



Media Kit 2024

bienen&natur
Beekeeping.
Understanding a world.

- for professionals and young beekeepers
- Europe's highest-circulation beekeeping magazine Europas



The bee colony – a highly complex organism. Real **swarm intelligence**. We are always **fascinated by the bees**, love and understand them and yet are constantly **learning**. We want to pass on this **knowledge**: Hobby beekeepers, expert advisors and bee researchers report to us. In this way, we can depict **beekeeping in all its facets** and, together with the associations, network our beekeeping community. Using bees and protecting bees – for us this is not a contradiction but a **lived experience**.
Beekeeping. Understanding a world.

Printed Magazine

Special Editions

Website

Newsletter

Social Media

Podcast

Competitions

Specifications/Technical Data

Contacts





bienen&natur is the highest-circulation beekeeping magazine in Europe.

With the knowledge of hobby beekeepers, specialist advisors and bee researchers *bienen&natur* covers all facets of beekeeping and, together with the associations, networks the beekeeping community.

Publication frequency: monthly

Distribution area: Germany, Austria, Switzerland

Distributed Circulation: 35,132 copies (IVW II/2023)

Sold Circulation: 33,768 copies (IVW II/2023)

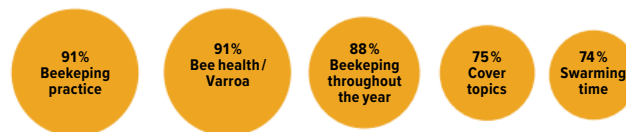
Subscription rate: 62.– €*



Results from the *bienen&natur* reader survey:

- 70% men, 30% women
- Average age 50 years
- Median: 7 bee colonies
- Membership of beekeeping association: 52% with frequent participation, 25% with irregular participation, 12% participation, 12% rather passive
- Hive types: 50% Zander, 25% Deutsch Normalmaß, 18% Dadant
- Frequently used sources to find out about bee keeping: 74% magazines, 43% books, 37% search engines.

Topics of Interest in the Magazine



Printed Magazine	Special Editions	Website	Newsletter	Social Media	Podcast	Competitions	Specifications/Technical Data	Contacts
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Issue	Date	Topic
January 1	P: 28.12.2023 A: 30.11.2023 C: 04.12.2023	Honey on the global market
February 2	P: 27.01.2024 A: 03.01.2024 C: 05.01.2024	Customised brood box
March 3	P: 28.02.2024 A: 01.02.2024 C: 07.02.2024	Mating hive
April 4	P: 28.03.2024 A: 29.02.2024 C: 05.03.2024	Migration
May 5	P: 27.04.2024 A: 02.04.2024 C: 04.04.2024	Honey extractors
June 6	P: 28.05.2024 A: 30.04.2024 C: 02.05.2024	Biotechnical varroa control

Issue	Date	Topic
July 7	P: 28.06.2024 A: 29.05.2024 C: 05.06.2024	Comb hygienic
August 8	P: 27.07.2024 A: 01.07.2024 C: 04.07.2024	Wesps
September 9	P: 28.08.2024 A: 30.07.2024 C: 01.08.2024	Reposting
October 10	P: 28.09.2024 A: 02.09.2024 C: 04.09.2024	Bio beekeeping
November 11	P: 29.10.2024 A: 30.09.2024 C: 02.10.2024	Bacteria in the beehive
December 12	P: 28.11.2024 A: 30.10.2024 C: 04.11.2024	Honey in nutrition

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Editorial section



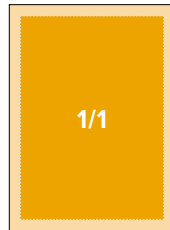
Cover page 2/4
6,440.– €

Cover page 3
6,160.– €

1/1 Cover pages

P: 184 × 270 mm

B: 210 × 297 mm

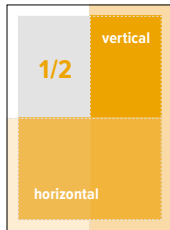


5,600.– €

1/1 page

P: 184 × 270 mm

B: 210 × 297 mm



2,800.– €

1/2 page vertical

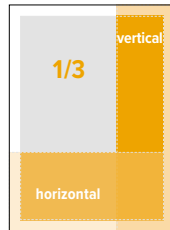
P: 90 × 270 mm

B: 103 × 297 mm

1/2 page horizontal

P: 184 × 135 mm

B: 210 × 150 mm



2,090.– €

1/3 page vertical

P: 58 × 270 mm

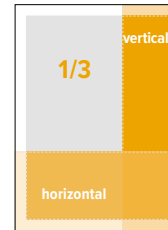
B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm

