



Circulation

IVW figures Copies per issue on an annual average (July 1, 2018 – June 30, 2019)

Print run*	6,208
Effective circulation	5,924
of which of other countries	408
Net sale	1,039
Copies to subscribers	963
of which of other countries	189
Other sales	74
Free copies	4,887
Remaining, archive, voucher copies	295

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 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

100/2020

Subscription price

€ 44.00 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 August 2019)

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:

Digital extension of your campaign at fleischwirtschaft.de, the online portal with the highest reach in the meat industry (acc. to IVW, August 2019; the German Audit Bureau of Circulation)

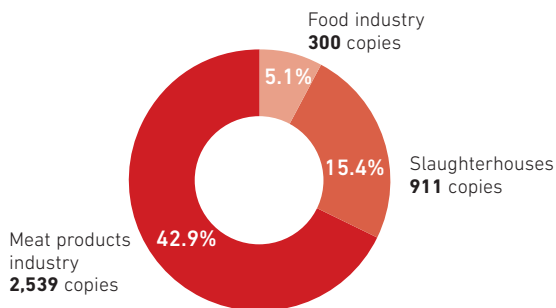
* Please note the new print run of 6,000 from January 1, 2020

Share of effective circulation

Receivers	%	Copies	Germany	Abroad
Agricultural production	4.1	244	236	8
Slaughtering and meat processing	63.3	3,750	3,531	219
Import/export, wholesale trade with meat and meat products	11.0	651	539	112
Food wholesale and wholesale markets	3.9	229	215	14
Food retail; Head office level and branches	4.2	247	215	14
Butcher's shops	6.6	392	375	17
Cold stores	2.0	118	114	4
Veterinarians	2.1	124	117	7
Institutes, schools, guilds, associations, etc.	2.9	169	160	9
Effective circulation	100.0	5,924	5,516	408

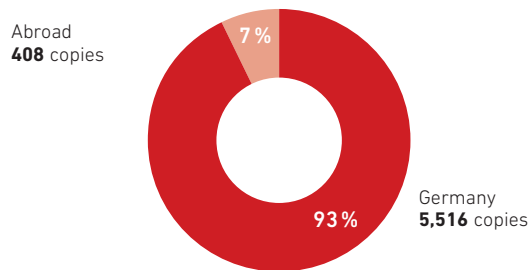
Slaughtering and meat processing

63,3% of effective circulation 5,924



Economic area


Total effective circulation: 5,924 copies, thereof



Sources: Evaluation of the FLEISCHWIRTSCHAFT recipient file, August 2019

No.	OD	PM	PD	Topics in Focus	Newsletter/ Print Specials	Fairs and Exhibitions
1 January	10.12.19	17.12.19	15.01.20	<ul style="list-style-type: none"> ■ Curing, Tumbling, Ham Production ■ Hygiene and Disinfection, Clean Room Technology, Ventilation, Food Safety ■ Clean Meat/ Laboratory Meat 		<p>International Green Week, Berlin, Germany, 17.-26.01.20</p> <p>Frische Forum Fleisch, Berlin, Germany, 17.01.20</p>
2 February	13.01.20	20.01.20	12.02.20	<ul style="list-style-type: none"> ■ Planning, Building, Fitting Out of Plants ■ Production and Packaging of Convenience Food: Patties, Pizza, Set Meal etc. ■ Sorting and Transport Technology incl. LogiMat Preview 		<p>IPPE, AMI's International Meat Expo, Atlanta, Georgia, USA, 28.-30.01.20</p> <p>Prodexpo, Moscow, Russia, 10.-14.02.20</p>
3 March	17.02.20	24.02.20	18.03.20	<ul style="list-style-type: none"> ■ Production of Vegetarian Products, Alternative Proteins in the Production Process (Mushrooms, Lupine, etc.) ■ Service Providers of the Industry (Banks, Insurances, Consultants, Laboratories/Laboratory Analyses etc.) ■ Meat from Europe and the World; Halal-Production 		<p>BioFach, Nuremberg, Germany, 12.-15.02.20</p> <p>LogiMAT, Stuttgart, Germany, 10.-12.03.20</p>
4 April	19.03.20	26.03.20	22.04.20	<ul style="list-style-type: none"> ■ Interpack Main Issue ■ Trend Products: Superfood, Ethno-Food, Street-Food, e.g. Pulled Meat; Clean Label ■ Quality Management and Assurance, Foreign Object Detection 	<p>Packaging Special OD 10.03.20 (Info on page 30)</p> <p>Newsletter Interpack OD 23.04.20 DD 30.04.20</p>	<p>Cfia, Rennes, France, 10.-12.03.20</p> <p>Hannover Messe, Germany, 20.-24.04.20</p> <p>Seafood Expo Global, Bruxelles, Belgium, 21.-23.04.20</p> <p>Interpack, Düsseldorf, Germany, 07.-13.05.20</p>
5 May	17.04.20	24.04.20	20.05.20	<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 ■ Logistics: Storage, Transport (Fleet), Cooling (Refrigerated Vehicles) 	<p>European Football Championship Schedule OD 06.04.20 (Info on page 31)</p>	<p>Forum der Fleischwirtschaft, Quakenbrück, Germany, 27.-28.05.20</p> <p>European Football Championship, 12.06.-12.07.20</p>
6 June	13.05.20	20.05.20	17.06.20	<ul style="list-style-type: none"> ■ Filling, Portioning, Clipping ■ Materials Management, Weighing and IT-Systems (Traceability), Industry 4.0 ■ Interpack Review; Packaging Technology 		<p>Fooma, Osaka, Japan, 23.-26.06.20</p>
7 July	15.06.20	22.06.20	15.07.20	<ul style="list-style-type: none"> ■ Production of Cooked Sausage and Sausage made from Cooked Meat ■ Cutting Technology (Dicer, Strip Cutter, Slicer) ■ Laboratory and Measuring Technology, Analysis Systems 	<p>Market Analysis 2020: Markets, Facts, Figures! (German version) OD 10.06.20 (Info on page 31)</p>	<p>World Meat Congress, Cancún, Mexiko, June 2020</p> <p>ICoMST, Orlando, USA, 02.-07.08.20</p>

