




### Circulation

circulation audited by IVW 

### Analysis of circulation

Copies per issue on an annual average  
(July 1, 2017 – June 30, 2018)

Print run*	10,000
Effective circulation	9,822
of which of other countries	70
Net sale	3,738
Copies to subscribers	3,013
of which of other countries	51
Other sales	724
Free copies	6,084
Remaining, archive, voucher copies	179

## afz – allgemeine fleischer zeitung

### 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.

### 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

136/2019

### Subscription price

Price per issue € 10.50 including the distribution fee and statutory VAT.  
International prices on request - [readerservice@fleischwirtschaft.de](mailto:readerservice@fleischwirtschaft.de)

### Association

Official Organ of Deutscher Fleischer-Verband



### Benefits of afz

#### Coverage:

The industry's most widely distributed circulation, according to IVW, July 2018

#### Attention:

Thanks to the high readership loyalty, on average 22 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

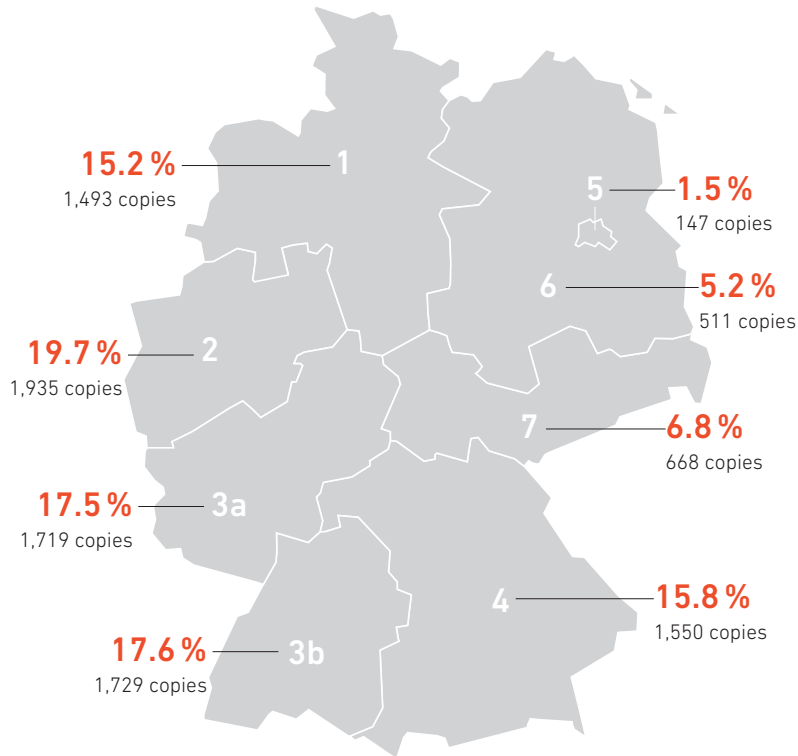
#### Media mix:

Possible digital extension of your campaign at [fleischwirtschaft.de](http://fleischwirtschaft.de),

\* Please note the new print run of 9,000 from January 1, 2019

Analysis of distribution according to Nielsen Areas

Overall circulation in Germany: 9,752 copies



Recipient analysis

Share of effective circulation

	in percent	copies
<b>Slaughtering and meat processing</b>	<b>72.3</b>	<b>7,101</b>
Slaughterhouses	2.0	206
Meat products industry	6.5	648
Butcher's shops	63.5	6,247
<b>Wholesale trade with meat and meat products</b>	<b>2.1</b>	<b>206</b>
<b>Food retail; head office level and branches</b>	<b>20.3</b>	<b>1,994</b>
<b>Wholesale trade with machinery, equipment and accessories</b>	<b>2.3</b>	<b>226</b>
<b>Veterinary section</b>	<b>0.2</b>	<b>20</b>
<b>Others</b>	<b>2.8</b>	<b>275</b>
Guilds, business associations	1.7	167
Professional schools, universities	1.5	147
Individuals without further details	0.5	49
<b>Effective circulation</b>	<b>100.0</b>	<b>9,822</b>

