

Media Informations 2020



Update: May 2020



We are here for you

| | |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Publisher: | B&L MedienGesellschaft mbH & Co. KG Verlagsniederlassung München |
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Editor in chief: Christian Blümel +49 89 37060-185



Editor in chief: Marco Theimer +49 89 37060-150

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
Gläubiger-ID: DE 13ZZZ00000326043

The general terms and conditions for advertising apply.

We bring the branch together



With the trade magazines **Fleischer-Handwerk**, **FT Meat Technology** and the special edition **Ftec** we have been publishing high-quality information media for decision-makers in the meat and food producing industry for years.

Since 2012, we have been honoring on particularly sustainable developments in the meat industry with the **Fleischer-Handwerk Award** and the **FT Meat Technology Award**. Companies in the equipment and supply industry as well as service providers whose developments have a sustainable advantage for production and sales in craft enterprises or for the production processes of meat-processing and sausage-producing enterprises can apply for this award. A jury of experts made up of representatives of the specialist editorial departments and the publishing house management evaluates the applications received. Taking into account the factors of quality improvement, cost reduction and effective process design, the best developments with sustainable added value for customers from trade and industry in different categories are determined from the entries.



Award-Paket:



Den Preisträgern beider Auszeichnungen bieten wir die günstige Möglichkeit, ihren Erfolg nochmals **identisch in Fleischerei Technik** und **Fleischer-Handwerk** zu präsentieren:

Gewinner-Anzeige 1/1 Seite für 8.200 Euro netto/netto

Gewinner-Anzeige 1/2 Seite für 5.400 Euro netto/netto

What we offer



| | | |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Brief description | <p>FH offers as a utility-oriented specialist medium not only up-to-date industry and product information, but also important background knowledge in the processing of handcrafted meat and sausage products, taking into account legal principles and regulations. It also supports butchers with concrete recommendations for action and checklists and focuses on training and further education as well as the promotion of young talent. Interviews, company reports, user examples and the series Fleischer mit Erfolg (Butchers with success) as well as comprehensive trade fair reports complete the focus of content.</p> | |
| Target audiences | <p>Master craftsmen, entrepreneurs, owners, managers and responsible persons in butcher's shops who make purchasing and processing decisions in their professional practice in the areas of fresh meat, meat and sausage products as well as delicatessen.</p> | |
| Frequency of publication | <p>6 x per year</p> | |
| Size | <p>212 mm wide x 280 mm high</p> | |
| Year | <p>In the 9th year 2020</p> | |
| Subscription price | <p>Annual subscription price Germany 90 Euro (incl. shipping costs) Annual subscription price abroad 105 Euro (incl. shipping costs)</p> | |
| Organ | <p>Official association organ of the Fleischerverband Bayern, Augsburg</p> | |
| |  <p>FLEISCHERVERBAND BAYERN</p> | |
| Circulation | <p>Printed circulation 7.750 copies Distributed circulation 7.595 copies Sold circulation 2.509 copies (Annual average for quarters IV/18-III/19)</p> |  <p>geprüfte Auflage</p> |

Recipient groups

| Share of actually distributed circulation | absolute | in % |
|--------------------------------------------------------|--------------|---------------|
| Butcher's shops and artisan stores | 7.508 | 95,81 |
| Meat and poultry slaughterhouses | 42 | 0,54 |
| Wholesale of meat, meat products, poultry and game | 102 | 1,30 |
| Butcher's supplies/distributors | 31 | 0,40 |
| Guilds/chambers/professional associations/cooperatives | 89 | 1,14 |
| Other (Meat schools, vocational schools, institutes) | 64 | 0,82 |
| Total | 7.836 | 100,00 |

Status: October 2019 (Survey method by recipient file)

