



## 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 and as E-paper at fleischwirtschaft.com also accessible through link in the newsletter before IFFA

**Format** (WxH) 148 x 210 mm

**Print run** 2.000 copies

**Language** Russian

**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.-

\*\* plus 4 mm bleed on all outer edges

On request: Translation from German to Russian for € 100.-

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

Billboard

Superbanner

Advertorial

## Newsletter Russia

### Dates

**Anuga Food Tec**, Cologne, Germany

**OD** 24.03. | **DD** 31.03.

**IFFA 1**, Frankfurt, Germany

**OD** 31.03. | **DD** 07.04.

**IFFA 2**, Frankfurt, Germany

**OD** 14.04. | **DD** 21.04.

**Agroprod mash**, Moscow, Russia

**OD** 08.09. | **DD** 15.09.

**Deutscher Fleisch Kongress Report**, Mainz, Germany

**OD** 01.12. | **DD** 03.12.

**Dispatch** to 2,000 top managers in the Russian meat and poultry industry

### Advertising Rates and Formats

#### Billboard\*\*

Size (WxH) 728 x 250 pixels

One-time booking € 549.-

**Yearly package booking\*\*\*** € 1,996.- (You save € 200.-)

#### Superbanner\*\*

Size (WxH) 728 x 90 pixels

One-time booking € 249.-

**Yearly package booking\*\*\*** € 896.- (You save € 100.-)

#### Advertorial

Text 350 - max. 650 characters

Image size 120x120 pixels

One-time booking € 449.-

**Yearly package booking\*\*\*** € 1,646.- (You save € 150.-)

**Sponsored Posts** € 690.-

**Standalone Newsletter** € 1,650.-

\*\* File format jpg, gif or png, static, max.150 KB | \*\*\* Volume 4 Newsletters