

Die Fleischerei

MEDIA-INFORMATIONEN 2020

Nr. 52, gültig ab 1.1.2020

MEDIA-RATE 2020

Nr. 52 valid Jan. 1st ,2020

www.fleischerei.de

• PRINT • ONLINE



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

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

| | | b/w | coloured |
|--------------------------------|--------------|--------|----------|
| Cut-in ad/mm | (40 mm wide) | € 9.50 | € 19.50 |
| 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 |

▶ Your address is also published in our Dealer listing on www.fleischerei.de.

(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:

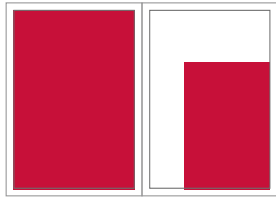
Isabella Hebinger (Advertising Management)
Telephone +49 8247 354-196
isabella.hebinger@holzmann-medien.de

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

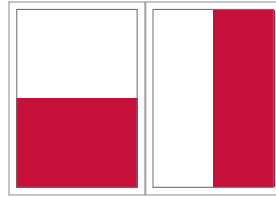
Advertisement formats

in the print space



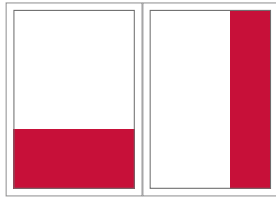
1/1 page
Width 184mm
Height 265mm

Junior page
Width 137mm
Height 180mm



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

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



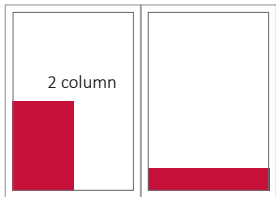
1/3 p. horizontal
Width 184mm
Height 88mm

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



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

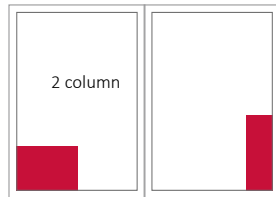
1/4 p. vertical
Width 43mm
Height 265mm



2 column

1/4 page
Width 90mm
Height 130mm

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

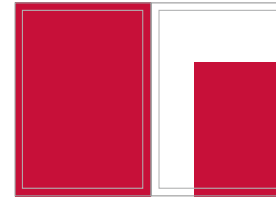


2 column

1/8 page
Width 90mm
Height 65mm

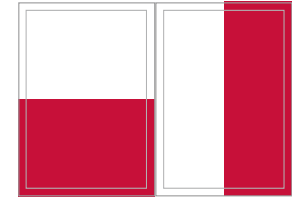
1/8 p. vertical
Width 43mm
Height 130mm

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



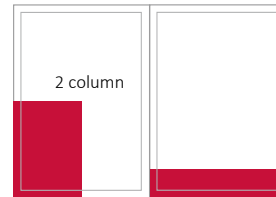
1/3 p. horizontal
Width 210mm
Height 109mm

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: 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.
- 3 Data transmission: Via email to 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 (ECI)
- 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
- 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

| Issue | Due dates | Main topics | Other topics | Trade fairs/Exhibitions |
|--|---|--|--|--|
| 1-2 January/ February | DP: 03/02/2020 AD/PM: 16/01/2020 ED: 11/12/2019 | <p>Packaging and packaging material Project planning and facilities of industrial slaughterhouses Shop and counter fitting Lighting systems Artificial sausage skins and casings</p> <p>Special section: 'Catering & Partyservice' for Intergastra and Internorga 2020</p> | <p>Delicatessen in the additional assortment Sales campaign Nutrition consultation Industry trends</p> | <p>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 + Vivanness 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</p> |
| 3 March Export issue | DP: 02/03/2020 AD/PM: 12/02/2020 ED: 16/01/2020 | <p>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</p> | <p>Easter in the meat industry Follow-up report IGW 2020 Sales advisory services Market trends</p> | <p>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</p> |

| Issue | Due dates | Main topics | Other topics | Trade fairs/Exhibitions |
|---|---|--|--|---|
| 4 April  | 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 – | - see page 36 - | |
| 5 May Export issue  | 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 June | 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 |

