

40
Jahre

Media Kit
2024 

kraut&rüben

- For 40 years number 1 in organic gardening and natural life
- Growing together sustainably



© Copyright: Stefan Körbe/stock.adobe.com

HUMAN, ANIMAL, PLANT.

In a healthy **BALANCE**, everyone finds his place in our organic garden. In harmony with the mechanisms, no one gets a raw deal.

We want to **USE NATURE** without exploiting it.

And experience our organic garden from its most beautiful, its wild side.

Your organic garden starts where you want it to. On the windowsill or in a raised bed. Where nature begins for you. We are happy to share our

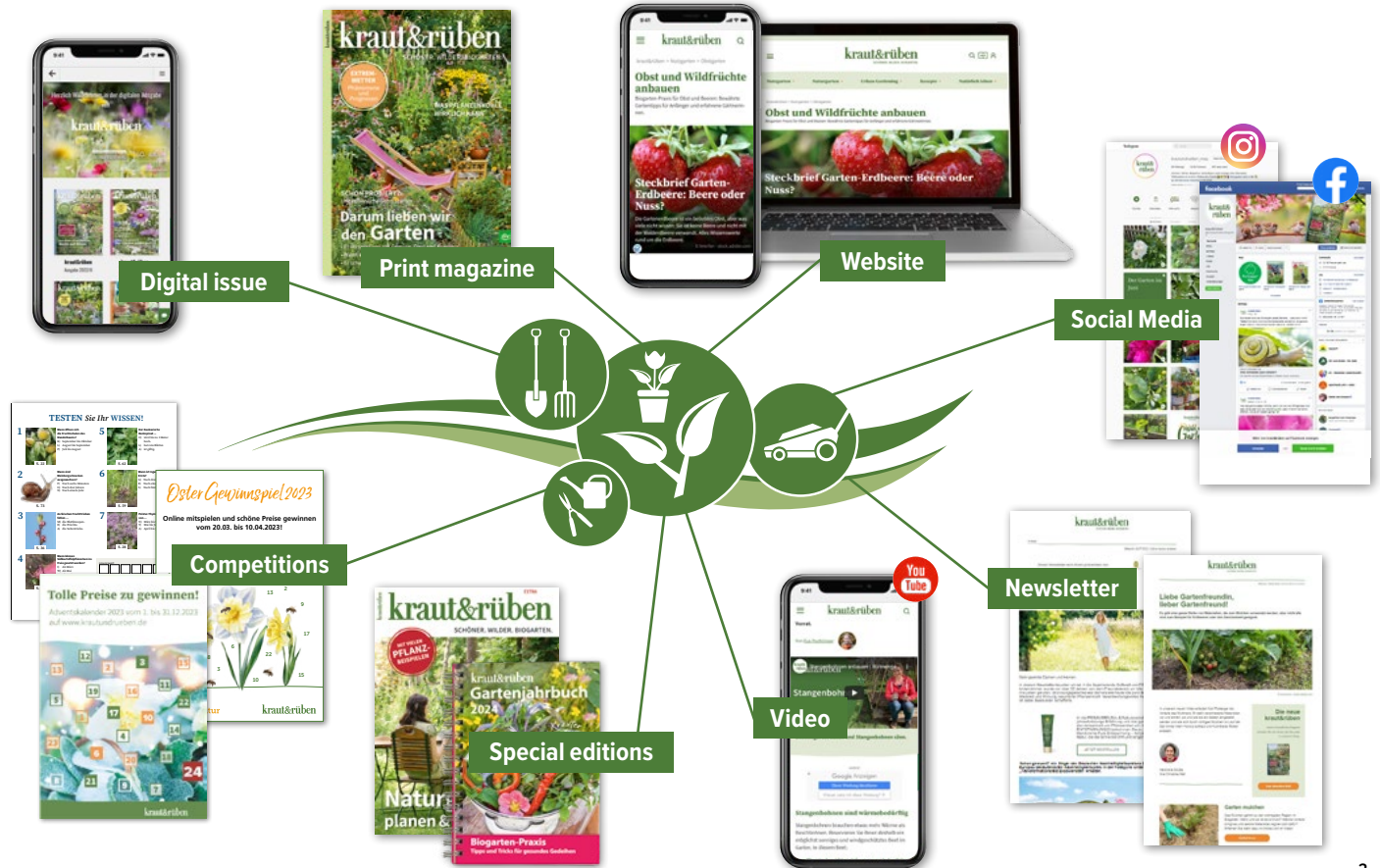
kraut&rüben KNOWLEDGE with all gardeners.

