

# Die Fleischerei

MEDIA-RATE 2025

Nr. 57 valid Jan. 1st, 2025



[www.fleischerei.de](http://www.fleischerei.de)

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOVING IMAGE.

CONTACT PERSONS.

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# OUR TARGET GROUP



## Die Fleischerei – MAGAZINE FOR MEAT PROCESSORS IN TRADE AND INDUSTRY

### OUR READERS



Owner and  
Managing Director of  
butcher stores



Managers and  
decision makers in the  
meat processors industry



and their  
supplier company

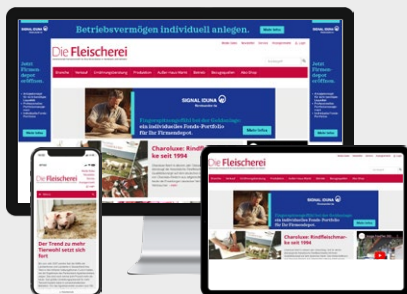
# OUR CHANNELS



## PRINT

### RELEVANT CONTENT – PURSUED WITH THE HIGHEST INTEREST

'Die Fleischerei' is published 10 times a year and offers craft and industrial meat processors all the information they need for their daily work.



## DIGITAL

### WEBSITE fleischerei.de

fleischerei.de supplements our information offer as online portal daily updated and offers IVW-tested quality range for banner and native formats.

### NEWSLETTER Die Fleischerei aktuell

The newsletter 'Die Fleischerei aktuell' is sent out on a weekly basis, always on Wednesdays almost 2,440 subscribers.



PRINT.

# Die Fleischerei

## AT A GLANCE



INTERNATIONAL MAGAZINE FOR MEAT PROCESSORS  
IN TRADE AND INDUSTRY

### CIRCULATION



Distributed circulation (IVW-tested):

6,537 copies  
(IVW Q2/2024)

### FREQUENCY OF PUBLICATION



10 x per year  
(monthly, two double numbers)

# CLEAR READER LEADING MODERN LAYOUT



## OUR CREDO

- 'Die Fleischerei' offers specialized information with strong practical relevance
- 'Die Fleischerei' is independent and objective
- 'Die Fleischerei' informs about trends, market chances and industry development
- 'Die Fleischerei' ensures the knowledge advantage in competition

## OUR CONTENT

- Categories: Meat processing craft | technology | branch | operation and management
- Topics: Current industry developments | technical innovations and solutions in the machinery and supply industry | marketing | sales promotion | party service, catering and snack business | science for the practitioner | advice on nutrition | commercial and refrigerated vehicles | food and meat hygiene law | labour law | tax law
- Our types of writing: User reports, interviews, trade fair reports, product innovations, service pages, technical articles





Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
<b>1-2</b> January/ February	DP: 04/02/2025 AD: 15/01/2025 ED: 16/12/2024	Packaging and packaging material Project planning and facilities of industrial slaughterhouses Shop and counter fitting Lighting systems Artificial sausage skins and casings	Delicatessen in the additional assortment Sales campaign Nutrition counselling Industry trends	<b>Internationale Grüne Woche</b> , 12/1 to 14/1/2025, Berlin <b>BioFach + Vivanness</b> , 11/2 to 14/2/2025, Nuremberg
<b>3</b> March <b>IFFA</b>	DP: 04/03/2025 AD: 12/02/2025 ED: 17/01/2025	<b>IFFA 2025: Preliminary report I</b> Industrial equipment for smoking and climatic maturing Measuring and weighing technology, quality control Cooling and freezing Cauldron equipment Artificial and natural casings  Special section: ‚Catering & Partyservice‘ zur Internorga 2024	Easter in the meat industry Follow-up report IGW 2025 Sales advisory services Market trends	<b>IHM Internationale Handwerksmesse</b> , 12/3 to 15/3/2025, Munich <b>INTERNORGA</b> , 14/3 to 18/3/2025, Hamburg

DP = Date of publication AD = Advertising deadline + Ad material ED = Editorial deadline



Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
<b>4</b> <b>April</b> <b>IFFA</b>	<b>DP: 02/04/2025</b> <b>AD: 13/03/2025</b> <b>ED: 14/02/2025</b>	<b>IFFA 2025: Preliminary report II</b> <b>Industrial machinery for filling and portioning</b> <b>Packaging solutions for the meat industry</b> <b>Work and protective clothing</b> <b>Slicing machines and shop scales</b>	<b>Ham and asparagus</b> <b>Follow-up report Biofach 2025</b> <b>Sales promotion</b> <b>Nutrition counselling</b>	<b>Markt des guten Geschmacks, 24/4 to 27/4/2025, Stuttgart</b>
<b>5</b> <b>May</b> <b>IFFA</b>	<b>DP: 29/04/2025</b> <b>AD: 04/04/2025</b> <b>ED: 07/03/2025</b>	<b>IFFA 2025: Highlights</b> <b>Ideas for the barbecue season 2021</b> <b>Universal equipment for smoking, cooking, roasting and baking</b> <b>Vacuum chamber machines</b> <b>Production of flake/chip and crushed ice</b> <b>Derinding and skinning</b>	<b>Sauces and mustard</b> <b>Gourmet foods</b> <b>Regional specialities</b> <b>Market trends</b>	<b>IFFA, 3/5 to 8/5/2025, Frankfurt</b>
<b>6</b> <b>June</b>	<b>DP: 03/06/2025</b> <b>AD: 13/05/2025</b> <b>ED: 16/04/2025</b>	<b>Cutter technology for industrial meat processing</b> <b>Knives, special machinery knives, grinding machines</b> <b>Light meals, snacks and convenience products</b> <b>Cleaning, disinfection and hygiene</b> <b>Pest control</b>	<b>Antipasti</b> <b>Barbecue summer 2025</b> <b>Sales campaign</b> <b>Nutrition counselling</b>	

