



Market Analysis 2022/ Marktanalyse 2022

Reference book for the meat industry.

For all, for whom meat and sausage is a vocation. It offers current insights into the market development, shows the relevance of the meat industry and provides the user with a holistic overview of the meat market.

Format (W x H)

148 x 210 mm

	Marktanalyse (German)	Market Analysis (English)
Print run	60,000	8,000
Distribution as an insert in	afz 22 FLEISCHWIRTSCHAFT 6 agrarteilung and Lebensmittel Zeitung	FLEISCHWIRTSCHAFT international 3
Distribution at trade fairs and events and digital issue	IFFA (PD 14.05.) and on fleischwirtschaft.de + com	
Dates	OD 11.04. PM 18.04.	
	PD 01.06. bzw. 17.06.	PD 28.09.
Advertising possibilities (W x H)		
Cover pages 2, 3, 4: 148 x 210 mm*	€ 8,659.-	€ 3,979.-
1/1 ad 148 x 210 mm*	€ 8,059.-	€ 2,959.-

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



Packaging Special

The packaging special offers an overview of the meat-relevant packaging suppliers along the production process. The special supplement reaches the decision-makers and packaging experts in the meat industry.

Format (W x H)

148 x 210 mm

Print run

14,500

Distribution as an insert in

afz 37
FLEISCHWIRTSCHAFT 9

Digital issue on fleischwirtschaft.de. Additional distribution at various industry events in 2022 (such as FachPack, Deutscher Fleisch Kongress, afz-akademie, Forum der Fleischwirtschaft, Förderpreis der Fleischwirtschaft)

Dates

OD 10.08. | **PM** 15.08. | **PD** 14.09. and 15.09.

Advertising possibilities (W x H)

Cover pages 2, 3, 4
148 x 210 mm*

€ 2,280.-

1/1 ad
148 x 210 mm*

€ 1,550.-

1/1 advertorial**
130 x 185mm

€ 1,550.-

** Advertorial

Your advertorial should contain the following information: Logo and complete contact details, short description of your company, maximum 2 pictures

*plus 4 mm bleed on all outer edges | The applicable statutory value added tax (VAT) is added to all the rates.