



User data

With an average of **136,532 page impressions** and **66,588 visits** in 2018, the digital offerings and services of **fleischwirtschaft.de** and **fleischwirtschaft.com** generate high value.

In particular the coverage of **fleischwirtschaft.de**, the largest specialist portal for the meat sector verified by IVW and the mobile website are growing constantly.

fleischwirtschaft.de + com

Brief characteristics

fleischwirtschaft.de – the online business portal for the butcher’s trade and the meat industry. The digital pooling of afz – allgemeine fleischer zeitung and FLEISCHWIRTSCHAFT offers the latest up-to-date news and information about what is happening in the meat sector and its professional organisations and associations, right through to sales from the fresh meat counter in the food retail trade.

fleischwirtschaft.com satisfies the information needs of players in the industry who operate on a global scale and reports on international market developments.

Target group:

- Company owners, qualified personnel and sales staff from the butcher’s trade
- Responsible persons and decision makers in slaughterhouses, meat processing industry and meat wholesale
- Executives from retail food trade
- Supply industry

Further details in our detailed online media kit:
www.fleischwirtschaft.com/mediakit-online

Benefits of our online portals

Coverage:
Industry platform with the strongest digital reach, according to IVW (July 2018)

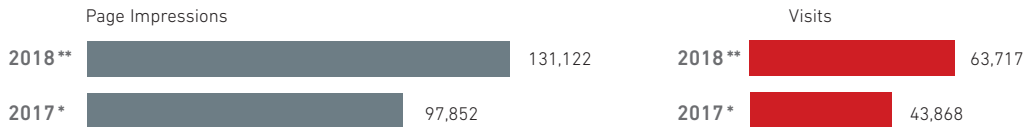
Attention:
Best contact opportunities in the industry and butcher’s trade

Positive image transfer:
The journalistic expertise of both worlds, of afz and FLEISCHWIRTSCHAFT, is a high quality environment for your advertisement

All around communication:
Newsletter and mobile website complete the online offer

Visibility throughout all channels:
Book your banner (except skyscraper) on fleischwirtschaft.de and fleischwirtschaft.com and your advertisement will also be displayed on all mobile devices.

Average rate of Page Impressions and Visits fleischwirtschaft.de



Source: IVW-online, (German Audit Bureau of Circulation) September 2018 | * From January until August 2017 | ** From January until August 2018

Packages

All the advertisement formats presented below can be booked optionally in the following packages on fleischwirtschaft.de:

Homepage package:

Included all index and search pages as well as further selected sub-categories alongside the homepage.

All advertisement formats bookable on fleischwirtschaft.com are displayed on all pages across all packages.

Example Homepage package:



Superbanner*

Size: 980 x 150 pixels
€ 899.-

Skyscraper left or right*

Size: 160 x 600 pixels
€ 869.-

Billboard*

Size: 940 x 250 pixels
€ 1,799.-

Button*

Size: 300 x 60 pixels
€ 499.-

Content Banner*

Position also bookable as Text Advert – see also page 38
Size: 940 x 140 pixels
€ 1,149.-

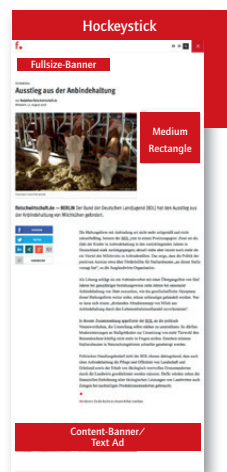
Floor Ad*

Permanently visible!
Size: 980 x 90 pixels
€ 1,249.-

Section package:

Includes overview pages of the following sections: politics, economy, production, sales and management. In addition, your advertisement can be seen in all the articles of the so said sections.

Example Section package:



Hockeystick*

Size: 980 x 150 + 160 x 60 pixels
€ 1,799.-

Fullsize Banner*

Size: 468 x 60 pixels
€ 769.-

Medium Rectangle*

Size: 300 x 250 pixels
€ 1,099.-

Content Banner / Text Advertisement (2 sizes)*

Extent: max. 350 / 650 characters + one image
€ 1,199.- / € 1,590.-

You can find further special formats such as **Webskin**, **Video Ad**, **Poster Ad** or **expandable formats** in our detailed online media data at www.fleischwirtschaft.com/mediakit