DP = Date of publication AD = Advertising deadline + Ad material ED = Editorial deadline

Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
<b>7-8</b> July/ August 	DP: 02/07/2025 AD: 11/06/2025 ED: 12/05/2025	<b>IFFA 2025: Follow-up report</b> Mincing and mixing Slicers and frozen meat slicers for industrial companies Equipment for hot food consumption Mobile sales vehicles	Campaigns for summer-time Sales advisory Market trends	
<b>9</b> September	DP: 02/09/2025 AD: 13/08/2025 ED: 17/07/2025	Processing machines for filling, portioning and clipping for craft enterprises Hygiene solutions Outfitting of trade-scale slaughter houses Software for the meat trade sale	Evenord fair All about the cheese Nutrition counselling Sales advisory	<b>evenord</b> , September 2025, Nuremberg
<b>10</b> October 	DP: 01/10/2025 AD: 11/09/2025 ED: 14/08/2025	<b>Anuga Meat 2025: Preliminary report</b> Packaging technology for the industry Labelling and printing Canning Promotion and advertising material for specialised shops	Mobile sales Customer advisory service Coffee specialities Industry trends	<b>Anuga/Anuga Meat</b> , 4/10 to 10/10/2025, Cologne

DP = Date of publication AD = Advertising deadline + Ad material ED = Editorial deadline

Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
<b>11</b> November	DP: 04/11/2025 AD: 15/10/2025 ED: 15/09/2025	Cutting machinery and bone saws Spices and additives Starter, mould and protective cultures Clipping machines for the meat processing industry Smoking with liquid smoke	Pasta products Regional specialities Campaigns for Christmas Nutrition counselling	Ihega, 15/11 to 19/11/2025, Basel
<b>12</b> December	DP: 02/12/2025 AD: 12/11/2025 ED: 17/10/2025	Cutter technology for crafts enterprises Washers for containers, aprons and boots Curing and massaging, production of cured food products Software for industrial meat processors	New Year's in the specialised retail business Customer advisory service Market trends Gourmet foods	Internationale Grüne Woche, January 2025, Berlin

DP = Date of publication AD = Advertising deadline + Ad material ED = Editorial deadline

### Main regular editorial topics:

Current industrial development | technical innovations and solutions in the machinery and supply industry | marketing for retail butcher shops | sales promotion campaigns | party catering and snack business | recipes for the hot and cold food counter | snack and convenience products | sciences for the practitioner | reports on trade fairs | advice on nutrition | commercial and refrigeration vehicles | law pertaining to food products and meat hygiene | labour law | tax law

1 Advertisement prices and formats (all prices specified are subject to effective statutory VAT.)

Format	Print space formats width x height in mm	Bleed formats width x height in mm + 3 mm trim on all sides	Prices 4-coloured
1/1 page	184 x 265	210 x 297	5,920.– €
Junior page	137 x 180	149 x 199	3,580.– €
1/2 page	90 x 265 or 184 x 130	102 x 297 or 210 x 149	3,580.– €
1/3 page	60 x 265 or 184 x 88	72 x 297 or 210 x 109	2,620.– €
1/4 page	90 x 130 or 43 x 265 oder 184 x 65	54 x 297 or 210 x 85	2,160.– €
1/8 page	90 x 65 or 43 x 130 oder 184 x 30	210 x 50	1,080.– €

Special placements			
Frontcover page		150 x 205	6,630.– €
Frontcover inside page	184 x 265	210 x 297	6,512.– €
Backcover inside page	184 x 265	210 x 297	6,512.– €
Backcover page	184 x 265 (Please note: Adress label top right)	210 x 297	6,512.– €

Coloured		
Cut-in ad/mm	(40 mm wide)	19.75 €
Millimeter price single column	(43 mm wide)	8.05 €

Section formats and graphic illustration see page 15

Our  
general terms and conditions apply.

2 Surcharges:

Placement	Binding placement regulations: in each case 10 % of basic price		
Format	Bleed advertisements	up to 1/1 pages	€ 280.–
		up to 1/2 pages	€ 210.–

3 Discounts:

for purchase within one year of insertion (starting from the appearance of the first advertisement)			
frequency discount		volume discount	
Appearing 3 times	5 %	1 page	3 %
Appearing 6 times	10 %	3 pages	5 %
Appearing 8 times	15 %	5 pages	10 %
Appearing 10 times	20 %	8 pages	15 %
		10 pages	20 %
No discount on loose inserts, postcards, glued inserts and technical supplementary costs.			

