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

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space formats width x height in mm</th>
<th>Basic prices b/w</th>
<th>Prices 2-coloured</th>
<th>Prices 3-coloured</th>
<th>Prices 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>184 x 265</td>
<td>€ 3.665,—</td>
<td>€ 4.215,—</td>
<td>€ 4.765,—</td>
<td>€ 5.315,—</td>
</tr>
<tr>
<td>Junior page</td>
<td>137 x 180</td>
<td>€ 1.925,—</td>
<td>€ 2.355,—</td>
<td>€ 2.785,—</td>
<td>€ 3.215,—</td>
</tr>
<tr>
<td>1/2 page</td>
<td>90 x 265  or  184 x 130</td>
<td>€ 1.925,—</td>
<td>€ 2.355,—</td>
<td>€ 2.785,—</td>
<td>€ 3.215,—</td>
</tr>
<tr>
<td>1/3 page</td>
<td>60 x 265  or  184 x  88</td>
<td>€ 1.295,—</td>
<td>€ 1.645,—</td>
<td>€ 1.995,—</td>
<td>€ 2.345,—</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90 x 130  or  43 x 265  or  184 x 65</td>
<td>€ 975,—</td>
<td>€ 1.295,—</td>
<td>€ 1.615,—</td>
<td>€ 1.935,—</td>
</tr>
<tr>
<td>1/8 page</td>
<td>90 x  65  or  43 x 130  or  184 x 30</td>
<td>€ 490,—</td>
<td>€  650,—</td>
<td>€  810,—</td>
<td>€  970,—</td>
</tr>
<tr>
<td>Title page</td>
<td>150 x 205 (+3 mm trim allowance on the right)</td>
<td></td>
<td></td>
<td></td>
<td>€ 6,345.−</td>
</tr>
<tr>
<td>2. Back cover</td>
<td>184 x 265</td>
<td>€ 3,960.−</td>
<td>€ 4,515.−</td>
<td>€ 5,075.−</td>
<td>€ 5,635.−</td>
</tr>
<tr>
<td>3. Back cover</td>
<td>184 x 265</td>
<td>€ 3,960.−</td>
<td>€ 4,515.−</td>
<td>€ 5,075.−</td>
<td>€ 5,635.−</td>
</tr>
<tr>
<td>4. Back cover</td>
<td>184 x 265</td>
<td>€ 3,960.−</td>
<td>€ 4,515.−</td>
<td>€ 5,075.−</td>
<td>€ 5,635.−</td>
</tr>
</tbody>
</table>

(Please note: Address label top right)

<table>
<thead>
<tr>
<th>Cut-in ad/mm</th>
<th>(40 mm wide)</th>
<th>b/w</th>
<th>coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>€ 9.50</td>
<td>€ 19.50</td>
</tr>
</tbody>
</table>

| Millimeter price single column | (43 mm wide) | € 3.60 | € 7.50 |

| Dealer listing advertisements | Millimeter price single column | (50 mm wide) | € 2.95 | € 5.80 |

(Dealer listing can only be booked for the duration of 12 month; no scale of discount; also possible in special issues of 'Die Fleischerei International')

Section formats and graphic illustration see page 28
2 Surcharges:

Placement

Binding placement regulations: in each case 10 % of basic price

Colour

Per standard colour (Euroscale) see price list. Special colours which cannot be obtained from the Euroscale, 30 % surcharge on the colour surcharge.

Format

Advertisements across the gutter 10 % of the basic price

Bleed advertisements

up to 1/1 pages € 269.–

up to 1/2 pages € 199.–

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) € 3,700.–

4 pages (2 sheets) € 4,590.–

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 6,700 copies

(discount: 1 sheet = 1/1 advertisement page)

Inserts (loose, maximum size DIN A4)

Price per 1,000 items, incl. postage and shipping costs

Weight Price %

up to 25 g € 290.–

up to 30 g € 294.–

up to 40 g € 312.–

up to 50 g € 330.–

per additional 10 g € 15.–

Glued advertising material on request

5 Contact:

Isabella Hebinger (Advertising Management)

Telephone +49 8247 354-196

isabella.hebinger@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 Memmingen

IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

for payments in CHF:

