

# Die Fleischerei

Internationale Fachzeitschrift für Fleischverarbeiter in Handwerk und Industrie  
International magazine for meat processors in trade and industry

**MEDIA-INFORMATIONEN 2012**

**MEDIA-RATE 2012**

NR. 44 · GÜLTIG AB 1. 1. 2012  
NO. 44 · VALID FROM JAN. 1<sup>ST</sup> 2012

**WERBEN IM INTERNET:**  
[www.fleischerei.de](http://www.fleischerei.de)

**Neu:  
Leseranalyse  
ab Seite 12**





## 1 Circulation:

Print run:  
Distributed circulation:  
(annual average see schedule 2, point 17)

6,500 copies  
6,122 copies

## 2 Magazine format:

DIN A4  
210 x 297 mm trimmed  
217 x 307 mm untrimmed  
side trim: 3 mm  
respectively top and bottom trim: 5 mm  
cut-away gutter: 4 mm

## Type area:

184 mm wide, 265 mm high  
4 columns each 43 mm in width

## 3 Printing process and binding method, printing material:

Sheet-fed offset, paper inside: 90 g/sqm., pict. print matt; cover 150 g/sqm., art paper, glossy; Adhesive binding; DIN ISO 12647-2; color sequencing: black/cyan, magenta/yellow. Please send your printing material in digital format (also see our "Digital copy material" information sheet).

## 7 Advertisement sizes and rates:

All prices net, plus additional VAT

Format	width × height in the printing space	b/w €	2-c €	3-c €	4-c €
1/1 page	184 × 265 mm	3,150.–	3,700.–	4,250.–	4,800.–
1/2 page	90 × 265 mm or 184 × 130 mm	1,575.–	2,005.–	2,435.–	2,865.–
1/3 page	60 × 265 mm or 184 × 88 mm	1,050.–	1,400.–	1,750.–	2,100.–
1/4 page	43 × 265 mm or 184 × 65 mm or 90 × 130 mm	790.– 790.–	1,110.– 1,110.–	1,430.– 1,430.–	1,750.– 1,750.–
1/8 page	90 × 65 mm or 184 × 30 mm	395.–	555.–	715.–	875.–

## 4 Issuance and closing dates:

Frequency: monthly (Jan./Feb. and July/Aug. combined issues)  
Publication Date: cf. dates and topics plan  
Advertising Deadline: cf. dates and topics plan  
Printing material: cf. dates and topics plan

## 5 Publisher:

Holzmann Medien GmbH & Co. KG  
Mailing address: P.O. Box 13 42, 86816 Bad Wörishofen, Germany  
Street address: Gewerbestrasse 2, 86825 Bad Wörishofen, Germany  
Internet: www.holzmann-medien.de, www.fleischerei.de

## 6 Terms of payment:

Within 14 days from date of invoice without discount.  
2% cash discount for payment in advance.  
VAT Id. No. DE 129 204 092

## Bank connections:

Sparkasse Memmingen, (bank code 731 500 00) acct. no. 101 709  
IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MUM  
Postbank München, (bank code 700 100 80) acct. no. 17 930-807  
IBAN: DE07 7001 0080 0017 9308 07, BIC: PBNKDEFF  
For payments from Austria:  
BAWAG P.S.K. Wien, (bank code 60 000) acct. no. 1 337 198  
IBAN: AT27 6000 0000 01 33 7198, BIC: OPSKATWWW  
For payments from Switzerland: Postfinance Zürich, acct. no. 80-54743-1  
IBAN: CH55 0900 0000 8005 4743 1, BIC: POFICHBEXX

<b>Front page</b>	149,25 × 205 mm + 3mm trim on the right				5,985.–
<b>2nd Cover</b>	184 × 265 mm/210 × 297 mm trimmed	<b>3,690.–</b>	4,240.–	4,790.–	5,340.–
<b>3rd Cover</b>	184 × 265 mm/210 × 297 mm trimmed	<b>3,690.–</b>	4,240.–	4,790.–	5,340.–
<b>4th Cover</b>	184 × 265 mm/210 × 297 mm trimmed	<b>3,690.–</b>	4,240.–	4,790.–	5,340.–

Cut-in ad/mm	(43 mm width)	8.80
Millimeter price, 1 column	(43 mm width)	3.05
Supplier/dealer listing ads		
Millimeter price, 1 column	(50 mm width)	2.70
Color surcharge, suppliers list		35.– €/EuroScale
Box number fee		5.– €

## 8 Surcharges (eligible for discount)

- 8.1 Color  
Per regular color (EuroScale): see at advertising rates. Special colors, not available from those in the EuroScale: 30 % extra on the color surcharge.
- 8.2 Special positions  
Guaranteed insert positioning: 10 % extra over the resp. base rate
- 8.3 Formats  
Cross-gutter ads 10 % extra over the resp. base rate  
Bleed ads 1/1 page 245.– € extra  
1/2 page 180.– € extra

## 9 Classified section ads

- Box number fee 5.– €  
Supplier/dealer listing per mm 2.70 €  
(50 mm wide) (10 % discount for 10 issues)  
new: also possible in Special Issues Die Fleischerei international

## 10 Ad specials

rate information on request

## 11 Discounts

Frequency and volume discounts for contracts within one insertion year, starting with the first issue of insertion

Frequency scale	Volume scale	
3 ads 5 %	1 page	3 %
6 ads 10 %	3 pages	5 %
8 ads 15 %	5 pages	10 %
10 ads 20 %	6 pages	15 %
	10 pages	20 %

Inserts, postcard messages, tip-ins and technical surcharges are not eligible for discount.

## 12 Combination contracts

If you book further advertisements in the other magazines from Holzmann Medien within a month, we grant additional to the volume/frequency discount a combination discount of 5 %.

