

# Media Kit 2024



***agrارheute***

- Agricultural technology, plant, animal husbandry, energy ...
- National
- Cross-media strong

Display Ads

Content Advertising and Social Media

Print Magazines

Specials

Specifications and General Data

Contacts

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- 04** The world of *agrarheute*
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## Facts

### *agrارheute Magazin*

**Year:** 8, 2024

**Frequency of circulation:** monthly

**Circulation area:** Germany, Austria, Switzerland

**Distributed circulation:** 60,548

**Sold circulation:** 44,720

IVW 2/2023

**Subscription rate:** Germany/Austria 119.90 €\*

**ISSN:** 2568-1087



### *agrارheute Energie*

**Year:** 8, 2024

**Frequency of circulation:** 4× per year

**Circulation area:** Germany, Austria, Switzerland

**Distributed circulation:** 11,500

**Subscription rate:** incl. *agrارheute Magazin*

Germany 84.90 €\*/Austria 87.90 €\*

**ISSN:** 2568-1133

### *agrارheute Rind*

**Year:** 8, 2024

**Frequency of circulation:** monthly

**Circulation area:** Germany, Austria, Switzerland

**Distributed circulation:** 20,469

**Subscription rate:** incl. *agrارheute Magazin*

Germany/Austria 137.90 €\*

**ISSN:** 2568-1125

### *agrارheute Schwein*

**Year:** 8, 2024

**Frequency of circulation:** monthly

**Circulation area:** Germany, Austria, Switzerland

**Distributed circulation:** 12,658

**Subscription rate:** incl. *agrارheute Magazin*

Germany/Austria 137.90 €\*

**ISSN:** 2568-1117

## Payment terms

2% discount within 14 days following invoice date or 30 days net. 2% discount will automatically be deducted for direct debit.

Postal charges are not subject to discount.

The publisher is entitled to set a credit limit.

### Payment options

#### **DZ Bank AG München**

IBAN DE50 7016 0000 0000 1525 73

BIC GENODEFF701

#### **Postbank München**

IBAN DE60 7001 0080 0646 5658 04

BIC PBNKDEFF

### Terms and conditions of business

The terms and conditions of payment and business that may be obtained from the publisher or inspected on **www.dlv.de/AGB** are applicable to the processing of orders.

Because of tax regulations, when placing an order please state your tax number and/or Value Added Tax ID number.

### **Deutscher Landwirtschaftsverlag GmbH**

Lothst. 29, 80797 München, Germany

Postfach 40 05 80, 80705 München, Germany

Phone +49 89 12705-1, Fax -335

dlv.muenchen@dlv.de, www.dlv.de

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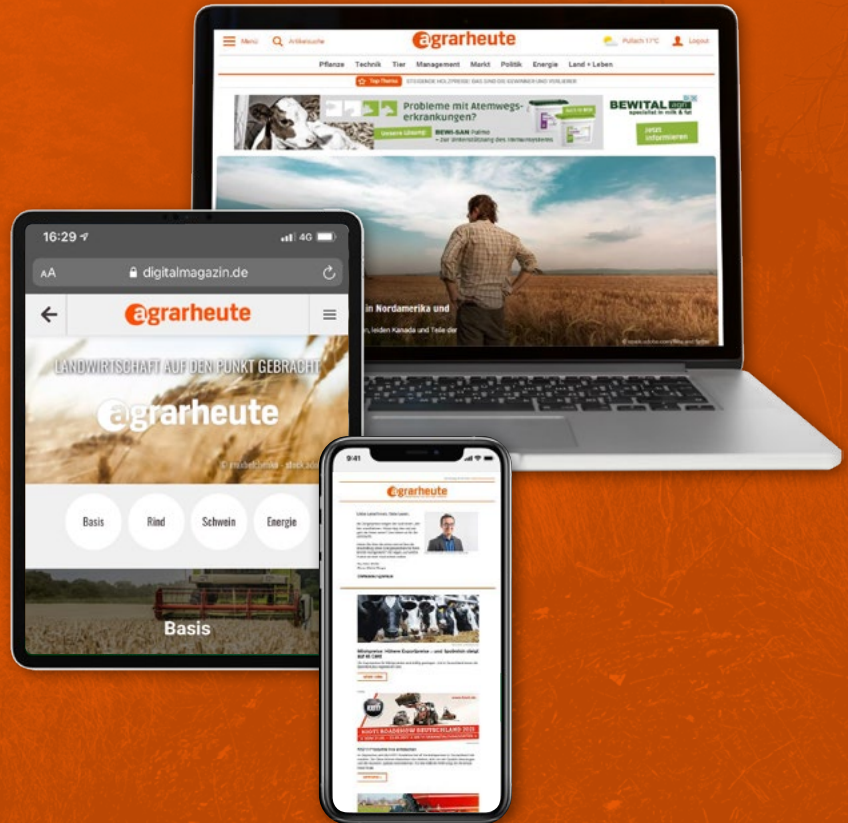


# Digital Advertising

*agrarheute.com* is the wide-reaching news portal for agriculture!

Here farmers can find the latest news and technical articles on the topics of plants, animals, technology, operations and market data.

The communication is rounded off by regular newsletters and the exchange in Facebook and Instagram. Producers are offered a wide range of opportunities to reach their target group.



## Online

10 Mio visits/month

19 Mio page impressions/  
month

## Newsletter

56,041 subscribers

33% opening rate

## Facebook

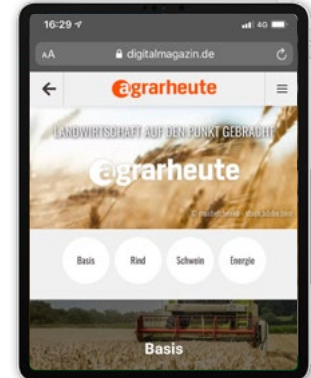
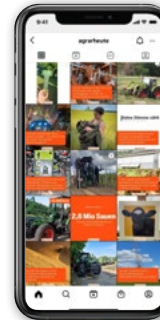
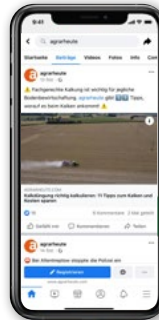
more than 116,000  
follower

## Instagram

more than 104,000  
follower

## Digital issue

3,138 subscribers





\*Digital reach is part of agrarheute.com – IVW June, 2023, publisher's details.

