



Fair guide to IFFA

The fair guide to IFFA provides tips and trends for the fair in handy A5 format. Numbers, data and facts from the meat industry, current developments in slaughtering, cutting and of operational and personal hygiene complete the output and provides relevant and practical information to the visitors of IFFA.

Distribution to exhibitors and visitors at IFFA, accessible through link in the newsletter of fleischwirtschaft.com, e-paper at fleischwirtschaft.asia (61,485 page impressions, 20,875 page visits (as of July 2021), billboard banner at the WeChat channel of FLEISCHWIRTSCHAFT China, 4,317 subscribers (as of July 2021).

Format (WxH) 148 x 210 mm

Print run 1,000 copies

Language Mandarin

Dates **OD** 11.04 | **PM** 15.04. | **PD** 09.05.

Advertising possibilities (W x H)

Cover pages 2, 3, 4 148 x 210 mm* € 1,149.-

1/1 ad 148 x 210 mm* € 819.-

On request: Translation of your already existing German advert for € 100.-

WeChat



Full service offer

After your briefing, our competent Chinese partner will take over the complete creation and processing of your WeChat entry.

With currently **4,217 subscribers**, the WeChat channel of FLEISCHWIRTSCHAFT China offers you the most attention-grabbing market access.

The content appears in the editorial surrounding of FLEISCHWIRTSCHAFT China's WeChat account as well as in the users individual news feed.

 More information on all offers at www.fleischwirtschaft.com/flw-asia-media

Online Directory on www.fleischwirtschaft.asia



Guarantees your digital presence in China with your individual website and further special features.

52,075

Page Impressions per month
(As of August July 2021)

Advertising possibilities and prices

Basic Entry Online:

Running time 12 months

- Logo
- Brief description of your company in Mandarin language
- Up to three images of your choice
- All contact details (in Europe and/or in China)
- QR Code

Price Basic Entry

€ 490.-

Premium Entry Online:

Running time 12 months

- 1 video, 10 gallery photos
- 8 additional search tags for the booked headings
- Up to 5 links or shares with existing social media channels
- Direct document download (whitepapers, brochures etc.) max. 3 PDFs.
- Linking with WeChat postings also for desktop so that the postings can be reached via desktop and web as well.
- The entry is placed as a Sticky Ad, always in the top position when a search is carried out

Price Premium Entry

€ 715.-