

Die Fleischerei

MEDIA-RATE 2024

Nr. 56 valid Jan. 1st, 2024



For meat processors in trade and industry



www.fleischerei.de

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOVING IMAGE.

CONTACT PERSONS.

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OUR TARGET GROUP



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

OUR READERS



Owner and
Managing Director of
butcher stores



Managers and
decision makers in the
meat processors industry



and their
supplier company

OUR CHANNELS



PRINT

RELEVANT CONTENT – PURSUED WITH THE HIGHEST INTEREST

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

DIGITAL

WEBSITE fleischerei.de

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

NEWSLETTER Die Fleischerei aktuell

The newsletter 'Die Fleischerei aktuell' reaches you every 14 days, always on Wednesdays almost 2,000 subscribers. The offer is supplemented by a topic newsletter per month.





PRINT.

Die Fleischerei AT A GLANCE



INTERNATIONAL MAGAZINE FOR MEAT PROCESSORS IN TRADE AND INDUSTRY

CIRCULATION



Distributed circulation (IVW-tested):

6,169 copies
(IVW Q2/2023)

FREQUENCY OF PUBLICATION



10 x per year
(monthly, two double numbers)

CLEAR READER LEADING MODERN LAYOUT



OUR CREDO

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

OUR CONTENT

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



Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
1-2 January/ February 	DP: 02/02/2024 AD: 15/01/2024 ED: 15/12/2023	Anuga FoodTec 2024: Preliminary report I Packaging and packaging material Project planning and facilities of industrial slaughterhouses Shop and counter fitting Lighting systems Artificial sausage skins and casings	Delicacies in the additional assortment Sales campaign Nutrition counselling Industry trends	Internationale Grüne Woche Berlin , 19/1 to 28/1/2024, Berlin INTERGASTRA , 3/2 to 7/2/2024, Stuttgart BioFach + Vivanness , 13/2 to 16/2/2024, Nuremberg
Special issue 	DP: 29/02/2024 AD: 08/02/2024 ED: 12/02/2024	'Die Fleischerei International' for Anuga FoodTec 2024 (in English)	For more details see page 17	Anuga FoodTec , 19/3 to 21/3/2024, Cologne
3 March 	DP: 05/03/2024 AD: 14/02/2024 ED: 19/01/2024	Anuga FoodTec 2024: Preliminary report II Solutions for storage and logistics Industrial equipment for smoking and climatic maturing Measuring and weighing technology, quality control Cooling and freezing Cauldron equipment Artificial and natural casings Special section: 'Catering & Partyservice' zur Internorga 2024	Easter in the meat industry Follow-up report IGW 2024 Sales advisory services Market trends	INTERNORGA , 8/3 to 12/3/2024, Hamburg Anuga FoodTec , 19/3 to 21/3/2024, Cologne LogiMAT , 19/3 to 21/3/2024, Stuttgart

Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
4 April	DP: 05/04/2024 AD: 14/03/2024 ED: 16/02/2024	Industrial machinery for filling and portioning Packaging solutions for the meat industry Work and protective clothing Refrigerated vehicles and vehicle fleet Slicing machines and shop scales	Ham and asparagus Follow-up report Biofach 2024 Sales promotion Nutrition counselling	Markt des guten Geschmacks, 4/4 to 7/4/2024, Stuttgart
5 May	DP: 03/05/2024 AD: 12/04/2024 ED: 15/03/2024	Ideas for the barbecue season 2024 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 specialities Market trends	
6 June	DP: 06/06/2024 AD: 15/05/2024 ED: 19/04/2024	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 2024 Sales campaign Nutrition counselling	

