




Circulation

circulation audited by IVW 

Analysis of circulation

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

Print run	10,000
Effective circulation	9,835
of which of other countries	74
Net sale	3,994
Copies to subscribers	3,206
of which of other countries	54
Other sales	788
Free copies	5,841
Remaining, archive, voucher copies	165

afz – allgemeine fleischer zeitung

Brief characteristics

The afz - allgemeine fleischer zeitung is the weekly newspaper for the trade and retail, as well as for the upstream and downstream process stages of slaughtering, cutting and processing of meat. The latest industry news, reports from the market, comprehensive thematic features in the afz-Journal and relevant practical tips help readers in their daily work and support successful business management.

Target group

Proprietors and CEOs, heads of department and branch managers, plant managers or production managers, as well as non-managerial staff in the butcher's trade with independent firms or chains, in the food retail trade, as well as in abattoirs, the meat and meat product industry and the meat trade.

Publication frequency

Weekly on Wednesdays

Editorial board

Editor in chief Jörg Schiffeler
Deputy Sandra Sieler

Volume and year

135/2018

Subscription price

Price per issue € 9.50 including the distribution fee and statutory VAT.
International prices on request - aboservice@fleischwirtschaft.de

Association

Offical Organ of Deutscher Fleischer-Verband



Benefits of afz

Coverage:

The industry's most widely distributed circulation, according to IVW, July 2017

Attention:

Thanks to the high readership loyalty, on average 20 minutes reading time per reader and approx. 3 readers per issue

Advertising-relevant target group:

Our readers are the decision-makers and leaders of trade and retail

Positive image transfer:

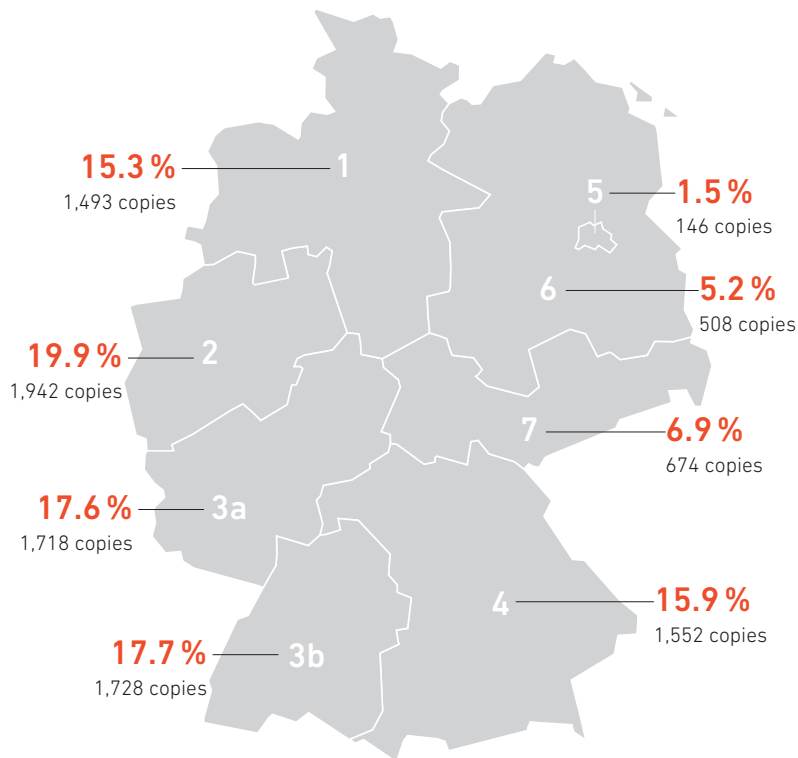
The journalistic expertise guarantees a high-quality setting for your advertisement

Media mix:

Possible digital extension of your campaign at fleischwirtschaft.de

Analysis of distribution according to Nielsen Areas

Overall circulation in Germany: 9,761 copies



Recipient analysis

Share of effective circulation

	in percent	copies
Slaughtering and meat processing	72.0	7,081
Slaughterhouses	2.0	197
Meat products industry	6.5	639
Butcher's shops	63.5	6,245
Wholesale trade with meat and meat products	2.0	197
Food retail; head office level and branches	20.1	1,977
Wholesale trade with machinery, equipment and accessories	2.1	206
Veterinary section	0.1	10
Others	3.7	364
Guilds, business associations	1.7	167
Professional schools, universities	1.5	158
Individuals without further details	0.5	49
Effective circulation	100.0	9,835