4 Special types of advertising:

Bound inserts	
2 pages (1 sheet)	€ 4,120.–
4 pages (2 sheets)	€ 5,120.–
Uncut format	216 x 315 mm
(6 mm head trimming, 12 mm foot trimming, 3 mm edge trimming, 3 mm gutter bleed)	
Trim size	210 x 297 mm
Required batch	5,000 copies
(discount: 1 sheet = 1/1 advertisement page)	

Inserts (loosely enclosed)  
Maximum size 205 mm x 294 mm, to be processed by machine  
Prices per 1,000 pcs, incl. postage and shipping costs  
  
Please be sure to observe the specified maximum format!  
Deviations, especially overlapping formats, will result in additional postage costs, which we will have to pass on to you.

Weight	Price %
up to 25 g	€ 325.–
up to 30 g	€ 330.–
up to 40 g	€ 350.–
up to 50 g	€ 370.–
per additional 10 g	€ 20.–
Glued advertising material	on request

For bound or loose inserts and glued-on advertising media, the publisher requires a binding sample by the advertising deadline, or if necessary a dummy sample with size and weight specifications.

5 Contact:

Norbert Schöne  
Telephone +49 8247 354-196  
norbert.schoene@holzmann-medien.de

6 Payment terms and bank details:

Within 14 days of date of invoice without deduction;  
VAT ID no. DE 129 204 092  
  
Sparkasse Schwaben-Bodensee  
IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

Advertisement prices and formats for classified ads (all prices specified are subject to effective statutory VAT)

Advertising categories	Format	Width x height in mm	Prices print + online 4-coloured
Job offers	1/1 1/2 1/4	184 x 257 184 x 122   90 x 257 90 x 122	1,620.– € 810.– € 455.– €
Job requests	1/2 1/4 1/8	184 x 122   90 x 257 90 x 122 90 x 57	450.– € 300.– € 225.– €
Purchase, sales, business relations	1/1 1/2 1/4	184 x 257 184 x 122 90 x 122	1,620.– € 810.– € 455.– €

Dealer listing advertisement	Column	Coloured
Millimeter price single column	(50 mm wide)	6.20 €

► Your address is also published in our Dealer listing on [www.fleischerei.de](http://www.fleischerei.de)

(Dealer listing can only be booked for the duration of 12 months; no scale discount)

Code: 10.– € (national), 15.– € (international)

Discounts: none

Print material: Advertisements are set in the publishing house according to the text template or can be delivered as a finished print file. Proofs are produced on request

Contact: Norbert Schöne  
Telephone +49 8247 354-196  
[norbert.schoene@holzmann-medien.de](mailto:norbert.schoene@holzmann-medien.de)

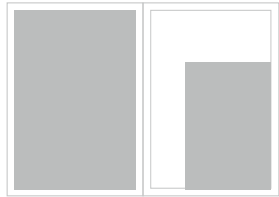
### Classified advertisements.

are published about one week before the print edition  
appears for approx. 4 weeks online at [www.fleischerei.de](http://www.fleischerei.de)



### Advertisement formats

in the print space



**1/1 page**  
Width 184mm  
Height 265mm

**Junior page**  
Width 137mm  
Height 180mm



**1/2 p. horizontal**  
Width 184mm  
Height 130mm

**1/2 p. vertical**  
Width 90mm  
Height 265mm



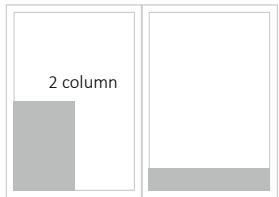
**1/3 p. horizontal**  
Width 184mm  
Height 88mm

**1/3 p. vertical**  
Width 60mm  
Height 265mm



**1/4 p. horizontal**  
Width 184mm  
Height 65mm

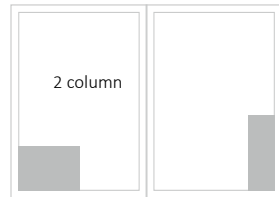
**1/4 p. vertical**  
Width 43mm  
Height 265mm



**2 column**

**1/4 page**  
Width 90mm  
Height 130mm

**1/8 p. horizontal**  
Width 184mm  
Height 30mm



**1/8 page**  
Width 90mm  
Height 65mm

**1/8 p. vertical**  
Width 43mm  
Height 130mm

Bleed



**1/1 page**  
Width 210mm  
Height 297mm

**Junior page**  
Width 149mm  
Height 199mm



**1/2 p. horizontal**  
Width 210mm  
Height 149mm

**1/2 p. vertical**  
Width 102mm  
Height 297mm



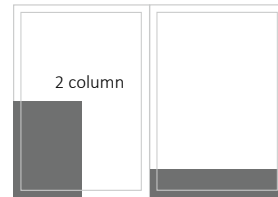
**1/3 p. horizontal**  
Width 210mm  
Height 109mm

**1/3 p. vertical**  
Width 72mm  
Height 297mm



**1/4 p. horizontal**  
Width 210mm  
Height 85mm

**1/4 p. vertical**  
Width 54mm  
Height 297mm



**2 column**

**1/4 page**  
Width 101mm  
Height 147mm

**1/8 page**  
Width 210mm  
Height 50mm

Bleed advertisement formats:  
all formats plus 3 mm trim  
allowance on all sides.  
Please ensure that sufficient  
space is provided between  
the text and the edge of the  
advertisement for bleed ads  
(at least 5 mm).

