



100
years
FLEISCHWIRTSCHAFT

Circulation

IVW figures Copies per issue
on an annual average
(July 1, 2019 – June 30, 2020)

Print run	5,500
Effective circulation	5,051
of which of other countries	492
Net sale	990
Copies to subscribers	885
of which of other countries	170
Other sales	105
Free copies	4,061
Remaining, archive, voucher copies	449

Circulation audited by IVW
(German Audit Bureau of
Circulation)



FLEISCHWIRTSCHAFT

Brief characteristics

FLEISCHWIRTSCHAFT is the German 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 research & development pages serve as a platform for exchanges between research and practical operations.

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

100/2020

Association

Bundesverband der Deutschen Fleischwarenindustrie e.V.

Benefits of FLEISCHWIRTSCHAFT

Coverage:

High distribution in the industry, especially the processing industry. (IVW, August 2020)

Aufmerksamkeit:

Attention:

Thanks to the high readership loyalty, on average **39 minutes** reading time per reader and about **5 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:

Digital extension of your campaign at fleischwirtschaft.de, the online portal with the highest reach in the meat industry (acc. to IVW, August 2020)

fleischwirtschaft.de + com

Ø per month, according to IVW
(July 1, 2019 – June 30, 2020)

Page Impressions **235,965** **+35%**

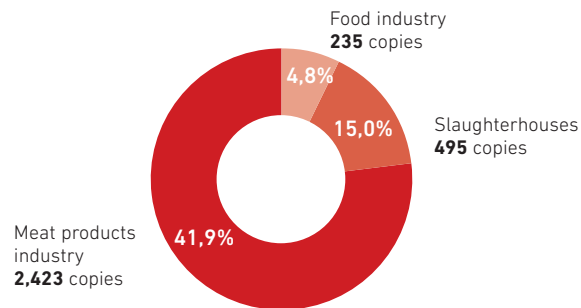
Visits **142,073** **+73%**

Share of effective circulation

Receivers	%	Copies	Germany	Abroad
Agricultural production	4.4	223	216	7
Slaughtering and meat processing	62.4	3,153	2,844	309
Import/export, wholesale trade with meat and meat products	11.0	554	447	107
Food wholesale and wholesale markets	4.1	208	195	13
Food retail; Head office level and branches	4.4	220	199	21
Butcher's shops	6.7	336	322	14
Cold stores	2.2	112	108	4
Veterinarians	2.1	108	101	7
Institutes, schools, guilds, associations, etc.	2.7	137	127	10
Effective circulation	100.0	5,051	4,559	492

