

FLEISCHWIRTSCHAFT

The new monthly podcast of FLEISCHWIRTSCHAFT provides an overview of the current topics and focal points of the present print edition. The series is supplemented with special podcast specials in which topics are discussed in depth with industry experts.



True to the motto "catch your ear, stay in your head", you are welcome to accompany these podcasts as an advertising company.

A partnership includes a logo presence within the scope of the podcast advertising, the integration of an audio spot as well as print ads and online banners in the magazine, on the website and in the newsletters.

Facts

- Integration as an exclusive advertising partner
- Audio spot within the podcast, max. 45 sec.
- Logo placement + written mention ("With the kind support of...")
- Podcast promotion for 2 weeks on the podcast stage and thus on the homepage of fleischwirtschaft.de
- Co-branded print ads in afz-allgemeine fleischer zeitung and FLEISCHWIRTSCHAFT
- Co-branded digital banner on fleischwirtschaft.de, lz.net and agrarzeitung.de
- Newsletter with logo integration and mention "With the kind support of..." after publication of the printed edition

Your advantages at a glance

- **Authenticity**
Thanks to native integration, podcast sponsorship is very well received by listeners.
- **User Involvement**
Your message goes straight into the ears of the podcast listeners.
- **Attention to the power of three!**
Audio & Digital & Print - You'll be mentioned in the podcast as well as in print and online announcements and ads.
- **Acceptance**
The medium reaches listeners on a personal and emotional level.

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The conditions

- Per audio spot: Euro 2,690
- Reporting included: 4 weeks after publication

Graduated discounts: 3 times: 3%, 6 times: 5%, 9 times: 10%, 12 times: 15%

Publication frequency

- Monthly
- Booking deadlines:

FLEISCHWIRTSCHAFT 2/21: February 3, 2021

FLEISCHWIRTSCHAFT 3/21: March 2, 2021

FLEISCHWIRTSCHAFT 4/21: April 1, 2021

FLEISCHWIRTSCHAFT 5/21: April 28, 2021

FLEISCHWIRTSCHAFT 6/21: June 2, 2021

FLEISCHWIRTSCHAFT 7/21: July 1, 2021

FLEISCHWIRTSCHAFT 8/21: July 29, 2021

FLEISCHWIRTSCHAFT 9/21: September 2, 2021

FLEISCHWIRTSCHAFT 10/21: October 1, 2021

FLEISCHWIRTSCHAFT 11/21: October 28, 2021

FLEISCHWIRTSCHAFT 12/21: December 1, 2021

Materials delivery

- Data delivery: 3 days after booking deadline
- Delivery of a finished audio file for release (mp4 file).
Or:
- Creation of a text proposal and coordination with the editorial team until approval.
- Audio production: The text is recorded by a narrator and integrated into the podcast in a fixed position.
- Contact person in the editorial department of FLEISCHWIRTSCHAFT: Ms. Sabrina Meyer.
- Project Manager: Ms. Kira Jenson.