- 1 Magazine format: 210 mm wide x 297 mm high, DIN A4  
Advertising space: 184 mm wide x 265 mm high  
Editorial space: 174 mm wide x 241 mm high  
4 columns each 40 mm wide/3 columns each 55 mm wide
- 2 Print and binding process: sheet offset, paper inner section: 90 g/m<sup>2</sup>, image print matt, cover: 150 g/m<sup>2</sup>, image print glossy, adhesive binding, DIN ISO 12647-2, colour sequence black/cyan/magenta/yellow. Please send us your documents for printing in digital form.
- 3 Data transmission: Via email to [disposition@holzmann-medien.de](mailto:disposition@holzmann-medien.de).  
Data storage medium: CD-ROM, DVD.
- 4 Data formats: high resolution, printable PDF file, press proof or proof (colour-consistent)  
File resolution: 300 dpi (CMYK)
- 5 Colours: Printing inks (CMYK) according to PSO Coated v3 (FOGRA 51)
- 6 Proof: Caution regarding colour advertisements: No consistent colour reproduction can be guaranteed without supplying a proof.

- 7 Data archiving: Printing material/media is not stored by the publishing house for more than one year after the last placement.
- 8 Warranty: Complaints can not be accepted for incomplete or inaccurate data/printing material.
- 9 Contact: Order placement in advance to Holzmann Medien  
Advertisement department 'Die Fleischerei'  
Gewerbestraße 2  
86825 Bad Wörishofen, Germany  
Telephone +49 8247 354-134  
Fax +49 8247 354-4134  
[disposition@holzmann-medien.de](mailto:disposition@holzmann-medien.de)
- Delivery address  
for loose inserts  
and bound inserts: Industrie-Buchbinderei Kassel  
Password: Die Fleischerei no.../2025  
c/o Herr Thorsten Siemon  
Otto-Hahn-Straße 25  
34253 Lohfelden



### 1 Circulation control:



### 2 Circulation analysis:

Copies per issue as an annual average  
(1 July 2023 to 30 June 2024)

Print run	5,700		thereof ePaper
Total circulation:	6,353		732
Paid circulation:	1,332		282
Copies subscribed:	1,018		1
	thereof	318 Member copies	0
		0 Multiple copies	0
Other sales:	314		281
single-copy sale:	0		0
Free copies:	5,021		450
	thereof	42 laid out	0
		0 display location	0
Remaining, file and archived copies:	79		

### 3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	95.86	6,090
Abroad	3.79	241
Not clearly assignable (ePaper)	0.35	22
Total circulation	100.00	6,353

### 3.1 Distribution according to the Nielsen regions/Federal states:

<b>Nielsen region I</b>		
Schleswig-Holstein	1.95 %	119
Hamburg	0.53 %	32
Lower Saxony	6.09 %	371
Bremen	0.25 %	15
<b>Nielsen region II</b>		
North Rhine-Westphalia	11.90 %	725
<b>Nielsen region IIIa</b>		
Hesse	8.62 %	525
Rhineland-Palatinate	5.22 %	318
Saarland	1.07 %	65
<b>Nielsen region IIIb</b>		
Baden-Wuerttemberg	19.13 %	1,165
<b>Nielsen region IV</b>		
Bavaria	27.31 %	1,663
<b>Nielsen region V</b>		
Berlin	0.64 %	39
<b>Nielsen region VI</b>		
Brandenburg	1.99 %	121
Mecklenburg-West Pomerania	0.82 %	50
Saxony-Anhalt	1.99 %	121
<b>Nielsen region VII</b>		
Saxony	6.72 %	409
Thuringia	5.77 %	352
<b>Total circulation national</b>	<b>100.00 %</b>	<b>6,090</b>

### Distribution abroad:

<b>Europe</b>	96.68 %		233	
Austria/Switzerland/South Tyrol		67.63 %		163
EU countries (without Germany/Austria)		28.22 %		68
Middle and Eastern European countries inkl. CIS		0.83 %		2
<b>America</b>	1.66 %		4	
<b>Asia</b>	0.42 %		3	
<b>Australia and Oceania</b>	0.42 %		1	
<b>Total circulation abroad</b>	<b>100.00 %</b>		<b>241</b>	

### 1.1 Branches of trade/industrial sectors/types of companies

WZ 2008 code	Recipient groups (according to classification of the industrial sectors 2008)	Proportion of the total circulation	
		in total	
		%	Copies
101/10110/10120/10130	<b>Industry</b> (producing industry)		
10131	Slaughtering and meat processing	7.10	451
10132	Meat products industry	1.02	65
10840	Butcher's shop, meat market and horse meat market	67.92	4,315
10-33	Production of condiments and sauces	0.13	9
	Other commercial producers	2.74	174
46179/46320	<b>Commercial trade</b>		
46110/4614/46694	Wholesale trade in meat and meat products	0.76	48
46	Wholesale trade in techn. Butcher supplies	0.52	33
47220	Other wholesale trade	0.27	17
47	Retail trade in meat and meat products	11.12	706
	Other retail trade	0.19	12
49-82/90-93/95-98	<b>Other recipient groups</b>		
84	Service industry	2.36	150
85	Public authorities	0.27	17
94/99	Education and teaching	1.37	87
01-09/35-45/86-88	Special interest groups	1.34	85
	Other information	0.17	11
	No information	0.71	45
	Not clearly assignable	2.01	128
	<b>Total circulation</b>	<b>100.00</b>	<b>6,353</b>

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

2.2 Socio-demographics: not ascertained

2.3 Decision areas or purchasing intentions: not ascertained

## 1. Survey methods

Distribution analysis by the evaluation of data- total collection

## 2. Description of the recipient group at the time of data collection:

### 2.1 Quality of the file:

The addresses of all recipients are stored in the recipient file. Based on the postal information available, the files can be sorted by postal code or by national recipients or recipients abroad.