Source: Evaluation of the afz recipient file, August 2018

Issue	OD	PM	PD	Topics in Focus	Newsletter Specials	Fairs and Exhibitions
<b>1/2</b>	<b>28.12.18</b>	04.01.19	09.01.19	<ul style="list-style-type: none"> <li>▪ Outlook</li> <li>▪ afz-Barometer</li> </ul>		HOGA, Munich, Germany, 13. - 15.01.19
<b>3</b>	<b>07.01.19</b>	11.01.19	16.01.19	<ul style="list-style-type: none"> <li>▪ Frische Forum Preview</li> </ul>		<b>International Green Week</b> , Berlin, Germany, 19.01. - 28.01.18
 01/19	<b>13.12.18*</b>	07.01.19		<ul style="list-style-type: none"> <li>▪ Production of Raw Sausage and Raw Ham</li> <li>▪ Casings</li> </ul>		<b>Frische Forum Fleisch</b> , Berlin, Germany, 19.01.18
<b>4</b>	<b>14.01.19</b>	18.01.19	23.01.19	<ul style="list-style-type: none"> <li>▪ Frische Forum Review</li> </ul>		
<b>5</b>	<b>21.01.19</b>	25.01.19	30.01.19	<ul style="list-style-type: none"> <li>▪ Breakfast at the butcher's</li> </ul>		
<b>6</b>	<b>28.01.19</b>	01.02.19	06.02.19	<ul style="list-style-type: none"> <li>▪ Organic Products</li> <li>▪ Wholesale, Delivery Service, Fresh Logistics</li> <li>▪ Cutting, Stuffing, Clipping</li> </ul>		<b>Biofach</b> , Nuremberg, Germany, 13. - 16. 02.19
 02/19	<b>10.01.19*</b>	28.01.19				
<b>7</b>	<b>04.02.19</b>	08.02.19	13.02.19	<ul style="list-style-type: none"> <li>▪ Salads &amp; Antipasti</li> </ul>		
<b>8</b>	<b>11.02.19</b>	15.02.19	20.02.19	<ul style="list-style-type: none"> <li>▪ Carnival Sales: Pickled Herring and more</li> </ul>		
<b>9</b>	<b>18.02.19</b>	22.02.19	27.02.19	<ul style="list-style-type: none"> <li>▪ Barbecue 1: Meat, Sausage &amp; Poultry</li> <li>▪ afz-Barometer</li> </ul>		
<b>10</b>	<b>25.02.19</b>	01.03.19	06.03.19	<ul style="list-style-type: none"> <li>▪ Easter</li> <li>▪ Internorga Main Issue</li> <li>▪ Work and Protective Clothing</li> <li>▪ Hot Food Counter, Lunch, Snacks</li> </ul>		<b>IHM</b> , Munich, Germany, 13. - 17.03.19 <b>Internorga</b> , Hamburg, Germany, 15. - 19.03.19
 03/19	<b>07.02.19*</b>	25.02.19				
<b>11</b>	<b>04.03.19</b>	08.03.19	13.03.19	<ul style="list-style-type: none"> <li>▪ Online-Shops</li> </ul>		
<b>12</b>	<b>11.03.19</b>	15.03.19	20.03.19	<ul style="list-style-type: none"> <li>▪ Asparagus &amp; Ham</li> </ul>		
<b>13</b>	<b>18.03.19</b>	22.03.19	27.03.19	<ul style="list-style-type: none"> <li>▪ Barbecue 2: Sauces, Marinades and Dips</li> <li>▪ afz-Barometer</li> </ul>		
<b>14</b>	<b>25.03.19</b>	29.03.19	03.04.19	<ul style="list-style-type: none"> <li>▪ Internorga Review</li> </ul>		