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

Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
7-8 July/ August	DP: 04/07/2024 AD: 14/06/2024 ED: 17/05/2024	Mincing and mixing Vacuum chamber machines Light meals, snacks and convenience products Equipment for hot food consumption Mobile sales vehicles	Campaigns for summer-time Sales advisory Market trends	
9 September	DP: 03/09/2024 AD: 13/08/2024 ED: 19/07/2024	SÜFFA 2024: Preliminary report Fachpack 2024: Preliminary report Processing machines for filling, portioning and clipping for craft enterprises Outfitting of trade-scale slaughter houses Software for the meat trade sale	All about the cheese Nutrition counselling Sales advisory Industrial trends	Fachpack, 24/9 to 26/9/2024, Nuremberg SÜFFA, 28/9 to 30/9/2024, Stuttgart Evenord, September 2024, Nuremberg
Special issue	DP: 10/09/2024 AD: 20/08/2024 ED: 22/07/2024	'SÜFFA 2024'	For more details see page 18	SÜFFA, 28/9 to 30/9/2024, Stuttgart
10 October	DP: 02/10/2024 AD: 12/09/2024 ED: 23/08/2024	Packaging technology for the industry Labelling and printing Hygiene solutions Canning Promotion and advertising material for specialised shops	evenord fair Mobile sales Customer advisory service Coffee specialities	

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

Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
11 November	DP: 05/11/2024 AD: 15/10/2024 ED: 13/09/2024	<p>Cutting machinery and bone saws</p> <p>Spices and additives</p> <p>Starter, mould and protective cultures</p> <p>Clipping machines for the meat processing industry</p> <p>Smoking with liquid smoke</p>	<p>Pasta products</p> <p>Regional specialities</p> <p>Campaigns for Christmas</p> <p>Nutrition counselling</p>	Alles für den Gast , November 2024, Salzburg
12 December	DP: 03/12/2024 AD: 13/11/2024 ED: 18/10/2024	<p>Cutter technology for crafts enterprises</p> <p>Washers for containers, aprons and boots</p> <p>Curing and massaging, production of cured food products</p> <p>Software for industrial meat processors</p>	<p>New Year's in the specialised retail business</p> <p>Customer advisory service</p> <p>Market trends</p> <p>Gourmet foods</p>	Internationale Grüne Woche Berlin , 17/1 to 26/1/2025, Berlin

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

Main regular editorial topics:

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

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

Format	Print space formats width x height in mm	Bleed formats width x height in mm + 3 mm trim on all sides	Prices 4-coloured
1/1 page	184 x 265	210 x 297	5,800.– €
Junior page	137 x 180	149 x 199	3,510.– €
1/2 page	90 x 265 or 184 x 130	102 x 297 or 210 x 149	3,510.– €
1/3 page	60 x 265 or 184 x 88	72 x 297 or 210 x 109	2,565.– €
1/4 page	90 x 130 or 43 x 265 oder 184 x 65	54 x 297 or 210 x 85	2,115.– €
1/8 page	90 x 65 or 43 x 130 oder 184 x 30	210 x 50	1,060.– €
Special placements			
Frontcover page		150 x 205	6,500.– €
Frontcover inside page	184 x 265	210 x 297	6,380.– €
Backcover inside page	184 x 265	210 x 297	6,380.– €
Backcover page	184 x 265 (Please note: Adress label top right)	210 x 297	6,380.– €

Coloured

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

Section formats and graphic illustration see page 15

Our

general terms and conditions apply.

2 Surcharges:

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

3 Discounts:

for purchase within one year of insertion
(starting from the appearance of the first advertisement)

frequency discount		volume discount	
Appearing 3 times	5 %	1 page	3 %
Appearing 6 times	10 %	3 pages	5 %
Appearing 8 times	15 %	5 pages	10 %
Appearing 10 times	20 %	8 pages	15 %
		10 pages	20 %

No discount on loose inserts, postcards, glued inserts and technical supplementary costs.

