



# Media Kit 2024



## The Number 1 in Forestry

- Maximum range in Germany, Austria, Switzerland
- Magazines with the highest circulation in forestry market
- Cross media market leader in forestry

Display Ads

Content Advertising and Social Media

Print Magazines

Specifications and General Data

Contacts

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- 10** **DEUTSCHER WALDPREIS 2024**

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## Digital Issues

Start: May 2021

2,098 User\*

## Newsletter

21,938 subscribers\*

37% opening rate

## Facebook

18,643 follower\*

## YouTube

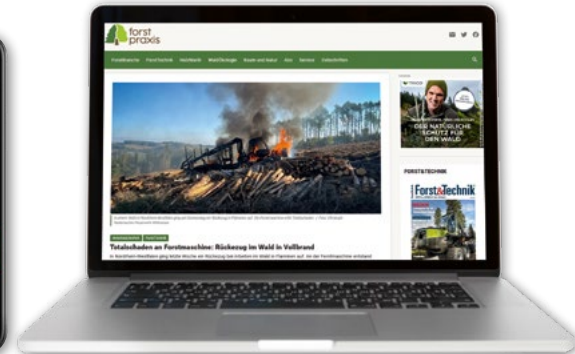
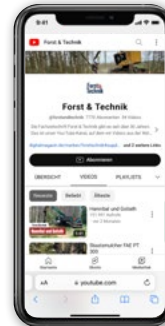
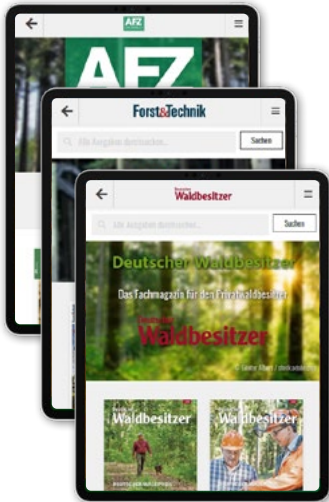
7,730 subscribers

## Online

104,818 visits\*\*

153,188 page impressions\*\*

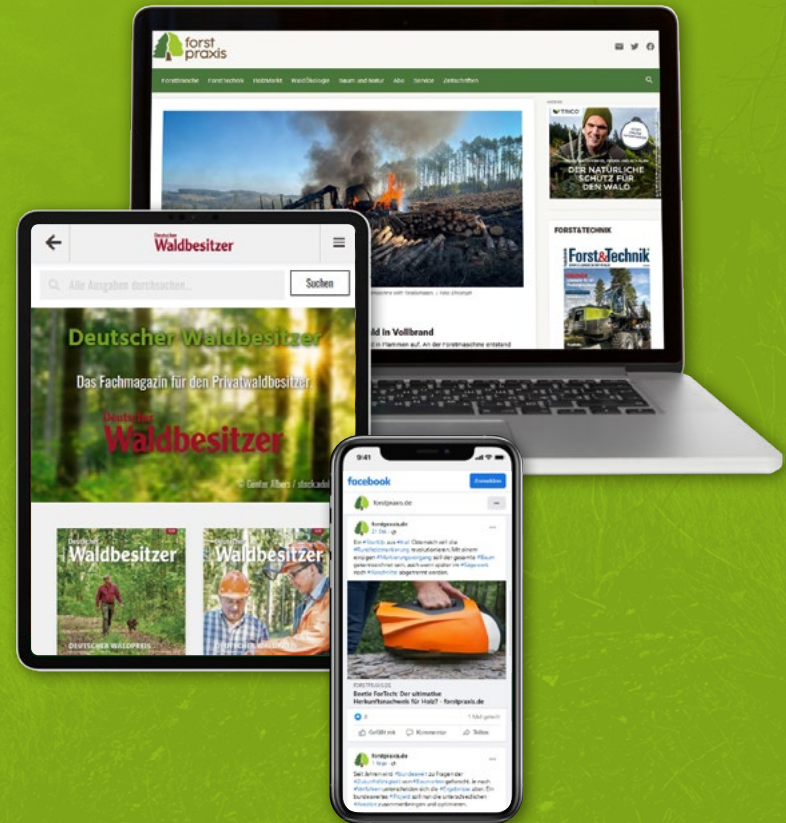
91,268 users\*



# Digital Channels

[www.forstpraxis.de](http://www.forstpraxis.de) is the joint Internet presence of the *d/v* forestry media and provides you with an attractive platform for achieving your marketing goals.

Here, the user can find specialist information and news from associations, research institutions and the forestry companies, and can exchange information with other forest owners and entrepreneurs and the editorial teams via the social media channels Facebook and Instagram.



## Display Ads

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Standard formats also possible as AdBundle		Runtime 1 month	Desktop	Tablet	Mobile
1	Leaderboard (728 x 90 px)	800.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2	Skyscraper (120 x 600 px)	800.– €	<input checked="" type="checkbox"/>	–	–
3	Medium Rectangle (300 x 250 px)	800.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (300 x 100 px)	800.– €	–	–	<input checked="" type="checkbox"/>
Large size Image Banner					
5	Halfpage Ad (300 x 600 px)	1,225.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
6	Billboard (900 x 250 px)	1,225.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
	Hockey Stick (728 x 90 + 160 x 600 px)	1,225.– €	<input checked="" type="checkbox"/>	–	–
Video					
	Video-Ad	1,225.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### Specifications Video-Ad