Source: Evaluation of the afz recipient file, August 2017

Issue	OD	PM	PD	Topics in Focus	Fairs and Exhibitions	Newsletter Specials
1/2	02.01.18	05.01.18	10.01.18	<ul style="list-style-type: none"> ■ Outlook ■ afz-Barometer 		
3	08.01.18	12.01.18	17.01.18	<ul style="list-style-type: none"> ■ Frische Forum Preview 	International Green Week , Berlin, Germany, 19.01. - 28.01.18 Frische Forum Fleisch , Berlin, Germany, 19.01.18	
Journal 01/18	18.12.17*	08.01.18	<ul style="list-style-type: none"> ■ Hygiene, Disinfection, Occupational Safety ■ Production of Raw Sausage and Raw Ham 			
4	15.01.18	19.01.18	24.01.18	<ul style="list-style-type: none"> ■ Frische Forum Review 		
5	22.01.18	26.01.18	31.01.18	<ul style="list-style-type: none"> ■ Intergastra Main Issue 	Intergastra , Stuttgart, Germany, 03.02. - 07.02.18	
6	29.01.18	02.02.18	07.02.18	<ul style="list-style-type: none"> ■ Organic Products ■ Wholesale, Delivery Service, Fresh Logistics ■ Cutting, Stuffing, Clipping 	Biofach , Nuremberg, Germany, 14.02. - 17. 02.18	
Journal 02/18	11.01.18*	29.01.18				
7	05.02.18	09.02.18	14.02.18	<ul style="list-style-type: none"> ■ Easter 		
8	12.02.18	16.02.18	21.02.18	<ul style="list-style-type: none"> ■ Carnival Sales: Pickled Herring and more 	Fach- und Erlebnismesse FAG , Bremen, Germany, 24.02. - 25.02.18	
9	19.02.18	23.02.18	28.02.18	<ul style="list-style-type: none"> ■ Barbecue 1: Meat, Sausage & Poultry ■ afz-Barometer 		
10	26.02.18	02.03.18	07.03.18	<ul style="list-style-type: none"> ■ FH Nord Main Issue ■ Work and Protective Clothing, ■ Hot Food Counter, Lunch, Snacks ■ Internorga Main Issue 	IHM , Munich, Germany, 07.03. - 13.03.18 FH-Nord , Hamburg, Germany, 11.03. - 13.03.18 Internorga , Hamburg, Germany, 09.03. - 13.03.18	
Journal 03/18	08.02.18*	26.02.18				
11	05.03.18	09.03.18	14.03.18	<ul style="list-style-type: none"> ■ Anuga FoodTec Main Issue OD 21.02.18* 	Anuga FoodTec , Cologne, 20.03. - 23.03.18	Anuga FoodTec PD 12.03.18 OD 05.03.18
12	12.03.18	16.03.18	21.03.18	<ul style="list-style-type: none"> ■ Asparagus and Ham 		
13	19.03.18	23.03.18	28.03.18	<ul style="list-style-type: none"> ■ Knives: Sharp Blades for Kitchens, Production and more ■ afz-Barometer 		

