



Print run
6,000 copies

Target group
Chinese meat product industry, slaughterhouses, meat wholesale trade and suppliers.

Frequency
1 issue per year

Language
Mandarin
Format
210 x 285 mm (W x H)

FLEISCHWIRTSCHAFT China

Brief characteristics

FLEISCHWIRTSCHAFT China offers professional information oriented specifically to the Chinese meat industry – in the Mandarin language. It provides information about the Chinese market. With FLEISCHWIRTSCHAFT China you reach the roughly 1,500 member firms of the China Meat Association (CMA) and the visitors to the industry trade fairs in China.

Topics in Focus, Trade Fair Specials

- IFFA and SIAL Main issue
- Meat Gaining and Cutting Up
- Extracting and Processing of Poultry Meat
- Process Control, Automation, Industry 4.0
- Packaging (Machinery and Materials), Labelling

Dates

Ordering Deadline: 25.02.19
Printing Material: 04.03.19
Publication Date: 25.03.19



1/1 page

W x H
Type area 178 x 250 mm
Bleed 210 x 285 mm*

€ 6,500.-



Juniorpage

W x H
Type area 116 x 180 mm
Bleed 132 x 200 mm*

€ 3,252.-



1/2 page landscape

W x H
Type area 178 x 125 mm
Bleed 210 x 145 mm*

€ 3,434.-



1/3 page portrait

W x H
Type area 55 x 250 mm
Bleed 71 x 285 mm*

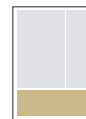
€ 2,282.-



1/3 page landscape

W x H
Type area 178 x 83 mm
Bleed 210 x 103 mm*

€ 2,282.-



1/4 page landscape

W x H
Type area 178 x 62 mm
Bleed 210 x 82 mm*

€ 1,706.-

Special formats

4 page insert

Position only in the center of the magazine (saddle stitching)

W x H 420 x 285 mm plus 4 mm bleed at all outer edges, Paper weight 170 g, data delivery by customer, printed in China,

Price including printing
€ 9,090.-

Double truck advertisement

2x 1/1 page, 4c, bleed across the spread

Printing data: single pages in trim size
W x H 210 x 285 mm
plus 4 mm bleed on all outer edges

Basic price:
€ 11,715.-

Strong presence for your brand – The yearly premium package consisting of:

Advertisement in FLEISCHWIRTSCHAFT China, 1/2 page landscape
 + Made in Europe company entry or image advertisement
 + WeChat Billboard (12 weeks)

€ 9,900.-

The Digital Success Combination in China
Made in Europe + WeChat (see page 34)



Brief characteristics Made in Europe

Made in Europe is the trade directory of leading European suppliers for the Chinese meat industry.

Print run 18,000 copies

Target groups

To all member firms of the China Meat Association (CAM) and visitors to the key trade fairs SIAL, CIMIE, FHC etc. and recipients of FLEISCHWIRTSCHAFT China. As well as an insert in the Chinese specialist journal Meat in China and online on www.fleischwirtschaft.asia plus linking.

Advertising possibilities and prices

Combine your billboard with Made in Europe:

WeChat Billboard (1 week) & company entry AND advert 1/1 page, 4c **€ 2,490.-**

WeChat Billboard (1 week) & company entry OR advert 1/1 page, 4c **€ 1,490.-**

Both including basic entry in the online directory on fleischwirtschaft.asia for 12 months

Format 176 x 262 mm (W x H) plus 4 mm bleed on all outer edges

Dates Ordering Deadline: 29.07.19 | Publication Date: 09.09.19

Online Directory
on www.fleischwirtschaft.asia



Brief characteristics

Guarantees your digital presence in China with your individual website special features. For constantly strong additional coverage.

Advertising possibilities and prices

Basic Entry Online:

Is always a constituent part of the Made in Europe print entry/advertisement, cannot be booked separately. 1:1 reproduction of the Made in Europe data. Running time 12 months.

Premium Entry Online:

Independently of booking an advertisement in Made in Europe. Running time 12 months.

- 1 video, 10 gallery photos
- 8 additional search tags for the booked headings
- Up to 5 links or shares with existing social media channels
- Direct document download (whitepapers, brochures etc.) max. 3 PDFs.
- Linking with WeChat postings also for desktop so that the postings can be reached via desktop and web as well.
- The entry is placed as a Sticky Ad, always in the top position when a search is carried out

Price Premium Entry € 700.-

WeChat



Brief characteristics

Break new ground with us and go precisely to where your Chinese customers are. Fleischwirtschaft China's WeChat channel offers you the most attention-grabbing access to the market.

Position your content as Native Advertising or as Billboard directly among the opinion-makers and decision-makers of the Chinese meat industry. Your content will appear in the editorial surrounding of the FLEISCHWIRTSCHAFT China WeChat accounts as well as in the users' individual News Feed.

Key figures WeChat

Subscribers: 5,087

Ø Opening rate total: 4.84%

Ø Opening rate daily: 2.36%

(As of 31.08.18)



Advertising possibilities and prices

Producer's posting*	Max. 1000 words in the initial language, max. 8 images/graphics, plus any amount of interaction.	€ 1,150.-								
Billboard	<table border="0"> <tr> <td>Size (W x H)</td> <td>728 x 250 pixels</td> </tr> <tr> <td>Rotation</td> <td>none</td> </tr> <tr> <td>Data format</td> <td>jpeg, gif – max.150 KB</td> </tr> <tr> <td>Placement period</td> <td>1 week</td> </tr> </table>	Size (W x H)	728 x 250 pixels	Rotation	none	Data format	jpeg, gif – max.150 KB	Placement period	1 week	€ 749.-
Size (W x H)	728 x 250 pixels									
Rotation	none									
Data format	jpeg, gif – max.150 KB									
Placement period	1 week									

* Your posting will be in the top position of the Feed on the day of publication and only slip down into the scroll section and the posting archive after 24 hours. Your contents can still be called up via an additional full-text search.

Full service offer

After your briefing, our competent Chinese partner will take over the complete creation and processing of your WeChat entry.