



1/1 page
W x H
Type area 189 x 275 mm
Bleed 210 x 297 mm*
€ 6,700.-



1/2 page diagonal
W x H
1/2 S, diagonal
Bleed 210 x 297 mm*
(Diagonale)
€ 3,570.-




Juniorpage
W x H
Type area 141 x 200 mm
Bleed 150 x 214 mm*
€ 3,840.-



1/2 page landscape
W x H
Type area 189 x 135 mm
Bleed 210 x 149 mm*
€ 3,500.-



1/2 page portrait
W x H
Type area 93 x 275 mm
Bleed 102 x 297 mm*
€ 3,570.-



1/3 page portrait
W x H
Type area 61 x 275 mm
Bleed 70 x 297 mm*
€ 2,365.-



1/3 page landscape
W x H
Type area 189 x 90 mm
Bleed 210 x 104 mm*
€ 2,259.-



1/4 page landscape
W x H
Type area 189 x 67 mm
Bleed 210 x 81 mm*
€ 1,770.-



1/4 page corner
W x H
Type area 93 x 135 mm
Bleed 102 x 149 mm*
€ 1,770.-



1/4 page portrait
W x H
Type area 45 x 275 mm
Bleed 54 x 297 mm*
€ 1,785.-



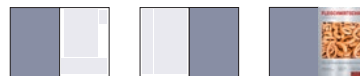
1/8 page landscape
W x H
Type area 189 x 33 mm
Bleed 210 x 47 mm*
€ 859.-



1/8 page corner
W x H
Type area 93 x 67 mm
€ 875.-

Special placements

Special position inside front cover, inside back cover + back cover **€ 6,800.-**
W x H Type area 189 x 275 mm
Bleed 210 x 297 mm*



Preferred position on page 5 (content) **€ 1,150.-**
Type area only
W x H Type area 56 x 124 mm



Preferred position on the editorial page 3 **€ 1,930.-**
1/4 page landscape
W x H Type area 189 x 67 mm
Bleed 210 x 81 mm*



1/3 page landscape **€ 2,515.-**
W x H Type area 189 x 90 mm
Bleed 210 x 104 mm*

Additional charge (can be discounted)

Binding position specifications: +20 %

Discounts Available for bookings within one year

Frequency discount		Volume discount	
3 advertisements	5 %	1 page (1,000 mm)	10 %
6 advertisements	10 %	3 pages (3,000 mm)	15 %
9 advertisements	15 %	6 pages (6,000 mm)	20 %
12 advertisements	20 %	12 pages (12,000 mm)	25 %

No discounts on extra technical costs.

* 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.

Variable formats

Island position ad
single column, per mm **€ 14.15**

Millimeter rate for non-standard formats
single column, per mm **€ 6.60**

Inserts (no discount)

loose, maximum format 205 mm x 290 mm, long side closed,
no gatefold, no leporello

Samples must be submitted in advance, inserts have to be checked for their technical usability by our production department prior to order confirmation.

up to 20 g per thsd. € 299.-

up to 25 g per thsd. € 309.-

each 5 g € 10.- more per thsd.

Additional postage for sending objects 3 mm height and more.

Partial insert and adhesive advertisements only 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 ... /2020“

Digital inserts

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

Prices on request.

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

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
one sheet untrimmed	two sheets untrimmed	three sheets untrimmed
217 mm x 305 mm	434 mm x 305 mm	615 mm x 305 mm
€ 5,185.-	€ 10,350.-	€ 15,375.-

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

6.000 copies (including allowance)

Trim specifications

The trim specifications can be found on 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 200 g/m², minimal 115 g/m².

