For meat processors in trade and industry

www.fleischerei.de

MEDIA-RATE 2022
Nr. 54 valid Jan. 1st, 2022
Our target group
Our channels

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Price list
Formats
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Recipient structure analysis

DIGITAL
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Display
Multiscreen
Mobile
Content Marketing
Newsletter 'Die Fleischerei aktuell' at a glance
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Handwerker Radio

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Holzmann Medien
Contact | Publisher | AGB
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
RELEVANT CONTENT – PURSUED WITH THE HIGHEST INTEREST

'Die Fleischerei' is published 10 times a year with a wide circulation of 6,414 copies (IVW 2|2021) and offers craft and industrial meat processors all the information they need for their daily work.

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 1,900 subscribers. The offer is supplemented by a topic newsletter per month.
Die Fleischerei

AT A GLANCE

INTERNATIONAL MAGAZINE FOR MEAT PROCESSORS IN TRADE AND INDUSTRY

CIRCULATION

Distributed circulation (IVW-tested):
6,415 copies
(booth 2|2021)

FREQUENCY OF PUBLICATION

10 x per year
(monthly, two double numbers)
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
<table>
<thead>
<tr>
<th>Issue</th>
<th>Due dates</th>
<th>Main topics</th>
<th>Trade fairs/Exhibitions</th>
</tr>
</thead>
</table>
| 1-2   | 02/02/2022 | Packaging and packaging material  
Project planning and facilities  
of industrial slaughterhouses  
Shop and counter fitting  
Lighting systems  
Artificial sausage skins and casings | Internationale Grüne Woche Berlin, 21/1 to 30/1/2022, Berlin  
UPAKOVKA, 25/1 to 28/1/2022, Moscow  
Dairy & Meat Industry, 25/1 to 27/1/2022, Moscow  
IPPE Production & Processing Expo, 25/1 to 27/1/2022, Atlanta  
EuroCarne, 26/1 to 29/1/2022, Verona  
INTERGASTRA, 5/2 to 9/2/2022, Stuttgart  
PRODEXPO, 7/2 to 11/2/2022, Moscow  
BioFach + Vivaness, 15/2 to 18/2/2022, Nuremberg  
Ingredients Russia, February 2022, Moscow |

| 3     | 03/03/2022 | IFFA 2022: Preliminary report I  
Anuga FoodTec 2022: Preliminary report  
Industrial equipment for smoking and  
climatic maturing  
Measuring and weighing technology,  
quality control  
Cooling and freezing  
Refrigerated vehicles and vehicle fleet  
Artificial and natural casings | CFIA – The Food Industry Suppliers’ Trade Show, 8/3 to 10/3/2022, Rennes  
Taste, 26/3 to 28/3/2022, Florence  
FOODEX JAPAN, 8/3 to 11/3/2022, Tokyo  
LogiMAT, 8/3 to 10/3/2022, Stuttgart  
IHM, 9/3 to 13/3/2022, Munich  
INTERNORGA, 18/3 to 22/3/2022, Hamburg  
AAHAR International Food & Hospitality Fair, 8.3 to 12.3.2022, New Delhi |

