



Circulation

IVW figures Copies per issue on an annual average (July 1, 2019 – June 30, 2020)

Publication frequency

Weekly on Wednesdays

Print run 8,000

Effective circulation 7,770
of which of other countries 75


Net sale 3,299

Copies to subscribers 2,559
of which of other countries 44

Other sales 740

Free copies 4,472

Remaining, archive,
voucher copies 230

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

138/2021

Association

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



Benefits of afz

Coverage:

The industry's **most widely distributed circulation**, according to IVW, July 2020

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 2020; the German Audit Bureau of Circulation)

fleischwirtschaft.de + com

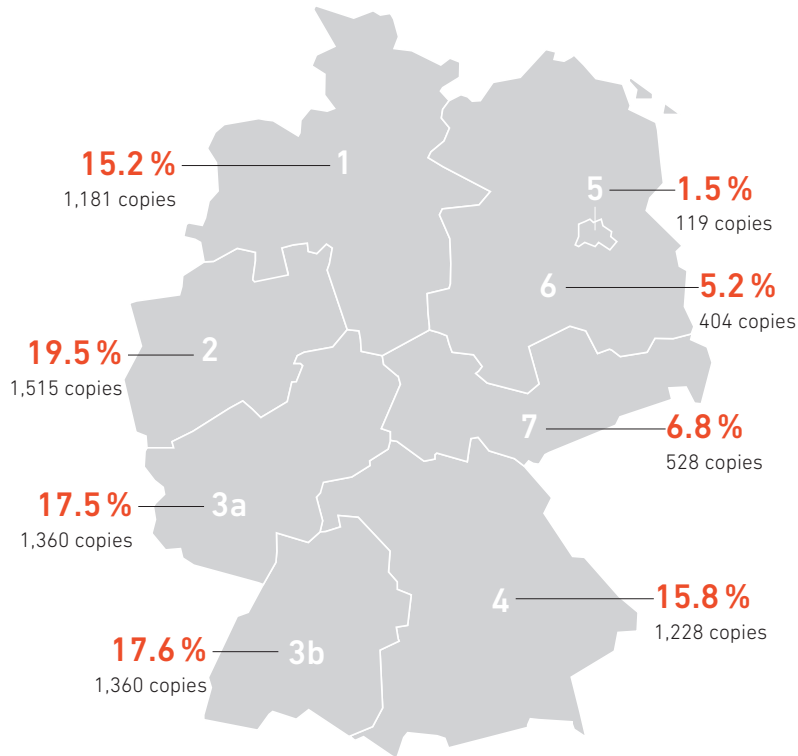
∅ per month, according to IVW
(July 1, 2019 – June 30, 2020)

Page Impressions **235,965** **+35%**

Visits **142,073** **+73%**

Analysis of distribution according to Nielsen Areas

Overall circulation in Germany: 7,770 copies, 2019 - 2020




Recipient analysis

Share of effective circulation

| | in percent | copies |
|--|--------------|--------------|
| Slaughtering and meat processing | 72.3 | 5,618 |
| Slaughterhouses | 2.1 | 163 |
| Meat products industry | 6.6 | 513 |
| Butcher's shops | 63.6 | 4,942 |
| Wholesale trade with meat and meat products | 2.1 | 163 |
| Food retail; head office level and branches | 20.3 | 1,577 |
| Wholesale trade with machinery, equipment and accessories | 2.3 | 179 |
| Veterinary section | 0.2 | 16 |
| Others | 2.8 | 218 |
| Guilds, business associations | 1.7 | 131 |
| Professional schools, universities | 1.5 | 116 |
| Individuals without further details | 0.5 | 39 |
| Effective circulation | 100.0 | 7,700 |