B: 210 × 105 mm

Advertising section



4-c 1,870.– €

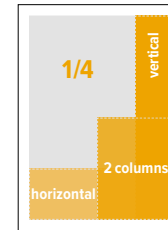
bw 1,070.– €

1/3 page vertical

P: 58 × 270 mm

1/3 page horizontal

P: 184 × 90 mm



4-c 1,400.– €

bw 800.– €

1/4 page vertical

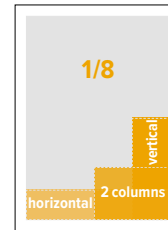
P: 43 × 270 mm

1/4 page horizontal

P: 184 × 67 mm

1/4 page 2 columns

P: 90 × 135 mm



4-c 700.– €

bw 400.– €

1/8 page vertical

P: 43 × 135 mm

1/8 page horizontal

P: 184 × 33 mm

1/8 page 2 columns

P: 90 × 67 mm



4-c 350.– €

bw 200.– €

1/16 page vertical

P: 43 × 67 mm

1/16 page 2 columns

P: 90 × 33 mm

P: Print space **B:** Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin.

All formats of width x height. ■ All rates in €, plus statutory VAT.

[Printed Magazine](#)

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Rates per mm Advertising section

bw per mm 3.24 €
4-c per mm 5.65 €

Discount in the event of acceptance within a contract year

Frequency discount	Volumen discount	Discount
3 ads	1,000 mm	5 %
6 ads	3,000 mm	10 %
9 ads	6,000 mm	15 %
12 ads	10,000 mm	20 %

Inserts, glued-in booklets and classified business advertisements are billed without discount.

Magazine size

210 mm × 297 mm (width x height)

Print space

184 mm × 270 mm (width x height)

Column width

Advertising section (3 columns) 43 mm
Textual advertisement (3 columns) 58 mm

Inserts

Weight	Rate per 1,000*
up to 25 g	169.– €
ea. additional 5 g	21.– €

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

Information on enclosure advertising in the retail sales section

Special formats for enclosures in retail/trade section are available on request. Requirement: Binding samples must be provided well before the advertisement deadline in order to clarify technical processing options and deadlines.

i Specifications →



Inserts



Bound-in booklets



Glued-in inserts/Tip-on ads

Bound-in booklets

Size	Weight	Rates
4-pages	up to 30 g	8,400.– €
8-pages	up to 50 g	14,000.– €

i Specifications →

Glued-in inserts/Tip-on ads

Format	Rate per 1,000
Standard postcard	120.– €
Glued-in inserts, Booklet up to 25 g	125.– €
Glued-in CD/DVD 125 x 125 mm	on request

i Specifications →

Special issue „Forming offspring“

This *bienen&natur* special issue provides beekeepers with beekeepers with background knowledge, practical tips and instructions on the various methods methods of offshoot formation, the propagation of queens queens and the first steps towards breeding.



Example image

Circulation: 12,000

Magazine Format: 210 mm × 297 mm (W×H)

Type area: 184 mm × 270 mm (W×H)

Dates:

Publication date: 09. April 2024

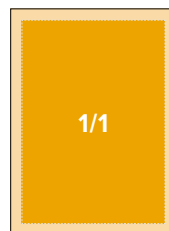
Advertising deadline: 01. March 2024

Copy deadline: 06. March 2024



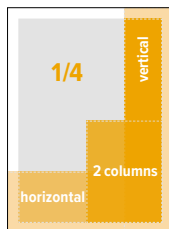
Cover page 2/4 4,900.– €
Cover page 3 4,700.– €

