



Analysis of circulation

(from January 2020)

Print run 8,000

Effective circulation 7,500

of which of other countries 7,267
thereof Germany 233

Publication frequency

4 issues per year

FLEISCHWIRTSCHAFT international

Internationally respected authors address topical issues of the market to the readers worldwide. 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.

Editorial board

Editors in chief Renate Kühlcke and Gerd Abeln

Volume and year

35/2020

Subscription price

Price per issue € 43.00, including distribution charge and statutory value added tax (VAT). Prices outside Germany on request: readerservice@fleischwirtschaft.de

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:

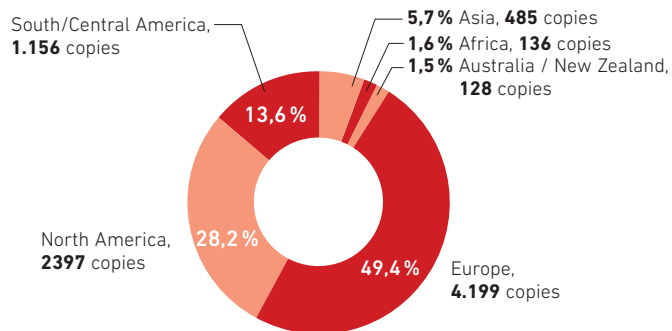
Possible digital extension of your campaign on fleischwirtschaft.com

Share of effective circulation

Receivers	%	Copies
Meat and meat processing industry	73.8	6,271
Slaughterhouses	16.5	1,403
Others (business associations, libraries, etc.)	3.5	298
Wholesalers (e.g. with technical supplies and machines for the meat industry)	1.9	162
Laboratory service	1.8	153
Institutes / universities / research	1.1	94
Poultry processing industry	1.4	119
Effective circulation	100	8,500

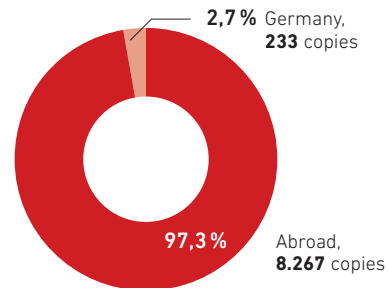
Structural analysis by continents

Total effective circulation: **8.500** copies, of which



Economic area

Total effective circulation: **8.500** copies, of which



No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs and Exhibitions
1 February	28.01.20	04.02.20	26.02.20	<ul style="list-style-type: none"> ▪ Smoking, Air-Conditioning and Ripening Technology, Liquid Smoke ▪ Extracting, Processing, Packaging of Poultry Meat ▪ Mincing, Blending, Mixing 	Newsletter IPPE OD 13.01.20 DD 20.01.20	IPPE, AMI's International Meat Expo , Atlanta, Georgia, USA, 28. - 30.01.20 Interpack , Düsseldorf, Germany, 07. - 13.05.20 Anutec Brazil , Curitiba, Brazil, 26. - 28.05.20
2 April	13.03.20	20.03.20	15.04.20	<ul style="list-style-type: none"> ▪ Interpack Main Issue ▪ Curing, Tumbling, Ham Production ▪ Meat Gaining: Slaughtering, Cutting Up ▪ Seasonings, Additives, Ingredients ▪ Trendy Products, Convenience, Clean Label 	Newsletter Interpack OD 20.04.20 DD 30.04.20	World Meat Congress , Mexiko, June 2020 ICoMST , Orlando, USA, 02. - 07.08.20
3 September	01.09.20	08.09.20	30.09.20	<ul style="list-style-type: none"> ▪ Gulfood Manufacturing Main Issue ▪ Portioning, Clipping ▪ Meat from Europe and the World ▪ Cutting Technology, Packaging (Machinery and Materials), Labelling, Technical gases 	Market Analysis 2020: Markets, Facts, Figures! OD 17.08.20 PM 24.08.20 (Info on page 31)	IAA Commercial Vehicles , Hannover, Germany, 24. - 30.09.20 SIAL , Paris, France 18. - 22.11.20 Meatmania , Sofia, Bulgaria, November 2020
4 November	22.10.20	29.10.20	20.11.20	<ul style="list-style-type: none"> ▪ FIE Main Issue ▪ Production of Raw Sausage and Raw Ham ▪ Planning, Building, Fitting Out of Plants ▪ Casings 	Calendar 2021 OD 11.09.20 (Info on page 32) Newsletter FIE OD 13.11.20 DD 23.11.20	Gulfood Manufacturing , Dubai, UAE, November 2020 Food Ingredients Europe and Hi Europe , Frankfurt, Germany, 01. - 03.12.20

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

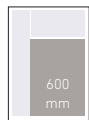
OD = Ordering Deadline; PM = Printing Material; PD = Publication Date; DD = Dispatch Date

**1/1 page**

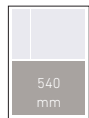
W x H
 Type area 189 x 275 mm
 Bleed 210 x 297 mm*

€ 6,700.-**1/2 page diagonal**

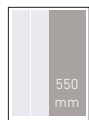
W x H
 1/2 S, diagonal
 Bleed 210 x 297 mm*
 (Diagonale)

€ 3,570.-**Juniorpage**

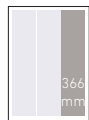
W x H
 Type area 141 x 200 mm
 Bleed 150 x 214 mm*

€ 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**

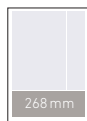
W x H
 Type area 93 x 275 mm
 Bleed 102 x 297 mm*

€ 3,570.-**1/3 page portrait**

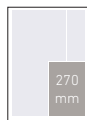
W x H
 Type area 61 x 275 mm
 Bleed 70 x 297 mm*

€ 2,365.-**1/3 page landscape**

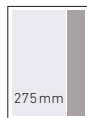
W x H
 Type area 189 x 90 mm
 Bleed 210 x 104 mm*

€ 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**

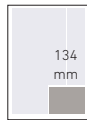
W x H
 Type area 93 x 135 mm
 Bleed 102 x 149 mm*

€ 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 next to content****€ 2,600.-**

1/3 page portrait, bleed only
 W x H Bleed 70 x 297 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*



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

€ 2,515.-**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
international, issue ... /2020“

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
€ 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

8,500 copies (including allowance)

Trim specifications

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



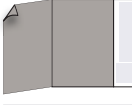



Technical specifications

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 200 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) € 22,560.- Gate fold front and back, inside and outside + full page ad at the back cover
	French-Cover € 20,810.- The front cover can be unfolded to the left and right from the middle
	Gate-Cover € 22,220.- The advertisement pages are gatefolded once or twice from inside front cover
	Fold-in-flap € 15,000.- Gate fold with fold-in flap with or without perforation
	Banderole € 7,085.- Printable on both sides. The printed sleeves must be cut, folded and open on delivery.
	Post-It € 3,310.- 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	€ 4.55	€ 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 Ads (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

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
----------	-------	-----------	--------

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

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

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 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 litho-
graphic work and for the production of new proofs.