

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

Source: Publisher information

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 Gerd Abeln and Renate Kühlcke

Volume and year

35/2020

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

fleischwirtschaft.de + com

Ø per month, according to IVW (July 1, 2019 – June 30, 2020)

Page Impressions 235,965 + 35%

Visits 142,073 + 73%

Share of effective circulation

Receivers	%	Copies
Meat and meat processing industry	73.8	5,535
Slaughterhouses	16.5	1,238
Others (business associations, libraries, etc.)	3.5	263
Wholesalers (e.g. with technical supplies and machines for the meat industry)	1.9	142
Laboratory service	1.8	135
Institutes / universities / research	1.1	82
Poultry processing industry	1.4	105
Effective circulation	100	7,500

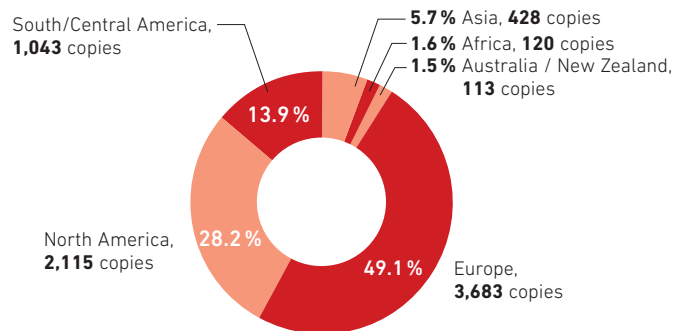
E-Paper circulation

5.131 receivers



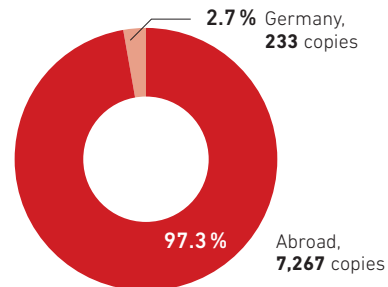
Structural analysis by continents

Total effective circulation: **7,500** copies, of which



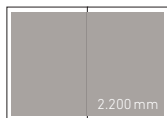
Copies abroad and in Germany

Total effective circulation: **7,500** copies, of which

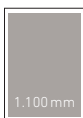


No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
1 March	08.02.21	15.02.21	09.03.21	<ul style="list-style-type: none"> ▪ Special: Future of Technology ▪ Smoking and Alternative Smoking, Air Conditioning and Ripening Technology ▪ Meat Gaining: Slaughtering, Cutting Up ▪ Curing, Tumbling, Ham Production 	Newsletter Packaging Trends OD 18.02.21 DD 25.02.21 Newsletter Future of Technology 1. OD 25.02.21 DD 04.03.21 2. OD 04.03.21 DD 11.03.21	IPPE, AMI's International Meat Expo. Atlanta, Georgia, USA, 25.-29.01.21 (virtual) Eurocarne, Verona, Italy, January 2021 Foodex, Birmingham, GB, 12.-14.04.21 Prodexpo, Moscow, Russia, 12.-16.04.21 Meat Tech, Milano, Italy, 17.-20.05.21 Fooma, Aichi, Japan, 01.-04.06.21
2 June	05.05.21	12.05.21	08.06.21	<ul style="list-style-type: none"> ▪ Red and White Meat from world markets, Halal Production ▪ Seasonings, Additives, Ingredients; Trend Products, Convenience, Clean Label ▪ Casings 		Cfia, Rennes, France, 08.-10.06.21 World Meat Congress, Cancun, Mexico, 23.-25.06.21 Meat Pro Asia, Bangkok, Thailand, 22.-24.09.21 Meat Industry/Agroprodmash, Moscow, Russia, 04.-08.10.21
3 September	01.09.21	08.09.21	30.09.21	<ul style="list-style-type: none"> ▪ anuga Main Issue ▪ Production of Raw Sausage and Raw Ham ▪ Filling, Portioning, Clipping ▪ Cutting Technology, Packaging (Machinery, Materials and Sustainable Packaging), Labelling, Technical Gases 	Newsletter anuga OD 27.09.21 DD 04.10.21 Market Analysis 2021: Markets, Facts, Figures! OD 17.08.21 PM 24.08.21 Info see page 30	anuga, Cologne, Germany, 09.-13.10.21 Gulfood Manufacturing, Dubai, UAE, 07.-09.11.21 Meatmania, Sofia, Bulgaria, November 2021
4 November	26.10.21	02.11.21	24.11.21	<ul style="list-style-type: none"> ▪ Production of Cooked Sausage and Sausage made from Cooked Meat ▪ Mincing, Blending, Mixing ▪ Planning, Building, Fitting out of Plants ▪ Extraction, Processing, Packaging of Poultry Meat 	Calendar 2022 OD 11.09.21 PD 24.11.21 Info see page 32 Sausage Report OD 20.10.21 PD 24.11.21 Info see page 31	

