




Circulation

circulation audited by IVW 

Analysis of circulation

Copies per issue on an annual average

(July 1, 2016 – June 30, 2017)

Print run	6,500
Effective circulation	6,221
of which of other countries	1,109
Net sale	1,143
Copies to subscribers	1,063
of which of other countries	224
Other sales	82
Free copies	5,077
Remaining, archive, voucher copies	280

FLEISCHWIRTSCHAFT

Brief characteristics

FLEISCHWIRTSCHAFT is the German-language monthly magazine for the entire meat industry. Professional information – from production, via processing, right through to meat marketing – the complete process chain in a single magazine. Through collaboration with German and international experts, FLEISCHWIRTSCHAFT achieves the highest level of expertise and respect throughout the world. The science pages serve as a platform for exchanges between research and practical operations. See the most important information and backgrounds at a glance.

Target group

Meat product industry, abattoirs and the meat processing industry, supplier companies, the import-export trade, butchers' shops, the food retail trade and its meat-producing plants, cold stores, institutes, colleges, guilds and associations.

Publication frequency

monthly

Editorial board

Editor in chief

Renate Kühlcke and Gerd Abeln

Volume and year

98/2018

Subscription price

€ 39.00 per issue

Association

Bundesverband der Deutschen Fleischwarenindustrie e.V.

Benefits of FLEISCHWIRTSCHAFT

Coverage:

High distribution in the industry, especially the processing industry. (IVW July 2017)

Attention:

Thanks to the high readership loyalty, on average 34 minutes reading time per reader and approx. 6 readers per issue

Advertising-relevant target group:

Our readers are the decision-makers and leaders of the meat and meat processing industry

Positive image transfer:

The high-quality environment and reputable title profile strengthens your advertisement

Media mix:

Possible digital extension of your campaign on fleischwirtschaft.de

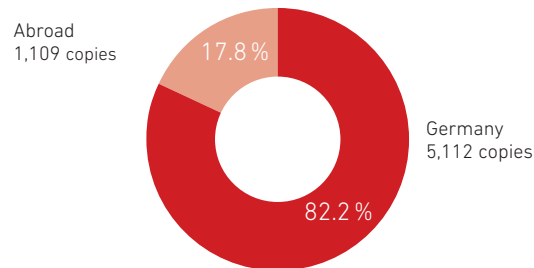
Share of effective circulation

Receivers	%	Copies	Germany	Abroad
Agricultural production	4.2	259	248	11
Slaughtering and meat processing	61.3	3,815	3,018	797
Food industry	4.5	279	272	7
Slaughter Houses	15.0	934	759	175
Meat products industry	41.8	2,602	1,987	615
Import/export, wholesale trade with meat and meat products	11.4	712	525	187
Food wholesale and wholesale markets	5.3	329	308	21
Food retail; Head office level and branches	4.0	246	221	34
Butcher's shops	6.7	415	392	23
Cold stores, freezing plants	1.9	121	115	6
Veterinarians	2.1	128	117	11
Institutes, schools, guilds, associations, business etc.	3.2	196	177	19
Effective circulation	100.0	6,221	5,112	1,109

Sources: Evaluation of the FLEISCHWIRTSCHAFT recipient file, August 2017

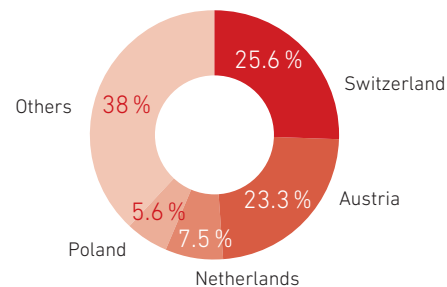
Economic area

Effective circulation: 6,221 copies.



Distribution abroad

Effective circulation: 1,109 copies.



