



**Analysis of circulation**

**Print run** 8,000  
**Effective circulation** 7,500  
of which of other countries 7,274  
thereof Germany 226

**Publication frequency**

4 issues per year

Source: Publisher information

**FLEISCHWIRTSCHAFT international**

Internationally respected authors address topical issues of the market to the readers worldwide. These include the machinery and technology of meat processing and meat product production, as well as quality assurance, business management, market research and sales. The scientific Research and Development pages are peer-reviewed.

**Target group**

Decision-makers in the commercial and technical management of companies in the international meat and meat product industry, slaughterhouses, meat wholesale trade and suppliers.

**Editorial board**

**Editors in chief** Gerd Abeln and Renate Kühlcke

**Volume and year**

37/2022

**Benefits of FLEISCHWIRTSCHAFT international**

**📶 Coverage:**

Worldwide distribution plus additional reader potential through e-paper

**👥 Advertising-relevant target group:**

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

**➡️ Positive image transfer:**

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

**✅ Media mix:**

Possible digital extension of your campaign on fleischwirtschaft.com

**fleischwirtschaft.de + com**

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

**Page Impressions 132,011**

**Visits 68,068**

**Share of effective circulation**

Receivers	%	Copies
Meat and meat processing industry	73.8	5,535
Slaughterhouses	16.5	1,238
Others (business associations, libraries, etc.)	3.5	263
Wholesalers (e.g. with technical supplies and machines for the meat industry)	1.9	142
Laboratory service	1.8	135
Institutes / universities / research	1.1	82
Poultry processing industry	1.4	105
<b>Effective circulation</b>	<b>100</b>	<b>7,500</b>

**E-Paper circulation**

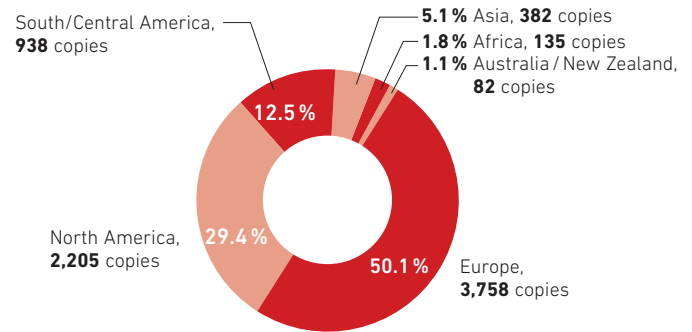
5,100 receivers



Sources: Evaluation of the FLEISCHWIRTSCHAFT international recipient file 01.07.20 - 30.06.21

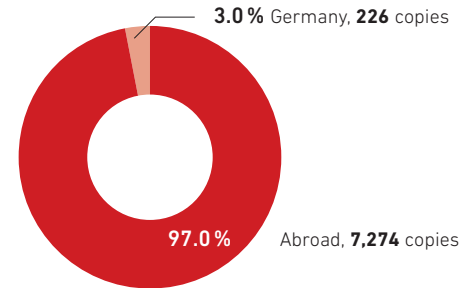
**Structural analysis by continents**

Total effective circulation: **7,500** copies, of which



**Copies abroad and in Germany**

Total effective circulation: **7,500** copies, of which

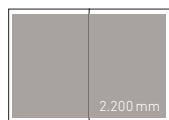


No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
<b>1</b> March	<b>10.02.</b>	17.02.	10.03.	<ul style="list-style-type: none"> <li>■ <b>Anuga FoodTec Main Issue</b></li> <li>■ <b>IFFA Preview</b></li> <li>■ Smoking and Alternative Smoking, Air Conditioning and Maturing Technology</li> <li>■ Slaughtering and Cutting Up</li> <li>■ Spices, Additives, Ingredients;</li> <li>■ Trend Products, Convenience, Clean Label</li> </ul>		<p><b>Meat Pro Asia</b>, Bangkok, Thailand, 12.-14.01.</p> <p><b>IPPE, AMI's International Meat Expo</b>, Atlanta, Georgia, USA, 25.-27.01.</p> <p><b>MeatEx</b>, Toronto, Canada, 03.-05.02.</p> <p><b>Prodexpo</b>, Moscow, Russia, 07.-11.02.</p>
<b>2</b> April	<b>16.03.</b>	25.03.	14.04.	<ul style="list-style-type: none"> <li>■ <b>IFFA Main Issue</b></li> <li>■ Red and White Meat from World Markets; Halal Production</li> <li>■ Planning, Building, Fitting Out of Plants</li> <li>■ Production of Cooked Sausage and Sausage made from Cooked Meat</li> </ul>	<p><b>Newsletter</b></p> <p><b>1. Anuga FoodTec</b> OD 07.04.   DD 14.04. OD 14.04.   DD 21.04.</p> <p><b>2. IFFA</b> OD 21.04.   DD 28.04. OD 28.04.   DD 05.05.</p>	<p><b>Gulfood</b>, Dubai, UAE, 13.-17.02.</p> <p><b>Cfia</b>, Rennes, France, 08.-10.03.</p> <p><b>Anuga FoodTec</b>, Cologne, Germany, 26.-29.04.</p> <p><b>IFFA</b>, Frankfurt, Germany, 14.-19.05.</p>
<b>3</b> September	<b>31.08.</b>	07.09.	28.09.	<ul style="list-style-type: none"> <li>■ Production of Raw Sausage and Raw Ham</li> <li>■ Filling, Portioning, Clipping</li> <li>■ Slicing, Packaging (Machinery and Materials, Sustainable Packaging), Labelling, Marking, Technical Gases</li> <li>■ <b>NEW MEAT   OD 19.08.*</b></li> </ul>	<p><b>Market Analysis 2022: Markets, Facts, Figures!</b> OD 11.04. Info at page 28</p> <p><b>NEW MEAT</b> Info at page 27</p>	<p><b>Tecnofrigo</b>, Fortaleza - Ceará, Brazil, 11.-13.05.</p> <p><b>Meat Industry/Agroprod</b>, Moscow, Russia, 10.-14.10.</p> <p><b>SIAL</b>, Paris, France, 15.-19.10.</p> <p><b>Meatmania</b>, Sofia, Bulgaria, October</p>
<b>4</b> November	<b>27.10.</b>	03.11.	24.11.	<ul style="list-style-type: none"> <li>■ Extracting, Processing, Packaging of Poultry Meat</li> <li>■ Curing, Tumbling, Ham Production</li> <li>■ Mincing, Blending, Mixing</li> <li>■ Casings</li> </ul>	<p><b>Wall Calendar 2023</b> OD 30.09. Info at page 30</p> <p><b>Slaughterhouse Report</b> OD 11.10. Info at page 29</p>	