4 Special types of advertising:

Bound inserts	
2 pages (1 sheet)	€ 4,040.–
4 pages (2 sheets)	€ 5,020.–
Uncut format	216 x 315 mm
(6 mm head trimming, 12 mm foot trimming, 3 mm edge trimming, 3 mm gutter bleed)	
Trim size	210 x 297 mm
Required batch	5,600 copies
(discount: 1 sheet = 1/1 advertisement page)	

Inserts (loosely enclosed)

Maximum size 205 mm x 294 mm, to be processed by machine
Prices per 1,000 pcs, incl. postage and shipping costs

Please be sure to observe the specified maximum format!
Deviations, especially overlapping formats, will result in additional postage costs, which we will have to pass on to you.

Weight	Price %
up to 25 g	€ 320.–
up to 30 g	€ 325.–
up to 40 g	€ 345.–
up to 50 g	€ 365.–
per additional 10 g	€ 20.–
Glued advertising material	on request

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

5 Contact:

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

6 Payment terms and bank details:

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

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

Advertising categories	Format	Width x height in mm	Prices print + online 4-coloured
Job offers	1/1	184 x 257	1,590.– €
	1/2	184 x 122 90 x 257	795.– €
	1/4	90 x 122	445.– €
Job requests	1/2	184 x 122 90 x 257	445.– €
	1/4	90 x 122	295.– €
	1/8	90 x 57	220.– €
Purchase, sales, business relations	1/1	184 x 257	1,590.– €
	1/2	184 x 122	795.– €
	1/4	90 x 122	445.– €

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

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

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

Code: 10.– € (national), 15.– € (international)
 Discounts: none
 Print material: Advertisements are set in the publishing house according to the text template or can be delivered as a finished print file. Proofs are produced on request
 Contact: Norbert Schöne
 Telephone +49 8247 354-196
norbert.schoene@holzmann-medien.de

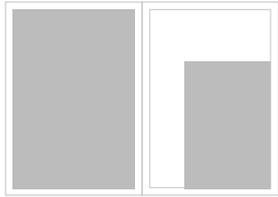
Classified advertisements.

are published about one week before the print edition appears for approx. 4 weeks online at www.fleischerei.de



Advertisement formats

in the print space



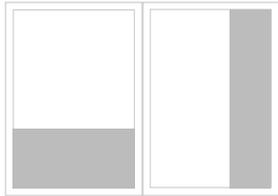
1/1 page
Width 184mm
Height 265mm

Junior page
Width 137mm
Height 180mm



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

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



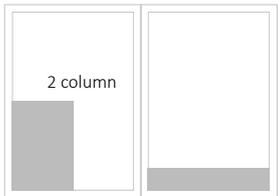
1/3 p. horizontal
Width 184mm
Height 88mm

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



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

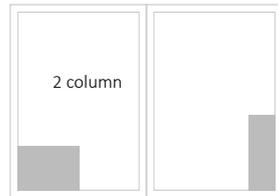
1/4 p. vertical
Width 43mm
Height 265mm



2 column

1/4 page
Width 90mm
Height 130mm

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

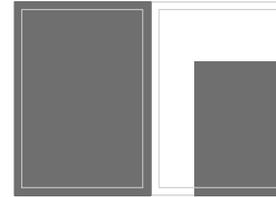


2 column

1/8 page
Width 90mm
Height 65mm

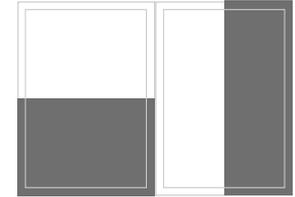
1/8 p. vertical
Width 43mm
Height 130mm

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	7 Data archiving:	Printing material/media is not stored by the publishing house for more than one year after the last placement.
Advertising space:	184 mm wide x 265 mm high	8 Warranty:	Complaints can not be accepted for incomplete or inaccurate data/printing material.
Editorial space:	174 mm wide x 241 mm high 4 columns each 40 mm wide/3 columns each 55 mm wide	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
2 Print and binding process:	sheet offset, paper inner section: 90 g/m ² , image print matt, cover: 150 g/m ² , 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.	Delivery address for loose inserts and bound inserts:	Industrie-Buchbinderei Kassel Password: Die Fleischerei no.../2024 c/o Herr Thorsten Siemon Otto-Hahn-Straße 25 34253 Lohfelden
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 (FOGRA 51)		
6 Proof:	Caution regarding colour advertisements: No consistent colour reproduction can be guaranteed without supplying a proof.		