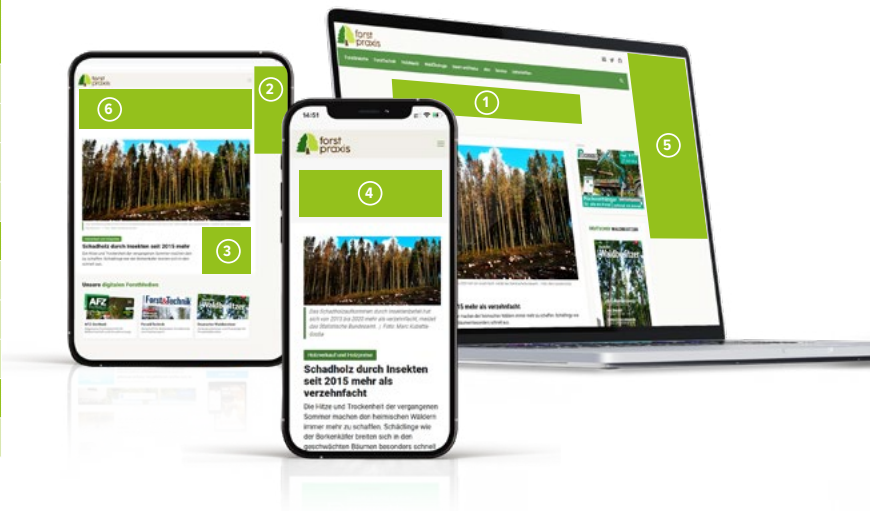
- Link of the video to a video Player (e.g. YouTube) or physical video delivery
- Link to the product/website

() = depending on the device resolution

### Other special formats on request.

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

All rates in €, plus statutory VAT, valid for campaigns starting on January 1, 2024



### Fair trade video KWF+ Facebook

- Video-Production & publication on forstpraxis + YouTube
- Sponsored Post on Facebook
- Use of the video for your own purposes

### Fair trade video production for KWF

- max. 3-minute interview video
- Specialist editor as supervisor and interviewer
- Agreed shooting date at the KWF trade fair

Preis 1,690.– €\*

forstpraxis, the joint platform of our forestry media is also a constant on Facebook when forestry content and target groups are the focus of your advertising activities.

With a **sponsored post**, you can promote pretty much any format of your business:

- Text posts
- Images
- Videos
- Events
- Offers
- Linking to your website

**Rate 635.– €\***

**Image**

Direct viewers to your target website with high-quality visuals.

**Specifications**

- Solution: 1200x1200 Pixel, max. 150 KB
- Link to the fanpage
- Text: the shorter the better, optimum 100 characters
- Requested emojis
- Optionally: link to the product/website



**Video**

Present product features and engage viewers with sound and moving images.

**Specifications**

- MP4 or MOV, optimum 3 minutes duration
- Video title
- Video description, requested emojis
- Linking to the landing page, where applicable
- In addition to the video thumbnail in the same format



**Range:**  
18,643 follower

\* All Rates in €, plus statutory VAT.

Deutscher Landwirtschaftsverlag GmbH terms and conditions of business apply. ■ Prices without production costs and campaign budget. ■ Own facebook page must exist.

Around 21,940 subscribers to the *forstpraxis*-newsletter receive the latest news from forestry directly to their mailbox every 14 days.

With an average open rate of 37 %, the *forstpraxis*-newsletter is well above the standard values.

## Performance:

21,938 subscribers  
37 % opening rate

### Image-text advert

Your ad is directly integrated and thus acts as a fixed editorial component of the newsletter.

#### Specifications

- Topic: max 62 characters (incl. spaces)
- Text: max. 250 characters (incl. spaces)
- Image as jpg, 265 x 197 Pixel
- Image source/Copyright
- Call-to-Action Button: max. 25 characters (incl. spaces)

**Rate 650.– €\***



### Stand Alone Newsletter

This exclusive newsletter is an attention-grabbing form of advertising where we send your information in the *forstpraxis*-presentation to our newsletter subscribers.

#### Advantages

- Editorial look and feel
- Complex topics/products in need of explanation can be presented in detail
- Exclusive use
- You determine the shipping date

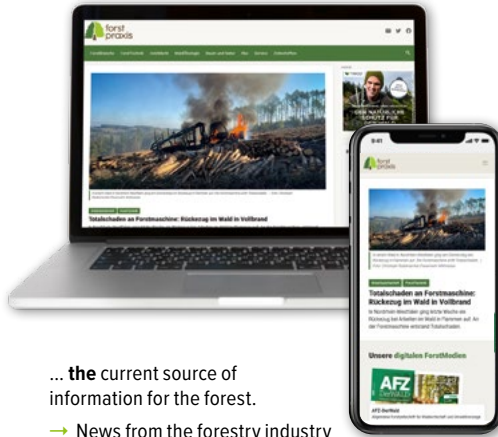
#### Specifications

- Newsletter subject
- Customers logo
- Graphic elements: max. 690 px width, height customizable
- Textual material
- Linking to the product/website

**Rate 2,990.– €\***







... the current source of information for the forest.

- News from the forestry industry
- Forest technology informations
- The latest news on the timber market
- Forest ecology

**0 104,818 visits per month**  
**153,188 page impressions**  
**91,268 user**

## Advertorial

The advertorial at *forstpraxis.de* is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

The advertorial teasers are played out on the home page and in the appropriate sections.

Advertorial	Rate
4 weeks runtime	1,050.– €
<b>Advertorial ad-on options</b>	
as „Branded Content“ at Facebook	380.– €
as an image-text ad in the forestry newsletter	380.– €

\* Price only in combination with an advertorial

## Specifications

### Teaser

- Article teaser image: 850x420 pixel
- Title: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

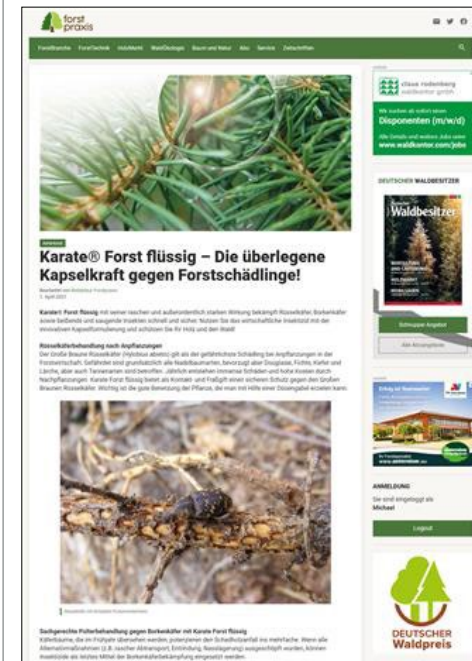
### Long text

- Images in text: 1200x800 pixel
- Advertorial text (Recommendation): 3,500 – 4,000 characters (incl. spaces)
- Linking
- Image source/Copyright

## Example Advertorial-Teaser



## Example Advertorial-Text



\* September 2023 ■ All rates in €, plus statutory VAT, valid for campaigns starting on January 1, 2024

# Print Magazines

The forestry magazines *AFZ-DerWALD*, *Forst&Technik* and *Deutscher Waldbesitzer* are the highest-circulation magazines on the market.