### 2.2 Total number of recipients in the file: 26,261

### 2.3 Total number of alternating recipients: 21,341 (change after every third issue)

### 2.4 Structure of the recipient group of a current average issue according to the type of distribution:

- paid circulation		1,332
thereof: copies subscribed	1,018	
single-copy sales	-	
other sales	314	
- free copies		5,021
thereof: regular free copies	254	
variable free copies	4,611	
advertising copies	156	
total circulation		6,353
- thereof national	6,090	
- thereof abroad	241	
- without assignment	22	

## 3. Description of the survey:

### 3.1 Population (proportion analysed):

population	6,353	100.00 %
thereof not ascertained	190	2.99 %
- single-copy sales	-	
- ePaper	22	
- advertising copies	156	
- supplied by bookselling trade	12	
The survey represents of the population (total circulation)	6,163	97,01 %

### 3.2 Date of the file evaluation: 21/07/2027

### 3.3 Description of the database:

The evaluation is based on the basic overall file. The proportions determined for the distribution regions were projected for the actual distribution on an annual average in accordance with AMF no. 17.

### 3.4 Target person of the survey: does not apply

### 3.5 Definition of the reader: does not apply

### 3.6 Period of the survey: July 2024

### 3.7 Implementation of the survey: Publishing house

This survey meets the requirements of the ZAW framework for advertising media analysis in the current version regarding structure, implementation and reporting.  
31/07/2024/fh

## 1. Survey methods

Recipient structure analysis by the evaluation of data- total collection

## 2. Description of the recipient group at the time of data collection:

### 2.1 Quality of the file:

The addresses of all recipients are stored in the recipient file. The file can be sorted by the postal code or by national recipients and recipients abroad based on the available postal information. The file also contains: industry classification, company size class, position and function.

### 2.2 Total number of recipients in the file: 26,261

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The survey represents of the population (total circulation)	6,163	97.01 %

### 3.2 Date of the file evaluation: 21/07/2024

### 3.3 Description of the database:

The following were used to allocate class sizes for industry and trade to the recipient addresses:

- qualification of addresses by the publisher		
- address and telephone books, written information sent to the publisher, trade fair catalogues, Internet research	25,240 cases	= 96.1 %
utilisation of industry characteristics	1,021 cases	= 3.9 %
no information in the file	26,261 cases	= 100.0 %
utilisation of trade class size	10,814 cases	= 41.2 %
no information in the file	15,447 cases	= 58.8 %
utilisation of position and function	26,261 cases	= 100.0 %
No information in the file	7,427 cases	= 28.3 %
	18,834 cases	= 71.7 %
	26,261 cases	= 100.0 %

### 3.4 Target person of the survey: does not apply

### 3.5 Definition of the reader: does not apply

### 3.6 Period of the survey: July 2024

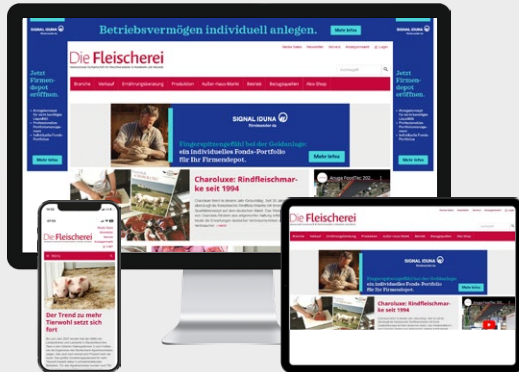
### 3.7 Implementation of the survey: Publishing house



DIGITAL.

# fleischerei.de

## AT A GLANCE



EXCLUSIVE AND DAILY UPDATED BRANCH NEWS FROM  
TRADE, INDUSTRY AND COMMERCE



Online reach

9,973 visits  
14,783 page impressions  
(IVW 07/2024)



Of which mobile reach

5,013 visits  
6,872 page impressions  
(IVW 07/2024)

### CAMPAIGN PLANNING

Lots of best practice examples and the current reach figures can be found in the 'Die Fleischerei' digital portfolio.

'Die Fleischerei' digital portfolio.

ADVERTISING SPACE XXL – for even more attention



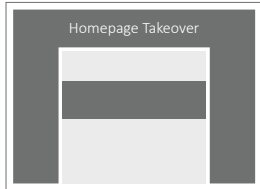
## DYNAMIC SITEBAR

**CPM € 170.–**

The Dynamic Sitebar takes the right-hand skyscraper position and always remains visible. When the user scrolls, the Dynamic Sitebar remains in place (sticky).

The advertising format adapts to the respective screen size and thus dynamically uses the maximum available space on the right-hand side of the website.