## 13 Bound inserts

- 2 pages (1 sheet) 3,330.00 €  
Untrimmed format: 217 × 307 mm  
Trimmed format: 210 × 297 mm  
Needed quantity to be supplied 6,700 copies (Discount: 1 sheet = 1/1 ad page)

## 14 Loose inserts

- Loose insert, prepared, max. size: DIN A4  
weight of insert: up to 25 g  
price per 1,000 inserts 258.00 €  
incl. postage and dispatch charges

## 15 Stick-on ads

- Loose insert rate as point 14, above, plus extra cost for technical processing (adhesion) work.

## 16 Delivery address (for 13 to 15, above)

Holzmann Druck, Passwort FL N° ...,  
Gewerbestrasse 2, 86825 Bad Wörishofen, Germany.

## Printing material in digital form:

<u>File:</u>	300 dpi (CMYK)
<u>Profit:</u>	ISO Coated v2 (ECI)
<u>File format:</u>	high-resolution printable PDF file, test print or proof (colour binding).
<u>Media:</u>	FTP-access available on request Data carrier: CD-ROM, DVD

Please note: A binding color reproduction can only be guaranteed when a proof is supplied. The publisher will not accept responsibility for incorrect data/records.

Order placing in advance to Holzmann Medien,  
Advertisement Dept. 'Die Fleischerei', Gewerbestraße 2, 86825 Bad Wörishofen, Germany  
Fax 00 49 (0) 82 47 / 3 54-41 93.

**Further information: Printing documents/Media will not be kept longer than 1 year after the last publication by the publishing house.**

**For detailed information on printing materials in digital form, please visit our web site at [www.fleischerei.de](http://www.fleischerei.de) or call us at 0049 (0) 82 47 / 3 54-1 93.**

# Die Fleischerei

International magazine for meat processors in trade and industry

Media  
information

# 2012

TOPICS AND  
PUBLICATION PLAN 2012

# T

Issue No	Dates*	Focal topics	Further topics	Fairs/Exhibitions
<b>1-2</b> January/ February	PD: 3. 2. 2012 AD/PM: 11. 1. 2012	<ul style="list-style-type: none"> <li>• Packaging and packaging material</li> <li>• Projection and Equipment of industrial Slaughter Houses</li> <li>• Shop fitting and Counters, Lighting systems</li> <li>• Artificial casings</li> </ul>	<p>Products for the Organic assortment</p> <p>Sales deal</p> <p>Nutritional advice</p>	<p>International Green Week Berlin, January 20 – 29, 2012, Berlin (Germany)</p> <p>UPAKOVKA/UPAK ITALIA – International Trade Fair for Packaging Machinery, Packaging Production and Packaging Material, January 24 – 27, 2012, Moscow (Russia)</p> <p>Intergastra, February 11 – 15, 2012, Stuttgart (Germany)</p> <p>PRODEXPO – International exhibition of Food, Beverages and Food Raw Materials (UFI), February 13 – 17, 2012, Moscow (Russia)</p> <p>BioFach, February 15 – 18, 2012, Nuremberg (Germany)</p> <p>MIA – International Food Show, February 25 – 28, 2012 Rimini (Italy)</p>
Special Issue	PD: 13. 2. 2012 AD/PM: 27. 1. 2012	„Catering“ to Internorga	– special flyer –	
<b>3</b> March	PD: 2. 3. 2012 AD/PM: 7. 2. 2012 <b>Export Issue</b>	<ul style="list-style-type: none"> <li>• Anuga FoodTec</li> <li>• Industrial equipment for Smoking and climate-controlled Ripening</li> <li>• Cooling and Freezing</li> <li>• Measurement technique, weighing systems and quality control</li> <li>• Slicers and Scales</li> </ul>	<p>Easter at the Butcher Shop</p> <p>Follow up report IGW</p> <p>Sales advisory service</p> <p>Market tendency</p>	<p>USETEC, March 5 – 7, 2012, Cologne (Germany)</p> <p>FOODEX JAPAN – International Food &amp; Beverage Exhibition (UFI), March 6 – 9, 2012, Chiba (Japan)</p> <p>INTERNORGA, March 9 – 14, 2012, Hamburg (Germany)</p> <p>AAHAR – International Fair of Machines and Equipments for the Food processing, March 10 – 14, 2012, New Delhi (India)</p> <p>MEAT and DAIRY Industry, March 13 – 16, 2012, Moscow (Russia)</p> <p>Cfia Rennes – Trade Fair for Food Packaging and Food Industry, March 13 – 15, 2012, Rennes (France)</p> <p>IHM, March 14 – 20, 2012, Munich (Germany)</p> <p>Fleischerforum – Trade fair for the butcher business, March 18 – 20, 2012, Salzburg (Austria)</p> <p>Anuga FoodTec – International trade fair for food and drink technology, March 27 – 30, 2012, Cologne (Germany)</p>
Special Issue	PD: 15. 3. 2012 AD/PM: 23. 2. 2012	<b>Die Fleischerei international to Anuga FoodTec 2012</b> – english language –	– special flyer –	

**4**  
April

PD: 2. 4. 2012  
AD/PM: 8. 3. 2012

- Industrial machines for Filling and Portioning
- Packaging solutions for Butcher Shops
- Work, professional and protective Clothing
- Cookers

Ham and Asparagus  
Follow up report BioFach  
Sales promotion  
Nutritional advice

**Food Expo Ukraine** – International Fair for Food and Beverages (UFI), April 4 – 6, 2012, Kiev (Ukraine)  
**InterFood** – International Exhibition for Food and Beverages, April 24 – 26, 2012, St. Petersburg (Russia)  
**Prodttech** – International Exhibition for Food Equipment, Processing and Packaging Technologies, April 24 – 26, 2012, St. Petersburg (Russia)

**5**  
May

PD: 2. 5. 2012  
AD/PM: 5. 4. 2012

### Export Issue

- Cutter technology for industrial Slaughter Houses
- Knives, Special knives for machines, Grinding machines
- Membraning and Derinding
- New Ideas for the 2012 Barbecue Season

