

Media-Informationen 2019

Nr. 51 gültig ab 1.1.2019

Media-Rate 2019

No. 51 valid from Jan. 1st 2019



Online werben
www.fleischerei.de

Leseranalyse:
ab Seite 16



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Es gelten unsere Allgemeinen Geschäftsbedingungen für Anzeigen und Fremdbeilagen sowie für Onlinewerbung in der jeweils aktuellen Fassung, abrufbar unter: www.holzmann-medien.de/agb

The General Terms and Conditions for advertisements and supplementary inserts as well as online advertisements in the current version apply, available at: www.fleischerei.de/terms/158/9081/

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	€ 3,590.-	€ 4,140.-	€ 4,690.-	€ 5,240.-
Junior page	137 x 180	€ 1,875.-	€ 2,305.-	€ 2,735.-	€ 3,165.-
1/2 page	90 x 265 or 184 x 130	€ 1,875.-	€ 2,305.-	€ 2,735.-	€ 3,165.-
1/3 page	60 x 265 or 184 x 88	€ 1,260.-	€ 1,610.-	€ 1,960.-	€ 2,310.-
1/4 page	90 x 130 or 43 x 265 or 184 x 65	€ 950.-	€ 1,270.-	€ 1,590.-	€ 1,910.-
1/8 page	90 x 65 or 43 x 130 or 184 x 30	€ 475.-	€ 635.-	€ 795.-	€ 955.-
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	€ 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

(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')

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

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 € 264.- up to 1/2 pages € 198.-	

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)	€ 3,650.-
4 pages (2 sheets)	€ 4,590.-
Uncut format	216 x 315 mm
(5 mm head trimming, 13 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

up to 25 g	€ 285.-
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

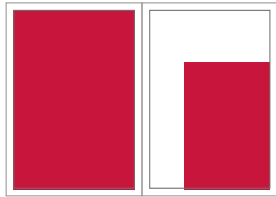
6 Payment terms and bank details:

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

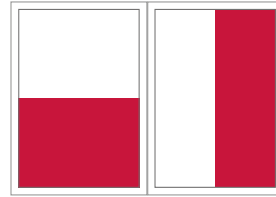
Advertisement formats

in the print space



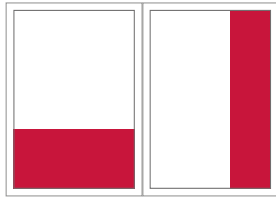
1/1 page
Width 184 mm
Height 265 mm

Junior page
Width 137 mm
Height 180 mm



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

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



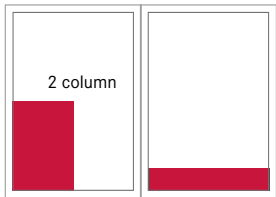
1/3 p. horizontal
Width 184 mm
Height 88 mm

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



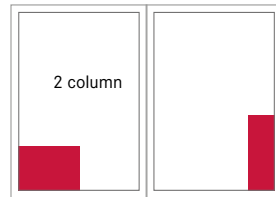
1/4 p. horizontal
Width 184 mm
Height 65 mm

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



1/4 page
Width 90 mm
Height 130 mm

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



1/8 page
Width 90 mm
Height 65 mm

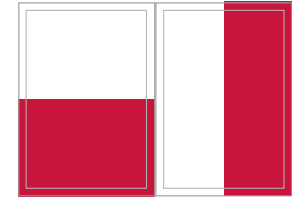
1/8 p. vertical
Width 43 mm
Height 130 mm



1/1 page
Width 210 mm
Height 297 mm

Junior page
Width 149 mm
Height 199 mm

Bleed



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

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



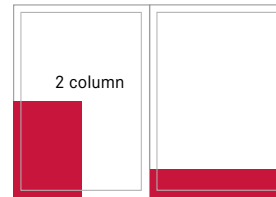
1/3 p. horizontal
Width 210 mm
Height 109 mm