Delivery: Desktop

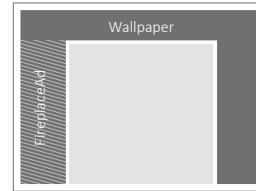


## HOMEPAGE TAKEOVER

**CPM € 190.–**

Getting more advertising space is impossible. Attention-grabbing combination of FireplaceAd and Billboard.

Delivery: Desktop



## WALLPAPER

**CPM € 145.–**

Combination of Superbanner and Skyscraper. The wallpaper frames the website at the top and right-hand side.

Delivery: Desktop

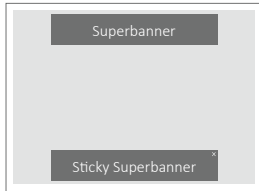
## FIREPLACEAD

**CPM € 180.–**

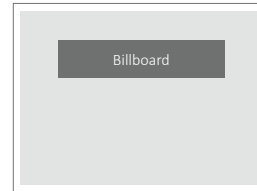
Combination of two Skyscrapers and the Superbanner. The FireplaceAd frames the website on three sides. When scrolling, the Skyscrapers on the left and right are sticky.

Delivery: Desktop

Strong performance and branding formats. Played out in the field of high-quality content.



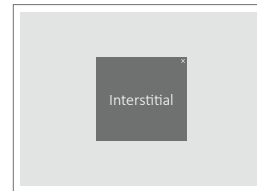
**Superbanner** (728 x 90 pixels) **CPM € 90.–**  
**Sticky Superbanner** (728 x 90 pixels) **CPM € 110.–**  
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.  
 Delivery: Desktop, Tablet



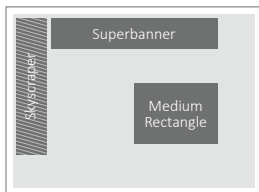
**Billboard** (940 x 250 pixels) **CPM € 170.–**  
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.  
 Delivery: Desktop



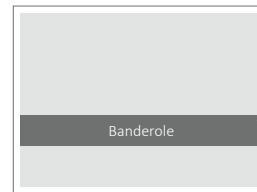
**Skyscraper |**  
**Wide Skyscraper** (120-160 x 600 pixels) **CPM € 100.–**  
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.  
 Delivery: Desktop



**Interstitial** (300-550 x 250-400 pixels) **CPM € 130.–**  
 Fade-in takes place directly above the content when the website is called up.  
 Delivery: Desktop, Tablet

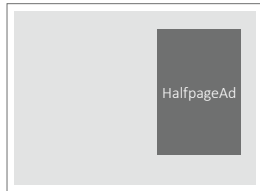


**TandemAd** **CPM € 140.–**  
 Simultaneous payout of two classic advertising formats within the same page impression.  
 Delivery: upon request  
**AdBundle** **CPM € 150.–**  
 (Joint) delivery of three different classic advertising media.  
 Delivery: upon request

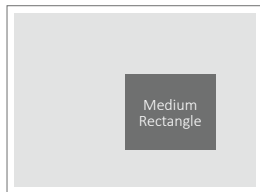


**BanderoleAd** (770 x 250 pixels) **CPM € 135.–**  
 The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.  
 Delivery: Desktop

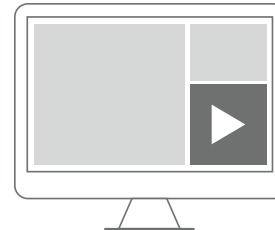
One format — all devices! Whether desktop, tablet or smartphone.



**HalfpageAd** (300 x 600 pixels) **CPM € 120.–**  
The integration in the content area of the site ensures that the user's attention is drawn to this striking advertising format.



**Medium Rectangle** (300 x 250 pixels) **CPM € 110.–**  
Prominent placement in the content of the website, centrally and in the user's field of vision.



**VideoAd** **p. M. € 1,680.–**

We adapt and integrate your video to the look & feel of the website.

To make users aware of the VideoAD, we place a teaser box on the start page and the subpages of the website. For the teaser, you have 120 characters of text and an image available.

### 'Die Fleischerei' very targeted.

CPM markups: € 10.– for targeting | € 10.– for frequency capping

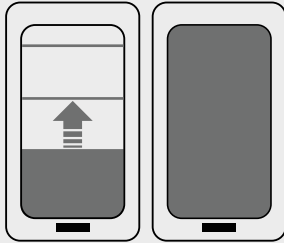
Exclusive display of your advertising message. Book by the day or the week — please contact us!

Choose your desired format for the exclusive addressing of our users in an exclusive period.





# MAXIMUM ATTENTION

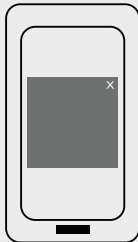


## EVEN ON THE SMALLEST SCREENS

### MOBILE INTERSCROLLER

**CPM € 170.–**

- Particularly attention-grabbing advertising format.
- Advertising material lies behind the content and is displayed by scrolling through the view port, while being completely exposed.
- Does not only communicate an advertising message, but guarantees also a high brand awareness.
- Ensures full user attention for a few seconds.
- **Delivery: Mobile**



### MOBILE INTERSTITIAL

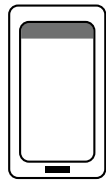
**CPM € 135.–**

- When the website is called up, the ad fades in, directly over the content and is closed by the user.
- **Delivery: Mobile**

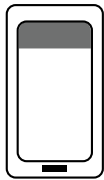
Target mobile users for your device optimized campaign.