* DP = Date of publication  
AD = Advertising deadline  
ED = Editorial deadline

Special section: ‘Catering & Partyservice’ for Internorga 2022
<table>
<thead>
<tr>
<th>Issue</th>
<th>Due dates</th>
<th>Main topics</th>
<th>Trade fairs/Exhibitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 April</td>
<td>DP: 05/04/2022  AD: 15/03/2022  ED: 16/02/2022</td>
<td><strong>IFFA 2022: Preliminary report II</strong>  Industrial machinery for filling and portioning  Packaging solutions for the meat industry  Work and protective clothing  Slicing machines and shop scales  Cauldron equipment</td>
<td><strong>Anuga FoodTec</strong>, 26/4 to 29/4/2022, Cologne  <strong>Markt des guten Geschmacks</strong>, 21/4 to 24/4/2022, Stuttgart  <strong>FoodTechMash (ProdTechMash)</strong> – within <strong>IFFIP</strong>, April 2022, Kiew</td>
</tr>
<tr>
<td>Special issue IFFA 2022</td>
<td>DP: 20/04/2022  AD: 28/03/2022  ED: 16/02/2022</td>
<td>‘Die Fleischerei International’ for IFFA 2022 (in English)</td>
<td>- for more details see page 17 -</td>
</tr>
<tr>
<td>5 May</td>
<td>DP: 03/05/2022  AD: 08/04/2022  ED: 11/03/2022</td>
<td><strong>IFFA 2022: Highlights</strong>  Ideas for the barbecue season 2021  Universal equipment for smoking, cooking, roasting and baking  Derinding and skinning  Production of flake/chip and crushed ice</td>
<td><strong>IFFA</strong>, 14/5 to 19/5/2022, Frankfurt  <strong>Ifia, International Food Ingredients/Additives Event</strong>, 18/5 to 20/5/2022, Tokyo  <strong>SIAL CHINA</strong>, 18/5 to 20/5/2022, Shanghai</td>
</tr>
<tr>
<td>6 June</td>
<td>DP: 02/06/2022  AD: 11/05/2022  ED: 19/04/2022</td>
<td><strong>Anuga FoodTec 2022: Follow-up report</strong>  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</td>
<td><strong>Belagro – Internationale Fachausstellung für Landtechnik und Tierzucht</strong>, 7/6 to 11/6/2022, Minsk  <strong>FIAC – Food Ingredients Asia-China</strong>, 22/6 to 24/6/2022, Shanghai  <strong>FISPAL Tecnologia</strong>, June 2022, Sao Paulo  <strong>ProPak Asia</strong>, June 2022, Bangkok  <strong>ProPak China – Internationale Ausstellung für Verarbeiten, Verpacken und Drucken</strong>, June 2022, Shanghai</td>
</tr>
</tbody>
</table>

* DP = Date of publication  AD = Advertising deadline  ED = Editorial deadline
<table>
<thead>
<tr>
<th>Issue</th>
<th>Due dates</th>
<th>Main topics</th>
<th>Trade fairs/Exhibitions</th>
</tr>
</thead>
</table>
| 7-8 July/August | DP: 05/07/2022, AD: 13/06/2022, ED: 19/05/2022 | IFFA 2022: Follow-up report  
Mincing and mixing  
Vacuum chamber machines  
Light meals, snacks and convenience products  
Equipment for hot food consumption  
Mobile sales vehicles | **IFFA**  
RIGAFOOD, 8/9 to 10/9/2022, Riga  
InProdMash Ukraine – Internationale Fachmesse für Lebensmittelverarbeitung und -verpackung, 13/9 to 15/9/2022, Kiew  
Fachpack, 27/9 to 29/9/2022, Nuremberg  
WorldFood Istanbul – Internationale Fachmesse für Lebensmittel und Getränke, September 2022, Istanbul  
AFEX – AsiaFood Expo, September 2022, Manila  
POLAGRA TECH – International Trade Fair of Food Processing Technologies, September 2022, Poznán  
evend – Fachausstellung für das Fleischerhandwerk, September 2022, Nürnberg  
SIAL Middle East, September 2022, Abu Dhabi |
| 9 September | DP: 02/09/2022, AD: 12/08/2022, ED: 14/07/2022 | Fachpack 2022: Preliminary report  
Hygiene solutions  
Outfitting of trade-scale slaughter houses  
Software for the meat trade sale  
Canning  
Cheese at the butcher | **FachPack**  
RIGAFOOD, 8/9 to 10/9/2022, Riga  
InProdMash Ukraine – Internationale Fachmesse für Lebensmittelverarbeitung und -verpackung, 13/9 to 15/9/2022, Kiew  
Fachpack, 27/9 to 29/9/2022, Nuremberg  
WorldFood Istanbul – Internationale Fachmesse für Lebensmittel und Getränke, September 2022, Istanbul  
AFEX – AsiaFood Expo, September 2022, Manila  
POLAGRA TECH – International Trade Fair of Food Processing Technologies, September 2022, Poznán  
evend – Fachausstellung für das Fleischerhandwerk, September 2022, Nürnberg  
SIAL Middle East, September 2022, Abu Dhabi |
| 10 October | DP: 04/10/2022, AD: 12/09/2022, ED: 11/08/2022 | Cutting machinery and bone saws  
Processing machines for filling, portioning and clipping for craft enterprises  
Spices and additives  
Starter, mould and protective cultures  
Promotion and advertising material for specialised shops  
Gourmet food and antipasti | **ANUGA**, October 2022, Cologne  
Meat Industry/AgroProdMash, October 2022, Moscow  
SAUDI AGRO-FOOD INDUSTRIES, October 2022, Riyadh |