Die Fleischerei International



SPECIAL ISSUE ANUGA FOODTEC 2024

– ENGLISH LANGUAGE –



Print run:	5,500 copies
Target group:	Meat processing industrial enterprises
Distribution:	Print version distributed worldwide. Additional distribution as e-paper and at Anuga FoodTec 2024
Date of publication:	29/02/2024
Advertising deadline:	08/02/2024
Editorial deadline:	12/01/2024
Price list:	see page 12 and 13

SPECIAL ISSUE SÜFFA



SPECIAL ISSUE SÜFFA 2024

– GERMAN LANGUAGE –



- Print run: 5,500 copies
- Magazine format: 210 x 297 mm
- Target group: Managers of retail butcher shops
- Distribution: Catchment area of Messe Stuttgart: Baden-Württemberg, Bavaria, southern Hessen, Rhineland-Palatinate, Saarland, Alsace, Lake Constance district (Austria, Switzerland) + exhibition distribution
- Date of publication: 10/09/2024
- Advertising deadline: 20/08/2024
- Editorial deadline: 22/07/2024
- Price list:

Format	Print space formats (width x height in mm)*	Prices 4-coloured
1/1 page	184 x 265	4,210.00 €
1/2 page	90 x 265 184 x 130	2,630.00 €
1/3 page	60 x 265 184 x 88	2,120.00 €
1/4 page	90 x 130 43 x 265 184 x 65	1,775.00 €
1/8 page	90 x 65 184 x 30	920.00 €
Front cover page	150 x 205	5,050.00 €
2./4. Cover page	184 x 265	4,840.00 €
Inserts up to 25 g	Max. 205 x 294	2,058.00 €

All prices specified are subject to statutory VAT. *Bleed space formats see page 15

1 Circulation control:



2 Circulation analysis:

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

Print run	5,800		thereof ePaper
Total circulation:	6,140		418
Paid circulation:	1,101		0
Copies subscribed:	1,064		0
	thereof	325 Member copies	0
		0 Multiple copies	0
Other sales:	34		0
single-copy sale:	0		
Free copies:	5,039		418
	thereof	42 laid out	0
		1 display location	0
Remaining, file and archived copies:	78		

3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	95.78	5,880
Abroad	3.34	206
Not clearly assignable (ePaper)	0.87	54
Total circulation	100.00	6,140

3.1 Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	1.99 %	117
Hamburg	0.54 %	32
Lower Saxony	6.31 %	371
Bremen	0.20 %	12
Nielsen region II		
North Rhine-Westphalia	14.06 %	827
Nielsen region IIIa		
Hesse	8.74 %	514
Rhineland-Palatinate	5.54 %	326
Saarland	1.02 %	60
Nielsen region IIIb		
Baden-Wuerttemberg	18.10 %	1,064
Nielsen region IV		
Bavaria	26.12 %	1,536
Nielsen region V		
Berlin	0.49 %	29
Nielsen region VI		
Brandenburg	1.85 %	109
Mecklenburg-West Pomerania	0.68 %	40
Saxony-Anhalt	1.89 %	111
Nielsen region VII		
Saxony	6.45 %	379
Thuringia	6.00 %	353
Total circulation national	100.00 %	5,880

Distribution abroad:

Europe	96.60 %		199	
Austria/Switzerland/South Tyrol		69.42 %		143
EU countries (without Germany/Austria)		26.21 %		54
Middle and Eastern European countries inkl. CIS		0.97 %		2
America	1.94 %		4	
Asia	0.97 %		2	
Australia and Oceania	0.49 %		1	
Total circulation abroad	100.00 %		206	

