

**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 on page 5 (content) type area only**

€ 1,120.-

W x H Type area 56 x 124 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**

€ 2,455.-

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

**Additional charge (can be discounted)**

Binding position specifications: +20 %

**Discounts**

within one year best of advertiser

**Frequency discount**

3 advertisements 5 %  
6 advertisements 10 %  
9 advertisements 15 %  
12 advertisements 20 %

**Volume discount**

1 page (1,000 mm) 10 %  
3 pages (3,000 mm) 15 %  
6 pages (6,000 mm) 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,  
issue ... /2018“

**Digital inserts**

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

**For more details go to page 40**

**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
<b>one sheet untrimmed</b>	<b>two sheets untrimmed</b>	<b>three sheets untrimmed</b>
217 mm x 305 mm	434 mm x 305 mm	615 mm x 305 mm
<b>€ 4,935.-</b>	<b>€ 9,865.-</b>	<b>€ 14,790.-</b>

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**

7,000 copies (including allowance)

**Trim specifications**

The trim specifications can be found on [www.fleischwirtschaft.com/boundinserts](http://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/m<sup>2</sup>, minimal 115 g/m<sup>2</sup>.

**Combination offers**

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

**Print suppliers guide**

**Release**

Annually (12 issues) or until further notice (at least 12 issues).  
 Booking possible at any time



**More than  
 120 different  
 categories  
 from A-Z**

**Format**

Single-column, width 45 mm, height variable, minimum 10 mm

Price per mm / 45 mm width, 1 column

Colour	Suppliers Guide
single coloured	€ 2.45
multicoloured	€ 4.29

**Calculation of the advertisement rate**  
 \_\_ mm height (minimum 10 mm) x \_\_ € /mm = \_\_ € x 12

✓ The first entry will additionally be published free of charge in the online suppliers guide on [www.fleischwirtschaft.de](http://www.fleischwirtschaft.de)

**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](http://www.fleischwirtschaft.de)

**Width**

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

**Classified advertisements** (no discount)

For sale and wanted, business opportunities, agencies

Price per mm and column



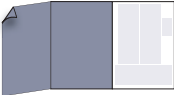



Colour	Classified Ads
single coloured	€ 3.65
multicoloured	€ 4.19

**Calculation of the advertisement rate**  
 \_\_ mm height x \_\_ columns x \_\_ € /mm = \_\_ €

**Charge for key number advertisement**

Germany € 12.00 | Abroad € 20.50

**Ad specials**

	<b>Gate Fold Maxi version (1)</b> Gate fold front and back, inside and outside + full page ad at the back cover	<b>€ 21,900.-</b>
	<b>Gate Fold Mini version (2)</b> Gate fold front, inside and outside	<b>€ 7,470.-</b>
	<b>French-Cover</b> The front cover can be unfolded to the left and right from the middle	<b>€ 20,200.-</b>
	<b>Gate-Cover</b> The advertisement pages are gatefolded once or twice from inside front cover	<b>€ 21,570.-</b>
	<b>Fold-in-flap</b> Gate fold with fold-in flap with or without perforation	<b>€ 14,600.-</b>
	<b>Banderole</b> Printable on both sides. The printed sleeves must be cut, folded and open on delivery.	<b>€ 6,880.-</b>
	<b>Post-It</b> Placement from page 5 The Post-It must be delivered ready printed and with adhesive edge.	<b>€ 3,210.-</b>

More details about our ad specials on [www.fleischwirtschaft.com/specialads](http://www.fleischwirtschaft.com/specialads)

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

**Packaging Special**



**Brief characteristics**

This Packaging Special offers the German meat industry an overview of all the packaging suppliers with products relevant to the meat production process. The supplement to FLEISCHWIRTSCHAFT 9/2018 reaches decision-makers and packaging experts in the meat trade also due to the additional distribution at FachPack.

**Print run** 7,500 copies

**Circulation** Insert in FLEISCHWIRTSCHAFT 9/2018, FachPack trade fair stand, digital publication on [fleischwirtschaft.de](http://fleischwirtschaft.de), homepage

**Format** (W x H) 148 x 210 mm (DIN A5), Type area (W x H) 130 x 185 mm

**Advertising possibilities**

**Special position inside front cover, inside back cover + back cover**  
(148 x 210 mm) **€ 1,630.-**

**1/1 p. advertisement** (148 x 210 mm) **€ 1,120.-**

**1/1 p. promotion** (130 x 185 mm) **€ 920.-**

**Package 1** **€ 1,010.-**  
1/2 p. advertisement landscape (148 x 103 mm) +  
1/2 p. promotion landscape (130 x 90 mm) or  
1/2 p. advertisement portrait (74 x 210 mm) +  
1/2 p. promotion portrait (65 x 185 mm)

**Package 2** **€ 1,930.-**  
1/1 p. advertisement (148 x 210 mm) +  
1/1 p. promotion (130 x 185 mm)

**Package 3** **€ 2,960.-**  
1/1 p. advertisement (148 x 210 mm) +  
1/1 p. promotion (130 x 185 mm) +  
200 offprints, (4-pages).

**Dates**

**Ordering deadline:** 31.07.18 | **Publication date:** 14.09.18

More details on [www.fleischwirtschaft.com/mediakit](http://www.fleischwirtschaft.com/mediakit)