Issue	OD	PM	PD	Topics in Focus	Newsletter Specials	Fairs and Exhibitions
<b>15</b>	<b>14.03.19*</b>	01.04.19		<ul style="list-style-type: none"> <li>Knives: Sharp Blades for Kitchens, Production and more</li> </ul>		
<b>Journal</b> 04/18	<b>01.04.19</b>	05.04.19	10.04.19	<ul style="list-style-type: none"> <li>IFFA Preview</li> <li>Anything for the Barbecue Season (Food &amp; Nonfood)</li> <li>Utility Vehicles and Mobile Sales</li> </ul>		
<b>16</b>	<b>08.04.19</b>	12.04.19	17.04.19	<ul style="list-style-type: none"> <li>IFFA Preview I</li> <li>Ready to cook from the butcher</li> </ul>	<b>IFFA I</b> PD 23.04.19 (Tue) <b>OD 16.04.19</b>	
<b>17</b>	<b>15.04.19</b>	19.04.19	24.04.19	<ul style="list-style-type: none"> <li>IFFA Preview II</li> <li>afz-Barometer</li> </ul>	<b>IFFA II</b> PD 29.04.19 (Mon) <b>OD 23.04.19</b>	
<b>18</b>	<b>18.04.19</b>	26.04.19	30.04.19	<ul style="list-style-type: none"> <li>IFFA Main Issue</li> </ul>	<b>IFFA III</b> PD 02.05.19 (Thu) <b>OD 25.04.19</b>	IFFA, Frankfurt, Germany, 04. - 09.05.19 Meat Vision Gala, IFFA, 04.05.19 afz-Akademie, IFFA, 08.05.19 Russian-German Meat Dialogue, 03. - 04.05.19
<b>Journal</b> 05/18	<b>01.04.19*</b>	<b>23.04.19</b>		<ul style="list-style-type: none"> <li>IFFA Main Issue</li> <li>Scales, Check-out and Payment Systems</li> <li>Mincing and Cutting Machinery</li> </ul>		
<b>19</b>	<b>29.04.19</b>	03.05.19	08.05.19	<ul style="list-style-type: none"> <li>Cheese Specialities</li> </ul>		
<b>20</b>	<b>06.05.19</b>	10.05.19	15.05.19	<ul style="list-style-type: none"> <li>Barbecue 3: Fish and Cheese – prepared on the Grill as well</li> </ul>		
<b>21</b>	<b>13.05.19</b>	17.05.19	22.05.19	<ul style="list-style-type: none"> <li>Country Report Bavaria, <b>OD 02.05.19*</b></li> <li>afz-Barometer</li> </ul>		
<b>22</b>	<b>20.05.19</b>	24.05.19	29.05.19	<ul style="list-style-type: none"> <li>Party and Event Catering</li> </ul>		
<b>23</b>	<b>27.05.19</b>	31.05.19	05.06.19	<ul style="list-style-type: none"> <li>Light and Delicious: Mediterranean Specialties</li> </ul>		
<b>Journal</b> 06/18	<b>09.05.19*</b>	<b>27.05.19</b>		<ul style="list-style-type: none"> <li>Slaughtering and Cutting up</li> <li>Hygiene, Disinfection, Occupational Safety</li> </ul>		
<b>24</b>	<b>03.06.19</b>	07.06.19	12.06.19	<ul style="list-style-type: none"> <li>Barbecue 4: The side dishes are important too - Bread Rolls, Wraps, Vegetables</li> </ul>		
<b>25</b>	<b>10.06.19</b>	14.06.19	19.06.19	<ul style="list-style-type: none"> <li>Coffee Specialities</li> </ul>		

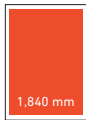
\* Red: early deadline for ads | We reserve the right to make any necessary changes. Please see also [www.fleischwirtschaft.com/mediakit](http://www.fleischwirtschaft.com/mediakit)

