

Media Informations 2023



We are there for you

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Fritz Fischbacher	-230
Concetta Herion	-240
Rocco Mischok	-220
Kilian Roth	-246
Luisa Wachsmuth	-210

Disposition:

Felix Hesse	-261
Birte Januschewski	-260

Sales:

Basak Aktas (responsible)	-270
Roland Ertl	-271
Mario Reischl	-272



Editor in chief:
Christian Blümel -185

Expertise from one source



Printing process: Web offset

Printing material: Must be sent by the day of the deadline for printing documents (see Appointment plan/editing plan). For technical production reasons, we ask you only to send digitised print documents by e-mail to f.hesse@blmedien.de or by CD, plus proof/colour print by post. We ask you to save your advertisement in TIFF format or as a printable PDF if possible, as open files can lead to discrepancies. Please ensure that your digitized advertisement has an image resolution of 300 dpi in CMYK mode and a size of 1:1. In case of delivery of final artwork, slides, photos or reproducible originals, the cost price will be charged for the production/completion of the advertisement.

Terms of payment: 3 % discount for advance payment and direct debit, 2 % discount for payment within 8 days of invoice date, otherwise 14 days after invoice date at the latest without deduction.

Bank account:
Commerzbank AG, Hilden
IBAN: DE 58 3004 0000 0652 2007 00
BIC: COBADEFFXXX
Creditor-ID: DE 13ZZZ00000326043
The general terms and conditions for advertising apply.

#spürbargrün: 2023 Sustainability Awards for the first time



With the trade magazines **FH Fleischer-Handwerk**, **FT Fleischerei Technik/Meat Technology** and the special edition **FF Future Foods**, we publish high-quality information media for decision-makers in meat and food production. Fleisch- und Lebensmittelproduktion.

Since 2012, we have been honoring sustainable developments in the meat industry with the **FH Fleischer-Handwerk Award** and the **FT Fleischerei Technik Award**. Companies in the equipment and supply industry as well as service providers can apply for this award if their developments provide a sustainable advantage for production and sales in craft businesses or for the production processes of meat-processing and sausage-producing companies.

As the topic of **SUSTAINABILITY**, keyword climate change, is becoming increasingly important for the future of food production, **we are presenting the 2023 Awards in this context for the first time**. We will be honoring companies' commitment to appropriate machinery, concepts, food products and services in various categories. More detailed information will be available in due course by mail and in the respective issues in advance.

Award Package:

We are offering the winners of both awards the favorable opportunity to present their success once again identically in **FT Fleischerei Technik/Meat Technology** and **FH Fleischer-Handwerk**:
Package price: Winner ad 1/1 page for 8,200 Euro net/net
Package price: Winner ad 1/2 page for 5,400 Euro net/net



Impressions from the award ceremony at IFFA 2022.

Our Special 2023



Who's Who

Like the proverbial ornamental fish in the garden pond or a noble dish on an attractively presented plate at an extraordinary dinner:

In a similar vein, you have been able to enjoy for some years now at the end of the year in the supplement Who's Who in the meat industry.

In 2023, you can also take advantage of this interesting opportunity to present your special features in this supplement in an eye-catching way. You should not miss this opportunity!

The Who's Who supplement will be published in our two trade magazines

FF Future Foods and **FH Fleischer-Handwerk**.

Cross-media presence on our industry portal www.fleischnet.de is included.

Editorial deadline (ED): 27.10.2023

Advertising deadline (AD): 30.10.2023

Publication date (PD): 30.11.2023

We would be happy to create an individual offer for you - talk to us!

What we offer



Brief description

FT FLEISCHEREI TECHNIK MEAT TECHNOLOGY is a technically oriented, association-independent trade magazine for the meat products industry. In addition to product and industry information, it focuses in particular on new and further developments of meat processing machines and plants with extensive best-practice examples and thus offers corresponding orientation and decision-making aids.

Target audiences

Responsible persons, executives and decision makers in the management of the slaughtering and cutting industry as well as the meat product industry.

Due to its bilingualism (German, English), it offers butchery technology companies in about 30 countries worldwide provide important information for professional support and development.

