

Volume 1 / 2020

Hygiene Special

German, English, Russian, Mandarin
Print and Digital

Advertising rates 2020

Hygiene Special

Content

Hygiene issues are the most frequent reason for complaints in food controls. This is clear from the data on food monitoring published by the German Federal Office of Consumer Protection and Food Safety (BVL).

Strict hygiene rules apply to the food production for butcher trade as well as for meat processors, slaughterhouses and cutting plants. Both personnel and operational hygiene are important.

The employees are to be sensitized through training and other measures. No matter whether cockroaches stop production or evidence of listeria frightens the country: bacteria are persistent and danger lurks in the shadows.

The special publication "Hygiene-Special" by the editorial offices of afz – allgemeine fleischer zeitung and FLEISCHWIRTSCHAFT provides assistance in defusing the ticking time bomb hygiene.


The special will be published as a supplement in afz und FLEISCHWIRTSCHAFT. In addition, we will incorporate this topic into FLEISCHWIRTSCHAFT international. Our Russian newsletter and our Chinese news channel in WeChat also have an online special dedicated to the topic of hygiene.

Your advertising opportunities

1. hygiene special German

Print and Digital

Circulation	15,000 copies
Distribution	afz – allgemeine fleischer zeitung no. 47/20 of November 18, 2020 FLEISCHWIRTSCHAFT no. 11/20 of November 12, 2020 Display and distribution to exhibitors and participants/visitors of SÜFFA in Stuttgart and Deutscher Fleisch Kongress in Wiesbaden, Germany E-Paper on fleischwirtschaft.de (W x H) 148 x 210 mm (DIN A5)
Digital Format	


Advertising rates		Type area	Bleed*	Price
	01 1/4 advertisement cover pages 2,3,4		148 x 210 mm	2,199.00 Euro
	02 1/4 Promotion	130 x 185 mm		1,499.00 Euro
	03 1/4 advertisement		148 x 210 mm	1,499.00 Euro

* Bleed ad plus 4 mm bleed difference on all outer edges.

2. hygiene special English

Print and Digital, incorp. in FLEISCHWIRTSCHAFT international

Circulation 8,000 copies
Distribution FLEISCHWIRTSCHAFT international no. 04/20
of November 20, 2020
Digital E-paper on fleischwirtschaft.com

Advertising rates	Type area	Bleed*	Price
 01 ¼ Promotion	130 x 185 mm		1,499.00 Euro
02 ¼ advertisement		148 x 210 mm	1,499.00 Euro

* Bleed ad plus 4 mm bleed difference on all outer edges.

3. hygiene special Russian

Digital, special newsletter FLEISCHWIRTSCHAFT Russia

Distribution Shipping to around 2,000 recipients from the Russian meat industry in the 4th quarter

Conditions	Sponsored Post in the newsletter 1,000 characters + 1 picture	690.00 Euro
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4. hygiene special Mandarin

Digital, WeChat channel of FLEISCHWIRTSCHAFT China

Distribution 5,743 subscribers (as of May 2020)
Placement in the WeChat theme special Hygiene
in the 4th quarter

Conditions	Max. 5 companies Duration: 1 calendar week	490.00 Euro
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Combined offer	By booking 1/1 page in the inner part of the titles DE, EN plus Sponsored Post plus WeChat Theme Special	3,100.00 Euro
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Hygiene Spezial



Data delivery

Please deliver your print data as a printable PDF file to:

Jutta Schedewy

T +49 69 7595-1853

F +49 69 7595-1840

jutta.schedewy@dfv.de,

and mark it: hygiene special

Payment terms

All prices will be billed plus the statutory value-added tax

Important dates

Deadline for advertisements

September 28, 2020

Printing material

October 8, 2020

Contact & Information

Sales international

Irem Caner

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