

FLEISCHWIRTSCHAFT

Podcast

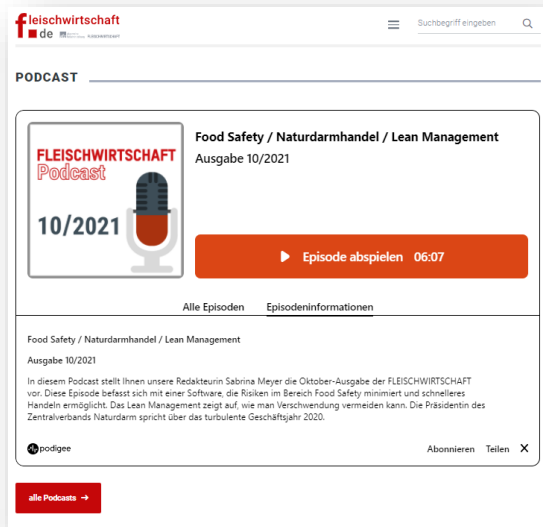


The new **monthly podcast of FLEISCHWIRTSCHAFT** offers an overview of the topics and focal points of the current print issue. The series is supplemented with podcast specials in which topics are discussed in depth with industry experts.

In keeping with the motto "catches your ear, stays in your head", you are welcome to participate in these podcasts as an advertising partner.

This partnership includes your logo placement in promotional activities as part of our podcast campaign such as print ads and digital banners. It also includes the integration of a promotional audio spot within the podcast, coordinated with the editorial team in terms of content.

FLEISCHWIRTSCHAFT Podcast



Facts

- Integration as exclusive advertising partner
- Audio spot within the podcast, max. 45 sec.
- Logo placement + written mention (with the kind support of...) for 2 weeks on the podcast stage and thus on the homepage of fleischwirtschaft.de
- Co-branded print ads: in afz-allgemeine fleischer zeitung and FLEISCHWIRTSCHAFT
- Co-branded digital banners: on fleischwirtschaft.de, lz.net and agrarzeitung.de
- Newsletter incl. logo placement and written mention (with the kind support of...) after publication of the printed issue

FLEISCHWIRTSCHAFT Podcast

Your advantages at a glance



- **Authenticity**
Thanks to native integration, podcast sponsorships are very well accepted by listeners.
- **User involvement**
Your message goes directly into the listeners ears.
- **Maximum attention!**
Audio / Online / Print - You will be mentioned in the podcast as well as in print and online announcements.
- **Acceptance**
The podcast reaches the listener on a personal and emotionally charged level.

FLEISCHWIRTSCHAFT Podcast

The conditions



Per audio spot: € 2,750

Reporting included: 4 weeks after publication

Volume discounts:

3 times: 3%

6 times: 5%

9 times: 10%

12 times: 15%

FLEISCHWIRTSCHAFT Podcast

Publication frequency

Monthly

Booking deadline - two weeks before publication of the print edition:

FLW 1/22: 03th January 22

FLW 2/22: 02th February 22

FLW 3/22: 10th March 22

FLW 4/22: 11th April 22

FLW 5/22: 06th May 22

FLW 6/22: 03th June 22

FLW 7/22: 01th July 22

FLW 8/22: 02th August 22

FLW 9/22: 01th September 22

FLW 10/22: 30th September 22

FLW 11/22: 01th November 22

FLW 12/22: 01th December 22



Booked and then?



Data delivery: 3 days after booking deadline

Delivery of a finished audio file for release (mp4 file)

or:

Preparation of a text proposal and coordination with the editorial office until approval

Audio production: The text is recorded by a narrator and integrated into the podcast in a fixed position.

Your contact person in the editorial department of FLEISCHWIRTSCHAFT is Sabrina Meyer.

Phone: +49 69 7595 1573, sabrina.meyer@fleischwirtschaft.de

Project Manager Online and Digital is Kira Jenson.

Phone: +49 69 7595 1905, Kira.Jenson@dfv.de

FLEISCHWIRTSCHAFT Podcast

Contact



Your contacts

Advertising management

Christine Contzen

Tel.: 069/7595-1852

Fax: 069/7595-1840

Mail: christine.contzen@dfv.de

Schleswig-Holstein, Hamburg,
Bremen, Lower Saxony, NRW

Matthias Sittinger

Tel.: 069/7595-1847

Fax: 069/7595-1840

Mail: matthias.sittinger@dfv.de

Westfalen, East-Germany,
Austria

Petra Lorry

Tel.: 069/7595-1848

Fax: 069/7595-1840

Mail: petra.lorry@dfv.de

International included Swiss,
Lichtenstein

Irem Caner

Tel.: 069/7595-1854

Fax: 069/7595-1840

Mail: irem.caner@dfv.de

Hesse, Nord-Rhein, Rhineland
Palatinate, Saarland

Nicole Bartwicki

Tel.: 069/7595-1845

Fax: 069/7595-1840

Mail: nicole.bartwicki@dfv.de

Bavaria, East-Germany, Baden-
Württemberg

Maximilian Eller

Tel.: 069/7595-1842

Fax: 069/7595-1840

Mail: maximilian.eller@dfv.de