Issue	OD	PM	PD	Topics in Focus, Trade Fair Specials	Fairs and Exhibitions	Newsletter Specials
1 January	13.12.17	19.12.17	17.01.18	<ul style="list-style-type: none"> ■ Anuga FoodTec: Outlook, Fair-news ■ Pickling, Tumbling, Ham Production ■ Materials Management, Weighing and IT-Systems (Traceability), Industry 4.0 	<p>International Green Week, Berlin, Germany, 19.01. - 28.01.18</p> <p>Frische Forum Fleisch, Berlin, Germany, 19.01.18</p>	
2 February	12.01.18	18.01.18	13.02.18	<ul style="list-style-type: none"> ■ Anuga FoodTec Preview ■ Planning, Building, Fitting Out of Plants ■ Preservation of Meat and Meat Products 	<p>IPPE, AMI's International Meat Expo, Georgia, Atlanta, USA, 30.01. - 01.02.18</p> <p>EUROCARNE, Verona, Italy, 31.01. - 03.02.18</p>	
3 March	08.02.18	14.02.18	12.03.18	<ul style="list-style-type: none"> ■ Anuga FoodTec Main Issue ■ Seasonings, Additives, Ingredients ■ Service Providers of the Industry (Banks, Insurances, Consultants, etc.) 	<p>Prodexpo, Moscow, Russia, 05.02 - 09.02.18</p> <p>BioFach, Nuremberg, Germany, 14.02. - 17.02.18</p>	Anuga FoodTec PD 12.03.18 OD 05.03.18
4 April	19.03.18	23.03.18	20.04.18	<ul style="list-style-type: none"> ■ Meat from Europe and the World ■ Quality Management and Assurance, Foreign Object Detection ■ Anuga FoodTec Review 	<p>Gulfood, Dubai, UAE, 18.02. - 22.02.18</p> <p>FOTEG, Istanbul, Turkey, 07.03. - 10.03.18</p> <p>LogiMAT, Stuttgart, Germany, 13.03. - 15.03.18</p>	
5 May	12.04.18	18.04.18	16.05.18	<ul style="list-style-type: none"> ■ Production of Raw Sausage and Raw Ham ■ Sustainability: Environment, Disposal, Wastewater Treatment, Energy Efficiency, Processing of Left Over Parts ■ Laboratory and Measuring Technology, Analysis Systems 	<p>Cfia, Rennes, France, 13.03. - 15.03.18</p> <p>Anuga FoodTec, Cologne, Germany, 20.03. - 23.03.18</p> <p>Foodex, Birmingham, UK, 16.04. - 18.04.18</p> <p>Hannover Messe, Germany, 23.04. - 27.04.18</p>	
6 June	11.05.18	17.05.18	14.06.18	<ul style="list-style-type: none"> ■ Filling, Portioning, Clipping ■ Production and Packaging of Convenience Food ■ Hygiene and Disinfection, Cleanroom Technology 	<p>Seafood Expo, Brussels, Belgium, 24.04. - 26.04.18</p> <p>Meat Vision Day, Frankfurt, Germany, 16.05.18</p>	
7 July	12.06.18	18.06.18	12.07.18	<ul style="list-style-type: none"> ■ Production of Cooked Sausage and Sausage made from Cooked Meat ■ Cutting Technology (Dicer, Strip Cutter, Slicer) ■ Logistics: Storage, Transport (Fleet), Cooling (Refrigerated Vehicles) 	<p>IPAK-IMA/MEAT-TECH, Milan, Italy, 29.05. - 01.06.18</p> <p>Forum der Fleischwirtschaft, Osnabruck, Germany, 06.06. - 07.06.18</p>	

