



Circulation

IVW figures Copies per issue
on an annual average
(July 1, 2018 – June 30, 2019)

Publication frequency
Weekly on Wednesday

Print run* 9,423

Effective circulation 9,236
of which of other countries 67

Net sale 3,516
Copies to subscribers 2,822
of which of other countries 48
Other sales 694

Free copies 5,720

**Remaining, archive,
voucher copies** 165

Circulation audited by IVW
(German Audit Bureau
of Circulation)



afz – allgemeine fleischer zeitung

Brief characteristics

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.

Editorial board

Editor in chief Jörg Schiffeler
Deputy Sandra Sieler

Volume and year

137/2020

Subscription price

Price per issue € 10.70 including the distribution fee and statutory VAT.
International prices on request - readerservice@fleischwirtschaft.de

Association

Official publication of Deutscher Fleischer-Verband
(German Butchers' Association)



* Please note the new print run of 8,000 from January 1, 2020

Benefits of afz

Coverage:

The industry's most widely distributed circulation, according to IVW, July 2019

Attention:

Thanks to the high readership loyalty, on average 22 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:

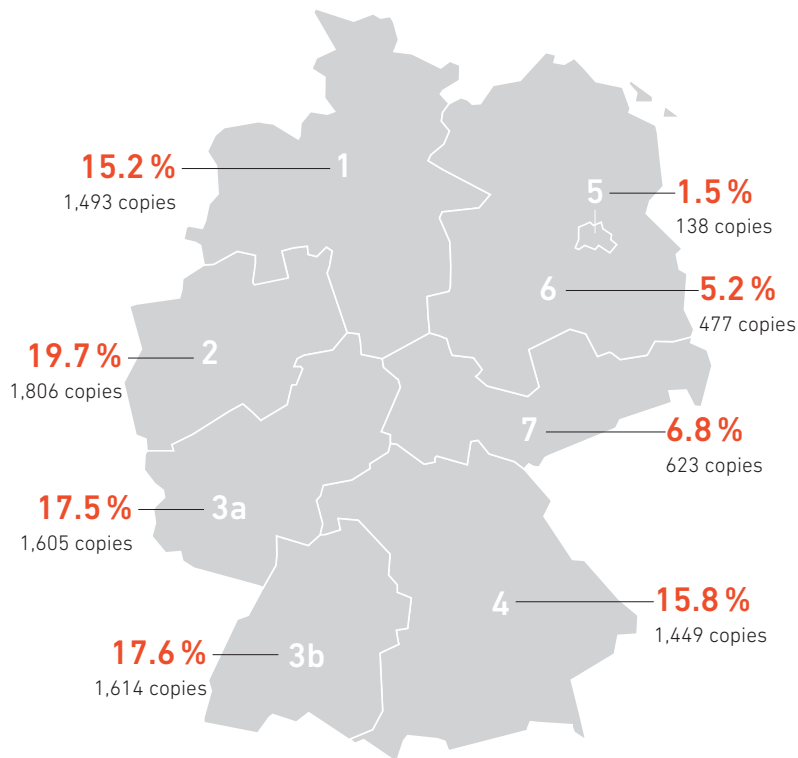
The journalistic expertise guarantees a high-quality setting for your advertisement

Media mix:

Digital extension of your campaign at fleischwirtschaft.com, the online portal with the highest reach in the industry (acc. to IVW, August 2019; the German Audit Bureau of Circulation)

Analysis of distribution according to Nielsen Areas

Overall circulation in Germany: 9,169 copies, 2018-2019



Recipient analysis

Share of effective circulation

	in percent	copies
Slaughtering and meat processing	72.3	6,678
Slaughterhouses	2.1	19
Meat products industry	6.6	610
Butcher's shops	63.6	5,874
Wholesale trade with meat and meat products	2.1	194
Food retail; head office level and branches	20.3	1,875
Wholesale trade with machinery, equipment and accessories	2.3	212
Veterinary section	0.2	18
Others	2.8	259
Guilds, business associations	1.7	157
Professional schools, universities	1.5	139
Individuals without further details	0.5	46
Effective circulation	100.0	9,236