1/1 Cover pages
P: 184 × 270 mm
B: 210 × 297 mm



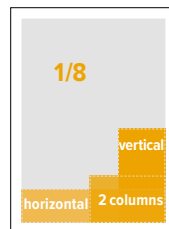
4,260.– €

1/1 Seite
P: 184 × 270 mm
B: 210 × 297 mm



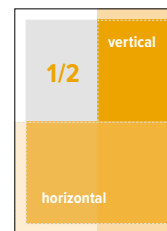
1,140.– €

1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm
1/4 page horizontal
P: 184 × 67 mm
A: 210 × 82 mm
1/4 page 2 columns
P: 90 × 135 mm



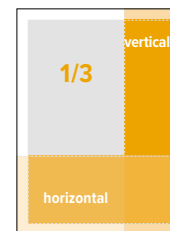
831.– €

1/8 page vertical
P: 43 × 135 mm
1/8 page horizontal
P: 184 × 33 mm
1/8 page 2 columns
P: 90 × 67 mm



2,130.– €

1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm
1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm



1,590.– €

1/3 page vertical
P: 58 × 270 mm
B: 71 × 297 mm
1/3 page horizontal
P: 184 × 90 mm
B: 210 × 105 mm

Inserts

Weight	Rates per 1,000*
up to 25 g	150.– €
ea. additional 5 g	21.– €

* Postal distribution fees are included in the price.

i Specifications →

P: Print space, **B:** Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin. All formats of width x height. All rates in €, plus statutory VAT.

Printed Magazine

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On the digital channels of *bienen&natur*, the editorial team provides the latest practical tips, always in line with the respective season. Beekeepers can find current topics on social media, but also surprising facts and humour. The *bienen&natur* community can exchange ideas and report on their own beekeeping experiences.

Website



Ø 72,400 visits/month

Digital Issue



1,340 subscribers

Newsletter



25,080 subscribers

Opening rate Ø 54 %

Social Media



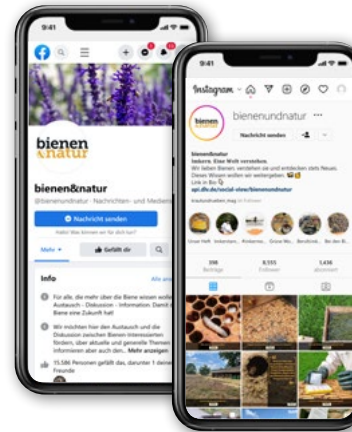
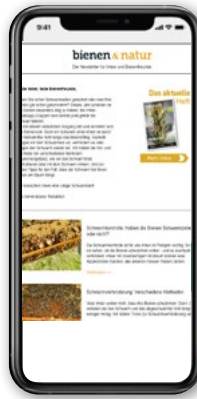
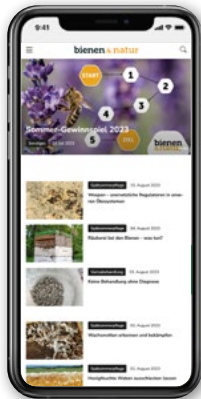
Facebook: 17,250 follower

Instagram: 12,400 follower

Podcast



Ø 80,000 Audience per episode



[Website →](#)

[Digital issue →](#)

[Newsletter →](#)

[Facebook →](#)

[Instagram →](#)

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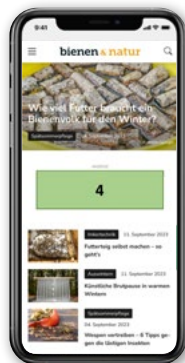
Specifications/Technical Data

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Display Ads

The display ads offer you visibility and high reach for your advertising message in the reliable editorial environment of the *bienen&natur* website.

i Specifications →



Standard formats also possible as Ad Bundle		Fixed price per month	Desktop	Mobile
1	Leaderboard (728 × 90 px)	750.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	Skyscraper (120 × 600 px)	750.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Medium Rectangle (300 × 250 px)	750.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (320 × 100 px)	750.– €	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Large size				
5	Halfpage Ad (300 × 600 px)	950.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Video				
	Video-Ad (550 × 350 px)	1,150.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Digital-Advertorial

The advertorial is used to present complex information. It is published in the look & feel of the editorial articles on *www.bienenundnatur.de*. Advertorial teasers are displayed on the homepage of the website as well as at all sections and article pages.