Everyone is welcome to join our **WILD GROWTH** family. Together we exemplify what we love.

kraut&rüben

Our **ORGANIC GARDEN WORLD** is a habitat for everyone.







Digital issue	Newsletter	Social media	Video	Print magazine	Jubilee	Special editions/ Gardener's yearbook	Competitions	Specifications and general data	Contacts
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Digital issue	Newsletter	Social media	Video	Print magazine	Jubilee	Special editions/ Gardener's yearbook	Competitions	Specifications and general data	Contacts
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With its digital channels, *kraut&rüben* accompanies all those interested in gardening and nature on a daily basis. The relevant content and helpful tips on organic gardening promise clear added value for both experienced gardeners and beginners. The topics of “seasonal cooking” and „natural living” complement the content on offer for a target group with a connection to nature.

As an advertiser, you have a wide range of opportunities to present your products and services to the *kraut&rüben*-community.

Website  413,670 visits per month	Digital Issue  1,450 subscribers	Newsletter  56,600 subscribers opening rate Ø 36 %	Social Media   Facebook: 51,570 Follower Instagram: 30,800 Follower	Video  26,600 YouTube-Subscribers
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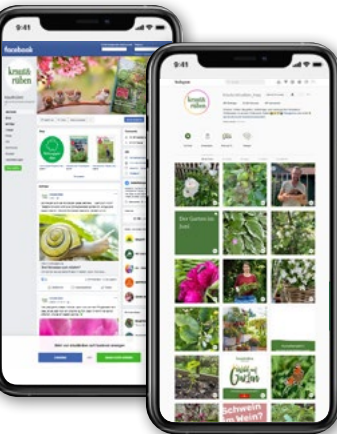
 Website →



 Digital issue →



 Newsletter →



 Facebook →

 Instagram →

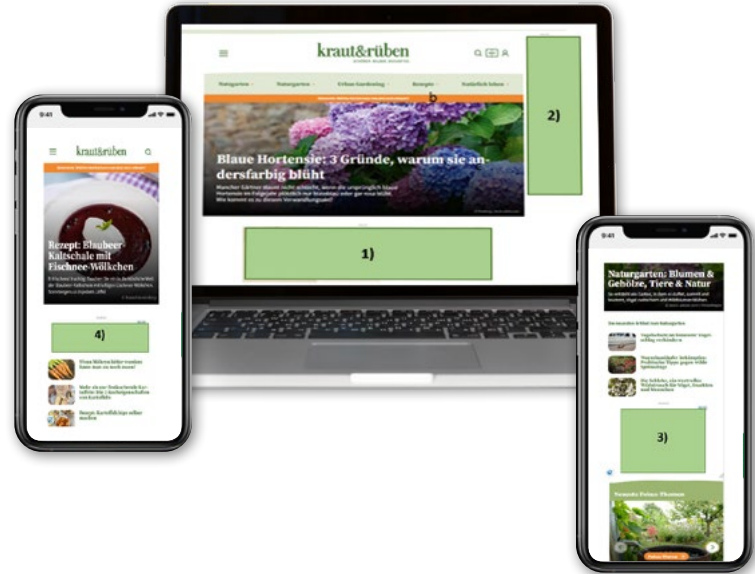


 Video →



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

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



i Specifications →

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

Advertorial	Rate
4 weeks runtime	1,280.– €
Advertorial ad-on options*	
Integration in the weekly newsletter	550.– €
Facebook Ad	550.– €
Instagram Ad	550.– €

 Specifications →

We recommend our Advertorial-package*

Advertorial + Newsletter + Facebook or Instagram 2,280.– €

Advertorial-Text:



Advertorial-Teaser:



Additional option Newsletter-Integration:





With excellent reach and open rates, the *kraut&rüben* newsletters regularly reach a very interested and active readership.