Sauces and Mustard  
Follow up report Anuga  
FoodTec  
Sector Profile Baden-Wuerttemberg  
Market tendency

**CIBUS** – International Food Exhibition, May 7 – 10, 2012, Parma (Italy)  
**AgroBalt** – Exhibition for agriculture, food and food processing, May 10 – 12, 2012, Vilnius (Lithuania)  
**FOODEXPO Kazakhstan** – International Food and Food Equipment Exhibition of the Republic Kazakhstan, May 16 – 18, 2012, Almaty (Kazakhstan)  
**THAIFEX** – International Exhibition for the Food Industry, May 23 – 27, 2012, Bangkok (Thailand)  
**EUROCARNE** – International Exhibition for the Meat Industry, May 24 – 27, 2012, Verona (Italy)

**6**  
June

PD: 1. 6. 2012  
AD/PM: 10. 5. 2012

- Grinding and Mixing
- Cleaning, Disinfection and Hygiene/Pest control
- Universal equipment for Smoking, Cooking, Frying and Baking
- Refrigerated Vehicles and Sales Vehicles
- Natural Casings

Delicatessen and Antipasti  
Barbecue Season 2012  
Sales deal  
Nutritional advice

**Vietnam Foodtech & Packtech**, June 5 – 8, 2012, Hanoi (Vietnam)  
**FISPAL Technologia** – International Exhibition for Food Processing, June 2012, Sao Paulo (Brazil)  
**ProPak Asia** – International Packaging and Food Processing Technology Show, June 13 – 16, 2012, Bangkok (Thailand)  
**SIAL Brazil** – International Exhibition for Food, June, 25 – 28, 2012, Sao Paulo (Brazil)

\* PD = Publication Date  
AD = Advertising Deadline  
PM = Printingmaterial

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Issue No	Dates*	Focal topics	Further topics	Fairs/Exhibitions
<b>7-8</b> July/ August	PD: 4. 7. 2012 AD/PM: 8. 6. 2012  <b>Export Issue</b>	<ul style="list-style-type: none"> <li>• Cutting machines and frozen meat Cutters for industrial Production</li> <li>• Light meals, Snacks and Convenience products</li> <li>• Equipment for hot Consumption</li> <li>• Flake Ice and Chip Ice production</li> <li>• Vacuum chamber machines</li> </ul>	<p>Sector Profile Bavaria Kulmbacher Woche 2012 Sales advisory service Market tendency</p>	<p>ProPak China – International Processing, Packaging and End-Line Printing Exhibition, July 18 – 20, 2012, Shanghai (China)</p>
<b>9</b> September	PD: 3. 9. 2012 AD/PM: 9. 8. 2012	<ul style="list-style-type: none"> <li>• SÜFFA 2012: Preview I</li> <li>• Craft business machines for Filling, Portioning and Clipping</li> <li>• Stock and logistics</li> <li>• Software for Butcher Shops</li> <li>• Canned Food Production</li> </ul>	<p>All for the Cheese Counter InterMeat 2012 Fachpack Trend of the branch</p>	<p>hogatec, September 2 – 5, 2012, Essen (Germany) RIGAFOOD – International Trade Fair for Food, Beverage, Food Processing and Packaging, September, 5 – 8, 2012, Riga (Latvia) InterMeat – International Trade Fair for meat and sausage, September 23 – 26, 2012, Duesseldorf (Germany) Fachpack, September 25 – 27, 2012, Nuremberg (Germany) InProdMash Ukraine – Trade Fair for Food Technology, September 2012, Kiev (Ukraine) AFEX – AsiaFood Expo – International Exposition on Food Processing, Packaging and Handling Machinery, Equipment and Technology, September 2012, Manila (Philippines) FleiFood – Exhibition for the Butcher Trade and Consumer, September 2012, Leipzig (Germany)</p>
<b>Special Issue</b>	PD: 28. 9. 2012 AD/PM: 5. 9. 2012	<b>SÜFFA 2012</b>	– special flyer –	

10  
October

PD: 5. 10. 2012  
AD/PM: 13. 09. 2012

### Export Issue

- SÜFFA 2012: Preview II
- Smoking with liquid Smoke
- Spices and Additives
- Starter, Mould and Protective Cultures
- Equipment for Crafts Company Slaughter Houses
- Coffee specialities

Sales promotion  
Mobile Sales  
Customer consulting  
Market tendency

SÜFFA – The Trade Fair for the Meat Industry, October 21 – 23, 2012, Stuttgart (Germany)  
POLAGRA-FOOD – International Trade Fair for the Food Industry, October 8 – 11, 2012, Poznań (Poland)  
SIAL – International Food Exhibition, October 21 – 25, 2012, Paris (France)  
IPA – World Food Process Exhibition, October 21 – 25, 2012, Paris (France)  
AGROPRODMASH – International Trade Exhibition for Food Processing Technologies and Packaging, October 10 – 14, 2012, Moscow (Russia)

11  
November

PD: 2. 11. 2012  
AD/PM: 10. 10. 2012

### Export Issue

- Industrial packaging Technology
- Labelling and Printing
- Clipping machines for industrial meat Processors
- Cutting machines and Bone saws
- Promotion and Publicity for Butcher Shops

Pasta  
Sector Profile Switzerland  
Tips for X-Mas  
Nutritional advice

WorldFood/WorldFoodTech/Ingredients Kazakhstan – International Fair of Food and Beverage, Food and Packaging technology, October 30 – November 2, 2012, Almaty (Kazakhstan)  
Emballage – World Packaging Exhibition, November 19 – 22, 2012, Paris (France)  
PETERFOOD – International Fair of Food and Food Technology, November 2012, St. Petersburg (Russia)  
Process Expo – Food Processing Machinery Expo, November 2012, Chicago (USA)