Postfinance Zürich

IBAN: CH55 0900 0000 8005 4743 1, BIC: POFICHBEXXX
Advertisement formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>184mm</td>
<td>265mm</td>
</tr>
<tr>
<td>1/2 p. horizontal</td>
<td>184mm</td>
<td>130mm</td>
</tr>
<tr>
<td>1/2 p. vertical</td>
<td>90mm</td>
<td>265mm</td>
</tr>
<tr>
<td>1/3 p. horizontal</td>
<td>184mm</td>
<td>88mm</td>
</tr>
<tr>
<td>1/3 p. vertical</td>
<td>137mm</td>
<td>180mm</td>
</tr>
<tr>
<td>1/4 p. horizontal</td>
<td>184mm</td>
<td>65mm</td>
</tr>
<tr>
<td>1/4 p. vertical</td>
<td>90mm</td>
<td>265mm</td>
</tr>
<tr>
<td>Junior page</td>
<td>137mm</td>
<td>180mm</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90mm</td>
<td>130mm</td>
</tr>
<tr>
<td>1/8 page</td>
<td>90mm</td>
<td>130mm</td>
</tr>
<tr>
<td>1/8 p. horizontal</td>
<td>184mm</td>
<td>30mm</td>
</tr>
<tr>
<td>1/8 p. vertical</td>
<td>130mm</td>
<td>43mm</td>
</tr>
<tr>
<td>2 column</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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).
<table>
<thead>
<tr>
<th>Section</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Magazine format:</td>
<td>210 mm wide x 297 mm high, DIN A4</td>
</tr>
<tr>
<td>Advertising space:</td>
<td>184 mm wide x 265 mm high</td>
</tr>
<tr>
<td>Editorial space:</td>
<td>174 mm wide x 241 mm high</td>
</tr>
<tr>
<td>2 Print and binding process:</td>
<td>4 columns each 40 mm wide/3 columns each 55 mm wide</td>
</tr>
<tr>
<td>3 Data transmission:</td>
<td>sheet offset, paper inner section: 100 g/m², image print matt, cover: 170 g/m², 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.</td>
</tr>
<tr>
<td>4 Data formats:</td>
<td>Via email to <a href="mailto:disposition@holzmann-medien.de">disposition@holzmann-medien.de</a>. Data storage medium: CD-ROM, DVD.</td>
</tr>
<tr>
<td>5 Colours:</td>
<td>high resolution, printable PDF file, press proof or proof (colour-consistent)</td>
</tr>
<tr>
<td>6 Proof:</td>
<td>Printing inks (CMYK) according to PSO Coated v3 (ECI)</td>
</tr>
<tr>
<td>7 Data archiving:</td>
<td>Caution regarding colour advertisements: No consistent colour reproduction can be guaranteed without supplying a proof.</td>
</tr>
<tr>
<td>8 Warranty:</td>
<td>Printing material/media is not stored by the publishing house for more than one year after the last placement.</td>
</tr>
<tr>
<td>9 Contact:</td>
<td>Complaints can not be accepted for incomplete or inaccurate data/printing material.</td>
</tr>
</tbody>
</table>

**Delivery address for loose inserts and bound inserts:**

Industrie-Buchbinderei Kassel
Password Die Fleischerei no.../2020
c/o Herr Timo Träbing
Otto-Hahn-Straße 25
34253 Lohfelden
<table>
<thead>
<tr>
<th>Issue</th>
<th>Due dates</th>
<th>Main topics</th>
<th>Other topics</th>
<th>Trade fairs/Exhibitions</th>
</tr>
</thead>
</table>
| 1-2     | DP: 03/02/2020 AD/PM: 16/01/2020 ED: 11/12/2019 | 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 consultation Industry trends | Internationale Grüne Woche Berlin 17/1 to 26/1/2020, Berlin  
UPAKOVKA 28/1 to 31/1/2020, Moscow  
IME International Meat Expo 28/1 to 30/1/2020, Atlanta  
EUROCARNE 29/1 to 1/2/2020, Verona  
PRODEXPO 10.2. bis 14.2.2020, Moscow  
BioFach + Vivaness 12/2 to 15/2/2020, Nuremberg  
Intergastra 15/2 to 19/2/2020, Stuttgart  
Dairy & Meat Industry 18/2 to 21/2/2020, Moscow  
Ingredients Russia 18/2 to 20/2/2020, Moscow |
| 3       | DP: 02/03/2020 AD/PM: 12/02/2020 ED: 16/01/2020 | Solutions for warehouses and logistics Industrial equipment for smoking and climatic maturing Measuring and weighing technology, quality control Cooling and freezing Refrigerated vehicles and vehicle fleet Natural sausage skins | Easter in the meat industry Follow-up report IGW 2020 Sales advisory services Market trends | AAHAR – International Food & Hospitality Fair 3/3 to 7/3/2020, New Delhi  
Taste 7/3 to 9/3/2020, Florenz  
FOODEX JAPAN 10/3 to 13/3/2020, Tokyo  
LogiMAT 10/3 to 12/3/2020, Stuttgart  
CFIA – The Food Industry Suppliers’ Trade Show 10/3 to 12/3/2020, Rennes  
IHM 11/3 to 15/3/2020, Munich  
INTERNORGA 13/3 to 17/3/2020, Hamburg |
<table>
<thead>
<tr>
<th>Issue</th>
<th>Due dates</th>
<th>Main topics</th>
<th>Other topics</th>
<th>Trade fairs/Exhibitions</th>
</tr>
</thead>
</table>
| 4     | DP: 01/04/2020  
AD/PM: 13/03/2020  
ED: 14/02/2020 | Interpack 2020: Preliminary report I  
Industrial machinery for filling and portioning  
Packaging solutions for the meat industry  
Work and protective clothing  
Cold cuts slicer and shop scales  
Cauldron equipment | Ham and asparagus  
Follow-up report  
BioFach 2020  
Sales promotion  
Nutritional advice | Foodex – Food Industry Exhibition 30/3 to 1/4/2020, Birmingham  
Markt des guten Geschmacks 16/4 to 19/4/2020, Stuttgart  
FoodTechMash (ProdTechMash) – within IFFIP April 2020, Kiev  
International Food Ingredients/Additives Exhibition 22/4 to 24/4/2020, Tokyo |
| Special issue | DP: 20/04/2020  
AD/PM: 31/03/2020  
ED: 02/03/2020 | 'Die Fleischerei International' for Interpack 2020  
– in English – |  |  |
| 5     | DP: 29/04/2020  
AD/PM: 09/04/2020  
ED: 06/03/2020 | Interpack 2020: Preliminary report II  
Ideas for the barbecue season 2020  
Universal equipment for smoking, cooking, roasting and baking  
Slicers and frozen meat slicers for industrial companies  
Derinding and skinning | Sauces and mustard  
Gourmet foods  
Regional specialties  
Market trends | Interpack – Processes and Packaging 7/5 to 13/5/2020, Düsseldorf  
SIAL CHINA 13/5 to 15/5/2020, Shanghai |
| 6     | DP: 02/06/2020  
AD/PM: 13/05/2020  
ED: 17/04/2020 | Cutter technology for industrial meat processing  
Knives, special machinery knives, grinding machines  
Production of flake/chip and crushed ice  
Cleaning, disinfection and hygiene  
Pest control | Antipasti  
Barbecue summer 2020  
Sales campaign  
Nutritional advice | Belagro – International exhibition for agricultural technology and animal breeding 2/6 to 6/6/2020, Minsk  
FISPAL Tecnologia – International exhibition for packaging and processing in the food and beverage industry 16/6 to 19/6/2020, Sao Paulo  
ProPak Asia – International Processing and Packaging Exhibition for Asia 17/6 to 20/6/2020, Bangkok |
Anniversary issue: 70 years Die Fleischerei