Advertorial	Rates
4 weeks runtime	950.– €
Ad-on options*	
Integration in the weekly newsletter	250.– €
Facebook Ad	250.– €
Instagram Ad	250.– €

i Specifications →

We recommend our Advertorial-package*

Advertorial	
+ Newsletter	1,350.– €*
+ Facebook or Instagram	

* Link to the advertorial included



Over 25,000 subscribers to the *bienen&natur* newsletter receive the latest news about beekeeping and apiculture direct to their inbox every month. The newsletter has an excellent open rate of 54% on average.

Your advert in the newsletter drives traffic directly to your website or online shop, and you provide us with the image and text. We take care of the design.

Editorial newsletter

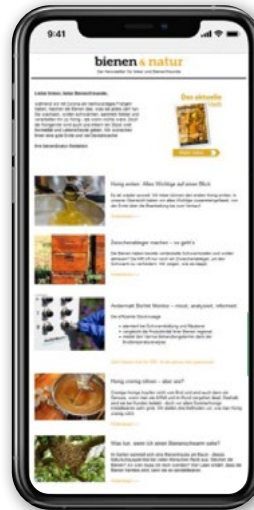
Your advert is directly integrated and thus becomes a fixed editorial component of the newsletter.

Rate 770.– €

i Specifications →

Publication date/ Topic:

- **04.01.24:** Plan now and stress-free beekeeping in spring
- **01.02.24:** Checking the food supply
- **07.03.24:** How to get the bees out of winter safely
- **04.04.24:** Bee migration
- **02.05.24:** Offshoots: Young colonies for the future
- **06.06.24:** Stirring honey until creamy
- **04.07.24:** Biotechnical varroa control
- **01.08.24:** Midsummer: Bees need water too
- **05.09.24:** Fed enough? Feeding tips
- **04.10.24:** Ready for winter? Winterising the apiary
- **07.11.24:** Winter treatment with oxalic acid
- **05.12.24:** Gift ideas for Christmas

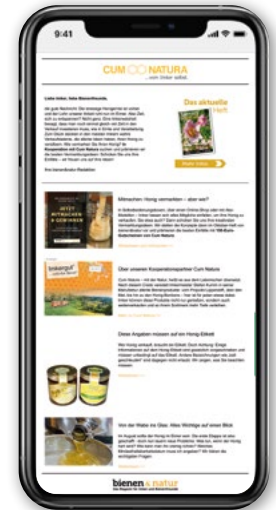


Stand-Alone-Newsletter

- Your information about your products and/or services will be sent exclusively and in the look of *bienen&natur* to newsletter subscribers.
- You are free to choose the day of dispatch

Rate 1,690.– €

i Specifications →





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Facebook



Foto Ad

- direct linking to your website
- direct interaction
- unlimited availability

i Specifications →



Video Ad

- visual, intense experience
- comprehensive communication of information

Rate each 750.– €

Instagram



Story Ad

- high attention for 24 hours
- direct linking to your website

i Specifications →

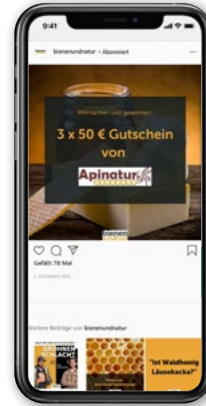
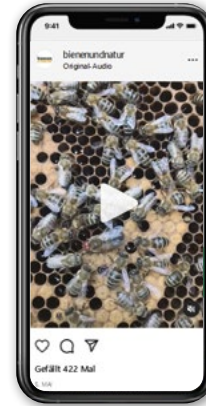


Foto Ad

- clear and informative format
- unlimited availability in the feed



Video Ad

- visual, intense experience
- comprehensive communication of information

Rate each 550.– €

We recommend our Instagram-package

Story Ad + Foto Ad

900.– €

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The editorial concept

How do you beekeep correctly? This is a question that even professionals. In the **bienen&natur podcast Drone Battle – Two beekeepers, three opinions** discuss Boris and Eddie discuss practical beekeeping topics and talk about their moments of happiness with bees.

The podcasters

Boris Bücheler is editor-in-chief of *bienen&natur*, Edward Obika is a master beekeeper. Both have a beekeeping business on the side, have plenty of experience with bees – and yet and yet they don't always agree.

The podcast listeners

All beekeepers and bee lovers. Boris and Eddie give tips for young beekeepers, but also tell you how you can beekeeping can be continuously improved.

