27-29, 2016
40	Sep. 26, 2016	Sep. 30, 2016	Oct. 5, 2016	<ul style="list-style-type: none"> Vending: Automatic Cash Registers, Vending Machines for Meat and Sausage 	<ul style="list-style-type: none"> evenord OD*: Sep. 14, 2016 	evenord, Nuremberg, Oct. 8-9, 2016
Journal 10	Sep. 7, 2016*	Sep. 23, 2016	Oct. 5, 2016	<ul style="list-style-type: none"> Branded Goods across the Counter & Self-Service Curing, Tumbling, Ham Production 		
41	Oct. 4, 2016	Oct. 7, 2016	Oct. 12, 2016	<ul style="list-style-type: none"> Quality Assurance during Production 		
42	Oct. 10, 2016	Oct. 14, 2016	Oct. 19, 2016	<ul style="list-style-type: none"> To-Go-Business at Butcher Shops 		
43	Oct. 17, 2016	Oct. 21, 2016	Oct. 26, 2016	<ul style="list-style-type: none"> afz-Barometer 		
44	Oct. 24, 2016	Oct. 28, 2016	Nov. 2, 2016	<ul style="list-style-type: none"> Delicacies for Christmas Time 		
Journal 11	Oct. 5, 2016*	Oct. 21, 2016	Nov. 2, 2016	<ul style="list-style-type: none"> Production of Cooked Sausage & Sausage made from Cooked Meat Planning and Fitting for Production Rooms 		
45	Oct. 31, 2016	Nov. 4, 2016	Nov. 9, 2016	<ul style="list-style-type: none"> Partyservice and Catering 		Deutscher Fleisch Kongress, Frankfurt, Nov. 9-10, 2016
46	Nov. 7, 2016	Nov. 11, 2016	Nov. 16, 2016	<ul style="list-style-type: none"> Poultry: Meat and Sausage 		
47	Nov. 14, 2016	Nov. 18, 2016	Nov. 23, 2016	<ul style="list-style-type: none"> All about Kale 		
48	Nov. 21, 2016	Nov. 25, 2016	Nov. 30, 2016	<ul style="list-style-type: none"> afz-Barometer 		
49	Nov. 28, 2016	Dec. 2, 2016	Dec. 7, 2016	<ul style="list-style-type: none"> Sweet and Exquisite Break as in a Café 		
Journal 12	Nov. 9, 2016*	Nov. 25, 2016	Dec. 7, 2016	<ul style="list-style-type: none"> Smoking and Ripening Cutting Technology 		
50	Dec. 5, 2016	Dec. 9, 2016	Dec. 14, 2016	<ul style="list-style-type: none"> Campaign Planning for 2017 		
51 / 52	Dec. 12, 2016	Dec. 16, 2016	Dec. 21, 2016	<ul style="list-style-type: none"> Review 2016 		

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FLEISCHWIRTSCHAFT

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International

FLEISCHWIRTSCHAFT
China

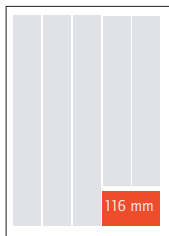
FLEISCHWIRTSCHAFT
Russland

fleischwirtschaft.de
fleischwirtschaft.com

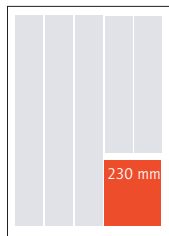
Advertisement sizes and rates

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

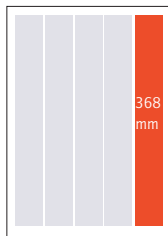
Deadline for printing material: Friday before publishing



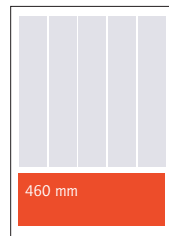
1/16 corner WxH
Type area 99x58
€ 950.00



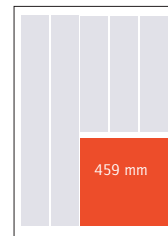
1/8 corner WxH
Type area 99x115
€ 1,866.00



