



1/1 page
W x H
Type area 255 x 368 mm
Bleed 285 x 400 mm*
€ 10,450.-



Juniorpage
W x H
Type area 203 x 259 mm
Bleed 220 x 278 mm*
€ 8,410.-



1/2 page landscape
W x H
Type area 255 x 184 mm
Bleed 285 x 203 mm*
€ 7,620.-



2/5 page portrait
W x H
Type area 99 x 368 mm
Bleed 116 x 400 mm*
€ 6,185.-



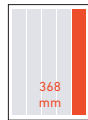
1/3 page landscape
W x H
Type area 255 x 123 mm
Bleed 285 x 142 mm*
€ 5,270.-



1/4 page corner
W x H
Type area 151 x 153 mm
Bleed 168 x 172 mm*
€ 3,925.-



1/4 page landscape
W x H
Type area 255 x 92 mm
Bleed 285 x 111 mm*
€ 3,925.-



1/5 page portrait
W x H
Type area 47 x 368 mm
Bleed 64 x 400 mm*
€ 3,165.-




1/8 page corner
W x H
Type area 99 x 115 mm
€ 1,980.-



1/16 page corner
W x H
Type area 99 x 58 mm
€ 998.-

Special Placements



Front page afz Title Bottom Stripe
W x H
Type area 255 x 32 mm
€ 2,020.-



Hot Spot
W x H
Type area 47 x 47 mm
Front page afz € 1,930.-
afz Praxis € 1,235.-
afz Journal € 1,785.-

Additional charge (can be discounted)

Binding position specifications: +20 %

For special formats, e.g. advertisements across gutter: +20 %

Discounts

Available for bookings within one year

Frequency discount	Quantity discount	
3 advertisements	500 mm	5 %
6 advertisements	1,000 mm	10 %
12 advertisements	2,000 mm	15 %
24 advertisements	5,000 mm	20 %
52 advertisements	10,000 mm	25 %

Variable formats

Island position ad
single column, per mm **€ 16.10**

Millimeter rate for non-standard formats
single column, per mm **€ 8.60**

Ad specials

More information about our ad specials on
www.fleischwirtschaft.com/adspecials

*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 DIN A4,
210 x 297 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 post charges for items 3 mm high and more,
prices for partial inserts on request (Surcharge for
small quantities for split runs € 300.-)

Shipping address

Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz, Kurhessenstraße 4-6,
64546 Mörfelden-Walldorf, Germany

Remarks on delivery paper „For afz - allgemeine
fleischer zeitung, issue .../2019“

Delivery date no later than Friday of the preceding
week

Digital inserts

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

For more details go to page 40.

Classified advertisements (Deadline: Friday 2 pm)

1 column	40 mm	4 columns	169 mm
2 columns	83 mm	5 columns	212 mm
3 columns	126 mm	6 columns	255 mm

Price, per mm	single coloured €	multicoloured €
	4.49	5.30

Reduced rate for (per mm)	single coloured €	multicoloured €
Teaching, Seminars, Education	3.95	4.70
Situation vacant	4.05**	4.80**
Situations wanted	2.40**	3.55**
Personal column	1.75	2.80
Official announcements	2.40	2.90

Box No. Fee € 12.-

No discount on reduced prices

** Including four week appearance on www.fleischwirtschaft.de

Pricing

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



Our additional ad perception survey:

We test the performance of your ad in the afz Copy test.

Copytest afz 46/2019 evaluates your advertisement specifically for the target group retail, wholesale trade and industrial producers.

Contact your media consultant if you have any further questions regarding market research services such as copy tests, pre-tests and other studies, as well as for more detailed information.

www.fleischwirtschaft.de/marketresearch