Source: Evaluation of the afz recipient file, September 2020

| No. | OD | PM | PD | Topics in Focus | Newsletter/Print Specials | Fairs, Exhibitions, Events |
|---------------------------------------|-----------------------|----------------------|----------|---|---|--|
| 1 | 28.12.20 | 01.01.21 | 06.01.21 | <ul style="list-style-type: none"> Outlook | | |
| 2 | 04.01.21 | 08.01.21 | 13.01.21 | <ul style="list-style-type: none"> afz-Barometer | | |
| 3 | 11.01.21 | 15.01.21 | 20.01.21 | <ul style="list-style-type: none"> Carnival Sales: Pickled Herring and more | | International Green Week Digital, 20.-21.01.21 |
| 4 | 18.01.21 | 22.01.21 | 27.01.21 | <ul style="list-style-type: none"> Green Week Review | | |
| 5 | 25.01.21 | 29.01.21 | 03.02.21 | <ul style="list-style-type: none"> Coffee Machines and Coffee Accessories (Sugar, Pastries, etc.) | | |
| 6 with Journal 1-2/21 | 01.02.21 13.01.21* | 05.02.21 01.02.21 | 10.02.21 | <ul style="list-style-type: none"> Organic Products (in the run up to BioFach) Packaging and Labelling Cutting, Stuffing, Clipping | Newsletter Packaging trends OD 11.02.21 DD 18.02.21 | BIOFACH eSPECIAL, 17.-21.02.21 |
| 7 | 08.02.21 | 12.02.21 | 17.02.21 | <ul style="list-style-type: none"> Ready-to-cook from the Butcher | | |
| 8 | 15.02.21 | 19.02.21 | 24.02.21 | <ul style="list-style-type: none"> Barbecue 1: Meat, Sausage & Poultry afz-Barometer | | |
| 9 | 22.02.21 | 26.02.21 | 03.03.21 | <ul style="list-style-type: none"> Asparagus & Ham | Newsletter Future of Technology 1 OD 04.03.21 DD 11.03.21 | IHM, Munich, Germany, 10.-14.03.21 |
| 10 with Journal 3/21 | 01.03.21 10.02.21* | 05.03.21 01.03.21 | 10.03.21 | <ul style="list-style-type: none"> Easter Work an Protective Clothing Store Fittings, Hot Food Counter, Lunch, Snacks | Newsletter Future of Technology 2 OD 11.03.21 DD 18.03.21 | International Digital Food Services Expo (IDX_FS) 15.-17.03.21 |
| 11 | 08.03.21 | 12.03.21 | 17.03.21 | <ul style="list-style-type: none"> Meat Technology | | |
| 12 | 15.03.21 | 19.03.21 | 24.03.21 | <ul style="list-style-type: none"> Barbeque 2: Sauces, Marinades and Dips afz-Barometer | | |
| 13 | 22.03.21 | 26.03.21 | 31.03.21 | <ul style="list-style-type: none"> Snacks/Trends of Internorga | | |
| 14 | 29.03.21 | 02.04.21 | 07.04.21 | <ul style="list-style-type: none"> Equipment for Washing up and Kitchens | | |
| 15 with Journal 4/21 | 05.04.21 15.03.21* | 09.04.21 03.04.21 | 14.04.21 | <ul style="list-style-type: none"> Online Shops Seasonings and Additives Wholesale, Delivery Services, Fresh Logistics | NEW MEAT Magazine OD 01.03.21 | |

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|---|-------------------------------------|----------------------|----------|---|---|--|
| 16 | 12.04.21 | 16.04.21 | 21.04.21 | <ul style="list-style-type: none"> ▪ Vending ▪ afz-Barometer | | |
| 17 | 19.04.21 | 23.04.21 | 28.04.21 | <ul style="list-style-type: none"> ▪ Knives: Sharp Blades for Kitchens, Production and more | | |
| 18 | 26.04.21 | 30.04.20 | 05.05.21 | <ul style="list-style-type: none"> ▪ Cheese Specialities | | |
| 19 with Journal 5/21 | 03.05.21 14.04.21* | 07.05.21 03.05.21 | 12.05.21 | <ul style="list-style-type: none"> ▪ Barbeque 3: Fish and Cheese - prepared on the Grill as well ▪ Casings ▪ Scales, Check-out and Payment Systems | | |
| 20 | 10.05.21 | 14.05.21 | 19.05.21 | <ul style="list-style-type: none"> ▪ Technology for the Sales Room | Match schedule European Football Championship, OD 06.04.21 Info see page 32 | |
| 21 | 17.05.21 | 21.05.21 | 26.05.21 | <ul style="list-style-type: none"> ▪ Partyservice & Catering | | |
| 22 | 24.05.21 | 28.05.21 | 02.06.21 | <ul style="list-style-type: none"> ▪ Light & Delicious: Mediterranean Specialities | | |
| 23 with Journal 6/21 | 31.05.21 07.05.21* | 04.06.21 26.05.21 | 09.06.21 | <ul style="list-style-type: none"> ▪ Barbeque 4: The Side Dishes are important too - Brad Rolls, Wraps, Vegetables ▪ Slaughtering and Cutting up ▪ Meat Programs - Controlled origin produces trust and confidence | | European Football Championship 11.06. - 11.07.21 |
| 24 | 07.06.21 | 11.06.21 | 16.06.21 | <ul style="list-style-type: none"> ▪ Coffee Specialities | | |
|  25 | 14.06.21 | 18.06.21 | 23.06.21 | <ul style="list-style-type: none"> ▪ Cool Technology - Chilling and Freezing ▪ afz-Barometer | | |
| 26 | 21.06.21 | 25.06.21 | 30.06.21 | <ul style="list-style-type: none"> ▪ Meat-free Alternatives | | |
| 27 | 28.06.21 | 02.07.21 | 07.07.21 | <ul style="list-style-type: none"> ▪ Organic products: Meat, Sausage and Cheese | | |
| 28 | 05.07.21 | 09.07.21 | 14.07.21 | <ul style="list-style-type: none"> ▪ Success with Glass, Can and more | Market Analysis 2021: OD 10.06.21 See page 30 | |
| 29 with Journal 7-8/21 | 12.07.21 23.06.21* | 16.07.21 12.07.21 | 21.07.21 | <ul style="list-style-type: none"> ▪ Lamb Specialities ▪ Curing, Tumbling, Ham Production ▪ Store Fittings, Lightning Systems, Climate | | |