Source: Evaluation of the afz recipient file, September 2019

No.	OD	PM	PD	Topics in Focus	Newsletter/ Print Specials	Fairs and Exhibitions
1/2	30.12.19	03.01.20	08.01.20	<ul style="list-style-type: none"> Outlook afz-Barometer 		
3	06.01.20	10.01.20	15.01.20	<ul style="list-style-type: none"> Frische Forum Preview 		International Green Week , Berlin, Germany, 17.-26.01.20 Frische Forum Fleisch , Berlin, Germany, 17.01.20
4	13.01.20	17.01.20	22.01.20	<ul style="list-style-type: none"> Frische Forum Reviw 		
5	20.01.20	24.01.20	29.01.20	<ul style="list-style-type: none"> Carnival Sales: Pickled Herring an more 		
6	27.01.20	31.01.20	05.02.20	<ul style="list-style-type: none"> Organic Products (in the run up to BioFach) 	Newsletter Intergastra OD 31.01.20 DD 10.02.20	BioFach , Nuremberg, Germany, 12.-15.02.20 Intergastra , Stuttgart, Germany, 15.-19.02.20
Journal 1-2/20	08.01.20*	27.01.20	<ul style="list-style-type: none"> Intergastra Main Issue Casings Cutting, Stuffing, Clipping 			
7	03.02.20	07.02.20	12.02.20	<ul style="list-style-type: none"> Euroshop Preview 		EuroShop , Düsseldorf, Germany, 16.-20.02.20
8	10.02.20	14.02.20	19.02.20	<ul style="list-style-type: none"> Breakfast at the Butcher's 		
9	17.02.20	21.02.20	26.02.20	<ul style="list-style-type: none"> Barbecue 1: Meat,Sausage & Poultry afz-Barometer 		
10	24.02.20	28.02.20	04.03.20	<ul style="list-style-type: none"> Easter 	Newsletter Internorga OD 28.02.20 DD 09.03.20	Internorga , Hamburg, Germany, 13.-17.03.20
Journal 3/20	05.02.20*	24.02.20	<ul style="list-style-type: none"> Internorga Main Issue Work an Protective Clothing Hot Food Counter, Lunch, Snacks 			
11	02.03.20	06.03.20	11.03.20	<ul style="list-style-type: none"> Without, of course! Additive-free and GMO-free 		IHM , Munich, Germany, 11.-15.03.20
12	09.03.20	13.03.20	18.03.20	<ul style="list-style-type: none"> Asparagus & Ham 		
13	16.03.20	20.03.20	25.03.20	<ul style="list-style-type: none"> Barbecue 2: Sauces, Marinades and Dips afz-Barometer 		
14	23.03.20	27.03.20	01.04.20	<ul style="list-style-type: none"> Snacks/Trends of Internorga 		
Journal 04/20	04.03.20*	23.03.20	<ul style="list-style-type: none"> Seasonings and Additives Wholesale, Delivery Services, Fresh Logistics 			
15	30.03.20	03.04.20	08.04.20	<ul style="list-style-type: none"> Equipment for Washing up and Kitchens 		

No.	OD	PM	PD	Topics in Focus	Newsletter/ Print Specials	Fairs and Exhibitions
16	06.04.20	09.04.20	15.04.20	<ul style="list-style-type: none"> Ready to cook from the Butcher 		
17	14.04.20	17.04.20	22.04.20	<ul style="list-style-type: none"> Vending afz-Barometer 		
18	20.04.20	24.04.20	29.04.20	<ul style="list-style-type: none"> Meat-free Alternatives Packaging and Labelling Scales, Check-out and Payment Systems 	Newsletter Interpack OD 20.04.20 DD 30.04.20	Interpack, Düsseldorf, Germany, 07. - 13.05.20
Journal 05/20	01.04.20*	20.04.20				
19	27.04.20	30.04.20	06.05.20	<ul style="list-style-type: none"> Cheese Specialities 		
20	04.05.20	08.05.20	13.05.20	<ul style="list-style-type: none"> Barbecue 3: Fish and Cheese - prepared on the Grill as well 		
21	11.05.20	15.05.20	20.05.20	<ul style="list-style-type: none"> Country Report Bavaria, OD 29.04.20* afz-Barometer 	European Football Championship Schedule OD 06.04.20 (Info on page 31)	European Football Championship 12.06. - 12.07.20
22	18.05.20	22.05.20	27.05.20	<ul style="list-style-type: none"> Party Service and Catering 		Forum der Fleischwirtschaft, Quakenbrück, Germany, 27. -28.05.20
23	25.05.20	29.05.20	03.06.20	<ul style="list-style-type: none"> Light & Delicious: Mediterranean Specialities Slaughtering and Cutting up Meat Programs - Controlled origin produces trust and confidence 		
Journal 06/20	06.05.20*	25.05.20				
24	02.06.20	05.06.20	10.06.20	<ul style="list-style-type: none"> Barbecue 4: The Side Dishes are important too - Bread Rolls, Wraps, Vegetables 		
25	08.06.20	12.06.20	17.06.20	<ul style="list-style-type: none"> Coffee Specialities 		
26	15.06.20	19.06.20	24.06.20	<ul style="list-style-type: none"> Cool Technology - Chilling and Freezing afz-Barometer 		
27	22.06.20	26.06.20	01.07.20	<ul style="list-style-type: none"> Knives: Sharp Blades for Kitchens, Production and more 		
28	29.06.20	03.07.20	08.07.20	<ul style="list-style-type: none"> Organic - Meat, Sausage, Cheese 		
29	06.07.20	10.07.20	15.07.20	<ul style="list-style-type: none"> Success with Glass, Can & more 	Marktanalyse 2020 OD 10.06.20 (Info on page 31)	