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



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

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






1/4 page
Width 101 mm
Height 147 mm

1/8 page
Width 210 mm
Height 50 mm

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 anzfl@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 354-4 134
anzfl@holzmann-medien.de
- Delivery address
for loose inserts
and bound inserts: Industrie-Buchbinderei Kassel
Password Die Fleischerei no.../2019
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: 01/02/2019 AD/PM: 16/01/2019 ED: 06/12/2018	<ul style="list-style-type: none"> • Packaging and packaging material • Project planning and facilities of industrial slaughterhouses • Solutions for warehouses and logistics • Shop and counter fitting • Lighting systems • Artificial sausage skins and casings 		<p>HOGA, 13/1 bis 15/1/2019, Nuremberg</p> <p>International Green Week – Exhibition for food, agriculture and horticulture, 18/1 to 27/1/2019, Berlin</p> <p>SIRHA – Trade Fair Hotel, Gastronomy & Catering, 26/1 to 30/1/2019, Lyon</p> <p>UPAKOVKA, 29/1 to 1/2/2019, Moscow</p> <p>IME – International Meat Expo, 12/2 to 14/2/2019, Atlanta</p> <p>PRODEXPO, - 11/2 to 15/2/2019, Moscow</p> <p>BioFach + Vivaness – International leading fair for bio-food, 13/2 to 16/2/2019, Nuremberg</p> <p>Dairy & Meat Industry, 19/2 to 22/2/2019, Moscow</p> <p>LogiMAT, 19/2 to 21/2/2019, Stuttgart</p> <p>Ingredients Russia, 27/2 to 2/3/2019, Moscow</p>
Special issue	DP: 28/02/2019 AD/PM: 08/02/2019 ED: 12/11/2018	'Catering & Partyservice' for Internorga	- see page 38 -	
3 March Export issue IFFA	DP: 01/03/2019 AD/PM: 12/02/2019 ED: 16/01/2019	<ul style="list-style-type: none"> • IFFA 2019: Preliminary report I • Industrial equipment for smoking and climatic maturing • Measuring and weighing technology, quality control • Cooling, refrigerating and freezing • Refrigerated vehicles and vehicle fleet • Natural sausage skins 	<p>Easter in the meat industry</p> <p>Follow-up report IGW 2019</p> <p>Sales advisory services</p> <p>Market trends</p>	<p>FOODEX JAPAN – International Food & Beverage Exhibition, 5/3 to 8/3/2019, Tokyo</p> <p>Taste, 09/3 to 11/3/2019, Florence</p> <p>CFIA – The Food Industry Suppliers' Trade Show, 12/3 to 14/3/2019, Rennes</p> <p>PROPAK AFRICA, 12/3 to 15/3/2019, Johannesburg</p> <p>IHM, 13/3 to 17/3/2019, Munich</p> <p>AAHAR – International Food & Hospitality Fair, 13/3 to 17/3/2019, New Delhi</p> <p>INTERNORGA, 15/3 to 19/3/2019, Hamburg</p>

<p>4 April</p> 	<p>DP: 28/03/2019 AD/PM: 08/03/2019 ED: 11/02/2019</p>	<ul style="list-style-type: none"> • IFFA 2019: Preliminary report II • Industrial machinery for filling and portioning • Packaging solutions for the meat industry • Work and protective clothing • Cold cuts slicer and shop scales • Cauldron equipment 	<p>Ham and asparagus Follow-up report BioFach 2019 Sales promotion Nutritional advice</p>	<p>InterFood – International exhibition for food products and beverages, 17/4 to 19/4/2019, St. Petersburg Markt des guten Geschmacks – The Slow Food Fair, 25/4 to 28/4/2019, Stuttgart</p>
<p>Special issue</p> 	<p>DP: 15/04/2019 AD/PM: 25/03/2019 ED: 25/02/2019</p>	<p>„Die Fleischerei International“ at IFFA 2019 – in English –</p>	<p>– see page 38 –</p>	
<p>5 May</p> <p>Export issue</p> 	<p>DP: 24/04/2019 AD/PM: 02/04/2019 ED: 04/03/2019</p>	<ul style="list-style-type: none"> • IFFA 2019: Highlights • Universal equipment for smoking, cooking, roasting and baking • Production of flake/chip and crushed ice • Derinding and skinning • Ideas for the barbecue season 2019 	<p>Sauces and mustard Gourmet foods Regional specialties Market trends</p>	<p>IFFA – The No. 1 for the meat industry, 4/5 to 9/5/2019, Frankfurt Fi Istanbul – Food Ingredients Istanbul, May 2019, Istanbul SIAL CHINA, 14/5 to 16/5/2019, Shanghai IFIA JAPAN – International Food Ingredients & Additives, 22/5 to 24/5/2019, Tokyo</p>
<p>6 June</p>	<p>DP: 03/06/2019 AD/PM: 15/05/2019 ED: 17/04/2019</p>	<ul style="list-style-type: none"> • Cutter technology for industrial meat processing • Knives, special machinery knives, grinding machines • Slicers and frozen meat slicers for industrial companies • Cleaning, disinfection and hygiene • Pest control 	<p>Antipasti Barbecue summer 2019 Sales campaign Nutritional advice</p>	<p>ProPak Asia – International Processing, Filling and Packaging Technology Event for Asia, 12/6 to 15/6/2019, Bangkok Belagro – International exhibition for agricultural technology and animal breeding, 4/6 to 9/6/2019, Minsk FOOMA Japan – International exhibition for machinery and technology in the food industry, 9/6 to 12/6/2019, Tokyo FISPAL Tecnologia – International exhibition for packaging and processing in the food and beverage industry, 25/6 to 28/6/2019, Sao Paulo</p>