1.1 Branches of trade/industrial sectors/types of companies

WZ 2008 code	Recipient groups (according to classification of the industrial sectors 2008)	Proportion of the total circulation	
		in total	
		%	Copies
101/10110/10120/10130 10131 10132 10840 10-33	Industry (producing industry)		
	Slaughtering and meat processing	8.27	508
	Meat products industry	0.81	50
	Butcher's shop, meat market and horse meat market	68.99	4,236
	Production of condiments and sauces	0.16	10
	Other commercial producers	1.30	80
46179/46320 46110/4614/46694 46 47220 47	Commercial trade		
	Wholesale trade in meat and meat products	0.49	30
	Wholesale trade in techn. Butcher supplies	0.44	27
	Other wholesale trade	0.26	16
	Retail trade in meat and meat products	10.15	623
Other retail trade	0.10	6	
49-82/90-93/95-98 84 85 94/99 01-09/35-45/86-88	Other recipient groups		
	Service industry	2.56	157
	Public authorities	0.21	13
	Education and teaching	1.24	76
	Special interest groups	1.37	84
	Other information	0.15	9
	No information	0.59	36
	Not clearly assignable	2.91	179
	Total circulation	100.00	6,140

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

2.2 Socio-demographics: not ascertained

2.3 Decision areas or purchasing intentions: not ascertained

1. Survey methods

Distribution analysis by the evaluation of data- total collection

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

2.1 Quality of the file:

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

2.2 Total number of recipients in the file: 40,456

2.3 Total number of alternating recipients: 29,482 (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		1,101	
thereof: copies subscribed	1,067		
single-copy sales	-		
other sales	34		
- free copies		5,039	
thereof: regular free copies	259		
variable free copies	4,617		
advertising copies	163		
total circulation		6,140	
- thereof national	5,880		
- thereof abroad	206		
- without assignment	54		

3. Description of the survey:

3.1 Population (proportion analysed):

population	6,140	100.00 %
thereof not ascertained	228	3.71 %
- single-copy sales	-	
- ePaper	54	
- advertising copies	163	
- supplied by bookselling trade	11	
The survey represents of the population (total circulation)	5,912	96,29 %

3.2 Date of the file evaluation: 21/09/2023

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: September 2023

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.
21/09/2023/fh

1. Survey methods

Recipient structure analysis by the evaluation of data- total collection

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

2.1 Quality of the file:

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

2.2 Total number of recipients in the file: 40,456

2.3 Total number of alternating recipients: 29,482 (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		1,101	
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The survey represents of the population (total circulation)	5,912	96,29 %

3.2 Date of the file evaluation: 21/09/2023

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	39,731 cases	=	98.2 %
no information in the file	725 cases	=	1.8 %
utilisation of trade class size	40,456 cases	=	100.0 %
no information in the file	12,707 cases	=	31.4 %
utilisation of position and function	27,749 cases	=	68.6 %
No information in the file	40,456 cases	=	100.0 %
utilisation of position and function	1,833 cases	=	4.5 %
No information in the file	38,623 cases	=	95.5 %
	40,456 cases	=	100.0 %

3.4 Target person of the survey: does not apply

3.5 Definition of the reader: does not apply

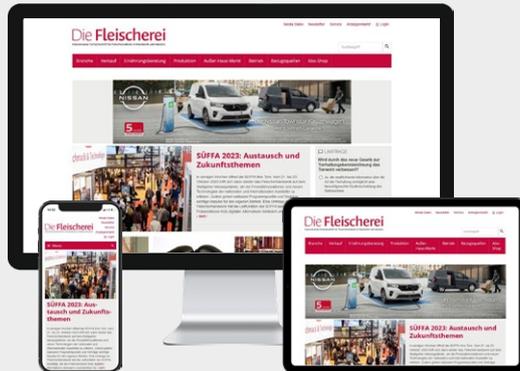
3.6 Period of the survey: September 2023

3.7 Implementation of the survey: Publishing house



DIGITAL.

fleischerei.de AT A GLANCE



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



Online reach
7,949 visits
11,950 page impressions
(IVW 07/2024)



Of which mobile reach
4,047 visits
5,771 page impressions
(IVW 07/2024)

CAMPAIGN PLANNING

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

'Die Fleischerei' digital portfolio.

