

# Die Fleischerei

International magazine for meat processors in trade and industry

Media  
information  
**2012**

**ADVERTISEMENT  
RATE CARD NO. 44**

Valid from Jan. 1st 2012

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## 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

## 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: BYLADEM1MLM  
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 0133 7198, BIC: OPSKATWW

For payments from Switzerland: Postfinance Zürich, acct. no. 80-54743-1  
IBAN: CH55 0900 0000 8005 4743 1, BIC: POFICHBEXX

| 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<br>or 90 × 130 mm | 790.-<br>790.- | 1,110.-<br>1,110.- | 1,430.-<br>1,430.- | 1,750.-<br>1,750.- |
| 1/8 page | 90 × 65 mm or 184 × 30 mm                    | 395.-          | 555.-              | 715.-              | 875.-              |

|                   |   |                |         |         |         |
|-------------------|---|----------------|---------|---------|---------|
| <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<br>1/2 page 180.– € extra |

## 9 Classified section ads

|  |   |
|--|---|
| Box number fee   | 5.– €                                   |
| Supplier/dealer listing per mm (50 mm wide)                        | 2.70 €<br>(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

|        |      |
|--------|------|
| 3 ads  | 5 %  |
| 6 ads  | 10 % |
| 8 ads  | 15 % |
| 10 ads | 20 % |

### Volume scale

|          |      |
|----------|------|
| 1 page   | 3 %  |
| 3 pages  | 5 %  |
| 5 pages  | 10 % |
| 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 x 307 mm |
| Trimmed format:   | 210 x 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° ...,  
Gewerbestr. 2, 86825 Bad Wörishofen, Germany.

## Printing material in digital form:

|                     |   |
|---------------------|---|
| <u>File:</u>        | 300 dpi (CMYK)  |
| <u>Profil:</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<br>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.**