

**7,500**  
effective circulation\*

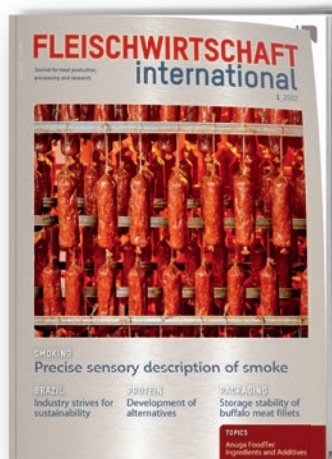
## FLEISCHWIRTSCHAFT international

Renowned authors and industry experts highlight current topics for an international readership. The magazine focuses on emerging meat and plant-based processing technologies along with food safety and facility management, market research and distribution, providing a unique overview of current developments. The papers published in its Research & Development section are peer-reviewed.

**179 €**  
costs for an annual subscription  
of FLEISCHWIRTSCHAFT  
international in 2023.

### Target audience

It is aimed at professionals in the commercial and technical management of the protein-based processing industry, abattoirs, wholesalers and suppliers.



**Publication frequency**  
4 times a year

**Redaktion**  
Editors in chief  
Gerd Abeln and  
Renate Kühlcke

**Volume and year**  
38/2023



Also available as an  
**E-Paper**

**3,437**  
recipients reached the  
fleischwirtschaft.com  
newsletter every working day\*\*

\* *Publisher's statement*  
\*\* *Evaluation of the recipient file, July 2022*

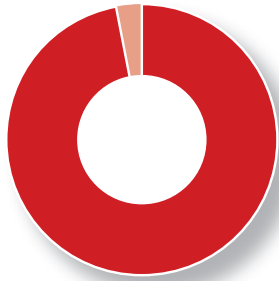
### Share of effective circulation

Receivers	%
Meat and meat processing industry	74.1
Slaughterhouses	16.2
Wholesalers (e.g. with technical supplies and machines for the meat industry)	1.8
Poultry processing industry	1.5

