



Print run

6,000 copies

Target group

Chinese and international meat product industry, slaughterhouses, meat wholesale trade and suppliers.

Frequency 2 issues per year

Language Mandarin

Format 210 x 285 mm (W x H)

FLEISCHWIRTSCHAFT China

Brief characteristics

FLEISCHWIRTSCHAFT China offers specialist information for the meat sector geared specifically to the Chinese market and reports on the special circumstances of the Chinese market. With FLEISCHWIRTSCHAFT China you reach the roughly 1,500 member firms of the China Meat Association (CMA) and visitors to the industry's trade fairs, as the issue in Mandarin goes via the CMA member companies and relevant trade fairs directly to the decision-makers in the Chinese slaughtering, cutting and meat processing industries.

Issue	OD	PM	PD	Topics in Focus, Trade Fair Specials	Fairs
1 April	19.03.18	23.03.18	16.04.18	<ul style="list-style-type: none"> ▪ 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 	SIAL , Shanghai, China, 16.05. - 18.05.18 CIMIE , Beijing, China, 18.10. - 20.10.18 ANUFOOD , Beijing, China, 05.11. - 07.11.2018
2 September	06.08.18	10.08.18	03.09.18	<ul style="list-style-type: none"> ▪ CIMIE and ANUFOOD Main Issue ▪ Mincing, Filling, Clipping ▪ Casings ▪ Hygiene and Disinfection, Cleanroom Technology ▪ Seasonings, Additives, Ingredients 	SME , Shanghai Meat Industry Exhibition, 2018
Made in Europe June	15.05.18	22.05.18	19.06.18	<ul style="list-style-type: none"> ▪ Made in Europe is the Trade Directory of Leading European Suppliers for the Chinese Meat Industry 	

OD = Ordering Deadline; PM = Printing Material; PD = Publication Date



1/1 page
W x H
Type area 178 x 250 mm
Bleed 210 x 285 mm*
€ 6,600.-



Juniorpage
W x H
Type area 116 x 180 mm
Bleed 132 x 200 mm*
€ 3,220.-



1/2 page landscape
W x H
Type area 178 x 125 mm
Bleed 210 x 145 mm*
€ 3,400.-



1/3 page portrait
W x H
Type area 55 x 250 mm
Bleed 71 x 285 mm*
€ 2,260.-



1/3 page landscape
W x H
Type area 178 x 83 mm
Bleed 210 x 103 mm*
€ 2,250.-



1/4 page landscape
W x H
Type area 178 x 62 mm
Bleed 210 x 82 mm*
€ 1,690.-

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:

€ 9,000.-

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: € 11,600.-

More details: www.fleischwirtschaft.de/media-fwchina

Combination offers

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

Website FLEISCHWIRTSCHAFT China

Additional distribution of your advertisement

All entries of the meat guide are selectable as a button on the chinese website of FLEISCHWIRTSCHAFT China. Articles of the current issue of FLEISCHWIRTSCHAFT China are represented here with your ad.

The Chinese website of FLEISCHWIRTSCHAFT China:
www.fleischwirtschaft.asia



*Bleed ad plus 4 mm bleed difference on all outer edges.

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

WeChat



Brief characteristics

Take the first step with us as first mover in a new form of communication. Place your content as native advertising directly among the opinion leaders and decision-makers in the Chinese meat industry. Your content will appear in the editorial setting of the FLEISCHWIRTSCHAFT China WeChat account as well as in the users' individual news feed.

Advertising possibilities and prices

1. Basic posting	Max. 400 words in the original language, max. 4 images and a link.	€ 690.-
2. Manufacturer's content	Max. 1,000 words in the original language, max. 8 images /graphics, plus any form of interaction.	€ 1,150.-
3. Video content	Like the manufacturer's posting, but in addition to images/graphics you can also integrate videos into the content.	€ 1,450.-

On the day of publication your posting will be located in the top position of the feed and after 24 hours slip into the scrolling area and posting archive. Your contents can still be retrieved and viewed via full-text search.

Buyers Guide Made in Europe – the Buyers Guide for the Chinese Meat Industry

Brief characteristics

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

Company profile	1/1 page, 4c + digital on www.fleischwirtschaft.asia	€ 990.-
Image advertisement:	1/1 page, 4c + digital on www.fleischwirtschaft.asia	€ 1,010.-
Cover page special (on page 2, 3, and 4)	1/1 page bled, 4c + digital on www.fleischwirtschaft.asia	€ 1,060.-
Special placement package + basic WeChat message	1/1 page bled, 4c + basic WeChat message + publication on www.fleischwirtschaft.asia	€ 1,660.-

New Format

176 x 262 mm (W x H) + bleed ad plus 4 mm bleed difference on all outer edges.

Dates

Ordering Deadline: 15.05.18
Publication Date: 19.06.18

More details on www.fleischwirtschaft.com/mediakit

