




Circulation

circulation audited by IVW 

Analysis of circulation

Copies per issue on an annual average
(July 1, 2017 – June 30, 2018)

Print run*	6,500
Effective circulation	6,189
of which of other countries	992
Net sale	1,085
Copies to subscribers	1,008
of which of other countries	210
Other sales	78
Free copies	5,104
Remaining, archive, voucher copies	281

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 science 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

99/2019

Subscription price

€ 41.00 per issue, including distribution charge and statutory value added tax (VAT). Prices outside Germany on request:
readerservice@fleischwirtschaft.de

Association

Bundesverband der Deutschen Fleischwarenindustrie e.V.

Benefits of FLEISCHWIRTSCHAFT

Coverage:

High distribution in the industry, especially the processing industry. (IVW July 2018)

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:

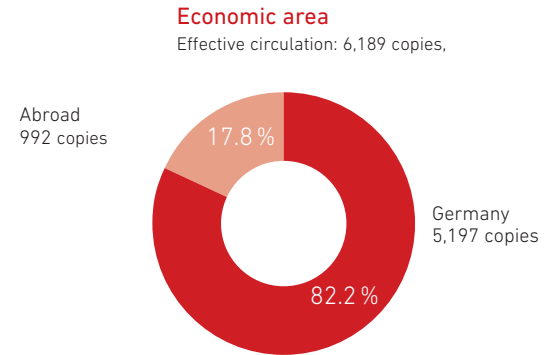
Possible digital extension of your campaign on fleischwirtschaft.de

* Please note the new print run of 6,000 from January 1, 2019

Share of effective circulation

Receivers	%	Copies	Germany	Abroad
Agricultural production	4.2	257	248	9
Slaughtering and meat processing	61.0	3,774	3,043	731
Food industry	4.8	284	279	5
Slaughterhouses	15.0	921	765	156
Meat products industry	41.9	2,569	1,999	570
Import/export, wholesale trade with meat and meat products	11.1	689	529	160
Food wholesale and wholesale markets	5.4	332	315	17
Food retail; Head office level and branches	4.1	256	229	27
Butcher's shops	6.9	426	405	21
Cold stores	2.0	124	119	5
Veterinarians	2.1	130	121	9
Institutes, schools, guilds, associations, etc.	3.2	200	187	13
Effective circulation	100.0	6,189	5,196	992

Sources: Evaluation of the FLEISCHWIRTSCHAFT recipient file, August 2018



Issue	OD	PM	PD	Topics in Focus, Trade Fair Specials	Newsletter Specials	Fairs and Exhibitions
1 January	10.12.18	17.12.18	16.01.19	<ul style="list-style-type: none"> Pickling, Tumbling, Ham Production Hygiene and Disinfection, Clean Room Technology, Ventilation 		<p>International Green Week, Berlin, Germany, 19.01. - 28.01.18</p> <p>Frische Forum Fleisch, Berlin, Germany, 19.01.18</p>
2 February	14.01.19	21.01.19	13.02.19	<ul style="list-style-type: none"> IFFA: Outlook, Fair News Planning, Building, Fitting Out of Plants Production and Packaging of Convenience Food: Patties, Pizza, Set Meal etc. 		<p>IPPE, AMI's International Meat Expo, Georgia, Atlanta, USA, 12. - 14.02.19</p> <p>Prodexpo, Moscow, Russia, 11.- 15.02.19</p>
3 March	18.02.19	25.02.19	20.03.19	<ul style="list-style-type: none"> IFFA Preview Production of Vegetarian Products, Alternative Proteins in the production process (Mushrooms, Lupine, etc.) Service Providers of the Industry (Banks, Insurances, Consultants, etc.) 	<p>IFFA I PD 23.04.19 (Tue) OD 16.04.19</p>	<p>Biofach, Nuremberg, Germany, 13. - 16. 02.19</p> <p>Gulfood, Dubai, UAE, 17. - 21.02.19</p> <p>FOTEG, Istanbul, Turkey, 07. - 10.03.19</p>
4 April	25.03.19	01.04.19	26.04.19	<ul style="list-style-type: none"> IFFA Main Issue Meat from Europe and the World Halal Production Quality Management and Assurance, Foreign Object Detection 	<p>IFFA II PD 29.04.19 (Mon) OD 23.04.19</p>	<p>LogiMAT, Stuttgart, Germany, 19. - 21.03.19</p> <p>Cfia, Rennes, France, 12. - 14.03.19</p>
5 May	17.04.19	24.04.19	22.05.19	<ul style="list-style-type: none"> Production of Raw Sausage and Raw Ham Sustainability: Environment, Disposal, Waste-water Treatment, Energy Efficiency, Processing of Left Over Parts Laboratory and Measuring Technology, Analysis Systems 	<p>IFFA III PD 02.05.19 (Thu) OD 25.04.19</p>	<p>Hannover Messe, Germany, 01. - 05.04.19</p> <p>Seafood Expo, Brussels, Belgium, 07. - 09.05.19</p> <p>IFFA, Frankfurt, Germany, 04. - 09.05.19</p>
6 June	17.05.19	24.05.19	19.06.19	<ul style="list-style-type: none"> IFFA Review Filling, Portioning, Clipping Materials Management, Weighing and IT-Systems (Traceability), Industry 4.0 		<p>Meat Vision Gala and Förderpreis der Fleischwirtschaft, IFFA Frankfurt, Germany, 04.05.19</p>
7 July	14.06.19	21.06.19	17.07.19	<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>Russian-German Meat Dialogue, IFFA Frankfurt, Germany, 03. - 04.05.19</p> <p>POLAGRA-Food, Posen, Poland, 20. - 22.05.19</p> <p>FOOMA, Tokyo, Japan, 09. - 12.07.19</p>