<b>Display Ads</b>	Content Advertising and Social Media	Print Magazines	Specials	Specifications and General Data	Contacts
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Standard formats also possible as Ad Bundle	ROS-CPM (all readers)	Targeting-CPM (target groups)	Desktop	Tablet	Mobile
1 Leaderboard (728 × 90 px)	26.– €	42.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2 Skyscraper (120 × 600 px)			<input checked="" type="checkbox"/>	–	–
3 Medium Rectangle (300 × 250 px)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4 Mobile Ad (320 × 100 px)			–	–	<input checked="" type="checkbox"/>
<b>Large-size Image Banner</b>					
5 Halfpage Ad (300 × 600 px)	35.– €	57.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
6 Billboard (900 × 250 px)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
Hockey Stick (728 × 90 + 120 × 600 px)	85.– €	105.– €	<input checked="" type="checkbox"/>	–	–
<b>Online Video Offerings</b>					
Video-Ad (550 × 350 px)	50.– €	75.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–

### Other special formats available on request.

(☑) = depending on the device resolution

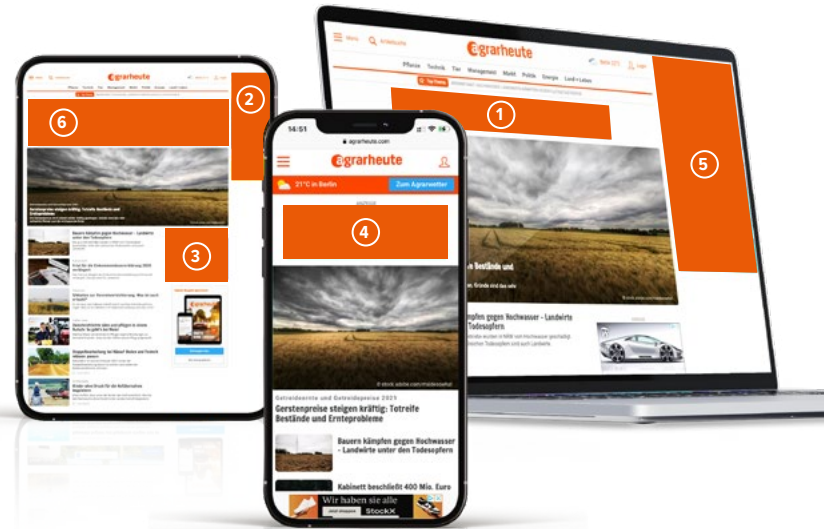
Scale of Discount		
Gross Amount	> 2,000.– €	5 %
	> 7,500.– €	10 %
	> 15,000.– €	15 %
	> 25,000.– €	20 %
	> 50,000.– €	25 %
	> 75,000.– €	30 %

#### Glossar:

**ROS:** Run of Site, campaign is delivered to all readers without target group selection

**Targeting:** Campaign is delivered in rubric to defined target group

**Ad Bundle:** Any combination of the standard formats, covers all devices



**You will receive the current technical specifications together with the order confirmation.**





Display Ads

**Content Advertising and Social Media**

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## Advertorial

The advertorial on agrarheute.com is particularly suitable for communicating complex information that cannot be displayed on a banner.

You can place the advertorial on the home page or in one of the categories.

Advertorial	Rate
2 weeks runtime	1,690.– €*
4 weeks runtime	2,690.– €*
Promotion (optional)	
as "Branded Content" on Facebook	620.– €*
as image-text advert in the agrarheute Newsletter	620.– €*

## Specifications:

### Images

- Teaser: format 3:2 (2,000 x 1,333 px)
- Top image: format 5:2 (2,000 x 800 px)

### Text (incl. spaces)

- Title: max. 60 characters
- Teaser text: max. 130 characters
- Advertorial text (recommendation): 3,500 – 4,000 characters

### Optional

- Links: 1 – 2 links
- Images in text: up to 3 images, format 3:2 (2,000 x 1,333 px)

## We recommend our advertorial package\*



Advertorial



Image-text ad  
in the newsletter



Facebook post



3,930.– €\*



### Example Advertorial teaser:

**Anzeige**  
**Striegel von Wallner: Hohe Flächenleistungen möglich**  
Stroh verteilen, Ausfallgut zum Keimen bringen, die Strohreste beschleunigen und Unkraut bekämpfen: Striegel sind multifunktional.



### Example Facebook:

**agrarheute**  
Striegel von Wallner: Hohe Flächenleistungen möglich  
Stroh verteilen, Ausfallgut zum Keimen bringen, die Strohreste beschleunigen und Unkraut bekämpfen: Striegel sind multifunktional.



### Example Newsletter:

**Striegel von Wallner: Hohe Flächenleistungen möglich**  
Stroh verteilen, Ausfallgut zum Keimen bringen, die Strohreste beschleunigen und Unkraut bekämpfen: Striegel sind multifunktional.



### Example Advertorial text:

**agrarheute**  
**Striegel von Wallner: Hohe Flächenleistungen möglich**  
586601

\* Price only in combination with an advertorial. Links only to advertorial. ■ All rates in € plus statutory VAT.

More than 56,000 subscribers to the agrarheute-newsletter receive the latest news from agriculture and rural life directly to their mailbox every working day.

With an average open rate of 33%, the *agrarheute*-newsletter is well above the standard values.

### **agrarheute Newsletter**

- Newsletter dispatch every working day
- Current news of *agrarheute*
- Opening rate 33% (average)

### **Image-text display**

- Text (incl. spaces):
- Topic: max. 60 characters
- max. 250 characters
- Image: 600x240 pixel
- Copyright
- Linking: max. 25 characters



**Rate 665.– €\***

**1st display position, rate 795.– €\***

### **Recipient profile**



**Ø 56** years old



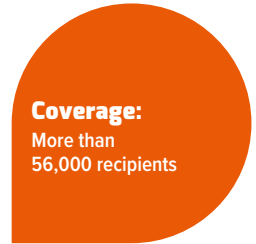
**85 %** male



**14 %** female



**75 %** active in the agricultural sector



### **Coverage:**

More than  
**56,000** recipients

### **Newsletter with your individual content**

#### **Stand-alone-Newsletter**

- your contents
- individualizable
- in the *agrarheute* look-and-feel
- to all *agrarheute*-newsletter recipients

Please reserve your  
desired date early.



**Rate 3,890.– €\***

**You will receive the current technical specifications together with the order confirmation.**

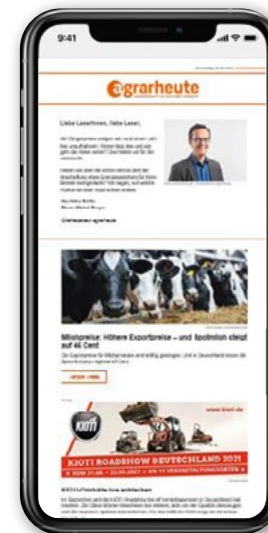
**Topic Newsletter**

- regular dispatch
- with editorial focus
- Advertising space limited to 3 positions

**Rate 960.– €\***

**1st display position, rate 1,150.– €\***

Month	Topics*	Date of dispatch
January	Manure	26.01.
February	Plant protection	16.02.
March	Smart farming – Technics & animal	15.03.
April	Grass land	19.04.
May	Plant protection	17.05.
	Variety guide	31.05.
June	Preliminary report Feldtage	07.06.
July	Stubble cultivation	12.07.
	Rapeseed	26.07.
August	Winter barley	23.08.
	Corn silage	06.09.
September	Energy	27.09.
	Pigs & Cattle	11.10.
November	Preliminary report Eurotier	08.11.
	Smart farming – Technics & animal	22.11.
December	Variety selection corn	06.12.