Schedule and editorial plan 2020



| ISSUE | COUNTER & SALES | PRODUCTION MACHINE TECHNOLOGY | MANAGEMENT | TERMINAL 2020 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 AD 23.01.2020 CD 27.01.2020 PD 13.02.2020 | <ul style="list-style-type: none"> Turnover hits from own production: delicatessen & salads Ready to eat from the butcher Additional business BBQ: sauces, dips, grill-utensils & more MAIN FOCUS: CHAIN STORES | <ul style="list-style-type: none"> Technology for smoking and ripening Ham production: curing, tumbling and injecting Starter & protective cultures, raw sausages BBQ and grill technology for outdoors | <ul style="list-style-type: none"> Butcher as gastronome: furniture, crockery, catering equipment Vending machines Digital customer loyalty: web shop, apps, counter TV systems & more | <ul style="list-style-type: none"> Int. Grüne Woche, Berlin 17.01. - 26.01.2020 Internationale Handwerksmesse, München 11.03. - 15.03.2020 |
| 2 AD 16.03.2020 CD 19.03.2020 PD 14.04.2020 | <ul style="list-style-type: none"> Lunch & Hot Counter Breakfast at the butcher's: baked goods, bread, coffee & more Classic duet: ham & asparagus | <ul style="list-style-type: none"> Cutting and shredding technology Sausage casings: market overview Sharp helpers for kitchen & production: knives, sharpening steel & more | <ul style="list-style-type: none"> Mobile sale/ use and refrigerated vehicles Workwear and occupational safety Farewell to pests Planner for production rooms | <ul style="list-style-type: none"> Internorga, Hamburg 13.03. - 17.03.2020 IAA Nutzfahrzeuge, Hannover 24.09. - 01.10.2020 |
| 3 AD 11.05.2020 CD 13.05.2020 PD 12.06.2020 | <ul style="list-style-type: none"> Barbecue season: spices, marinades etc. Best for burgers: sauces, dips & more Mediterranean cuisine in vogue: delicatessen, antipasti, salads etc. | <ul style="list-style-type: none"> Digital sausage production Universal equipment for cooking & frying Slaughtering, cutting and sawing Rinsing & cleaning technology | <ul style="list-style-type: none"> Shopfitting and shop concepts, product presentation & lighting Hygiene in the company: cleaning, measuring and analysis technology Insurances & pensions | <ul style="list-style-type: none"> Evenord, Nürnberg 26./27. September 2020 Rhöner Wurstmarkt, Ostheim v. d. Rhön 10.10. - 11.10.2020 SÜFFA, Stuttgart 07.11. - 09.11.2020 |
| 4 AD 15.07.2020 CD 20.07.2020 PD 07.08.2020 + SNACK Supplement in FH 24 <i>first class</i> | <ul style="list-style-type: none"> Tallyho! Wild game, pies, terrines & more Fresco counter with fish & seafood Sweet additional: desserts & ice cream | <ul style="list-style-type: none"> Multifunctional cooking technology for Hot Counter & Kitchen/ Combi Steamer Canning - Technology Technology for cooling and storage rooms | <ul style="list-style-type: none"> Purchasing management & wholesale Advertising material for customer loyalty Continuing education: outlook 2021 | <p>Inform your customers about your trade fair appearance in good time!</p> |
| 5 AD 21.09.2020 CD 23.09.2020 PD 14.10.2020 | <ul style="list-style-type: none"> Cash register systems & store software, merchandise management systems More turnover with cheese Beef and veal: Dry Aged & more | <ul style="list-style-type: none"> Cutting, mincing, quantities & mixing, flake ice production Filling and portioning technique Natural and artificial casings, clips SÜFFA TRADE FAIR EDITION | <ul style="list-style-type: none"> Safety technology and fire protection Social media as opportunity Additional business: streetfood | |
| 6 AD 26.10.2020 CD 04.11.2020 PD 11.12.2020 + <i>who's who</i> | | SUSTAINABILITY Compendium of trade magazines FH 24 <i>first class</i> <i>Schulverpflegung</i> <p>With this compendium we would like to move sustainability and environmental awareness from food production to the guest into the focus. We introduce pioneers, have experts give practical tips and devote ourselves to topics that motivate sustainability. By merging our six trade magazines, we achieve a variety of target groups that is unique on the market!</p> <ul style="list-style-type: none"> From head to toe: Holistic processing Energy-saving and CO₂-neutral kitchen technology Goodbye to food waste! Employee health and bonding | | |