Issue	OD	PM	PD	Topics in Focus, Trade Fair Specials	Newsletter Specials	Fairs and Exhibitions
8 August	15.07.19	22.07.19	14.08.19	<ul style="list-style-type: none"> Seasonings, Additives, Ingredients Safety, Maintenance, Working and Occupational Clothing Extracting, Processing, Packaging of Poultry Meat 		Snack' 19 , Wiesbaden, Germany, 27. - 28.08.19 TecnoCarne , Sao Paulo, Brazil, August 2019
Packaging Special	31.07.19	07.08.19	18.09.19	<ul style="list-style-type: none"> Machinery and Packaging Material for Processing, Packaging, Transporting and Storing of Meat and Sausage Products – see page 21 		Forum der Fleischwirtschaft , Quakenbrück, Germany, 04. - 05.09.19 PACK EXPO , Las Vegas, USA, 23. - 25.09.19
9 September	19.08.19	26.08.19	18.09.19	<ul style="list-style-type: none"> anuga und FachPack Issue Smoking, Air-Conditioning and Ripening Technology, Liquid Smoke Meat Gaining: Slaughtering, Cutting Up and Processing of Boar Meat 	FachPack PD 16.09.19 OD 09.09.19 anuga PD 30.09.19 OD 23.09.19	FachPack , Nuremberg, Germany, 24. - 26.09.19 anuga , Cologne, Germany, 05. - 09.10.19 Process Expo , Chicago, USA, 08. - 11.10.19
10 *	13.09.19	20.09.19	16.10.19	<ul style="list-style-type: none"> Country Report Denmark Casings Sorting and Transport Technology 		Meat Industry/AgroProdMash , Moscow, Russia, 07. - 11.10.19 Gulfood Manufacturing , Dubai, UAE, 29. - 31.10.19
11 November	14.10.19	21.10.19	13.11.19	<ul style="list-style-type: none"> Slicing, Packaging (Machinery and Materials), Labelling, Technical gases Processing Systems for Convenience Food TOPSELLER - Products, Solutions, Ideas – see page 24 		Deutscher Fleisch Kongress , Wiesbaden, Germany, 19. - 20.11.19
12 December	11.11.19	18.11.19	11.12.19	<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 10/2019 and benefit from our ad-performance-testing. Go to www.fleischwirtschaft.com/marketresearch or ask your sales contact for further information.

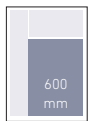
OD = Ordering Deadline
 PM = Printing Material
 PD = Publication Date



1/1 page
W x H
Type area 189 x 275 mm
Bleed 210 x 297 mm*
€ 6,650.-



1/2 page diagonal
W x H
1/2 S, diagonal
Bleed 210 x 297 mm*
(Diagonale)
€ 3,535.-



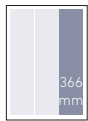
Juniorpage
W x H
Type area 141 x 200 mm
Bleed 150 x 214 mm*
€ 3,800.-



1/2 page landscape
W x H
Type area 189 x 135 mm
Bleed 210 x 149 mm*
€ 3,465.-



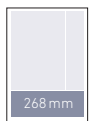
1/2 page portrait
W x H
Type area 93 x 275 mm
Bleed 102 x 297 mm*
€ 3,535.-