ADVERTISING SPACE XXL – for even more attention



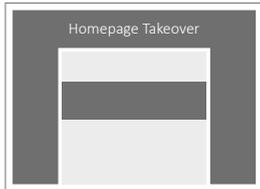
DYNAMIC SITEBAR

CPM € 170.–

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

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

Delivery: Desktop

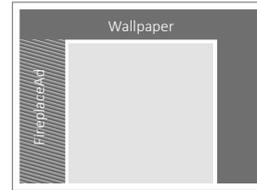


HOMEPAGE TAKEOVER

CPM € 190.–

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

Delivery: Desktop



WALLPAPER

CPM € 145.–

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

Delivery: Desktop

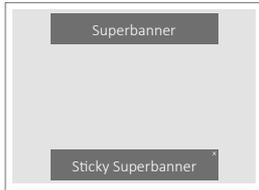
FIREPLACEAD

CPM € 180.–

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

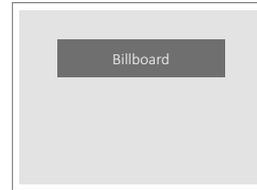
Delivery: Desktop

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



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

Delivery: Desktop, Tablet



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

Delivery: Desktop



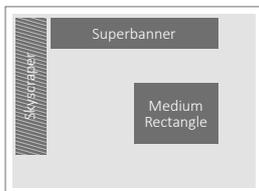
Skyscraper |
Wide Skyscraper (120-160 x 600 pixels) **CPM € 100.–**
Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

Delivery: Desktop



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

Delivery: Desktop, Tablet



TandemAd **CPM € 140.–**
Simultaneous playout of two classic advertising formats within the same page impression.

Delivery: upon request

AdBundle **CPM € 150.–**
(Joint) delivery of three different classic advertising media.

Delivery: upon request



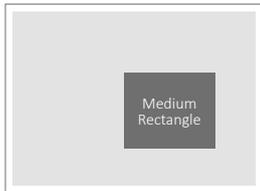
BanderoleAd (770 x 250 pixels) **CPM € 135.–**
The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

Delivery: Desktop

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



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



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



VideoAd **p. M. € 1,680.–**

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

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

'Die Fleischerei' very targeted.

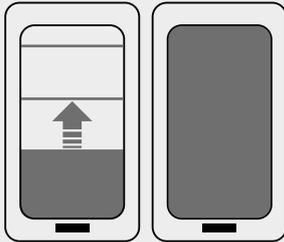
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

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



MAXIMUM ATTENTION



EVEN ON THE SMALLEST SCREENS

MOBILE INTERSCROLLER

CPM € 170.–

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



MOBILE INTERSTITIAL

CPM € 135.–

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

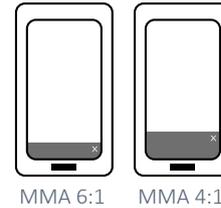
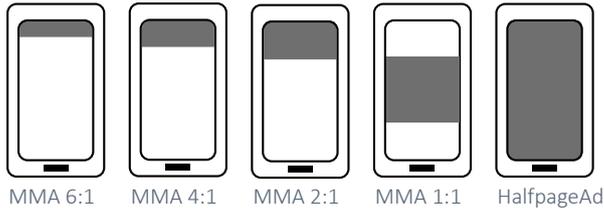
Target mobile users for your device optimized campaign.

Mobile MMA Banner

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

Mobile MMA Banner sticky

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



Know what matters.