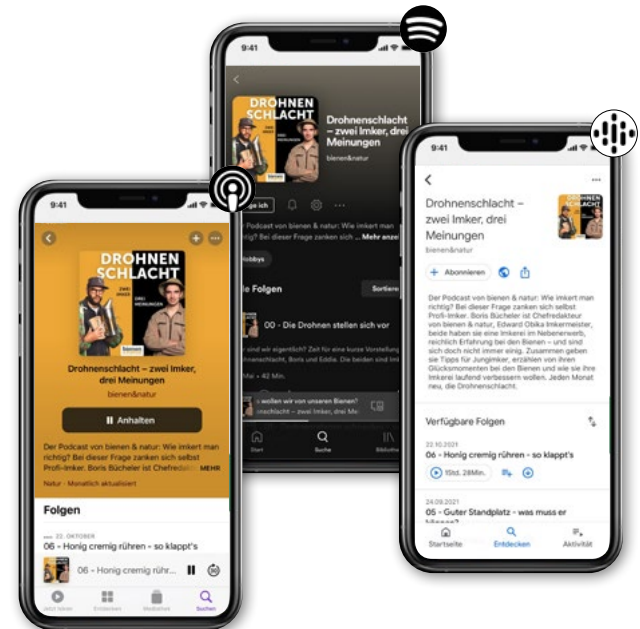
Facts

- Start: May 2021
- Number: 15 episodes (until May 2023)
- Reach: 1,270,000 views (until May 2023)
- 0 audio impressions: 80,000 views per episode
- Frequency: one episode every 1 to 2 months
- Length: 60 to 150 min.
- Distribution: on all channels of *bienen&natur* and on all other platforms where podcasts are available (Spotify, Apple, YouTube etc.)
- Advertising integration: Native audio spot

Your advertising message in the podcast

- recorded by podcaster/editor-in-chief Boris Bücheler
- exclusively and eye-catching after the editorial intro
- integrated after the editorial intro
- is perceived as an informative component of the podcast
- benefits from the trusting relationship between podcaster and listener
- Placed in the show notes
- remains permanently involved

Single episode 1,200.– €
3 episodes 2,490.– €



With the Easter competition and the Advent calendar from *bienen&natur* and *kraut&rüben*, we offer you the opportunity to present your product to our readers via an entertaining quiz and lead them directly to your website. As a prize sponsor, you benefit from the wide reach of the popular online competitions, which are organised on the portals www.krautundrueben.de and www.bienenundnatur.de and the Instagram channels of both magazines.

Your placement in the competition / advent calendar:

- The prize you provide (minimum value € 50) is presented in an eye-catching way with a picture and text
- You formulate a competition question relating to your product or company with 3 possible answers. Participants will find the correct answer on your website.
- The integrated company logo and your website link take participants directly from the competition to your website

Your placement on Instagram:

- Each daily prize is presented with a post on the Instagram channels of *bienen&natur* and *kraut&rüben*

Numerous marketing measures ensure high reach:

- Promotion of the competition/Advent calendar on the *bienen&natur* and *kraut&rüben* websites
- Promotion and announcement in the *bienen&natur* and *kraut&rüben* newsletters
- Advert in the dlV print media *kraut&rüben*, *bienen&natur*, *Land&Forst* and *Bayerisches Landwirtschaftliches Wochenblatt*



Easter competition 2024:

Switching period: up to 11.03.2024
included 01.04.2024.

Rate 770.– €



Advent calendar 2024:

Switching period: up to 01.12.2024
included 24.12.2024.

Rate 770.– €

Display Ads *(page 10)*

Standard advertising formats Digital:

- Format: GIF (static or animated) /JPG /PNG
- 1 Limit: max. 150 KB
- Redirects or third party advertising media in one day
- Delivery time for standard advertising material: three working days
- Delivery time for special advertising formats: five working days
- Data only in packed form (.zip) as an attachment
- Animation should not last longer than eight seconds on the page
- Sound is possible on user interaction

All common file formats

Digital-Advertorial *(page 10)*

Teaser

- Image for article teaser: 850 x 420 pixel
- Topic: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

- Images in the text: 1200 x 800 pixel
- Advertorial Text (Recommendation): 1,500 – 2,000 characters (incl. spaces)
- Links
- Image sources/copyright

Please ensure SSL compatibility for all advertising material delivered via the following variants are delivered:

- Redirect (Javascript/HTML/HTML5/IFRAME)
- internal redirects
- third-party provider

All URLs (including ClickCommands) may have a maximum of 250 characters. „ClickCommand“ is a link and not a complete 3rd party tag.