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

Issue	Due dates*	Main topics	Other topics	Trade fairs/Exhibitions
7-8 July/ August Export issue IFFA	DP: 01/07/2019 AD/PM: 12/06/2019 ED: 13/05/2019	<ul style="list-style-type: none"> • IFFA 2019: Follow-up report • 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 2019, Shanghai Food Expo – August 2019, Hongkong TecnoCarne – International Meat Industry Technology Fair, August 2019, Sao Paulo
9 September FachPack	DP: 02/09/2019 AD/PM: 13/08/2019 ED: 12/07/2019	<ul style="list-style-type: none"> • Fachpack 2019: Preliminary report • Hygiene solutions • Outfitting of trade-scale slaughter houses • Software for the meat trade sale • Canning industry • Energy efficiency and sustainable production 	All about the cheese Nutritional advice Counter sales promotion Industrial trends	RIGAFood – International exhibition for food, beverages, food processing and packaging, 4/9 to 7/9/2019, Riga Fi – Food Ingredients Asia, 11/9 to 13/9/2019, Bangkok Pack Expo International , 23/9 to 25/9/2019, Las Vegas Fachpack , 24/9 to 26/9/2019, Nuremberg WorldFood Istanbul – International exhibition for food and beverage, September 2019, Istanbul InProdMash Ukraine , September 2019, Kiev AFEX – AsiaFood Expo, September 2019, Manila
10 October Export issue	DP: 01/10/2019 AD/PM: 12/09/2019 ED: 12/08/2019	<ul style="list-style-type: none"> • Processing machines for filling portioning and clipping for crafts enterprises • Cutting machinery and bone saws • Spices and additives • Starter, mould and protective cultures • Promotion and advertising material for specialised shops 	Evenord Mobile sales Customer advisory Service Coffee specialties	ANUGA , 5/10 to 9/10/2019, Cologne Process Expo – The Global Food Equipment & Technology Show, 8/10 to 11/10/2019, Chicago POLAGRA TECH – International Trade Fair of Food Processing Technologies, October 2019, Poznań evenord – Fair trade for the meat craft, October 2019, Nuremberg Meat Industry incl. AGROPRODMASH , October 2019, Moscow SAUDI AGRO-FOOD INDUSTRIES – Food Products, Processing and Packaging Technologies, October 2019, Riad WorldFood Ukraine , October 2019, Kiev