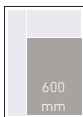
 Editorial deadline 2 weeks before ordering deadline. We reserve the right to make any necessary changes. Please see also www.fleischwirtschaft.com/mediakit
OD = Ordering Deadline | PM = Printing Material | PD = Publication Date | DD = Dispatch Date


Panorama (2x 1/1 page)

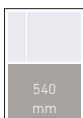
W x H
 Bleed 2x 210 x 297 mm*
€ 13,000.-


1/1 page

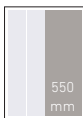
W x H
 Type area 189 x 275 mm
 Bleed 210 x 297 mm*
€ 6,700.-


Juniorpage

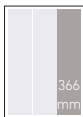
W x H
 Type area 141 x 200 mm
 Bleed 150 x 214 mm*
€ 3,875.-


1/2 page landscape

W x H
 Type area 189 x 135 mm
 Bleed 210 x 149 mm*
€ 3,540.-


1/2 page portrait

W x H
 Type area 93 x 275 mm
 Bleed 102 x 297 mm*
€ 3,600.-


1/3 page portrait

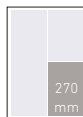
W x H
 Type area 61 x 275 mm
 Bleed 70 x 297 mm*
€ 2,380.-


1/3 page landscape

W x H
 Type area 189 x 90 mm
 Bleed 210 x 104 mm*
€ 2,270.-


1/4 page landscape

W x H
 Type area 189 x 67 mm
 Bleed 210 x 81 mm*
€ 1,785.-


1/4 page corner

W x H
 Type area 93 x 135 mm
€ 1,785.-


1/4 page portrait

W x H
 Type area 45 x 275 mm
 Bleed 54 x 297 mm*
€ 1,800.-


1/8 page landscape

W x H
 Type area 189 x 33 mm
 Bleed 210 x 47 mm*
€ 869.-


1/8 page corner

W x H
 Type area 93 x 67 mm
€ 885.-

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
€ 1,940.-

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

€ 2,525.-
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.


Combination offers

Advertisements in FLEISCHWIRTSCHAFT and in the international editions will be discounted together.

*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

Additional charge (can be discounted)

Binding position specifications: +20 %

Inserts

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. € 306.-
up to 25 g per thsd. € 316.-
each 5 g € 10.- more per thsd.
no discount

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
Kuhessenstraße 4-6
64546 Mörfelden-Walldorf
Germany

Remarks on delivery paper

„For FLEISCHWIRTSCHAFT international, issue ... /2021“

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
one sheet untrimmed	two sheets untrimmed
217 mm x 305 mm	434 mm x 305 mm
€ 5,315.-	€ 10,600.-

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.

The applicable statutory value added tax (VAT) is added to all the rates.

Ad specials

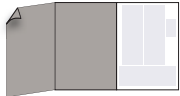


Gate Fold Maxi version (1) € 22,560.-
 Gate fold front and back, inside and outside + full page ad at the back cover

Gate Fold Mini version (2) € 7,695.-
 Gate fold front, inside and outside



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.

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.com

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

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: 150/m², woodfree, white, glossy art printing

Content: 60/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.com/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 lithographic work and for the production of new proofs.