



### Circulation

**IVW figures** Copies per issue  
on an annual average  
Ø July 1, 2020 – June 30, 2021

<b>Print run</b>	5,500
<b>Effective circulation</b>	5,156
of which of other countries	708
<b>Net sale</b>	932
Copies to subscribers	885
of which of other countries	167
Other sales	133
<b>Free copies</b>	4,225
<b>Remaining, archive, voucher copies</b>	344

**Circulation audited by IVW**  
(German Audit Bureau of  
Circulation)



## FLEISCHWIRTSCHAFT

### Brief characteristics

FLEISCHWIRTSCHAFT is the German monthly magazine for the entire meat industry. Professional information – from production, via processing, right through to meat marketing – the complete process chain in a single magazine. Through collaboration with German and international experts, FLEISCHWIRTSCHAFT achieves the highest level of expertise and respect throughout the world. The research & development pages serve as a platform for exchanges between research and practical operations.

### Target group

Meat product industry, abattoirs and the meat processing industry, supplier companies, the import-export trade, butchers' shops, the food retail trade and its meat-producing plants, cold stores, institutes, colleges, guilds and associations.

### Publication frequency

monthly

### Editorial board

#### Editor in chief

Renate Kühlcke and Gerd Abeln

### Volume and year

102/2022

### Association

Bundesverband der Deutschen Fleischwarenindustrie e.V.

## Benefits of FLEISCHWIRTSCHAFT

### 📶 Coverage:

High distribution in the industry, especially the processing industry (IVW, August 2021)

### 👁️ Attention:

Thanks to the high readership loyalty, on average **39 minutes** reading time per reader and about **5 readers** per issue

### 👤 Advertising-relevant target group:

Our readers are the decision-makers and leaders of the meat and meat processing industry

### ➔ Positive image transfer:

The high-quality environment and reputable title profile strengthens your advertisement

### ✔️ Media mix:

Digital extension of your campaign at fleischwirtschaft.de, the online portal with the highest reach in the meat industry (acc. to IVW, August 2021)

### fleischwirtschaft.de + com

Ø per month, according to IVW  
January 1 – July 31, 2021

**Page Impressions** 132,011  
**Visits** 68,068



### Podcast:

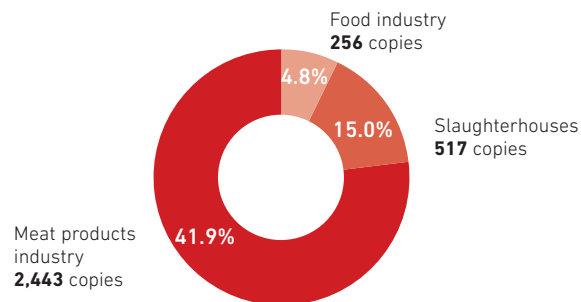
We also offer monthly podcasts with all our issues.  
Discover your sponsorship opportunities on page 40.

### Share of effective circulation

Receivers	%	Copies	Germany	Abroad
Agricultural production	4.5	231	213	18
Slaughtering and meat processing	62.4	3,216	2,771	445
Import/export, wholesale trade with meat and meat products	10.6	547	426	121
Food wholesale and wholesale markets	4.3	220	191	29
Food retail; Head office level and branches	4.4	226	199	27
Butcher's shops	6.5	335	316	19
Cold stores	2.4	122	106	16
Veterinarians	2.2	116	101	15
Institutes, schools, guilds, associations, etc.	2.8	143	125	18
Effective circulation	100.0	5,156	4,448	708