Special Issue PD: 2. 11. 2012  
AD/PM: 10. 10. 2012

**Die Fleischerei international**  
– english language –

– special flyer –

12  
December

PD: 3. 12. 2012  
AD/PM: 8. 11. 2012

- Washing machines for Containers, Aprons and Boots
- Software for industrial meat Processors
- Cutter technology for Crafts Companies
- Curing and Tumbling
- Production of cooked salted/cured Meats

New Year's Eve at the Specialist Shop  
Customer consulting  
Market tendency

Iraq Agro Food Expo – International Exhibition for Agriculture, Food, Food Processing and Packaging, December 2012, Erbil (Iraq)  
Hoga, January 13 – 16, 2013, Nueremberg (Germany)  
International Green Week Berlin, January 18 – 27, 2013, Berlin (Germany)

\* PD = Publication Date  
AD = Advertising Deadline  
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#### PERMANENT EDITORIAL FOCUS:

Current Industry Developments – Technical Innovations and Solutions in the engineering and supply Industry –Marketing for Butcher Shops – Sales Promotions – Party Service, Catering und Light Meal Business – Recipes for cold and hot Merchandisers – Snacks and Convenience Products – Science for practical Application – Trade Fair Reports – Nutritional Advice – Utility and Refrigeration Vehicles – Food and Meat Hygiene Laws – Labor Law – Tax Law  
**English language part (Foreign Edition) for Readers Abroad**

## 1 Short description:

Die Fleischerei provides **skilled-trade and industrial meat processors** with all specialist information necessary for their daily work – complete, in-depth, concise, clearly structured and always relating to practical application. The benefit for the readers determines editorial contents. This claim applies to all topics taken up in the Fleischerei/Handicraft, Technology, Industry, Operation and Management sections. Die Fleischerei, therefore, is an indispensable instrument of business segments, consumer trends, legal regulations and economic conditions as well as on the latest machinery and technical equipment for meat processing. Die Fleischerei provides assistance to business owners and executive personnel with investment and financing decisions, optimization of operative procedures and the strategic orientation of the company.

**2 Frequency of publication:** monthly (Jan./Feb. and July/Aug. combined issues); published at the beginning of each month

**3 Volume:** Volume 63, 2012

**4 Web Address:** www.fleischerei.de

**5 Memberships:** –

**6 Official organ:** –

**7 Publisher:** Alexander Holzmann

**8 Publishing company:** Holzmann Medien GmbH & Co. KG  
Mailing address: P.O. Box 1342, 86816 Bad Wörishofen, Germany  
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## 12 Single copy and subscription price:

Annual subscription,	domestic	129.00 € (incl. VAT and postage)
	foreign	143.00 € (incl. VAT and postage)
Single copy price		13.50 € (incl. VAT plus postage)

## Industry edition

Annual subscription,	domestic	149.00 € (incl. VAT and postage)
	foreign	161.50 € (incl. VAT and postage)
With translation part (postage incl.)		161.50 € (incl. VAT and postage)
Single copy price		16.00 € (incl. VAT plus postage)

## 13 ISSN:

0015-3613

## 14 Publication statistics

**Publ. frequency:** 10 issues in 2010

**Magazine format:** DIN A4

**Annual content overview:** 930 pages = 100.0 %

**Editorial content:** 647 pages = 69.6 %

**Advertising content:** 283 pages = 30.4 %

## Ad insertion breakdown:

jobs, other classifieds:	2.8 pages = 0.99 %
bound inserts/insets:	82.0 pages = 28.98 %
in-house ads:	36.5 pages = 12.89 %

## Loose inserts:

23 exemplares

## 15 Editorial content analysis:

not surveyed



## 16 Circulation controll:



## 17 Circulation analyses:

Average circulation within one year  
(July 1st 2010 – June 30th 2011)

<b>Print run:</b>	6,500	
<b>Real circulations press run:</b>	6,122	of them foreign country 1,229
<b>Total net paid circulation:</b>	1,360	of them foreign country 343
– subscribed copies:	1,264	of them foreign country 330
– other sale:	0	
– Sale per copy:	96	of them foreign country 13
<b>Free copies:</b>	4,762	of them foreign country 886
<b>Remain, file and checking copies</b>	378	

## 18 Geographical circulation analysis:

Economic area	Quota of real circulations press run %	Quota of real circulations press run copies
<b>Home country</b>	79.92	4,893
<b>Foreign country</b>	20.08	1,229
Real circulations press run	100.00	6,122

## Circulation according to "Nielsen"-geographical sectors/state:

<b>Nielsen geographical sector I</b>		
Schleswig-Holstein	2.00 %	98
Hamburg	0.78 %	38
Lower Saxony	6.50 %	318
Bremen	0.29 %	14
<b>Nielsen geographical sector II</b>		
North-Rhine-Westphalia	13.84 %	677
<b>Nielsen geographical sector IIIa</b>		
Hesse	8.68 %	425
Rhineland-Palatinate	5.66 %	277
Saarland	1.41 %	69
<b>Nielsen geographical sector IIIb</b>		
Baden-Wuerttemberg	18.25 %	893
<b>Nielsen geographical sector IV</b>		
Bavaria	25.83 %	1,264
<b>Nielsen geographical sector V</b>		
Berlin	0.94 %	46
<b>Nielsen geographical sector VI</b>		
Brandenburg	2.41 %	118
Mecklenburg-Vorpommern	1.12 %	55
Saxony-Anhalt	3.27 %	160
<b>Nielsen geographical sector VII</b>		
Saxony	4.99 %	244
Thuringia	4.03 %	197
<b>Home country</b>	100.00 %	4,893