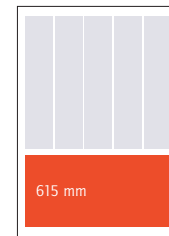
1/5 portrait WxH
Type area 47x368
Bleed 64 x 400
€ 3,009.00



1/4 landscape WxH
Type area 255x92
Bleed 285 x 111
€ 3,733.00



1/4 corner WxH
Type area 151 x 153
Bleed 168 x 172
€ 3,733.00



1/3 landscape WxH
Type area 255x123
Bleed 285 x 142
€ 5,016.00



Ads are published
in the iPad version
free of charge



Your ad in the iPad issue can be linked
to your homepage

Bleed ads plus 4 mm bleed difference on all outer edges



* In the iPad Version:

The print advertisements booked in afz appear automatically in the corresponding iPad version free of charge – more attention for your ad!

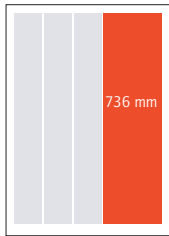
The iPad version of your 1/1 page print advertisement in the afz is linked to your website or sales folder. No extra charges occur.

Further advertising options on request.

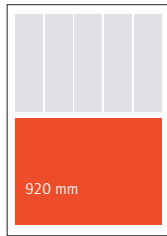


Advertisement sizes and rates

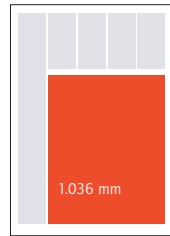
The applicable statutory value added tax (VAT) is added to all the rates. Fixed prices for the mentioned formats.
Deadline for printing material: Friday before publishing



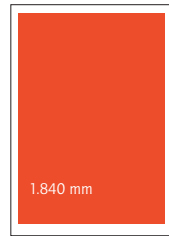
2/5 portrait W x H
Type area 99x368
Bleed 116x400
€ 5,913.00



1/2 landscape W x H
Type area 255x184
Bleed 285x203
€ 7,287.00

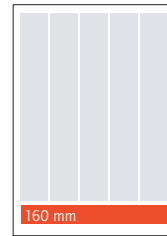


Juniorpage W x H
Type area 203x259
Bleed 220x278
€ 8,000.00



1/1 page W x H
Type area 255x368
Bleed 285x400
€ 10,150.00

Extra! Includes free iPad App link *



Front page
Title Bottom Stripe
Type area 255x32
€ 1,920.00



Front page Hot Spot
Type area 47x47
€ 1,834.00
afz Praxis Hot Spot
€ 1,173.00
afz-Journal Hot Spot
€ 1,700.00

Bleed ads plus 4 mm bleed difference on all outer edges



Example for a Splash Cover, portrait and landscape

Splash Cover

Your Flying Page booked in afz (see Ad Specials, page 13) appears free of charge as a Splash Cover in the corresponding iPad version. The Splash Cover will appear in the size of the entire display and disappear after 6 seconds.

Deviating formats:

mm-rate

47 mm width per column, € 8.19

Island Advertisement

47 mm width per column, € 15.45

Single-Ad Regional Front Page

maximum size 47x60 mm, € 1,030.00



1 Advertisement sizes and rates see page 10

2 Additional charge (can be discounted)

Positions

Binding position specifications 25 % surcharge

Colour -

Size
Advertisements over margin 20 % surcharge

3 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 %

4 Classified advertisements (Deadline: Friday 2 pm)

Breadth of columns 45mm, 6 columns

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

Classified advertisements
single coloured € 4.32
per mm multicoloured € 5.12

Reduced rate for
single coloured € multicoloured €

Teaching, Seminars,			
Education	per mm	3.79	4.48
Situations vacant	per mm	3.90*	4.62*
Situations wanted	per mm	2.31*	3.48*
Personal column	per mm	1.67	2.68
Official announcements	per mm	2.31	2.75
Box No. Fee	€ 12.-		
No discount on reduced base prices			

* Including four week appearance on www.fleischwirtschaft.de

5 Special forms of advertisement see page 13

Advertorial, Offprints on request

Bound inserts not possible

Inserts (no discount), **sample necessary in advance!**

loose, maximum format DIN A4, 210 mm x 297 mm

up to 20 g per thsd. € 280.-

up to 25 g per thsd. € 290.-

each 5 g 10.- more per thsd.

