

# Media Information 2024



# What we offer • Brief description



## 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 important information for professional support and development.

## Frequency of publication

3 x per year

## Size

212 mm wide x 280 mm high

## Year

In the 40th year 2024

## Subscription price including 3 issues of FF Future Foods (incl. shipping costs)

Annual subscription price Germany 93 Euro

Annual subscription price abroad 109 Euro

## Circulation

Printed circulation

7.800 copies

Distributed Circulation

7.726 copies

## Recipient groups

Share of actually distributed circulation

### Butcher's supplies

absolute	in %
276	3,57

4%

### Large-scale butcheries

absolute	in %
1.873	24,22

24%

### Slaughteering and cutting plants

absolute	in %
491	6,35

6%

4%

### Butcher's/vocational schools for the butcher's trade

absolute	in %
94	1,22

### Guids/ chambers/ professional associations/ cooperatives

absolute	in %
56	0,72

### Food wholesale/ whosale markets

absolute	in %
178	2,30

62%

### Meat industry

absolute	in %
4.766	61,62

# What we offer • Brief description



## Brief description

**FF 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.

## Target audiences

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), FF Future Foods provides industry-relevant information to companies in around 30 countries worldwide.

## Frequency of publication

3 x per year

## Size

212 mm wide x 280 mm high

## Year

In the second year 2024

## Subscription price including 3 issues of FT Fleischerei Technik / Meat Technology

(incl. shipping costs)  
Annual subscription price Germany 93 Euro

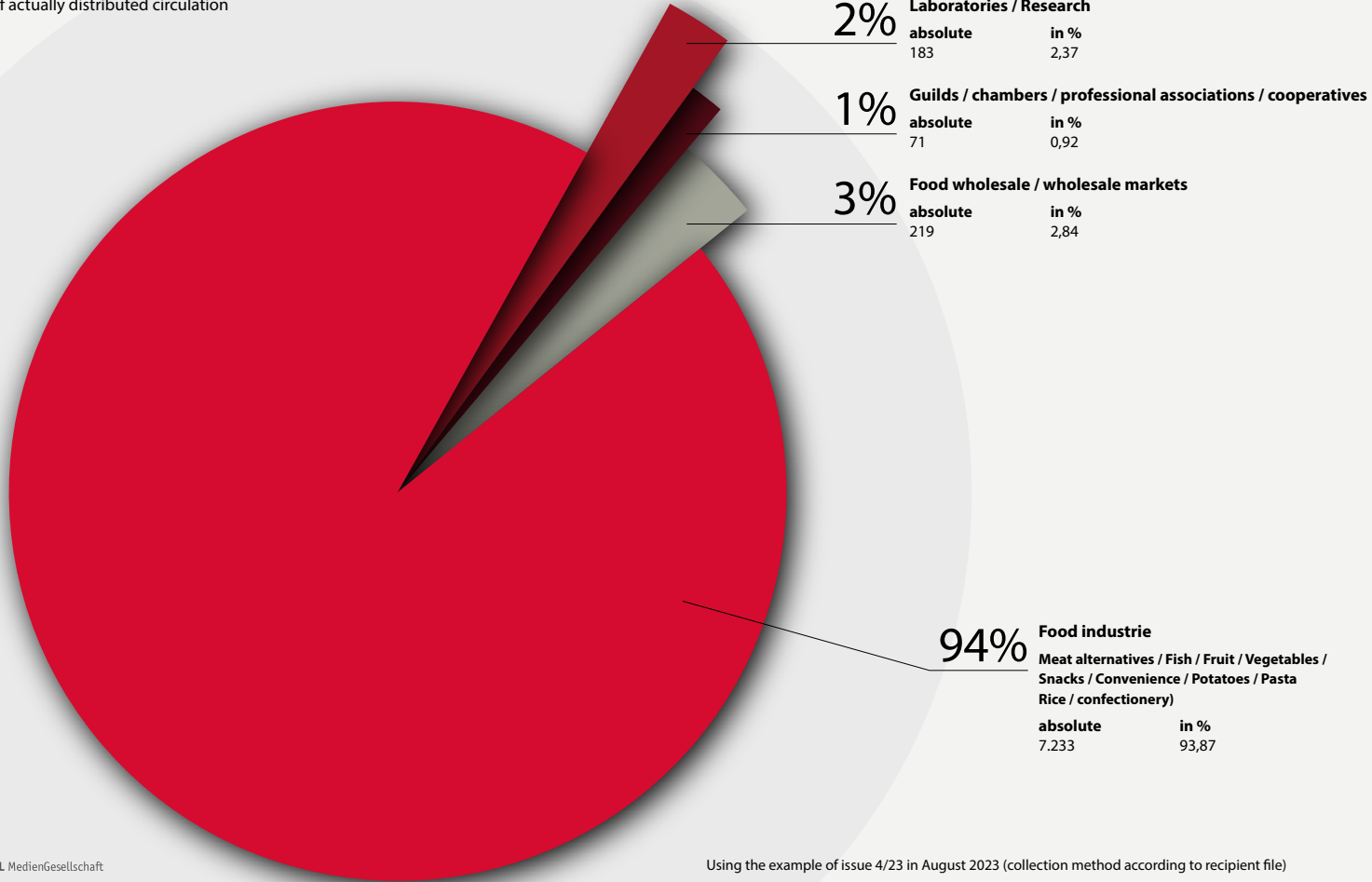
Annual subscription price abroad 109 Euro

