



Circulation

IVW figures Copies per issue
on an annual average
Ø July 1, 2020 – June 30, 2021

Publication frequency

Weekly on Wednesdays

Print run 8,000

Effective circulation 7,807
of which of other countries 59

Net sale 3,069
Copies to subscribers 2,331
of which of other countries 44
Other sales 738

Free copies 4,641

**Remaining, archive,
voucher copies** 193

Circulation audited by IVW
(German Audit Bureau
of Circulation)



afz – allgemeine fleischer zeitung

Brief characteristics

The latest industry news, reports from the market, comprehensive thematic features in the afz-Journal and relevant practical tips help readers in their daily work and support successful business management.

Target group

Proprietors and CEOs, heads of department and branch managers, plant managers or production managers, as well as non-managerial staff in the butcher's trade with independent firms or chains, in the food retail trade, as well as in abattoirs, the meat and meat product industry and the meat trade.

Editorial board

Editor in chief Jörg Schiffeler

Deputy Sandra Sieler

Volume and year

139/2022

Association

Official publication of Deutscher Fleischer-Verband
(German Butchers' Association)



Benefits of afz

Coverage:

The industry's **most widely distributed circulation**, according to IVW, August 2021

Attention:

Thanks to the high readership loyalty, on average **22 minutes** reading time per reader and approx. **3 readers** per issue

Advertising-relevant target group:

Our readers are the decision-makers and leaders of trade and retail

Positive image transfer:

The journalistic expertise guarantees a high-quality setting for your advertisement

Media mix:

Digital extension of your campaign at fleischwirtschaft.com, the online portal with the highest reach in the industry (acc. to IVW, August 2021; the German Audit Bureau of Circulation)

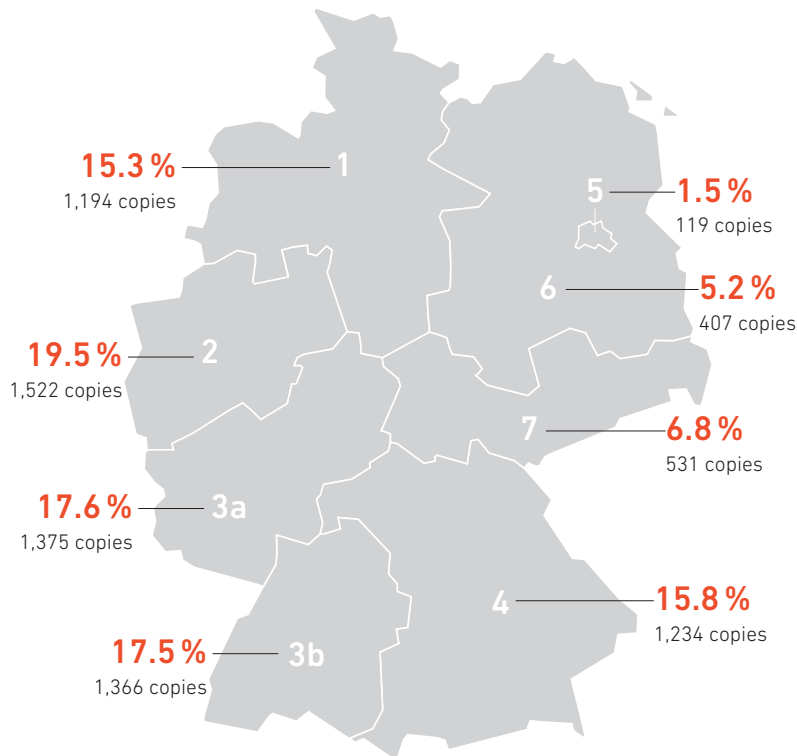
fleischwirtschaft.de + com

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

Page Impressions 132,011
Visits 68,068

Analysis of distribution according to Nielsen Areas

Overall circulation in Germany: 7,807 copies, 2020 – 2021



Recipient analysis

Share of effective circulation

	in percent	copies
Slaughtering and meat processing	72.3	5,644
Slaughterhouses	2.1	164
Meat products industry	6.6	515
Butcher's shops	63.6	4965
Wholesale trade with meat and meat products	2.1	164
Food retail; head office level and branches	20.3	1,585
Wholesale trade with machinery, equipment and accessories	2.3	180
Veterinary section	0.2	16
Others	2.8	219
Guilds, business associations	1.7	133
Professional schools, universities	1.5	117
Individuals without further details	0.5	39
Effective circulation	100.0	7,807