## Mobile MMA Banner

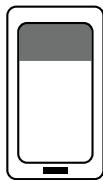
		CPM
MMA 6:1:	300-320 x 50 pixels	€ 90.–
MMA 4:1:	300-320 x 75 pixels	€ 95.–
MMA 2:1:	300-320 x 150 pixels	€ 105.–
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	€ 110.–
HalfpageAd:	300 x 600 pixels	€ 120.–



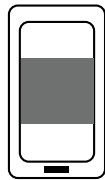
MMA 6:1



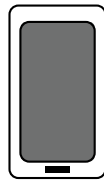
MMA 4:1



MMA 2:1



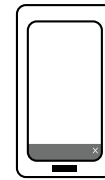
MMA 1:1



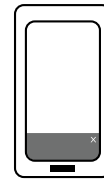
HalfpageAd

## Mobile MMA Banner sticky

		CPM
MMA 6:1 sticky:	300-320 x 50 pixels	€ 95.–
MMA 4:1 sticky:	300-320 x 75 pixels	€ 100.–



MMA 6:1



MMA 4:1

## Know what matters.

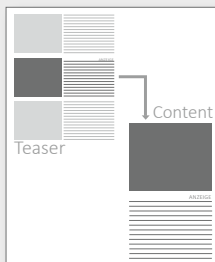
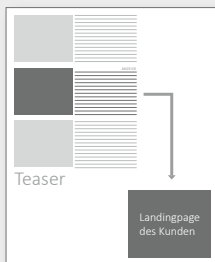
The monthly IVW MEW statement transparently documents our device access.

An average of around 50 %\* of page impressions for [www.fleischerei.de](http://www.fleischerei.de) took place on mobile

\* IVW 07/2024



# CONTENT MARKETING



**CONTENT IS KING,  
BUT CONTENT PLUS CONTEXT IS KING KONG.** (LUIS DI COMO)

## NATIVEAD OUT

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD Out links to an external landing page.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)
- **Example**

**Price: from € 1,450.–**

## NATIVEAD IN

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD In links to a microsite (one-pager) where you can embed text, images, videos and links.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)

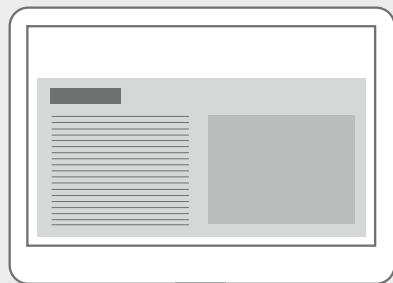
**Price: from € 1,900.–**

### Extend Reach | Crafts XXL.

- on the B2B skilled crafts portals of the individual specialist titles
- across the entire crafts channel



# CONTENT MARKETING



NativeAd In

Newsletter

TRAFFIC PUSH

## ADVERTORIAL

We build an exclusive microsite (= content page) for you, which is kept in the look & feel of the website. The microsite is designed to your liking — you can integrate a wide range of information and content such as images, files, videos and links.

The microsite is available on the selected website for a period of at least 4 weeks.

- Reporting: after end of runtime (AdImpressions, dwell time and click values of all clickable elements)
- **Example**

The advertorial is flanked by numerous traffic push measures to redirect our users to the microsite.

The following traffic push elements can be included:

- Fixed NativeAd In (ROS)
- Content ads in the newsletter

**Price: € 2,150.–**

### Extend reach | Crafts XXL.

- on the B2B skilled crafts portals of the individual specialist titles
- across the entire crafts channel



# Die Fleischerei aktuell

## AT A GLANCE



### NUMBERS, DATA, FACTS



Subscribers

**2,441**

(own counting 07/08/2024)



Sending frequency

**Weekly**

(usually on Wednesday)



Reporting

**automated**

after seven days



# NEWSLETTER DATES

## NEWSLETTER

Issue	Date
1	08/01/2025
2	15/01/2025
3	22/01/2025
4	29/01/2025
5	05/02/2025
6	12/02/2025
7	19/02/2025
8	26/02/2025
9	05/03/2025
10	12/03/2025
11	19/03/2025
12	26/03/2025
13	02/04/2025
14	09/04/2025
15	16/04/2025
16	23/04/2025
17	30/04/2025
18	07/05/2025
19	14/05/2025
20	21/05/2025
21	28/05/2025
22	04/06/2025
23	11/06/2025
24	18/06/2025
25	25/06/2025

Issue	Date
26	02/07/2025
27	09/07/2025
28	16/07/2025
29	23/07/2025
30	30/07/2025
31	06/08/2025
32	13/08/2025
33	20/08/2025
34	27/08/2025
35	03/09/2025
36	10/09/2025
37	17/09/2025
38	24/09/2025
39	01/10/2025
40	08/10/2025
41	15/10/2025
42	22/10/2025
43	29/10/2025
44	05/11/2025
45	12/11/2025
46	19/11/2025
47	26/11/2025
48	03/12/2025
49	10/12/2025
50	17/12/2025

Closer to the customer. Land your message directly in your target group's mailbox!



### ContentAd

€ 220.–

Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement. In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message. In this format, you get three external links — these are installed in the headline, logo and body text.