## Circulation

Printed circulation 7.800 copies  
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## Recipient groups

Share of actually distributed circulation







With the specialist 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.

Since 2012, we have been honoring future-oriented 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 whose developments achieve a sustainable advantage for production and sales in craft businesses or for the production processes of meat processing and sausage producing companies can apply.

Since the topic of **SUSTAINABILITY**, keyword climate change, is becoming increasingly important for the future of food production, we are launching the **2024 Awards** in this context. We recognize the commitment of companies to corresponding machines, concepts, food products and services in various categories. Further information will be available via email and in due course the respective expenses in advance.

#### **Award package:**

We offer the winners of both awards the possibility of achieving their success identically in **FT Fleischerei Technik / Meat Technology** and **FH Fleischer-Handwerk**:

**Package price: Winner ad 1/1 page for 8,200 euros net/net**

**Package price: Winner advertisement 1/2 page for 5,400 euros net/net**



#### **Special: who's who**

The economic shock caused by the war in Ukraine and the consequences of the corona pandemic have brought the importance of domestic global players back into focus. Never were these as important as in these times! Are you one of this select selection of companies that are successful with the right mix of down-to-earthness and future-oriented action? Then in 2024 you too can take advantage of this interesting opportunity to showcase your special features in this supplement in an eye-catching way. You shouldn't miss this opportunity!

The who's who supplement is included identically in our specialist magazines **FT Fleischerei Technik/Meat Technology**, **FH Fleischer-Handwerk** and **FM Fleisch Marketing**.

With a cross-media presence on our industry portal [www.fleischnet.de](http://www.fleischnet.de).