### Copies abroad and in Germany

**3.01 %**

Copies in Germany

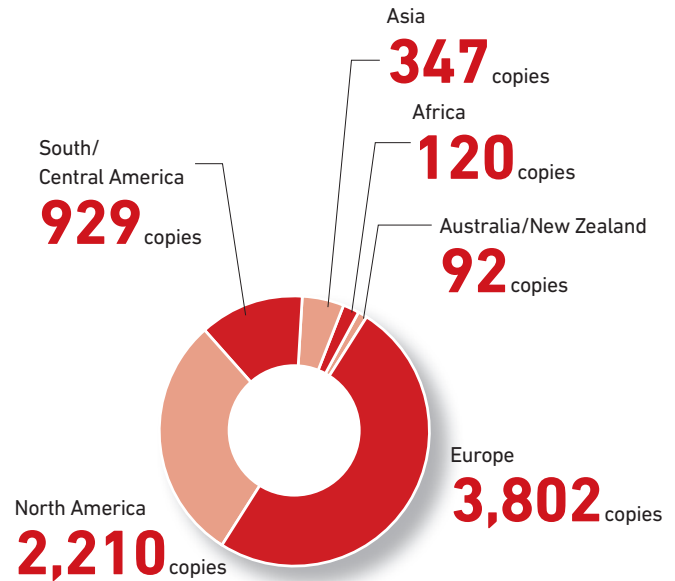


**96.99 %**

Abroad Copies

### Structural analysis by continents

Total effective circulation: **7.500** copies, of which



Source: Evaluation of the recipient file, July 2022

No.	OD	PM	PD	Topics in Focus	Newsletter/Print Specials	Fairs, Exhibitions, Events
<b>1</b> March	<b>10.02.</b>	17.02.	10.03.	<ul style="list-style-type: none"> <li>▪ <b>interpack Preview</b></li> <li>▪ Smoking and Smoking Alternatives, Air Conditioning and Ripening Technology</li> <li>▪ Slaughtering and Processing</li> <li>▪ Production of Boiled and Pre-Cooked Sausages</li> </ul>		<p><b>IPPE, AMI's International Meat Expo</b>, Atlanta, USA, 24. - 26.01.</p> <p><b>MeatEx</b>, Toronto, Canada, 03. - 05.02.</p> <p><b>Gulfood</b>, Dubai, UAE, 20. - 24.02.</p> <p><b>Meat Pro Asia</b>, Bangkok, Thailand, 08. - 10.03.</p>
<b>2</b> April	<b>10.03.</b>	17.03.	11.04.	<ul style="list-style-type: none"> <li>▪ <b>interpack Main Issue</b></li> <li>▪ Production of Raw Sausage and Raw Ham</li> <li>▪ Red and White Meat on the Global Markets; Halal Production</li> <li>▪ Facility Design from Plan to Plant</li> <li>▪ <b>NEWMEAT</b>   *OD 03.03.   Info on page 27</li> </ul>	<b>Newsletter interpack</b> OD 17.04.   DD 24.04.	<p><b>Cfia</b>, Rennes, France, 14. - 16.03.</p> <p><b>interpack</b>, Düsseldorf, Germany, 04. - 10.05.</p> <p><b>Hofex</b>, Hongkong, China, 10. - 12.05.</p> <p><b>Fooma</b>, Tokyo, Japan, 06. - 09.06.</p>
<b>3</b> September	<b>31.08.</b>	07.09.	28.09.	<ul style="list-style-type: none"> <li>▪ <b>anuga Main Issue</b></li> <li>▪ Filling, Portioning, Clipping</li> <li>▪ Cutting Technology, Packaging (Machinery and Materials, Sustainable Packaging), Labelling, Technical Gases</li> <li>▪ Spices, Additives, Ingredients</li> <li>▪ Trend Products, Convenience, Clean Labels</li> </ul>	<p><b>Market Analysis 2023: Data, Markets, Facts!</b> OD 14.08. Info on page 30</p> <p><b>Newsletter anuga</b> OD 18.09   DD 25.09.</p>	<p><b>World Meat Congress</b>, Netherlands</p> <p><b>anuga</b>, Cologne, Germany, 07. - 11.10.</p> <p><b>Process Expo</b>, Chicago, USA, 23. - 25.10.</p>
<b>4</b> November	<b>26.10.</b>	02.11.	23.11.	<ul style="list-style-type: none"> <li>▪ <b>Fi Europe Main Issue</b></li> <li>▪ Processing and Packaging of Poultry Meat</li> <li>▪ Curing, Tumbling, Ham Production</li> <li>▪ Mincing, Blending, Mixing</li> <li>▪ Artificial and Natural Casings</li> </ul>	<p><b>Sausage Report</b> OD 09.10. Info on page 29</p> <p><b>Wall Calendar 2024</b> OD 10.10. Info on page 30</p>	<p><b>Meatmania</b>, Sofia, Bulgaria, October</p> <p><b>Fi Europe</b>, Frankfurt, Germany, 28. - 30.11.</p>

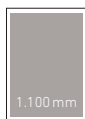
The editorial deadline is set 2 weeks prior to the ordering deadline. We reserve the right to make any necessary changes. Please see also [www.fleischwirtschaft.com/mediakit](http://www.fleischwirtschaft.com/mediakit)

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

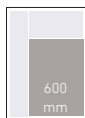
\* In red: early deadline for ads.


**Panorama (2x 1/1 page)**

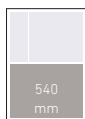
WxH  
 Bleed 2x 210 x 297 mm\*  
**€ 13,260.-**


**1/1 page**

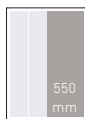
WxH  
 Type area 189 x 275 mm  
 Bleed 210 x 297 mm\*  
**€ 6,900.-**


**Juniorpage**

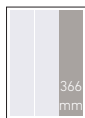
WxH  
 Type area 141 x 200 mm  
 Bleed 150 x 214 mm\*  
**€ 4,115.-**


**1/2 page landscape**

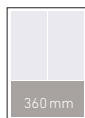
WxH  
 Type area 189 x 135 mm  
 Bleed 210 x 149 mm\*  
**€ 3,755.-**


**1/2 page portrait**

WxH  
 Type area 93 x 275 mm  
 Bleed 102 x 297 mm\*  
**€ 3,819.-**


**1/3 page portrait**

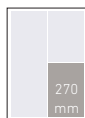
WxH  
 Type area 61 x 275 mm  
 Bleed 70 x 297 mm\*  
**€ 2,470.-**


**1/3 page landscape**

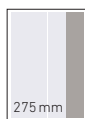
WxH  
 Type area 189 x 90 mm  
 Bleed 210 x 104 mm\*  
**€ 2,365.-**


**1/4 page landscape**

WxH  
 Type area 189 x 67 mm  
 Bleed 210 x 81 mm\*  
**€ 1,890.-**


**1/4 page corner**

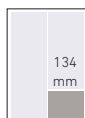
WxH  
 Type area 93 x 135 mm  
**€ 1,890.-**


**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 next to content**

1/3 page portrait, bleed only  
 W x H Bleed 70 x 297 mm\*

**€ 2,710.-**

**Preferred position on the editorial page 3**

1/4 page landscape  
 W x H Type area 189 x 67 mm  
 Bleed 210 x 81 mm\*

**€ 2,019.-**

1/3 page landscape  
 W x H Type area 189 x 90 mm  
 Bleed 210 x 104 mm

**€ 2,625.-**
**Discounts**

Available for bookings within one year

**Frequency discount**

3 advertisements 5%  
 6 advertisements 10%  
 9 advertisements 15%  
 12 advertisements 20%

**Volume discount**

1 page (1,000 mm) 10%  
 3 pages (3,000 mm) 15%  
 6 pages (6,000 mm) 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 **€ 2,600.-**

up to 40 g **€ 2,800.-**

Additional postage for sending objects 3 mm height and more.