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

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Events

No.	OD	PM	PD	Topics in Focus	Newsletter/ Print Specials	Fairs and Exhibitions
30	13.07.20	17.07.20	22.07.20	<ul style="list-style-type: none"> ▪ Lamb Specialities 		
Journal 7-8/20	24.06.20*	13.07.20		<ul style="list-style-type: none"> ▪ Curing, Tumbling, Ham Production ▪ Store Fittings, Lightning Systems, Climate 		
31	20.07.20	24.07.20	29.07.20	<ul style="list-style-type: none"> ▪ Non-alcoholic Drinks/Beer, Mixed Drinks ▪ afz-Barometer 		
32	27.07.20	31.07.20	05.08.20	<ul style="list-style-type: none"> ▪ Oktoberfest: Knuckles of Pork, Bavarian Weißwurst, Mustard and more 		
33	03.08.20	07.08.20	12.08.20	<ul style="list-style-type: none"> ▪ Fine Parts: Dry Aged and more 		
34	10.08.20	14.08.20	19.08.20	<ul style="list-style-type: none"> ▪ Party Service and Catering 	Snacks - Magazine OD/PM 01.07.20 (Info on page 13)	
35	17.08.20	21.08.20	26.08.20	<ul style="list-style-type: none"> ▪ Wild Boar, Stag and Roe Deer ▪ afz-Barometer 		
36	24.08.20	28.08.20	02.09.20	<ul style="list-style-type: none"> ▪ Quality Assurance during Production ▪ IAA Commercial Vehicles Main Issue ▪ Utility Vehicles, Foodtrucks and Mobile Sales ▪ Mincing and Cutting Machinery 	Newsletter IAA Commercial Vehicles OD 07.09.20 PD 17.09.20	Snack Congress , Mainz, Germany, 01.-02.09.20 IAA Commercial Vehicles , Hannover, Germany, 24.-30.09.20
Journal 9/20	05.08.20*	24.08.20				
37	31.08.20	04.09.20	09.09.20	<ul style="list-style-type: none"> ▪ The Butcher as Restaurateur: Furniture, Tableware and more 		
38	07.09.20	11.09.20	16.09.20	<ul style="list-style-type: none"> ▪ evenord Issue, OD 26.08.20* 		evenord , Nuremberg, Germany, 26.-27.09.20
39	14.09.20	18.09.20	23.09.20	<ul style="list-style-type: none"> ▪ IT-Solutions for Craft Trade and Industry ▪ afz-Barometer 		
40	21.09.20	25.09.20	30.09.20	<ul style="list-style-type: none"> ▪ Better Burger 		
41	28.09.20	02.10.20	07.10.20	<ul style="list-style-type: none"> ▪ afz-Special for Deutscher Fleischer Verbandstag ▪ Strong Brands are Eye Catcher at the Service Counter ▪ Production of Raw Sausage and Raw Ham 	SÜFFA Magazine OD/PM 07.09.20	
Journal 10/20	09.09.20*	28.09.20				