Year

In the 39th year 2022

Circulation

Printed circulation 7.800 copies
Distributed circulation 7.683 copies

Frequency of publication

6 x per year,
thereof 3 x as special edition FF Future Foods

Size

212 mm wide x 280 mm high

Subscription price

Annual subscription price Germany 89 Euro
(incl. shipping costs)
Annual subscription price abroad 105 Euro
(incl. shipping costs)

FUTURE FOODS informs its expert readers as a new special issue about the current, often revolutionary developments in the entire food production. Meat alternatives are just as much a matter of course as looking beyond the end of one's plate in the search for sustainably produced foods. There will also be information from research and from machine and packaging technology..

Managers, decision-makers and responsible parties across the entire spectrum of modern food production, manufacturers and suppliers of food processing machinery, and equipment suppliers to the industry.

Being bilingual (German, English), Future Foods provides industry-relevant information to companies in around 30 countries worldwide.

In the first year 2023

For Future Foods as a special issue of FT Fleischerei Technik/Meat Technology, around 13,500 companies are selected from our current, detailed address pool of well over 137,000 addresses in accordance with the editorial focus, and the respective Future Foods issue is sent to them.


Recipient groups



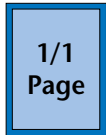
Share of actually distributed circulation	absolut	in %
Meat industry	4.772	60,81
Slaughtering and cutting plants	471	6,00
Large-scale butcheries	1.990	25,36
Butcher's supplies	335	4,27
Butcher's/vocational schools for the butcher's trade	48	0,61
Guilds/ chambers/ professional associations/ cooperatives	45	0,57
Food wholesale/ wholesale markets	186	2,38
Total	7.847	100,00

Example FT 04/22 in August 2022 (Survey method by recipient file)

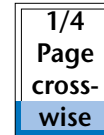
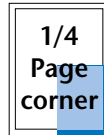
Schedule and editorial plan 2023

AUSGABE	SPECIALS	PRODUCTION MACHINE TECHNOLOGY	OPERATIONAL MANAGEMENT	DATES 2023
1 <small>FLEISCHEREI TECHNIK MEAT TECHNOLOGY</small> ED 31.01.2023 AD 02.02.2023 PD 22.02.2023	SPECIAL: Sausage production <ul style="list-style-type: none"> Packaging Technology: Megatrends Reusable and sustainability 	<ul style="list-style-type: none"> News from the ham production Injecting, curing and tumbling Seasoning trends Clip technology: Everything has an end, only the sausage has two... 	<ul style="list-style-type: none"> Industrial floors and walls Industrial safety Current trends in workwear 	<ul style="list-style-type: none"> Int. Grüne Woche, Berlin 20.01. - 29.01.2023 EuroShop, Duesseldorf 26.02. - 02.03.2023 Internorga, Hamburg 10.03. - 14.03.2023 Interpack, Duesseldorf 04.05. - 10.05.2023 Anuga, Cologne 07.10. - 11.10.2023 SÜFFA, Stuttgart 21.10. - 23.10.2023 Iss Gut!, Leipzig 05.11. - 07.11.2023
2 ED 30.03.2023 AD 03.04.2023 PD 25.04.2023	SPECIAL: Preview Interpack – the right way to package foodstuffs Great Future Foods First Edition	<ul style="list-style-type: none"> Technical innovations in food production Convenience, meat substitutes and hybrid products When will 3D meat be on the table? 	<ul style="list-style-type: none"> Process Control & Industry 4.0 Software & Enterprise Resource Planning Future Food: Quality control and (lack of) standards under criticism 	
3 <small>FLEISCHEREI TECHNIK MEAT TECHNOLOGY</small> ED 01.06.2023 AD 05.06.2023 PD 29.06.2023	SPECIAL: Sustainable solutions for meat production <ul style="list-style-type: none"> Best practice examples from the German-speaking area 	<ul style="list-style-type: none"> Grinding, cutting, slicing & sawing Equipment for cooking, baking & frying Starter, mold & protective cultures Smoking and maturing technology 	<ul style="list-style-type: none"> Data management in the meat industry Animal welfare as a success factor Supply chains: Finally stabilized again? 	
4 ED 27.07.2023 AD 31.07.2023 PD 22.08.2023	SPECIAL: System gastronomy: a model for the future or for being phased out? <ul style="list-style-type: none"> Hygiene from A to Z Urban & Vertical Gardening 2.0 	<ul style="list-style-type: none"> Vegetable meat and fish products Weighing, sorting and labeling Proteins revolutionize food production A look inside the labs: These Future Foods will soon be on our tables 	<ul style="list-style-type: none"> Waste disposal technology and waste water treatment Energetic remediation Cleaning, disinfection and cleanroom technology 	
5 <small>FLEISCHEREI TECHNIK MEAT TECHNOLOGY</small> ED 22.09.2023 AD 26.09.2023 PD 16.10.2023	SPECIAL: Modern solutions for the slaughterhouse <ul style="list-style-type: none"> Innovative packaging models Preview SÜFFA in Stuttgart 	 <ul style="list-style-type: none"> Trends in pet food production Artisanal methods as inspiration for food production Fighting the noise: Acoustic hygiene in the slaughterhouse 	<ul style="list-style-type: none"> Washing sites Reducing CO₂, but with a sense of proportion Transport and commercial vehicles 	
6 ED 27.11.2023 AD 30.11.2023 PD 15.12.2023 + who's who	SPECIAL: One line, many different products <ul style="list-style-type: none"> Looking back: What Future Food has to do with Grandma's cookbook Success model regionalität 	<ul style="list-style-type: none"> Ways out of factory farming Cooling technology, technical gases Processing of frozen products Fight against food waste 	<ul style="list-style-type: none"> "Shortage" of skilled personnel: Acting skillfully on the labor market Safety engineering & fire protection From start-up to global corporation 	