Mincing and mixing
Vacuum chamber machines
Light meals, snacks and convenience products
Equipment for hot food consumption
Mobile sales vehicles

Campaigns for summertime
Sales advisory
Market trends

ProPak China – International exhibition for processing, packaging and printing
July 2020, Shanghai
FIAC – Food Ingredients Asia-China July 2020, Shanghai
Food Expo August 2020, Hongkong
99 Food Expo 29/8 to 31/8/2020, New Delhi

Processing machines for filling, portioning and clipping for craft enterprises
Hygiene solutions
Outfitting of trade-scale slaughter houses
Energy efficiency and sustainable production
Software for the meat trade sale

All about the cheese
Nutritional advice
Counter sales promotion
Industrial trends

RIGAFOOD September 2020, Riga
Fi – Food Ingredients Asia 9/9 to 11/9/2020, Jakarta
WorldFood Istanbul – International exhibition for food and beverage September 2020, Istanbul
InProdMash Ukraine – International exhibition for food processing and packaging September 2020, Kiew
AFEX – AsiaFood Expo September 2020, Manila
POLAGRA TECH – International Trade Fair of Food Processing Technologies September 2020, Poznán

Cutting machinery and bone saws
Canning
Spices and additives
Starter, mould and protective cultures
Promotion and advertising material for specialised shops

evenord
Mobile sales
Customer advisory service
Coffee specialties

ANUGA October 2020, Köln
evenord – Fair trade for the meat craft October 2020, Nuremberg
Meat Industry incl. AGROPRODMASH October 2020, Moscow
SAUDI AGRO-FOOD INDUSTRIES – Food Products, Processing and Packaging Technologies October 2020, Kiev

WorldFood Ukraine October 2020, Kiev
Iraq Agro Food Expo October 2020, Erbil

'SÜFFA 2020' - see page 36 -
<table>
<thead>
<tr>
<th>Issue</th>
<th>Due dates</th>
<th>Main topics</th>
<th>Other topics</th>
<th>Trade fairs/Exhibitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AD/PM: 09/10/2020</td>
<td>Packaging technology for the industry</td>
<td>Regional specialties</td>
<td>Pack Expo International 8/11 to 11/11/2020, Chicago</td>
</tr>
<tr>
<td></td>
<td>ED: 11/09/2020</td>
<td>Labelling and printing</td>
<td>Campaigns for Christmas</td>
<td>Alles für den Gast November 2020, Salzburg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Clipping machines for the meat processing industry</td>
<td>Nutritional advice</td>
<td>FoodExpo Kazakhstan November 2020, Almaty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Smoking with liquid smoke</td>
<td></td>
<td>PETERFOOD November 2020, St. Petersburg</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Interfood Indonesia November 2020, Jakarta</td>
</tr>
<tr>
<td>Special issue</td>
<td>28/10/2020</td>
<td>'Die Fleischerei International'</td>
<td>– see page 36 –</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AD/PM: 12/10/2020</td>
<td>– in English –</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ED: 11/09/2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>Cutter technology for crafts enterprises</td>
<td>New Years in the specialised retail business</td>
<td>International PackTech India 9/12 to 11/12/2020, Mumbai</td>
</tr>
<tr>
<td>December</td>
<td>01/12/2020</td>
<td>Washers for containers, aprons and boots</td>
<td>Customer advisory service</td>
<td>SIAL Middle East December 2020, Abu Dhabi</td>
</tr>
<tr>
<td></td>
<td>AD/PM: 13/11/2020</td>
<td>Curing and massaging, production of cured food products</td>
<td>Market trends</td>
<td>Internationale Grüne Woche Berlin 15/1 to 24/1/2021, Berlin</td>
</tr>
<tr>
<td></td>
<td>ED: 16/10/2020</td>
<td>Software for industrial meat processors</td>
<td>Gourmet foods</td>
<td></td>
</tr>
</tbody>
</table>

