

5,120
effective monthly
circulation*

FLEISCHWIRTSCHAFT

Industry-specific topics from production to processing and distribution of meat and protein-based products - the entire supply chain in one publication. The monthly magazine is globally recognized for its exceptional industry insights, especially on current technological developments and scientific research due to its extensive expert collaboration network.

Target group
Meat industry, slaughterhouses,
meat processing, food trade,
Import-Export



Publication frequency
Monthly
Editorial board
Editor in chief
Renate Kühlcke and
Gerd Abeln
Volume and year
103/2023
Association
Bundesverband der
Wurst- und
Schinkenproduzenten e.V.



6,278
Newsletter recipients
twice a week**

Copies in Germany and abroad**

13.73%
Abroad copies



86.27%
German copies

* IWV (the German Audit Bureau of Circulation), 2nd quarter of 2022
** Evaluation of the recipient file, July 2022



Also available as an
E-Paper

+78%

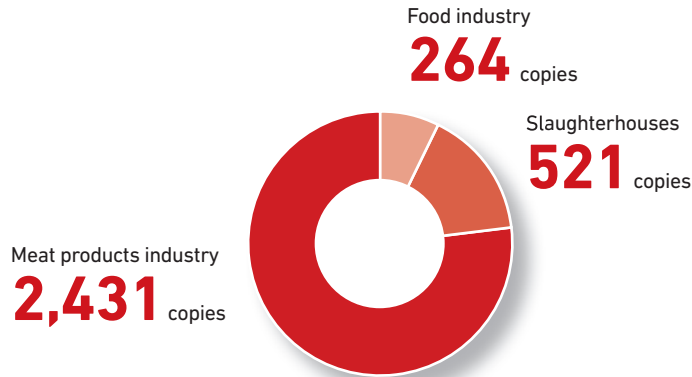
Increase in sold circulation
within 12 months*

529 €

costs an annual subscription
of the FLEISCHWIRTSCHAFT
in 2023.

Target group slaughterhouses and meat processing**

62.8% of effective circulation 5,120



+11%

Increased subscription
circulation within 12 months*

* IVW (the German Audit Bureau of Circulation),
2nd quarter of 2022


** Evaluation of the recipient file, July 2022

No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
1 January	16.12.	23.12.	18.01.	<ul style="list-style-type: none"> Production and Packaging of Convenience Food: Patties, Pizza, Set Meal, etc. Laboratory and Measuring Technology, Laboratory Equipment, Analysis Systems Sorting and Conveyor Technology 		Green Week , Berlin, Germany, 20.-29.01. IPPE, AMI's International Meat Expo , Atlanta, USA, 24.-26.01. Gulfood , Dubai, UAE, 20.-24.02.
2 February	17.01.	24.01.	16.02.	<ul style="list-style-type: none"> Spices, Additives, Ingredients Planing, Building, Facility Design from Paper to Plant Clean Meat / Cultivated Meat 		BioFach , Nuremberg, Germany, 14.-17.02. Meat Pro Asia , Bangkok, Thailand, 08.-10.03.
3 March	21.02.	28.02.	23.03.	<ul style="list-style-type: none"> interpack Preview Curing, Tumbling, Ham Production Sustainability: Environment, Disposal, Wastewater Treatment, Energy Efficiency, Processing of Left Over Parts Merchandise Management, Weighing and IT-Systems, Industry 4.0, Digital Solutions incl. LogiMat Preview 	NEWMEAT Magazine 1 OD 13.02. Info on page 27	Cfia , Rennes, France, 14.-16.03. Hannover Messe , Hannover, Germany, 17.-21.04. LogiMAT , Stuttgart, Germany, 25.-27.04.
4 April	22.03.	29.03.	25.04.	<ul style="list-style-type: none"> interpack Main Issue Quality Management and Assurance, Tracing, Foreign Object Detection Red and White Meat on the Global Markets; Halal Production Pet Food 	Packaging Special in German OD 13.03. Info on page 29 Newsletter interpack 1. OD 11.04., DD 17.04. 2. OD 17.04., DD 24.04.	Seafood Expo Global , Barcelona, Spain, 25.-27.04. interpack , Düsseldorf, Germany, 04.-10.05. Hofex , Hongkong, China, 10.-12.05.
5 May	17.04.	24.04.	19.05.	<ul style="list-style-type: none"> Logistics: Storage, Transport (Fleet), Chilling (Refrigerated Vehicles) Trend Products: Super Food, Ethnic Food, Street Food, e.g. Pulled Meat, Clean Label Hygiene and Disinfection, Clean Room Technology, Air Management, Food Safety 	Sausage Report in German OD 07.04. Info on page 29	Fooma , Tokyo, Japan, 06.-09.06. World Meat Congress , Netherlands
6 June	11.05.	18.05.	15.06.	<ul style="list-style-type: none"> interpack Review Service Providers (Banks, Insurances, Consultants, Laboratories/Laboratory Analysis, etc.) Production of Raw Sausage and Raw Ham 	NEWMEAT Magazine 2 OD 03.05. Info on page 27	