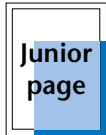
Advertisement price list 25 from 1st January 2023



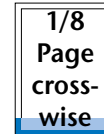
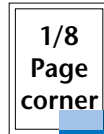
Gate cut 212 x 280 mm **8.200,00 €**
Preferential placement U2/U3
 Gate cut 212 x 280 mm **9.450,00 €**
Preferential placement U2/U3 U4
 Gate cut 212 x 280 mm **9.780,00 €**



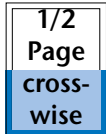
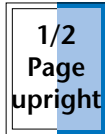
Gate cut corner 104 x 133 mm
 up 56 x 280 mm
 cross 212 x 73 mm **3.495,00 €**



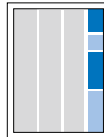
Gate cut 152 x 193 mm **6.355,00 €**



Gate cut corner 104 x 73 mm
 up 56 x 133 mm
 cross 212 x 43 mm **1.990,00 €**



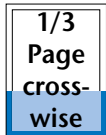
Gate cut up 104 x 280 mm
 cross 212 x 133 mm **5.685,00 €**



Brand display window
single column 43 mm wide,
 max. 75 mm high, per mm height 4c
two columns 90 mm wide,
 max. 35 mm high, per mm height 4c

9,10 €

18,20 €



Gate cut up 72 x 280 mm
 cross 212 x 93 mm **4.870,00 €**

Industry partner entry: Minimum term 1 year, 43 mm wide,
 price per mm height b/w
 price per mm height 4c

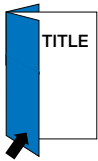
4,95 €

7,10 €

Binding placement regulations: 25% on the above base prices,
 special colours HKS, Pantone etc. on request.

Other formats available on request – just talk to us!

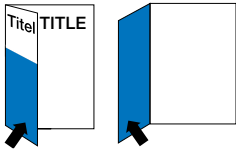
Format ads from 1/2 page upwards include a free full-size banner (468 x 60 pixels) in your industry section for 2 weeks on www.fleischnet.de.
 All format ads from the ePaper issue link to your homepage.



Title cover

Title- and back cover
(front and back, 4 pages.
Inside pages: Note the overgluing
5 mm in the waistband)

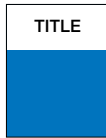
12.540,00 €



Title flap

1/2 page outside and inside
of the title flap.
(Inside pages: Note the overgluing
5 mm in the waistband)

11.900,00 €



Title page only 4c

Ad or design by editorial staff
(Bookable for FT Meat Technology & FF
Future Foods)

10.050,00 €

Other special forms of advertising available on request. Talk to us!

With all the above advertising forms including **free** linking of the advertisement (not possible with inserts) and **free** full-size banner for 2 weeks in your industry section on www.fleischnet.de.

Discounts: For purchase within one year within the publishing portfolio. Same formats are discounted together in all our titles.

Acc. to rebate scale	Acc. to quantity scale
from 3 ads 3 %	from 1 page 3 %
from 6 ads 5 %	from 3 pages 5 %
from 9 ads 10 %	from 6 pages 10 %
from 12 ads 15 %	from 8 pages 15 %
from 18 ads 17 %	from 10 pages 20 %
from 24 ads 20 %	from 12 pages 22 %

Additional technical costs and space surcharges are not discountable. Advertisements in the list of sources of supply and occasional/job advertisements as well as partial supplements are also not eligible for discounts



Bound-in inserts

Delivery quantity FT Meat Technology 8.000 copies
Delivery quantity Future Foods 14.000 copies
Partial editions possible on request.

