



**Publication date**

End of August 2021

**Ordering Deadline**

02.07.21

**Format**

(W x H) 210 x 297 mm

**Print run**

20,000 copies

**Circulation**

Insert in **afz** issue 34 on 25.08.21 and **ABZ** issue 17 on 28.08.21

Display and distribution at „food service day @snack“ 07.-08.09.21

Additional distribution: e-paper on fleischwirtschaft.de and ABZonline.de

**SNACKS - The Magazine**

**Brief characteristics**

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

- Stocktaking of the Snack Market, opportunities and innovations, reports from practice and tips from experts
- Highlights of the Snack-Barometer 2021 study from the consumer and craft trade perspectives

**SNACKS - Newsletter**

The new trend newsletter „Snacks“ brings together all relevant news and topics from the web for newsletter subscribers of ABZonline and fleischwirtschaft.de.

Dispatch: weekly, Wednesday

Receivers: 10,000 newsletter subscribers of afz and ABZ

<b>Billboard</b>	
<b>Superbanner</b>	
<b>Advertorial</b>	
<b>Footer</b>	

**Billboard\***

Size (W x H) 728 x 250 pixels  
Price: **€ 2,499.-**

**Superbanner\***

Size (W x H) 728 x 90 pixels  
Price: **€ 1,129.-**

**Advertorial\***

Characters 300 characters  
Image size 600 x 314 pixels  
Price: **€ 2,399.-**

**Footer\***

Size (W x H) 728 x 250 pixels  
Price: **€ 2,199.-**

**Rotation**

**none**  
\* File format jpg, png, gif – max.150 KB



**1/1 page**

W x H  
Bleed 210 x 297 mm\*  
**€ 5,900.-**  
**Special position € 6,500.-**



**1/2 page landscape**

W x H  
Bleed 210 x 148 mm\*  
**€ 3,100.-**



**1/2 page portrait**

W x H  
Bleed 105 x 297 mm\*  
**€ 3,100.-**



**1/3 page landscape**

W x H  
Bleed 210 x 107 mm\*  
**€ 2,100.-**



**1/3 page portrait**

W x H  
Bleed 75 x 297 mm\*  
**€ 2,100.-**



**1/4 page landscape**

W x H  
Bleed 210 x 74 mm\*  
**€ 1,600.-**

\*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.