FLEISCHWIRTSCHAFT

FLEISCHWIRTSCHAFT international

Print Specials
FLEISCHWIRTSCHAFT
Russia

WeChat
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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

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afz copytest issue | See page 9

| No. | OD | PM | PD | Topics in Focus | Newsletter/Print Specials | Fairs, Exhibitions, Events |
|--|-------------------------------------|----------------------|----------|---|---|--|
| 30 | 19.07.21 | 23.07.21 | 28.07.21 | <ul style="list-style-type: none"> Country Report Ireland afz-Barometer | | |
| 31 | 26.07.21 | 30.07.21 | 04.08.21 | <ul style="list-style-type: none"> Oktoberfest: Knuckles of Pork, Bavarian veal sausage, Mustard an more | | |
| 32 | 02.08.21 | 06.08.21 | 11.08.21 | <ul style="list-style-type: none"> Fine Parts: Dry Aged and more | | |
| 33 | 09.08.21 | 13.08.21 | 18.08.21 | <ul style="list-style-type: none"> Partyservice & Catering | SÜFFA Magazine OD 21.07.21 PD 18.08.21 | |
| 34 | 16.08.21 | 20.08.21 | 25.08.21 | <ul style="list-style-type: none"> Wild Boar: Stag and Roe Deer afz-Barometer | Snacks Magazine OD 02.07.21 See page 13 | |
| 35 with Journal 9/21 | 23.08.21 04.08.21* | 27.08.21 23.08.21 | 01.09.21 | <ul style="list-style-type: none"> Quality Assurance during Production Fachpack Main Issue Utility Vehicles, Foodtracks and Mobile Sales Mincing and Cutting Machinery | | food service day@snack , Mainz, Germany, 07.-08.09.21 |
| 36 | 30.08.21 | 03.09.21 | 08.09.21 | <ul style="list-style-type: none"> SÜFFA Issue, OD 18.08.21* | Newsletter SÜFFA 1 OD 02.09.21 DD 09.09.21 | SÜFFA , Stuttgart, Germany, 18.-20.09.21 afz-Akademie , 18.09.21 |
| 37 | 06.09.21 | 10.09.21 | 15.09.21 | <ul style="list-style-type: none"> evenord Issue, OD 25.08.21* | Newsletter SÜFFA 2 OD 09.09.21 DD 16.09.21 Newsletter Fachpack OD 16.09.21 DD 23.09.21 | evenord , Nuremberg, Germany 25.-26.09.21 |
| 38 | 13.09.21 | 17.09.21 | 22.09.21 | <ul style="list-style-type: none"> afz-Barometer The Butcher as Restaurateur: Furniture, Tableware and more | Packaging Special Info see page 30 | Forum der Fleischwirtschaft , Quakenbrück, Germany, 22.-23.09.21 |
| 39 | 20.09.21 | 24.09.21 | 29.09.21 | <ul style="list-style-type: none"> afz Special for the German Butchers' Association Day | Newsletter anuga 1 OD 20.09.21 DD 27.09.21 | Fachpack , Nuremberg, Germany, 28.-30.09.21 |
| 40 with Journal 10/21 | 27.09.21 08.09.21* | 01.10.21 27.09.21 | 06.10.21 | <ul style="list-style-type: none"> Better Burger anuga Main Issue Smoking and Ripening Strong Brands are eye catcher at the service counter | Newsletter anuga 2 OD 27.09.21 DD 04.10.21 | anuga , Cologne, Germany, 09.-13.10.21 |