Source: Evaluation of the afz recipient file, September 2021

No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
1/2	03.01.	07.01.	12.01.	■ afz-Barometer		
3	10.01.	14.01.	19.01.			
4	17.01.	21.01.	26.01.	■ Through the Carnival Season with Fish & Co.		
5	24.01.	28.01.	02.02.	■ To-Go-Business, Snacks, Hot Food Counter 		
6 with Journal 1-2	31.01. 12.01.*	04.02. 31.01.	09.02.	■ afz-Barometer ■ Cutting, Mincing, Stuffing, Clipping ■ Artificial Casings, Natural Casings		
7	07.02.	11.02.	16.02.	■ Coffee Machines, Coffee Specialties and Accessories (Sugar, Pastry etc.) 		
8	14.02.	18.02.	23.02.	■ Barbecue 1: Meat, Sausage & Poultry		
9	21.02.	25.02.	02.03.	■ Easter		
10 with Journal 3	28.02. 09.02.*	04.03. 28.02.	09.03.	■ Convenience: Ready to Cook from the Butcher  ■ afz-Barometer ■ Occupational and Protective Clothing  ■ Hot Food Counter, Lunch, Snacks		IHM, Munich, Germany, 09. - 13.03.
11	07.03.	11.03.	16.03.	■ Asparagus & Ham		
12	14.03.	18.03.	23.03.	■ Barbecue 2: Sauces, Marinades and Dips		
13	21.03.	25.03.	30.03.	■ Cheese Specialties from the Alpine Region		
14	28.03.	01.04.	06.04.	■ Snacks/Trends of Internorga		
15 with Journal 4	04.04. 16.03.*	08.04. 04.04.	13.04.	■ Scales, Check-out and Payment Systems, Cashless Payments  ■ afz-Barometer ■ Anuga FoodTec and IFFA Preview ■ Wholesale, Delivery Services, Fresh Logistics ■ After-hours Shopping: Sausage Vending Machines and Refrigerated Pick-up Stations	Newsletter AFT 1 OD 07.04. DD 14.04.	
16	11.04.	15.04.	20.04.	■ Anuga FoodTec Main Issue	Newsletter AFT 2 OD 14.04. DD 21.04.	Anuga FoodTec , Cologne, Germany, 26. - 29.04. (Hybrid)
17	18.04.	22.04.	27.04.	■ 1. IFFA Preview ■ Internorga Main Issue	Newsletter IFFA 1 OD 21.04. DD 28.04.	

No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
18	25.04.	29.04.	04.05.	■ 2. IFFA Preview	Newsletter IFFA 2 OD 28.04. DD 05.05.	Internorga , Hamburg, Germany, 30.04.-04.05.
19 with Journal 5	02.05. 11.04.*	06.05. 02.05.	11.05.	■ IFFA Main Issue ■ IFFA Main Issue	Newsletter IFFA 3 OD 05.05. DD 12.05.	IFFA , Frankfurt, Germany, 14.-19.05.
20	09.05.	13.05.	18.05.	■ Equipment for Washing up and Kitchens ■ afz-Barometer	 NEW MEAT Magazine I OD 12.04 Info at page 27	
21	16.05.	20.05.	25.05.	■ Barbecue 3: Fish and Cheese - prepared on the Grill as well		
22	23.05.	27.05.	01.06.	■ Partyservice & Catering	Market Analysis 2022: Markets, Facts, Figures OD 11.04. Info at page 28	
23 with Journal 6	30.05. 09.05.*	03.06. 30.05.	08.06.	■ Light & Delicious: Mediterranean Specialties ■ Anuga FoodTec Report ■ Seasonings and Additives ■ Slaughtering and Cutting up		
24	06.06.	10.06.	15.06.	■ Barbecue 4: Meat, Sausages, Poultry & Side dishes (Bread rolls, Wraps, Vegetables) ■ afz-Barometer		
25	13.06.	17.06.	22.06.	■ Insurance, Law, Taxes, Consulting	 Ad Perception Survey see also page 9	
26	20.06.	24.06.	29.06.	■ Meat Free Alternatives		
27 with Journal 7-8	27.06. 07.06.*	01.07. 27.06.	06.07.	■ Cool Technology - Chilling and Freezing ■ IFFA Report ■ Store Fittings, Lightning Systems, Clim	 	
28	04.07.	08.07.	13.07.	■ Lamb Specialties ■ afz-Barometer		
29	11.07.	15.07.	20.07.	■ Organic Products (in the run up to BioFach)		

* **Red: early deadline for ads.** We reserve the right to make any necessary changes. Please see also www.fleischwirtschaft.com/mediakit

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



Benefit from our concentrated competence in the butcher's, baker's and confectioner's trade. More information at page 42.