* DP = Date of publication  AD = Advertising deadline  PM = Printing 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

English language export section for readers abroad
1 Title: 'Die Fleischerei'

2 Brief outline: 'Die Fleischerei' offers trade and industrial meat processors all specialist information needed for their daily work – in a complete, well-founded, clear layout, clearly structured and always practically orientated. The editorial content is determined by its benefit to the reader. This applies to all topics addressed in the categories of the meat trade, technology, sector, operations and management. 'Die Fleischerei' is therefore an indispensable instrument for company management, reporting on current sector developments, market opportunities in new business areas, consumer trends, legal and economic parameters as well as the latest machinery and technical installations for meat processing. It supports owners and managers of the company in investment and financing decisions, in the optimisation of operational processes and in the strategic direction of the company.

3 Target group: 'Die Fleischerei' addresses meat processing companies of any size and consequently, reaches readers in trade and industry. The reader analysis from 2017 reflects a high proportion of decision makers: 87 % of the readers come from the area of the executive board/owners/general managers, 7 % are chief executives or foremen (see page 15 f). 'Die Fleischerei' is also a popular source of information abroad owing to the provision of an English language version.

4 Frequency of publication: monthly (dual issue no. 1–2 and 7–8) at the start of a month

5 Issue format: DIN A4

6 Year: 71th year 2020

7 Purchase price:
   - Annual subscription national: € 149.90 (incl. VAT and postage)
   - Annual subscription abroad: € 161.90 (incl. VAT and postage)
   - Retail price: € 15.90 (incl. VAT plus postage)

   Industry issue:
   - Annual subscription national: € 175.90 (incl. VAT and postage)
   - Annual subscription abroad: € 188.70 (incl. VAT and postage)
   - With translated section: € 188.70 (incl. VAT and postage)
   - Retail price: € 18.30 (incl. VAT plus postage)

8 Organ: –

9 Membership/Participation: IVW

10 Publishing house: Holzmann Medien GmbH & Co. KG
   P.O. Box 13 42, 86816 Bad Wörishofen, Germany
   Gewerbestraße 2, 86825 Bad Wörishofen, Germany
   Telephone +49 8247 354-01
   Fax +49 8247 354-170
   www.holzmann-medien.de
   www.fleischerei.de
   disposition@holzmann-medien.de

11 Publisher: Alexander Holzmann

12 Advertisements: Isabella Hebinger (in charge)
   Telephone +49 8247 354-196
   isabella.hebinger@holzmann-medien.de

13 Editorial department: Thomas Röhr (in charge)
   Telephone +49 8247 354-181
   thomas.roehr@holzmann-medien.de

14 Circulation analysis 2018 = 10 issues
   - Overall size: 828 pages = 100.0 %
   - Editorial section: 631.31 pages = 76.24 %
     - thereof: employment classified advertisements 1.25 pages = 0.64 %
     - publisher advertisements 48.74 pages = 24.78 %
   - Advertisement section: 196.69 pages = 23.75 %
     - bound inserts 68 pages = 34.57 %
     - loose inserts 25 items

15 Content analysis of the editorial section not ascertained
1 Circulation control:

2 Circulation analysis: Copies per issue as an annual average (1 July 2018 to 30 June 2019)

<table>
<thead>
<tr>
<th>Print run</th>
<th>6,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total circulation:</td>
<td>6,155</td>
</tr>
<tr>
<td>of which abroad</td>
<td>1,559</td>
</tr>
<tr>
<td>Paid circulation:</td>
<td>1,372</td>
</tr>
<tr>
<td>Copies subscribed:</td>
<td>1,334</td>
</tr>
<tr>
<td>thereof</td>
<td>315</td>
</tr>
<tr>
<td>14 Multiple copies</td>
<td>179</td>
</tr>
<tr>
<td>Other sales:</td>
<td>38</td>
</tr>
<tr>
<td>single-copy sale:</td>
<td>0</td>
</tr>
<tr>
<td>Free copies:</td>
<td>4,783</td>
</tr>
<tr>
<td>thereof</td>
<td>223</td>
</tr>
<tr>
<td>1376</td>
<td></td>
</tr>
<tr>
<td>Remaining, file and archived copies:</td>
<td>345</td>
</tr>
</tbody>
</table>