Issue	OD	PM	PD	Topics in Focus	Newsletter Specials	Fairs and Exhibitions
<b>26</b>	<b>17.06.19</b>	21.06.19	26.06.19	<ul style="list-style-type: none"> <li>afz-Barometer</li> </ul>		
<b>27</b>	<b>24.06.19</b>	28.06.19	03.07.19	<ul style="list-style-type: none"> <li>Equipment for Washing up and Kitchens</li> </ul>		
<b>Journal</b> 07/18	<b>04.06.19*</b>	<b>24.06.19</b>		<ul style="list-style-type: none"> <li><b>IFFA Review</b></li> <li>Meat Programs - Controlled origin produces trust and confidence</li> <li>Store Fittings, Lighting Systems, Vending</li> </ul>		
<b>28</b>	<b>01.07.19</b>	05.07.19	10.07.19	<ul style="list-style-type: none"> <li>Organic - Meat, Sausage, Cheese</li> </ul>		
<b>29</b>	<b>08.07.19</b>	12.07.19	17.07.19	<ul style="list-style-type: none"> <li>Success with Glass, Can &amp; more</li> </ul>		
<b>30</b>	<b>15.07.19</b>	19.07.19	24.07.19	<ul style="list-style-type: none"> <li>Lamb Specialities</li> </ul>		
<b>31</b>	<b>22.07.19</b>	26.07.19	31.07.19	<ul style="list-style-type: none"> <li>afz-Barometer</li> </ul>		
<b>32</b>	<b>29.07.19</b>	02.08.19	07.08.19	<ul style="list-style-type: none"> <li>Oktoberfest: Knuckles of Pork, Bavarian Weisswurst, Mustard and more</li> </ul>		
<b>Journal</b> 08/19	<b>11.07.19*</b>	<b>29.07.19</b>		<ul style="list-style-type: none"> <li>Cool Technology - Chilling and Freezing</li> <li>Curing, Tumbling, Ham Production</li> </ul>		
<b>33</b>	<b>05.08.19</b>	09.08.19	14.08.19	<ul style="list-style-type: none"> <li>Fine Parts: Dry Aged and more</li> </ul>		
<b>34</b>	<b>12.08.19</b>	16.08.19	21.08.19	<ul style="list-style-type: none"> <li>Party Service and Catering</li> </ul>		<b>Snack' 19</b> , Wiesbaden, Germany, 27. - 28.08.19
<b>35</b>	<b>19.08.19</b>	23.08.19	28.08.19	<ul style="list-style-type: none"> <li>Wild Boar, Stag and Roe Deer</li> <li>afz-Barometer</li> </ul>		<b>Forum der Fleischwirtschaft</b> , Quakenbrück, Germany, 04. - 05.09.19
<b>36</b>	<b>26.08.19</b>	30.08.19	04.09.19	<ul style="list-style-type: none"> <li>Quality Assurance during Production</li> <li>Packaging and Labelling</li> <li>Seasonings and Additives</li> </ul>	<b>FachPack</b> PD 16.09.19 OD 09.09.19	<b>FachPack</b> , Nuremberg, Germany, 24. - 26.09.19
<b>Journal</b> 09/19	<b>08.08.19*</b>	<b>26.08.19</b>				
<b>37</b>	<b>02.09.19</b>	06.09.19	11.09.19	<ul style="list-style-type: none"> <li>The Butcher as Restaurateur: Furniture, Tableware and more</li> </ul>		
<b>38</b>	<b>09.09.19</b>	13.09.19	18.09.19	<ul style="list-style-type: none"> <li>IT-Solutions for Craft Trade and Industry</li> </ul>		
<b>39</b>	<b>16.09.19</b>	20.09.19	25.09.19	<ul style="list-style-type: none"> <li>afz-Barometer</li> </ul>		