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

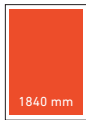
Issue	OD	PM	PD	Topics in Focus	Fairs and Exhibitions	Newsletter Specials
14 Journal 04/18	26.03.18 06.03.18*	30.03.18 26.03.18	04.04.18	<ul style="list-style-type: none"> ▪ Internorga Review ▪ Anything for the Barbecue Season (Food & Nonfood) ▪ Utility Vehicles and Mobile Sales 		
15	02.04.18	06.04.18	11.04.18	<ul style="list-style-type: none"> ▪ Cheese Specialities 		
16	09.04.18	13.04.18	18.04.18	<ul style="list-style-type: none"> ▪ Coffee Specialities 		
17	16.04.18	20.04.18	25.04.18	<ul style="list-style-type: none"> ▪ Country Report Bavaria, OD 04.04.18* ▪ afz-Barometer 		
18 Journal 05/18	23.04.18 04.04.18*	27.04.18 23.04.18	02.05.18	<ul style="list-style-type: none"> ▪ Barbecue 2: Sauces, Marinades and Dips ▪ Scales, Check Out and Payment Systems ▪ Mincing and Cutting Machinery ▪ Anuga FoodTec Review 		
19	30.04.18	04.05.18	09.05.18	<ul style="list-style-type: none"> ▪ Kick-off for the World Cup 2018 		
20	07.05.18	11.05.18	16.05.18	<ul style="list-style-type: none"> ▪ Country Report Baden Wurttemberg, OD 25.04.18* 	Förderpreis der Fleischwirtschaft, Frankfurt, Germany, 16.05.18 Meat Vision Day, Frankfurt, 16.05.18	
21	14.05.18	18.05.18	23.05.18	<ul style="list-style-type: none"> ▪ Barbecue 3: Fish and Cheese land on the Grill as well ▪ afz-Barometer 		
22	21.05.18	25.05.18	30.05.18	<ul style="list-style-type: none"> ▪ Partyservice & Catering, Lunch Specials 		
23 Journal 06/18	28.05.18 07.05.18*	01.06.18 28.05.18	06.06.18	<ul style="list-style-type: none"> ▪ Light and Delicious: Mediterranean Specialties ▪ Slaughtering and Cutting up ▪ Casings 	Forum der Fleischwirtschaft, Osnabruck, Germany, 06.06. - 07.06.18	
24	04.06.18	08.06.18	13.06.18	<ul style="list-style-type: none"> ▪ Salads & Antipasti 		
25	11.06.18	15.06.18	20.06.18	<ul style="list-style-type: none"> ▪ Barbecue 4: The side dishes are important too - Bread Rolls, Wraps, Vegetables 		
26	18.06.18	22.06.18	27.06.18	<ul style="list-style-type: none"> ▪ Equipment for Washing up and Kitchens ▪ afz-Barometer 		

* Red: early deadline for ads | We reserve the right to make any necessary changes. Please see also www.fleischwirtschaft.com/mediakit

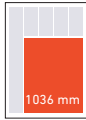
Issue	OD	PM	PD	Topics in Focus	Fairs and Exhibitions	Newsletter Specials
27	25.06.18	29.06.18	04.07.18	<ul style="list-style-type: none"> ▪ Partners of butchers: Banks, Provident Bank, Insurances 		
Journal 07/18	07.06.18*	25.06.18		<ul style="list-style-type: none"> ▪ Meat Programs ▪ Shop-fitting, Lighting, Salesroom Equipment (including Decoration Material) 		
28	02.07.18	06.07.18	11.07.18	<ul style="list-style-type: none"> ▪ Organic - Meat, Sausage, Cheese 		
29	09.07.18	13.07.18	18.07.18	<ul style="list-style-type: none"> ▪ Success with Glass, Can and more 		
30	16.07.18	20.07.18	25.07.18	<ul style="list-style-type: none"> ▪ Lamb Specialities ▪ afz-Barometer 		
31	23.07.18	27.07.18	01.08.18	<ul style="list-style-type: none"> ▪ Oktoberfest: Knuckles of Pork, Bavarian Weisswurst, Mustard and more ▪ Strong Brands for the Service Counters and Self-Service ▪ Curing, Tumbling, Ham Production 		
Journal 08/18	05.07.18*	23.07.18				
32	30.07.18	03.08.18	08.08.18	<ul style="list-style-type: none"> ▪ Breakfast at the butcher's 		
33	06.08.18	10.08.18	15.08.18	<ul style="list-style-type: none"> ▪ Online-Shops 		
34	13.08.18	17.08.18	22.08.18	<ul style="list-style-type: none"> ▪ Fine Parts: Dry Aged and more 		
35	20.08.18	24.08.18	29.08.18	<ul style="list-style-type: none"> ▪ Wild Boar, Stag and Roe Deer ▪ afz-Barometer 		
36	27.08.18	31.08.18	05.09.18	<ul style="list-style-type: none"> ▪ Quality Assurance during Production ▪ Packaging and Labelling ▪ Utility Vehicles, Foodtruck, Mobile Sales 	Snack Kongress, Wiesbaden, Germany, 04.09. - 05.09.18 FachPack, Nuremberg, Germany, 25.09. - 27.09.18	FachPack PD 17.09.18 OD 10.09.18
Journal 09/18	09.08.18*	27.08.18				
37	03.09.18	07.09.18	12.09.18	<ul style="list-style-type: none"> ▪ The butcher as restaurateur: Furniture, Tableware and more 		
38	10.09.18	14.09.18	19.09.18	<ul style="list-style-type: none"> ▪ IT-Solutions for Craft Trade and Industry 		
39	17.09.18	21.09.18	26.09.18	<ul style="list-style-type: none"> ▪ Country Report North Rhine-Westphalia, OD 05.09.18* ▪ afz-Barometer 		

