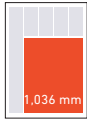
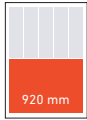
**1/1 page**

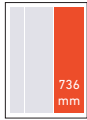
W x H  
Type area 255 x 368 mm  
Bleed 285 x 400 mm\*

**€ 10,600.-****Juniorpage**

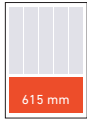
W x H  
Type area 203 x 259 mm  
Bleed 220 x 278 mm\*

**€ 8,495.-****1/2 page landscape**

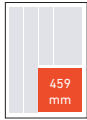
W x H  
Type area 255 x 184 mm  
Bleed 285 x 203 mm\*

**€ 7,695.-****2/5 page portrait**

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

**€ 6,245.-****1/3 page landscape**

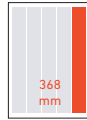
W x H  
Type area 255 x 123 mm  
Bleed 285 x 142 mm\*

**€ 5,325.-****1/4 page corner**

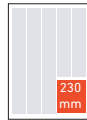
W x H  
Type area 151 x 153 mm  
Bleed 168 x 172 mm\*

**€ 3,990.-****1/4 page landscape**

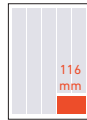
W x H  
Type area 255 x 92 mm  
Bleed 285 x 111 mm\*

**€ 3,990.-****1/5 page portrait**

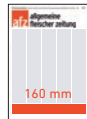
W x H  
Type area 47 x 368 mm  
Bleed 64 x 400 mm\*

**€ 3,196.-****1/8 page corner**

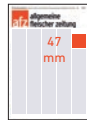
W x H  
Type area 99 x 115 mm

**€ 2,010.-****1/16 page corner**

W x H  
Type area 99 x 58 mm

**€ 1,009.-****Special Placements****Front page afz Title Bottom Stripe**

W x H  
Type area 255 x 32 mm

**€ 2,040.-****Hot Spot**

W x H  
Type area 47 x 47 mm

**Front page afz € 1,950.-**  
**afz Praxis € 1,248.-**  
**afz Journal € 1,800.-**

**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 **€ 16.25****Millimeter rate for non-standard formats**single column, per mm **€ 8.70****Ad specials**

More information about our ad specials on

[www.fleischwirtschaft.com/adspecials](http://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, 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 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 .../2020“

**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.

**Prices on request.**

## 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 €
	4.53	5.35

**Reduced rate for (per mm)**

	single coloured €	multicoloured €
Teaching, Seminars, Education	3.99	4.75

Situation vacant	4.10**	4.85**
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Situations wanted	2.45**	3.60**
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Personal column	1.80	2.85
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Official announcements	2.45	2.95
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Box No. Fee € 12.-

No discount on reduced prices

\*\* Including four week appearance on [www.fleischwirtschaft.de](http://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 46/2020** 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](http://www.fleischwirtschaft.de/marketresearch)

## 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

## 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 dyeing (heat set), Saddle stitching

**Paper grade** LWC

**Data format** PDF/X-3, in profile PSO LWC Standard

## 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

## 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](http://www.fleischwirtschaft.de/guidelines)

## 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.