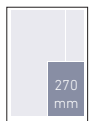
1/3 page portrait
W x H
Type area 61 x 275 mm
Bleed 70 x 297 mm*
€ 2,340.-



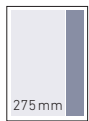
1/3 page landscape
W x H
Type area 189 x 90 mm
Bleed 210 x 104 mm*
€ 2,235.-



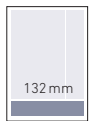
1/4 page landscape
W x H
Type area 189 x 67 mm
Bleed 210 x 81 mm*
€ 1,750.-



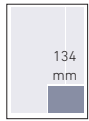
1/4 page corner
W x H
Type area 93 x 135 mm
Bleed 102 x 149 mm*
€ 1,750.-



1/4 page portrait
W x H
Type area 45 x 275 mm
Bleed 54 x 297 mm*
€ 1,765.-



1/8 page landscape
W x H
Type area 189 x 33 mm
Bleed 210 x 47 mm*
€ 849.-

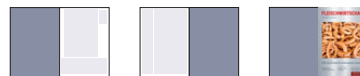


1/8 page corner
W x H
Type area 93 x 67 mm
€ 865.-

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*



€ 6,750.-



Preferred position on page 5 (content)

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

€ 1,135.-



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*

€ 1,910.-

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

€ 2,490.-

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 **€ 14.00**

Millimeter rate for non-standard formats
single column, per mm **€ 6.55**

Inserts (no discount)

loose, maximum format 205 mm x 290 mm, long side closed,
sample necessary in advance

up to 20 g per thsd. € 294.-

up to 25 g per thsd. € 304.-

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 ... /2019“

Digital inserts

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

For more details see page 40

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
€ 5,060.-	€ 10,100.-	€ 15,000.-

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

6.500 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	€ 4.51	€ 2.68
multicoloured	€ 5.17	-

✓ 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



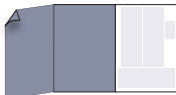



Colour	Classified Ads
single coloured	€ 3.70
multicoloured	€ 4.25

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

Charge for key number advertisement

Germany € 12.00 | Abroad € 20.50

Ad specials

	<p>Gate Fold Maxi version (1) € 22,230.- Gate fold front and back, inside and outside + full page ad at the back cover</p> <p>Gate Fold Mini version (2) € 7,585.- Gate fold front, inside and outside</p>
	<p>French-Cover € 20,500.- The front cover can be unfolded to the left and right from the middle</p>
	<p>Gate-Cover € 21,890.- The advertisement pages are gatefolded once or twice from inside front cover</p>
	<p>Fold-in-flap € 14,800.- Gate fold with fold-in flap with or without perforation</p>
	<p>Banderole € 6,980.- Printable on both sides. The printed sleeves must be cut, folded and open on delivery.</p>
	<p>Post-It € 3,260.- Placement from page 5 The Post-It must be delivered ready printed and with adhesive edge.</p>

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 9/2019 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 9/2019, FachPack trade fair stand, digital publication on fleischwirtschaft.de

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 € 1,670.-
(148 x 210 mm)

1/1 p. advertisement (148 x 210 mm) € 1,140.-

1/1 p. advertorial (130 x 185 mm) € 940.-

Package 1 € 1,030.-
1/2 p. advertisement landscape (148x103 mm) +
1/2 p. advertorial landscape (130 x 90 mm) or
1/2 p. advertisement portrait (74 x 210 mm) +
1/2 p. advertorial portrait (65 x 185 mm)

Dates

Ordering deadline: 31.07.19

Printing material: 07.08.19

Publication date: 18.09.19

More details on www.fleischwirtschaft.com/mediakit

Package 2 € 1,965.-

1/1 p. advertisement (148 x 210 mm) +
1/1 p. advertorial (130 x 185 mm)

Package 3 € 3,020.-

1/1 p. advertisement (148 x 210 mm) +
1/1 p. advertorial (130 x 185 mm) +
200 offprints, (4-pages)

Contacts

for advisory services and bookings: see contact partners on page 44

for data delivery, invoices and vouchers:

Tanja Jobst, Ad disposition,
tanja.jobst@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/m², woodfree, white, glossy art printing

Content: 70g/m², 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

Colours according to the Euroscale

Colour sequence: Black, cyan, magenta, yellow

Further technical information

such as data formats etc. you'll find in the technical guidelines:
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.