11 November	DP: 04/11/2019 AD/PM: 14/10/2019 ED: 16/09/2019	<ul style="list-style-type: none"> • 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	Igeho , 16/11 to 20/11/2019, Basel Alles für den Gast , November 2019, Salzburg Iraq Agro Food Expo , November 2019, Erbil PETERFOOD – International fair trade for food and food technology, November 2019, St. Petersburg Interfood Indonesia – November 2019, Jakarta
Export issue				
Special issue	DP: 04/11/2019 AD/PM: 11/10/2019 ED: 16/09/2019	'Die Fleischerei International' – in English –	– see page 38 –	
12 December	DP: 02/12/2019 AD/PM: 12/11/2019 ED: 17/10/2019	<ul style="list-style-type: none"> • Washers for containers, aprons and boots • Software for industrial meat processors • Cutter technology for crafts enterprises • Curing and massaging, production of cured food products 	New Years in the specialised retail business Customer advisory service Market trends Gourmet foods	International PackTech India , 5/12 to 7/12/2019, New Delhi SIAL Middle East , December 2019, Abu Dhabi International Green Week – Exhibition for food, agriculture and horticulture, 17/1 to 26/1/2020, 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 Gewerbstraße 2, 86825 Bad Wörishofen, Germany Telephone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.fleischerei.de anzfl@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:	70th year 2019		13 Editorial department:	<p>Thomas Röhr (in charge) Telephone +49 8247 354-181 thomas.roehr@holzmann-medien.de</p>	
7 Purchase price:	Annual subscription national	€ 147.90 (incl. VAT and postage)	14 Circulation analysis 2017 = 10 issues		
	Annual subscription abroad	€ 159.90 (incl. VAT and postage)	Overall size:	844 pages	= 100.0 %
	Retail price	€ 15.50 (incl. VAT plus postage)	Editorial section	632.95 pages	= 74.99 %
Industry issue:	Annual subscription national	€ 171.90 (incl. VAT and postage)	Advertisement section	211.05 pages	= 25.01 %
	Annual subscription abroad	€ 184.70 (incl. VAT and postage)	thereof: employment and classified advertisements	0.48 pages	= 0.22 %
	With translated section	€ 184.70 (incl. VAT and postage)	publisher advertisements	45.87 pages	= 21.73 %
	Retail price	€ 17.90 (incl. VAT plus postage)	bound inserts	62 pages	= 29.38 %
			loose inserts	15 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 2017 to 30 June 2018)

Print run	6,500	of which abroad	
Total circulation:	6,203	1,555	
Paid circulation:	1,296	189	
Copies subscribed:	1,258	185	
	thereof	239 Member copies	0
		7 Multiple copies	0
Other sales:	38	4	
single-copy sale:	0		
Free copies:	4,907	1,366	
	thereof	323 laid out	25
		1 display location	0
Remaining, file and archived copies:	297		

3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	74.93	4,648
Abroad	25.07	1,555
Total circulation	100.00	6,203

3.1 Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	2.21 %	103
Hamburg	0.60 %	28
Lower Saxony	5.91 %	275
Bremen	0.22 %	10
Nielsen region II		
North Rhine-Westphalia	12.58 %	585
Nielsen region IIIa		
Hesse	7.93 %	369
Rhineland-Palatinate	4.42 %	205
Saarland	1.06 %	49
Nielsen region IIIb		
Baden-Wuerttemberg	17.82 %	828
Nielsen region IV		
Bavaria	26.19 %	1,217
Nielsen region V		
Berlin	0.70 %	33
Nielsen region VI		
Brandenburg	2.21 %	103
Mecklenburg-West Pomerania	0.84 %	39
Saxony-Anhalt	2.63 %	122
Nielsen region VII		
Saxony	9.45 %	439
Thuringia	5.23 %	243
Total circulation national	100.00 %	4,648

Distribution abroad:

Europe	57.95 %		901	
Liechtenstein/Austria				
Switzerland/South Tyrol		21.21 %		330
EU countries (without Germany/Austria)		36.18 %		562
Middle and Eastern European countries inkl. CIS		0.49 %		8
others		0.07 %		1
America	24.60 %		383	
North America		16.43 %		256
Middle and South America		8.17 %		127
Africa	0.81 %		13	
Asia	11.28 %		175	
Australia and Oceania	5.36 %		83	
Total circulation abroad	100.00 %		1,555	



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	National Copies	Abroad Copies
	Industry (producing industry)				
101/10110/10120/10130	Slaughtering and meat processing	14.21	882	357	525
10131	Meat products industry	7.58	470	37	433
10132	Butcher's shop, meat market and horse meat market	51.01	3,164	3,040	124
10840	Production of condiments and sauces	0.14	9	8	1
10-33	Other commercial producers	5.84	362	99	263
	Commercial trade				
46179/46320	Wholesale trade in meat and meat products	0.67	42	36	6
46110/4614/46694	Wholesale trade in techn. Butcher supplies	0.50	31	28	3
46	Other wholesale trade	0.18	11	6	5
47220	Retail trade in meat and meat products	8.52	528	521	7
47	Other retail trade	0.74	46	4	42
	Other recipient groups				
49-82/90-93/95-98	Service industry	4.84	300	259	41
84	Public authorities	1.05	65	15	50
85	Education and teaching	1.77	110	99	11
94/99	Special interest groups	1.97	122	109	13
01-09/35-45/86-88	Other information	0.11	7	5	2
	No information	0.87	54	25	29
	Total circulation	100.00	6,203	4,648	1,555