Newsletter *(page 11)*

Editorial Newsletter

- Topic: max. 62 characters
- Text (incl. spaces): max. 250 characters
- Image: JPEG, min. 265 x 198 up to max. 1,868 x 1,400 pixel (WxH)
- Image source/copyright
- Call-To-Action-Button: max. 25 characters incl. spaces

Stand Alone-Newsletter

- Newsletter-subject
- Customer logo
- Graphical elements: max 690 px wide, height can be customised
- Textual material
- Link to the product/website

Delivery of advertising material:

- customer/agency:
- Campaign name:
- Special features:
Set up clicktags, frequency capping, targeting
- Contact person:
Contact person from your company
- Delivery address:
maria.sedlmair@dlv.de + media consultant

Facebook *(page 12)*

Foto Ad

- Image: 1,200 x 1,200 pixel; max. 150 KB
- Link to the customer fanpage
- 1-Text (the shorter the better – ideal 100 characters)
- Desired emojis
- Optional: Link to the product/website

Video Ad

- MP4- or MOV-Format, best max. 3 min. long
- Title of the video
- Video description, desired emojis
- Link to the target page, if applicable
- In addition to the video: a preview image in the same format

Instagram *(page 12)*

Foto Ad

- File type JPG or PNG
- Side ratio 1x1
- Solution 1080 x 1080 pixel
- Primary text max. 125 characters
- Link to your Instagram account
- min. 1 image, max. 10 images
- Desired hashtags

Story Ad

- File type JPG or PNG
- Side ratio 9 x 16
- Solution 1080 x 1920 pixel
- min. 1 image, max. 3 images

Video Ad

- Videoformat MP4 (H.264 Codec, AAC Audio)
- max. video solution 1080 x 1080 pixel (Square), 1920 x 1080 pixel (Landscape)
- Video duration: max. 60 sec.
- Video size: max. 15 MB
- Frame Rate 30 FPS or less

Inserts (page 7)

- Inserts must not be larger than the format 190 mm x 277 mm (width x height) and must not have a zigzag fold.
- Minimum format of the insert: 105 mm x 148 mm (width x height)
- The long side of the insert must always be closed.
- With special formats, folds oder paper weights, it is always necessary to consult the publisher with authentic samples before production.
- Inserts must not contain advertising from other companies
- Partial inserts according to Nielsen possible on request

Bound-in booklets (page 7)

- Bound-in booklets are to be delivered folded and uncut.
- Booking only total circulation, 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.

Glued-in inserts, tip-on-ads (page 7)

- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- DVs and CDs require labelling where applicalbe in accordance with the Jugendschutzgesetz (Young People's Protection Act).
- We will be happy to inform you of rates, placements and all other details. Simply call us.

Information on insert advertising in the retail circulation

Special formats for inserts in the trade/retail circulation are available on request. Prerequisite: Binding samples to clarify the technical processing options and the deadline are required well in advance of the advertising deadline.

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 *bienen&natur*
Lothstr. 29, 80797 Munchen, Germany

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

Shipping notification:

Deutscher Landwirtschaftsverlag GmbH
Anzeigenabteilung *bienen&natur*
Phone +49 89 12705-318

Delivery Date:

Inserts, bound-in booklets and glued-in inserts must be delivered by 21 days before the publication of the magazine. Volume of the issue required upon request, plus 3 % surcharge.

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

"bienen&natur" to:
Dierichs Druck + Media GmbH & Co. KG
Frankfurter Str. 168, 34121 Kassel, Germany

Printing process

Cover: Sheetfed offset

Inside part: Sheetfed offset

Print profile

www.dlv.de/bun

Processing

Wire stitching

Data transmission

Email

Electronic Data transmission

nicole.cantoni@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

File formats

Print-optimised PDF (Standard X1a)

Other file formats or open files available on request only.

Colour images always in CMYK mode (4c)

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

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.

Payment terms

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

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