No.	OD	PM	PD	Topics in Focus	Newsletter/ Print Specials	Fairs and Exhibitions
8 August	14.07.20	21.07.20	13.08.20	<ul style="list-style-type: none"> Seasonings, Additives, Ingredients Safety, Maintenance, Working and Occupational Clothing Extracting, Processing, Packaging of Poultry Meat 		<p>Snack Congress, Mainz, Germany, 01.-02.09.20</p> <p>IAA Commercial Vehicles, Hannover, Germany, 24.-30.09.20</p>
9 September	18.08.20	25.08.20	17.09.20	<ul style="list-style-type: none"> IAA-Commercial Vehicles Main Issue Smoking, Air-Conditioning and Ripening Technology, Liquid Smoke Meat Gaining: Slaughtering, Cutting Up and Processing of Boar Meat 	<p>Newsletter IAA Commercial Vehicles OD 07.09.20 DD 17.09.20</p>	<p>POLAGRA-Tech, Posen, Poland, September 2020</p> <p>Meat Industry/AgroProdMash, Moscow, Russia, 05.-09.10.20</p>
10 October 	15.09.20	22.09.20	15.10.20	<ul style="list-style-type: none"> SÜFFA Main Issue Casings Processing Systems for Convenience Food 	<p>Slaughtering-Report OD 10.09.20 (Info on page 30)</p> <p>Newsletter SÜFFA OD 23.10.20 DD 02.11.20</p>	<p>SÜFFA, Stuttgart, Germany, 07.-09.11.20</p> <p>Deutscher Fleisch Kongress, Wiesbaden, Germany, 17.-18.11.20</p> <p>SIAL, Paris, France 18.-22.11.20</p>
11 November	13.10.20	20.10.20	12.11.20	<ul style="list-style-type: none"> FIE Main Issue Slicing, Packaging (Machinery and Materials), Labelling, Technical Gases Cooling and Freezing Technology, Ice Production 	<p>Future Meat – 100 Years FLEISCHWIRTSCHAFT OD 01.10.20 (Info on page 31)</p> <p>Calendar 2021 OD 11.09.20 (Info on page 32)</p> <p>Newsletter FIE OD 13.11.20 DD 23.11.20</p>	<p>Gulfood Manufacturing, Dubai, UAE, November 2020</p> <p>Food Ingredients Europe and Hi Europe, Frankfurt, Germany, 01.-03.12.20</p>
12 December	13.11.20	20.11.20	15.12.20	<ul style="list-style-type: none"> Mincing, Blending, Mixing Process Control, Automation, Robot Technology Top Companies in the Industry 	<p>Top 100 Poster 2020 OD 11.09.20 (Info on page 32)</p>	

 **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 10/2020 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
- DD** = Dispatch Date



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*

€ 2,515.-
1/3 page landscape
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

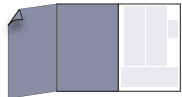
Front flap inside 105 x 297 mm*
 *Bleed 4 mm on all outer edges, front and back



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.