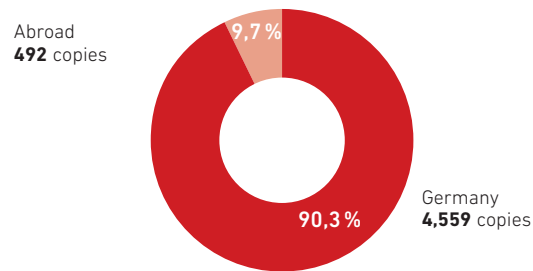
Slaughtering and meat processing

62.4% of effective circulation 5,051



Copies in Germany and abroad

Total effective circulation: 5,021 Exemplare, thereof



No.	OD	PM	PD	Topics in Focus	Newsletter/Specials	Fairs, Exhibitions, Events
1 January	08.12.20	15.12.20	22.01.21	<ul style="list-style-type: none"> Planning, Building, Fitting out of plants Manufacture and packaging of convenience products: patties, pizza, menus, etc. Industrial service providers: banks, insurance companies, consultants, laboratories / laboratory analyzes etc. 	Podcast	International Green Week Digital , 20.-21.01.21 IPPE, AMI's International Meat Expo , Atlanta, Georgia, USA, 25.-29.01.21 (virtual)
2 February	18.01.21	25.01.21	17.02.21	<ul style="list-style-type: none"> Packaging of meat, sausage, poultry Spices, additives, ingredients Laboratory and measurement technology, laboratory equipment, analysis systems 	Podcast Newsletter Packaging Trends OD 11.02.21 DD 18.02.21	Eurocarne , Verona, Italy, January 2021 BIOFACH eSPECIAL , 17.-19.02.21
3 March	12.02.21	19.02.21	16.03.21	<ul style="list-style-type: none"> Special: Future of Technology Sustainability: environment, waste disposal, waste water, energy efficiency, recycling, Clean meat / laboratory meat 	Podcast Newsletter Future of Technology 1. OD 04.03.21 DD 11.03.21 2. OD 11.03.21 DD 18.03.21	Foodex , Birmingham, GB, 12.-14.04.21 Prodexpo , Moscow, Russia, 12.-16.04.21 Meat Tech , Milano, Italy, 17.-20.05.21
4 April	12.03.21	19.03.21	15.04.21	<ul style="list-style-type: none"> Curing, tumbling, ham production Logistics: storage, transportation (fleet), cooling (refrigerated vehicles) Packaging technology 	Podcast NEW MEAT Magazine OD 01.03.21	Fooma , Aichi, Japan, 01.-04.06.21 Cfia , Rennes, France, 08.-10.06.21
5 May	12.04.21	19.04.21	12.05.21	<ul style="list-style-type: none"> Filling, Portioning, Clipping Trend products: superfood, ethnic food, street food, e.g. Pulled meat; Clean label Safety, maintenance, work and protective clothing 	Podcast Match schedule European Football Championship OD 06.04.21 See page 32	LogiMAT , Stuttgart, Germany, 22.-24.06.21 World Meat Congress , Cancun, Mexico, 23.-25.06.21
6 June	12.05.21	19.05.21	16.06.21	<ul style="list-style-type: none"> Sorting and conveyor technology incl. Preview LogiMat Hygiene and disinfection, clean room technology, air management, food safety Cutting technology (cubes, strips, slices) 	Podcast	European Football Championship , 11.06.-11.07.21 Hannover Messe , Germany, 12.07.-16.07.21
100 years FLEISCHWIRTSCHAFT 7 July	15.06.21	22.06.21	15.07.21	<p>Jubilee issue with increased circulation: 10,000 copies</p> <ul style="list-style-type: none"> Working 4.0" (Management topic; Processes during and after COVID, Software for Processes, Business Organisation) Material Management, Weighing and IT Systems, Traceability, Industry 4.0, Digital Solutions Red and White Meat from world markets; Halal Production 	Podcast Market Analysis 2021: Markets, Facts, Figures! OD 10.06.21 Info see page 30	

Editorial deadline 2 weeks before ordering deadline. Changes reserved. For details see www.fleischwirtschaft.com/mediakit

OD = Ordering Deadline | PM = Printing Material | PD = Publication Date | DD = Dispatch Date

No.	OD	PM	PD	Topics in Focus	Newsletter/Specials	Fairs, Exhibitions, Events
8 August	20.07.21	27.07.21	19.08.21	<ul style="list-style-type: none"> ▪ SÜFFA Main Issue ▪ Production of Cooked Sausage and Sausage made from Cooked Meat ▪ Quality Management a. Assurance, Foreign Object detection ▪ Extraction, Processing, Packaging of Poultry Meat 	Podcast Newsletter SÜFFA 1 OD 02.09.21 DD 09.09.21 Newsletter SÜFFA 2 OD 09.09.21 DD 16.09.21	food service day@snack , Mainz, Germany, 07.-08.09.21 Forum der Fleischwirtschaft , Quakenbruck, Germany, 22.-23.09.21
9 September	17.08.21	24.08.21	16.09.21	<ul style="list-style-type: none"> ▪ Fachpack and Anuga Main Issue ▪ Smoking, Air Conditioning and Ripening Technology, Liquid Smoke ▪ Slaughtering, Cutting Up and Processing of Boar Meat 	Podcast Packaging Special OD 13.08.21 See page 30 Newsletter Fachpack OD 16.09.21 DD 23.09.21 Newsletter anuga 1 OD 20.09.21 DD 27.09.21 Newsletter anuga 2 OD 27.09.21 DD 04.10.21	Fachpack , Nuremberg, Germany, 28.-30.09.21 POLAGRA-Tech , Posen, Poland, September 2021 Meat Industry/Agroprod mash , Moscow, Russia, 04.-08.10.21 Seafood Expo Global , Barcelona, Spain, 07.-09.09.21 SÜFFA , Stuttgart, Germany, 06.-08.11.21
10 October 	15.09.21	22.09.21	15.10.21	<ul style="list-style-type: none"> ▪ Casings ▪ Process Systems für Convenience Food ▪ Production of Vegetarian and Vegan Products, Alternative Proteins in the Production Process (Mushrooms, Lupins, etc.) 	Podcast Sausage Report OD 13.09.21 See page 31	Gulfood Manufacturing , Dubai, UAE, 07.-09.11.21 anuga , Cologne, Germany, 09.-13.10.21
11 November	12.10.21	19.10.21	11.11.21	<ul style="list-style-type: none"> ▪ Production of Raw Sausage and Raw Ham ▪ Slicing, Packaging (Machinery, Materials and Sustainable Packaging), Labelling, Technical Gases ▪ Cooling and Freezing Technology, Ice Production 	Podcast Calendar 2022 OD 10.09.21 See page 32	Deutscher Fleisch Kongress/ Förderpreis der Fleischwirtschaft , Mainz, Germany, 16.-17.11.21
12 December	15.11.21	22.11.21	15.12.21	<ul style="list-style-type: none"> ▪ Mincing, Blending, Mixing ▪ Process Control, Automation, Robot Technology ▪ Top Companies in the Industry ▪ Outlook IFFA 	Podcast Career Magazine OD 19.10.21 PD 15.12.21 Info see page 31 Top 100 Poster 2021 OD 10.09.21 See page 32	Cleanzone , Frankfurt, Germany, 24.-25.11.21