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### 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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Due dates</th>
<th>Main topics</th>
<th>Trade fairs/Exhibitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 November</td>
<td>DP: 03/11/2022  AD: 11/10/2022  ED: 15/09/2022</td>
<td>Packaging technology for the industry  Labelling and printing  Clipping machines for the meat processing industry  Smoking with liquid smoke</td>
<td>WorldFood Ukraine, November 2022, Kiew  Alles für den Gast, November 2022, Salzburg  FoodExpo Kazakhstan, November 2022, Almaty  PETERFOOD, November 2022, St. Petersburg  SIAL Interfood Asean, November 2022, Jakarta</td>
</tr>
<tr>
<td>12 December</td>
<td>DP: 02/12/2022  AD: 11/11/2022  ED: 17/10/2022</td>
<td>Cutter technology for crafts enterprises  Washers for containers, aprons and boots  Curing and massaging, production of cured food products  Software for industrial meat processors</td>
<td>Internationale Grüne Woche Berlin, 21/1 to 30/1/2023, Berlin</td>
</tr>
</tbody>
</table>

* DP = Date of publication  AD = Advertising deadline  ED = Editorial deadline
1 Advertisement prices and formats (All prices specified are subject to effective statutory VAT.)

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space formats width x height in mm</th>
<th>Basic prices b/w</th>
<th>Prices 2-coloured</th>
<th>Prices 3-coloured</th>
<th>Prices 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>184 x 265</td>
<td>€ 3.740,–</td>
<td>€ 4.290,–</td>
<td>€ 4.840,–</td>
<td>€ 5.390,–</td>
</tr>
<tr>
<td>Junior page</td>
<td>137 x 180</td>
<td>€ 1.975,–</td>
<td>€ 2.405,–</td>
<td>€ 2.835,–</td>
<td>€ 3.265,–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>90 x 265 or 184 x 130</td>
<td>€ 1.975,–</td>
<td>€ 2.405,–</td>
<td>€ 2.835,–</td>
<td>€ 3.265,–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>60 x 265 or 184 x 88</td>
<td>€ 1.330,–</td>
<td>€ 1.680,–</td>
<td>€ 2.030,–</td>
<td>€ 2.380,–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90 x 130 or 43 x 265 or 184 x 65</td>
<td>€ 1.000,–</td>
<td>€ 1.320,–</td>
<td>€ 1.640,–</td>
<td>€ 1.960,–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>90 x 65 or 43 x 130 or 184 x 30</td>
<td>€ 505,–</td>
<td>€ 665,–</td>
<td>€ 825,–</td>
<td>€ 985,–</td>
</tr>
<tr>
<td>Title page</td>
<td>150 x 205 (+3 mm trim allowance on the right)</td>
<td></td>
<td></td>
<td></td>
<td>€ 6,345,–</td>
</tr>
<tr>
<td>2. Back cover</td>
<td>184 x 265</td>
<td>€ 3,960,–</td>
<td>€ 4,515,–</td>
<td>€ 5,075,–</td>
<td>€ 5,635,–</td>
</tr>
<tr>
<td>3. Back cover</td>
<td>184 x 265</td>
<td>€ 3,960,–</td>
<td>€ 4,515,–</td>
<td>€ 5,075,–</td>
<td>€ 5,635,–</td>
</tr>
<tr>
<td>4. Back cover</td>
<td>184 x 265</td>
<td>€ 3,960,–</td>
<td>€ 4,515,–</td>
<td>€ 5,075,–</td>
<td>€ 5,635,–</td>
</tr>
</tbody>
</table>

(Please note: Address label top right)

<table>
<thead>
<tr>
<th>Format</th>
<th>b/w</th>
<th>coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut-in ad/mm</td>
<td>€ 9.60</td>
<td>€ 19.60</td>
</tr>
<tr>
<td>Millimeter price single column</td>
<td>€ 3.70</td>
<td>€ 7.70</td>
</tr>
</tbody>
</table>

Section formats and graphic illustration see page 15
Price List No. 54
Valid from 1/1/2022

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**
    - 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) € 3,750.–
  - 4 pages (2 sheets) € 4,660.–
- **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)

5 Contact:
- Norbert Schöne
  - Telephone +49 8247 354-176
  - 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 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

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.

