

NEW MEAT



**TRENDS,
INNOVATIONS,
FUTURE
SCENARIOS**



CONTENT

Food value creation is currently driven by a changing consumer behavior and the increasing need of the society for bringing human, animal and the planet in balance. Meat alternatives and imitations are a response to these needs, which are shifting the focus of the food industry.

New business models with new products challenge the conventional market and new players enter the market.

New (M)eat is an initiative of the meat business titles at dfv media group, which research the market for meat alternatives across all sectors.

New (M)eat analyzes the current food system and offers an overview of the status quo of meat alternatives. The results of the analysis show fields of action for the food industry and the retail trade, as well as possible developments and already recognizable trends in the form of future scenarios.







The aim is to provide orientation and new perspectives in to this field.

DETAILS

Circulation	20,000 copies
Distribution channels	
Print	- afz-allgemeine fleischer zeitung 15/21 of 14.04.2021 - FLEISCHWIRTSCHAFT 04/21 of 15.04.2021
Digital	E-Paper on fleischwirtschaft.de
Events	Various industry events and fairs in 2021: Forum der Fleischwirtschaft, Förderpreis and Deutscher Fleisch Kongress. trade fairs: Anuga FoodTec, anuga and SÜFFA.
Size	(W x H) 210 x 297mm



PRICE LIST

		Type area format	Bleed format*	Price
	01 1/1 Advertisement on cover pages		210 x 297 mm	4.090,00 Euro
	02 1/1 Advertisement	189 x 275 mm		3.049,00 Euro
	03 1/1 Advertisement		210 x 297 mm	3.049,00 Euro
	04 1/2 Advertisement landscape	189 x 135 mm		1.749,00 Euro
	05 1/2 Advertisement landscape		210 x 149 mm	1.749,00 Euro
	06 1/2 Advertisement portrait	93 x 275 mm		1.749,00 Euro
	07 1/2 Advertisement portrait		102 x 297 mm	1.749,00 Euro
	08 1/3 Advertisement landscape	189 x 90 mm		1.349,00 Euro
	09 1/3 Advertisement landscape		210 x 104 mm	1.349,00 Euro
	10 1/4 Advertisement landscape	189 x 67 mm		1.019,00 Euro
	11 1/4 Advertisement landscape		210 x 81 mm	1.019,00 Euro
	12 1/4 Advertisement portrait	45 x 275 mm		1.019,00 Euro
	13 1/4 Advertisement portrait		54 x 297 mm	1.019,00 Euro

*All formats width x height, bleed formats plus 4 mm bleed, all-around.



Data delivery

Please deliver your data as printable PDF to:
 Jutta Schedewy,
jutta.schedewy@dfv.de,
 Note: New (M)eat

Terms of payment

All prices plus VAT.
 Agency commission 15%.



DATES

Advertising deadline	March 1, 2021
Printing material by	March 5, 2021
Publication date	April 14, 2021 or April 15, 2021

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