3 Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>National</td>
<td>74.67</td>
</tr>
<tr>
<td>Abroad</td>
<td>25.33</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100.00</td>
</tr>
</tbody>
</table>

3.1 Distribution according to the Nielsen regions/Federal states:

<table>
<thead>
<tr>
<th>Nielsen region I</th>
<th>Schleswig-Holstein</th>
<th>Hamburg</th>
<th>Lower Saxony</th>
<th>Bremen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.93 %</td>
<td>0.58 %</td>
<td>5.61 %</td>
<td>0.25 %</td>
</tr>
<tr>
<td>Nielsen region II</td>
<td>North Rhine-Westphalia</td>
<td>11.31 %</td>
<td>520</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hesse</td>
<td>9.48 %</td>
<td>436</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rhineland-Palatinate</td>
<td>4.14 %</td>
<td>190</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Saarland</td>
<td>1.11 %</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>Nielsen region IIIa</td>
<td>Baden-Wuerttemberg</td>
<td>19.66 %</td>
<td>904</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bavaria</td>
<td>25.02 %</td>
<td>1,150</td>
<td></td>
</tr>
<tr>
<td>Nielsen region IV</td>
<td>Berlin</td>
<td>0.64 %</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brandenburg</td>
<td>2.15 %</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mecklenburg-West Pomerania</td>
<td>0.85 %</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Saxony-Anhalt</td>
<td>2.52 %</td>
<td>116</td>
<td></td>
</tr>
<tr>
<td>Nielsen region VII</td>
<td>Saxony</td>
<td>8.08 %</td>
<td>371</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thuringia</td>
<td>6.67 %</td>
<td>306</td>
<td></td>
</tr>
<tr>
<td>Total circulation national</td>
<td></td>
<td>100.00 %</td>
<td>4,596</td>
<td></td>
</tr>
</tbody>
</table>

Distribution abroad:

<table>
<thead>
<tr>
<th>Region</th>
<th>Proportion of the total circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Europe</td>
<td>64.73 %</td>
</tr>
<tr>
<td>Liechtenstein/Austria</td>
<td>23.97 %</td>
</tr>
<tr>
<td>Switzerland/South Tyrol</td>
<td>38.73 %</td>
</tr>
<tr>
<td>EU countries (without Germany/Austria)</td>
<td>1.92 %</td>
</tr>
<tr>
<td>Middle and Eastern European countries inkl. CIS others</td>
<td>0.11 %</td>
</tr>
<tr>
<td>America</td>
<td>20.84 %</td>
</tr>
<tr>
<td>North America</td>
<td>13.89 %</td>
</tr>
<tr>
<td>Middle and South America</td>
<td>6.95 %</td>
</tr>
<tr>
<td>Africa</td>
<td>0.66 %</td>
</tr>
<tr>
<td>Asia</td>
<td>9.46 %</td>
</tr>
<tr>
<td>Australia and Oceania</td>
<td>4.31 %</td>
</tr>
<tr>
<td>Total circulation abroad</td>
<td>100.00 %</td>
</tr>
</tbody>
</table>
1.1 Branches of trade/industrial sectors/types of companies

<table>
<thead>
<tr>
<th>WZ 2008 code</th>
<th>Recipient groups</th>
<th>Proportion of the total circulation</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>in total</td>
<td>National</td>
<td>Abroad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Copies</td>
<td>Copies</td>
<td>Copies</td>
<td>Copies</td>
</tr>
<tr>
<td>101/10110/10120/10130</td>
<td><strong>Industry (producing industry)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Slaughtering and meat processing</td>
<td>20.54</td>
<td>1,264</td>
<td>405</td>
<td>859</td>
</tr>
<tr>
<td></td>
<td>Meat products industry</td>
<td>6.37</td>
<td>392</td>
<td>41</td>
<td>351</td>
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<tr>
<td>10132</td>
<td>Butcher’s shop, meat market and horse meat market</td>
<td>51.68</td>
<td>3,181</td>
<td>2,968</td>
<td>213</td>
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<tr>
<td>10840</td>
<td>Production of condiments and sauces</td>
<td>0.13</td>
<td>8</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>10-33</td>
<td>Other commercial producers</td>
<td>2.45</td>
<td>151</td>
<td>107</td>
<td>44</td>
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<tr>
<td>46179/46320</td>
<td><strong>Commercial trade</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>46110/4614/46694</td>
<td>Wholesale trade in meat and meat products</td>
<td>0.69</td>
<td>42</td>
<td>36</td>
<td>6</td>
</tr>
<tr>
<td>46</td>
<td>Wholesale trade in techn. Butcher supplies</td>
<td>0.52</td>
<td>32</td>
<td>29</td>
<td>3</td>
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<tr>
<td>47220</td>
<td>Other wholesale trade</td>
<td>0.21</td>
<td>13</td>
<td>7</td>
<td>6</td>
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<tr>
<td>47</td>
<td>Retail trade in meat and meat products</td>
<td>8.36</td>
<td>514</td>
<td>507</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Other retail trade</td>
<td>0.10</td>
<td>6</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>49-82/90-93/95-98</td>
<td><strong>Other recipient groups</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>84</td>
<td>Service industry</td>
<td>3.91</td>
<td>241</td>
<td>229</td>
<td>12</td>
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<tr>
<td>85</td>
<td>Public authorities</td>
<td>0.29</td>
<td>18</td>
<td>16</td>
<td>2</td>
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<tr>
<td>94/99</td>
<td>Education and teaching</td>
<td>1.74</td>
<td>107</td>
<td>97</td>
<td>10</td>
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<tr>
<td>01-09/35-45/86-88</td>
<td>Special interest groups</td>
<td>2.04</td>
<td>126</td>
<td>113</td>
<td>13</td>
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<tr>
<td></td>
<td>Other information</td>
<td>0.11</td>
<td>7</td>
<td>5</td>
<td>2</td>
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<td></td>
<td>No information</td>
<td>0.86</td>
<td>53</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td><strong>Total circulation</strong></td>
<td>100.00</td>
<td>6,155</td>
<td>4,596</td>
<td>1,559</td>
</tr>
</tbody>
</table>