## Foreign circulation:

<b>Europe</b>	53.46 %	657
Liechtenstein/Austria/Switzerland/South Tyrol	14.08 %	173
European Community-countries (without Germany/Austria)	38.24 %	470
Central/Eastern europe countries including GUS-states	1.06 %	13
other	0.08 %	1
<b>America</b>	26.28 %	323
North America	17.49 %	215
Central and South America	8.79 %	108
<b>Africa</b>	1.22 %	15
<b>Asia</b>	13.51 %	166
<b>Australia and Oceanian</b>	5.53 %	68
<b>Foreign country</b>	100.00 %	1,229

## 19 Business line/Commercial branch/Trade directions/Occupational groups

Section	Recipientsgroups (According to classification of the commercial branch)	Quota of real circulated press run			
		altogether		home country	foreign country
		%	copies	copies	copies
	<b>Producing trade</b>				
15	Food trade				
1511	Slaughterhouses	16.81	1,029	572	457
1513	Meat processing				
	Meat-product industry	7.87	482	65	417
	Butcher's dealer/butcher's shop	51.24	3,137	3,008	129
1587	Spice and sauces production	0.21	13	13	0
16-37	Other producing business	2.79	171	126	45
	<b>Trade</b>				
5132	Meat wholesale trade	0.70	43	40	3
51563	Butcher's need trade	0.80	49	44	5
51	Other wholesale trade	0.21	13	10	3
52	Retail	0.23	14	14	0
5222	Meat retail	6.91	423	422	1
	<b>Other</b>				
55-74	Service rendering trade	1.13	69	64	5
75	Region corporations	0.48	29	26	3
80	Education and instructions	2.63	161	154	7
852	Veterinary surgeon	0.02	1	1	0
91	Lobbyists	2.92	179	165	14
	Other indicated	1.00	61	59	2
	Without statements	4.05	248	110	138
	<b>real circulated press run</b>	<b>100.00</b>	<b>6,122</b>	<b>4,893</b>	<b>1,229</b>

20 Size of commercial unit  
21.1 Work characteristic: field  
21.2 Work characteristic: position in operated } not yet raised it.

22.1 Education/training: Graduation  
22.2 Education/training: vocational training  
23 Age } not yet raised it.

## The survey method in a briefly register 3-E

### 1. Condition of the file:

All addresses of the receivers are registered in the addressee file. Considering to the postal information the file can be sorted by post code or home and foreign country recipients. There is complementary recorded in the file: membership trade, size of a companies class.

### 2. Test method:

Complete survey of the file- and addressee-structure analysis.

### 3. Day of the list for the complete survey: July 29th 2011

### 4. Structure of the recipients:

a) Total number of the recipients in the file:	43,791
b) Structure of a issue by distribution method:	
addressee of total net paid circulation	1,360
addressee of permanent free copies	412
number at the addressee of different free copies of a issue	4,119
sale per copy	0
complementary copies	231
Real circulated press run (rcpr)	6,122
of them home country	4,893
of them foreign country	1,229
c) Total number of recipients with different free copies (Change after each issue)	42,244

### 5. Basic totality (examined Portion):

Basic totality (rcpr)	6,122 = 100.0 %
In the test there aren't covered:	288 = 4.7 %
sale per copy	0
complementary copies	231
supplied over book trade	57
The test represents	5,834 = 95.3 %
Recipients of the basic totality (rcpr)	

### 6. Description of the survey:

The evaluation is based on an analysis of the total file. The real circulated press run is converted in accordance with figure 17 at each determined parts in which the forwarding change recipients will be taken into consideration about her importance on average.

Qualification of the addresses by the publishing house; address and phone books; reports of the recipients; fair catalogs

Exhaustion for the business line characteristic	42,599	97.3 %
No indication in the file	1,192	2.7 %
	43,791	100.0 %

### 7. Intended group of the test: be cancelled

Indication has been cancelled because in the investigation personal characteristics hadn't been raised and the magazine is almost sent completely to institutional receiver addresses.

### 8. Definition of the reader: be cancelled

### 9. Fluctuationswidth: be cancelled

### 10. Carrying out of the test: publishing house

### 11. Period of the test: July 2011

The test correspondends in the arrangement, carrying out and coverage at the 'ZAW' frame schedule for media analysis, in the topical edition.

The publication of advertisements and other advertising in print and online media of Holzmann Medien GmbH & Co. KG (hereinafter "Holzmann"), Gewerbestr. 2, 86825 Bad Wörthofen, Germany, shall be governed exclusively by the following general terms and conditions (hereinafter "General Terms and Conditions").

**1.** As used in these General Terms and Conditions, "Advertising Order" means a contract for publication of one or several advertisements or other advertising (hereinafter collectively "Ads") by advertisers or other parties placing advertisements (hereinafter "Customers") in print media (hereinafter "Print Media") and/or online media for purposes of dissemination. Advertising in online media may, for example, comprise one or several of the following elements:

— images and/or text, sound sequences and/or moving images (e.g., banners, skyscrapers, pop-ups),  
— a sensitive area which when clicked establishes a connection to other data within the sphere of the Customer and/or third parties (e.g., link) via an online address designated by the Customer.

**2.** Advertising Orders may be placed in person, by telephone, in writing, by e-mail, by telefax or online. Holzmann assumes no liability for any transmission errors. Unless agreed otherwise in a specific case, Advertising Orders are subject to written confirmation. Confirmations of Advertising Orders transmitted electronically (e.g., by e-mail) are legally binding whether or not signed. After the submission deadline, or, for online media, five business days prior to publication, cancellations or changes in size, format or color will no longer be accepted.

**3.** As used in these General Terms and Conditions "Advertising Contract" means an Advertising Order for which a discount has been granted in accordance with the applicable price list and pursuant to which Ads are published upon demand of the Customer. The discounts provided for in the price list are not available to Customers whose business purpose includes the placement of Advertising Orders for different advertisers in order to qualify for a group discount. If the Advertising Contract provides for the right to demand publication of individual Ads, the Advertising Contract shall be fully performed within one year from the publication of the first Ad, provided a demand for publication of the first Ad is made and the first Ad is published within one year from the contract date.