The editorial deadline is set 2 weeks prior to the ordering deadline. Subject to change. For details see www.fleischwirtschaft.com/mediakit

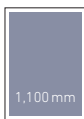
OD = Ordering Deadline | **PM** = Printing Material | **PD** = Publication Date | **DD** = Dispatch Date

No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
7 July	14.06.	21.06.	14.07.	<ul style="list-style-type: none"> Process Control, Automation, Robotics, 3D Printing Filling, Portioning, Clipping Production of Vegetarian and Vegan Products, Alternative Proteins (Mushrooms, Lupins, etc.) 	<p>Market Analysis 2023: Data, Markets, Facts! in German OD 06.06. Info on page 30</p>	<p>Forum der Fleischwirtschaft. Quakenbrück, Germany, 13.-14.09.</p> <p>POLAGRA-Tech. Posen, Poland, September</p>
8 August	14.07.	21.07.	16.08.	<ul style="list-style-type: none"> Production of Boiled and Pre-Cooked Sausages Cutting Technology (Cubes, Strips, Slices) Extracting, Processing, Packaging of Poultry Meat 		<p>anuga. Cologne, Germany, 07.-11.10.</p> <p>SÜFFA. Stuttgart, Germany, 21.-23.10.</p>
9 September	15.08.	22.08.	14.09.	<ul style="list-style-type: none"> anuga Main Issue Smoking and Smoking Alternatives, Air-Conditioning and Ripening Technology Slaughtering and Processing of Boar and Poultry 	<p>NEWMEAT Magazine 3 OD 07.08. Info on page 27</p> <p>Newsletter anuga OD 18.09., DD 25.09. OD 25.09., DD 02.10.</p>	<p>Process Expo. Chicago, USA, 23.-25.10.</p> <p>Deutscher Fleisch Kongress. Mainz, Germany, Rheingold Halle, 21.-22.11.</p>
10 October 	13.09.	20.09.	16.10.	<ul style="list-style-type: none"> SÜFFA Main Issue Processing Systems for Meat, Plant-Based Products and Convenience Food Mincing, Blending, Mixing 		<p>Fi Europe. Frankfurt, Germany, 28.-30.11.</p> <p>Smart Proteins. Summit, Frankfurt, Germany, November 2023</p>
11 November	16.10.	23.10.	15.11.	<ul style="list-style-type: none"> Fi Europe Main Issue Slicing, Packaging, Labelling; Recyclable Packaging Chilling and Freezing Technology, Ice Production, Technical Gases Working 4.0 	<p>Career Magazine OD 06.10. Info on page 28</p> <p>Wall Calendar 2024 OD 29.09. Info on page 30</p>	
12 December	13.11.	20.11.	13.12.	<ul style="list-style-type: none"> Top 100 German Meat Companies Artificial and Natural Casings Safety, Maintenance, Clothing and Protective Wear, Cleaning Systems 	<p>NEWMEAT Magazine 4 OD 02.11. Info on page 27</p> <p>Top 100 Poster 2023 OD 02.10. Info on page 31</p>	

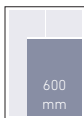
 **FLEISCHWIRTSCHAFT Copytest:** Book an ad in issue 10/23 and test the ad perception; minimum size 1/2 page.



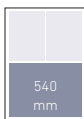
Panorama (2x 1/1 page)
 WxH
 Bleed 2x 210 x 297 mm*
€ 13,260.-



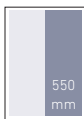
1/1 page
 WxH
 Type area 189 x 275 mm
 Bleed 210 x 297 mm*
€ 6,900.-



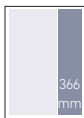
Juniorpage
 WxH
 Type area 141 x 200 mm
 Bleed 150 x 214 mm*
€ 4,115.-



1/2 page landscape
 WxH
 Type area 189 x 135 mm
 Bleed 210 x 149 mm*
€ 3,755.-



1/2 page portrait
 WxH
 Type area 93 x 275 mm
 Bleed 102 x 297 mm*
€ 3,819.-



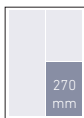
1/3 page portrait
 WxH
 Type area 61 x 275 mm
 Bleed 70 x 297 mm*
€ 2,470.-