### FullAd (468 x 60 pixels)

€ 190.–

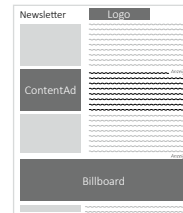
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



### Billboard (600 x 240 pixels)

€ 310.–

Large and prominent format with plenty of space for design and information, which is placed between high-quality content / articles. Brand awareness guaranteed! It links to an external landing page (e.g. company website).



### Newsletter exclusive sponsoring

€ 670.–

As an exclusive sponsor, secure a newsletter for your advertising. In addition to the installation of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. Choose the formats — ContentAd, FullAd, and the billboard are available.

### TOP 1 Ranking.

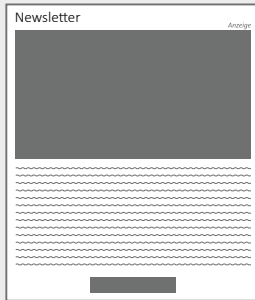
For an extra charge of € 50.–

### CTR-Star.

The most popular and successful form of advertising for our advertisers is the ContentAd.



# STANDALONE



## DROP YOUR MESSAGE EXCLUSIVELY DIRECTLY INTO THE MAILBOX OF YOUR TARGET GROUP!

### OUR CONTACTS — YOUR CONTENT!

Your benefit:

- Attention in the target group that is relevant to you
- No scattering losses
- Contact quality: qualified traffic for your website / offer
- Prominent and exclusive presentation without competitors
- Increased adoption through co-branding with our media brand
- Full transparency and measurability through our reporting
- individual sending date

Price per release:

- € 1,040.–
- [Example 1](#) | [Example 2](#)

### Performance miracle.

The most successful form of advertising in the field of Newsletter Advertising.





# GOOD TO KNOW



## DISCOUNTS

- from € 10,000 — 5 %
- from € 20,000 — 10 %
- from € 30,000 — 15 %
- from € 40,000 — 20 %

Discounts apply to display and mobile advertising

## CPM MARKUPS

- Targeting: € 10.–
- Frequency Capping: € 10.–

## BILLING MODE

AdImpressions (ad overlays) are calculated by CPM (cost per mille) or packages. Please ask for the current availability before placing the order.

## MONITORING OF SUCCESS

At the end of the campaign, the invoice is issued and you receive an evaluation (reporting). The statistics contain the AdImpressions and AdClicks for your campaign.

## TECHNICAL SPECIFICATIONS

Specs.



MOVING IMAGE.

# VIDEO



## REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

### VIDEO PRODUCTION

Not possible? – We make it possible!

Our video team creates an individual video clip for your company.

#### Video formats:

- Product videos
- Interviews
- Imagevideos
- On-site reports
- Assembly videos
- VideoAd

#### Video production includes:

- Concept
- Video shoot
- Editing and post-production
- Publication of the video on a Holzmann Medien website of your choice

### TRAFFIC PUSH

- Publication of the video on the website in the "Videos and image galleries" section
- Publication and promotion of the video on our digital channels (online, newsletter and social media)
- Runtime: 4 weeks

### Social Media? - Of course!

We create your video in portrait format or provide you with social media optimized videos.



# VIDEO



More about video production.

Infolyer

## REACH YOUR TARGET GROUP WITH A MEANINGFUL VIDEO MESSAGE.

### WHY VIDEO WITH HOLZMANN MEDIEN?



#### Extensive expertise

Benefit from the industry knowledge of our video team and the journalistic expertise of our editorial teams, who know your target groups inside out.



#### Everything from a single source

As a high-reach media group, we offer conception, production and placement for your video project.



#### Customised videos

Whether it's a trade fair stand presentation, image video or webinar- we have the right format for you to professionally showcase your company, brand and products.

### VIDEO PRODUCTION

It won't work is not an option! Our video team will create a customised video for your company.

#### Video formats:

- Product videos
- Interview
- Image videos
- On-site reports
- Assembly videos
- VideoAd
- Training videos
- Recruitment videos
- Social media reels
- Aerial photography (drone)
- and much more on request

#### The video production includes:

- concept
- Video shoot
- Edition and post-production
- Publication of the video on your desired website

# VIDEO



Trade fair talk

Trade fair review

Interview

## VIDEO PRODUCTION | EXAMPLES

### Trade fair talk

Exclusive video of the customer's booth (approx. 5 minutes)

- 1 hour shooting at the customer's booth
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- This video will be part of the fair trade video (5-8 minutes)
- Logo in the opening and closing credits of the trade fair video (all sponsors)

Incl. Traffic Push Basic: 1,860.— €\*

Incl. Traffic Push Premium: on request

### Product presentation / on-site report

- 1/2 shooting day at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 3-5 min. (customizable)

Incl. Traffic Push Basic: 3,500.— €\*

Incl. Traffic Push Premium: on request

### Image or event video

- 1 day of shooting at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 5 min. (customizable)

Incl. Traffic Push Basic: 6,600.— €\*

Incl. Traffic Push Premium: on request

\* plus travel expenses



## YOUR COMPETENT PARTNER WHEN IT COMES TO BUSINESS AND TRADE MEDIA





## CONTACTS

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Our

general terms and conditions apply.