* All prices refer to a period of four weeks. | Rotation is possible

Price list

| Advertisement | Homepage package f.de | Section package f.de | f.com | Size (W x H) in pixels | Price per package /€* |
|--------------------------------------------------------|----------------------------------|-----------------------------|--------------|----------------------------------------------|-----------------------|
| Superbanner | ✓ | ✓ | ✓ | 980 x 150 | 899.- |
| Skyscraper** left or right | ✓ | ✓ | ✓ | 160 x 600 | 869.- |
| ** also as sticky | ✓ | ✓ | ✓ | 160 x 600 | 1,349.- |
| Fullsize Banner | ✓ | ✓ | ✓ | 468 x 60 | 769.- |
| Content Banner | ✓ | ✓ | ✓ | 940 x 140 | 1,149.- |
| Medium Rectangle | ✓ | ✓ | ✓ | 300 x 250 | 1,099.- |
| Button | ✓ | – | ✓ | 300 x 60 | 499.- |
| Hockeystick | ✓ | ✓ | ✓ | 980 x 150 + 160 x 600 | 1,799.- |
| Webskin | ✓ | ✓ | ✓ | 980 x 150 + 2 x 160 x 600 | 2,490.- |
| Billboard | ✓ | ✓ | ✓ | 940 x 250 | 1,799.- |
| Floor Ad | ✓ | ✓ | ✓ | 980 x 90 | 1,249.- |
| Video Ad | ✓ | ✓ | ✓ | 300 x 250 | 1,499.- |
| Text Advertisement Short | ✓ | ✓ | ✓ | max. 350 characters + image 120 x 120 pixels | 1,199.- |
| Text Advertisement Long | ✓ | ✓ | ✓ | max. 650 characters + image 120 x 120 pixels | 1,590.- |
| Special Placements | | | | | |
| Skyscraper left or right in the Picture Gallery | | | | 160 x 600 | 699.- |
| Counter | only on the homepage f.de | | | 300 x 150 | 1,250.- |

*All prices refer to a period of four weeks. Further categories on request. Find the conditions for our **special ads** like **Poster Ad** and **Expandable** in our detailed online media kit: www.fleischwirtschaft.com/mediakit-online

Formats, Prices and Online Suppliers Guide

Online Suppliers Guide at fleischwirtschaft.de

The online sources-of-supply index carries your company with its products and services into the focus of the meat decision-makers.



Your entry is placed under the keyword of your choice and is configured as follows:



- Company logo
- Contact data (company name, address, telephone, fax, email, website)
- Detailed company profile without character limit
- Three product images for presentation purpose
- Download function for a company or product folder as PDF file

Your benefits:

- Inexpensive and effective presentation of your company
- 365 days a year / 24 hours a day online
- Can be called up by anyone on the internet on fleischwirtschaft.de
- Product images and product folders can be replaced at any time free of charge
- Your company logo is also shown on the homepage fleischwirtschaft.de, in random order

Prices and conditions:

Price per keyword: € 280.- | Booking period: 1 year

Newsletter
fleischwirtschaft.de + com



The most important news from the industry together with practical tips at a glance with the newsletters from **fleischwirtschaft.de** and **fleischwirtschaft.com**. Don't miss a single headline!

WiFi Coverage:

With the newsletter of **f.de** you can reach **4,000** receivers twice a week. With the newsletter of **f.com** you can reach **4,600** receivers five times a week.

Distribution with brief characteristics

fleischwirtschaft.de

- Free of charge, twice a week
- Tuesday at 7 pm, the top-ten news items in short form with an overview of the current developments in the meat sector
- Friday at 12 noon, helpful practical tips on subjects such as sales promotion and production
- For receivers from the butcher's trade and the meat industry

fleischwirtschaft.com

- Free of charge, five times a week
- Every day from Monday to Friday at 12 noon with the latest news and developments from the global meat world
- For receivers from the international meat industry

Trade fair newsletter specials

IFFA, Frankfurt, 04. – 09.05.19

I: OD: 16.04.19 | PD: 23.04.19

II: OD: 23.04.19 | PD: 29.04.19

III: OD: 25.04.19 | PD: 02.05.19

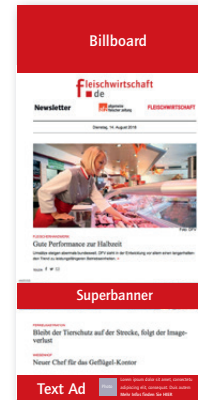
FachPack, Nuremberg, 24. – 26.09.19

OD: 09.09.19 | PD: 16.09.19

anuga, Cologne, 05. – 09.10.19

OD: 23.09.19 | PD: 30.09.19

The stated prices apply to the whole week's placement:



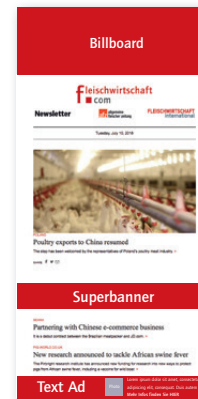
fleischwirtschaft.de
(2 issues, Tuesday + Friday)

Billboard*
Size (W x H) 728 x 250 pixels
Price: € 749.-

Superbanner*
Size (W x H) 728 x 90 pixels
Price: € 399.-

Text Advertisement (2 sizes available)
Characters max. 350 / 650 characters
Image size 120 x 120 pixels
Price: € 499.- / € 599.-

Rotation none
*File format jpeg, gif – max. 150 KB



fleischwirtschaft.com
(5 issues, from Monday to Friday)

Billboard*
Size (W x H) 728 x 250 pixels
Price: € 1,499.-

Superbanner*
Size (W x H) 728 x 90 pixels
Price: € 849.-

Text Advertisement (2 sizes available)
Characters max. 350 / 650 characters
Image size 120 x 120 pixels
Price: € 899.- / € 999.-

Rotation none
*File format jpeg, gif – max. 150 KB

Standalone Newsletter

Address potential customers exclusively with this extensive special ad format. You only supply us with your advertising content and we take over the design, with the appearance of an official fleischwirtschaft.de and/or fleischwirtschaft.com newsletter. We also organise the dispatch to about 5,000 German or international receivers from the sector. Further information on request.