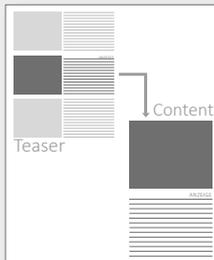
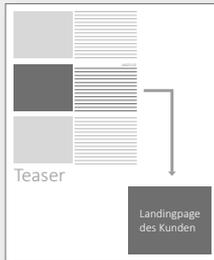
The monthly IVW MEW statement transparently documents our device access.

An average of around 50 %* of page impressions for www.fleischerei.de took place on mobile

* IVW 07/2024



CONTENT MARKETING



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

NATIVEAD OUT

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

Price: from € 1,450.–

NATIVEAD IN

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

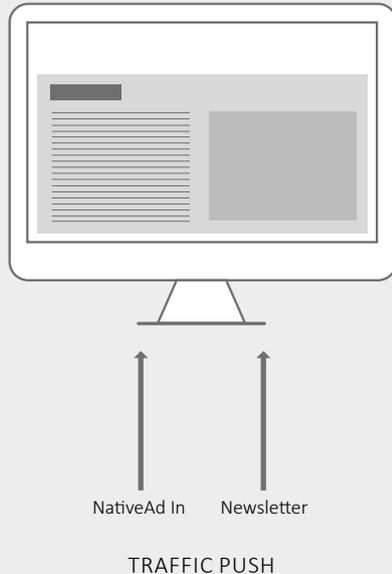
Price: from € 1,900.–

Extend Reach | Crafts XXL.

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



CONTENT MARKETING



ADVERTORIAL

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

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

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

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

The following traffic push elements can be included:

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

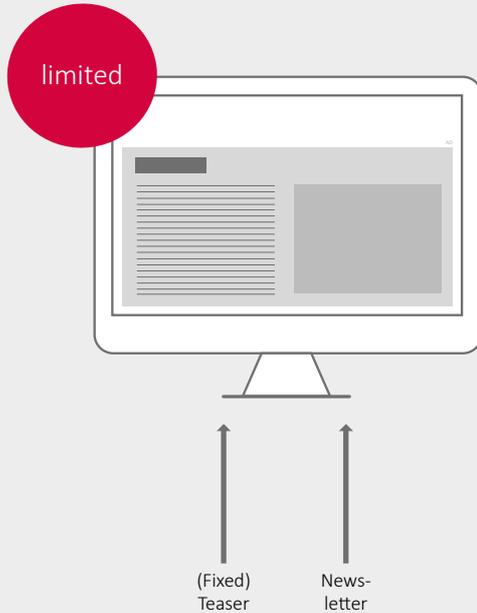
Price: € 2,150.–

Extend reach | Crafts XXL.

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



LEADS



TRAFFIC PUSH

WHITEPAPER

We build an exclusive microsite (content page) for the whitepaper. Analog to the advertorial, you can include content such as images, files, videos, links and, of course, the whitepaper. We will provide you all collected leads.

Placement: on your desired website or in your desired channel

Runtime: flexible, depending on budget and number of leads to be reached.

Traffic push: (fixed placement) teaser, newsletter ads

[Example 1](#) | [Example 2](#)

Content Creation: Our expert editors will create the content for your whitepaper. Price on request.

PRICE:

Lead packages	You receive	Price
Basic package	up to 40 Leads	3,990.00 €
Advanced package	up to 20 Leads	4,990.00 €
Premium package	up to 20 Leads	6,990.00 €

Basic lead | CPL 50.00 €*

- E-Mail address

Advanced lead | CPL 150.00 €*

- E-Mail address
- First and last name
- Company name
- Company address

Premium lead | CPL 250.00 €*

- E-Mail address
- First and last name
- Company name
- Company address
- Position in company
- Industry sector

*not eligible for discount and AE

Die Fleischerei aktuell

AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers

2,023

(own counting 07/08/2024)



Sending frequency

14-day

(usually on Wednesday)