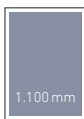
Additional service: Ad perception survey Test the performance of your ad and get individual results. Minimum format 1/2 page.

The number of participants is limited. Book your additional ad in **FLEISCHWIRTSCHAFT issue 10/21** and benefit from our ad-performance-testing. For further information, please ask your sales contact (see page 44).



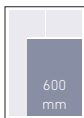
Panorama (2x 1/1 page)

W x H
Bleed 2x 210 x 297 mm*
€ 13,000.-



1/1 page

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



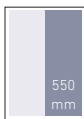
Juniorpage

W x H
Type area 141 x 200 mm
Bleed 150 x 214 mm*
€ 3,875.-



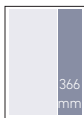
1/2 page landscape

W x H
Type area 189 x 135 mm
Bleed 210 x 149 mm*
€ 3,540.-



1/2 page portrait

W x H
Type area 93 x 275 mm
Bleed 102 x 297 mm*
€ 3,600.-



1/3 page portrait

W x H
Type area 61 x 275 mm
Bleed 70 x 297 mm*
€ 2,380.-



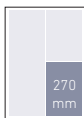
1/3 page landscape

W x H
Type area 189 x 90 mm
Bleed 210 x 104 mm*
€ 2,270.-



1/4 page landscape

W x H
Type area 189 x 67 mm
Bleed 210 x 81 mm*
€ 1,785.-



1/4 page corner

W x H
Type area 93 x 135 mm
€ 1,785.-



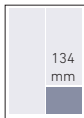
1/4 page portrait

W x H
Type area 45 x 275 mm
Bleed 54 x 297 mm*
€ 1,800.-



1/8 page landscape

W x H
Type area 189 x 33 mm
Bleed 210 x 47 mm*
€ 869.-



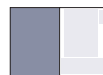
1/8 page corner

W x H
Type area 93 x 67 mm
€ 885.-

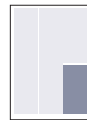
Special placements

Special position inside front cover, inside back cover + back cover

W x H Type area 189 x 275 mm
Bleed 210 x 297 mm*



€ 6,800.-



Preferred position on page 5 (content)

Type area only
W x H Type area 56 x 124 mm

€ 1,150.-



Preferred position on the editorial page 3

1/4 page landscape
W x H Type area 189 x 67 mm
Bleed 210 x 81 mm*

€ 1,940.-

1/3 page landscape
W x H Type area 189 x 90 mm
Bleed 210 x 104 mm*

€ 2,525.-

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.



Combination offers

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

*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**

Additional charge (can be discounted)

Binding position specifications: +20 %

Inserts

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. € 306.-
up to 25 g per thsd. € 316.-
each 5 g € 10.- more per thsd.
no discount

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 ... /2021“

Digital inserts

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

Prices on request.

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
one sheet untrimmed	two sheets untrimmed
217 mm x 305 mm	434 mm x 305 mm
€ 5,315.-	€ 10,600.-

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.

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

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

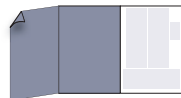
Front flap inside	105 x 297 mm*
*Bleed 4 mm on all outer edges, front and back	



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	(WxH) 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

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), gummed binding

Paper grade

Cover: 150/m², woodfree, white, glossy art printing

Content: 60/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.com/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.