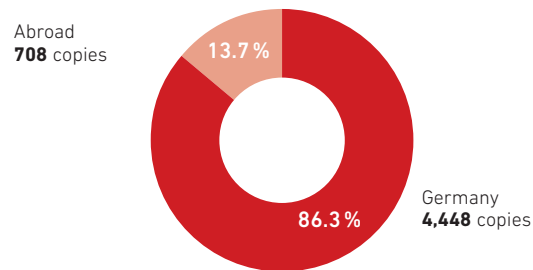
### Slaughtering and meat processing

62.4% of effective circulation 5,156



### Copies in Germany and abroad

Total effective circulation: 5,156 copies, thereof



No.	OD	PM	PD	Topics in Focus	Newsletter/Specials	Fairs, Exhibitions, Events
1 January	14.12.	23.12.	17.01.	<ul style="list-style-type: none"> <li>Planning, Building, Fitting Out of Plants</li> <li>Production and Packaging of Convenience Foods: Patties, Pizza, Set Meals etc.</li> <li>Laboratory and Measuring Technology, Laboratory Equipment, Analysis Systems</li> </ul>		<b>Green Week</b> , Berlin, Germany, Berlin, 21.-30.01. <b>IPPE, AMI's International Meat Expo</b> , Georgia, Atlanta, USA, 25.-27.01.
2 February	17.01.	26.01.	16.02.	<ul style="list-style-type: none"> <li><b>Anuga FoodTec Preview</b></li> <li>Work 4.0</li> <li>Curing, Tumbling, Ham Production</li> <li>Sorting and Conveyor Technology incl. LogiMAT Preview</li> </ul>		<b>Prodexpo</b> , Moscow, Russia, 07.-11.02. <b>Gulfood</b> , Dubai, UAE, 13.-17.02. <b>BioFach</b> , Nuremberg, Germany, 15.-18.02.
3 March	22.02.	03.03.	24.03.	<ul style="list-style-type: none"> <li><b>Anuga FoodTec Main Issue</b></li> <li><b>IFFA Preview</b></li> <li>Sustainability: Environment, Disposal, Wastewater Treatment, Energy Efficiency, Processing of Left Over Parts</li> <li>Clean Meat / Laboratory Meat</li> </ul>		<b>LogiMAT</b> , Stuttgart, Germany, 09.-10.03. <b>Cfia</b> , Rennes, France, 08.-10.03.
4 April	22.03.	04.04.	25.04.	<ul style="list-style-type: none"> <li><b>IFFA Main Issue</b></li> <li>Quality Management and Assurance, Tracing, Foreign Object Detection</li> <li>Red and White Meat from World Markets; Halal Production</li> </ul>	<b>Newsletter Anuga FoodTec</b> 1. OD 07.04.   DD 14.04. 2. OD 14.04.   DD 21.04. <b>Newsletter IFFA</b> 1. OD 21.04.   DD 28.04. 2. OD 28.04.   DD 05.05.	<b>Hannover Messe</b> , Hannover, Germany, 25.-29.04. <b>Anuga FoodTec</b> , Cologne, Germany, 26.-29.04. <b>Seafood Expo Global</b> , Barcelona, Spain, 26.-28.04.
5 May	20.04.	29.04.	20.05.	<ul style="list-style-type: none"> <li>Logistics: Storage, Transport (Fleet), Cooling (Refrigerated Vehicles)</li> <li>Trend Products: Superfood, Ethnic Food, Street Food, e.g. Pulled Meat; Clean Label</li> <li>Hygiene and Disinfection, Clean Room Technology, Air Management, Food Safety</li> </ul>	<b>Newsletter IFFA</b> 3. OD 05.05.   DD 12.05. <b>NEW MEAT Magazine 1</b> OD 12.04   Info at page 27	<b>IFFA</b> , Frankfurt, Germany, 14.-19.05. <b>VIV Europe Utrecht 2022</b> , Netherlands, 31.05.-02.06. <b>Fooma</b> , Osaka, Japan, 07.-10.06.
6 June	13.05.	27.05.	17.06.	<ul style="list-style-type: none"> <li><b>IFFA Report / Anuga FoodTec Report</b></li> <li>Service Providers of the Industry (Banks, Insurances, Consultants, Laboratories/Laboratory Analyses etc.)</li> <li>Production of Raw Sausage and Raw Ham</li> </ul>	<b>Market Analysis 2022: Markets, Facts, Figures!</b> OD 11.04.   Info at page 28	

Editorial deadline 2 weeks before ordering deadline. Subject to change. For details see [www.fleischwirtschaft.com/mediakit](http://www.fleischwirtschaft.com/mediakit)

OD = Ordering Deadline | PM = Printing Material | PD = Publication Date | DD = Dispatch Date

