




### 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

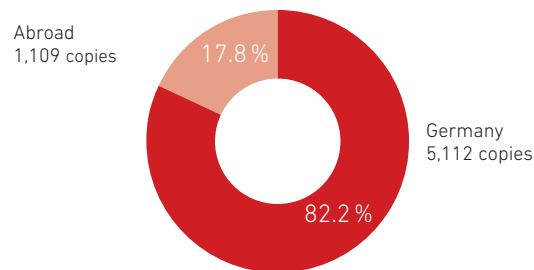
### Share of effective circulation

Receivers	%	Copies	Germany	Abroad
Agricultural production	4.2	259	248	11
<b>Slaughtering and meat processing</b>	<b>61.3</b>	<b>3,815</b>	<b>3,018</b>	<b>797</b>
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
<b>Effective circulation</b>	<b>100.0</b>	<b>6,221</b>	<b>5,112</b>	<b>1,109</b>

Sources: Evaluation of the FLEISCHWIRTSCHAFT recipient file, August 2017

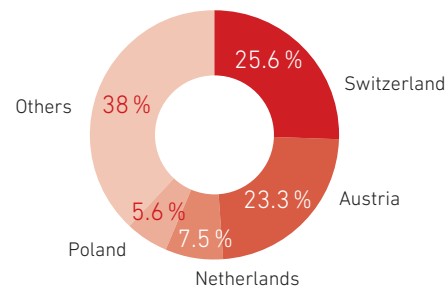
### Economic area

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

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

**\* 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](http://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		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.

**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



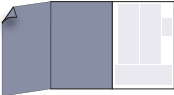



Colour	Classified Ads
single coloured	€ 3.65
multicoloured	€ 4.19

**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**

<b>Special position inside front cover, inside back cover + back cover</b> (148 x 210 mm)	<b>€ 1,630.-</b>	<b>Package 2</b> 1/1 p. advertisement (148 x 210 mm) + 1/1 p. promotion (130 x 185 mm)	<b>€ 1,930.-</b>
<b>1/1 p. advertisement</b> (148 x 210 mm)	<b>€ 1,120.-</b>	<b>Package 3</b> 1/1 p. advertisement (148 x 210 mm) + 1/1 p. promotion (130 x 185 mm) + 200 offprints, (4-pages).	<b>€ 2,960.-</b>
<b>1/1 p. promotion</b> (130 x 185 mm)	<b>€ 920.-</b>		
<b>Package 1</b> 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)	<b>€ 1,010.-</b>		

**Dates**

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

More details on [www.fleischwirtschaft.com/mediakit](http://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
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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: 250g/m<sup>2</sup>, woodfree, white, glossy art printing

Content: 70g/m<sup>2</sup>, LWC, white, matte

**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

**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.