| | | | | |
|--|--|---|--|---|
| <p>7-8 July/ August</p> <p>Export issue</p> | <p>DP: 03/07/2020 AD/PM: 15/06/2020 ED: 18/05/2020</p> | <p>Anniversary issue: 70 years Die Fleischerei</p> <p>Mincing and mixing Vacuum chamber machines Light meals, snacks and convenience products Equipment for hot food consumption Mobile sales vehicles</p> | <p>Campaigns for summertime Sales advisory Market trends</p> | <p>ProPak China – International exhibition for processing, packaging and printing July 2020, Shanghai</p> <p>FIAC – Food Ingredients Asia-China July 2020, Shanghai</p> <p>Food Expo August 2020, Hongkong</p> <p>99 Food Expo 29/8 to 31/8/2020, New Delhi</p> |
| <p>9 September</p> | <p>DP: 01/09/2020 AD/PM: 13/08/2020 ED: 13/07/2020</p> | <p>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</p> | <p>All about the cheese Nutritional advice Counter sales promotion Industrial trends</p> | <p>RIGAFOOD September 2020, Riga</p> <p>Fi – Food Ingredients Asia 9/9 to 11/9/2020, Jakarta</p> <p>WorldFood Istanbul – International exhibition for food and beverage September 2020, Istanbul</p> <p>InProdMash Ukraine – International exhibition for food processing and packaging September 2020, Kiev</p> <p>AFEX – AsiaFood Expo September 2020, Manila</p> <p>POLAGRA TECH – International Trade Fair of Food Processing Technologies September 2020, Poznań</p> |
| <p>10 October</p> <p>Export issue</p> | <p>DP: 01/10/2020 AD/PM: 11/09/2020 ED: 12/08/2020</p> | <p>Cutting machinery and bone saws Canning Spices and additives Starter, mould and protective cultures Promotion and advertising material for specialised shops</p> | <p>evenord Mobile sales Customer advisory service Coffee specialties</p> | <p>ANUGA October 2020, Köln</p> <p>evenord – Fair trade for the meat craft October 2020, Nuremberg</p> <p>Meat Industry incl. AGROPRODMASH October 2020, Moscow</p> <p>SAUDI AGRO-FOOD INDUSTRIES – Food Products, Processing and Packaging Technologies October 2020, Kiev</p> <p>WorldFood Ukraine October 2020, Kiev</p> <p>Iraq Agro Food Expo October 2020, Erbil</p> |
| <p>Special issue</p> | <p>DP: 23/10/2020 AD/PM: 07/10/2020 ED: 04/09/2020</p> | <p>'SÜFFA 2020'</p> | <p>- see page 36 -</p> | |

* DP = Date of publication AD = Advertising deadline PM = Printing material ED = Editorial deadline

| Issue | Due dates | Main topics | Other topics | Trade fairs/Exhibitions |
|---|---|--|---|--|
| 11 November Export issue | DP: 28/10/2020 AD/PM: 09/10/2020 ED: 11/09/2020 | SÜFFA 2020 – Preliminary report Packaging technology for the industry Labelling and printing Clipping machines for the meat processing industry Smoking with liquid smoke | Pasta products Regional specialties Campaigns for Christmas Nutritional advice | SÜFFA – Trade fair for the meat industry 7/11 to 9/11/2020, Stuttgart Pack Expo International 8/11 to 11/11/2020, Chicago Alles für den Gast November 2020, Salzburg FoodExpo Kazakhstan November 2020, Almaty PETERFOOD November 2020, St. Petersburg Interfood Indonesia November 2020, Jakarta |
| Special issue | DP: 28/10/2020 AD/PM: 12/10/2020 ED: 11/09/2020 | 'Die Fleischerei International' – in English – | – see page 36 – | |
| 12 December | DP: 01/12/2020 AD/PM: 13/11/2020 ED: 16/10/2020 | 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 Years in the specialised retail business Customer advisory service Market trends Gourmet foods | International PackTech India 9/12 to 11/12/2020, Mumbai SIAL Middle East December 2020, Abu Dhabi Internationale Grüne Woche Berlin 15/1 to 24/1/2021, Berlin |

* 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' | | 8 Organ: | - | |
| 2 Brief outline: | <p>'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.</p> | | 9 Membership/ Participation: | IVW | |
| 3 Target group: | <p>'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.</p> | | 10 Publishing house: | <p>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</p> | |
| 4 Frequency of publication: | monthly (dual issue no. 1–2 and 7–8) at the start of a month | | 11 Publisher: | Alexander Holzmann | |
| 5 Issue format: | DIN A4 | | 12 Advertisements: | <p>Isabella Hebinger (in charge) Telephone +49 8247 354-196 isabella.hebinger@holzmann-medien.de</p> | |
| 6 Year: | 71th year 2020 | | 13 Editorial department: | <p>Thomas Röhr (in charge) Telephone +49 8247 354-181 thomas.roehr@holzmann-medien.de</p> | |
| 7 Purchase price: | <p>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)</p> | | 14 Circulation analysis 2018 = 10 issues | | |
| Industry issue: | <p>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)</p> | | Overall size: | 828 pages | = 100.0 % |
| | | | Editorial section | 631.31 pages | = 76.24 % |
| | | | Advertisement section | 196.69 pages | = 23.75 % |
| | | | thereof: employment and classified advertisements | 1.25 pages | = 0.64 % |
| | | | publisher advertisements | 48.74 pages | = 24.78 % |
| | | | 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)