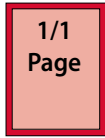


# Schedule and editorial plan 2024

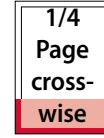
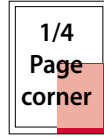
EDITION	SPECIALS	PRODUCTION MACHINE TECHNOLOGY	OPERATIONAL MANAGEMENT	DATES 2024
<b>1</b> <b>FF</b> <small>FUTURE FOODS</small> ED <b>01.02.2024</b> AD <b>05.02.2024</b> PD <b>23.02.2024</b>	<b>SPECIAL: Preview Anuga FoodTec in Cologne</b> • Mega trend cultivated meat	• Technical innovations in food production • Convenience, meat substitutes and hybrid products	• Process control & Industry 4.0 • Software & merchandise management • Future Food: Quality control and (lack of) norms in criticism	• <b>Int. Grüne Woche, Berlin</b> 19.01. - 28.01.2024 • <b>Biofach, Nürnberg</b> 13.02. - 16.02.2024 • <b>Gulfood, Dubai (VAE)</b> 19.02. - 22.02.2024 • <b>Internorga, Hamburg</b> 08.03. - 12.03.2024 • <b>Anuga FoodTec, Köln</b> 19.03. - 22.03.2024 • <b>Fachpack, Nürnberg</b> 24.09. - 26.09.2024 • <b>IAA Transportation (Nutzfahrzeuge), Hannover</b> 17.09. - 22.09.2024 • <b>SÜFFA, Stuttgart</b> 28.09. - 30.09.2024 • <b>SIAL, Paris (F)</b> 19.10. - 24.10.2024
<b>2</b> <b>FT</b> <small>FLEISCHEREI TECHNIK MEAT TECHNOLOGY</small> ED <b>27.03.2024</b> AD <b>02.04.2024</b> PD <b>23.04.2024</b>	<b>SPECIAL: Sausage production</b> • Best practice examples from the DACH region & international • Smart Factory: How it is created, how it works	• News from ham production • Inject, pickle and tumble • Spice trends • Clip technique: Everything has one end, only the sausage has two...	• Industrial floors and walls • Occupational safety • Current trends in work clothing	
<b>3</b> <b>FF</b> <small>FUTURE FOODS</small> ED <b>29.05.2024</b> AD <b>03.06.2024</b> PD <b>26.06.2024</b>	<b>SPECIAL: Sustainable solutions for food production</b> • Urban & Vertical Farming 2.0	• Plant-based meat and fish products • Weighing, sorting and labeling • Proteins revolutionize food production • Look into the laboratories	• Disposal technology and wastewater treatment • Energy renovation • Cleaning, disinfection and Cleanroom technology	
<b>4</b> <b>FT</b> <small>FLEISCHEREI TECHNIK MEAT TECHNOLOGY</small> ED <b>25.07.2024</b> AD <b>29.07.2024</b> PD <b>22.08.2024</b>	<b>Special: Preview SÜFFA in Stuttgart</b> • Packaging technology: preview Fachpack Nuremberg – Megatrends Reusable and Sustainability	• Mincing, cutting, slicing & sawing • Equipment for cooking, baking & frying • Starter, mold & protective cultures • Smoking and aging technology • Amount and mix	• Data management in the meat industry • Animal welfare as a success factor • Supply chains: finally stable again?	
<b>5</b> <b>FF</b> <small>FUTURE FOODS</small> ED <b>23.09.2024</b> AD <b>25.09.2024</b> PD <b>16.10.2024</b>	<b>Special: One line, many different products</b> • Looking back to the future: What future food has to do with grandma's cookbook • Regionality as a successful model	• Ways out of factory farming • Cooling technology, technical gases • Processing of frozen products • Fight against food waste	• "Shortage" of skilled personnel: Act skillfully in the job market • Security technology & fire protection • From start-up to global corporation	
<b>6</b> <b>FT</b> <small>FLEISCHEREI TECHNIK MEAT TECHNOLOGY</small> ED <b>26.11.2024</b> AD <b>28.11.2024</b> PD <b>11.12.2024</b>	<b>Special: 40 years of FT Fleischerei Technik/ Meat Technology</b> • Innovative packaging models	• Trends in pet food manufacturing • Hygiene, the be-all and end-all in the meat and food production • Acoustic hygiene in the slaughterhouse • Sausage casings, artificial & natural casings	• Washing facilities • Reduce CO <sub>2</sub> , but with a sense of proportion • Transport and commercial vehicles	



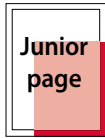
# Advertising price list Nr. 26 from 1st. January 2024



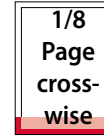
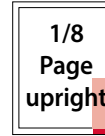
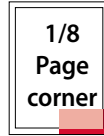
Gate cut 212 x 280 mm **8.200,00 €**  
**Preferential placement U2/U3**  
 Gate cut 212 x 280 mm **9.450,00 €**  
**Preferential placement U2/U3 U4**  
 Gate cut 212 x 280 mm **9.780,00 €**



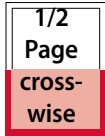
Gate cut corner 104 x 133 mm  
 up 56 x 280 mm  
 cross 212 x 73 mm **3.495,00 €**