Issue	OD	PM	PD	Topics in Focus	Fairs and Exhibitions	Newsletter Specials
40 Journal 10/18	24.09.18 06.09.18*	28.09.18 24.09.18	03.10.18	<ul style="list-style-type: none"> ■ evenord In-house Trade Fair, OD 12.09.18* ■ Seasonings and Additives ■ Cool Technology – Chilling and Freezing 	evenord, Nuremberg, Germany, 13.10. - 14.10.18	
41	01.10.18	05.10.18	10.10.18	<ul style="list-style-type: none"> ■ Delicious Goose Meat Products 		
42	08.10.18	12.10.18	17.10.18	<ul style="list-style-type: none"> ■ SÜFFA Main Issue, OD 26.09.18* 	SÜFFA, Stuttgart, Germany, 20.10. - 22.10.18	SÜFFA PD 15.10.18 OD 08.10.18
43	15.10.18	19.10.18	24.10.18	<ul style="list-style-type: none"> ■ Environmental Protection: Wastewater, Energy, Waste Disposal 		
44	22.10.18	26.10.18	31.10.18	<ul style="list-style-type: none"> ■ afz-Barometer 		
45 Journal 11/18	29.10.18 11.10.18*	02.11.18 29.10.18	07.11.18	<ul style="list-style-type: none"> ■ Better Burger ■ Production of Cooked Sausages & Sausages made from Cooked Meat ■ Partyservice & Catering, Lunch Specials 		
46	05.11.18	09.11.18	14.11.18	<ul style="list-style-type: none"> ■ Poultry: Meat and Sausage 		
47	12.11.18	16.11.18	21.11.18	<ul style="list-style-type: none"> ■ To-go Business at the butcher 	Deutscher Fleisch Kongress, Wiesbaden, Germany, 20.11. - 21.11.18	
48	19.11.18	23.11.18	28.11.18	<ul style="list-style-type: none"> ■ afz-Barometer 		
49 Journal 12/18	26.11.18 08.11.18*	30.11.18 26.11.18	05.12.18	<ul style="list-style-type: none"> ■ Sweet Additional Business – Bakery Products, Chocolate, Desserts ■ Smoking and Ripening ■ Planning and Fitting for Production Rooms 		
50	03.12.18	07.12.18	12.12.18	<ul style="list-style-type: none"> ■ Campaign Planning 2019 		
51/52	10.12.18	14.12.18	19.12.18	<ul style="list-style-type: none"> ■ Review 		

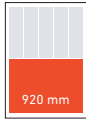
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**1/1 page**

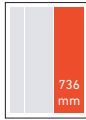
W x H
Type area 255 x 368 mm
Bleed 285 x 400 mm*

€ 10,350.-**Juniorpage**

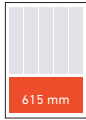
W x H
Type area 203 x 259 mm
Bleed 220 x 278 mm*

€ 8,280.-**1/2 page landscape**

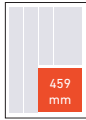
W x H
Type area 255 x 184 mm
Bleed 285 x 203 mm*

€ 7,505.-**2/5 page portrait**

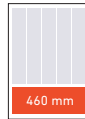
W x H
Type area 99 x 368 mm
Bleed 116 x 400 mm*

€ 6,094.-**1/3 page landscape**

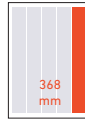
W x H
Type area 255 x 123 mm
Bleed 285 x 142 mm*

€ 5,190.-**1/4 page corner**

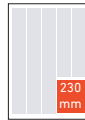
W x H
Type area 151 x 153 mm
Bleed 168 x 172 mm*