Price per Standalone Newsletter: € 2,499.-
Days of dispatch: Monday and Thursday



Digital Insert on fleischwirtschaft.de



Brief characteristics

Take advantage of the opportunity to publish your insert in digital form on our fleischwirtschaft.de E-PaperSpecials platform exclusively for four weeks.

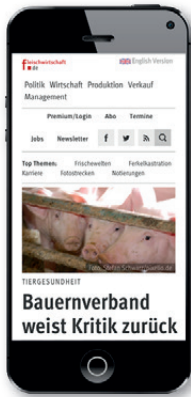
Advertising possibilities and prices

- Digital insert**
 - + Text advertisement in the German Newsletter for one calendar week (Tuesday and Friday)
 - + Link to the digital insert in the E-PaperSpecials platform
 - Basic price: € 1,215.-**
- Package - Print and online**
 - Insert in the afz or FLEISCHWIRTSCHAFT
 - + exclusive digital insert
 - Price for a print insert afz or FLEISCHWIRTSCHAFT (see page 11 or 19) + € 910.-**

Technical information:

Maximum page count of of the insert: 12 pages, only even numbers, no leporello
Data: Printable pdf / Delivery deadline: 10 days prior to publication

fleischwirtschaft.de Mobile Website



The decision makers from the meat industry can use the **mobile website** by fleischwirtschaft.de to receive up-to-date news from the meat world at any time and on to go.

The website is also mobile optimized so that your booked ad format is viewable on almost each specific mobile device.

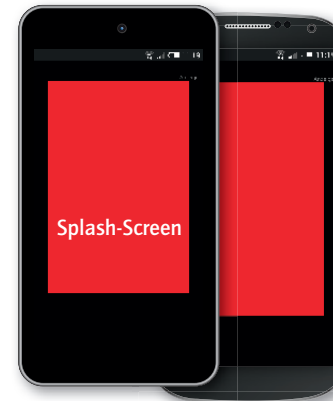


Page Impressions

On average **13,303*** pageviews generated by mobile devices.

* From May until August 2018

Advertising on the mobile website



Splash Screen**

across the entire screen. Opens prior to start the mobile website and disappears automatically once the banner has passed.

Format (W x H) 320 x 416 pixels

Price: € 820.- / four weeks

** For Android and iOS. Technical details: jpeg, gif, png.
Splash Screen max. 40 KB

Prices and booking period

As described above the prices apply to the placement period of the stated time period and vary from one week (7 days) and four weeks (28 days) depending on the advertising form. Only full calendar weeks (Monday to Sunday) can be booked.

Booking deadline

We require your order at least one week before the placement starts. We recommend early booking for optimum placement.

Data delivery

We accept your data maximally one week before the start of placement via email to online@fleischwirtschaft.de. Content, production and punctual delivery of the data are the responsibility of the client.

Data formats

Common formats up to a file size of max. 150 KB will be accepted: HTML5, .gif, .jpg, .png. Please ensure that the scalability of the promotional material (especially HTML5) to various sizes is available and is automatically adapted to the scaling of the contents. Your advertising material will be played in some positionings on the Desktop website and on mobile terminal equipment. Complete https-support of all promotional materials and their contents (e.g. HTML5 resources, 3rd Party Tags, tracking pixels) is obligatory.

In the case of banner positioning in newsletters we recommend the use of static formats such as jpg, as certain email clients only show the first frame of animated gif files. HTML5 is fundamentally not possible here.

Please see the Factsheet at www.fleischwirtschaft.com/adformats for detailed technical specifications of all file formats and for the requirements of the Adserver used.

In the case of non-observation of the technical specifications and/or the delivery conditions, there may under certain circumstances be a delay in the start of the campaign. This does not justify any claims for compensation on the part of advertising customers.

The publisher will request replacements for evidently unsuitable or damaged data. If any defects in the data supplied are not immediately evident, but only become evident during processing, the commissioning party/client must bear the extra costs resulting from this.

Conditions of payment

3 % early cash discount for advance payment, 2 % for payment within 14 days, net 30 days.

Business terms

The General Business Terms of the Deutscher Fachverlag GmbH in Frankfurt am Main, Germany apply. You can find these along with the Terms and Conditions for advertising in online media here: www.fleischwirtschaft.com/generalterms