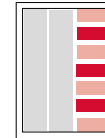
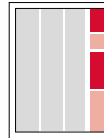
Gate cut 152 x 193 mm **6.355,00 €**



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

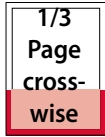
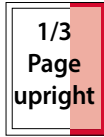


Gate cut up 104 x 280 mm  
 cross 212 x 133 mm **5.685,00 €**



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 €**

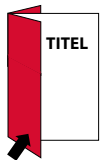
Industry partner entry: Minimum term 1 year, 43 mm wide,  
 price per mm height b/w **4,95 €**  
 price per mm height 4c **7,10 €**

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](http://www.fleischnet.de).  
 All format ads from the ePaper issue link to your homepage.

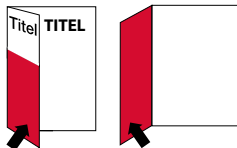




## Title cover

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

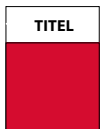
**12.540,00 €**



## 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](http://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, 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**  
**D-84160 Frontenhausen**

## Inserts

Delivery quantity FT Meat Technology 8.000 copies, partial editions possible on request.

Size: 205 x 280 mm

up to 25 g/1,000 **305,00 €**  
 including postal charges

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 Lugauer GmbH**  
**Helene-Wessel-Bogen 13**  
**D-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  
Forms of  
advertising  
will be without exception  
on all of them end devices  
played out!

**fleisch.net.de** is the central portal for current news, information, background reports and stories the entire meat and food industry. The individual competencies of our specialist media are bundled. The website is responsive and adapts to all devices.

### Classification of editorial topics into:

- ✓ Food: Information and news about products, trends, nutritional knowledge and research
- ✓ Crafts: Current news, trends and events from and for the butcher trade
- ✓ Industrial production: Innovations from the areas of slaughter, production, packaging & logistics as well as shop design and hygiene
- ✓ Trade: Current news, trends and events from the food retail sector
- ✓ Trade fairs & further training: Comprehensive preliminary and follow-up reports
- ✓ reimbursement for trade fairs relevant to the industry, Association information and news, other industry information appointments, further training etc.
- ✓ Management: Companies & Strategies, Markets & Trends, Personal details, associations, campaigns, job changes, news, trends
- ✓ Weekly newsletter for registered users with the most important news from the industry.

There are currently 7,021 users there (as of October 2023).  
registered personalized.

The average open rate is 25%.

The complete media data for 2024 can be found at:

**[www.blmedien/Mediadaten](http://www.blmedien/Mediadaten)**

**fleisch.net.de** is our industry portal in addition to the specialist magazines

**FH**  
FLEISCHER-HANDWERK

**FT**  
FLEISCHEREI TECHNIK  
MEAT TECHNOLOGY

**FF**  
FUTURE FOODS

**FM**  
FLEISCH MARKETING



**Editor in chief:**

Christian Blümel

-185

<b>Publisher:</b>	B&L MedienGesellschaft mbH & Co. KG Verlagsniederlassung München	
<b>Postal address:</b>	Postfach 21 03 46, D-80673 München	
<b>House address:</b>	Garmischer Straße 7, D-80339 München	
<b>Switchboard:</b>	(089) 370 60-0	
<b>Fax:</b>	(089) 370 60-111	
<b>E-mail:</b>	muc@blmedien.de	
<b>Internet:</b>	www.fleischerei-technik.de www.fleischnet.de www.blmedien.de	
<b>Publishing Director:</b>	Bernd Moeser	(089) 370 60-200
<b>Assist. Publ. Director:</b>	Basak Aktas	-270
<b>Media Consulting:</b>	Bernd Moeser	-200
	Sebastian Lindner (responsible)	-215
	Gerhild Burchardt	-205
	Fritz Fischbacher	-230
	Concetta Herion	-240
	Rocco Mischok	-220
	Kilian Roth	-246
<b>Disposition:</b>	Felix Hesse	-261
<b>Sales:</b>	Basak Aktas (responsible)	-270
	Roland Ertl	-271

## **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.

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 is-sues cannot be guaranteed. Orders for ads that are expressly only to be published in specific is-sues 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 parties. 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.