Together, they account for a paid circulation of around 23,000 copies and reach all the different reader target groups in German-speaking countries almost nationwide.



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## Forst&Technik



The highest-circulation trade and association magazine for the forestry contractors, timber transporters and forestry machine drivers.

*Forst&Technik* offers a comprehensive range of topics with up-to-date reports on the economy, the timber market, trade fairs, association work and operational practice and is therefore the source of information not only for forestry practitioners but also for forestry machinery manufacturers, forestry equipment suppliers and outfitters.

### Target group

- Forestry businesses, timber transporters, small private wood owners, forestry technicians, managers and master craftsmen in state machine businesses and in local authority businesses and also landscaping firms.



## AFZ-DerWALD



*AFZ-DerWALD* is the only informative and specialist magazine independent of any association through which all state and local forestry businesses and private forests can be reached nationwide.

*AFZ-DerWALD* is also an important information medium for forestry research and development institutes and training establishments.

With practical articles on subjects such as the use of machinery, forestry work, forestry policy and the timber market, *AFZ-DerWALD* serves as an intermediary between research, teaching and forestry practice.

### Target group

- Decision-makers in forest management authorities of the Federation, the states and local authorities, private forests and research and teaching establishments.



## Deutscher Waldbesitzer



As an official association body, it offers readers from the forestry associations of Hessen, Lower Saxony, Schleswig-Holstein, Mecklenburg-Vorpommern, Brandenburg and Saxony Anhalt as well as the AGDW current association news and background reports on the wood market, silviculture, forestry technology and forestry policy. The professional presentation of topics had led to a continual increase in readership, particularly in Southern Germany.

### Target group

- Decision-makers in forest management authorities of the Federation, the states and local authorities, private forests and research and teaching establishments.



## Facts

### Forst&Technik


**Year:** 36, 2024

**Frequency of publication:** monthly

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

**Distributed circulation:** 8,479 copies

**Sold circulation:** 7,795 copies  
(IVW 2/2023)

**Subscription rate:** 110.– €\* 

**ISSN:** 1435-1013


### AFZ-DerWALD

**Year:** 79, 2024

**Frequency of publication:** 2x per month

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

**Distributed circulation:** 5,615 copies

**Sold circulation:** 4,924 copies  
(IVW 2/2023) 

**Subscription rate:** 264.– €\* 

**ISSN:** 1430-2713


### Deutscher Waldbesitzer

**Year:** 24, 2024

**Frequency of publication:** 4x per year

**Circulation area:** Lower Saxony, Brandenburg, Hessen, Mecklenburg-Vorpommern, Saxony-Anhalt, Schleswig Holstein

**Distributed circulation:** 10,622 copies

**Sold circulation:** 10,326 copies  
(IVW 2/2023) 

**Subscription rate:** 50.– €\* 

**ISSN:** 1866-5039

## 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

Lothstr. 29, 80797 München, Germany

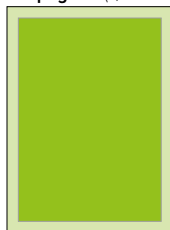
Postfach 40 05 80, 80705 München, Germany

Phone +49 89 12705-1, Fax -335

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

## Full position advertisement

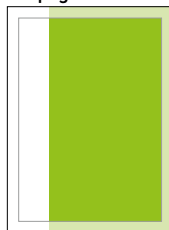
1/1 page (1,080 mm)