No.	OD	PM	PD	Topics in Focus	Newsletter/Specials	Fairs, Exhibitions, Events
<b>7</b> July	<b>14.06.</b>	24.06.	15.07.	<ul style="list-style-type: none"> <li>Filling, Portioning, Clipping</li> <li>Merchandise Management, Weighing and IT-Systems Industry 4.0, Digital Solutions</li> <li>Production of Vegetarian and Vegan Products, Alternative Proteins (Mushrooms, Lupine, etc.)</li> </ul>		<p><b>FACHPACK</b>, Nuremberg, Germany, 28.- 30.9.</p> <p><b>Forum der Fleischwirtschaft</b>, Quakenbrück, Germany, September*</p>
<b>8</b> August	<b>14.07.</b>	26.07.	16.08.	<ul style="list-style-type: none"> <li>Production of Cooked Sausage and Sausage made from Cooked Meat</li> <li>Cutting Technology (Cubes, Strips, Slices)</li> <li>Extraction, Processing, Packaging of Poultry Meat</li> </ul>		<p><b>POLAGRA-Tech</b>, Posen, Poland, October*</p> <p><b>Meat Industry/Agroprodmas</b>, Moscow, Russia, 10.- 14.10.</p>
<b>9</b> September	<b>16.08.</b>	25.08.	15.09.	<ul style="list-style-type: none"> <li><b>FACHPACK Main Issue</b></li> <li>Smoking and Alternative Smoking, Air-Conditioning and Ripening Technology</li> <li>Slaughtering, Cutting Up and Processing of Boar Meat and Poultry Meat</li> </ul>	<p><b>Packaging Special</b> (German language) OD 10.08.   Info at page 28</p> <p><b>Newsletter FACHPACK</b> OD 15.09.   DD 22.09.</p>	<p><b>SIAL</b>, Paris, France, 15.-19.10.</p> <p><b>Deutscher Fleisch Kongress</b>, Mainz, Germany, 22.11.-23.11.</p> <p><b>Football World Cup</b>, Qatar, UAE 21.11.-18.12.</p>
<b>10</b> October 	<b>12.09.</b>	22.09.	13.10.	<ul style="list-style-type: none"> <li>Spices, Additives, Ingredients</li> <li>Processing Systems for Convenience Foods</li> <li>Mincing, Blending, Mixing</li> </ul>	<p><b>Match Schedule Football World Cup</b>   OD 06.09. Info at page 30</p> <p><b>Slaughterhouse Report</b> (German language) OD 30.08.   Info at page 29</p>	
<b>11</b> November	<b>14.10.</b>	25.10.	15.11.	<ul style="list-style-type: none"> <li>Slicing, Packaging (Machinery and Materials, Sustainable Packaging), Labelling, Marking, Technical Gases</li> <li>Process Control, Automation, Robot Technology</li> <li>Cooling and Freezing Technology, Ice Production</li> </ul>	<p><b>NEW MEAT Magazine 2</b> OD 07.10.   Info at page 27</p> <p><b>Wall Calendar 2023</b> OD 30.09.   Info at page 30</p>	
<b>12</b> December	<b>15.11.</b>	24.11.	15.12.	<ul style="list-style-type: none"> <li><b>Leading Companies in the Industry</b></li> <li>Artificial Casings, Natural Casings</li> <li>Safety, Maintenance, Working and Occupational Clothing</li> </ul>	<p><b>Career Magazine</b> OD 28.10.   Info at page 29</p> <p><b>Top 100 Poster 2022</b> OD 30.09.   Info at page 30</p>	

\* Date to be determined.



We also offer monthly podcasts with all our issues. Discover your sponsorship opportunities at page 40.



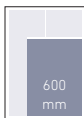
**FLEISCHWIRTSCHAFT Copytest:** Book an ad in issue 10/22 and test the ad perception; minimum size 1/2 page.



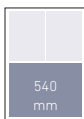
**Panorama (2x 1/1 page)**  
 WxH  
 Bleed 2x 210 x 297 mm\*  
**€ 13,000.-**



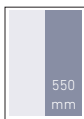
**1/1 page**  
 WxH  
 Type area 189 x 275 mm  
 Bleed 210 x 297 mm\*  
**€ 6,770.-**



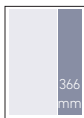
**Juniorpage**  
 WxH  
 Type area 141 x 200 mm  
 Bleed 150 x 214 mm\*  
**€ 3,915.-**



**1/2 page landscape**  
 WxH  
 Type area 189 x 135 mm  
 Bleed 210 x 149 mm\*  
**€ 3,575.-**



**1/2 page portrait**  
 WxH  
 Type area 93 x 275 mm  
 Bleed 102 x 297 mm\*  
**€ 3,635.-**



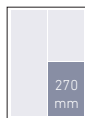
**1/3 page portrait**  
 WxH  
 Type area 61 x 275 mm  
 Bleed 70 x 297 mm\*  
**€ 2,400.-**