| Print run | 6,500 | of which abroad | |
|--------------------------------------|---------|--------------------|---|
| Total circulation: | 6,155 | 1,559 | |
| Paid circulation: | 1,372 | 183 | |
| Copies subscribed: | 1,334 | 179 | |
| | thereof | 315 Member copies | 0 |
| | | 14 Multiple copies | 0 |
| Other sales: | 38 | 4 | |
| single-copy sale: | 0 | | |
| Free copies: | 4,783 | 1,376 | |
| | thereof | 223 laid out | 0 |
| | | 1 display location | 0 |
| Remaining, file and archived copies: | 345 | | |

3 Geographical distribution analysis:

| Economic region | Proportion of the total circulation | |
|-------------------|-------------------------------------|--------|
| | % | Copies |
| National | 74.67 | 4,596 |
| Abroad | 25.33 | 1,559 |
| Total circulation | 100.00 | 6,155 |

3.1 Distribution according to the Nielsen regions/Federal states:

| | | |
|-----------------------------------|-----------------|--------------|
| Nielsen region I | | |
| Schleswig-Holstein | 1.93 % | 89 |
| Hamburg | 0.58 % | 27 |
| Lower Saxony | 5.61 % | 258 |
| Bremen | 0.25 % | 11 |
| Nielsen region II | | |
| North Rhine-Westphalia | 11.31 % | 520 |
| Nielsen region IIIa | | |
| Hesse | 9.48 % | 436 |
| Rhineland-Palatinate | 4.14 % | 190 |
| Saarland | 1.11 % | 51 |
| Nielsen region IIIb | | |
| Baden-Wuerttemberg | 19.66 % | 904 |
| Nielsen region IV | | |
| Bavaria | 25.02 % | 1,150 |
| Nielsen region V | | |
| Berlin | 0.64 % | 29 |
| Nielsen region VI | | |
| Brandenburg | 2.15 % | 99 |
| Mecklenburg-West Pomerania | 0.85 % | 39 |
| Saxony-Anhalt | 2.52 % | 116 |
| Nielsen region VII | | |
| Saxony | 8.08 % | 371 |
| Thuringia | 6.67 % | 306 |
| Total circulation national | 100.00 % | 4,596 |

Distribution abroad:

| | | | | |
|---|-----------------|---------|--------------|-----|
| Europe | 64.73 % | | 1,010 | |
| Liechtenstein/Austria | | | | |
| Switzerland/South Tyrol | | 23.97 % | | 374 |
| EU countries (without Germany/Austria) | | 38.73 % | | 604 |
| Middle and Eastern European countries inkl. CIS | | 1.92 % | | 30 |
| others | | 0.11 % | | 2 |
| America | 20.84 % | | 325 | |
| North America | | 13.89 % | | 217 |
| Middle and South America | | 6.95 % | | 108 |
| Africa | 0.66 % | | 10 | |
| Asia | 9.46 % | | 147 | |
| Australia and Oceania | 4.31 % | | 67 | |
| Total circulation abroad | 100.00 % | | 1,559 | |