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price</th>
<th>Price %</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>€ 295.–</td>
<td></td>
</tr>
<tr>
<td>up to 30 g</td>
<td>€ 300.–</td>
<td></td>
</tr>
<tr>
<td>up to 40 g</td>
<td>€ 320.–</td>
<td></td>
</tr>
<tr>
<td>up to 50 g</td>
<td>€ 340.–</td>
<td></td>
</tr>
<tr>
<td>per additional 10 g</td>
<td>€ 20.–</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Advertising categories</th>
<th>Format</th>
<th>Width x height in mm</th>
<th>Prices print + online b/w</th>
<th>Prices print + online 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job offers</td>
<td>1/1</td>
<td>184 x 257</td>
<td>€ 975.–</td>
<td>€ 1.475.–</td>
</tr>
<tr>
<td></td>
<td>1/2</td>
<td>184 x 122 l 90 x 257</td>
<td>€ 540.–</td>
<td>€ 740.–</td>
</tr>
<tr>
<td></td>
<td>1/4</td>
<td>90 x 122</td>
<td>€ 290.–</td>
<td>€ 415.–</td>
</tr>
<tr>
<td>Job requests</td>
<td>1/2</td>
<td>184 x 122 l 90 x 257</td>
<td>€ 285.–</td>
<td>€ 400.–</td>
</tr>
<tr>
<td></td>
<td>1/4</td>
<td>90 x 122</td>
<td>€ 205.–</td>
<td>€ 270.–</td>
</tr>
<tr>
<td></td>
<td>1/8</td>
<td>90 x 57</td>
<td>€ 130.–</td>
<td>€ 205.–</td>
</tr>
<tr>
<td>Purchases, sales,</td>
<td>1/1</td>
<td>184 x 257</td>
<td>€ 975.–</td>
<td>€ 1.475.–</td>
</tr>
<tr>
<td>business relations</td>
<td>1/2</td>
<td>184 x 122</td>
<td>€ 540.–</td>
<td>€ 740.–</td>
</tr>
<tr>
<td></td>
<td>1/4</td>
<td>90 x 122</td>
<td>€ 290.–</td>
<td>€ 415.–</td>
</tr>
</tbody>
</table>

Dealer listing advertisements

<table>
<thead>
<tr>
<th>column</th>
<th>b/w</th>
<th>coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millimeter price single column</td>
<td>2.95 €</td>
<td>5.80 €</td>
</tr>
</tbody>
</table>

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 of discount)

Code: € 5.– (national), € 10.– (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 354-176
norbert.schoene@holzmann-medien.de
Advertisement formats

1/1 page
Width 184mm
Height 265mm

Junior page
Width 137mm
Height 180mm

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

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

1/4 page
Width 90mm
Height 130mm

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

1/4 p. vertical
Width 90mm
Height 265mm

2 column
1/4 page
Width 90mm
Height 130mm

1/8 page
Width 90mm
Height 65mm

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

1/8 p. vertical
Width 90mm
Height 43mm

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

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

1/1 page
Width 210mm
Height 297mm

Junior page
Width 149mm
Height 199mm

1/2 p.
Width 102mm
Height 297mm

1/3 p.
Width 137mm
Height 180mm

Junior page
Width 149mm
Height 199mm

1/2 p.
Width 102mm
Height 297mm

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.../2022
c/o Herr Thorsten Siemon
Otto-Hahn-Straße 25
34253 Lohfelden
Die Fleischerei International

SPECIAL ISSUE IFFA 2022
— ENGLISH SPEAKING —

IFFA

Print run: 7,000 copies
Target group: Meat processing industry
Distribution: Print run distributed worldwide, additional distribution as E-Paper + exhibition distribution
Date of publication: 20.04.2022
Advertising deadline: 28.03.2022
Editorial deadline: 16.02.2022
Price list: see pages 12 and 13
Topics:
- IFFA 2022: Product highlights at the world's leading trade fair
- Cutter technology for large-scale requirements
- Cutting: Grinders and mixers for industrial plants
- Cutting machines: Slicers for industrial meat processors
- Line production: Filling, portioning and clipping systems
- Finishing: Smoking and maturing systems
- Packaging technology for line production
- Labelling and printing systems
- Hygiene: Cleaning with a system
1 Circulation control:

2 Circulation analysis: Copies per issue as an annual average (1 July 2020 to 30 June 2021)

<table>
<thead>
<tr>
<th>Print run</th>
<th>6,500</th>
<th>of which abroad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total circulation:</td>
<td>6,414</td>
<td>869</td>
</tr>
<tr>
<td>Paid circulation:</td>
<td>1,309</td>
<td>192</td>
</tr>
<tr>
<td>Copies subscribed:</td>
<td>1,263</td>
<td>187</td>
</tr>
<tr>
<td>thereof</td>
<td></td>
<td></td>
</tr>
<tr>
<td>340 Member copies</td>
<td>6 Multiple copies</td>
<td>0</td>
</tr>
<tr>
<td>Other sales:</td>
<td>46</td>
<td>5</td>
</tr>
<tr>
<td>single-copy sale:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free copies:</td>
<td>5,105</td>
<td>677</td>
</tr>
<tr>
<td>thereof</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0 laid out</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>1 display location</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Remaining, file and archived copies:</td>
<td>86</td>
<td></td>
</tr>
</tbody>
</table>

3 Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>86.45 %</td>
<td>5,545</td>
</tr>
<tr>
<td>Abroad</td>
<td>13.55 %</td>
<td>869</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100.00 %</td>
<td>6,414</td>
</tr>
</tbody>
</table>

3.1 Distribution according to the Nielsen regions/Federal states:

<table>
<thead>
<tr>
<th>Nielsen region I</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schleswig-Holstein</td>
<td>2.06%</td>
<td>114</td>
</tr>
<tr>
<td>Hamburg</td>
<td>0.50%</td>
<td>28</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>6.13%</td>
<td>340</td>
</tr>
<tr>
<td>Bremen</td>
<td>0.25%</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region II</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Rhine-Westphalia</td>
<td>12.14%</td>
<td>673</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region IIIa</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hesse</td>
<td>8.89%</td>
<td>493</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>4.93%</td>
<td>273</td>
</tr>
<tr>
<td>Saarland</td>
<td>1.12%</td>
<td>62</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region IIIb</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td>17.02%</td>
<td>944</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region IV</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bavaria</td>
<td>26.73%</td>
<td>1,482</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region V</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin</td>
<td>0.71%</td>
<td>39</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region VI</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brandenburg</td>
<td>2.20%</td>
<td>122</td>
</tr>
<tr>
<td>Mecklenburg-West Pomerania</td>
<td>0.84%</td>
<td>47</td>
</tr>
<tr>
<td>Saxony-Anhalt</td>
<td>2.05%</td>
<td>114</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region VII</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saxony</td>
<td>7.79%</td>
<td>432</td>
</tr>
<tr>
<td>Thuringia</td>
<td>6.64%</td>
<td>368</td>
</tr>
</tbody>
</table>

Total circulation national: 100.00 % 5,545

Distribution abroad:

Europe

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liechtenstein/Austria</td>
<td>64.62%</td>
<td>562</td>
</tr>
<tr>
<td>Switzerland/South Tyrol</td>
<td>24.85%</td>
<td>216</td>
</tr>
<tr>
<td>EU countries (without Germany/Austria)</td>
<td>37.99%</td>
<td>330</td>
</tr>
<tr>
<td>Middle and Eastern European countries inkl. CIS others</td>
<td>1.69%</td>
<td>15</td>
</tr>
<tr>
<td>others</td>
<td>0.09%</td>
<td>1</td>
</tr>
</tbody>
</table>

Americas

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>21.06%</td>
<td>183</td>
</tr>
<tr>
<td>Middle and South America</td>
<td>13.97%</td>
<td>121</td>
</tr>
<tr>
<td>South America</td>
<td>7.09%</td>
<td>62</td>
</tr>
</tbody>
</table>

Africa

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>0.65%</td>
<td>6</td>
</tr>
</tbody>
</table>

Asia

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>9.11%</td>
<td>78</td>
</tr>
</tbody>
</table>

