



Analysis of circulation

Copies per issue on an annual average (July 1, 2016 – June 30, 2017)

Print run	9,800
Effective circulation	9,304
of which of other countries	8,902
Net sale	161
Copies to subscribers	159
of which of other countries	92
Other sales	2
Free copies	9,167
Remaining, archive, voucher copies	496

FLEISCHWIRTSCHAFT international

Brief characteristics

FLEISCHWIRTSCHAFT international is the English trade journal for the worldwide meat sector. It supplies expert specialist news and information for slaughterhouses and cutting plants, the meat product industry, large-scale craft businesses and supplier firms with an international customer base. Geared to the requirements of practical operations, the internationally respected authors address the topical issues of interest to the industry. These include the machinery and technology of meat processing and meat product production, as well as quality assurance, business management, market research and sales. The scientific Research and Development pages are peer-reviewed.

Target group

Decision-makers in the commercial and technical management of companies in the international meat and meat product industry, slaughterhouses, meat wholesale trade and suppliers.

Publication frequency

6 issues per year

Editorial board

Editors in chief Renate Kühlcke and Gerd Abeln

Volume and year

33/2018

Subscription price

Price per issue, in Germany € 25.00, in the EU € 27.00. Prices for Germany and the EU include VAT and postage. On quoting the VAT ID No., deliveries in the EU are billed without VAT. Rest of the world € 25.50. Subject to alterations.

Benefits of FLEISCHWIRTSCHAFT international

📶 Coverage:

Worldwide distribution plus additional reader potential through e-paper

👥 Advertising-relevant target group:

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

➔ Positive image transfer:

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

✔️ Media mix:

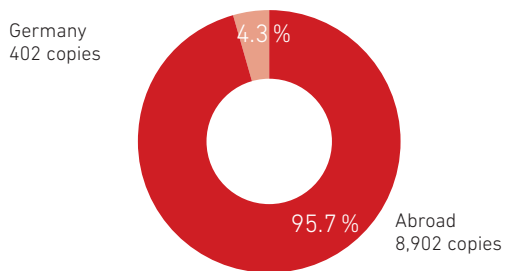
Possible digital extension of your campaign on fleischwirtschaft.com

Share of effective circulation

Receivers	%	Copies
Meat and meat processing industry	73.8	6,866
Slaughterhouses	16.5	1,535
Others (business associations, libraries, etc.)	3.5	326
Wholesalers (e.g. with technical supplies and machines for the meat industry)	1.9	177
Laboratory service	1.8	167
Institutes / universities / research	1.1	103
Poultry processing industry	1.4	130
Effective circulation	100.0	9,304

Economic area

Effective circulation: 9,304 copies, of which



Sources: Evaluation of the FLEISCHWIRTSCHAFT international recipient file, August 2017

Structural analysis by continents and most important countries

Continents/ Countries	%	Copies
Europe	49.1	4,568
Italy	10.3	958
Spain	7.7	716
France	7.5	698
Russia	6.1	567
Great Britain	2.3	214
Poland	2.3	214
Austria	1.6	149
Switzerland	1.4	130
Ukraine	1.3	121
North America	28.2	2,624
USA	26.9	2,502
Canada	1.3	121
South/Central America	13.9	1,293
Brazil	3.8	353
Argentina	3.7	344
Mexico	2.0	186
Asia	5.7	530
China	1.9	177
India	1.4	130
Japan	1.3	121
South Korea	1.1	102
Africa	1.6	149
South Africa	1.6	149
Australia/New Zealand	1.5	140

Issue	OD	PM	PD	Topics in Focus, Trade Fair Specials	Fairs and Exhibitions
1 March	05.02.18	09.02.18	06.03.18	<ul style="list-style-type: none"> ■ Anuga FoodTec Main Issue ■ Smoking, Air-Conditioning and Ripening Technology, Liquid Smoke ■ Extracting, Processing, Packaging of Poultry Meat 	<p>IPPE, AMI's International Meat Expo, Georgia, Atlanta, USA, 30.01. - 01.02.18</p> <p>Gulfood, Dubai, UAE, 18.02. - 22.02.18</p> <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, 23.04. - 27.04.18</p> <p>Seafood Expo, Brussels, Belgium, 24.04. - 26.04.18</p> <p>Meat Vision Day, Frankfurt, Germany, 16.05.18</p> <p>Fooma, Tokyo, Japan, 12.06. - 15.06.18</p> <p>FachPack, Nuremberg, Germany, 25.09. - 27.09.18</p> <p>POLAGRA-TECH, Posen, Poland, 30.09. - 03.10.18</p> <p>Meat Industry/AgroProdMash, Moscow, Russia, 08.10. - 12.10.18</p> <p>Pack-Expo International, Chicago, USA, 14.10. - 17.10.18</p> <p>SIAL, Paris, France, 21.10. - 25.10.18</p> <p>FoodTech, Herning, Denmark, 13.11. - 15.11.18</p> <p>Meatmania, Sofia, Bulgaria, November 2018</p>
2 May	09.04.18	13.04.18	09.05.18	<ul style="list-style-type: none"> ■ Mincing, Blending, Mixing ■ Hygiene and Disinfection, Cleanroom Technology ■ Anuga FoodTec Review 	
3 July	05.06.18	11.06.18	04.07.18	<ul style="list-style-type: none"> ■ Meat from Europe and the world ■ Production of Raw Sausage and Raw Ham ■ Meat Gaining: Slaughtering and Cutting Up 	
4 September	08.08.18	14.08.18	06.09.18	<ul style="list-style-type: none"> ■ Seasonings, Additives, Ingredients ■ Cutting Technology, Packaging (Machinery and Materials), Labelling 	
5 October	28.09.18	05.10.18	30.10.18	<ul style="list-style-type: none"> ■ Production of Convenience Foods, Halal and Superfood ■ Filling, Portioning, Clipping ■ Planning, Building, Fitting of Plants 	
6 December	05.11.18	09.11.18	04.12.18	<ul style="list-style-type: none"> ■ Casings ■ Cooking, Pickling, Tumbling, Ham Production ■ Preservation of Meat and Meat Products ■ TOPSELLER - Products, Solutions and Ideas – look up to page 24 	

Editorial deadline 2 weeks before ordering deadline. We reserve the right to make any necessary changes. Please see also www.fleischwirtschaft.com/mediakit

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**

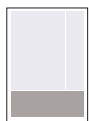
W x H
 Type area 93 x 275 mm
 Bleed 102 x 297 mm*

€ 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**

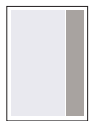
W x H
 Type area 189 x 90 mm
 Bleed 210 x 104 mm*

€ 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 next to content**€ 2,535.-**

1/3 page portrait, bleed only
 B x H Bleed 70 x 297 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
 W x H Type area 189 x 90 mm
 Bleed 210 x 104 mm*

€ 2,455.-**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
international, issue ... /2018“

Pricing

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
€ 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

10,300 copies (including allowance)

Trim specifications

The trim specifications can be found on www.fleischwirtschaft.com/boundinserts



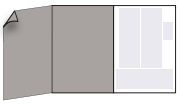



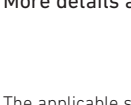
Technical specifications

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.

Ad specials

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

More details about our ad specials on www.fleischwirtschaft.com/specialads

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 Ads (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

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 \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 international 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.