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: 47,803

2.3 Total number of alternating recipients: 38,230 (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		1,296
thereof: copies subscribed	1,258	
single-copy sales	-	
other sales	38	
- free copies		4,907
thereof: regular free copies	406	
variable free copies	4,299	
advertising copies	202	
total circulation		6,203
- thereof national	4,648	
- thereof abroad	1,555	

3. Description of the survey:

3.1 Population (proportion analysed):

population	6,203	100.0 %
thereof not ascertained	242	3.90 %
- single-copy sales	-	
- advertising copies	202	
- supplied by the bookselling trade	40	
The survey represents of the population (total circulation)	5,961	96.10 %

3.2 Date of the file evaluation: 27/07/2018

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	46,645 cases	= 97.6 %
no information in the file	1,158 cases	= 2.4 %
utilisation of trade class size	47,803 cases	= 100.0 %
no information in the file	12,608 cases	= 26.4 %
	35,195 cases	= 73.6 %
utilisation of position and function	47,803 cases	= 100.0 %
No information in the file	3,132 cases	= 6.6 %
	44,671 cases	= 93.4 %
	47,803 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 2018

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: 47,803

2.3 Total number of alternating recipients: 38,230 (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		1,258	1,296
thereof: copies subscribed		-	
single-copy sales		-	
other sales		38	
- free copies			4,907
thereof: regular free copies		406	
variable free copies		4,299	
advertising copies		202	
total circulation			6,203
- thereof national		4,648	
- thereof abroad		1,555	

3. Description of the survey:

3.1 Population (proportion analysed):

population	6,203	100.0 %
thereof not ascertained	242	3.90 %
- single-copy sales	-	
- advertising copies	202	
- supplied by bookselling trade	40	
The survey represents of the population (total circulation)	5,961	96.10 %

3.2 Date of the file evaluation: 27/07/2018

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 2018

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 issues 2019



Issue format: 210 x 297 mm

Special issue 'Catering & Partyservice' for Internorga

Print run: 13,500 copies

Target group: Managers of retail butcher shops

Date of publication: 28/02/2019

Ad deadline: 08/02/2019

Editorial deadline: 12/11/2018

Topics: Internorga 2019: Everything for the catering market
Full service: Serving the business area professionally
Practical report: Keys to success for catering
Combi steamers: Automated chefs make the work easier
Operating equipment: Optimally equipped for the service
Hygiene: Machinery and means for perfect cleanliness
Delivery: Special-purpose vehicles for caterers

Special issues 'Die Fleischerei International' – in the English language –

Print run: 5,000 copies
Print run for IFFA 2019: 6,000 copies

Target group: Meat processing industrial enterprises

Distribution: America/Asia/Australia/Africa/Canada/Great Britain/Benelux countries/Scandinavia

Issue April 2019:



Date of publication: 15/04/2019

Ad deadline: 25/03/2019

Editorial deadline: 25/02/2019

Topics: IFFA 2019: Leading trade fair for the meat industry
Cutting: Sharp machines for a clean cut image
Packaging: Installations for larger requirements
Features: Labelling and printing systems
Finishing: Smoking and maturing systems for raw products
Cleaning: Fulfilling all hygiene requirements
Measurement technology: Safety by means of quality controls
Refrigeration engineering: Cool solutions for food products

Issue November 2019:

Date of publication: 04/11/2019

Ad deadline: 11/10/2019

Editorial deadline: 17/10/2019

Topics: Features: Installations and equipment for slaughterhouses
Processing: Mincing machines and mixers for industrial requirements
Cutting mixers: Slicing at high performance
Slicer: Cutting pieces, slices or cubes
Production line solutions: Filling, portioning and clipping systems
Sausage casings: Natural and artificial casings
Spices and additives: Ingredients for good taste