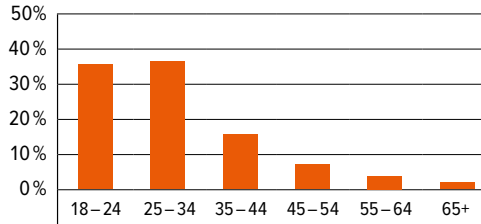
**You will receive the current technical specifications together with the order confirmation.**

\* We reserve the right to modify dates and/or topics. ■ All rates in € plus statutory VAT.



We provide you with our attractive advertising space on the *agrarheute* Instagram account. Interact directly with our & your target group.

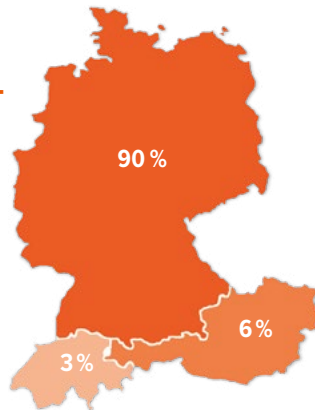
Reach digitally savvy users in the agricultural sector aged **18 – 65+** years:



Allocation: **Germany – Austria – Switzerland:**

= 86 %

= 14 %



**We recommend our Instagram-package:**

Story Ad



Feed Ad

for just **1,790.– €\***

### Story Ad

- Direct link to your website or product
- Direct interaction with users
- Online for 24 hours
- Monday – Friday

**Rate 1,250.– €\***

### Foto Ad

- Presentation in a clear and informative format
- Link to your profile
- Photos in square format or landscape format
- Unlimited availability in the feed
- Monday – Sunday

**Rate 1,150.– €\***

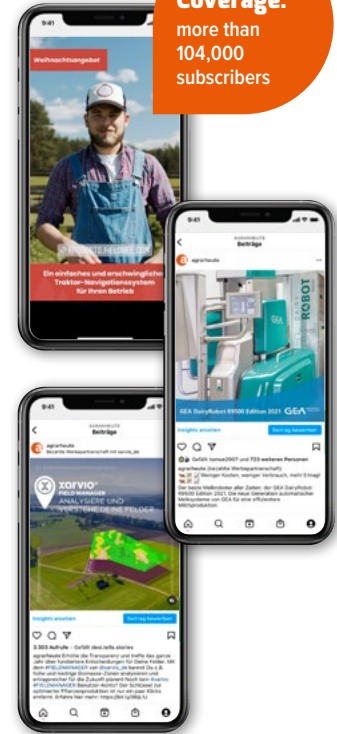
### Reel

- Visual, intense experience
- Extensive imparting of information
- Unlimited availability in the feed
- Monday – Saturday

**Rate 1,250.– €\***

**You will receive the current technical specifications from Meta together with the order confirmation.**

**Coverage:**  
more than **104,000** subscribers



Display Ads

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Reach the agricultural target group in the *agrarheute* Facebook feed. We share our information with over 116,000 fans.

**Sponsored Post**

- Image gallery (up to 15 images)
- Video (max. 3 min.)

Rate 1,150.– €\*

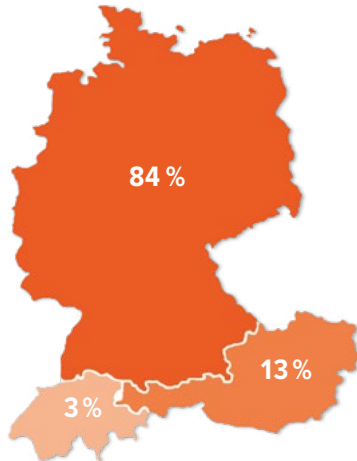
**Story Ad or Reel**

- Direct link to your website or product
- Direct interaction with users
- Online for 24 hours

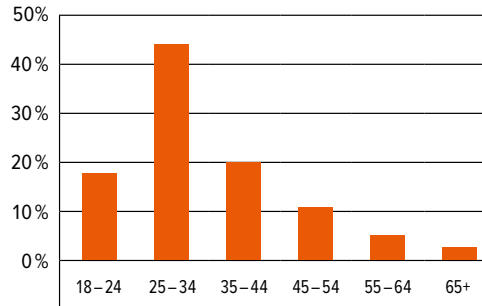
Rate 1,250.– €\*

**Allocation:**

**Germany – Austria – Switzerland:**

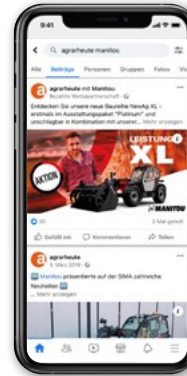


 = 84%     = 16%

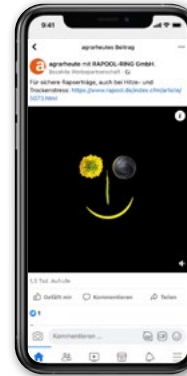


\* All rates in €, plus statutory VAT.

 **Example image:**



 **Example video:**



**Example story ad:**



**Coverage:**  
more than  
116,000 fans

You will receive the current technical specifications from Meta together with the order confirmation.



# Print Magazines

Agriculture in a nutshell. *agrarheute* is the national trade magazine for modern agriculture.

Every month we provide you with information on politics, technology, animal husbandry and arable farming – both in print and as a digital edition.

Producers are offered attractive opportunities to reach their target group.



## **agrarheute** **Agriculture in a nutshell**

### **agrarheute reports on**

- Technology and animal husbandry
- Crop production
- Politics and society

### **agrarheute analyses**

- Markets
- Trends
- Market niches

### **agrarheute conveys**

- Practical knowledge

**Qualified – entertaining – versatile**

## **agrarheute Magazin**

For every type of production

### **Reports, tests, analyses, knowledge for:**

- Fascination agriculture in all its forms
- Best practice examples
- Test reports based on heavy-duty use
- Operations management/controlling
- Markets and trends
- Agricultural management
- Optimal operations management
- Agricultural software
- Technology highlights/technology trends
- Animal husbandry
- Tips and trends for crop production
- Plant protection products
- Cultivation methods
- Staff management
- Tax advice/agricultural policy
- Variety selection

In a wide format with striking images, emotional and entertaining!



### **Target group:**

Farmers with medium to large farms, their families and employees

## **agrarheute Energie**

The key medium for energy crop farmers

### **Focus Points:**

- Biogas
- Technology trends
- Solar energy
- Wood use
- Energy crops
- Wind energy
- Bio fuels
- Business ideas
- Management
- Legal questions
- Practical examples

### **Target group:**

Active and potential energy crop farmers.



## agrارheute Rind



The key medium for beef cattle and dairy farms.

### Topics:

- Production
- Animal health
- Management
- Market information
- Case examples
- Practical tips

### Target group:

Growing beef cattle farms in the German-speaking regions.

## agrارheute Sortenführer



The essential, highly-respected reference work.

### Topics:

- Regional market overviews and quality standards
- Crops: Cereals, oilseed rape, maize, sugar beets, soy, catch crops

The **Sortenführer** is relevant for all crops and sowing dates throughout the whole year.

### Target group:

Arable and grassland farmers.

## agrارheute Schwein



The key medium for pig farms.