**P:** 184 × 270 mm  
**B:** 210 × 297 mm

**bw** 2,246.– €  
**4-c** 3,445.– €

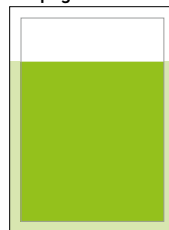
3/4 page vertical



**P:** 137 × 270 mm  
**B:** 150 × 297 mm

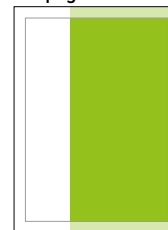
**bw** 1,684.50 €  
**4-c** 2,584.– €

3/4 page horizontal



**P:** 184 × 202 mm  
**B:** 210 × 217 mm

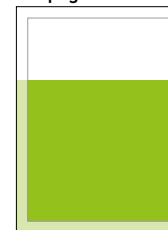
2/3 page vertical



**P:** 121 × 270 mm  
**B:** 134 × 297 mm

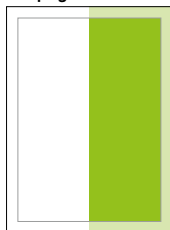
**bw** 1,497.– €  
**4-c** 2,297.– €

2/3 page horizontal



**P:** 184 × 180 mm  
**B:** 210 × 195 mm

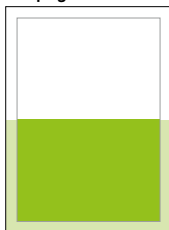
1/2 page vertical



**P:** 90 × 270 mm  
**B:** 103 × 297 mm

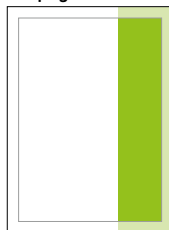
**bw** 1,123.– €  
**4-c** 1,722.50 €

1/2 page horizontal



**P:** 184 × 135 mm  
**B:** 210 × 150 mm

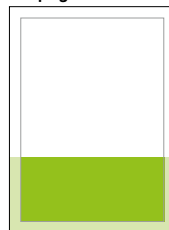
1/3 page vertical



**P:** 58 × 270 mm  
**B:** 71 × 297 mm

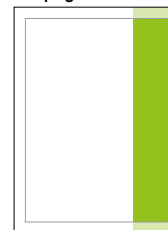
**bw** 786.– €  
**4-c** 1,206.– €

1/3 page horizontal



**P:** 184 × 90 mm  
**B:** 210 × 105 mm

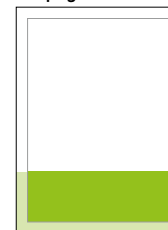
1/4 page vertical



**P:** 43 × 270 mm  
**B:** 56 × 297 mm

**bw** 590.– €  
**4-c** 904.– €

1/4 page horizontal



**P:** 184 × 67 mm  
**B:** 210 × 82 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 × height

■ All rates plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and condition of business apply. ■ Pricelist 36 valid from issue 1/2024.

Display Ads

Content Advertising and Social Media

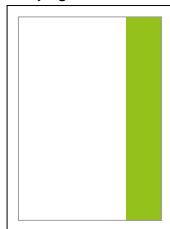
**Print Magazines**

Specifications and General Data

Contacts

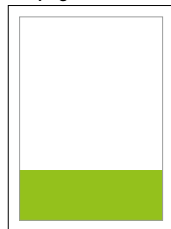
## Ad section

### 1/4 page vertical



P: 43 × 270 mm

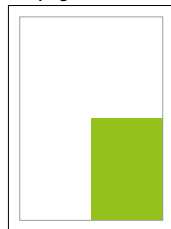
### 1/4 page horizontal



P: 184 × 67 mm

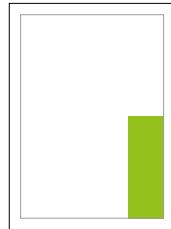
**bw** 561.50 €  
**4-c** 861.– €

### 1/4 page 2 columns



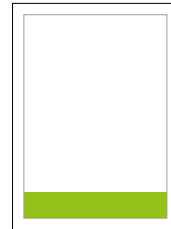
P: 90 × 135 mm

### 1/8 page vertical



P: 43 × 135 mm

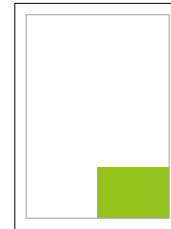
### 1/8 page horizontal



P: 184 × 33 mm

**bw** 281.– €  
**4-c** 431.– €

### 1/8 page 2 columns



P: 90 × 67 mm

### 1/16 page vertical

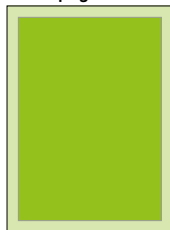


P: 43 × 67 mm

**bw** 140.– €  
**4-c** 215.– €

## Preferred positionings

### Cover page



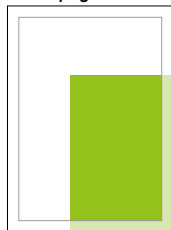
P: 184 × 270 mm

**B:** 210 × 297 mm

**Cover page 2/4**  
**4-c**  
3,962.– €

**Cover page 3**  
**4-c**  
3,790.– €

### Juniorpage



P: 121 × 193 mm

**B:** 134 × 210 mm

**bw**  
1,179.– €

**4-c**  
1,809.– €

### Advertisement by the millimetre

bw per mm, single column 2.08 €

4-c per mm, single column 3.19 €

### Used machinery offers, search

bw per mm, single column 1.49 €

4-c per mm, single column 2.54 €

solid matter up to 10 lines 18.99 €

additional line 3.90 €

### Classified business advertisement

Job offers\*\*

bw per mm, single column 2.08 €

4-c per mm, single column 3.19 €

Job application

bw per mm, single column 1.66 €

**Combo discount\*  
10% with publi-  
cation in at least  
2 titles**

\* Month of issue, format and type of advertisement must be identical but the motif may vary. Minimum format 1/8 page.

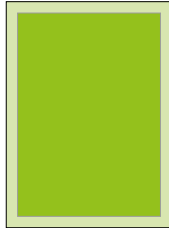
\*\* For a surcharge of 300 EURO your job ad will appear as a text ad SMART online for 8 weeks on [www.agrajo.com](http://www.agrajo.com)

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 × height.

All rates plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 36 valid from issue 1/2024.

## Full position advertisement

1/1 page (1,080 mm)



