

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

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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