Please deliver bound-in inserts untrimmed folded. Size: 212 x 280 mm + Bleed allowance 3 mm/waistband, 5 mm/outside each

2-sided **6.075,00 €**

4-sided **11.160,00 €**

Discounts only according to the quantity scale, taking into account half the volume.

Delivery address for bound-in inserts:

Ortmaier Druck GmbH
Birnbachstraße 2
84160 Frontenhausen



Inserts

Delivery quantity FT Meat Technology 8.000 copies
Delivery quantity FF Future Foods 14.500 copies
Partial editions possible on request.

Size: 205 x 280 mm

up to 25 g/1,000 **305,00 €**
inklusive Postgebühren

postage included

Inserts also include objects, data carriers, glued brochures. Inserts and gluing costs for postcards are not discountable.

Delivery address for inserts:

D&V Direktwerbung und Versandservice
Lugauer GmbH
Helene-Wessel-Bogen 13
80939 München



Inserts with follow-up mailing

Use our qualified addresses twice for your success:

- **Insert** in the print edition
- **Direct mailing** to the same addresses with your personal cover letter and response element

Price depends on the edition. We are pleased to give you individual information!

Our branch portal

www.fleischnet.de

Our industry portal is the central portal for current news, information, background reports and reports from the entire meat industry. It bundles the individual competencies of our specialist media. The website is responsive and adapts to all end devices accordingly.

Structure of the editorial topics:

- **Food:** information and news on products, trends, nutritional knowledge and research
- **Handicraft:** news, trends and events from and for the butcher's trade
- **Industrial production:** innovations in the areas of slaughtering, production, packaging & logistics as well as shop design and hygiene
- **Trade fairs & further education:** education: seminar and trade fair calendar, association information plus news, industry dates, further education, etc.
- **Management:** companies & strategies, markets & trends, personal data, associations, campaigns, job changes, news, trends
- **Weekly newsletter** for registered users with the most important news from the industry

Currently (status October 2022) there are 7.049 personalized users registered. The average opening rate is 25%.



fleisch
net.de is our branch portal in addition to our trade magazines

FH
FLEISCHER-HANDWERK

FT
FLEISCHEREI TECHNIK
MEAT TECHNOLOGY

FUTURE
FOODS

MARKETING & SERVICE
FLEISCH
marketing

and our special publications

street
FOOD

who's
who

Display advertising forms



Unless otherwise stated, all forms of advertising have a duration of two weeks.

Leaderboard 728 x 90 Pixel	1.490,00 €
Fullsize headbanner 468 x 60 Pixel	1.700,00 €
Skyscraper 120 x 600 Pixel	1.380,00 €
Wide skyscraper 200 x 600 Pixel	1.480,00 €
Rectangle in the sidebar 300 x 250 Pixel	3.280,00 €
Rectangle below the Top News 300 x 250 Pixel	2.060,00 €
Fullsize newsbanner 468 x 60 Pixel	1.480,00 €
Industry partner link	480,00 €

Visible in industry partner section and on the start page. Duration: 1 year (Logo, contact data, search engine function and linking)



Other forms of advertising available on request. File formats: We accept the file formats GIF, JPEG and HTML. Banner size up to a maximum of 50 kb.

Native Advertising



- 1** **Top advertorial** 1.900,00 €
 pinned on the start page for 3 days
 (at least 300 words + picture in landscape format)
- 2** **Pinned advertorial** 1.600,00 €
 pinned on the start page for 3 days
 (at least 300 words + picture in landscape format)
- 3** **News advertorial** 1.450,00 €
 not pinned on the start page
 (at least 300 words + picture in landscape format)

Other forms of advertising available on request.