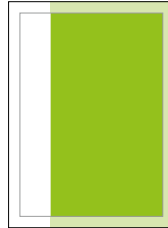
**P:** 184 × 270 mm

**B:** 210 × 297 mm

**bw** 2,333.– €

**4-c** 3,500.– €

3/4 page vertical



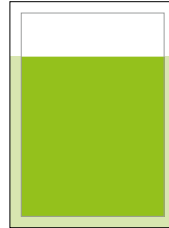
**P:** 137 × 270 mm

**B:** 150 × 297 mm

**bw** 1,750.– €

**4-c** 2,625.– €

3/4 page horizontal



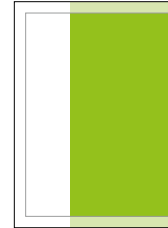
**P:** 184 × 202 mm

**B:** 210 × 217 mm

**bw** 1,750.– €

**4-c** 2,625.– €

2/3 page vertical



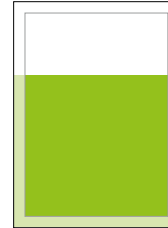
**P:** 121 × 270 mm

**B:** 134 × 297 mm

**bw** 1,555.– €

**4-c** 2,333.– €

2/3 page horizontal



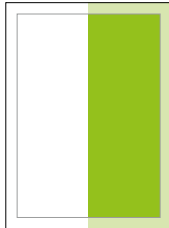
**P:** 184 × 180 mm

**B:** 210 × 195 mm

**bw** 1,555.– €

**4-c** 2,333.– €

1/2 page vertical



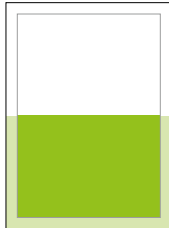
**P:** 90 × 270 mm

**B:** 103 × 297 mm

**bw** 1,166.50 €

**4-c** 1,750.– €

1/2 page horizontal



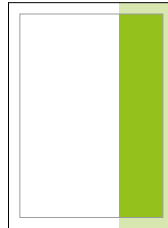
**P:** 184 × 135 mm

**B:** 210 × 150 mm

**bw** 1,166.50 €

**4-c** 1,750.– €

1/3 page vertical



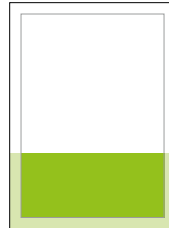
**P:** 58 × 270 mm

**B:** 71 × 297 mm

**bw** 817.– €

**4-c** 1,225.– €

1/3 page horizontal



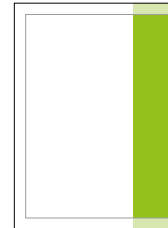
**P:** 184 × 90 mm

**B:** 210 × 105 mm

**bw** 817.– €

**4-c** 1,225.– €

1/4 page vertical



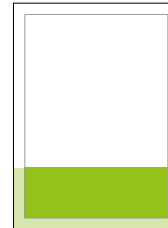
**P:** 43 × 270 mm

**B:** 56 × 297 mm

**bw** 612.– €

**4-c** 919.– €

1/4 page horizontal



**P:** 184 × 67 mm

**B:** 210 × 82 mm

**bw** 612.– €

**4-c** 919.– €

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 × height.

■ All rates plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and condition of business apply. ■ Pricelist 65 valid from issue 1/2024.

Display Ads

Content Advertising and Social Media

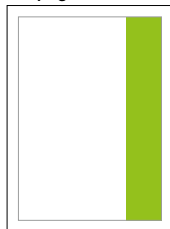
**Print Magazines**

Specifications and General Data

Contacts

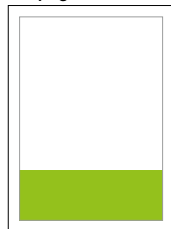
## Ad section

### 1/4 page vertical



P: 43 × 270 mm

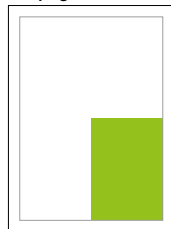
### 1/4 page horizontal



P: 184 × 67 mm

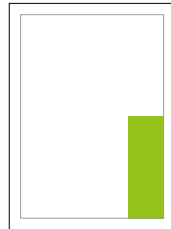
**bw** 583.– €  
**4-c** 875.– €

### 1/4 page 2 columns



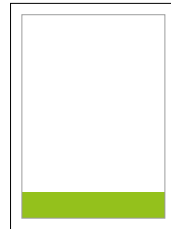
P: 90 × 135 mm

### 1/8 page vertical



P: 43 × 135 mm

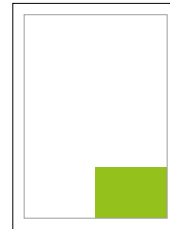
### 1/8 page horizontal



P: 184 × 33 mm

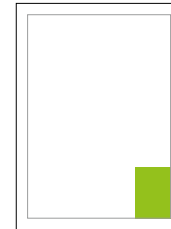
**bw** 292.– €  
**4-c** 437.50 €

### 1/8 page 2 columns



P: 90 × 67 mm

### 1/16 page vertical

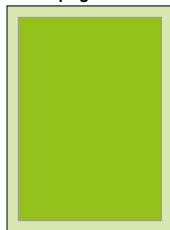


P: 43 × 67 mm

**bw** 146.– €  
**4-c** 219.– €

## Preferred positionings

### Cover page



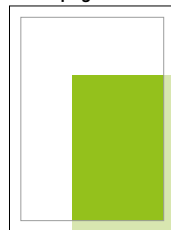
P: 184 × 270 mm

**B:** 210 × 297 mm

**Cover page 2/4**  
**4-c** 4,025.– €

**Cover page 3**  
**4-c** 3,850.– €

### Juniorpage



P: 121 × 193 mm

**B:** 134 × 210 mm

**bw** 1,225.– €  
**4-c** 1,837.50 €

### Advertisement by the millimetre

bw per mm, single column 2.16 €  
4-c per mm, single column 3.25 €

### Classified business advertisement

Job offers\*\*  
bw per mm, single column 2.33 €  
4-c per mm, single column 3.49 €

**Combo discount\*  
10% with publi-  
cation in at least  
2 titles**

\* Month of issue, format and type of advertisement must be identical but the motif may vary. Minimum format 1/8 page.

\*\* For a surcharge of 300 EURO your job ad will appear as a text ad SMART online for 8 weeks on [www.agrajo.com](http://www.agrajo.com)

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 × height. All rates plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 65 valid from issue 1/2024.