### Topics:

- Production
- Animal health
- Management
- Market information
- Case examples
- Practical tips

### Target group:

Growing pigs holder farms in the German-speaking regions.

## agrارheute Lohnunternehmer



For farms with high machine usage times and short restocking intervals.

### Topics:

- New trends
- Cost control using modern software
- Technical equipment
- New threshing methods
- Insurance policies
- Reports
- Best practice examples
- Communal services

### Target group:

Around 4,000 professional contractors plus approx. 6,000 large and growing agricultural businesses.

## agrارheute Traktoren



Complete market overview of all tractors distributed to the German market.

### Topics:

- Performance data
- Equipment versions

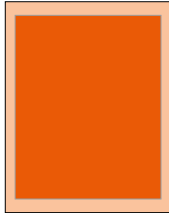
Clear and comparable in 70 pages of table.

### Target group:

Farmers with medium to large farms, their families and employees.

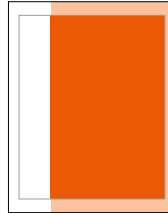
## Editorial section

1/1 page (976 mm)



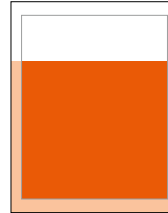
**P:** 194 × 244 mm  
**B:** 220 × 280 mm

3/4 page vertical



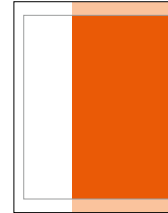
**P:** 144 × 244 mm  
**B:** 157 × 280 mm

3/4 page horizontal



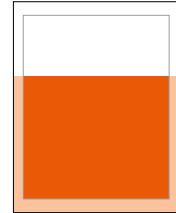
**P:** 194 × 183 mm  
**A:** 220 × 201 mm

2/3 page vertical



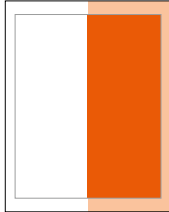
**P:** 127 × 244 mm  
**B:** 140 × 280 mm

2/3 page horizontal



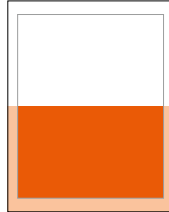
**P:** 194 × 162 mm  
**B:** 220 × 180 mm

1/2 page vertical



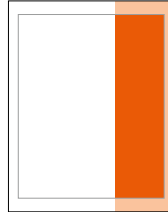
**P:** 94 × 244 mm  
**B:** 107 × 280 mm

1/2 page horizontal



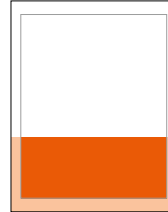
**P:** 194 × 122 mm  
**B:** 220 × 140 mm

1/3 page vertical



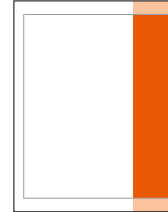
**P:** 60 × 244 mm  
**B:** 73 × 280 mm

1/3 page horizontal



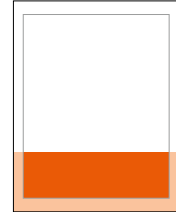
**P:** 194 × 81 mm  
**B:** 220 × 99 mm

1/4 page vertical



**P:** 44 × 244 mm  
**B:** 57 × 280 mm

1/4 page horizontal



**P:** 194 × 61 mm  
**B:** 220 × 79 mm

Display Ads

Content Advertising and Social Media

**Print Magazines**

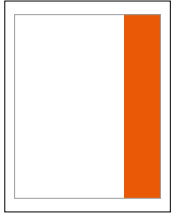
Specials

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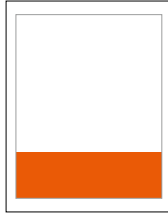
## Advertising sector

1/4 page vertical



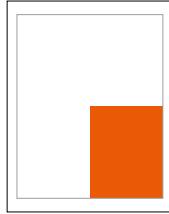
P: 44 × 244 mm

1/4 page horizontal



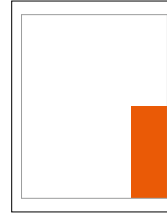
P: 194 × 61 mm

1/4 page 2 columns



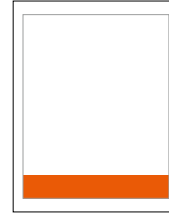
P: 94 × 122 mm

1/8 page vertical



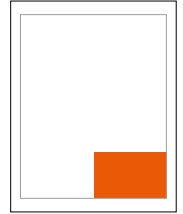
P: 44 × 122 mm

1/8 page horizontal



P: 194 × 30 mm

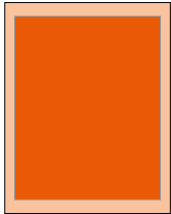
1/8 page 2 columns



P: 94 × 61 mm

## Preferred positioning

Cover pages



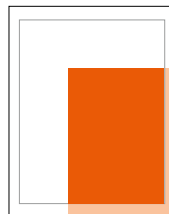
P: 194 × 244 mm  
B: 220 × 280 mm

2 × 1/2 page, panorama advertisement



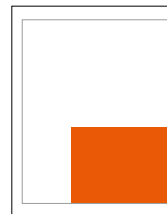
P: 414 × 122 mm  
B: 440 × 140 mm

Junior page



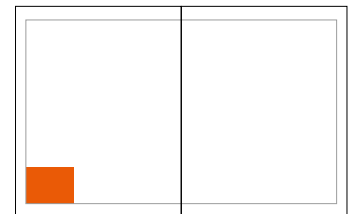
P: 127 × 180 mm  
B: 140 × 198 mm

Corner section advertisement



**Minimum format**  
P: 127 × 100 mm

Tile next to contents



P: 60 × 70 mm





**agrارheute – agriculture in a nutshell.**

**agrارheute – Reports, tests, analyses, knowledge on**

- Fascination agriculture in all its forms
- Best practice examples
- Test reports based on heavy-duty use
- Technology highlights/technology trends
- Tips and trends for crop production
- Plant protection products
- Cultivation methods
- Variety selection
- Optimal operations management
- Animal husbandry
- Markets and trends
- Agricultural management
- Operations management/controlling
- Tax advice/agricultural policy
- Staff management
- Agricultural software

**agrارheute –  
agriculture in a  
nutshell!**

**Also available as a digital edition!**

<b>Editorial section</b>	
1/1 page 4-c	9,620.– €
3/4 page 4-c	7,215.– €
2/3 page 4-c	6,413.– €
Juniorpage 4-c	5,050.50 €
1/2 page 4-c	4,810.– €
1/3 page 4-c	3,848.– €
1/4 page 4-c	2,886.– €
<b>Tile next to contents</b>	
60 mm × 70 mm (width × height)	1,725.50 €
<b>Corner section ad</b>	
Minimum format 100 mm	3,648.– €
<b>Advertisement next to contents</b>	
1/2 page vertical 4-c	5,531.50 €
<b>Advertisement next to editorial</b>	
1/3 page vertical 4-c	4,425.20 €
<b>Panorama ad</b>	
2 × 1/2 page 4-c	9,620.– €
<b>Cover pages</b>	
Cover page 2/4: 1/1 page 4-c	11,063.– €
Cover page 3: 1/1 page 4-c	10,582.– €
<b>Advertising section</b>	
1/4 page 4-c	2,405.– €
1/8 page 4-c	1,202.50 €