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 36th year 2020

Circulation

Printed circulation 8.000 copies

Distributed circulation 7.725 copies

Frequency of publication

6 x per year,
thereof 3 as special editions Ftec

Size

212 mm wide x 280 mm high

Subscription price

Annual subscription price Germany 81 Euro
(incl. shipping costs)

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



Ftec goes far beyond the meat industry and deals with all technical aspects in the production process of the food producing industry, informs about developments and novelties from the entire food industry, focuses on industry highlights, gives practical recommendations for everyday operations and marketing and deepens industry knowledge through interviews, reports, background information and best-practice examples.

Executives, decision makers, responsible persons in the complete food processing industry as well as manufacturers and suppliers of food processing machines and equipment of the industry.

Due to its bilingualism (German, English), Ftec provides companies in around 30 countries worldwide with industry-relevant information.

In the 12th year 2020

For Ftec as a special edition of FT Fleischerei Technik/Meat Technology, around 14,500 companies are selected from our current, detailed address pool of well over 138,000 addresses according to the editorial focus, to which the respective Ftec edition is sent.

Recipient groups



| Share of actually distributed circulation | absolute | in % |
|-----------------------------------------------------------|--------------|---------------|
| Meat industry | 4.763 | 61,22 |
| Slaughtering and cutting plants | 506 | 6,50 |
| Large-scale butcheries | 1.982 | 25,48 |
| Butcher's supplies | 248 | 3,19 |
| butcher's/vocational schools for the butcher's trade | 68 | 0,87 |
| Guilds/ chambers/ professional associations/ cooperatives | 41 | 0,53 |
| Food wholesale/ wholesale markets | 172 | 2,21 |
| Total | 7.780 | 100,00 |

Status: October 2019 (Survey method by recipient file)

Schedule and editorial plan 2020



| AUSGABE | SPECIALS | PRODUCTION MACHINE TECHNOLOGY | MANAGEMENT | TERMINAL 2020 |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 AS 09.01.2020 DU 13.01.2020 ET 31.01.2020 | SPECIAL: Hygiene technology and concepts | <ul style="list-style-type: none"> • Halal meat production & preview Halal Hannover • Blending, mixing, portioning • Starter, mould and protective cultures | <ul style="list-style-type: none"> • Measurement technology and quality control • Industrial floors and walls • Analytics for laboratories | <ul style="list-style-type: none"> • Int. Production & Processing Expo, Atlanta (USA) 28.01. - 30.01.2020 • Prodexpo, Moscow (RUS) 10.02. - 14.02.2020 • Gulfood, Dubai (VAE) 16.02. - 20.02.2020 • Halal, Hannover 06.03. - 08.03.2020 • CFIA, Rennes (FRA) 10.03. - 12.03.2020 • Interpack, Düsseldorf 07.05. - 13.05.2020 • IAA Nutzfahrzeuge, Hannover 24.09. - 01.10.2020 • SIAL, Paris (FRA) 18.10. - 22.10.2020 • FachPack, Nuremberg September 2020 • Agroprod mash, Moscow (RUS) October 2020 • SÜFFA, Stuttgart 07.11. - 09.11.2020 |
| 2 AS 11.03.2020 DU 13.03.2020 ET 31.03.2020 | SPECIAL: Interpack <ul style="list-style-type: none"> • Packaging trends and trade fair previews | <ul style="list-style-type: none"> • Production technology for trend- and meat substitutes • Spices • Foreign object detection | <ul style="list-style-type: none"> • Strategies against international trade wars • Process control & Industry 4.0 • More automation, less personnel? | |
| 3 AS 27.04.2020 DU 29.04.2020 ET 29.05.2020 | SPECIAL: Sausage production <ul style="list-style-type: none"> • Best Practice Examples from the D-A-CH-region | <ul style="list-style-type: none"> • Mincing, cutting, slicing, sawing • Smoking and ripening technology • Equipment for cooking, baking, roasting • Poultry slaughtering and processing | <ul style="list-style-type: none"> • Data management in the meat industry • Occupational safety & workwear • Software & Enterprise Resource Planning | |
| 4 AS 29.06.2020 DU 30.06.2020 ET 31.07.2020 | SPECIAL: Best practice examples from the USA and South America | <ul style="list-style-type: none"> • Ham production: Injection, curing and tumbling • Frozen meat processing • Weighing, sorting and labelling | <ul style="list-style-type: none"> • Disposal technology and wastewater treatment • Energy efficiency of production renovation | |
| 5 AS 02.09.2020 DU 04.09.2020 ET 28.09.2020 | SPECIAL: Planning and operation of a Smart Factory | <ul style="list-style-type: none"> • Craftsmanship as inspiration for food production/ preview SÜFFA • Technology for pet food production • Cooling technology | <ul style="list-style-type: none"> • Cleaning, disinfection and clean room technology, washing plants • Blockchain: Blessing or curse? • Safety engineering & fire protection | |