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 | | National Copies | Abroad Copies |
| | | % | Copies | | |
| | Industry (producing industry) | | | | |
| 101/10110/10120/10130 | Slaughtering and meat processing | 20.54 | 1,264 | 405 | 859 |
| 10131 | Meat products industry | 6.37 | 392 | 41 | 351 |
| 10132 | Butcher's shop, meat market and horse meat market | 51.68 | 3,181 | 2,968 | 213 |
| 10840 | Production of condiments and sauces | 0.13 | 8 | 7 | 1 |
| 10-33 | Other commercial producers | 2.45 | 151 | 107 | 44 |
| | Commercial trade | | | | |
| 46179/46320 | Wholesale trade in meat and meat products | 0.69 | 42 | 36 | 6 |
| 46110/4614/46694 | Wholesale trade in techn. Butcher supplies | 0.52 | 32 | 29 | 3 |
| 46 | Other wholesale trade | 0.21 | 13 | 7 | 6 |
| 47220 | Retail trade in meat and meat products | 8.36 | 514 | 507 | 7 |
| 47 | Other retail trade | 0.10 | 6 | 3 | 3 |
| | Other recipient groups | | | | |
| 49-82/90-93/95-98 | Service industry | 3.91 | 241 | 229 | 12 |
| 84 | Public authorities | 0.29 | 18 | 16 | 2 |
| 85 | Education and teaching | 1.74 | 107 | 97 | 10 |
| 94/99 | Special interest groups | 2.04 | 126 | 113 | 13 |
| 01-09/35-45/86-88 | Other information | 0.11 | 7 | 5 | 2 |
| | No information | 0.86 | 53 | 26 | 27 |
| | Total circulation | 100.00 | 6,155 | 4,596 | 1,559 |

1.2 Size of the business entity: not ascertained

2.2 Socio-demographics: not ascertained

2.1 Job characteristics: 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 |
| thereof: copies subscribed | 1,334 | |
| single-copy sales | - | |
| other sales | 38 | |
| - free copies | | 4,783 |
| thereof: 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 of the population (total circulation) | 5,912 | 96.05 % |

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 % |
| | 37,212 cases | = 74.5 % |
| | 49,927 cases | = 100.0 % |
| utilisation of position and function | 3,247 cases | = 6.5 % |
| No information in the file | 46,680 cases | = 93.5 % |
| | 49,927 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: 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: 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 |
| thereof: copies subscribed | 1,334 | |
| single-copy sales | - | |
| other sales | 38 | |
| - free copies | | 4,783 |
| thereof: 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 of the population (total circulation) | 5,912 | 96.05 % |

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 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: | |

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

All Prices specified are subject to statutory VAT.

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

- 1 Website: www.fleischerei.de
- 2 Brief outline:
- Exclusive industry news from trade, industry and commerce
 - Daily news that provides a quick overview of the industry
 - Practical tips to support well-founded decisions in day-to-day operations
 - Features such as an extensive recipe database or our media gallery round off the offer.
- 3 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
- 4 Publishing house:
- Holzmann Medien GmbH & Co. KG
Gewerbestraße 2, 86825 Bad Wörishofen, Germany
P.O. Box 13 42, 86816 Bad Wörishofen, Germany
Telephone +49 8247 354-01
Fax +49 8247 354-170
info@holzmann-medien.de
www.holzmann-medien.de
www.fleischerei.de

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

Contact
Online ads:

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

Data delivery:

admanagement@holzmann-medien.de

Access control:



Usage data:

Online reach:

Visits: 14,107 (monthly average 7/18 – 6/19)

Page impressions: 23,003 (monthly average 7/18 – 6/19)

mobile reach:

Visits: 5,772 (IVW 7/19)

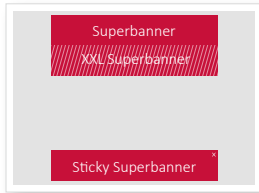
Page impressions: 7,040 (IVW 7/19)



Die Fleischerei

Website

Types of advertising | Pricing



Superbanner |

Sticky Superbanner (728 x 90 pixels)

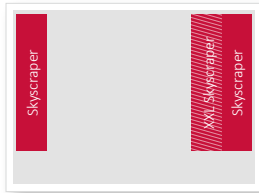
CPM € 80

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

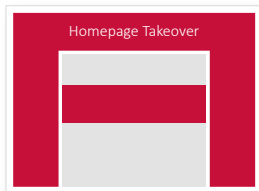
Placed on the right or left edge of the screen; remains in the user's field of vision when scrolling.

XXL Skyscraper (300 x 600 pixels)

CPM € 95

Oversized Skyscraper variant.

Displayed on desktop

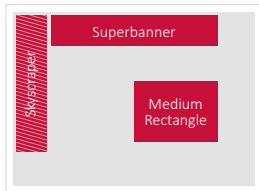


Homepage Takeover

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.