(Additional postal charges for items 3 mm high and more)

Prices for partial inserts on request.

(Surcharge for small quantities for split runs € 300.-)

Sticked-on postcards on request

Shipping address

Societätsdruckerei, Westdeutsche Verlags- und Druckerei GmbH

Warenannahme Akzidenz

Kurhessenstraße 4 – 6, 64546 Mörfelden-Walldorf, Germany

Remarks on delivery paper „For afz – allgemeine fleischer zeitung,
issue ... /2016“

Delivery date no later than Friday of the preceding week

6 Contact **Advice and booking** see contact persons on page 56

7 Payment conditions 3 % discount on payments on advance calculations or order confirmation or direct debits received by the date of the advertisements's publication
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 %

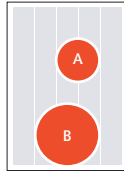
Bank details
Frankfurter Sparkasse
Frankfurt am Main
Account no. 34926
Sort-code 500 502 01
BIC HELADEF1822
IBAN DE56 5005 0201 0000 0349 26

1 Circular Advertisement

Width over two or three columns
Positioning on request

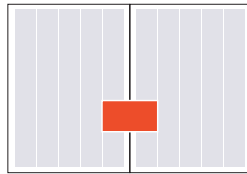
A Diameter WxH 99 mm
Price: € 3,120.00

B Diameter WxH 151 mm
Price: € 7,139.00

**2 Window**

Across the spread, lower third of the page,
Positioning by agreement

Format: WxH 120 mm x 73 mm,
Price: € 2,706.00

**3 Flying Page**

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

Format: WxH 120 mm x 400 mm, reverse
stitched and wrapped around the newspaper
plus 4 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

Price: € 11,500.00 incl. technical costs

**4 Flex Form**

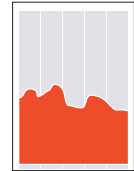
Placement: within editorial text

Format: flexible, individual form

Deadline for advertisements:

2 weeks prior to publication

Price: on request

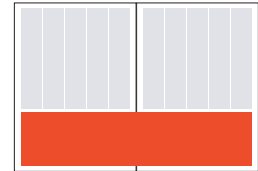
**5 Double spread Advertisement, page width**

2 x 1/3 landscape

Type area: WxH 536 mm x 123 mm

Bleed WxH 570 mm x 142 mm

Price: € 8,094.72



Other options such as Post It*, Banderole or Cover on request.

Have you got your own creative ideas that we can put into practice for you? Your sales consultant will be pleased to advise you (Contact: see page 56).

All rates are net – the currently valid value added tax (VAT) must be added. Prices include production costs, which are not subject to discounts.

*Includes free splash cover in the iPad app (see page 11).



- 1 Newspaper format:** 285 mm wide, 400 mm high
Type area: 255 mm wide, 368 mm high
Columns:
- | | | |
|-------------|-------------|--------|
| copy part | 5 columns à | 47 mm |
| advert part | 6 columns à | 40 mm |
| copy part | 1 column | 47 mm |
| | 2 columns | 99 mm |
| | 3 columns | 151 mm |
| | 4 columns | 203 mm |
| | 5 columns | 255 mm |
- 2 Printing and binding method:** Web offset with drying (heat set),
 Saddle stitching
Paper grade: LWC
Tone value increases:
- | | |
|-------------------|-------------------|
| Colour: | black: |
| 40% field: 16 % | 40% field: 19 % |
| (tolerance ± 4 %) | (tolerance ± 4 %) |
| 80% field: 11 % | 80% field: 13 % |
| (tolerance ± 3 %) | (tolerance ± 3 %) |
- Minor tone value increases are attributable to the tolerance range of the web offset printing.
- 3 Data transmission:** Via FTP, e-mail or CD-ROM
- 4 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.