Australia and Oceania

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia and Oceania</td>
<td>4.56%</td>
<td>40</td>
</tr>
</tbody>
</table>

Total circulation abroad: 100.00 % 869
# Analysis of Recipient Structure

## 1.1 Branches of Trade/Industrial Sectors/types of Companies

<table>
<thead>
<tr>
<th>WZ 2008 code</th>
<th>Recipient groups (according to classification of the industrial sectors 2008)</th>
<th>Proportion of the total circulation in total</th>
<th>National Copies</th>
<th>Abroad Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>%</td>
<td>Copies</td>
<td></td>
</tr>
<tr>
<td>101/10110/10120/10130</td>
<td>Industry (producing industry)</td>
<td>13.37</td>
<td>858</td>
<td>400</td>
</tr>
<tr>
<td>10131</td>
<td>Slaughtering and meat processing</td>
<td>3.90</td>
<td>250</td>
<td>39</td>
</tr>
<tr>
<td>10132</td>
<td>Meat products industry</td>
<td>62.09</td>
<td>3,982</td>
<td>3,880</td>
</tr>
<tr>
<td>10840</td>
<td>Butcher’s shop, meat market and horse meat market</td>
<td>0.12</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>10-33</td>
<td>Production of condiments and sauces</td>
<td>1.87</td>
<td>120</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>Other commercial producers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46179/46320</td>
<td>Commercial trade</td>
<td>0.68</td>
<td>44</td>
<td>41</td>
</tr>
<tr>
<td>46110/4614/46694</td>
<td>Wholesale trade in meat and meat products</td>
<td>0.49</td>
<td>31</td>
<td>28</td>
</tr>
<tr>
<td>46</td>
<td>Other wholesale trade</td>
<td>0.19</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>47220</td>
<td>Retail trade in meat and meat products</td>
<td>11.34</td>
<td>727</td>
<td>727</td>
</tr>
<tr>
<td>47</td>
<td>Other retail trade</td>
<td>0.06</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Other recipient groups</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49-82/90-93/95-98</td>
<td>Service industry</td>
<td>1.84</td>
<td>95</td>
<td>89</td>
</tr>
<tr>
<td>84</td>
<td>Public authorities</td>
<td>0.26</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>85</td>
<td>Education and teaching</td>
<td>1.42</td>
<td>91</td>
<td>86</td>
</tr>
<tr>
<td>94/99</td>
<td>Special interest groups</td>
<td>1.63</td>
<td>105</td>
<td>97</td>
</tr>
<tr>
<td>01-09/35-45/86-88</td>
<td>Other information</td>
<td>0.09</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>No information</td>
<td>1.01</td>
<td>64</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td><strong>Total circulation</strong></td>
<td><strong>100.00</strong></td>
<td><strong>6,414</strong></td>
<td><strong>5,545</strong></td>
</tr>
</tbody>
</table>

## 1.2 Size of the Business Entity: not ascertained

## 2.1 Job Characteristics: not ascertained

## 2.2 Socio-Demographics: not ascertained

## 2.3 Decision Areas or Purchasing Intentions: not ascertained
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: 50,423

2.3 Total number of alternating recipients: 39,426 (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 1,309
  thereof: copies subscribed 1,263
  single-copy sales -
  other sales 46
- free copies 5,105
  thereof: regular free copies 399
  variable free copies 4,498
  advertising copies 208
total circulation 6,414
  thereof national 5,545
  thereof abroad 869

3. Description of the survey:

3.1 Population (proportion analysed):
- population 6,414 100.00 %
  thereof not ascertained 235 3.66 %
- single-copy sales -
- advertising copies 208
- supplied by bookselling trade 27
The survey represents 6,179 96.34 %
of the population (total circulation)

3.2 Date of the file evaluation: 13/08/2020

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 2021

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.
fleischerei.de
AT A GLANCE

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

Online reach
11,001 visits
15,488 page impressions
(IVW 06/2021)

Of which mobile reach
2,978 visits
3,855 page impressions
(IVW 06/2021)

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 € 150.–

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*

**CINEMAAD**

CPM € 170.–

Fold-out ad that retracts to billboard width when close button is clicked. The complete advertising message is visible at all times.