<b>Editorial section ad (Format 60 mm × max. 100 mm)</b>	
4-c per mm 1 column	24.65 €
<b>Advertisement by the millimetre</b>	
4-c per mm 1 column	9.86 €
<b>Job offer, job applications, obituaries, real estate ads</b>	
bw per mm 1 column	4.– €
4-c per mm 1 column	6.41 €

### Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

### Minimum format for panorama advertisement

2 × 1/4 page horizontal

### Chiffre toll inland and overseas

(including postage and tax)

12.– €

### Magazine size

220 mm × 280 mm (width × height)

### Print space

194 mm × 244 mm (width × height)

### Column width

Advertising section (4 column)	44 mm
Running text (3 column)	60 mm
Running text (4 column)	44 mm

### Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	950 mm	5 %	
6 ads	1,900 mm	10 %	
9 ads	4,750 mm	15 %	
12 ads	7,600 mm	20 %	
	9,500 mm	20 %	1 %
	11,400 mm	20 %	2 %
	13,300 mm	20 %	3 %
	15,200 mm	20 %	4 %
	17,100 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

#### Johann Entner

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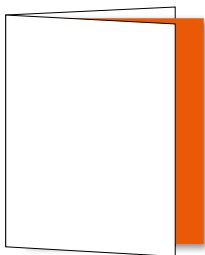
## Inserts

Weight	Rate per 1,000*
up to 25 g	240.– €
ea. additional 5 g	25.– €

\*Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

## Technical information

- Inserts must not be larger than the format 210 mm x 270 mm (width x height) and must not have a zigzag fold.
- The long side of the insert must always be closed.
- With special formats, folds or paper weights, it is always necessary to consult the publisher with authentic samples before production.
- Inserts must not contain any advertisements by other firms.



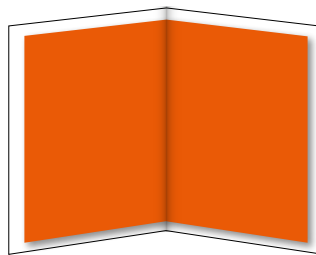
**i** Specifications →

## Bound-in booklets

Size	Weight	Rate
2 pages	up to 30 g	11,544.– €
4 pages	up to 30 g	17,316.– €
6 pages	up to 40 g	23,088.– €
8 pages	up to 50 g	29,822.– €

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format (folded and uncut): 228 mm width 290 mm height (head trim 5 mm, tail trim 5 mm, outside trim 5 mm, milled edge 3 mm).
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone.
- Glued insert on the bound-in booklet: Upon request with sample.



**i** Specifications →

## Your online presence

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Whether reach-oriented or very specific customer groups – on the digital channels of *agrارheute* we reach your target group e. g. from the subject area of technology and/or plants.

For more information, please contact your media consultant directly.



\*IVW June 2023

**Individual online campaigns on request**

Display Ads

Content Advertising and Social Media

**Print Magazines**

Specials

Specifications and General Data

Contacts

Issue	Dates	Topics	Trade fairs
January	1 P: 29.12.2023 A: 28.11.2023 C: 05.12.2023	<b>Crop production:</b> Start of the plant protection season; variety selection maize	Internationale Grüne Woche, Berlin 19. – 28.01.2024
February	2 P: 26.01.2024 A: 19.12.2023 C: 03.01.2024	<b>Crop production:</b> Variety selection summer tilliage; disease control winter cereals; fertiliser quality <b>Country &amp; Country life:</b> Ageing in agriculture – when the pension is not enough to live on	Biofach, Nürnberg 13. – 16.02.2024
March	3 P: 23.02.2024 A: 24.01.2024 C: 31.01.2024	<b>Crop production:</b> Maize sowing; biostimulants <b>Technics:</b> Maintaining grassland, meadows and pastures	
April	4 P: 28.03.2024 A: 28.02.2024 C: 06.03.2024	<b>Crop production:</b> Weed control in maize and potatoes <b>Technics:</b> Fertilisation technology <b>Country &amp; Country life:</b> Here, sustainable farmers get more money with less interest	agra 2024, Leipzig 11. – 14.04.2024
May	5 P: 26.04.2024 A: 25.03.2024 C: 03.04.2024	<b>Crop production:</b> Fungus control in potatoes and beets <b>Technics:</b> Grassland technology	
June	6 P: 31.05.2024 A: 29.04.2024 C: 07.05.2024	<b>Crop production:</b> Grain market/harvest forecast <b>Technics:</b> Field hygiene; harvest preparation	DLG Feldtage, Erwitte/Lippstadt 11. – 13.06.2024

Display Ads

Content Advertising and Social Media

[Print Magazines](#)

Specials

Specifications and General Data

Contacts

Issue	Dates	Topics	Trade fairs
July	7 P: 28.06.2024 A: 28.05.2024 C: 05.06.2024	<b>Crop production:</b> Variety selection oilseed rape; catch crops	
August	8 P: 26.07.2024 A: 26.06.2024 C: 03.07.2024	<b>Crop production:</b> Oilseed rape crop protection <b>Technics:</b> Harvesting technology; sowing technology <b>Animal:</b> Milk price index	
September	9 P: 30.08.2024 A: 31.07.2024 C: 07.08.2024	<b>Crop production:</b> Selection of winter cereal varieties, cereal herbicides <b>Technics:</b> Tillage technology	
October	10 P: 27.09.2024 A: 28.08.2024 C: 04.09.2024	<b>Crop production:</b> State variety trials <b>Technics:</b> Smart farming	
November	11 P: 25.10.2024 A: 24.09.2024 C: 01.10.2024	<b>Crop production:</b> Soil expertise and trends <b>Technics:</b> Technics for farm and stable	EuroTier, Hannover 12. – 15.11.2024 SIMA 2024, Paris – Villepinte (FR)
December	12 P: 29.11.2024 A: 29.10.2024 C: 06.11.2024	<b>Crop production:</b> Plant protection products 2025 <b>Technics:</b> Trends in forestry technology	





**agrarheute Rind**

The key medium for growing cattle-raising farms.