Display Ads

Content Advertising and Social Media

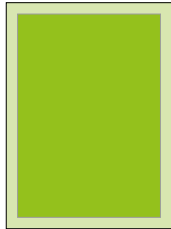
**Print Magazines**

Specifications and General Data

Contacts

## Full position advertisement

**1/1 page** (1,080 mm)



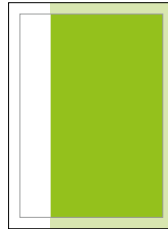
**P:** 184 × 270 mm

**B:** 210 × 297 mm

**bw** 2,333.– €

**4-c** 3,500.– €

**3/4 page vertical**



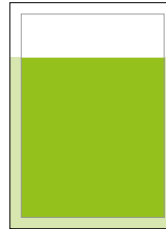
**P:** 137 × 270 mm

**B:** 150 × 297 mm

**bw** 1,750.– €

**4-c** 2,625.– €

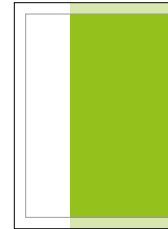
**3/4 page horizontal**



**P:** 184 × 202 mm

**B:** 210 × 217 mm

**2/3 page vertical**



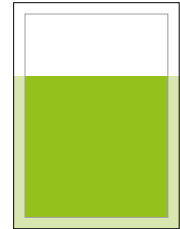
**P:** 121 × 270 mm

**B:** 134 × 297 mm

**bw** 1,555.– €

**4-c** 2,333.– €

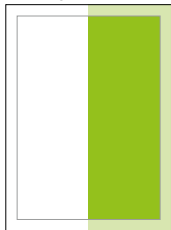
**2/3 page horizontal**



**P:** 184 × 180 mm

**B:** 210 × 195 mm

**1/2 page vertical**



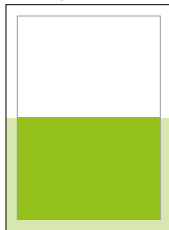
**P:** 90 × 270 mm

**B:** 103 × 297 mm

**bw** 1,165.50 €

**4-c** 1,750.– €

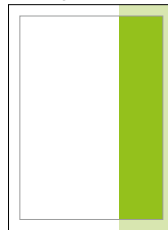
**1/2 page horizontal**



**P:** 184 × 135 mm

**B:** 210 × 150 mm

**1/3 page vertical**



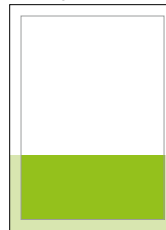
**P:** 58 × 270 mm

**B:** 71 × 297 mm

**bw** 817.– €

**4-c** 1,225.– €

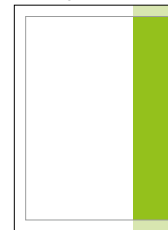
**1/3 page horizontal**



**P:** 184 × 90 mm

**B:** 210 × 105 mm

**1/4 page vertical**



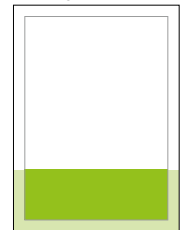
**P:** 43 × 270 mm

**B:** 56 × 297 mm

**bw** 612.– €

**4-c** 919.– €

**1/4 page horizontal**



**P:** 184 × 67 mm

**B:** 210 × 82 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 × height.

■ All rates plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and condition of business apply. ■ Pricelist 24 valid from issue 1/2024.

Display Ads

Content Advertising and Social Media

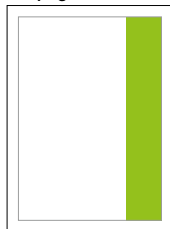
**Print Magazines**

Specifications and General Data

Contacts

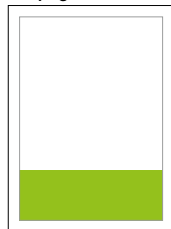
## Ad section

### 1/4 page vertical



P: 43 × 270 mm

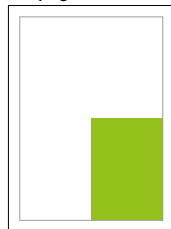
### 1/4 page horizontal



P: 184 × 67 mm

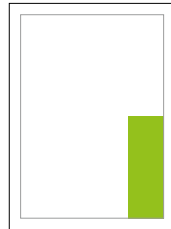
**bw** 583.– €  
**4-c** 875.– €

### 1/4 page 2 columns



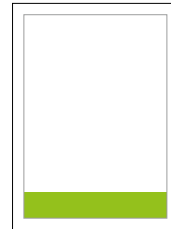
P: 90 × 135 mm

### 1/8 page vertical



P: 43 × 135 mm

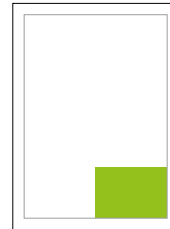
### 1/8 page horizontal



P: 184 × 33 mm

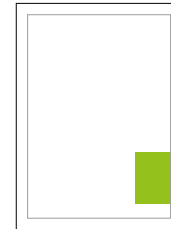
**bw** 292.– €  
**4-c** 437.50 €

### 1/8 page 2 columns



P: 90 × 67 mm

### 1/16 page vertical

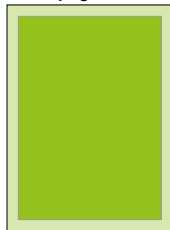


P: 43 × 67 mm

**bw** 146.– €  
**4-c** 219.– €

## Preferred positionings

### Cover page



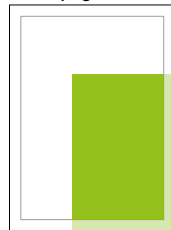
P: 184 × 270 mm

B: 210 × 297 mm

**Cover page 2/4**  
**4-c** 4,025.– €

**Cover page 3**  
**4-c** 3,850.– €

### Juniorpage



P: 121 × 193 mm

B: 134 × 210 mm

**bw** 1,225.– €  
**4-c** 1,837.50 €

### Advertisement by the millimetre

bw per mm, single column 2.16 €  
4-c per mm, single column 3.25 €

### Classified business advertisement

Job offers\*\*  
bw per mm, single column 2.16 €  
4-c per mm, single column 3.25 €

**Combo discount\***  
**10% with publication in at least 2 titles**

\* Month of issue, format and type of advertisement must be identical but the motif may vary. Minimum format 1/8 page.

\*\* For a surcharge of 300 EURO your job ad will appear as a text ad SMART online for 8 weeks on [www.agrajo.com](http://www.agrajo.com)

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 × height.