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
Brief summary of the data collection method used for the recipient structure analysis
(AMF - Advertisements-Marketing Trade Journals - procedure 3-E)

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: 49,927

2.3 Total number of alternating recipients: 39,417 (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 1,372
  - single-copy sales 1,334
  - other sales 38
- free copies 4,783
  - regular free copies 416
  - variable free copies 4,160
  - advertising copies 207
  total circulation 6,155
  - thereof national 4,596
  - thereof abroad 1,559

3. Description of the survey:

3.1 Population (proportion analysed):
population 6,155 100.00 %
thereof not ascertained 243 3.95 %
- single-copy sales -
- advertising copies 207
- supplied by the bookselling trade 36
The survey represents 5,912 96.05 % of the population (total circulation)

3.2 Date of the file evaluation: 13/08/2019

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
utilisation of industry characteristics 48,710 cases = 97.6 %
no information in the file 1,217 cases = 2.4 %
utilisation of trade class size 49,927 cases = 100.0 %
no information in the file 12,715 cases = 25.5 %
utilisation of position and function 49,927 cases = 100.0 %
o information in the file 3,247 cases = 6.5 %
No information in the file 46,680 cases = 93.5 %

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: August 2019
3.7 Implementation of the survey: Publishing house

Brief summary of the data collection method used for the recipient structure analysis
(AMF - Advertisements-Marketing Trade Journals - procedure 2)

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: 4,927

2.3 Total number of alternating recipients: 39,417 (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 1,372
  - single-copy sales 1,334
  - other sales 38
- free copies 4,783
  - regular free copies 416
  - variable free copies 4,160
  - advertising copies 207
  total circulation 6,155
  - thereof national 4,648
  - thereof abroad 1,559

3. Description of the survey:

3.1 Population (proportion analysed):
population 6,155 100.00 %
thereof not ascertained 243 3.95 %
- single-copy sales -
- advertising copies 207
- supplied by bookselling trade 36
The survey represents 5,912 96.05 % of the population (total circulation)

3.2 Date of the file evaluation: 13/08/2019

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: August 2019
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.
Special issue 'Die Fleischerei International' — in English —

Print run: 5,000 copies
Target group: Meat processing industrial enterprises
Distribution: worldwide

**Issue April 2020:**
- Date of publication: 20.04.2020
- Advertising deadline: 31.03.2020
- Editorial deadline: 02.03.2020

**Topics:**
- Interpack 2020: Leading trade fair for the packaging industry
- Process: Cutting machines for large requirements
- Packing: Equipment for line production
- Labeling and Printing: Labeling solutions
- Smoking and maturing: perfect finishing of raw materials
- Cleaning: Meet all hygiene requirements
- Measurement technology: Safety through quality control
- Refrigeration technology: Cool solutions for foodstuffs

**Issue November 2020:**
- Date of publication: 28.10.2020
- Advertising deadline: 12.10.2020
- Editorial deadline: 11.09.2020

**Topics:**
- Equipment: Facilities and equipment for slaughterhouses
- Grinding: Mincing machines and mixers for industrial requirements
- Cutting mixers: Slicing at high performance
- Slicer: Cutting pieces, slices or cubes
- Line production: Filling, portioning and clipping systems
- Casings: natural and artificial casings
- Ingredients: Spicy ideas for good taste

**Price list:**
- see page 25 and 26

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**Special issue SÜFFA 2020**

Print run: 7,000 copies
Issue format: 210 x 297 mm
Target group: Managers of retail butcher shops
Distribution: Catchment area of Messe Stuttgart: Baden-Württemberg, Bavaria, southern Hessen, Rheinland-Pfalz, Saarland, Alsace, Lake Constance district (Austria, Switzerland) + exhibition distribution

