

TOPSELLER

Media information



The new cross-media Promotion Special in
FLEISCHWIRTSCHAFT and
FLEISCHWIRTSCHAFT international

TOPSELLER 2017

Products, solutions and ideas

Present your product heroes, innovative ideas, services and new business approaches in the meat sector. Embedded in the industry's top national and international trade journals, this new Promotion Special forms the ideal, high-publicity platform for your presentation.

Benefits for you

- Your advertisement in the acclaimed trade journals FLEISCHWIRTSCHAFT and FLEISCHWIRTSCHAFT international
- Unique high-visibility format
- Wide-reach international platform with high actual distributed circulation:
FLEISCHWIRTSCHAFT: 6,161 and FLEISCHWIRTSCHAFT international: 9,156
- International cross-media mix through the combination of print and online formats
- Extra coverage:
 - Additional distribution of the print issues at anuga 2017 in Cologne
 - Available online as ePaper TOPSELLER on the fleischwirtschaft.de ePaper platform (on average 100,000 PIs and 45,400 visits per month)
 - Three-month promotion of the ePaper TOPSELLER in the official newsletters from fleischwirtschaft.de to 4,000 recipients and from fleischwirtschaft.com to 4,600 international newsletter recipients
 - Digital distribution as ePaper version of FLEISCHWIRTSCHAFT international 4/2017



Book now!

Order deadline: 24. 07. 2017

Printing material: 31. 07. 2017

Publication date FLEISCHWIRTSCHAFT 9: 21. 09. 2017 and
FLEISCHWIRTSCHAFT international 4: 05. 09. 2017

Your customised
promotion
design service



Examples:

- 1 Running text with approximately 1,500 characters, headline up to 25 characters
- 2 Running text with approximately 2,500 characters, headline up to 40 characters
- 3 Running text with approximately 2,500 characters, headline up to 20 characters
- 4 Running text with 750 up to 1,200 characters, headline up to 40 characters

Packages and prices:

Package 1:

- 1/1 promotion advertisement in FLEISCHWIRTSCHAFT (German) and FLEISCHWIRTSCHAFT international (English)
- ePaper presence at fleischwirtschaft.de and fleischwirtschaft.com
- Link from your advertisement in the ePaper to your website or sales folder
- Promotion of the ePaper in the German and English Newsletters

Price: EUR 5,900

Package 2:

- 1/2 promotion advertisement in FLEISCHWIRTSCHAFT (German) and FLEISCHWIRTSCHAFT international (English)
- ePaper presence at fleischwirtschaft.de and fleischwirtschaft.com
- Promotion of the ePaper in the German and English Newsletters

Price: EUR 3,200

Handling and technical data

Structure of the promotion advertisement:

ideally 50% image, 50% text copy

Formats:

Magazine: W 210mm x H 297 mm

1/1 page promotion advertisement: W 210mm x H 297 mm

1/2 page promotion advertisement: W 210mm x H 147 mm

Data delivery:

You deliver the German and English text as a Word file and the image data in JPG format (min. 1 MB) and we take care of the graphic conversion for you individually.

Send your digital data to:

Hans Thurn, hans.thurn@dfv.de, T +49 (0) 69 7595-3052

Delivery date:

31. 07. 2017

Space scheduling:

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

To obtain further information

please contact your responsible media consultant:

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