No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
30	18.07.	22.07.	27.07.	▪ Success with Glass, Can and more		BioFach , Nuremberg, Germany, 26.-29.07.
31	25.07.	29.07.	03.08.	▪ Fine Parts: Dry Aged and more		
32	01.08.	05.08.	10.08.	▪ Oktoberfest: Knuckles of Pork, Bavarian Veal Sausage, Mustard and more ▪ afz-Barometer		
33	08.08.	12.08.	17.08.	▪ Quality Assurance during Production		
34	15.08.	19.08.	24.08.	▪ Meat Programs - Controlled Origin provides Confidence		
35	22.08.	26.08.	31.08.	▪ Better Burger ▪ afz-Barometer	SNACKS – The Magazine OD 03.08. Info at page 26	
36	29.08.	02.09.	07.09.	▪ Country Report Austria		
37 with Journal 9	05.09. 17.08.*	09.09. 05.09.	14.09.	▪ Knives: Sharp Blades for Kitchens, Production and more ▪ afz-Barometer ▪ Curing, Tumbling, Ham Production ▪ Slicing, Packaging (including to-go Packaging), Labelling, Marking ▪ Utility Vehicles, Foodtracks and Mobile Sales	Packaging Special OD 10.08. Info at page 28	
38	12.09.	16.09.	21.09.	▪ Boar, Stag and Roe Deer ▪ afz-Barometer	Newsletter FACHPACK OD 15.09. DD 22.09.	Forum der Fleischwirtschaft , Quakenbrück, Germany, September** IAA Commercial Vehicles , Hannover, Germany, 22.-25.09. FACHPACK , Nuremberg, Germany, 27.-29.09.
39	19.09.	23.09.	28.09.	▪ evenord Main Issue, OD 31.08.*		evenord , Nuremberg, Germany, 08.-09.10.
40	26.09.	30.09.	05.10.	▪ afz Special for the German Butchers' Association Day		

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** Date not yet finalised

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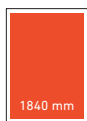
 **Benefit from our concentrated competence in the butcher's, baker's and confectioner's trade.** More information at page 42.

No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
41 with Journal 10	03.10. 13.09.*	07.10. 03.10.	12.10.	- The Butcher's Shop goes Digital: Online Stores, Ordering Apps and more - afz-Barometer - Strong Brands are Eye Catcher at the Service Counter - Production of Raw Sausages and Raw Ham	Slaughterhouse Report OD 30.08. Info at page 29	SIAL , Paris, France, 15.-19.10.
42	10.10.	14.10.	19.10.	Environmental Protection: Wastewater, Energy, Waste Disposal	Match Schedule Football World Cup OD 06.09. Info at page 30	
43	17.10.	21.10.	26.10.	Delicious Goose Meat		
44	24.10.	28.10.	02.11.	To Go Business at the Butcher		Alles für den GAST 2022 , Salzburg, Austria, 05.-09.11
45 with Journal 11	31.10. 12.10.*	04.11. 31.10.	09.11.	- Poultry: Meat and Sausage - afz-Barometer - Smoking and Ripening - Hygiene, Disinfection, Occupational Safety	 Ad Perception Survey Wall Calendar 2023 OD 30.09. Info at page 30	
46	07.11.	11.11.	16.11.	Breakfast at the Butcher's	 NEW MEAT Magazine II OD 07.10. Info at page 27	Deutscher Fleisch Kongress , Mainz, Germany, 22.-23.11. Football World Cup , Qatar, UAE, 21.11.-18.12.
47	14.11.	18.11.	23.11.	Sweet Additional Business: Bakery Products, Chocolates, Desserts		
48	21.11.	25.11.	30.11.	Salads and Antipasti		
49 with Journal 12	28.11. 09.11.*	02.12. 28.11.	07.12.	- Without, of course! - Free from Additives and GMO - Production of Cooked Sausages and Sausages made from Cooked Meat - Planning and Fitting for Production Rooms	Top 100 Poster OD 30.09. Info at page 30	
50	05.12.	09.12.	14.12.	- Campaign Planning 2023 - afz-Barometer	Career Magazine OD 28.10. Info at page 29	
51/52	12.12.	16.12.	21.12.	Review		

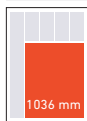


Additional service: Ad perception survey

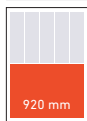
Test the performance of your ad with our ad perception survey and get individual results. We offer surveys specifically for the target groups craft (afz 25), retail, wholesale trade and industrial producers (afz 47). For further information ask your sales contact, on page 44.