**Focuses:**

- Production
- Animal Health
- Management
- Market information
- Case studies
- Tips for use in practice

**Target group:**

Cattle and dairy farms in German-speaking countries

**Also available as a digital edition!**

Editorial section	
1/1 page 4-c	4,490.– €
3/4 page 4-c	3,367.50 €
2/3 page 4-c	2,993.– €
Juniorpage 4-c	2,357.– €
1/2 page 4-c	2,245.– €
1/3 page 4-c	1,796.– €
1/4 page 4-c	1,347.– €
Tile next to contents	
60 mm × 70 mm (width × height)	805.– €
Corner section ad	
Minimum format 100 mm	1,702.– €
Advertisement next to contents	
1/2 page vertical 4-c	2,582.– €
Advertisement next to editorial	
1/3 page vertical 4-c	2,065.– €
Panorama ad	
2 × 1/2 page 4-c	4,490.– €
Cover pages	
Cover page 2/4: 1/1 page 4-c	5,163.50 €
Cover page 3: 1/1 page 4-c	4,939.– €
Advertising section	
1/4 page 4-c	1,122.50 €
1/8 page 4-c	561.– €

Editorial section ad (Format 60 mm × max. 100 mm)	
4-c per mm 1 column	11.50 €
Advertisement by the millimetre	
4-c per mm 1 column	4.60 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	1.87 €
4-c per mm 1 column	2.99 €

### Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

### Minimum format for panorama advertisement

2 × 1/4 page horizontal

### Chiffre toll inland and overseas

(including postage and tax)

12.– €

### Magazine size

220 mm × 280 mm (width × height)

### Print space

194 mm × 244 mm (width × height)

### Column width

Advertising section (4 column)	44 mm
Running text (3 column)	60 mm
Running text (4 column)	44 mm

### Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	950 mm	5 %	
6 ads	1,900 mm	10 %	
9 ads	4,750 mm	15 %	
12 ads	7,600 mm	20 %	
	9,500 mm	20 %	1 %
	11,400 mm	20 %	2 %
	13,300 mm	20 %	3 %
	15,200 mm	20 %	4 %
	17,100 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

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### Georg Schrade

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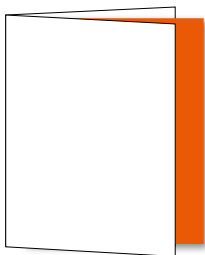
## Inserts

Weight	Rate per 1,000*
up to 25 g	240.– €
ea. additional 5 g	25.– €

\*Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

### Technical information

- Inserts must not be larger than the format 210 mm x 270 mm (width x height) and must not have a zigzag fold.
- The long side of the insert must always be closed.
- With special formats, folds or paper weights, it is always necessary to consult the publisher with authentic samples before production.
- Inserts must not contain any advertisements by other firms.



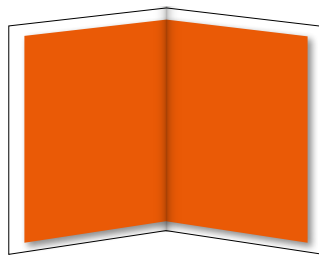
**i** Specifications →

## Bound-in booklets

Size	Weight	Rate
4 pages	up to 30 g	8,082.– €
8 pages	up to 50 g	13,919.– €

### Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format (folded and uncut): 228 mm width 290 mm height (head trim 5 mm, tail trim 5 mm, outside trim 5 mm, milled edge 3 mm).
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone.
- Glued insert on the bound-in booklet: Upon request with sample.



**i** Specifications →

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\*IVW June 2023

**Individual online campaigns on request**

Issue		Dates	Topics	Trade fairs
January	1	P: 29.12.2023 A: 28.11.2023 C: 05.12.2023	Metabolic health	Internationale Grüne Woche, Berlin 19. – 28.01.2024
February	2	P: 26.01.2024 A: 19.12.2023 C: 03.01.2024	Calf husbandry	Biofach, Nürnberg 13. – 16.02.2024
March	3	P: 23.02.2024 A: 24.01.2024 C: 31.01.2024	Basic feed/grass silage	
April	4	P: 28.03.2024 A: 28.02.2024 C: 06.03.2024	Stable construction	
May	5	P: 26.04.2024 A: 25.03.2024 C: 03.04.2024	Udder health	
June	6	P: 31.05.2024 A: 29.04.2024 C: 07.05.2024	Fertility	DLG Feldtage, Mannheim 11. – 13.06.2024

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.

Issue		Dates	Topics	Trade fairs
July	7	P: 28.06.2024 A: 28.05.2024 C: 05.06.2024	Milking technology	
August	8	P: 26.07.2024 A: 26.06.2024 C: 03.07.2024	Maize silage	
September	9	P: 30.08.2024 A: 31.07.2024 C: 07.08.2024	Calf husbandry	
October	10	P: 27.09.2024 A: 28.08.2024 C: 04.09.2024	Dry cows	
November	11	P: 25.10.2024 A: 24.09.2024 C: 01.10.2024	EuroTier	EuroTier, Hannover 12. – 15.11.2024 SIMA, Paris (FR) 24. – 28.11.2024
December	12	P: 29.11.2024 A: 29.10.2024 C: 06.11.2024	Hoof health	

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.



**agrارheute Schwein**

The key medium for growing pig farmers.

**Focuses:**

- Production
- Animal Health
- Management
- Market information
- Case studies
- Tips for use in practice

**Target group:**

Pig farms in German-speaking countries

**Also available as a digital edition!**



Display Ads	Content Advertising and Social Media	<b>Print Magazines</b>	Specials	Specifications and General Data	Contacts
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Editorial section	
1/1 page 4-c	4,490.– €
3/4 page 4-c	3,367.50 €
2/3 page 4-c	2,993.– €
Juniorpage 4-c	2,357.– €
1/2 page 4-c	2,245.– €
1/3 page 4-c	1,796.– €
1/4 page 4-c	1,347.– €
Tile next to contents	
60 mm × 70 mm (width × height)	805.– €
Corner section ad	
Minimum format 100 mm	1,702.– €
Advertisement next to contents	
1/2 page vertical 4-c	2,582.– €
Advertisement next to editorial	
1/3 page vertical 4-c	2,065.– €
Panorama ad	
2 × 1/2 page 4-c	4,490.– €
Cover pages	
Cover page 2/4: 1/1 page 4-c	5,163.50 €
Cover page 3: 1/1 page 4-c	4,939.– €
Advertising section	
1/4 page 4-c	1,122.50 €
1/8 page 4-c	561.– €

Editorial section ad (Format 60 mm × max. 100 mm)	
4-c per mm 1 column	11.50 €
Advertisement by the millimetre	
4-c per mm 1 column	4.60 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	1.87 €
4-c per mm 1 column	2.99 €

### Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

### Minimum format for panorama advertisement

2 × 1/4 page horizontal

### Chiffre toll inland and overseas

(including postage and tax)

12.– €

### Magazine size

220 mm × 280 mm (width × height)

### Print space

194 mm × 244 mm (width × height)

### Column width

Advertising section (4 column)	44 mm
Running text (3 column)	60 mm
Running text (4 column)	44 mm

### Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	950 mm	5 %	
6 ads	1,900 mm	10 %	
9 ads	4,750 mm	15 %	
12 ads	7,600 mm	20 %	
	9,500 mm	20 %	1 %
	11,400 mm	20 %	2 %
	13,300 mm	20 %	3 %
	15,200 mm	20 %	4 %
	17,100 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

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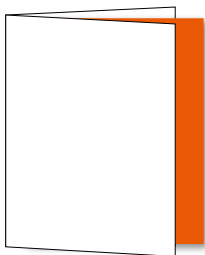
## Inserts

Weight	Rate per 1,000*
up to 25 g	240,- €
ea. additional 5 g	25,- €

\*Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

## Technical information

- Inserts must not be larger than the format 210 mm x 270 mm (width x height) and must not have a zigzag fold.
- The long side of the insert must always be closed.
- With special formats, folds or paper weights, it is always necessary to consult the publisher with authentic samples before production.
- Inserts must not contain any advertisements by other firms.