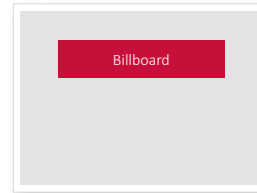
Displayed on: upon request

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

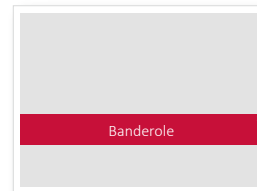


Overlay (300–550 x 250–400 pixels)

CPM € 120

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

Displayed on desktop and tablet

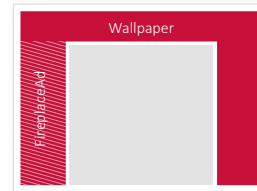


BanderoleAd (770 x 250 pixels)

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

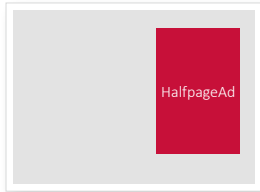
The combination of two Skyscrapers and the Superbanner frames the website on three sides.

Displayed on desktop

Die Fleischerei

Website

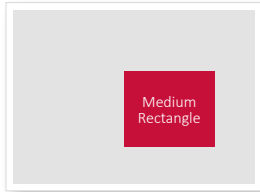
Types of advertising | Pricing



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.

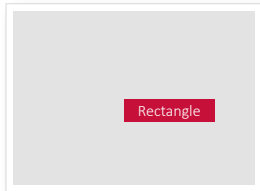
Cross-device delivery (on all devices)



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

CPM

MMA 6:1: 300–320 x 50 pixels

€ 80

MMA 4:1: 300–320 x 75 pixels

€ 85

MMA 2:1: 300–320 x 150 pixels

€ 90

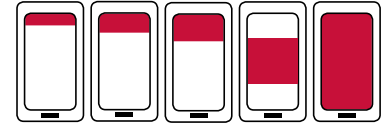
MMA 1:1: 300 x 250 pixels

€ 100

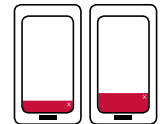
(Medium Rectangle)

HalfpageAd: 300 x 600 pixels

€ 110



MMA 6:1 MMA 4:1 MMA 2:1 MMA 1:1 HalfpageAd



MMA 6:1 MMA 4:1

Mobile MMA Banner sticky

CPM

MMA 6:1 sticky: 300–320 x 50 pixels

€ 85

MMA 4:1 sticky: 300–320 x 75 pixels

€ 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.



Overlay

Targeting

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

CPM € 5

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.

CPM € 5

| | |
|---------------------|---|
| File format: | Specifications online at www.holzmann-medien.de/specs |
| Delivery address: | admanagement@holzmann-medien.de |
| Delivery deadline: | At least three work days prior to the start of the campaign |
| Performance review: | After the campaign ends via reporting. The statistics include the campaign's ad impressions and clicks. |

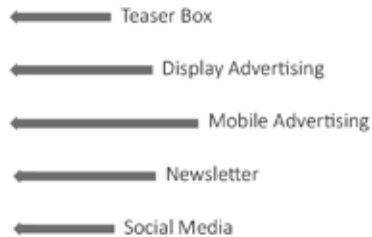
| | |
|---------------|--|
| Billing mode: | AdImpressions (advertising material displays) are calculated at CPM (thousand contact price). Example: CPM € 80 and 10,000 AdImpressions = € 800. Holzmann Medien creates the invoice based on the billing figures calculated by the Adition Adserver. |
|---------------|--|

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.



TRAFFIC PUSH



TRAFFIC PUSH



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

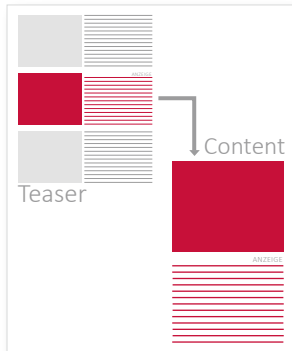
Whitepaper

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.

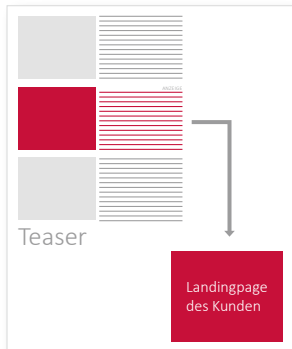


VideoAd

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.



NativeAd Out

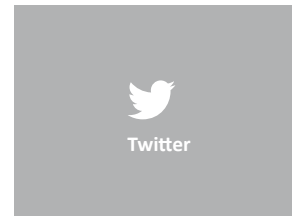
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.

Die NativeAd Out links to an external landing page (e.g. company website).