6


SUSTAINABILITY

Compendium of trade magazines *first class Schulverpflegung*
AS 26.10.2020
DU 04.11.2020
ET 26.11.2020
 + **who's who**

With this compendium we would like to move sustainability and environmental awareness from food production to the guest into the focus. We introduce pioneers, have experts give practical tips and devote ourselves to topics that motivate sustainability. By merging our six trade magazines, we achieve a variety of target groups that is unique on the market!

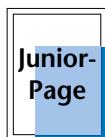
- From head to toe: Holistic processing
- Energy-saving and CO₂-neutral kitchen technology
- Goodbye to food waste!
- Employee health and bonding

Advertisement price list no. 23

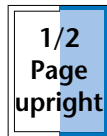
from 1.1.2020



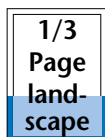
| | | |
|-------------------------------------|--------------|-------------------|
| Print space | 185 x 254 mm | 7.500,00 € |
| Bleed | 212 x 280 mm | 8.010,00 € |
| Preferential placement U2/U3 | | |
| Bleed | 212 x 280 mm | 9.230,00 € |
| Preferential placement U4 | | |
| Bleed | 212 x 280 mm | 9.550,00 € |



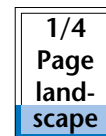
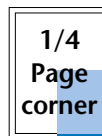
| | | |
|-------------|--------------|-------------------|
| Print space | 138 x 180 mm | 5.890,00 € |
| Bleed | 152 x 193 mm | 6.210,00 € |



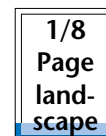
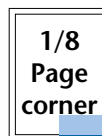
| | | |
|-------------|------------------------------------------------|-------------------|
| Print space | landscape 185 x 120 mm upright 90 x 254 mm | 5.250,00 € |
| Bleed | landscape 212 x 133 mm upright 104 x 280 mm | 5.550,00 € |



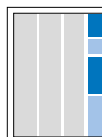
| | | |
|-------------|----------------------------------------------|-------------------|
| Print space | landscape 185 x 80 mm upright 59 x 254 mm | 4.520,00 € |
| Bleed | landscape 212 x 93 mm upright 72 x 280 mm | 4.750,00 € |



| | | |
|-------------|---------------------------------------------------------------------|-------------------|
| Print space | corner 90 x 120 mm upright 43 x 254 mm landscape 185 x 60 mm | 3.240,00 € |
| Bleed | corner 104 x 133 mm upright 56 x 280 mm landscape 212 x 73 mm | 3.410,00 € |



| | | |
|-------------|--------------------------------------------------------------------|-------------------|
| Print space | corner 90 x 60 mm upright 43 x 120 mm landscape 185 x 30 mm | 1.840,00 € |
| Bleed | corner 104 x 73 mm upright 56 x 133 mm landscape 212 x 43 mm | 1.940,00 € |



| | | |
|-----------------------------|--------------------------------------------------|----------------|
| Brand display window | | |
| single column | 43 mm wide, max. 75 mm high, per mm height 4c | 9,10 € |
| two columns | 90 mm wide, max. 35 mm high, per mm height 4c | 18,20 € |

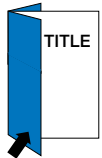
Industry partner entry:

| | | |
|-------------------------|----------------------------------|---------------|
| | 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. Talk to us!