€ 3,865.-**1/4 page landscape**

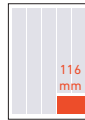
W x H
Type area 255 x 92 mm
Bleed 285 x 111 mm*

€ 3,865.-**1/5 page portrait**

W x H
Type area 47 x 368 mm
Bleed 64 x 400 mm*

€ 3,115.-**1/8 page corner**

W x H
Type area 99 x 115 mm

€ 1,950.-**1/16 page corner**

W x H
Type area 99 x 58 mm

€ 985.-**Special Placements****Front page afz Title Bottom Stripe**

W x H
Type area 255 x 32 mm

€ 1,989.-**Hot Spot**

W x H
Type area 47 x 47 mm

Front page afz € 1,899.-
afz Praxis € 1,215.-
afz Journal € 1,759.-

Additional charge (can be discounted)

Binding position specifications: +20 %

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

Discounts

within one year best of advertiser

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 **€ 15.90**

Millimeter rate for non-standard formats
single column, per mm **€ 8.50**

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. € 289,-
up to 25 g per thsd. € 299,-
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 .../2018“

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 €
	4.45	5.25

Reduced rate for (per mm)	single coloured €	multicoloured €
Teaching, Seminars, Education	3.91	4.60
Situation vacant	4.00**	4.75**
Situations wanted	2.38**	3.55**
Personal column	1.70	2.75
Official announcements	2.38	2.85

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.

Minimum format 1/4 corner. The number of participants is limited. Book an additional ad in the **afz issue 24/18** and benefit of our commercial-performance-testing. For the trade and industry readers of afz, we offer an additional copy test in **issue 46/18**.

More details on www.fleischwirtschaft.de/ctafz or ask your sales contact.

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 (0)69 7595-1749

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

Newspaper format

W x H 285 mm x 400 mm, Type area: W x H 255 mm x 368 mm

Columns:

Editorial Part: 5 columns à 47 mm

Advertisement Part: 6 columns à 40 mm

Editorial Part: 1 column 47 mm 4 columns 203 mm

2 columns 99 mm 5 columns 255 mm

3 columns 151 mm

Printing and binding method

Web offset with dying (heat set), Saddle stitching

Paper grade LWC

Tone value increases

	Colour	Black	Tolerance
40 %-field:	16 %	19 %	± 4 %
80 %-field:	11 %	13 %	± 3 %

Minor tone value increases are attributable to the tolerance range of the web offset printing.

Data transmission via FTP, E-Mail or CD-ROMM

Data formats

Please use digital data PDF/X-3, profile PSO LWC Standard. 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: afz - allgemeine fleischer zeitung 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.



Snacks – The Special Magazine of afz - allgemeine fleischer zeitung and Allgemeine Bäckerzeitung (ABZ)

Brief characteristics

The main topics

- How does Germany snack today? And what does tomorrow's customer want? Results of the Snack-Barometer 2018 from ABZ and afz.
- This is how success succeeds – a look behind the scenes at innovative snack providers
- What customers enjoy – ingenious product tips from professional butchers and bakers

Circulation

- Insert throughout Germany as in **afz issue 34** on 22.08.18 and in **ABZ issue 17** on 25.08.18
- Display and distribution at Snack Kongress 2018 (04.09. - 05.09.18)
- Additional distribution as an e-paper on fleischwirtschaft.de and in the Newsletter with more than 10,000 readers

Publication date

End of August

Ordering Deadline

02.07.18

Format

W x H
210 x 297 mm

Print run

21,000 copies, plus digital publication

***Bleed ad plus 3 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.



1/1 page

W x H
Bleed 210 x 297 mm*

€ 5,400.-

Special position inside € 6,100.-



1/2 page landscape

W x H
Bleed 210 x 148 mm*

€ 2,750.-



1/2 page portrait

W x H
Bleed 105 x 297 mm*

€ 2,750.-



1/3 page landscape

W x H
Bleed 210 x 107 mm*

€ 1,850.-



1/3 page portrait (page 3 exclusively)

W x H
Bleed 75 x 297 mm*

€ 1,850.-



1/4 page landscape

W x H
Bleed 210 x 74 mm*

€ 1,450.-



1/4 page corner

W x H
Bleed 105 x 148 mm*

€ 1,450.-