1/3 page landscape
 WxH
 Type area 189 x 90 mm
 Bleed 210 x 104 mm*
€ 2,365.-



1/4 page landscape
 WxH
 Type area 189 x 67 mm
 Bleed 210 x 81 mm*
€ 1,890.-



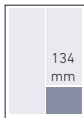
1/4 page corner
 WxH
 Type area 93 x 135 mm
€ 1,890.-



1/4 page portrait
 WxH
 Type area 45 x 275 mm
 Bleed 54 x 297 mm*
€ 1,875.-



1/8 page landscape
 WxH
 Type area 189 x 33 mm
 Bleed 210 x 47 mm*
€ 900.-



1/8 page corner
 WxH
 Type area 93 x 67 mm
€ 925.-

Special placements

Special position inside front cover, inside back cover + back cover **€ 6,985.-**

WxH Type area 189 x 275 mm
 Bleed 210 x 297 mm*



Preferred position on page 5 (content) **€ 1,195.-**



Type area only
 WxH Type area 56 x 124 mm



Preferred position on the editorial page 3

1/4 page landscape
 WxH Type area 189 x 67 mm
 Bleed 210 x 81 mm* **€ 2,019.-**

1/3 page landscape
 WxH Type area 189 x 90 mm
 Bleed 210 x 104 mm* **€ 2,625.-**

Discounts Available for bookings within one year

Frequency discount		Volume discount	
3 advertisements	5%	1 page (1,000 mm)	10%
6 advertisements	10%	3 pages (3,000 mm)	15%
9 advertisements	15%	6 pages (6,000 mm)	20%
12 advertisements	20%	12 pages (12,000 mm)	25%

No discounts on extra technical costs.



Combination offers

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

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

Variable formats

Island position ad

single column, per mm **€ 14.70**

Millimeter rate for non-standard formats

single column, per mm **€ 6.90**

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 **€ 1.680.-**

up to 40 g **€ 1.820.-**

Additional postage for sending objects 3 mm height and more.

Partial insert and adhesive advertisements only on request.

Digital inserts on the Website

Book your insert also as digital insert on fleischwirtschaft.de



www.fleischwirtschaft.de/sonderwerbformen

Bound inserts

Prices/Formats

two pages

one sheet untrimmed

217 mm x 305 mm

€ 5,590.-

four pages

two sheets untrimmed

434 mm x 305 mm

€ 11,000.-

six to eight pages

on request

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.

Trim specifications

The trim specifications can be found on 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/m², minimal 115 g/m².

Shipping address for Inserts and Bound Inserts

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

Remarks on delivery paper „For FLEISCHWIRTSCHAFT, Issue ... /2023“

Delivery Quantity 5,200 copies

Please send the bound insert or insert data for the e-paper issue also by e-mail to jutta.schedewy@dfv.de

Contact and technical data see page 25

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

Ad specialswww.fleischwirtschaft.de/sonderwerbformen**Company portrait**

Price € 3,990.-

www.fleischwirtschaft.com/flw-company-portrait**Vacancies** (no discount)

Price per mm and column

Colour	Situations vacant	Situations wanted
single coloured	€ 4.70	€ 2.80
multicoloured	€ 5.45	-

Width

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

Classified advertisements

For sale and wanted, business opportunities, agencies

Price per mm and column

Colour	Classified Ads
single coloured	€ 3.90
multicoloured	€ 4.50

Calculation of the advertisement rate

__ mm height x __ columns x __ € / mm = __ €

Charge for key number advertisement

Germany € 12.00 | Abroad € 20.50

Print suppliers guide

Choose from over 120 categories from A to Z.

Annual (12 issues) or until further notice (at least 12 issues).

Booking is possible at any time. The first entry will additionally be published free of charge in the online suppliers guide on www.fleischwirtschaft.de**Advertising opportunities** (Price per mm / 45 mm width, 1 column, height variable)

single coloured € 2.45

multicoloured € 4.29

Online Suppliers Guide at fleischwirtschaft.de

Your entry is placed under the keyword of your choice and is configured as follows:

- Company logo
- Contact data (company name, address, telephone, fax, email, website)
- Detailed company profile without character limit
- Three product images for presentation purpose
- Download function for a company or product folder as PDF file

Your benefits:

- Inexpensive and effective presentation of your company
- 365 days a year / 24 hours a day online
- Product images and product folders can be replaced at any time free of charge
- Your company logo is also shown on the homepage of fleischwirtschaft.de, in random order

**Advertising opportunities** (Price per keyword and booking period – 1 year)

Basis € 299.-

Premium € 499.-