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:

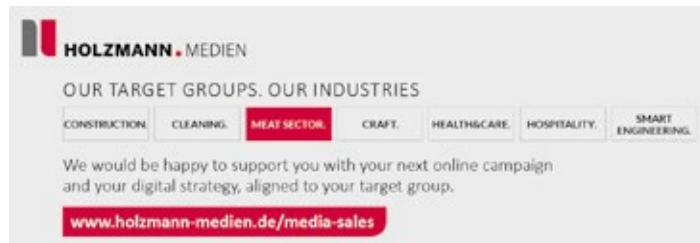
- Current industry information at a glance

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)

| Issue | Date of publication | Data delivery: admanagement@holzmann-medien.de |
|--------|---------------------|---|
| No. 1 | 15/01/2020 | 10/01/2020 |
| No. 2 | 29/01/2020 | 24/01/2020 |
| No. 3 | 12/02/2020 | 07/02/2020 |
| No. 4 | 26/02/2020 | 21/02/2020 |
| No. 5 | 11/03/2020 | 06/03/2020 |
| No. 6 | 25/03/2020 | 20/03/2020 |
| No. 7 | 08/04/2020 | 03/04/2020 |
| No. 8 | 22/04/2020 | 17/04/2020 |
| No. 9 | 13/05/2020 | 08/05/2020 |
| No. 10 | 27/05/2020 | 22/05/2020 |
| No. 11 | 10/06/2020 | 05/06/2020 |
| No. 12 | 24/06/2020 | 19/06/2020 |
| No. 13 | 08/07/2020 | 03/07/2020 |
| No. 14 | 22/07/2020 | 17/07/2020 |
| No. 15 | 05/08/2020 | 31/07/2020 |
| No. 16 | 19/08/2020 | 14/08/2020 |
| No. 17 | 09/09/2020 | 04/09/2020 |
| No. 18 | 23/09/2020 | 18/09/2020 |
| No. 19 | 07/10/2020 | 02/10/2020 |
| No. 20 | 21/10/2020 | 16/10/2020 |
| No. 21 | 04/11/2020 | 30/10/2020 |
| No. 22 | 18/11/2020 | 13/11/2020 |
| No. 23 | 02/12/2020 | 27/11/2020 |
| No. 24 | 16/12/2020 | 11/12/2020 |



HOLZMANN . MEDIEN

OUR TARGET GROUPS. OUR INDUSTRIES

CONSTRUCTION CLEANING **MEAT SECTOR** CRAFT HEALTHCARE HOSPITALITY SMART ENGINEERING

We would be happy to support you with your next online campaign and your digital strategy, aligned to your target group.

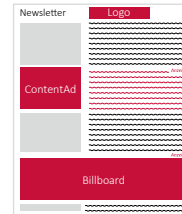
www.holzmann-medien.de/media-sales



ContentAd

Price € 180

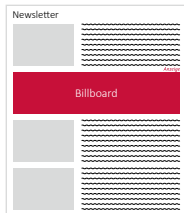
Image & text advertisement designed in the look & feel of an editorial article and marked as an advertisement. 50 characters available for the headline and 350 for the body to communicate your advertising message optimally. With this format, you will receive three external links: We incorporate these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



Exclusive Newsletter Sponsoring

Price € 500

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.



Billboard (600 x 240 pixels)

Price € 250

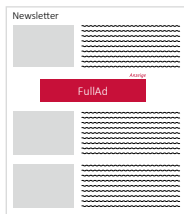
Large and prominent format with plenty of space for design and information, placed between high-quality content/ contributions. Brand awareness guaranteed! The Billboard is exclusive, i.e. can only be found once in the newsletter and links to an external landing page (e.g. company website).



StandAlone Newsletter

Price € 890

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.



FullAd (468 x 60 pixels)

Price € 160

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

Ihre Ansprechpartner | Contact



Anzeigenleitung:
Advertising manager:
Isabella Hebinger
Telefon +49 8247 354-196
Telefax +49 8247 354-4196
isabella.hebinger
@holzmann-medien.de



Media-Disposition:
Media administration:
Carolin Ruf
Telefon +49 8247 354-134
Telefax +49 8247 354-4134
disposition
@holzmann-medien.de



Chefredaktion:
Editor-in-chief:
Thomas Röhr
Telefon +49 8247 354-181
Telefax +49 8247 354-4181
thomas.roehr
@holzmann-medien.de



Redaktion:
Editor:
Conny Salzgeber
Telefon +49 8247 354-191
Telefax +49 8247 354-4191
conny.salzgeber
@holzmann-medien.de