**1/3 page landscape**  
 WxH  
 Type area 189 x 90 mm  
 Bleed 210 x 104 mm\*  
**€ 2,295.-**



**1/4 page landscape**  
 WxH  
 Type area 189 x 67 mm  
 Bleed 210 x 81 mm\*  
**€ 1,800.-**



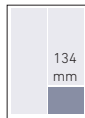
**1/4 page corner**  
 WxH  
 Type area 93 x 135 mm  
**€ 1,800.-**



**1/4 page portrait**  
 WxH  
 Type area 45 x 275 mm  
 Bleed 54 x 297 mm\*  
**€ 1,820.-**



**1/8 page landscape**  
 WxH  
 Type area 189 x 33 mm  
 Bleed 210 x 47 mm\*  
**€ 875.-**



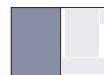
**1/8 page corner**  
 WxH  
 Type area 93 x 67 mm  
**€ 895.-**

**Special placements**

**Special position inside front cover, inside back cover + back cover**

**€ 6,850.-**

WxH Type area 189 x 275 mm  
 Bleed 210 x 297 mm\*



**Preferred position on page 5 (content)**

**€ 1,160.-**

Type area only  
 WxH Type area 56 x 124 mm



**Preferred position on the editorial page 3**

**€ 1,960.-**

1/4 S. quer  
 WxH Type area 189 x 67 mm  
 Bleed 210 x 81 mm\*



1/3 S. quer  
 WxH Type area 189 x 90 mm  
 Bleed 210 x 104 mm\*

**€ 2,550.-**

**Discounts** Available for bookings within one year

**Frequency discount**

**Volume discount**

3 advertisements	5%	1 page	(1,000 mm)	10%
6 advertisements	10%	3 pages	(3,000 mm)	15%
9 advertisements	15%	6 pages	(6,000 mm)	20%
12 advertisements	20%	12 pages	(12,000 mm)	25%

No discounts on extra technical costs.



**Combination offers**

Advertisements in FLEISCHWIRTSCHAFT and in the international editions will be discounted together.

\*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.

## Variable formats

**Island position ad**  
single column, per mm **€ 14.30**

**Millimeter rate for non-standard formats**  
single column, per mm **€ 6.70**

## Additional charge (can be discounted)

Binding position specifications: +20 %

## Inserts

loose, maximum format 205 mm x 290 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. € 312.-  
up to 25 g per thsd. € 322.-  
each 5 g € 10.- more per thsd.  
no discount

Additional postage for sending objects 3 mm height and more.  
Partial insert and adhesive advertisements only on request.

## Shipping address

Westdeutsche Verlags- und Druckerei GmbH, Warenannahme  
Akzidenz, Kurhessenstraße 4-6, 64546 Mörfelden-Walldorf, Germany

Remarks on delivery paper „For FLEISCHWIRTSCHAFT,  
issue ... /2022“

## Digital inserts

Book your **FLEISCHWIRTSCHAFT insert also as a digital insert**  
on the fleischwirtschaft.de e-paper specials platform.

## Prices on request.

## Bound inserts

Orders can only be accepted and confirmed after submission of a specimen, if necessary a dummy specimen with details of size and weight. The inserts may only advertise the sales program of an advertiser. They must comply with post office regulations. The inserts may not give rise to any confusion with the editorial content. The positioning depends on what is technically feasible.

## Prices/Formats

two pages	four pages
<b>one sheet untrimmed</b> 217 x 305 mm	<b>two sheets untrimmed</b> 434 x 305 mm
<b>€ 5,420.-</b>	<b>€ 10,800.-</b>

Bound inserts will be discounted in accordance with the volume discount rate. Irrespective of the size, a bound insert is considered to be one page.

**Number required** 6,000 copies (including allowance)

## Trim specifications

The trim specifications can be found on [www.fleischwirtschaft.com/boundinserts](http://www.fleischwirtschaft.com/boundinserts)

## Technical specifications

Bound inserts must be delivered untrimmed, and if they consist of more than one sheet they must already be folded. The front page is to be indicated as such. The nature and execution of the bound inserts must be such that they do not require any additional preparation and processing. Any complications and additional folding and gluing work will be billed separately. Maximum weight of paper 200 g/m<sup>2</sup>, minimal 115 g/m<sup>2</sup>.