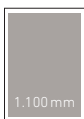
Editorial deadline 2 weeks before ordering deadline. We reserve the right to make any necessary changes. Please see also [www.fleischwirtschaft.com/mediakit](http://www.fleischwirtschaft.com/mediakit)

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

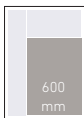
\* Red: early deadline for ads.


**Panorama (2x 1/1 page)**

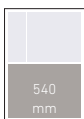
WxH  
 Bleed 2x 210 x 297 mm\*  
**€ 13,000.-**


**1/1 page**

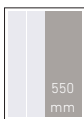
WxH  
 Type area 189 x 275 mm  
 Bleed 210 x 297 mm\*  
**€ 6,770.-**


**Juniorpage**

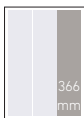
WxH  
 Type area 141 x 200 mm  
 Bleed 150 x 214 mm\*  
**€ 3,915.-**


**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**

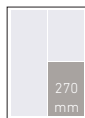
WxH  
 Type area 61 x 275 mm  
 Bleed 70 x 297 mm\*  
**€ 2,400.-**


**1/3 page landscape**

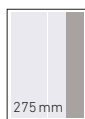
WxH  
 Type area 189 x 90 mm  
 Bleed 210 x 104 mm\*  
**€ 2,295.-**


**1/4 page landscape**

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


**1/4 page corner**

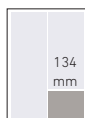
WxH  
 Type area 93 x 135 mm  
**€ 1,800.-**


**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.-**

W x H Type area 189 x 275 mm  
 Bleed 210 x 297 mm\*


**Preferred position next to content**
**€ 2,630.-**

1/3 page portrait, bleed only  
 W x H Bleed 70 x 297 mm\*


**Preferred position on the editorial page 3**
**€ 1,960.-**

1/4 page landscape  
 W x H Type area 189 x 67 mm  
 Bleed 210 x 81 mm\*

1/3 page landscape  
 W x H Type area 189 x 90 mm  
 Bleed 210 x 104 mm

**€ 2,550.-**
**Discounts**

Available for bookings within one year

**Frequency discount**

3 advertisements 5%  
 6 advertisements 10%  
 9 advertisements 15%  
 12 advertisements 20%

**Volume discount**

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

No discounts on extra technical costs.


**Combination offer s**

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  
Kuhessenstraße 4-6  
64546 Mörfelden-Walldorf  
Germany

Remarks on delivery paper

„For FLEISCHWIRTSCHAFT international, issue ... /2022“

### 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>	<b>two sheets untrimmed</b>
217 mm x 305 mm	434 mm x 305 mm
€ 5,315.-	€ 10,600.-

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>.

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

### Ad specials

	<b>Gate Fold Maxi version (1)</b> € 22,800.- Gate fold front and back, inside and outside + full page ad at the back cover
	<b>French-Cover</b> € 21,100.- The front cover can be unfolded to the left and right from the middle
	<b>Gate-Cover</b> € 22,550.- The advertisement pages are gatefolded once or twice from inside front cover
	<b>Fold-in-flap</b> € 15,230.- Gate fold with fold-in flap with or without perforation
	<b>Banderole</b> € 7,190.- Printable on both sides. The printed sleeves must be cut, folded and open on delivery.
	<b>Post-It</b> € 3,360.- Placement from page 5. The Post-It must be delivered ready printed and with adhesive edge.

### 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.com](http://www.fleischwirtschaft.com)

### Width

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

### Classified Ads (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

### Magazine format

WxH 210 mm x 297 mm, Type area: WxH 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

**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.