■ All rates plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and condition of business apply. ■ Pricelist 24 valid from issue 1/2024.

**Discounts in the event of acceptance within one order year**

**Forst&Technik**

Frequency discount	Volume discount	Price reduction
	540 mm	3 %
3 ads	1,080 mm	5 %
6 ads	3,240 mm	10 %
9 ads	5,400 mm	15 %
12 ads	8,640 mm	20 %

**AFZ-DerWALD**

Frequency discount	Volume discount	Price reduction
3 ads	540 mm	3 %
6 ads	1,080 mm	5 %
9 ads	3,240 mm	10 %
12 ads	5,400 mm	15 %
18 ads	8,640 mm	20 %

**Deutscher Waldbesitzer**

Frequency discount	Volume discount	Price reduction
2 ads	540 mm	5 %
3 ads	1,080 mm	10 %
4 ads	2,160 mm	15 %
6 ads	3,240 mm	20 %

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

**Spread bleed**

Minimum format 2 × 1/2 Seite

Box fee in inland and overseas (including postage and tax) 12.– €

**Combo discount**

10 % with publication in at least 2 titles. Month of issue, format and type of the advertisement must be identical but the motif may vary.

**Magazine size**

210 mm × 297 mm (width × height)

**Print space**

184 mm × 270 mm (width × height)

**Column width**

Advertising section (4 columns) 43 mm  
 Running text (3 columns) 58 mm  
 Running text (4 columns) 43 mm

**Column width 4-column staple section**

1 column 43 mm  
 2 columns 90 mm  
 3 columns 137 mm  
 4 columns 184 mm

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 susann.knobloch@dlv.de



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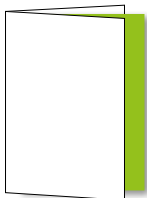
## Inserts *F&T*, *AFZ*, *DW*

Weight	Rates 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 205 mm x 290 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



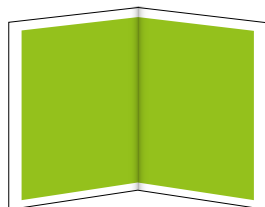
**i** Specifications →

## Bound-in booklets

Size/Weight	<i>F&amp;T</i>	<i>AFZ</i>	<i>DW</i>
4 pages, up to 30 g	5,615.– €	5,832.50 €	5,832.50 €
8 pages, up to 50 g	9,545.50 €	9,915.– €	9,915.– €

### Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 215 mm width 303 mm height (head trim 3 mm, tail trim 3 mm, outside trim 5 mm, milled edge 8 mm)
- Under certain technical production circumstances we reserve the right to postpone.

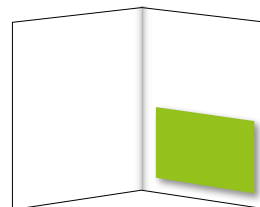


**i** Specifications →

## Glued-in inserts, tip-on-ads

- Use our tip-on advertisements to make postcards, booklets, product samples, advertisements, CDs or DVDs readily available to your customers.
- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- DVs and CDs require labelling where applicable 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.



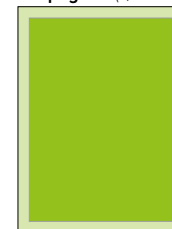
**i** Specifications →

## Company portraits

<i>F&amp;T</i>	<i>AFZ</i>	<i>DW</i>
3,445.– €	3,500.– €	3,500.– €

- The div-editorial department designs and creates the advert format
- This advert format is considerably more effective due to the editorial appearance
- No extra charge for this special advertising
- Format: 1/1 page 4-c

1/1 page (1,080 mm)



**P:** 184 × 270 mm  
**B:** 210 × 297 mm

**i** Specifications →

Display Ads	Content Advertising and Social Media	<a href="#">Print Magazines</a>	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
<b>January</b>	1 P: 29.12.2023 A: 04.12.2023 C: 12.12.2023	Timber transportation		
<b>February</b>	2 P: 01.02.2024 A: 05.01.2024 C: 15.01.2024	Firewood technology		Die Hohe Jagd & Fischerei, Salzburg (AT) 22. – 25.02.2024
<b>March</b>	3 P: 01.03.2024 A: 05.02.2024 C: 13.02.2024	Silvicultures Market overview: Forwarders under 10 t payload		Forst <sup>3</sup> , Erfurt 15. – 17.03.2024
<b>April</b>	4 P: 02.04.2024 A: 06.03.2024 C: 14.03.2024	Preview FORST live		FORST live, Offenburg 12. – 14.04.2024
<b>May</b>	5 P: 02.05.2024 A: 05.04.2024 C: 15.04.2024	Review FORST live		
<b>June</b>	6 P: 01.06.2024 A: 06.05.2024 C: 14.05.2024	Previews KWF-Tagung Report of the German Firewood Association 2024		KWF-Tagung, 19. – 22.06.2024
<b>July</b>	7 P: 02.07.2024 A: 05.06.2024 C: 13.06.2024	Review KWF-Tagung		
<b>August</b>	8 P: 01.08.2024 A: 05.07.2024 C: 15.07.2024	Review KWF-Tagung		FinnMetko 2024, Jämsä (FIN) 29. – 31.08.2024 Internationale Holzmesse, Klagenfurt (AT) 28. – 31.08.2024
<b>September</b>	9 P: 31.08.2024 A: 05.08.2024 C: 13.08.2024	Preview IAA Transportation		IAA Transportation 2024, Hannover 17. – 22.09.2024
<b>October</b>	10 P: 01.10.2024 A: 04.09.2024 C: 12.09.2024	Review FinnMetko 2024 Review Internationale Holzmesse Klagenfurt		
<b>November</b>	11 P: 30.10.2024 A: 04.10.2024 C: 14.10.2024	Market overview of mechanical and remote-controlled felling wedges		
<b>December</b>	12 P: 30.11.2024 A: 04.11.2024 C: 12.11.2024	Test report on firewood technology		