**1/1 page**

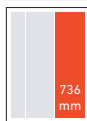
WxH
Type area 255 x 368 mm
Bleed 285 x 400 mm*
€ 10,700.-

**Juniorpage**

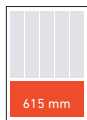
WxH
Type area 203 x 259 mm
Bleed 220 x 278 mm*
€ 8,830.-

**1/2 page landscape**

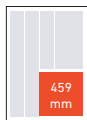
WxH
Type area 255 x 184 mm
Bleed 285 x 203 mm*
€ 7,850.-

**2/5 page portrait**

WxH
Type area 99 x 368 mm
Bleed 116 x 400 mm*
€ 6,310.-

**1/3 page landscape**

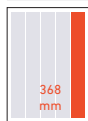
WxH
Type area 255 x 123 mm
Bleed 285 x 142 mm*
€ 5,430.-

**1/4 page corner**

WxH
Type area 151 x 153 mm
Bleed 168 x 172 mm*
€ 4,151.-

**1/4 page landscape**

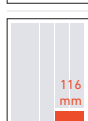
WxH
Type area 255 x 92 mm
Bleed 285 x 111 mm*
€ 4,151.-

**1/5 page portrait**

WxH
Type area 47 x 368 mm
Bleed 64 x 400 mm*
€ 3,230.-

**1/8 page corner**

WxH
Type area 99 x 115 mm
€ 2,070.-

**1/16 page corner**

WxH
Type area 99 x 58 mm
€ 1,020.-

Special Placements**Front page afz Title Bottom Stripe**

WxH
Type area 255 x 32 mm
€ 2,070.-

**Hot Spot**

WxH
Type area 47 x 47 mm

Front page afz € 1,980.-
afz Praxis € 1,260.-
afz Journal € 1,820.-

Special Placements**back cover**

WxH
Type area 255 x 368 mm
Bleed 285 x 400 mm*
€ 12,070.-

Additional charge (can be discounted)

Binding position specifications: +20 %

For special formats, e.g. advertisements across gutter: +20 %

Discounts

Available for bookings within one year

Frequency discount	Quantity discount	
3 - 6 advertisements	500 - 1,000 mm	10 %
12 advertisements	2,000 mm	15 %
24 advertisements	5,000 mm	20 %
52 advertisements	10,000 mm	25 %

Variable formats

Island position ad
single column, per mm **€ 16.60**

Millimeter rate for non-standard formats
single column, per mm **€ 8.90**

Ad specials

More information about our ad specials on

www.fleischwirtschaft.de/sonderwerbeformen

*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.

Inserts

Maximum format DIN A4, 210 x 297 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 post charges for items 3 mm high and more, prices for partial inserts on request (Surcharge for small quantities for split runs € 300.–)

Shipping address

Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz, Kurhessenstraße 4-6,
64546 Mörfelden-Walldorf, Germany

Remarks on delivery paper „For afz - allgemeine fleischer zeitung, issue .../2022“

Delivery date no later than Friday of the preceding week

Pricing

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

Digital inserts

Book your afz insert also as a digital insert on the fleischwirtschaft.de e-paper specials platform.

Prices on request.

Classified advertisements (Deadline: Monday 10 am)

1 column	40 mm	4 columns	169 mm
2 columns	83 mm	5 columns	212 mm
3 columns	126 mm	6 columns	255 mm

Price, per mm	single coloured €	multicoloured €
	4.60	5.45

Reduced rate for (per mm)	single coloured €	multicoloured €
Teaching, Seminars, Education	4.10	4.80
Situation vacant	4.15**	4.90**
Situations wanted	2.50**	3.65**
Personal column	1.85	2.90
Official announcements	2.50	3.00
Box No. Fee € 12.–		
No discount on reduced prices		

** Including four week appearance on www.fleischwirtschaft.de

Newspaper format

WxH 285 mm x 400 mm, Type area: WxH 255 mm x 368 mm

Columns:

Editorial Part:	5 columns	à	47 mm	
Advertisement Part:	6 columns	à	40 mm	
Editorial Part:	1 column		47 mm	4 columns 203 mm
	2 columns		99 mm	5 columns 255 mm
	3 columns		151 mm	

Contact and technical data see page 27