Your advertisement fits harmoniously into the newsletter as an image/text advert with the look and feel of the editorial articles. With the integrated link, you can generate direct traffic to your website or online shop

	Weekly newsletter	Topic newsletter	Seasonal cooking	Natural living	Stand Alone
Frequency	Once a week	Several times a year	Once a month	Once a month	Several times a year
Publication day	Thursday	Thursday	Every 2nd Tuesday a month	Every last Thursday a month	Wednesday
Recipients	> 56,000	> 56,000	> 82,000	> 11,000	> 56,000
Concept	Current guides and information, focussed on weather, season, trends	Special topics for special editions	Recipes, advice and knowledge about seasonal food from the garden	Tips for a sustainable everyday life: DIY, decoration, natural cosmetics, medicine cabinet, nutrition	Customised contents
Rate	820.– €	990.– €	990.– €	490.– €	1,890.– €



i Specifications →



Digital issue

Newsletter

Social media

Video

Print magazine

Jubilee

Special editions/
Gardener's yearbook

Competitions

Specifications and general data

Contacts

Facebook



Foto Ad

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



Video Ad

- visual, intensive experience
- extensive exchange of informations

Rate 1,200.– € each

i Specifications →

Instagram



Story Ad

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



Foto Ad

- clear and informative format
- unlimited availability in the feed



Video Ad

- visual, intensive experience
- extensive exchange of informations

Rate 1,200.– € each

i Specifications →

We recommend our Instagram-package

Story Ad + Foto Ad

nur 1,590.– €

With the *kraut&rüben* videos, the editorial team shares its knowledge directly and up close. The combination of sound, moving images and text is memorable.

As a video presenter, you benefit from the high level of attention. Your advert is permanently integrated into the video.

The videos are placed on *kraut&rüben*'s YouTube channel, integrated into a relevant top article on the *kraut&rüben* website, and are highly promoted and linked via the newsletter and all social media channels.

Specifications →



Instream-Ad

- Advertising in the form of a belly band placed over the video
- Integration after approx. 20% of the video running time
- Visibility approx. 10 seconds



Presenter-Ad

- Full-screen advert that interrupts the video
- Integration after the introduction to the video theme
- Visibility approx. 3 seconds

Format	Instream-Ad	Presenter-Ad	Presenter-Package	VIP package with product integration
Instream-Ad	✓	–	✓	✓
Presenter-Ad	–	✓	✓	✓
Linking via video description	–	✓	✓	✓
Permanent integration	✓	✓	✓	✓
Exclusive integration	–	✓	✓	✓
Product integration	–	–	–	✓
Rate	1,000.– €	1,800.– €	2,200.– €	4,500.– €



kraut&rüben is the unwavering organic gardening magazine for gardening with nature – for people, animals and plants. For 40 years, the *kraut&rüben* editorial team has been sharing its in-depth knowledge and providing practical inspiration for organic gardening and natural living.

With a paid circulation of around 94,000 copies, the *kraut&rüben* print magazine reaches active hobby gardeners with their own home and garden who value organic gardening and a sustainable lifestyle.

Year: 40, 2024

Frequency: monthly

Circulation area: Germany, Austria, Switzerland, Italy

Distributed circulation: 96,078 copies (IVW 2/2023)

Sold circulation: 93,958 copies (IVW 2/2023)

Subscription rate: 72.90 €*

ISBN: 0178-0166

ISSN: 0178-0166


kraut&rüben readers/users:

- active hobby gardeners with their own house and garden – in the country or in the city
- have extensive experience in growing vegetables, herbs, natural garden design and favour organic gardening
- love the relaxation of active gardening
- buy fruit and vegetables at weekly markets, farm shops or organic food shops
- are interested in cooking and healthy eating
- have a high affinity for sustainability, naturopathy and natural cosmetics
- are interested in crafts and building with wood

Source: 2022 reader survey in collaboration with agriExperts

Digital issue	Newsletter	Social media	Video	Print magazine	Jubilee	Special editions/ Gardener's yearbook	Competitions	Specifications and general data	Contacts
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Issue	Dates	Topics
January	1 P: 15.12.2023 A: 09.11.2023 C: 14.11.2023	Greenhouse, fruit tree pruning, birds in the garden, recipes
February	2 P: 12.01.2024 A: 07.12.2023 C: 12.12.2023	Pre-cultivation, bed planning, variety tips, receipees
March	3 P: 16.02.2024 A: 11.01.2024 C: 16.01.2024	Fruit trees, self-sufficiency, ground, recipes
April	4 P: 15.03.2024 A: 08.02.2024 C: 13.02.2024	Herbs, Urban gardening, self-sufficiency, recipes
May	5 P: 12.04.2024 A: 07.03.2024 C: 12.03.2024	Vegetables, fertilisation, natural garden, receipes
June	6 P: 10.05.2024 A: 04.04.2024 C: 09.04.2024	Roses, berries, flowers for insects, receipes