Price list: see pages 26 and 27

- 1 Web address: www.fleischerei.de
- 2 Brief outline: fleischerei.de is the website of the trade journal 'Die Fleischerei'. In addition to the latest information from the industrial sector, meat processors in trade and industry can find an abundance of practical tips and answers to questions regarding their daily work: Tips on selling, nutritional advice, production, catering and business management. In "Bezugsquellen" on fleischerei.de, companies present their products and services. The integrated search enables users to obtain information on products and manufacturers quickly and selectively. This service is supplemented by classified advertisements as well as an extensive archive of issues. Information relating to the meat industry is also published in the English language and appeals to international users. Features such as e.g. the media gallery with videos and pictures or the database on recipes for butchers, round off this informative online site.
- 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 1342, 86816 Bad Wörishofen, Germany
Telephone +49 8247 354-01
Fax +49 8247 354-170
anzfl@holzmann-medien.de
www.holzmann-medien.de
www.fleischerei.de

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Contact person
Online advertising: Isabella Hebinger (in charge)
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isabella.hebinger@holzmann-medien.de

Data access control:



Usage data:

Visits

14,709 (monthly average July 2017 to June 2018)

Page impressions

24,710 (monthly average July 2017 to June 2018)



1 Display prices and types of advertising

Types of advertising	Placement	Dimension in pixels	TCP
Superbanner**	Run of Site	728 x 90	80.00 €
Superbanner sticky**	Run of Site	728 x 90	80.00 €
XXL Superbanner**	Run of Site	max. 728 x 250	85.00 €
Skyscraper Wide Skyscraper	Run of Site	120-160 x 600	90.00 €
XXL Skyscraper	Run of Site	max. 420 x 600	95.00 €
Medium Rectangle*	Run of Site	300 x 250	100.00 €
HalfpageAd*	Run of Site	300 x 600	110.00 €
Overlay	Run of Site	300-400 x 300-500	120.00 €
Banderole Ad	Run of Site	770 x 250	125.00 €
TandemAd	Run of Site	see individual formats	130.00 €
AdBundle	Run of Site	see individual formats	135.00 €
Wallpaper	Run of Site	see individual formats	135.00 €
Billboard	Run of Site	940 x 250	150.00 €
FireplaceAd	Run of Site	see individual formats	155.00 €

*cross devices ** devices: Desktop and Tablet

Please enquire in due time regarding availability before the placement of the order.
All prices specified are subject to statutory VAT.

2 Content advertising formats

Types of advertising	Placement	Price
Advertorial/Whitepaper	Run of Site	upon request
VideoAd/Moving image	Run of Site	upon request
TextAd	Run of Site	upon request

3 Mobile prices and types of advertising

Integrated Banner	Dimension in pixel	TCP
MMA 6:1	300-320 x 50	€ 50.-
MMA 4:1	300-320 x 75	€ 55.-
MMA 2:1	300-320 x 150	€ 65.-
MMA 1:1 Medium Rectangle	300-320 x 250	€ 80.-
HalfpageAd	300 x 600	€ 90.-
Overlay	300 x 250-300	€ 100.-

Sticky Banner	Dimension in pixel	TCP
MMA 6:1	300-320 x 50	€ 65.-
MMA 4:1	300-320 x 75	€ 70.-

4 Payment

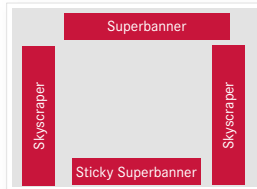
terms and
bank details:

see page 27

Settlement mode:

AdImpressions are charged at the TCP (thousand contact price).
Example: TCP € 80.- and 10,000 AdImpressions = € 800.-.
Holzmann Medien draws up the invoice based on the calculated figures of the Addition Adserve

1 Display and Mobile formats:

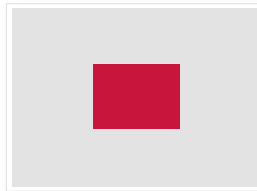


Superbanner | Sticky Superbanner (728 x 90 pixels)

Powerful eye-catching advertising format completely fills the banner bar. Placed in an immediately visible area with plenty of space for creative design.
Devices: Tablet and Desktop

Skyscraper (160 x 600 pixels)

Placement to the right or left edge of the screen, remains within the sight of the user when scrolling.
Devices: Desktop



Medium Rectangle (300 x 250 pixels)