**4.** If one or several demands for the publication of Ads are not fulfilled under an Advertising Contract due to circumstances for which Holzmann is not responsible, the Customer shall, notwithstanding any other legal obligations, pay to Holzmann the difference between the discount received and the discount corresponding to the number of Ads actually run. No payment shall be required if nonperformance is due to force majeure involving risks assumed by Holzmann. Unless otherwise agreed, the Customer shall have a claim for a retro-active discount corresponding to the amount of Ads actually run within a given year. Publication of any additional Ads beyond the volume specified in the Advertising Contract are subject to available capacity.

**5.** For purposes of calculating the purchase volumes of print Ads, text millimeter lines will be converted into advertisement millimeters according to price, if applicable.

**6.** Advertising Orders for Ads in print media that are to be published only in certain issues or editions or at certain places must be received by Holzmann in due time allowing Holzmann to notify the Customer prior to the submission deadline if the Advertising Order cannot be executed as requested. Ads carrying a certain heading will be printed in the appropriate section without requiring express agreement. Agreements to place an Ad in a particular section to exclude advertisements of competitors are valid only if confirmed in writing by Holzmann.

**7.** Text portion advertisements are Ads that border on text on at least three sides and that border on no other advertisements. Ads that due to their design are not identifiable as advertisements will be clearly labeled as such by Holzmann by adding the word "ad".

**8.** Holzmann reserves the right to reject or block the publication of individual Ads demanded under an Advertising Contract, if the contents of such Ads violate any applicable laws or regulations, including, without limitation, provisions of the German Penal Code or German Act for the Protection of Minors, or draw a complaint from the German Advertising Council, or if publication of such Ads would due to their contents, design, origin or technical form be unduly burdensome for Holzmann, or if such Ads contain advertising by or for third parties, or if the contents of such Ads conflicts with the interests of any publishing associations or organizations.

Holzmann may, in particular, retract and/or block an Ad after publication, if the Customer makes any subsequent changes to the contents of the Ad or if the Customer makes any subsequent changes to linked data and if as a result of such changes the criteria of paragraph 1 are satisfied. Advertising Orders for inserts are not binding for Holzmann until a sample has been submitted and approved. Inserts whose format or design conveys the impression to readers that they are part of the published newspaper or magazine or which include third-party advertisers will not be accepted. Ads that include advertising by or for third parties (joint advertising) are in each case subject to prior written acceptance by Holzmann. Holzmann shall have the right to assess a joint advertising surcharge for such Ads. The Customer will be promptly notified if an Ad or other advertising is rejected.

**9.** Timely delivery and the flawless condition of a suitable advertising copy or of other advertising is the sole responsibility of the Customer. In the case of digital advertising copies or data for online advertising, the Customer is obligated to deliver suitable advertising

copies for Ads, which shall in particular be in conformity with the format or technical requirements of Holzmann. The Customer is obligated to deliver digital advertising copies until the submission deadline and to deliver data for online advertising not later than five business days prior to publication. All costs incurred by Holzmann for changes requested by the Customer or for which the Customer is responsible shall be paid by the Customer. Holzmann agrees to publish Ads in standard quality as specified for the chosen title in the price list and in the confirmation of the Advertising Order, and as permitted by the advertising copy provided by the Customer. This applies only if the Customer meets the requirements of Holzmann for the creation and transmission of the advertising copy. Prior to any digital transmission of data, the Customer shall ensure that such data are free from computer viruses. If Holzmann discovers any computer viruses in a file transmitted to Holzmann, the file will be deleted and the Customer shall have no claims against Holzmann as a result thereof. Holzmann reserves the right to hold the Customer liable for any damages suffered by Holzmann as a result of the infiltration of computer viruses transmitted by the Customer. In the event that defects of the advertising copy are not apparent, the Customer shall have no claims against Holzmann for inadequate publication of the Ad. The same applies to any errors in advertising repeats, if the Customer fails to provide Holzmann with timely notice of the error prior to the next publication.

**10.** Advertising copies/media will be returned to the Customer only upon special request. Advertising copies/media will be kept on file by Holzmann no longer than one year from last publication.

**11.** In the event that a print Ad is illegible, incorrect or incomplete in whole or in part, or if other advertising is published in deficient quality, the Customer shall have a claim for a price reduction or for a fully conforming new Ad or renewed publication of other advertising, however only to the extent that the purpose of the Ad or other advertising is impaired. Holzmann has the right to refuse a new Ad or renewed publication if the associated expense would, in consideration of the terms of the Advertising Contract and the principle of good faith and fair dealing, be grossly disproportionate to the Customer's interest in performance or if a new Ad or renewed publication would be possible only at unreasonable cost to Holzmann. If Holzmann fails to meet a reasonable deadline for a new Ad or renewed publication of other advertising or the new Ad/renewed publication is once again defective, the Customer may demand a price reduction or cancel the Advertising Order. Advertising Orders may not be canceled for minor defects of an Ad or other published advertising. Complaints must be made within four weeks from receipt of the invoice. For hidden defects a complaint must be received within one year from the date the statutory limitation period begins to run. Any claims for damages based upon positive breach of contract, culpa in contrahendo, or tort are excluded — even when Advertising Orders are placed by telephone. Claims for damages based upon impossibility of delivery or delay are limited to compensation for reasonably foreseeable damages and to the amount due and payable for the Ad in question, except in cases involving intentional or grossly negligent actions or omissions by Holzmann or its legal representatives or agents. Any liability of Holzmann for damages resulting from a lack of warranted qualities remain unaffected thereby. In commercial transactions Holzmann further assumes no liability for the gross negligence of its agents; in all other cases liability to merchants for gross negligence is limited to reasonably foreseeable damages up to the amount of the payment due and payable for the Ad in question. Liability under the German Products Liability Act shall remain unaffected thereby. The limitation period for any claims against Holzmann based upon breach of contract is one year from the date the statutory limitation period begins to run, unless such claims are based upon intentional actions or omissions.