Newsletter advertising



- | | | |
|----------|-----------------------------------------------------------------------------------------|------------|
| 1 | Advertorial as Top News
(at least 300 words + picture in landscape format) | 1.950,00 € |
| 2 | Advertorial as News
(at least 300 words + picture in landscape format) | 1.650,00 € |
| 3 | Fullsize newsbanner
(468 x 60 Pixel)
Running time: 2 weeks = 2 circuits | 1.810,00 € |
| 4 | Rectangle in the news
(300 x 250 Pixel)
Running time: 2 weeks = 2 circuits | 1.950,00 € |
| 5 | Megabanner
(590 x 215 Pixel)
Running time: 2 weeks = 2 circuits | 2.485,00 € |

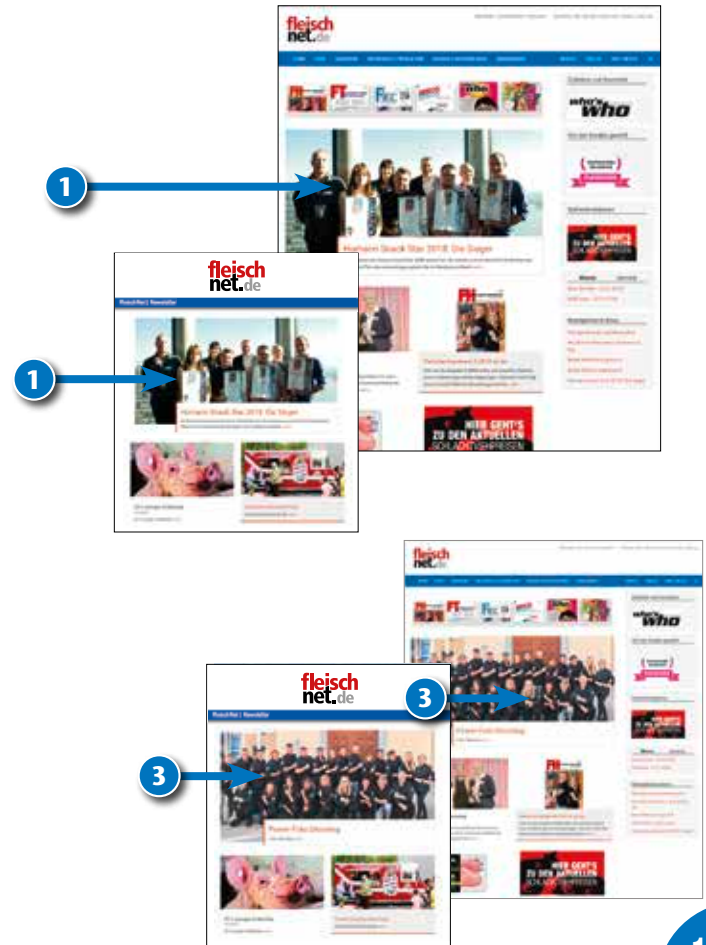
Other forms of advertising available on request. File formats: We prefer the file formats GIF, JPEG and HTML. Banner size up to a maximum of 50 kb.

Branch online package

Combine your advertising on **www.fleischnet.de** with our newsletter offer and show your presence for four weeks!

- 1st week:** Your advertorial (at least 300 words + picture in landscape format) as top topic on the start page and as top news in the newsletter in the same week
- 2nd week:** Fullsize banner in the Newsletter
- 3rd week:** New advertorial (at least 300 words + picture in landscape format) as top topic on the start page and as top new in the newsletter in the same week
- 4th week:** Fullsize banner in the Newsletter

Branch online package as a whole: 3.750,00 €



General terms and conditions for advertisements in newspapers and magazines

1. An "advertisement order" within the meaning of the following General Terms and Conditions of Business is a contract with respect to the publication of one or more advertisements of an advertiser or space buyer in a publication for advertising purposes.

2. If there is any doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price in effect according to the price list valid at the time of publication

3. Discounts as quoted in the price list are only allowed for advertisements that one client orders for one publication within one year after the appearance of the first advertisement.

4. If the advertiser has, at the beginning of the one year time limit, ordered multiple advertisements with claims to a price reduction, and calls in additional advertisements within that time limit, he/she has retroactive claims to a price reduction corresponding to his actual purchase.

5. If an order is not fulfilled due to circumstances beyond the control of the publishing house, the advertiser has, regardless of any other legal obligations which might arise, to reimburse the publishing house for the difference between the discount that was granted and the discount that would correspond to the amount actually purchased. No claims on the part of the advertiser shall ensue if, owing to force majeure.

6. The publication of advertisements in particular places within the printed work or in particular issues cannot be guaranteed. Orders for ads that are expressly only to be published in specific issues or positions in the magazine have to arrive at the publishers in sufficient time for the advertiser to be informed prior to the closing date for advertisements should it not be possible to execute the order in the requested manner. If the client has reserved the right to withdraw, a notice period of at least 8 weeks prior to the first month of release must be observed. Withdrawing from contract is not possible in the case of calendars.