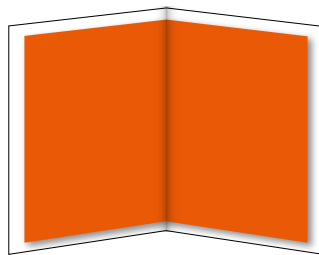
**i** Specifications →

## Bound-in booklets

Size	Weight	Rate
4 pages	up to 30 g	8.082,- €
8 pages	up to 50 g	13.919,- €

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format (folded and uncut): 228 mm width 290 mm height (head trim 5 mm, tail trim 5 mm, outside trim 5 mm, milled edge 3 mm).
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone.
- Glued insert on the bound-in booklet: Upon request with sample.



**i** Specifications →

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\*IVW June 2023

**Individual online campaigns on request**

Display Ads

Content Advertising and Social Media

[Print Magazines](#)

Specials

Specifications and General Data

Contacts

Issue		Dates	Topics	Trade fairs
January	1	P: 29.12.2023 A: 28.11.2023 C: 05.12.2023	Breeding	Internationale Grüne Woche, Berlin 19. – 28.01.2024
February	2	P: 26.01.2024 A: 19.12.2023 C: 03.01.2024	Feed equipment	Biofach, Nürnberg 13. – 16.02.2024
March	3	P: 23.02.2024 A: 24.01.2024 C: 31.01.2024	Animal health	
April	4	P: 28.03.2024 A: 28.02.2024 C: 06.03.2024	Hygiene	
May	5	P: 26.04.2024 A: 25.03.2024 C: 03.04.2024	Fertility management	
June	6	P: 31.05.2024 A: 29.04.2024 C: 07.05.2024	Animal welfare	DLG Feldtage, Mannheim 11. – 13.06.2024

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.

Display Ads	Content Advertising and Social Media	<a href="#">Print Magazines</a>	Specials	Specifications and General Data	Contacts
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Issue	Dates	Topics	Trade fairs
July	7 P: 28.06.2024 A: 28.05.2024 C: 05.06.2024	Technology for animal husbandry	
August	8 P: 26.07.2024 A: 26.06.2024 C: 03.07.2024	Stable construction	
September	9 P: 30.08.2024 A: 31.07.2024 C: 07.08.2024	Animal health	
October	10 P: 27.09.2024 A: 28.08.2024 C: 04.09.2024	Feed management	
November	11 P: 25.10.2024 A: 24.09.2024 C: 01.10.2024	EuroTier	EuroTier, Hannover 12. – 15.11.2024 SIMA, Paris (FR) 24. – 28.11.2024
December	12 P: 29.11.2024 A: 29.10.2024 C: 06.11.2024	Piglet husbandry	

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.



**agrarheute Energie**

The key medium for energy farmers.

**Focuses:**

- Biogas
- Solar energy
- Timber use
- Energy crops
- Wind energy
- Bio fuels
- Business ideas
- Technology trends
- Management
- Legal issues
- Practical examples

**Target group:**

Active and potential energy farmers.

**Also available as a digital edition!**

Editorial section	
1/1 page 4-c	2,050.– €
3/4 page 4-c	1,537.50 €
2/3 page 4-c	1,367.– €
Juniorpage 4-c	1,076.– €
1/2 page 4-c	1,025.– €
1/3 page 4-c	820.– €
1/4 page 4-c	615.– €
Tile next to contents	
60 mm × 70 mm (width × height)	367.50 €
Corner section ad	
Minimum format 100 mm	777.– €
Advertisement next to contents	
1/2 page vertical 4-c	1,179.– €
Advertisement next to editorial	
1/3 page vertical 4-c	943.– €
Panorama ad	
2 × 1/2 page 4-c	2,050.– €
Cover pages	
Cover page 2/4: 1/1 page 4-c	2,357.50 €
Cover page 3: 1/1 page 4-c	2,255.– €
Advertising section	
1/4 page 4-c	513.50 €
1/8 page 4-c	256.– €

Editorial section ad (Format 60 mm × max. 100 mm)	
4-c per mm 1 column	5.25 €
Advertisement by the millimetre	
4-c per mm 1 column	2.10 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	0.85 €
4-c per mm 1 column	1.37 €

### Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

### Minimum format for panorama advertisement

2 × 1/4 page horizontal

### Chiffre toll inland and overseas

(including postage and tax) 12.– €

### Magazine size

220 mm × 280 mm (width × height)

### Print space

194 mm × 244 mm (width × height)

### Column width

Advertising section (4 column)	44 mm
Running text (3 column)	60 mm
Running text (4 column)	44 mm

### Frequency discount within a contract year

Frequency discount	Volume discount	Discount
2 ads	950 mm	5 %
3 ads	1,900 mm	10 %
4 ads	2,850 mm	15 %
–	3,800 mm	20 %

Inserts, tip-ons and occasional business advertisements are charged without discount.

### Johann Entner

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Phone +49 89 12705-265  
johann.entner@dlv.de





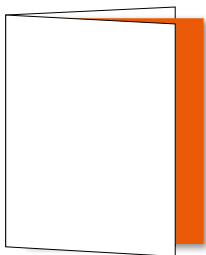
## Inserts

Weight	Rate per 1,000*
up to 25 g	240.– €
ea. additional 5 g	25.– €

\*Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

## Technical information

- Inserts must not be larger than the format 210 mm x 270 mm (width x height) and must not have a zigzag fold.
- The long side of the insert must always be closed.
- With special formats, folds or paper weights, it is always necessary to consult the publisher with authentic samples before production.
- Inserts must not contain any advertisements by other firms.



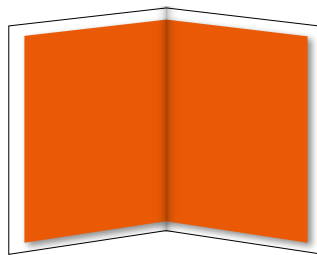
**i** Specifications →

## Bound-in booklets

Size	Weight	Rate
4 pages	up to 30 g	3,690.– €
8 pages	up to 50 g	6,355.– €

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format (folded and uncut): 228 mm width 290 mm height (head trim 5 mm, tail trim 5 mm, outside trim 5 mm, milled edge 3 mm).
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone.
- Glued insert on the bound-in booklet: Upon request with sample.



**i** Specifications →

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With over 19 million page impressions per month and over 56,000 newsletter recipients, *agrارheute.com* offers you the ideal opportunity for a digital extension of your campaign in the desired target group.

Whether reach-oriented or very specific customer groups – on the digital channels of *agrارheute* we reach your target group e. g. from the subject area of technology and/or plants.

For more information, please contact your media consultant directly.