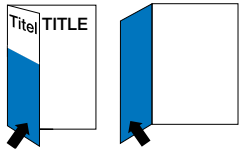
Format ads from 1/2 page upwards include a free full-size banner (468 x 60 pixels) in your industry section for 2 weeks on www.fleischnet.de.
All format ads from the ePaper issue link to your homepage.



Title envelope

Title and back envelope
(front and rear, 4 sides)

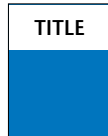
12.250,00 €



Title flap

1/2 page Outside and inside
the title flap
(only bookable for FH Fleischer Handwerk)

11.630,00 €



Title page only 4c

Design by editorial staff
(only bookable for FT Fleischerei Technik/
Meat Technology)

9.860,00 €

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

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

Acc. to rebate scale

| | |
|-------------|------|
| from 3 ads | 3 % |
| from 6 ads | 5 % |
| from 9 ads | 10 % |
| from 12 ads | 15 % |
| from 18 ads | 17 % |
| from 24 ads | 20 % |

Acc. to quantity scale

| | |
|---------------|------|
| from 1 page | 3 % |
| from 3 pages | 5 % |
| from 6 pages | 10 % |
| from 8 pages | 15 % |
| from 10 pages | 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 FH Fleischer-Handwerk: 8.000 copies
Delivery quantity FT Meat Technology: 8.000 copies
Delivery quantity Ftec: 15.000 copies
Partial editions possible on request.

Deliver bound-in inserts untrimmed folded.

Size: 212 x 280 mm + Bleed allowance 3 mm/waistband, 5 mm/outside each

2-sided **5.930,00 €**

4-sided **10.900,00 €**

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



Inserts

Delivery quantity FH Fleischer-Handwerk: 8.000 copies
Delivery quantity FT Meat Technology: 8.000 copies
Delivery quantity Ftec: 15.000 copies
Partial editions possible on request.

Size: 205 x 280 mm.

up to 25 g/thousand **295,00 €**

Postage included

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



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 like to give you individual information!

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

Delivery address for inserts and bound-in inserts:

Alpha Teamdruck GmbH
Haager Str. 9
81671 München

Social Media



Our editorial team is optimally networked in the market and communicates intensively several times a day with industry partners and end consumers. This active accompaniment on Facebook complements the trade magazine **FH** about current developments and news in a professional and entertaining way.

Development of the communication of our editorial staff on Facebook:
(Status: October 2019)

- Fans: men 69 %, women 31 %
- Top age group: 29 % men (25 to 34 years)
- Ratings: 4,7 of 5 points
- Peak of the day: 2,829 persons reached (around 20 o'clock)
- Max. average range/contribution: 3,000 to 5,000 persons



Likes:

| | |
|-------------|---------------|
| 04.01.2016: | 832 persons |
| 04.04.2016: | 1.102 persons |
| 04.10.2016: | 2.446 persons |
| 04.04.2017: | 3.028 persons |
| 04.10.2017: | 3.837 persons |
| 04.01.2018: | 4.120 persons |
| 04.04.2018: | 4.310 persons |
| 04.11.2018: | 5.208 persons |
| 04.04.2019: | 5.509 persons |
| 04.08.2019: | 5.860 persons |
| 24.10.2019: | 6.130 persons |



Our branch portal

fleisch
net.de

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
- **Handwerk:** 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
- **Exhibitions & further education:** seminar and exhibition calendar, association information and 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 2019) there are 7,058 personalized users registered. The average opening rate is 25%.