Combination offers

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

Print suppliers guide

Choose from over 120 categories from A to Z.
 Annual (12 issues) or until further notice (at least 12 issues). Booking is possible at any time. The first entry will additionally be published free of charge in the online suppliers guide on www.fleischwirtschaft.de



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

Vacancies (no discount)

Price per mm and column

Colour	Situations vacant	Situations wanted
single coloured	€ 4.55	€ 2.70
multicoloured	€ 5.25	-

 Including four weeks appearance on 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	€ 3.75
multicoloured	€ 4.30

Calculation of the advertisement rate
 __ mm height x __ columns x __ €/mm = __ €

Charge for key number advertisement

Germany € 12.00 | Abroad € 20.50

Ad specials



Gate Fold Maxi version (1) € 22,560.-

Gate fold front and back, inside and outside + full page ad at the back cover

Front flap outside	105 x 237.5 mm*
Front flap inside	105 x 297 mm*
Back flap outside	105 x 297 mm*
Back flap inside	105 x 297 mm*
1/1 page	210 x 297 mm*

Gate Fold Mini version (2) € 7,695.-

Gate fold front, inside and outside

Front flap inside	105 x 297 mm*
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*Bleed 4 mm on all outer edges, front and back

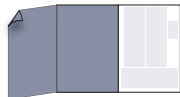


French-Cover € 20,810.-

The front cover can be unfolded to the left and right from the middle

1/1 page	208 x 297 mm
2/3 page	150 x 297 mm
1/2 page	105 x 297 mm
Insgesamt	463* x 297** mm

Bleed 4 mm: * right, or left; ** top, bottom



Gate-Cover € 22,220.-

The advertisement pages are gatefolded once or twice from inside front cover

Outside foldable	195 x 297 mm*
Inside foldable	403 x 297 mm**

Bleed 4 mm: * right, or left; ** top, bottom



Fold-in-flap € 15,000.-

Gate fold with fold-in flap with or without perforation

Front flap	105 x 237.5 mm*
	95 x 237.5 mm**
Back flap	200 x 297 mm***

Bleed 4 mm: * bottom; ** bottom, right; *** left, top, bottom and 6 mm right



Banderole € 7,085.-

Printable on both sides.

The printed sleeves must be cut, folded and open on delivery.

Format open 480 x 105 mm*

Printing 4/4 color, Euroscala, paper 150 g/m², woodfree, glossy white, picture printing, Processing cutting, parallel folding



Post-It € 3,310.-

Placement from page 5

The Post-It must be delivered ready printed and with adhesive edge max. 100 x 100 mm

Company portrait

Ad special inside the magazine

We offer you the exclusive opportunity of presenting your company in a portrait. Present yourself as a valuable partner to the readers of FLEISCHWIRTSCHAFT and FLEISCHWIRTSCHAFT international. You supply us with the desired content, we take care of the rest for you.

Information

Minimum format	Full page
Type area	(W x H) 189 x 275 mm
Positioning	People, Companies, Dates
Price per portrait	€ 3,900

More details on www.fleischwirtschaft.com/mediakit

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 69 7595 1853

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

Magazine format

W x H 210 mm x 297 mm,

Type area: W x H 189 mm x 275 mm

Columns: 4 columns, width 45 mm

1 column	45 mm	3 columns	141 mm
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2 columns	93 mm	4 columns	189 mm
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Printing and binding method

Cover: Sheet offset printing profile ISO Coated V2

Content: Web offset with drying (heat set), gummied binding

Paper grade

Cover: 250g/m², woodfree, white, glossy art printing

Content: 70g/m², LWC, white, matte

Data formats

Cover: Digital data in PDF/X-3 format, in profile ISO Coated v2

Content: Digital data in PDF/X-3 format, in profile PSO LWC Improved

Tone value increases

40 % field: 19 % (Tolerance \pm 4 %)

80 % field: 13 % (Tolerance \pm 3 %)

Minor tone value increases are attributable to the tolerance range of the web offset printing.

Data transmission

via FTP, E-Mail or CD-ROM

Colours according to the Euroscale

Colour sequence: Black, cyan, magenta, yellow

Further technical information

www.fleischwirtschaft.de/guidelines

Proof

Colour-consistent digital/reference proof (paper simulation: FLEISCHWIRTSCHAFT 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.