



Publication date

End of August 2022

Ordering Deadline

03.08.

Format

(W x H) 210 x 297 mm

Print run

16.000 copies

Circulation

Insert in afz 35 on 31.08.
and ABZ issue 17 on
27.08.

Additional distribution:
e-paper on
fleischwirtschaft.de
and ABZonline.de

SNACKS - Das Magazin

Brief characteristics

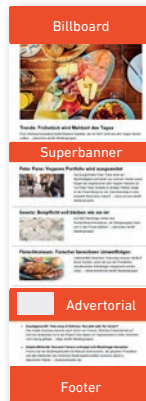
Stocktaking of the Snack Market, opportunities and innovations, reports from practice and tips from experts from the consumer and craft trade perspectives

SNACKS - Newsletter

The new trend newsletter „Snacks“ brings together all relevant news and topics from the web for newsletter subscribers of ABZonline and fleischwirtschaft.de.

Dispatch: weekly, Wednesday

Receivers: 11,600 newsletter subscribers of afz and ABZ
Opening rate: 19.54 %



Billboard*

Size (W x H) 728 x 250 pixels
Price: € 2,499.-

Superbanner*

Size (W x H) 728 x 90 pixels
Price: € 1,129.-

Advertorial*

Text 300 characters
Image size 600 x 314 pixels
Price: € 2,399.-

Footer*

Size (W x H) 728 x 250 pixels
Price: € 2,199.-

Rotation none

* File format
jpg, png, gif –
max.150 KB

Snacks – Das Magazin and Newsletter



1/1 page

W x H
Bleed 210 x 297 mm*

€ 6,090.-

Special position € 6,830.-



1/2 page landscape

W x H
Bleed 210 x 148 mm*

€ 3,150.-



1/2 page portrait

W x H
Bleed 105 x 297 mm*

€ 3,150.-



1/3 page landscape

W x H
Bleed 210 x 107 mm*

€ 2,100.-



1/3 page portrait

W x H
Bleed 75 x 297 mm*

€ 2,100.-



1/4 page landscape

W x H
Bleed 210 x 74 mm*

€ 1,630.-

* Bleed ad plus 3 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.