Issue	Dates	Topics
July	7 P: 14.06.2024 A: 09.05.2024 C: 14.05.2024	Harvesting, turf alternatives, climate change, receipes 
August	8 P: 12.07.2024 A: 06.06.2024 C: 11.06.2024	Winter vegetables, water in the garden receipes
September	9 P: 16.08.2024 A: 11.07.2024 C: 16.07.2024	Stock, bulbs, insect perennials, receipes
October	10 P: 13.09.2024 A: 08.08.2024 C: 13.08.2024	Woody plants, fruit harvest, planting period, receipes
November	11 P: 11.10.2024 A: 05.09.2024 C: 10.09.2024	Garden tools, garden planning, compost, receipes
December	12 P: 15.11.2024 A: 10.10.2024 C: 15.10.2024	Christmas, animals in the garden, climate change, receipes

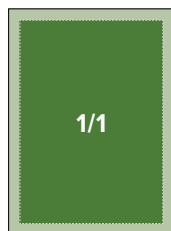
Digital issue	Newsletter	Social media	Video	Print magazine	Jubilee	Special editions/ Gardener's yearbook	Competitions	Specifications and general data	Contacts
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2/4. CP 12,760.– €

1/1 Cover pages

B: 210 × 297 mm

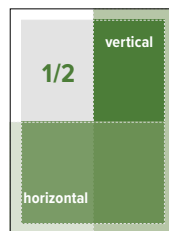


11,100.– €

1/1 page

P: 176 × 252 mm

B: 210 × 297 mm



5,550.– €

1/2 page vertical

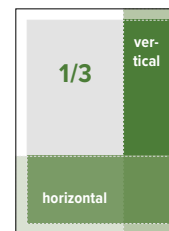
P: 84 × 252 mm

B: 101 × 297 mm

1/2 page horizontal

P: 176 × 123 mm

B: 210 × 144 mm



4,070.– €

1/3 page vertical

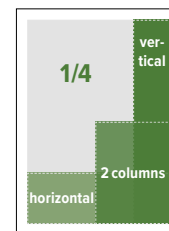
P: 55 × 252 mm

B: 72 × 297 mm

1/3 page horizontal

P: 176 × 80 mm

B: 210 × 101 mm



3,190.– €

1/4 page vertical

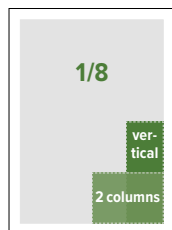
P: 40 × 252 mm

1/4 page horizontal

P: 176 × 59 mm

1/4 page 2 columns

P: 84 × 123 mm



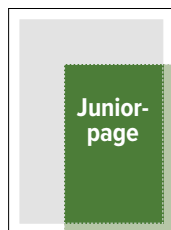
1,600.– €

1/8 page vertical

P: 40 × 123 mm

1/8 page 2 columns

P: 84 × 59 mm

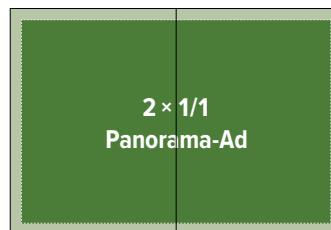


5,830.– €

Juniorpage

P: 115 × 163 mm

B: 132 × 186 mm

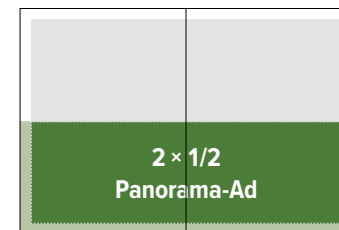


22,200.– €

2 x 1/1 Panorama-Ad

P: 386 × 252 mm

B: 420 × 297 mm



11,100.– €

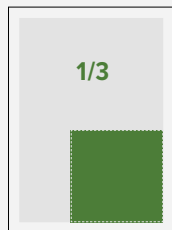
2 x 1/2 Panorama-Ad

P: 386 × 123 mm

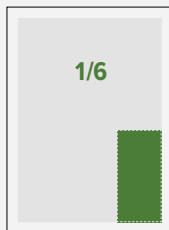
B: 420 × 144 mm

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 in €, plus statutory VAT.