*Delivery: Desktop*

**HOMEPAGE TAKEOVER**

CPM € 170.–

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

*Delivery: Desktop*

**WALLPAPER**

CPM € 135.–

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

*Delivery: Desktop*

**FIREPLACEAD**

CPM € 160.–

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 € 80.–

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 € 150.–

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 € 90.–

Placed at the right or left side of the screen; remains in the user’s field of view while scrolling.

Delivery: Desktop

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

Fade-in takes place directly above the content when the website is called up.

Delivery: Desktop, Tablet

**TandemAd**  
Simultaneous playout of two classic advertising formats within the same page impression.

Delivery: upon request

**AdBundle**  
(Joint) delivery of three different classic advertising media.

Delivery: upon request

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

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 € 110.–  
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 € 100.–  
Prominent placement in the content of the website, centrally and in the user’s field of vision.

**VideoAd**  
from € 1,500.–  
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.  
You choose how long you want to run the campaign.

**‘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

• Particularly attention-grabbing advertising format.
• Advertising material lies behind the content and is displayed by scrolling through the viewport, 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

CPM € 150.–

MOBILE OVERLAY

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

CPM € 120.–
Target mobile users for your device optimized campaign.

<table>
<thead>
<tr>
<th>Mobile MMA Banner</th>
<th>CPM</th>
<th>Mobile MMA Banner sticky</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>MMA 6:1: 300-320 x 50 pixels</td>
<td>€ 80.–</td>
<td>MMA 6:1 sticky: 300-320 x 50 pixels</td>
<td>€ 85.–</td>
</tr>
<tr>
<td>MMA 4:1: 300-320 x 75 pixels</td>
<td>€ 85.–</td>
<td>MMA 4:1 sticky: 300-320 x 75 pixels</td>
<td>€ 90.–</td>
</tr>
<tr>
<td>MMA 2:1: 300-320 x 150 pixels</td>
<td>€ 95.–</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMA 1:1: 300 x 250 pixels (Medium Rectangle)</td>
<td>€ 100.–</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HalfpageAd: 300 x 600 pixels</td>
<td>€ 110.–</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Know what matters.
The monthly IVW MEW statement transparently documents our device access.
An average of 53.7%* of page impressions for www.fleischerei.de took place on mobile

* (IVW Online January to July 2020)
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 € 990.–

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 € 1,450.–

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)
• Display advertising
• Mobile advertising
• Content ads in the newsletter

Price: from € 1,950.–

TRAFFIC PUSH

Extend reach | Crafts XXL.
• on the B2B skilled crafts portals of the individual specialist titles
• across the entire crafts channel
LEADS

limited availability

For the whitepaper we build an exclusive microsite (content page). Similar to the advertorial, you can insert content such as images, files, videos, links and of course the whitepage. The collected leads are passed on to you.

Duration: flexible, depending on the budget and/or number of leads, that are to be achieved.

Set up microsite: €1,450.–*

Traffic push included: NativeAd In, Newsletter Ads

Upon request: Reach extension on the comprehensive B2B trade portals Deutsche Handwerks Zeitung and handwerk magazin

Example 1 | Example 2

THE FOLLOWING LEAD MODELS ARE AVAILABLE:

Basic Lead | CPL € 50.00*

Premium Lead | CPL € 100.00*

The following data will be requested:
• First and last name
• E-mail address

The following data can be queried:
• E-mail address
• First and last name
• Company address
• Phone
• Company name
• Position in the company
• Industry

*not eligible for discount or AE

THE FOLLOWING LEAD MODELS ARE AVAILABLE:
Die Fleischerei aktuell

AT A GLANCE

NUMBERS, DATA, FACTS

Subscribers

1,848 (06/2021)

Sending frequency

14-day
(usually on Wednesday)