Partial insert and adhesive advertisements only on request.

### 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](http://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/m<sup>2</sup>, minimal 115 g/m<sup>2</sup>.

#### Shipping address for Inserts and Bound Inserts

Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz,  
Kurahessenstraße 4-6, 64546 Mörfelden-Walldorf, Germany  
Remarks on delivery paper „For FLEISCHWIRTSCHAFT, Issue ... /2023“


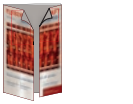




#### Delivery Quantity 5,200 copies

Please send the bound insert or insert data for the e-paper issue also by e-mail to [jutta.schedewy@dfv.de](mailto: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 specials

	<p><b>Gate Fold Maxi version (1)</b> € 23,480.-            Gate fold front and back, inside and outside + full page ad at the back cover</p> <p><b>Gate Fold Mini version (2)</b> € 8,000.-            Gate fold front, inside and outside</p>
	<p><b>French-Cover</b> € 21,500.-            The front cover can be unfolded to the left and right from the middle</p>
	<p><b>Gate-Cover</b> € 23,000.-            The advertisement pages are gatefolded once or twice from inside front cover</p>
	<p><b>Fold-in-flap</b> € 15,500.-            Gate fold with fold-in flap with or without perforation</p>
	<p><b>Banderole</b> € 7,350.-            Printable on both sides. The printed sleeves must be cut, folded and open on delivery.</p>
	<p><b>Post-It</b> € 3,430.-            Placement from page 5. The Post-It must be delivered ready printed and with adhesive edge.</p>

### 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 Ads (no discount)

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



[www.fleischwirtschaft.de/sonderwerbformen](http://www.fleischwirtschaft.de/sonderwerbformen)

**Contacts**

for advisory services and bookings: see contact partners on page 44

for data delivery, invoices and vouchers:

Jutta Schedewy, Ad disposition

jutta.schedewy@dfv.de, Tel. +49 69 7595 1853

**Payment conditions**

Net payment within 30 days of invoice date.

Agency Commission 15%

**Bank details**

Frankfurter Sparkasse

Frankfurt am Main

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26

**Data transmission** via FTP, E-Mail or CD-ROM

**Colours according to the Euroscale**

Colour sequence: Black, cyan, magenta, yellow

**Further technical information**

[www.fleischwirtschaft.com/guidelines](http://www.fleischwirtschaft.com/guidelines)

**Proof**

Colour-consistent digital/reference proof (paper simulation: FLEISCHWIRTSCHAFT international production paper) with corresponding colorimetrics.

**Data archiving**

Data are archived. That is why unaltered repetitions are generally possible. However no data guarantee is provided.

**Guarantee**

We do not assume any liability for printing results if incomplete or deviating data (texts, colours, images) are delivered. Exposure errors due to incomplete or defective files, wrong settings or incomplete data will be billed. The same applies for any extra typesetting and lithographic work and for the production of new proofs.

	afz - allgemeine fleischer zeitung	FLEISCHWIRTSCHAFT und FLEISCHWIRTSCHAFT international																		
<b>Printing an binding method</b>	Web offset with dying (heat set), Saddle stitching	Cover: Sheet offset printing profile ISO Coated V2 Content: Web offset with drying (heat set), gummed binding																		
<b>Paper grade</b>	LWC	Cover: 150/m <sup>2</sup> , woodfree, white, glossy art printing Content: 60/m <sup>2</sup> , LWC, white, matte																		
<b>Data formats</b>	PDF/X-3, in profile PSO LWC Standard	Cover: Digital data in PDF/X-3 format, in profile ISO Coated v2 Content: Digital data in PDF/X-3 format, in profile PSO LWC Improved																		
<b>Tone value increases</b>	<table border="1"> <thead> <tr> <th></th> <th>Colour</th> <th>Black</th> <th>Tolerance</th> </tr> </thead> <tbody> <tr> <td>40 %-field:</td> <td>16 %</td> <td>19 %</td> <td>± 4 %</td> </tr> <tr> <td>80 %-field:</td> <td>11 %</td> <td>13 %</td> <td>± 3 %</td> </tr> </tbody> </table>		Colour	Black	Tolerance	40 %-field:	16 %	19 %	± 4 %	80 %-field:	11 %	13 %	± 3 %	<table border="1"> <tbody> <tr> <td>40 % field:</td> <td>19 %</td> <td>(Tolerance ± 4 %)</td> </tr> <tr> <td>80 % field:</td> <td>13 %</td> <td>(Tolerance ± 3 %)</td> </tr> </tbody> </table>	40 % field:	19 %	(Tolerance ± 4 %)	80 % field:	13 %	(Tolerance ± 3 %)
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Minor tone value increases are attributable to the tolerance range of the web offset printing.