- 5 Colours:** According to the Euroscale
Colour sequence: Black, cyan, magenta, yellow
- 6 Proof:** Colour-consistent digital/reference proof (paper simulation: afz - allgemeine fleischer zeitung production paper) with corresponding colorimetrics.
- 7 Data archiving:** Data are archived. That is why unaltered repetitions are generally possible. However no data guarantee is provided.
- 8 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.
- 9 Contact:** see page 56



- 1 afz - allgemeine fleischer zeitung**
- 2 Brief characteristics**
Independent technical and business news for the meat sector.
Covered topics: market reports, branch news, trade association news, sales, advertising, production.
Additionally the theme magazine **afz-Journal** 12 times a year.
- 3 Target group** The target group of **afz** consists of receivers of the following branches: butchery, food retailing, meat industry and meat trade. For more information please see page 17.
- 4 Published** Weekly on Wednesdays
- 5 Trim size** 285 mm width, 400 mm height
- 6 Volume/year** Volume 133/2016
- 7 Subscription prices** € 35 per month/Germany
Subscription prices for foreign countries on request.
Contact: E-mail: christian.schnuecke@dfv.de
Subject to modifications. Further current subscription offers online at www.fleischwirtschaft.de
Subscribers profit from special discounts at conferences and all afz-events.
The afz on iPad! For subscribers free of charge.
Online inclusive: subscribers have free access to the exclusive premium sector at www.fleischwirtschaft.de + .com
- 8 Organ** Official Organ of Deutscher Fleischer-Verband
- 9 Membership** Media-Datenbank der Deutschen Fachpresse, IVW

- 10 Publishing company** Deutscher Fachverlag GmbH
Home address Mainzer Landstraße 251,
60326 Frankfurt am Main, Germany
Postal address 60264 Frankfurt am Main, Germany
Telephone +49 (0) 69 7595-01
Fax +49 (0) 69 7595-2999
Internet www.dfv.de
E-mail info@dfv.de
- 11 Publisher** –
- 12 Advertisement** Advertising Manager: Natalie Klein, M.A.
13 Editorial board Editor-in-chief: Dipl.-Ing. Jörg Schiffeler
Editorial staff: Gerd Abeln, M.A.,
Dipl.-Ing. agr. Bernd Feuerstein,
Dipl. oec. troph. Renate Kühllcke
Dipl.-Ing. agr. Monika Mathes,
Dipl. oec. troph. Sandra Sieler,
Birgit Winterhalder-Spee
red-afz@dfv.de
- E-mail**
- 14 Analysis of extent 2014 = 52 issues**
- | | | | |
|--|-------------|---|-----------|
| Total extent | 1,398 pages | = | 100 % |
| Editorial part | 1,184 pages | = | 85 % |
| Advertisement part | 214 pages | = | 15 % |
| of which | | | |
| Occasional adverts | 40 pages | = | 19 % |
| Bound inserts | | | – |
| Advertisements from publishers and printers | 72 pages | = | 34 % |
| Total inserts | | | 43 pieces |
- 15 Analysis of editorial extent** not surveyed



1 Circulation audited by



2 Analysis of Circulation

Copies per issue on an annual average
(July 1, 2014 to June 30, 2015)

Printed run	10,000		
Effective circulation (TvA)	9,767	of which of other countries	78
Net Sales	4,430	of which of other countries	54
- Copies to subscribers	3,517	of which to members	-
		of which collective subscription	-
- Individual sales	-		
- Other sales	913		
Free copies	5,337		
Remaining, archive, voucher copies	233		

3 Analysis of geographical distribution

Economic region	Share of effective circulation	
	%	copies
Germany	99.2	9,689
Other countries	0.8	78
Effective circulation	100.0	9,767