## Magazine format

W x H 210 mm x 297 mm, Type area: W x H 189 mm x 275 mm

Columns: 4 columns, column width 45mm

1 column 45 mm	3 columns 141 mm
2 columns 93 mm	4 columns 189 mm

The applicable statutory value added tax (VAT) is added to all the rates.

**Ad specials**

 More information about our ad specials on [www.fleischwirtschaft.de/sonderwerbformen](http://www.fleischwirtschaft.de/sonderwerbformen)


**Company portrait** Price: € 3,950.-

 More details on [www.fleischwirtschaft.com/flw-company-portfolio](http://www.fleischwirtschaft.com/flw-company-portfolio)

**Vacancies** (no discount)

**Price** per mm and column

Colour	Situations vacant	Situations wanted
single coloured	€ 4.60	€ 2.75
multicoloured	€ 5.35	-

 Including four weeks appearance on [www.fleischwirtschaft.de](http://www.fleischwirtschaft.de)

**Width**

1 column	45 mm	3 columns	141 mm
2 columns	93 mm	4 columns	189 mm

**Classified advertisements** (no discount)

For sale and wanted, business opportunities, agencies

**Price** per mm and column

Colour	Classified Ads
single coloured	€ 3.80
multicoloured	€ 4.40

**Calculation of the advertisement rate**

\_\_ mm height x \_\_ columns x \_\_ € / mm = \_\_ €

**Charge for key number advertisement**

Germany € 12.00 | Abroad € 20.50

**Print suppliers guide**

**Choose from over 120 categories from A to Z.**

Annual (12 issues) or until further notice (at least 12 issues).  
Booking is possible at any time. The first entry will additionally be published free of charge in the online suppliers guide on [www.fleischwirtschaft.de](http://www.fleischwirtschaft.de)

**Format**

Single-column, width 45 mm, height variable, minimum 10 mm

**Price** per mm / 45 mm width, 1 column

Colour	Suppliers Guide
single coloured	€ 2.45
multicoloured	€ 4.29

**Calculation of the advertisement rate**

\_\_ mm height (minimum 10 mm) x \_\_ €/mm = \_\_ € x 12

**Online Suppliers Guide at [fleischwirtschaft.de](http://fleischwirtschaft.de)**

**Your entry is placed under the keyword of your choice and is configured as follows:**

- Company logo
- Contact data (company name, address, telephone, fax, email, website)
- Detailed company profile without character limit
- Three product images for presentation purpose
- Download function for a company or product folder as PDF file

**Your benefits:**

- Inexpensive and effective presentation of your company
- 365 days a year / 24 hours a day online
- Product images and product folders can be replaced at any time free of charge
- Your company logo is also shown on the homepage of [fleischwirtschaft.de](http://fleischwirtschaft.de), in random order

**Prices and conditions:**

**Price per keyword: € 299.- | Booking period: 1 year**



**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

**Data transmission** via FTP, E-Mail or CD-ROM

**Colours according to the Euroscale**

Colour sequence: Black, cyan, magenta, yellow

	afz - allgemeine fleischer zeitung				FLEISCHWIRTSCHAFT und FLEISCHWIRTSCHAFT international		
<b>Printing an binding method</b>	Web offset with dying (heat set), Saddle stitching				Cover: Sheet offset printing profile ISO Coated V2 Content: Web offset with drying (heat set), gummed binding		
<b>Paper grade</b>	LWC				Cover: 150/m <sup>2</sup> , woodfree, white, glossy art printing Content: 60/m <sup>2</sup> , LWC, white, matte		
<b>Data formats</b>	PDF/X-3, in profile PSO LWC Standard				Cover: Digital data in PDF/X-3 format, in profile ISO Coated v2 Content: Digital data in PDF/X-3 format, in profile PSO LWC Improved		
<b>Tone value increases</b>	Colour	Black	Tolerance		40 % field:	19 %	(Tolerance ± 4 %)
	40 %-field:	16 %	19 %	± 4 %	80 % field:	13 %	(Tolerance ± 3 %)
	80 %-field:	11 %	13 %	± 3 %			

Minor tone value increases are attributable to the tolerance range of the web offset printing.

**Further technical information**

[www.fleischwirtschaft.com/guidelines](http://www.fleischwirtschaft.com/guidelines)

**Proof**

Colour-consistent digital/reference proof (paper simulation: FLEISCHWIRTSCHAFT international 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.