| No. | OD | PM | PD | Topics in Focus | Newsletter/Print Specials | Fairs, Exhibitions, Events |
|---|------------------|----------|----------|---|---|--|
| 41 | 04.10.21 | 08.10.21 | 13.10.21 | <ul style="list-style-type: none"> Environmental Protection: Wastewater, Energy, Waste Disposal | Sausage Report OD 13.09.21 DD 13.10.21 Info see page 31 | |
| 42 | 11.10.21 | 15.10.21 | 20.10.21 | <ul style="list-style-type: none"> Delicious Goose Meat Production | | |
| 43 | 18.10.21 | 22.10.21 | 27.10.21 | <ul style="list-style-type: none"> IT Solutions for Craft Trade and Industry afz-Barometer | | |
| 44 | 25.10.21 | 29.10.21 | 03.11.21 | <ul style="list-style-type: none"> To-Go-Business at the Butcher | | |
| 45 with Journal 11/21 | 13.10.21* | 01.11.21 | 10.11.21 | <ul style="list-style-type: none"> Poultry: Meat and Sausage Production of Cooked Sausages and Sausages made from Cooked Meat Hygiene, Disinfection, Occupational Safety | Calendar 2022 OD 10.09.21 Info see page 32 | Deutscher Fleisch Kongress/ Förderpreis der Fleischwirtschaft Mainz, Germany, 16.-17.11.21 |
| 46 | 08.11.21 | 12.11.21 | 17.11.21 | <ul style="list-style-type: none"> Breakfast at the Butcher's | | |
|  47 | 15.11.21 | 19.11.21 | 24.11.21 | <ul style="list-style-type: none"> Without, of course! - Additive free and GMO free afz-Barometer | | |
| 48 | 22.11.21 | 26.11.21 | 01.12.21 | <ul style="list-style-type: none"> Sweet additional business: Bakery Products, Chocolates, Desserts | Career Magazine OD 19.10.21 PD 01.12.21 Info see page 31 | |
| 49 with Journal 12/21 | 10.11.21* | 29.11.21 | 08.12.21 | <ul style="list-style-type: none"> Salads and Antipasti Planning and Fitting for Production Rooms Production of Raw Sausage and Raw Ham | | |
| 50 | 06.12.21 | 10.12.21 | 15.12.21 | <ul style="list-style-type: none"> Campaign Planning 2022 | Top 100 Poster 2021 OD 10.09.21 Info see page 32 | |
| 51/52 | 13.12.21 | 17.12.21 | 22.12.21 | <ul style="list-style-type: none"> Review | | |

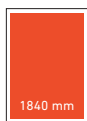


Additional service: Ad perception survey

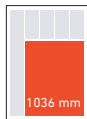
Test the performance of your ad with the **our ad perception survey** and get individual results. We offer surveys specifically for the target groups craft (afz 25/2021), retail, wholesale trade and industrial producers (afz 47/2021). For further information, please ask your sales contact (see page 44)

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

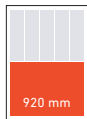
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**1/1 page**

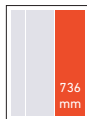
W x H
Type area 255 x 368 mm
Bleed 285 x 400 mm*

€ 10,700.-**Juniorpage**

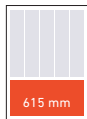
W x H
Type area 203 x 259 mm
Bleed 220 x 278 mm*

€ 8,580.-**1/2 page landscape**

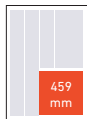
W x H
Type area 255 x 184 mm
Bleed 285 x 203 mm*

€ 7,775.-**2/5 page portrait**

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

€ 6,245.-**1/3 page landscape**

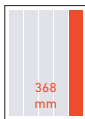
W x H
Type area 255 x 123 mm
Bleed 285 x 142 mm*

€ 5,379.-**1/4 page corner**

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

€ 4,030.-**1/4 page landscape**

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

€ 4,030.-**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.-

Special Placements**back cover**

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

€ 11,950.-**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 | |
|--------------------|-------------------|------|
| 3-6 advertisements | 500 - 1,000 mm | 10 % |
| 12 advertisements | 2,000 mm | 15 % |
| 24 advertisements | 5,000 mm | 20 % |
| 52 advertisements | 10,000 mm | 25 % |

Variable Formate**Island position ad**single column, per mm **€ 16.40****Millimeter rate for non-standard formats**single column, per mm **€ 8.80**

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

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. | € 306.- |
| up to 25 g per thsd. | € 316.- |
| each 5 g | € 10.- more per thsd. |
| no discount | |

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 .../2021“

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: Monday 10 am)

| | | | |
|-----------|--------|-----------|--------|
| 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** | |
| Situations wanted | 2.45** | | 3.60** | |
| Personal column | 1.80 | | 2.85 | |
| Official announcements | 2.45 | | 2.95 | |

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.

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

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

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-ROM

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.com/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.