Display Ads		Content Advertising and Social Media		Print Magazines	Specifications and General Data	Contacts
Issue	Dates	Topics	Specials	Trade Fairs		
January	1	P: 03.01.2024 A: 12.12.2023 C: 15.12.2023	Forestry associations			
	2	P: 17.01.2024 A: 27.12.2023 C: 29.12.2023	Forest ecology		Internationale Grüne Woche, Berlin 19. – 28.01.2024 Jagd & Hund, Dortmund 30.01. – 04.02.2024	
February	3	P: 07.02.2024 A: 16.01.2024 C: 19.01.2024	Forest Management			
	4	P: 21.02.2024 A: 30.01.2024 C: 02.02.2024	Tree care		Die Hohe Jagd & Fischerei, Salzburg (AT) 22. – 25.02.2024	
March	5	P: 06.03.2024 A: 13.02.2024 C: 16.02.2024	Silvicultures		Forst <sup>3</sup> , Erfurt 15. – 17.03.2024	
	6	P: 20.03.2024 A: 27.02.2024 C: 01.03.2024	Forest crops			
April	7	P: 03.04.2024 A: 12.03.2024 C: 15.03.2024	Windenergy in the forest		FORST live, Offenburg 12. – 14.04.2024	
	8	P: 17.04.2024 A: 26.03.2024 C: 28.03.2024	Deutsche Baumpflegetage			
May	9	P: 30.04.2024 A: 08.04.2024 C: 11.04.2024	Forest conservation			
	10	P: 15.05.2024 A: 23.04.2024 C: 26.04.2024	Forest and game			
June	11	P: 05.06.2024 A: 14.05.2024 C: 17.05.2024	KFW-Tagung 2024		KWF-Tagung, 19. – 22.06.2024	
	12	P: 19.06.2024 A: 28.05.2024 C: 31.05.2024	Tree care			

Display Ads	Content Advertising and Social Media	<a href="#">Print Magazines</a>	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
July	13	P: 03.07.2024 A: 11.06.2024 C: 14.06.2024	Forestry software	
	14	P: 17.07.2024 A: 25.06.2024 C: 28.06.2024	Forest planning	
August	15	P: 07.08.2024 A: 16.07.2024 C: 19.07.2024	Forest ecology	
	16	P: 21.08.2024 A: 30.07.2024 C: 02.08.2024	Tree care	Internationale Holzmesse, Klagenfurt (AT) 28. – 31.08.2024
September	17	P: 04.09.2024 A: 13.08.2024 C: 16.08.2024	Forest crops	
	18	P: 18.09.2024 A: 27.08.2024 C: 30.08.2024	Forest operation	
October	19	P: 02.10.2024 A: 10.09.2024 C: 13.09.2024	DFWR-Annual Meeting 2024	
	20	P: 16.10.2024 A: 24.09.2024 C: 27.09.2024	Tree care	
November	21	P: 06.11.2024 A: 15.10.2024 C: 18.10.2024	Forest ecology	
	22	P: 20.11.2024 A: 29.10.2024 C: 31.10.2024	Forest and game	
December	23	P: 04.12.2024 A: 12.11.2024 C: 15.11.2024	Management	
	24	P: 18.12.2024 A: 26.11.2024 C: 29.11.2024	Tree care	

Display Ads	Content Advertising and Social Media	<a href="#">Print Magazines</a>	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
Jan./Feb./March	1 P: 01.03.2024 A: 01.02.2024 C: 07.02.2024	Silvicultures, Forest conservation		Die Hohe Jagd & Fischerei, Salzburg (AT) 22. – 25.02.2024 Forst³, Erfurt 15. – 17.03.2024 FORST live, Offenburg 12. – 14.04.2024
April/May/June	2 P: 31.05.2024 A: 02.05.2024 C: 08.05.2024	KWF-Tagung 2024, Forest software		KWF-Tagung, 19. – 22.06.2024 Internationale Holzmesse, Klagenfurt (AT) 28. – 31.08.2024
July/Aug./Sep.	3 P: 30.08.2024 A: 02.08.2024 C: 07.08.2024	Wood energy, chainsaws		
Oct./Nov./Dez.	4 P: 29.11.2024 A: 30.10.2024 C: 07.11.2024	Wind energy, harvesting		



## Printing process

*Forst&Technik*: Sheetfed offset

*AFZ-DerWALD*: Sheetfed offset

*Deutscher Waldbesitzer*: Webfed offset

## Processing

Stich binding

## Data transmission

Email

FTP/ISDN on request

## 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)

## Print profile

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

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

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

## 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 – separate 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 *Forst&Technik* or

*AFZ-DerWALD* or

*Deutscher Waldbesitzer*

Lothstr. 29, 80797 München, Germany

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

## Electronic Data transmission

[gabriele.lorenz@dlv.de](mailto:gabriele.lorenz@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 date

Inserts, bound-in booklets and glued-in inserts must be delivered 10 days before the issue of the magazine at the least.

Volume of the issue required upon request.

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

### *Forst&Technik*

Free delivery with appropriate labelling "*Forst&Technik*" to:

PASSAVIA Druckservice GmbH + Co.KG  
Medienstr. 5b, 94036 Passau, Germany  
Phone +49 851 966180-779, Fax -680

### *AFZ-DerWALD*

Free delivery with appropriate labelling "*AFZ-DerWALD*" to:

PASSAVIA Druckservice GmbH + Co.KG  
Medienstr. 5b, 94036 Passau, Germany  
Phone +49 851 966180-779, Fax -680

### *Deutscher Waldbesitzer*

Free delivery with appropriate labelling "*Deutscher Waldbesitzer*" to:

Dierichs Druck + Media GmbH & Co KG  
Frankfurter Str. 168, 34121 Kassel, Germany  
Phone +49 561 60280-158, Fax -199

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## Head of Sales



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