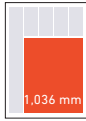
Issue	OD	PM	PD	Topics in Focus	Newsletter Specials	Fairs and Exhibitions
<b>40</b> <b>Journal</b> 10/19	<b>23.09.19</b> <b>05.09.19*</b>	27.09.19 <b>23.09.19</b>	02.10.19	<ul style="list-style-type: none"> <li>▪ <b>anuga Main Issue</b></li> <li>▪ evenord Preview, <b>OD 11.09.0219</b></li> <li>▪ <b>anuga Main Issue</b></li> <li>▪ Utility Vehicles, Foodtruck and Mobile Sales</li> <li>▪ Strong Brands are eye catcher at the Service Counter</li> </ul>	<b>anuga</b> PD 30.09.19 <b>OD 23.09.19</b>	<b>evenord</b> , Nuremberg, Germany, 12. - 13.10.19 <b>anuga</b> , Cologne, Germany, 05. - 09.10.19
<b>41</b>	<b>30.09.19</b>	04.10.19	09.10.19	<ul style="list-style-type: none"> <li>▪ Delicious Goose Meat Production</li> </ul>		
<b>42</b>	<b>07.10.19</b>	11.10.19	16.10.19	<ul style="list-style-type: none"> <li>▪ Environmental Protection: Wastewater, Energy, Waste Disposal</li> </ul>		
<b>43</b>	<b>14.10.19</b>	18.10.19	23.10.19	<ul style="list-style-type: none"> <li>▪ anuga Review</li> </ul>		
<b>44</b>	<b>21.10.19</b>	25.10.19	30.10.19	<ul style="list-style-type: none"> <li>▪ afz-Barometer</li> </ul>		
<b>45</b> <b>Journal</b> 11/19	<b>28.10.19</b> <b>10.10.19*</b>	01.11.19 <b>28.10.19</b>	06.11.19	<ul style="list-style-type: none"> <li>▪ Better Burger</li> <li>▪ Production of Cooked Sausages &amp; Sausages made from Cooked Meat</li> <li>▪ Party and Event Catering, Lunch Specials</li> </ul>		<b>Alles für den Gast - Herbst</b> , Salzburg, Austria, 09. - 13.11.2019
<b>*46</b>	<b>04.11.19</b>	08.11.19	13.11.19	<ul style="list-style-type: none"> <li>▪ Poultry: Meat and Sausage</li> </ul>		
<b>47</b>	<b>11.11.19</b>	15.11.19	20.11.19	<ul style="list-style-type: none"> <li>▪ To-Go Business at the Butcher</li> </ul>		<b>Deutscher Fleisch Kongress</b> , Wiesbaden, Germany, 19. - 20.11.19
<b>48</b>	<b>18.11.19</b>	22.11.19	27.11.19	<ul style="list-style-type: none"> <li>▪ afz-Barometer</li> </ul>		
<b>49</b> <b>Journal</b> 12/19	<b>25.11.19</b> <b>07.11.19*</b>	29.11.19 <b>25.11.19</b>	04.12.19	<ul style="list-style-type: none"> <li>▪ Sweet Additional Business - Bakery Products, Chocolate, Desserts</li> <li>▪ Smoking and Ripening</li> <li>▪ Planning and Fitting for Production Rooms</li> </ul>		
<b>50</b>	<b>02.12.19</b>	06.12.19	11.12.19	<ul style="list-style-type: none"> <li>▪ Campaign Planning 2020</li> </ul>		
<b>51/52</b>	<b>09.12.19</b>	13.12.19	18.12.19	<ul style="list-style-type: none"> <li>▪ Review</li> </ul>		

\* Red – early deadline for ads | We reserve the right to make any necessary changes. Please see also [www.fleischwirtschaft.com/mediakit](http://www.fleischwirtschaft.com/mediakit)

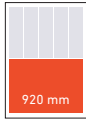
**\* afz copytest issue** see page 11

**1/1 page**

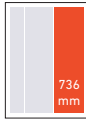
W x H  
Type area 255 x 368 mm  
Bleed 285 x 400 mm\*

**€ 10,450.-****Juniorpage**

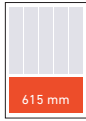
W x H  
Type area 203 x 259 mm  
Bleed 220 x 278 mm\*

**€ 8,410.-****1/2 page landscape**

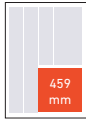
W x H  
Type area 255 x 184 mm  
Bleed 285 x 203 mm\*

**€ 7,620.-****2/5 page portrait**

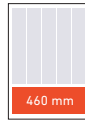
W x H  
Type area 99 x 368 mm  
Bleed 116 x 400 mm\*

**€ 6,185.-****1/3 page landscape**

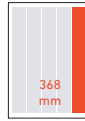
W x H  
Type area 255 x 123 mm  
Bleed 285 x 142 mm\*

**€ 5,270.-****1/4 page corner**

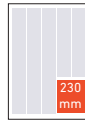
W x H  
Type area 151 x 153 mm  
Bleed 168 x 172 mm\*

**€ 3,925.-****1/4 page landscape**

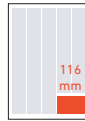
W x H  
Type area 255 x 92 mm  
Bleed 285 x 111 mm\*

**€ 3,925.-****1/5 page portrait**

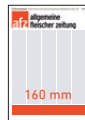
W x H  
Type area 47 x 368 mm  
Bleed 64 x 400 mm\*