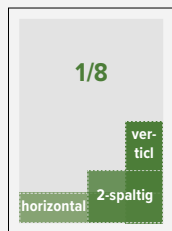
1,790.– €
1/3 page
 P: 120 × 120 mm



910.– €
1/6 page
 P: 58 × 120 mm



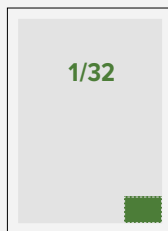
570.– €
1/12 page
 P: 58 × 58 mm



870.– €
1/8 page vertical
 P: 43 × 124 mm
1/8 page horizontal
 P: 184 × 30 mm
1/8 page 2 columns
 P: 90 × 61 mm



550.– €
1/16 page vertical
 P: 43 × 61 mm
1/16 page 2 columns
 P: 90 × 30 mm



400.– €
1/32 page
 P: 43 × 30 mm

mm-price coloured for advertisements in the editorial section Minimum format 1/8 page **12.90 €**

Business occasional adverts in continuous type (not discountable) per line, minimum 3 lines **9.12 €**

Cipher rate in Germany and abroad (incl. postage and VAT) **12.– €**

Discount in the event of acceptance within a contract year

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

Magazine size
 210 mm × 297 mm (width × height)

Print space
 176 mm × 252 mm (width × height)

Column width
 Advertising section (3 columns) **43 mm**
 Textual advertisement (3 columns) **55 mm**
 Textual advertisement (4 columns) **40 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 in €, plus statutory VAT.

Digital issue	Newsletter	Social media	Video	Print magazine	Jubilee	Special editions/ Gardener's yearbook	Competitions	Specifications and general data	Contacts
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Inserts

Weight	Rate per 1,000*
up to 25 g	169.– €
ea. additional 5 g	22.– €

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

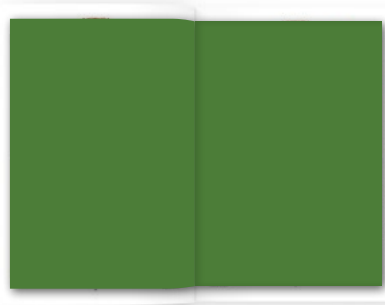
i Specifications →



Bound-In booklet

Size	Weight	Rates
2 pages	up to 30 g	11,560.– €
4 pages	up to 30 g	14,960.– €
6 pages	up to 40 g	18,360.– €
8 pages	up to 50 g	22,440.– €

i Specifications →



Glued-in inserts/Tip-on ads

Format	Rate per 1.000
Standard postcard	113.– €
Glued-in inserts, Booklet up to 25 g	123.– €
Glued-in CD/DVD up to 25 g, 125 x 125 mm	on request

i Specifications →



Further special advertisements on request



kraut&rüben celebrates its birthday!

For 40 years, *kraut&rüben* has been sharing well-founded and entertaining organic gardening knowledge with all outdoor people, self-sufficient gardeners, balcony gardeners and flower lovers. This means that *kraut&rüben* was already organic long before this approach to gardening became a trend. *kraut&rüben* invites you to experience the garden from its most beautiful, wild side – no longer just via the print magazine, but also via digital channels such as the website, newsletter, social media and video.

kraut&rüben is celebrating its anniversary year with a look back and exclusive insights from the editorial team.

Celebrate with us!