**Date of publication:** 23.10.2020
**Advertising deadline:** 02.10.2020
**Editorial deadline:** 04.09.2020

Price list:

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space formats (width x height in mm)</th>
<th>Prices 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>184 x 265</td>
<td>€ 3,640.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>90 x 265 l 184 x 130</td>
<td>€ 2,280.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>60 x 265 l 184 x 88</td>
<td>€ 1,850.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90 x 130 l 43 x 265 l 184 x 65</td>
<td>€ 1,545.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>90 x 65 l 184 x 30</td>
<td>€ 795.00</td>
</tr>
<tr>
<td>Titel page</td>
<td>150 x 205</td>
<td>€ 4,995.00</td>
</tr>
<tr>
<td>2./4. Back cover</td>
<td>184 x 265</td>
<td>€ 4,860.00</td>
</tr>
<tr>
<td>Inserts up to 25g</td>
<td>Max. 210 x 297</td>
<td>€ 1,750.00</td>
</tr>
</tbody>
</table>

All Prices specified are subject to statutory VAT.
Website

Types of advertising | Pricing

**Superbanner |**

- **Sticky Superbanner** (728 x 90 pixels)  
  CPM € 80
- **XXL Superbanner** (728 x 250 pixels)  
  CPM € 85
  
  Attention-grabbing advertising format with full-surface presence, at the top or bottom. Displayed in instantly visible areas with ample creative scope.
  
  Displayed on desktop and tablet

**Skyscraper** (160 x 600 pixels)  
  CPM € 90

Placed on the right or left edge of the screen; remains in the user’s field of vision when scrolling.

- **XXL Skyscraper** (300 x 600 pixels)  
  CPM € 95
  
  Oversized Skyscraper variant.
  
  Displayed on desktop

**Homepage Takeover**  
  CPM € 170

Attention-grabbing combination of FireplaceAd and Billboard.

  Displayed on desktop

**TandemAd**  
  CPM € 130

Simultaneous display of two classic advertising formats within the same page impression.

  Displayed on: upon request

**AdBundle**  
  CPM € 135

(Joint) delivery of three different classic advertising media.

  Displayed on: upon request

**Billboard** (940 x 250 pixels)  
  CPM € 150

Large format, positioned between navigation and content with plenty of space for design and information; a prominent stage for your advertising message.

  Displayed on desktop

**Overlay** (300–550 x 250–400 pixels)  
  CPM € 120

The ad is displayed directly above the content when the website is accessed.

  Displayed on desktop and tablet

**BanderoleAd** (770 x 250 pixels)  
  CPM € 125

The advertising material lies in the directly visible area like a strip over the website. Ideally suited for concise advertising messages.

  Displayed on desktop

**Wallpaper** (728 x 90 + 160 x 600 pixels)  
  CPM € 135

Combination of Superbanner and Skyscraper. The wallpaper frames the website top and right.

  Displayed on desktop

**FireplaceAd**  
  CPM € 160

The combination of two Skyscrapers and the Superbanner frames the website on three sides.

  Displayed on desktop
**HalfpageAd** (300 x 600 pixels)  
CPM € 110  
Through the integration in the content area of the site, the user’s eye is drawn to this striking advertising format.  
Cross-device delivery (on all devices)

**Medium Rectangle** (300 x 250 pixels)  
CPM € 100  
High-profile placement in the content of the website, centrally and in the user’s field of vision.  
Cross-device delivery (on all devices)

**Rectangle** (300 x 100 pixels)  
CPM € 45  
Placement in the content area of the website.  
Cross-device delivery (on all devices)

**Mobile MMA Banner**  
MMA 6:1: 300–320 x 50 pixels  
CPM € 80  
MMA 4:1: 300–320 x 75 pixels  
CPM € 85  
MMA 2:1: 300–320 x 150 pixels  
CPM € 90  
MMA 1:1: 300 x 250 pixels (Medium Rectangle)  
HalfpageAd: 300 x 600 pixels  
CPM € 110

**Mobile MMA Banner sticky**  
MMA 6:1 sticky: 300–320 x 50 pixels  
CPM € 85  
MMA 4:1 sticky: 300–320 x 75 pixels  
CPM € 90

**Mobile Overlay** (300 x 250–300 pixels)  
CPM € 120  
The ad is displayed directly above the content when the website is accessed and is closed by the user.

**Targeting**  
The advertising medium can be automated and targeted according to various parameters, e.g. by federal state, postal code or category.

**Frequency Capping**  
You determine the optimal amount of contacts according to your objectives. By limiting the number of advertising media contacts, you can individually control the optimal delivery quantity for your campaign.

**Billing mode:**  
AdImpressions (advertising material displays) are calculated at CPM (thousand contact price).  
Example: CPM € 80 and 10,000 AdImpressions = € 800.  
Holzmann Medien creates the invoice based on the billing figures calculated by the Adition Adserver.

