

**1/1 page**

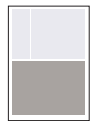
W x H
 Type area 189 x 275 mm
 Bleed 210 x 297 mm*

€ 6,590.-**1/2 page diagonal**

W x H
 1/2 S, diagonal
 Bleed 210 x 297 mm*
 (Diagonale)

€ 3,475.-**Juniorpage**

W x H
 Type area 141 x 200 mm
 Bleed 150 x 214 mm*

€ 3,740.-**1/2 page landscape**

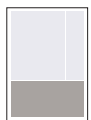
W x H
 Type area 189 x 135 mm
 Bleed 210 x 149 mm*

€ 3,415.-**1/2 page portrait**

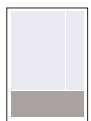
W x H
 Type area 93 x 275 mm
 Bleed 102 x 297 mm*

€ 3,480.-**1/3 page portrait**

W x H
 Type area 61 x 275 mm
 Bleed 70 x 297 mm*

€ 2,305.-**1/3 page landscape**

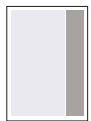
W x H
 Type area 189 x 90 mm
 Bleed 210 x 104 mm*

€ 2,200.-**1/4 page landscape**

W x H
 Type area 189 x 67 mm
 Bleed 210 x 81 mm*

€ 1,720.-**1/4 page corner**

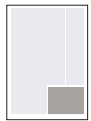
W x H
 Type area 93 x 135 mm
 Bleed 102 x 149 mm*

€ 1,720.-**1/4 page portrait**

W x H
 Type area 45 x 275 mm
 Bleed 54 x 297 mm*

€ 1,739.-**1/8 page landscape**

W x H
 Type area 189 x 33 mm
 Bleed 210 x 47 mm*

€ 835.-**1/8 page corner**

W x H
 Type area 93 x 67 mm

€ 850.-**Special placements****Special position inside front cover, inside back cover + back cover****€ 6,680.-**

W x H Type area 189 x 275 mm
 Bleed 210 x 297 mm*

Preferred position next to content**€ 2,535.-**

1/3 page portrait, bleed only
 B x H Bleed 70 x 297 mm*

Preferred position on the editorial page 3**€ 1,880.-**

1/4 page landscape
 W x H Type area 189 x 67 mm
 Bleed 210 x 81 mm*

1/3 page landscape
 W x H Type area 189 x 90 mm
 Bleed 210 x 104 mm*

€ 2,455.-**Additional charge (can be discounted)**

Binding position specifications: +20 %

Discounts

within one year best of advertiser

Frequency discount		Volume discount	
3 advertisements	5 %	1 page (1,000 mm)	10 %
6 advertisements	10 %	3 pages (3,000 mm)	15 %
9 advertisements	15 %	6 pages (6,000 mm)	20 %
12 advertisements	20 %	12 pages (12,000 mm)	25 %

No discounts on extra technical costs.

Variable formats

Island position ad
 single column, per mm **€ 13.80**

Millimeter rate for non-standard formats
 single column, per mm **€ 6.46**

*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.

Inserts (no discount)

loose, maximum format 205 mm x 290 mm, long side closed,
sample necessary in advance

up to 20 g per thsd. € 289.-

up to 25 g per thsd. € 299.-

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
international, issue ... /2018“

Pricing

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

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 program 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
one sheet untrimmed	two sheets untrimmed	three sheets untrimmed
217 mm x 305 mm	434 mm x 305 mm	615 mm x 305 mm
€ 4,935.-	€ 9,865.-	€ 14,790.-

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

10,300 copies (including allowance)

Trim specifications

The trim specifications can be found on www.fleischwirtschaft.com/boundinserts



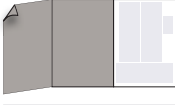



Technical specifications

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/m², minimal 115 g/m².

Combination offers

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

Ad specials

	Gate Fold Maxi version (1) € 21,900.- Gate fold front and back, inside and outside + full page ad at the back cover
	French-Cover € 20,200.- The front cover can be unfolded to the left and right from the middle
	Gate-Cover € 21,570.- The advertisement pages are gatefolded once or twice from inside front cover
	Fold-in-flap € 14,600.- Gate fold with fold-in flap with or without perforation
	Banderole € 6,880.- Printable on both sides. The printed sleeves must be cut, folded and open on delivery.
	Post-It € 3,210.- Placement from page 5. The Post-It must be delivered ready printed and with adhesive edge.

More details about our ad specials on www.fleischwirtschaft.com/specialads

Vacancies (no discount)

Price per mm and column

Colour	Situations vacant	Situations wanted
single coloured	€ 4.45	€ 2.65
multicoloured	€ 5.10	-

 Including four weeks appearance on www.fleischwirtschaft.de

Width

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

Classified Ads (no discount)

For sale and wanted, business opportunities, agencies

Price per mm and column

Colour	Classified Ads
single coloured	€ 3.65
multicoloured	€ 4.19

Calculation of the advertisement rate

__ mm height x __ columns x __ € /mm = __ €

Charge for key number advertisement

Germany € 12.00 | Abroad € 20.50