**12.** Proofs will be delivered only if expressly requested. The Customer is responsible for the accuracy of proofs returned to Holzmann. Holzmann will take into consideration any corrections received by the submission deadline or within the time period set at the time the proof was delivered.

**13.** If no special print size is specified, charges will be calculated on the basis of the actual print size customary for the type of Ad in question.

**14.** The invoice shall be paid within the time period specified in the price list, unless a different payment period or prepayment is agreed upon in writing in a particular case. Any discounts for prepayment will be granted as specified in the price list.

**15.** In the event of payment default or deferment, interest at the prevailing rate and collection costs will be charged. In the event of payment default Holzmann may postpone execution of an Advertising Order until payment has been received and demand prepayment for any remaining Ads. If there is reasonable doubt as to the ability of the Customer to make payment, Holzmann shall have the right, even during the term of an Advertising Contract, to make publication of additional Ads conditional upon prepayment of the amount due by the submission deadline and upon settlement of any outstanding invoice amounts irrespective of any originally agreed payment due date.

**16.** Holzmann will deliver proof of publication of the Ad upon request. Depending upon the type and extent of the Advertising Order, advertising clippings, tear sheets, or entire issues will be delivered. If such proof can no longer be produced, it shall be replaced by a legally binding written statement from Holzmann confirming publication and dissemination of the Ad.

**17.** Subject to the provisions of Section 18 of these General Terms and Conditions, any reduced circulation may, in accordance with sentence 2, provide grounds for a price reduction in cases where an Advertising Contract involves several Ads, if the overall average circu-

lation in the advertising year beginning with publication of the first Ad falls short of the guaranteed circulation. Reduced circulation constitutes a defect providing grounds for a price reduction only if and to the extent that

- for a guaranteed circulation of up to 50,000 copies, circulation is reduced by at least 20 %
- for a guaranteed circulation of up to 100,000 copies, circulation is reduced by at least 15 %
- for a guaranteed circulation of up to 500,000 copies, circulation is reduced by at least 10 % or
- for a guaranteed circulation of more than 500,000 copies, circulation is reduced by 5 %.

A reduction in circulation for any of the reasons set forth in Section 24 shall not be taken into consideration. The guaranteed circulation shall be the average number of copies specified in the price list or elsewhere, or, if no number of copies is specified, the average number of copies sold in the previous calendar year. Moreover, claims for a price reduction under Advertising Contracts are excluded, if Holzmann has provided the Customer with timely notice of reduced circulation allowing the Customer to rescind the contract prior to publication of the Ad.

**18.** Notwithstanding Section 17 of these General Terms and Conditions, any reduced circulation of titles publishing issue-related circulation data provides grounds for a price reduction only if and to the extent that it exceeds 10 % for a circulation (guaranteed circulation) of up to 500,000 copies or 5 % for a circulation (guaranteed circulation) of more than 500,000 copies. A reduction in circulation for any of the reasons set forth in Section 24 shall not be taken into consideration. The circulation providing the basis for the guarantee is the total number of copies sold as defined by the IVW. It is calculated for each advertising year based upon the average number of copies sold in the four quarters preceding the advertising year, unless Holzmann guarantees an absolute number of copies sold in the applicable price list. Any claim for a price reduction is conditional upon eligibility of the Advertising Contract for a discount on the basis of the graduated discount scale and for at least three issues. The basis for calculating the price reduction is the Advertising Order per Customer, unless the parties agree at the time the Advertising Order is placed that the Customer will be billed on a per-product basis as defined at the time the Advertising Order is placed. Any price reductions are calculated based upon the difference between the number of copies above and below the standard circulation for each contracted issue within a given advertising year. The refund is made at the end of the advertising campaign based on the customer net prices per Ad in the form of a credit for future Ads, taking into account any prior agency refunds, or, if this is no longer possible, in the form of a cash refund. The Customer has a valid refund claim only if the total refund amount claimed is at least 2,500.00 Euro.

**19.** For box number advertisements Holzmann shall exercise due diligence in storing and forwarding responses. Registered and express mail in reply to box number advertisements will be forwarded by regular mail only. Letters in response to box number advertisements will be stored for four weeks. Any responses not collected within this time period will be destroyed. Holzmann will return valuable documents without having any obligation to do so. Holzmann may by contract be granted the right to open incoming mail for and on behalf of the Customer. Letters exceeding the accepted DIN A4 format (weight 500 g) and packages containing merchandise, books and catalogs, or small parcels will not be forwarded or accepted. In exceptional cases, such items may however be accepted and forwarded, provided the Customer has agreed to pay the fees/costs incurred by Holzmann in connection therewith.

**20.** Advertising brokers and advertising agencies (hereinafter "Agencies") are obligated to adhere to Holzmann's price list when making offers, entering into contracts, and invoicing advertisers. Brokerage fees are paid only to documented agencies. Holzmann reserves the right to recover any brokerage fees paid to undocumented agencies. Brokerage fees may not be passed on to Customers in whole or in part. Advertising Orders by agencies are placed in their name and for their account. If Advertising Orders are placed by advertising agencies, the Advertising Contract results, if in doubt, as between Holzmann and the agency. If an advertiser is intended to be the Customer under an Advertising Contract, the Advertising Contract must expressly state as much and name the advertiser. Holzmann has the right to demand that the advertising agency furnish proof of authorization to act on behalf of a Customer.

**21.** Price changes for Advertising Orders placed are valid and binding for the Customer provided that Holzmann announces such changes at least one month prior to publication of the Ad. The Customer has the right to rescind the Advertising Contract if a price change involves a price increase. The right of rescission must be exercised in writing within 14 days from receipt of notice of the price change. Holzmann may charge prices different from those shown in the price list for Ads published on special pages or in special inserts or collections.