**€ 3,165.-****1/8 page corner**

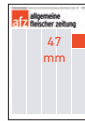
W x H  
Type area 99 x 115 mm

**€ 1,980.-****1/16 page corner**

W x H  
Type area 99 x 58 mm

**€ 998.-****Special Placements****Front page afz Title Bottom Stripe**

W x H  
Type area 255 x 32 mm

**€ 2,020.-****Hot Spot**

W x H  
Type area 47 x 47 mm

**Front page afz € 1,930.-**  
**afz Praxis € 1,235.-**  
**afz Journal € 1,785.-**

**Additional charge (can be discounted)**

Binding position specifications: +20 %

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

**Discounts**

Available for bookings within one year

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

**Variable formats****Island position ad**single column, per mm **€ 16.10****Millimeter rate for non-standard formats**single column, per mm **€ 8.60****Ad specials**

More information about our ad specials on

[www.fleischwirtschaft.com/adspecials](http://www.fleischwirtschaft.com/adspecials)

\*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 DIN A4,  
210 x 297 mm, long side closed,  
sample necessary in advance  
up to 20 g per thsd. € 294,-  
up to 25 g per thsd. € 304,-  
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 .../2019“

**Delivery date** no later than Friday of the preceding  
week

## Digital inserts

Book your afz insert also as a digital insert on the  
fleischwirtschaft.de e-paper specials platform.

For more details go to page 40.

## 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

<b>Price, per mm</b>	single coloured €	multicoloured €
	4.49	5.30

<b>Reduced rate for (per mm)</b>	single coloured €	multicoloured €
Teaching, Seminars, Education	3.95	4.70
Situation vacant	4.05**	4.80**
Situations wanted	2.40**	3.55**
Personal column	1.75	2.80
Official announcements	2.40	2.90

Box No. Fee € 12.-

No discount on reduced prices

\*\* Including four week appearance on [www.fleischwirtschaft.de](http://www.fleischwirtschaft.de)

## Pricing

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



## Our additional ad perception survey:

We test the performance of your ad in the afz Copy test.

Copytest afz 46/2019 evaluates your advertisement specifically for the target group retail, wholesale trade and industrial producers.

Contact your media consultant if you have any further questions regarding market research services such as copy tests, pre-tests and other studies, as well as for more detailed information.

[www.fleischwirtschaft.de/marketresearch](http://www.fleischwirtschaft.de/marketresearch)



## 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 dyeing (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

## Colours according to the Euroscale

Colour sequence: Black, cyan, magenta, yellow

## Further technical information

such as data formats etc. you'll find in the technical guidelines: [www.fleischwirtschaft.de/guidelines](http://www.fleischwirtschaft.de/guidelines)

## 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.



## Snacks – The Special Magazine of afz - allgemeine fleischer zeitung and Allgemeine BäckerZeitung (ABZ)

### Brief characteristics

The Special Magazine of afz - allgemeine fleischer zeitung and Allgemeine BäckerZeitung (ABZ) for Baker and Butcher with interest in the Snack-Business.

### Content

- Stocktaking of the Snack Market, opportunities and innovations, reports from practice and tips from experts
- Highlights of the Snack-Barometer 2019 study from the consumer and craft trade perspectives

### Circulation

- Insert throughout Germany as in **afz issue 34** on 21.08.19 and in **ABZ issue 17** on 25.08.19
- Display and distribution at Snack Kongress 2019 (27.08. - 28.08.19)
- Additional distribution as an e-paper on fleischwirtschaft.de and in the Newsletter with more than 10,000 receivers

### Publication date

End of August 2019

### Ordering Deadline

03.07.19

### Format

(W x H) 210 x 297 mm

### Print run

20,000 copies, plus digital publication

**\*Bleed ad plus 3 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.



### 1/1 page

W x H  
Bleed 210 x 297 mm\*

€ 5,600.-

**Special position inside € 6,300.-**



### 1/2 page landscape

W x H  
Bleed 210 x 148 mm\*

€ 2,900.-



### 1/2 page portrait

W x H  
Bleed 105 x 297 mm\*

€ 2,900.-



### 1/3 page landscape

W x H  
Bleed 210 x 107 mm\*

€ 1,950.-



### 1/3 page portrait (page 3 exclusively)

W x H  
Bleed 75 x 297 mm\*

€ 1,950.-



### 1/4 page landscape

W x H  
Bleed 210 x 74 mm\*

€ 1,500.-



### 1/4 page corner

W x H  
Bleed 105 x 148 mm\*

€ 1,500.-