Placement in the proximity of the content format strengthens the trust in the advertising message and achieves a powerful advertising effect.
Devices: Desktop, Tablet and Smartphone



HalfpageAd (300 x 600 Pixel)

Powerful eye-catching advertising format, which is integrated in the content area.
Devices: Desktop, Tablet and Smartphone

- Additional online advertising information available upon request -

2 File formats:

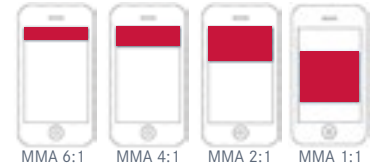
gif, jpg or swf file, maximum file size 30 KB
The target URL needs to be provided with the variable "click tag".

3 Data supply:

Please send the advertising material for your campaign at least 3 days prior to the placement date to admanagement@holzmann-medien.de.

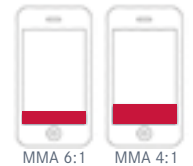
Mobile MMA Banner

MMA 6:1:	300-320 x 50 pixels
MMA 4:1:	300-320 x 75 pixels
MMA 2:1:	300-320 x 150 pixels
MMA 1:1:	300-320 x 250 pixels (Medium Rectangle)



Mobile MMA Banner sticky


MMA 6:1 sticky:	300-320 x 50 pixels
MMA 4:1 sticky:	300-320 x 75 pixels



Mobile Overlay

The flash will be displayed directly on the website in front of the content and will be closed by the user.
300 x 250-300 pixels





HOLZMANN . MEDIEN

OUR TARGET GROUPS. OUR SECTORS.

CLEANING.	CRAFT.	HEALTH&CARE.	HOSPITALITY.	SMART ENGINEERING.
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Our online department supports you with the development of THE perfect cross-media campaign for your target group.

www.holzmann-medien.de/media-sales

☎ +49 8247 354-225 ✉ media-sales@holzmann-medien.de

1 Online entry of Bezugsquellen (www.fleischerei.de/bezugsquellen)

Services	Standard	Special	Premium
Contact information (company name, address, telephone, fax)	X	X	X
Company logo		X	X
Mail and web address including link		X	X
Products (max. of 3 products with picture and brief description. Text length for each product max. of 200 characters)		X	X
Company profile (text length max. of 1,000 characters)			X
Image film			X
Categories	max. 1	max. 3	max. 10
Costs per year	€ 100.- (free of charge in connection with a print commission Bezugsquellen)	€ 230.-	€ 400.-

Billing takes place once at the beginning of the term.
All prices specified are subject to statutory VAT.

2 Job market and classified advertisements (www.fleischerei.de/anzeigenmarkt)

Advertisement package 1

Your online advertisement appears for a period of 4 weeks.

One-time price € 45.-

Advertisement package 2

You have an allotment of up to 18 online advertisements, which you can have published within 6 months.

One-time price € 390.-

Advertisement package 3

You have an allotment of up to 36 online advertisements, which you can have published within 12 months.

One-time price € 660.-

Additional options:

Box number announcement € 5.-

Top position € 40.-

Name: fleischerei.de Newsletter
Frequency of publication: 14-day
Brief outline: The fleischerei.de newsletter provides its subscribers with the latest industry information between the print issues at a glance. Categories are:

- Fleischerei ticker
- Practical tip of the month
- In focus
- Optimising operations

Advertising opportunities and prices:

TextAd

Text length: max. 350 characters including link
Graphics size: 190 pixel wide (fixed) and 150 pixel high (variably)
File formats: static jpg, gif or png - no animated graphics
Price: € 150.00

FullAd

Format in pixels: 468 x 60
File formats: jpg, png, gif
Price: € 150.00

All prices specified are subject to statutory VAT.

Exclusive sponsoring

Branding with company logo in the header and as required, placement of one or two advertising spaces in the newsletter (TextAd, FullAd)

Logo: at most 140 pixels wide
File formats: eps or jpg
Price: on request

Standalone

Exclusive address of our subscribers in the look and feel of the fleischerei.de newsletter. The shipping date is agreed individually and is outside the usual manner of publication.

Graphics size: 600 x 400 pixels
File Formats: jpg, png or gif - no animated graphics
Text length: max. 1,500 characters including link
Headline: max. 50 characters
Price: on request



Ihre Ansprechpartner | Contact



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