Reporting

automated

after seven days

NEWSLETTER DATES



NEWSLETTER

Issue	Date	Issue	Date
Nr. 1	10/01/2024	Nr. 13	03/07/2024
Nr. 2	24/01/2024	Nr. 14	17/07/2024
Nr. 3	07/02/2024	Nr. 15	07/08/2024
Nr. 4	21/02/2024	Nr. 16	21/08/2024
Nr. 5	06/03/2024	Nr. 17	11/09/2024
Nr. 6	20/03/2024	Nr. 18	25/09/2024
Nr. 7	03/04/2024	Nr. 19	09/10/2024
Nr. 8	17/04/2024	Nr. 20	23/10/2024
Nr. 9	08/05/2024	Nr. 21	06/11/2024
Nr. 10	22/05/2024	Nr. 22	20/11/2024
Nr. 11	05/06/2024	Nr. 23	04/12/2024
Nr. 12	19/06/2024	Nr. 24	18/12/2024

TOPIC NEWSLETTER

Date	Topic
14/02/2024	Packaging
13/03/2024	Anuga FoodTec 2024
24/04/2024	Quality control
15/05/2024	Filling systems
12/06/2024	Barbecue and seasoning
10/07/2024	Cutter technology
18/09/2024	Fachpack 2024
16/10/2024	SÜFFA 2024
13/11/2024	Mincing and mixing
11/12/2024	Hygiene



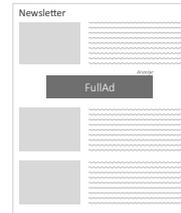
Closer to the customer. Land your message directly in your target group's mailbox!



ContentAd

€ 220.–

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



FullAd (468 x 60 pixels)

€ 190.–

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



Billboard (600 x 240 pixels)

€ 310.–

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



Newsletter exclusive sponsoring

€ 670.–

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

TOP 1 Ranking.

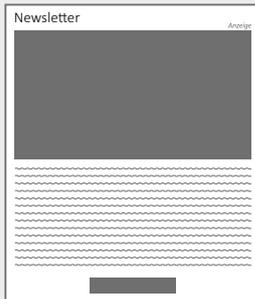
For an extra charge of € 50.–

CTR-Star.

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



STANDALONE



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

OUR CONTACTS — YOUR CONTENT!

Your benefit:

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

Price per release:

- € 1,040.–
- **Example**

Performance miracle.

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



GOOD TO KNOW



DISCOUNTS

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

Discounts apply to display and mobile advertising

CPM MARKUPS

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

BILLING MODE

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

MONITORING OF SUCCESS

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

TECHNICAL SPECIFICATIONS

Specs.



MOVING IMAGE.

VIDEO



REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

VIDEO PRODUCTION

Not possible? – We make it possible!
Our video team creates an individual video clip for your company.

Video formats:

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

Video production includes:

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

TRAFFIC PUSH

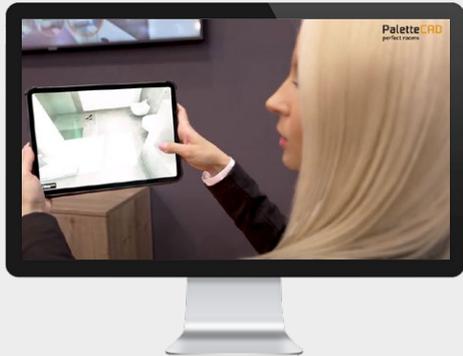
- Publication of the video on the website in the "Videos and image galleries" section
- Publication and promotion of the video on our digital channels (online, newsletter and social media)
- Runtime: 4 weeks

Social Media? - Of course!

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



VIDEO



VIDEO PRODUCTION | EXAMPLES

Trade fair talk

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

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

Incl. Traffic Push Basic: 1,860.– €*
Incl. Traffic Push Premium: on request

Product presentation / on-site report

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

Incl. Traffic Push Basic: 3,500.– €*
Incl. Traffic Push Premium: on request

Image or event video

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

Incl. Traffic Push Basic: 6,600.– €*
Incl. Traffic Push Premium: on request

* plus travel expenses



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



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Our

general terms and conditions apply