Open rate

26.5 %

Reporting

automated
after seven days
# NEWSLETTER DATES

## NEWSLETTER

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nr. 1</td>
<td>12/01/2022</td>
</tr>
<tr>
<td>Nr. 2</td>
<td>26/01/2022</td>
</tr>
<tr>
<td>Nr. 3</td>
<td>09/02/2022</td>
</tr>
<tr>
<td>Nr. 4</td>
<td>23/02/2022</td>
</tr>
<tr>
<td>Nr. 5</td>
<td>09/03/2022</td>
</tr>
<tr>
<td>Nr. 6</td>
<td>23/03/2022</td>
</tr>
<tr>
<td>Nr. 7</td>
<td>06/04/2022</td>
</tr>
<tr>
<td>Nr. 8</td>
<td>20/04/2022</td>
</tr>
<tr>
<td>Nr. 9</td>
<td>04/05/2022</td>
</tr>
<tr>
<td>Nr. 10</td>
<td>25/05/2022</td>
</tr>
<tr>
<td>Nr. 11</td>
<td>08/06/2022</td>
</tr>
<tr>
<td>Nr. 12</td>
<td>22/06/2022</td>
</tr>
</tbody>
</table>

## TOPIC NEWSLETTER

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>16/02/2022</td>
<td>Packaging</td>
</tr>
<tr>
<td>16/03/2022</td>
<td>Internorga 2022</td>
</tr>
<tr>
<td>13/04/2022</td>
<td>Anuga FoodTec 2022</td>
</tr>
<tr>
<td>11/05/2022</td>
<td>IFFA 2022</td>
</tr>
<tr>
<td>15/06/2022</td>
<td>Industrial machinery for filling and portioning</td>
</tr>
<tr>
<td>13/07/2022</td>
<td>Cutter technology</td>
</tr>
<tr>
<td>14/09/2022</td>
<td>Hygiene solution</td>
</tr>
<tr>
<td>19/10/2022</td>
<td>Mincing and mixing</td>
</tr>
<tr>
<td>16/11/2022</td>
<td>Spices</td>
</tr>
<tr>
<td>14/12/2022</td>
<td>Packaging technology</td>
</tr>
</tbody>
</table>
Closer to the customer. Land your message directly in your target group's mailbox!

**ContentAd € 200.–**
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.

**Billboard (600 x 240 pixels) € 280.–**
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).

**FullAd (468 x 60 pixels) € 170.–**
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).

**Newsletter exclusive sponsoring € 600.–**
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:
• € 935.–
• 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
**Handwerker Radio –**
**THE FIRST WEB RADIO FOR CRAFTSMEN**

<table>
<thead>
<tr>
<th>Advertising and content formats</th>
<th>spot length</th>
<th>description</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic radio spot</td>
<td>15-30 seconds</td>
<td>Classic spot campaign to advertise special promotions. Spot is part of the commercial break.</td>
<td>15.20 € per spot</td>
</tr>
<tr>
<td>Single spot</td>
<td>15-30 seconds</td>
<td>Spot isn’t part of the commercial break. The timeslot is only available once an hour.</td>
<td>22.80 € per spot</td>
</tr>
<tr>
<td>Pre-stream spot</td>
<td>15-30 seconds</td>
<td>Plays immediately before the start of the audio stream.</td>
<td>4,950.00 € per month</td>
</tr>
<tr>
<td>Tandem spot</td>
<td>spot 15-30 seconds + reminder 5-10 seconds</td>
<td>Consists of two spots, that are interrupted by another spot, but are almost played in sequence (part of the commercial break).</td>
<td>22.80 € per spot</td>
</tr>
<tr>
<td>Cover spot</td>
<td>15-30 seconds</td>
<td>This spot convinces with it’s special placement at the beginning or at the end of a commercial break and thus achieves special attention.</td>
<td>18.20 € per spot</td>
</tr>
<tr>
<td>Infomercial</td>
<td>max. 90 seconds</td>
<td>Editorially designed spots that are placed in the current program. The editorial look gives the advertiser a high level of credibility.</td>
<td>750.00 € (incl. 10 repetitions)</td>
</tr>
<tr>
<td>Interview</td>
<td>max. 3 minutes</td>
<td>Practical topics from the respective business model, related to craft. At the beginning there is a clear labeling as advertising.</td>
<td>900.00 € per interview (incl. 10 repetitions)</td>
</tr>
<tr>
<td>Advertising banner</td>
<td>(234 px x 60 px)</td>
<td>Fixed advertising banner on <a href="http://www.handwerker-radio.de">www.handwerker-radio.de</a></td>
<td>445.00 € per month</td>
</tr>
</tbody>
</table>

Individual formats and packages on request.

**Good to know.**
You don’t have a produced radio spot? No problem! We are happy to produce the spot for you.
CONTACTS

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