**22.** Companies seeking a corporate group discount must furnish written proof confirming the corporate affiliation of the advertiser. For purposes of this provision corporate affiliates are companies by or in which an equity interest of at least 50 % is held. For corporations such proof shall take the form of a certification from a chartered accountant or the most recent annual report. For partnerships a commercial register excerpt shall be submitted. Such proof shall be submitted no later than by the end of the advertising year. Any proof submitted after this deadline will not be considered with retroactive effect. Corporate group discounts are in all cases subject to Holzmann's express, written consent. Corporate group discounts are valid only as long as the advertiser is an affiliate of the corporate group. Advertisers shall provide Holzmann with prompt notice if they are no longer affiliated with the corporate group. Corporate group discounts cease to be valid at the time the advertiser ceases to be affiliated with the corporate group.

**23.** The Customer warrants that it owns all rights necessary for publication of the Ad. The Customer bears sole responsibility for the contents and lawfulness of the Ad, for transmission of the text and images made available for publication, as well as for advertising materials delivered to Holzmann. The Customer shall indemnify and hold harmless Holzmann from and against any and all claims brought by third parties as a result of any violation of applicable law arising in connection with an Advertising Order. In addition, the Customer shall indemnify Holzmann for the costs of any necessary legal defense. The Customer shall support Holzmann in good faith in the defense of any third-party claims by providing information and documentation to Holzmann. The Customer grants to Holzmann all copyrights, neighboring rights and other related rights necessary for the intended use of Ads in the contracted print and online media, including, without limitation, the rights necessary for reproduction, dissemination, transmission, broadcast, editing, making publicly accessible, entry in and removal from databases, and holding available for publication upon demand, for a time period and territory and to the extent necessary for execution of the Advertising Order.

**24.** In the event of any operational breakdowns, force majeure, unlawful strikes, traffic problems, general shortage of raw materials or energy and the like — whether such events affect Holzmann's own operations or those of third-party suppliers with whom Holzmann has contracted to fulfill its contractual obligations — Holzmann shall be entitled to collect full payment for published print Ads, provided that Holzmann's title was sold for an average of 80 % of the circulation sold in the last four quarters or for an average of 80 % of the otherwise guaranteed circulation. If the number of copies sold is less than 80 %, the invoiced amount shall be reduced by the same percentage by which the actual circulation falls short of the guaranteed circulation. If an Advertising Order for publication of an Ad in online media cannot be executed in whole or in part for reasons for which Holzmann is not responsible, the Ad shall be published at a later date if possible. Such reasons include, without limitation, computer malfunctions, force majeure, strikes, legal requirements, disruptions for which third parties (e.g., other providers), other operators or service providers are responsible, or comparable reasons. Provided that the Ad is published at a later date within a reasonable time period and without any undue burden for the Customer after the disruption has been remedied, Holzmann shall have a continued claim for payment.

**25.** Each Advertising Order will be executed in compliance with applicable data protection laws. Holzmann shall have the right to forward gross advertising sales and comparable relevant data of the Customer at the product level for publication to companies collecting and analyzing such data. There, such data are aggregated and communicated to the market in anonymous form.

**26.** Digitally transmitted advertising copies for color Ads can be reliably processed only if a hardcopy color proof, including a media wedge, is delivered. Absent a color proof, actual colors may differ. The Customer is not entitled to a price reduction as result of such color differences.

**27.** The Customer is not entitled to a price reduction as a result of any undesired publication results caused by a failure of the Customer to comply with technical requirements for the creation and transmission of the advertising copy.

**28.** For Advertising Orders published in online media Holzmann guarantees the best possible reproduction of advertising materials in conformity with customary technical standards. The Customer however acknowledges that given the current state-of-the-art for electronics it is impossible to create a program completely free of errors. The guarantee does not cover minor errors. A reproduction error is not present if it is caused by the use of unsuitable reproduction software and/or hardware, malfunctions of communication networks of third-party operators, computer malfunctions of third parties (e.g., other providers), incomplete and/or outdated offers on so-called proxy servers, failures of Ad servers lasting for no more than (continuous) 24 hours within 30 days from the beginning of the agreed publication period. If the Ad server malfunctions for a substantial time period (more than 10 %) within the agreed publication period, the Customer shall be released from its payment obligations for the time period of malfunction. For cross-media bookings, the Customer's payment obligation will be reduced by the amount by which the cross-media price exceeds the price of a print-only Ad.

**29.** Holzmann shall hold available for inspection upon demand by the Customer within ten business days from execution of the Advertising Order the number of clicks on online Ads.

**30.** For new business relationships and Advertising Orders from other countries Holzmann reserves the right to require prepayment by the submission deadline. Invoices for Advertising Orders from other countries will exclude VAT, provided that tax exemption applies and is documented by the Customer. Holzmann reserves the right to invoice VAT in the amount owed under applicable law in the event that tax liability is affirmed by the tax office. Holzmann reserves the right to correct errors in invoices for Advertising Orders within six months from the invoice date.

**31.** The place of performance is the registered office of Holzmann Medien. German law shall apply. For transactions with merchants, public entities or public special funds, complaints shall be filed in a court of competent jurisdiction at the location of Holzmann Medien's registered office. In the event that claims of Holzmann cannot be enforced in a summary debt collection proceeding, complaints against non-merchants shall be filed in a court of competent jurisdiction at the location of their place of residence. If the residence or place of habitual abode of the Customer, whether or not a merchant, is unknown at the time the complaint is filed or the Customer has relocated its place of residence or place of habitual abode after the Advertising Contract was signed to a geographic area not subject to German law, the complaint shall be filed in a court of competent jurisdiction at the location of Holzmann Medien's registered office.

# Die Fleischerei

Internationale Fachzeitschrift für Fleischverarbeiter in Handwerk und Industrie  
International magazine for meat processors in trade and industry



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