\*IVW June 2023

**Individual online campaigns on request**

Issue		Dates	Topics	Trade fairs
März	1	P: 23.02.2024 A: 24.01.2024 C: 31.01.2024	<b>Biogas:</b> utilising food waste <b>Photovoltaic system:</b> Module cleaning	Biogas Infotage, Ulm 31.01. – 11.02.2024
Mai	2	P: 24.04.2024 A: 25.03.2024 C: 03.04.2024	<b>Biogas:</b> Miscanthus in the biogas plant <b>Wood:</b> When do wood gas systems start to pay off?	IFAT München, München 13. – 17.05.2024 Intersolar, München 14. – 16.06.2023
August	3	P: 26.07.2024 A: 23.06.2024 C: 03.07.2024	<b>Biogas:</b> Carbon Capture – Actively lower CO <sub>2</sub> <b>Energy-efficient refurbishment:</b> Insulating and renovating a farmhouse	
November	4	P: 25.10.2024 A: 24.09.2024 C: 01.10.2024	<b>Biogas:</b> Fuels – where the market is heading <b>Photovoltaic system:</b> News from the EnergyDecentral	EnergyDecentral, Hannover 12. – 15.11.2024

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.

Display Ads

Content Advertising and Social Media

Print Magazines

**Specials**

Specifications and General Data

Contacts



*agrarheute Sortenfürer*

**Circulation:** 60,548

**Publication date:** 26.05.2024

**Advertising deadline:** 12.04.2024

**Copy deadline:** 18.04.2024

**ISSN:** 2568-1184



*agrarheute Traktoren*

**Circulation:** 60,548

**Publication date:** 30.11.2024

**Advertising deadline:** 16.10.2024

**Copy deadline:** 16.10.2024

**ISSN:** 2568-115X



*agrarheute Lohnunternehmer*

**Circulation:** 10,500

**Publication date:** 26.07.2024

**Advertising deadline:** 10.06.2024

**Copy deadline:** 13.06.2024

**ISSN:** 2568-1141

**1 year advertising effect in your target group with only 1 ad!**

Display Ads	Content Advertising and Social Media	Print Magazines	<b>Specials</b>	Specifications and General Data	Contacts
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Editorial section	Sortenführer	Traktorenheft	Lohnunternehmer
1/1 page 4-c	9,620.– €	9,620.– €	3,690.– €
3/4 page 4-c	7,215.– €	7,215.– €	2,767.50 €
2/3 page 4-c	6,413.– €	6,413.– €	2,460.– €
Juniorpage 4-c	5,050.50 €	5,050.50 €	1,937.– €
1/2 page 4-c	4,810.– €	4,810.– €	1,845.– €
1/3 page 4-c	3,848.– €	3,848.– €	1,476.– €
1/4 page 4-c	2,886.– €	2,886.– €	1,107.– €
mm 4-c	24.65 €	24.65 €	9.45 €
<b>Panorama ad</b>			
2 × 1/2 page 4-c	9,620.– €	9,620.– €	3,690.– €
<b>Cover pages</b>			
Cover page 2: 1/1 page 4-c + flap	– €	18,438.– €	– €
Cover page 2/4: 1/1 page 4-c	11,063.– €	11,063.– € (only 4. US)	4,243.50 €
Cover page 3: 1/1 page 4-c	10,582.– €	10,582.– €	4,059.– €
<b>Corner section ad</b>			
Minimum format 100 mm	3,648.– €	3,648.– €	1,398.– €
<b>Advertisement next to contents</b>			
1/2 page vertical 4-c	5,531.– €	5,531.– €	2,122.– €
<b>Advertisement next to editorial</b>			
1/3 page vertical 4-c	4,425.– €	4,425.– €	1,697.– €
<b>Advertising section</b>			
1/4 page 4-c	2,405.– €	2,405.– €	922.50 €
1/8 page 4-c	1,202.50 €	1,202.50 €	461.– €
mm 4-c	9.86 €	9.86 €	3.78 €

Display Ads







Content Advertising and Social Media

Print Magazines

**Specials**

Specifications and General Data

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Special advertisements	<i>agrارheute Magazin</i>	<i>agrارheute Rind</i>	<i>agrارheute Schwein</i>	<i>agrارheute Energie</i>
<b>Tip-on advertisement per 1,000</b> + 1/1 page carrier display				
	112.– €	112.– €	112.– €	112.– €
<b>Halfcover</b>				
	15,969.20 €	7,453.40 €	7,453.40 €	3,404.– €
<b>Gate fold</b>				
	36,556.– €	17,062.– €	17,062.– €	7,790.– €
<b>Flap</b>				
	32,708.– €	15,266.– €	15,266.– €	6,970.– €
<b>Tile next to contents</b>				
	1,725.50 €	805.– €	805.– €	367.50 €
<b>Split banderole</b> always + Cover page 4				
	29,341.– €	14,971.– €	14,971.– €	4,438.– €

## Printing process

Cover: Sheetfed offset

Inside part: webfed offset

## Processing

Adhesive binding: *agrارheute Magazin/Pflanze + Technik, agrارheute* Traktoren

Wire stitching: *agrارheute Rind/Schwein/Energie, agrارheute* Sortenführer, *agrارheute* Lohnunternehmer

## Data transmission

Email

## File formats

Print-optimised PDF (Standard X1a)

Other file formats or open files available on request only.

Colour images always in CMYK mode (4-c)

Resolution at least 300 dpi  
(600 dpi for ads in bw)

## Print profile

[www.dlv.de/agrarheute](http://www.dlv.de/agrarheute)

## Proof

A colour-true proof is essential and must be sent to the publishers' or printers' before the print run. Without this, we cannot guarantee the quality of printing and accuracy of the advertisement's motif. Where no proof has been provided, we cannot accept complaints.

## Colour advertisement production

Euroscale printing: Colour shades are achieved through combination printing. Deviations in the range of toleration correspond with the current status of offset printing technology. Special colours are only possible on the cover pages!

Shades that cannot be created from the Euroscale (HKS special colours) are possible on request – additional costing!

## Samples for inserts, bound-in booklets, glued-in inserts

Before accepting an order, the publisher requires five authentic samples by the deadline for advertisements in the relevant issue:

## Deutscher Landwirtschaftsverlag GmbH

Anzeigen *agrارheute Magazin*

Lothstr. 29, 80797 München, Germany

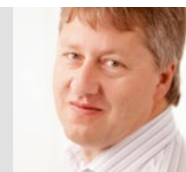
The authenticity of fulfilment of an order cannot be finally decided upon until the samples have been submitted.

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Ad Management

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## Sabine Billes

Ad Management

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[sabine.billes@dlv.de](mailto:sabine.billes@dlv.de)



## Electronic Data transmission

[hermann.messmer@dlv.de](mailto:hermann.messmer@dlv.de)

Transfer of the data only with accurate statements of the customer's name, property, issue no. and content of the print material transfer.

## Delivery address for inserts, bound-in booklets, glued-in inserts

"*agrارheute*" to:

Mayr Miesbach GmbH

Ms. Lisa Zollner

Am Windfeld 21, 83714 Miesbach, Germany

## Delivery Date

Inserts, bound-in booklets and glued-in inserts must be delivered by 14 days before the publication of the magazine.

Volume of the issue required upon request, plus 3% surcharge.



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