Issue	OD	PM	PD	Topics in Focus, Trade Fair Specials	Fairs and Exhibitions	Newsletter Specials
8 August	17.07.18	23.07.18	16.08.18	<ul style="list-style-type: none"> Production of Vegetarian Products Safety, Maintenance, Working and Occupational Clothing Extracting, Processing, Packaging of Poultry Meat 	Snack Kongress , Wiesbaden, Germany, 04.09. - 05. 09.18 FachPack , Nuremberg, Germany, 25.09. - 27.09.18	
Packaging special	31.07.18	06.08.18	03.09.18	<ul style="list-style-type: none"> Machinery and Packaging Material for Processing, Packaging, Transporting and Storing of Meat and Sausage Products Useful Information for Planning the Interpack Visit - look up to page 21 	POLAGRA-TECH , Posen, Poland, 30.09. - 03.10.18 Meat Industry/AgroProdMash , Moscow, Russia, 08.10. - 12.10.18	
9 September	15.08.18	21.08.18	14.09.18	<ul style="list-style-type: none"> FachPack Main Issue Smoking, Air-Conditioning and Ripening Technology, Liquid Smoke Meat Gaining: Slaughtering, Cutting Up and Processing of Boar Meat 	Pack-Expo International , Chicago, USA, 14.10. - 17.10.18 SÜFFA , Stuttgart, Germany, 20.10. - 22.10.18	FachPack PD 17.09.18 OD 10.09.18
10 October	11.09.18	17.09.18	12.10.18	<ul style="list-style-type: none"> SÜFFA Main Issue Casings Sorting and Transport Technology Halal Production 	SIAL , Paris, France, 21.10. - 25.10.18 Gulfood Manufacturing , Dubai, UAE, 30.10. - 01.11.18	SÜFFA PD 15.10.18 OD 08.10.18
11 * November	15.10.18	19.10.18	14.11.18	<ul style="list-style-type: none"> Slicing, Packaging (Machinery and Materials), Labelling Top Companies in the German Industry TOPSELLER - Products, Solutions, Ideas - look up to page 24 	FoodTech , Herning, Denmark, 13.11. - 15.11.18 Deutscher Fleisch Kongress , Wiesbaden, Germany, 20.11. - 21.11.18	
12 December	14.11.18	20.11.18	14.12.18	<ul style="list-style-type: none"> Cooling and Freezing Technology, Ice Production Mincing, Blending, Mixing Process Control, Automation, Robot Technology 		

*** Our additional ad perception survey:**

Once a year we test the perception of your advertisement in the FLEISCHWIRTSCHAFT Copy Test. Minimum format 1/2 page. The number of participants is limited. Book your additional ad in FLEISCHWIRTSCHAFT issue 11/2018 and benefit of our ad-performance-testing. Go to www.fleischwirtschaft.com/copytest or ask your sales contact for further information.

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

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

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

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/m², minimal 115 g/m².

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

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

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



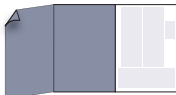



Colour	Classified Ads
single coloured	€ 3.65
multicoloured	€ 4.19

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

Charge for key number advertisement

Germany € 12.00 | Abroad € 20.50

Ad specials

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

More details about our ad specials on 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, 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.-	Package 2 1/1 p. advertisement (148 x 210 mm) + 1/1 p. promotion (130 x 185 mm)	€ 1,930.-
1/1 p. advertisement (148 x 210 mm)	€ 1,120.-	Package 3 1/1 p. advertisement (148 x 210 mm) + 1/1 p. promotion (130 x 185 mm) + 200 offprints, (4-pages).	€ 2,960.-
1/1 p. promotion (130 x 185 mm)	€ 920.-		
Package 1 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)	€ 1,010.-		

Dates

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

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:

Tanja Krause, Ad disposition,
tanja.krause@dfv.de, Tel. +49 (0)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
2 columns 93 mm 4 columns 189 mm

Printing and binding method

Cover: Sheet offset printing profile ISO Coated V2
Content: Web offset with drying (heat set), gummed binding

Paper grade

Cover: 250g/m², woodfree, white, glossy art printing
Content: 70g/m², LWC, white, matte

Tone value increases

40 % field: 19 % (Tolerance ± 4 %)
80 % field: 13 % (Tolerance ± 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

Data formats

Please use digital data PDF/X-3, profile PSO LWC Improved.
Please avoid open data. All the fonts used are to be embedded.
Half-tone images require a resolution of 250 dpi.

Colours according to the Euroscale

Colour sequence: Black, cyan, magenta, yellow

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.