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



and our special publications



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 Visible in industry partner section and on the start page. Duration: 1 year (Logo, contact data, search engine function and linking) | 480,00 € |



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

fleisch
net.de

The screenshot shows the Fleischnet.de website with three types of native advertising highlighted by blue boxes and numbered circles:

- 1. Top advertorial:** A large image of three people (two men and one woman) with a pig, titled "Weilwurstkönigin Franzl".
- 2. Pinned advertorial:** A red banner with white text: "HIER GEHT'S ZU DEN AKTUELLEN SCHLACHTVEHPRESSEN".
- 3. News advertorial:** A smaller image of a pig in a room, with a headline "Schlachte Anlagen der Weissen".

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

Other forms of advertising available on request.

Newsletter advertising forms



- | | | |
|----------|-----------------------------------------------------------------------------------------|-------------------|
| 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 Banner Running time: 3 weeks = 3 circuits 468 x 60 pixel | 1.810,00 € |
| 4 | Rectangle in the News (300 x 250 pixel) Running time: 3 weeks = 3 circuits | 1.950,00 € |
| 5 | Megabanner (590 x 215 pixel) Running time: 3 weeks = 3 circuits | 2.485,00 € |

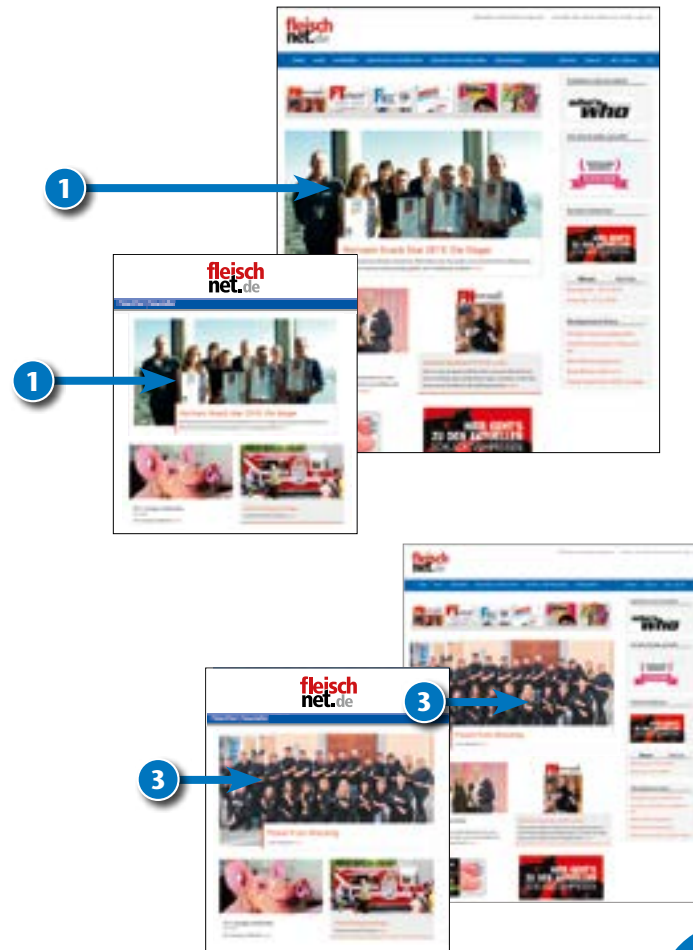
Branch online package

fleisch
net.de

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

- 1 **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
- 2 **2nd week:** Fullsize banner in the Newsletter (Running time: 1 week = 3 circuits)
- 3 **3rd week:** New 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
- 4 **4th week:** Fullsize Banner in the Newsletter (Running time: 1 week = 3 circuits)

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 a 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. 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.

8. 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.

9. 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 advertisement 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.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

16. Where a contract has been signed for the publication of a series of advertisements a claim can be deducted 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.

17. 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.