



## NEW MEAT

### Brief characteristics

The magazine NEW MEAT gives an orientation and new perspectives about the production of meat and meat substitutes. With NEW MEAT you get an overview about future trends, innovations and future consumer needs.

Format (WxH)

210 x 297 mm

|  | Issue 1  | Issue 2                             |
|--|--|-------------------------------------|
| Print run                              | 14.500   |                                     |
| Distribution as an insert in           | FLEISCHWIRTSCHAFT 5 afz 20   | FLEISCHWIRTSCHAFT 11 afz 46         |
|  | Additional distribution at various industry events in 2022 such as IFFA + Deutscher Fleisch Kongress and digital issue on fleischwirtschaft.de + com |                                     |
| Dates                                  | OD 12.04.<br>PM 15.04.<br>PD 20.05.  | OD 07.10.<br>PM 10.10.<br>PD 16.11. |
| NEW MEAT English / integrated pages in | FLEISCHWIRTSCHAFT international 3  |                                     |
| Dates                                  | OD 19.08.   PM 29.08.   PD 28.09.  |                                     |

| Advertising possibilities (WxH) | Type area    | Bleed         |           |
|---------------------------------|--------------|---------------|-----------|
| Cover pages 2, 3, 4             | -            | 210 x 297 mm* | € 4,170.- |
| 1/1 page                        | 189 x 275 mm | 210 x 297 mm* | € 3,110.- |
| 1/2 page landscape              | 189 x 135 mm | 210 x 149 mm* | € 1,790.- |
| 1/2 page portrait               | 93 x 275 mm  | 102 x 297 mm* | € 1,790.- |
| 1/3 page landscape              | 189 x 90 mm  | 210 x 104 mm* | € 1,380.- |
| 1/4 page landscape              | 189 x 67 mm  | 210 x 81 mm*  | € 1,050.- |

**Billboard**

**Superbanner**

**Medium Rectangle**

**Advertorial**

**Footer**

## NEW MEAT Newsletter

The weekly newsletter from fleischwirtschaft.de gives constantly information about the potential of meat substitutes.

Dispatch day: Thursday, 11:00 a.m. CET  
Receivers: 5,000

### Billboard\*

Size (WxH) 728 x 250 pixels  
Price € 825.-

### Superbanner\*

Size (WxH) 728 x 90 pixels  
Preis: € 439.-

### Medium Rectangle\*

Size (WxH) 300 x 250 pixels  
Price € 549.-

### Advertorial\*

Characters 300  
Image size 600 x 314 pixels  
Text 350 / 650 characters  
Price € 590.- / € 715.-

### Footer

Size (WxH) 728 x 250 pixels  
Price € 549.-

Detailed media kit at [www.fleischwirtschaft.com/media-newmeat](http://www.fleischwirtschaft.com/media-newmeat)