No.	OD	PM	PD	Topics in Focus	Newsletter/ Print Specials	Fairs and Exhibitions
42	05.10.20	09.10.20	14.10.20	<ul style="list-style-type: none"> Environmental Protection: Wastewater, Energy, Waste Disposal 	Slaughterhouse-Report OD 10.09.20 (Info on page 30)	
43	12.10.20	16.10.20	21.10.20	<ul style="list-style-type: none"> Delicious Goose Meat Production 		
44	19.10.20	23.10.20	28.10.20	<ul style="list-style-type: none"> To-Go-Business at the Butcher afz-Barometer 		
45	26.10.20	30.10.20	04.11.20	<ul style="list-style-type: none"> SÜFFA Issue 	Newsletter SÜFFA OD 23.10.20 DD 02.11.20	SÜFFA, Stuttgart, Germany, 07.-09.11.20 afz-Akademie, SÜFFA, Stuttgart, 07.11.20 Gast Herbst, Salzburg, Austria, 07.-11.11.20
Journal 11/20	07.10.20*	26.10.20		<ul style="list-style-type: none"> Smoking and Ripening Hygiene, Disinfection, Occupational Safety 		
 46	02.11.20	06.11.20	11.11.20	<ul style="list-style-type: none"> Poultry: Meat & Sausage 	Calendar 2021 OD 11.09.20 (Info on page 32)	
47	09.11.20	13.11.20	18.11.20	<ul style="list-style-type: none"> Online-Shops 		Deutscher Fleisch Kongress , Wiesbaden, Germany, 17.-18.11.20
48	16.11.20	20.11.20	25.11.20	<ul style="list-style-type: none"> afz-Barometer 		SIAL , Paris, France 18.-22.11.20
49	23.11.20	27.11.20	02.12.20	<ul style="list-style-type: none"> Sweet Additional Business: Bakery Products, Chocolates, Desserts Production of Cooked Sausages & Sausages made from Cooked Meat Planning and Fitting for Production Rooms 		
Journal 12/20	04.11.20*	23.11.20				
50	30.11.20	04.12.20	09.12.20	<ul style="list-style-type: none"> Salads and Antipasti 	Top 100 Poster 2020 OD 11.09.20 (Info on page 32)	
51	07.12.20	11.12.20	16.12.20	<ul style="list-style-type: none"> Campaign Planning 2021 		
52	14.12.20	18.12.20	23.12.20	<ul style="list-style-type: none"> Review 		

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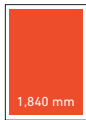
Print specials
FLEISCHWIRTSCHAFT
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WeChat
fleischer.training

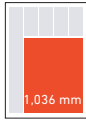
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Events

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

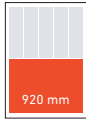
 **afz copytest issue** see page 11

**1/1 page**

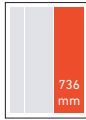
W x H
Type area 255 x 368 mm
Bleed 285 x 400 mm*

€ 10,600.-**Juniorpage**

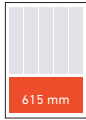
W x H
Type area 203 x 259 mm
Bleed 220 x 278 mm*

€ 8,495.-**1/2 page landscape**

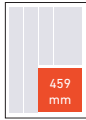
W x H
Type area 255 x 184 mm
Bleed 285 x 203 mm*

€ 7,695.-**2/5 page portrait**

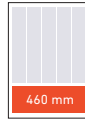
W x H
Type area 99 x 368 mm
Bleed 116 x 400 mm*

€ 6,245.-**1/3 page landscape**

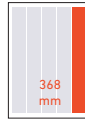
W x H
Type area 255 x 123 mm
Bleed 285 x 142 mm*

€ 5,325.-**1/4 page corner**

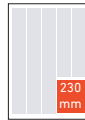
W x H
Type area 151 x 153 mm
Bleed 168 x 172 mm*

€ 3,990.-**1/4 page landscape**

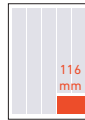
W x H
Type area 255 x 92 mm
Bleed 285 x 111 mm*

€ 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

*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

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

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

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 Magazine

Brief characteristics

The Magazine of afz - allgemeine fleischer zeitung and Allgemeine BäckerZeitung (ABZ) for Baker and Butcher with interest in the Snack-Business.

Content

- Stocktaking of the Snack Market, opportunities and innovations, reports from practice and tips from experts
- Highlights of the Snack-Barometer 2020 study from the consumer and craft trade perspectives

Circulation

- Insert throughout Germany as in **afz issue 34/20** on 19.08.20 and in **ABZ issue 17** on 22.08.20
- Display and distribution at Snack Kongress 2020 (01.-02.09.20), Mainz, Germany
- Additional distribution as an e-paper on fleischwirtschaft.de and in the Newsletter with more than 10,000 receivers

Publication date

End of August 2020

Ordering Deadline

01.07.20

Format

(W x H) 210 x 297 mm

Print run

20,000 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*

€ 5,800.-

Special position inside € 6,300.-



1/2 page landscape

W x H
Bleed 210 x 148 mm*

€ 3,000.-



1/2 page portrait

W x H
Bleed 105 x 297 mm*

€ 3,000.-



1/3 page landscape

W x H
Bleed 210 x 107 mm*

€ 2,000.-



1/3 page portrait (page 3 exclusively)

W x H
Bleed 75 x 297 mm*

€ 1,950.-



1/4 page landscape

W x H
Bleed 210 x 74 mm*

€ 1,550.-



1/4 page corner

W x H
Bleed 105 x 148 mm*

€ 1,550.-