7. Advertisement orders can be cancelled up to the advertisement deadline. The cancellation has to be made in written form (via post, fax or e-mail). If the advertisement is already in print, the client has to pay for it. Otherwise, the publisher may demand reimbursement of the costs incurred up to the cancellation in accordance with the legal rules and regulations.

8. The publishing house reserves the right to reject advertisement orders – also individual release orders within the scope of a contract – and insert orders, on account of their content, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their contents violate laws or official regulations or it cannot reasonably be expected that the publishing house print them. This also applies to orders placed with branch offices, advertisement offices or representatives. Insert orders only become binding for the publishing house once a sample of the insert has been submitted and approved. Inserts which give the reader the impression that they are part of the newspaper/ magazine on account of their format, or layout, or include advertisements from third parties, will not be accepted. The advertiser will be informed immediately that his advertising order has been rejected.

9. The advertiser is responsible for ensuring that the advertisement text and faultless artwork or the insert is delivered to the publishing house in good time. The publishing house will be prompt to demand a replacement for any artwork that is visibly unsuitable or damaged. The Publisher does not accept any liability that handwritten ads or ads placed by phone and/or changes and cancellations made in these ways are factually correct. The publishing house guarantees the usual printing quality of the booked title within the scope of the means arising from the artwork submitted.

10. If the printed version of the advertisement is partially illegible, not correct or incomplete, the advertiser is entitled to a reduction in payment or to a replacement that is free from defect, but only to the same extent as the purpose of the advertisement was impaired. Control data which are missing or defectively printed shall create no claim for the Customer unless something to the contrary has been agreed upon between the par-

ties. Claims for compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded. Claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. The liability of the publishing house for damages due to the lack of characteristics or features that were promised remain unaffected. Complaints must be put forward within four weeks of receipt of the invoice and voucher copy.

11. Incoming requests, messages, cards and address printouts that are destined for the client will be forwarded by the publisher as normal mail, unless the publisher has a right of retention because the client is in default of payment. In the event of loss of a consignment, the client has no right to a price reduction.

12. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.

13. In the event that the advertiser does not make an advance payment, the invoice will, as far as possible, be sent five days after publication of the advertisement. The invoice is to be paid within the time period mentioned in the price list as from the date on which the invoice was received provided that no other terms of payment or advance payment has been agreed on in individual cases. Possible discounts for early payment will be granted in accordance with the price list. Annual invoices for prints of the category „Bezugsquellen“ are due with the publication of the first edition of the calculation period at the latest.

14. In the event that the advertiser defaults or requests an extension, interest and collection fees are charged. If the advertiser defaults the publishing house can defer the implementation of the remaining current order until payment has been made and demand that advance payment is made for the remaining advertisements. If there is reasonable or legitimate doubt about the advertiser's ability to pay, the publishing house is entitled, even while the advertising contract is running, to

make the appearance of further advertisements dependent on the advance payment of the sum and on the settlement of unpaid invoices irrespective of the terms of payment originally agreed on. Any approved discount shall cease to apply in the event of insolvency, compulsory composition proceedings or a lawsuit.

15. If requested to do so the publishing house will supply an advertiser's copy with the invoice. Depending on the nature and size of the advertisement order up to two clippings, tear sheets, or complete voucher copies will be supplied. If an advertiser's copy can no longer be procured, a legally binding certification from the publishing house confirming the publication and distribution of the advertisement will take its place.

16. The advertiser is to bear the cost of producing the necessary artwork and of any substantial modifications requested by the advertiser, or for which he is responsible, to the design originally agreed on.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deduced in the event of a reduction in the number of copies printed, if a certain circulation was stated in the price list and the circulation dropped by more than 20%. Claims to price reductions are excluded, however, if the publisher has informed the advertiser in due time of the drop in circulation (more than 10%) and has offered the advertiser the choice of withdrawing from the contract.

18. Artwork will only be returned to the advertiser if this has been specifically requested in writing. The publishing house is only obliged to keep such artwork for a period of three months from the time that the advertisement appeared in print. The transport risk of all printed documents returned to the client or third parties by the publisher are at the expense of the recipient.

18. Advertisements with content from competing publishers cannot be accepted.

19. Place of jurisdiction and place of performance is the office of the publishing house. The contractual relationships of the parties are subject to the laws of the Federal Republic of Germany.