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**Website**

**Types of advertising | Pricing**

 Billing mode: AdImpressions (advertising material displays) are calculated at CPM (thousand contact price). Example: CPM € 80 and 10,000 AdImpressions = € 800. Holzmann Medien creates the invoice based on the billing figures calculated by the Adition Adserver.
Below you will find an overview of our numerous possibilities in the field of Native Advertising. All formats are displayed in ROS and on all devices (desktop, tablet, mobile).
Prices upon request.

**Advertorial**

We build an exclusive microsite (= content page) for you that has the look and feel of the website. The microsite will be designed according to your wishes: you can integrate numerous information and content such as images, files, videos and links.

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

The advertorial is accompanied by numerous traffic-push measures to direct our users to the microsite.

The following traffic push elements can be included:
- Permanently installed TeaserBox (ROS)
- Display advertising
- Mobile advertising
- Content ads in our newsletter
- Social media posts

**Whitepaper**

For the whitepaper, we build an exclusive microsite (content page). Here you can insert images, files, videos, links and of course the whitepaper. The collected leads will be passed on to you.

The duration is at least 4 weeks.

The following traffic push elements can lead to the whitepaper:
- Permanently installed TeaserBox (ROS)
- Content ads in our newsletter
**NativeAd In**
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.
Die NativeAd In links to a microsite (content page) where you can embed texts, images, videos and links.

**NativeAd Out**
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.
Die NativeAd Out links to an external landing page (e.g. company website).

**VideoAd**
Your video will be adapted and integrated by us to the look & feel of the website.
To make users aware of the VideoAd, we place a teaser box on the homepage and the subpages of the website. The teaser box contains 120 characters of text and an image. You choose the duration of the campaign.

**Audio**
Talk to us about advertising opportunities with audio!

**Social**
We offer advertising opportunities in our social media channels.
We would be happy to advise you on your individual concept.
Name: fleischerei.de Newsletter
Frequency of publication: 14-day
Brief outline:
• Current industry information at a glance
Target group:
• Owners of specialist retail butcher shops as well as general managers
• Executive managers and decision-makers in the meat processing industry and supply companies
Reach:
1,822 subscribers (July 2019)

<table>
<thead>
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<th>Issue</th>
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<td>10/01/2020</td>
</tr>
<tr>
<td>No. 2</td>
<td>29/01/2020</td>
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<tr>
<td>No. 3</td>
<td>12/02/2020</td>
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<td>No. 4</td>
<td>26/02/2020</td>
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<td>11/03/2020</td>
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<td>25/03/2020</td>
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<td>No. 7</td>
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</tr>
<tr>
<td>No. 8</td>
<td>22/04/2020</td>
<td>17/04/2020</td>
</tr>
<tr>
<td>No. 9</td>
<td>13/05/2020</td>
<td>08/05/2020</td>
</tr>
<tr>
<td>No. 10</td>
<td>27/05/2020</td>
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</tr>
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<td>No. 11</td>
<td>10/06/2020</td>
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</tr>
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<td>09/09/2020</td>
<td>04/09/2020</td>
</tr>
<tr>
<td>No. 18</td>
<td>23/09/2020</td>
<td>18/09/2020</td>
</tr>
<tr>
<td>No. 19</td>
<td>07/10/2020</td>
<td>02/10/2020</td>
</tr>
<tr>
<td>No. 20</td>
<td>21/10/2020</td>
<td>16/10/2020</td>
</tr>
<tr>
<td>No. 21</td>
<td>04/11/2020</td>
<td>30/10/2020</td>
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<td>No. 22</td>
<td>18/11/2020</td>
<td>13/11/2020</td>
</tr>
<tr>
<td>No. 23</td>
<td>02/12/2020</td>
<td>27/11/2020</td>
</tr>
<tr>
<td>No. 24</td>
<td>16/12/2020</td>
<td>11/12/2020</td>
</tr>
</tbody>
</table>
**Newsletter**

**Types of advertising | Pricing**

**ContentAd**

Image & text advertisement designed in the look & feel of an editorial article and marked as an advertisement. 50 characters available for the headline and 350 for the body to communicate your advertising message optimally. With this format, you will receive three external links: We incorporate these in the headline, in the logo and in the body text.

**Price € 180**

**Billboard (600 x 240 pixels)**

Large and prominent format with plenty of space for design and information, placed between high-quality content/contributions. Brand awareness guaranteed! The Billboard is exclusive, i.e. can only be found once in the newsletter and links to an external landing page (e.g. company website).

**Price € 250**

**FullAd (468 x 60 pixels)**

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

**Price € 160**

**Exclusive Newsletter Sponsoring**

Secure a newsletter for your advertising as an exclusive sponsor. In addition to the integration of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. You choose the formats: ContentAd, FullAd and the Billboard are available.

**Price € 500**

**StandAlone Newsletter**

The StandAlone Newsletter is built in the look & feel of the regular newsletter. Your advertising message is the sole focus. In addition to 1,500 characters of text, you can insert two images, call-to-action buttons and external links. The StandAlone Newsletter is particularly suitable for advertising messages that cannot be explained with 350 characters. The mailing date is agreed individually.

**Price € 890**