3.1 Analysis of distribution according to Nielsen Areas

Share of effective circulation
% copies

Nielsen Area	%	copies
Nielsen Area 1	17.1	1,670
Schleswig-Holstein	3.2	313
Hamburg	2.1	205
Bremen	0.9	88
Lower Saxony	10.9	1,065
Nielsen Area 2	18.9	1,846
North Rhine-Westphalia	18.9	1,846
Nielsen Area 3a	17.2	1,680
Hesse	10.1	986
Rhineland-Palatinate	6.1	596
Saarland	1.0	98
Nielsen Area 3b	17.6	1,719
Baden-Wuerttemberg	17.6	1,719
Nielsen Area 4	15.4	1,504
Bavaria	15.4	1,504
Nielsen Area 5	1.5	147
Berlin	1.5	147
Nielsen Area 6	5.2	508
Mecklenburg-West Pomerania	1.4	137
Brandenburg	2.0	195
Saxony-Anhalt	1.8	176
Nielsen Area 7	6.3	615
Thuringia	2.1	205
Saxony	4.2	410
Outside Germany	0.8	78
	0.8	78
Total	100.0	9,767



1.1 Branches | Lines of Business | Sectors | Occupational Groups

No. in Basic System	Receiver Groups (as per Classification of Business Branches)	Share of effective Circulation	
		%	copies
15.1	Slaughtering and meat processing	71.9	7,022
15.11	Slaughterhouses	1.9	186
15.13	Meat products industry	6.5	635
52.22	Butcher's shops	63.5	6,202
51.32	Wholesale trade with meat and meat products	2.2	215
52.1 / 52.11	Head office level, food trade branches food retailers	20.8	2,032
51.8	Wholesale trade with butcher's machines	1.4	137
85.2	Veterinary section	0.4	40
-	Others	3.3	322
	Guilds, federations, organisations	1.1	107
	Professional schools, universities	1.6	156
	No details	0.6	59
	Effective Circulation	100.0	9,767

1.2 Size of the business entity

2.1 Work activities

Not surveyed

2.2 Socio-demography

Please see page 18 for detailed information on the survey method.

- 1 **Survey method**
Recipient structure analysis through file evaluation –
Complete population survey

- 2 **Description of recipients at time of data capture**
 - 2.1 **Characteristic of the file**
The electronic subscription file contains the addresses
of all recipients.
 - 2.2 **Total number of recipients in file** 37,853
 - 2.3 **Total number of occasional recipients** –
 - 2.4 **Readership structure of a typical issue - by distribution form**
 - Total no. of copies sold 4,430
 - of these: subscription copies 3,517
 - Individual sales 913
 - Single copies 5,337
 - of these: regular single copies 1,844
 - occasional single copies 3,165
 - Sample copies 328
 - Actual no. of distributed copies (tvA) 9,767
 - of which, Germany 9,689
 - of which, abroad 78

- 3 **Description of survey**
 - 3.1 **Population** (proportion surveyed)
Population (tvA) 9,767 = 100 %

Of which not included in survey: 0
Of the population, the survey represents 9,767 = 100 %
 - 3.2 **Date of sample survey** July 16, 2015
 - 3.3 **Description of sample survey**
The evaluation is based on the complete file. The proportions determi-
ned for distribution in Germany and abroad were projected onto the
annual average of number of copies actually distributed as per AMF-
scheme 2, no. 2.
 - 3.4 **Target person of survey**
Not applicable, as no personal details were recorded
in the survey.
 - 3.5 **Definition of reader** not applicable
 - 3.6 **Survey conducted** July 2015
 - 3.7 **Survey carried out** Publisher

The structure, implementation and reporting of this survey conform to the latest version of the ZAW advertising carrier scheme.

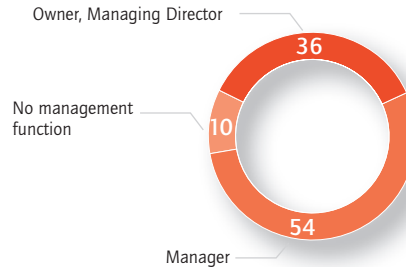
Most readers prefer the afz to any other specialized media in German meat sector.

For 88% of the recipients afz is the most important meat trade newspaper in Germany!*



The afz is top priority. 90 % of the readers hold a management position.

Position in the company**



The afz – popular among small, medium-sized and large plants

Number of staff in the company**



All data in %

* Source: Results of the afz reader survey conducted online in July 2013 with 232 afz recipients

** Source: afz/teleResearch: advertising impact study 2015, random sample size: 81