With great anniversary discounts and promotions

- **40% anniversary discount** on your congratulatory advert* in the anniversary issues!
- **20% anniversary combination discount** on your picture/text advert in the newsletters for the anniversary issues
- **40% anniversary discount** in the anniversary competition

Anniversary special issue „1x1 des Bio-Gartens“**

Congratulatory adverts with **40% anniversary discount**

P: 22.03.2024 / A: 15.02.2024

Format	Regular rate	Anniversary rate
1/1 page	8,320.–€	4,992.–€
1/2 page	4,160.–€	2,496.–€
1/3 page	2,770.–€	1,662.–€
1/4 page	2,080.–€	1,248.–€

Topic newsletter

20% Anniversary discount in combination with print

P: 28.03.2024

Format	Regular rate	Anniversary rate
Image/text advertisement	990.–€	792.–€

Anniversary competition

40% Anniversary discount

in the anniversary issue 07/2024 and online starting with 14.06.2024

Format	Regular rate	Anniversary rate
Sponsoring	970.–€	582.–€

Anniversary issue 07/2024

Congratulatory adverts with **40% anniversary discount**

P: 14.06.2024 / A: 09.05.2024

Format	Regular rate	Anniversary rate
1/1 page	11,100.–€	6,660.–€
1/2 page	5,550.–€	3,330.–€
1/3 page	4,070.–€	2,442.–€
1/4 page	3,190.–€	1,914.–€
1/8 page	1,600.–€	960.–€

Weekly newsletter

20% Anniversary discount in combination with print

P: 20.06.2024, 27.06.2024, 04.07.2024, 11.07.2024

Format	Regular rate	Anniversary rate
Image/text advertisement	820.–€	656.–€



Circulation:
50,000 each issue

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

Print space:
176 mm × 252 mm
(W × H)

Dates:

1x1 des Bio-Gartens*
40 Jahre *kraut&rüben!*



P: 22.03.2024
A: 15.02.2024
C: 20.02.2024

Zukunftsfit gärtnern*

P: 17.05.2024
A: 11.04.2024
C: 16.04.2024

Staudengärtnern*

P: 19.07.2024
A: 13.06.2024
C: 18.06.2024

Garten für Insekten*

P: 27.09.2024
A: 22.08.2024
C: 27.08.2024

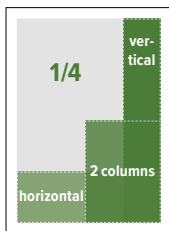
* Working title

Editorial section



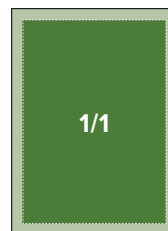
2./4. CP 9,570.– €

1/1 Cover pages
B: 210 × 297 mm



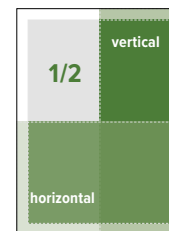
2,080.– €

1/4 page vertical
P: 40 × 252 mm
1/4 page horizontal
P: 176 × 59 mm
1/4 page 2 columns
P: 84 × 123 mm



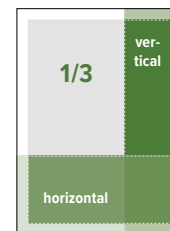
8,320.– €

1/1 page
P: 176 × 252 mm
B: 210 × 297 mm



4,160.– €

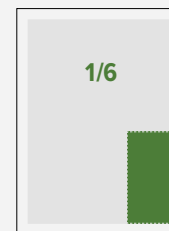
1/2 page vertical
P: 84 × 252 mm
B: 101 × 297 mm
1/2 page horizontal
P: 176 × 123 mm
B: 210 × 144 mm



2,770.– €

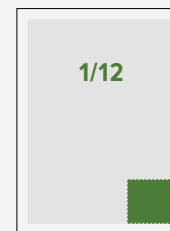
1/3 page vertical
P: 55 × 252 mm
B: 72 × 297 mm
1/3 page horizontal
P: 176 × 80 mm
B: 210 × 101 mm

MARKET PLACE



680.– €

1/6 page
P: 58 × 120 mm



420.– €

1/12 page
P: 58 × 58 mm



Circulation:
11,500 copies

Publication date:
14.08.2024

Advertising deadline:
24.05.2024

Copy deadline:
07.06.2024

The popular *kraut&rüben* garden yearbook is a practical and helpful work calendar for all active hobby gardeners. Beautifully designed and with lots of helpful tips and valuable information on planting, tending, fertilising and harvesting, the work calendar is used almost every day.

Your advantages:

- Reliable and high-quality environment for your advertising
- Year-round presence in an actively used product
- Placement of your advertising in a suitable seasonal environment
- Nature-conscious and active target group

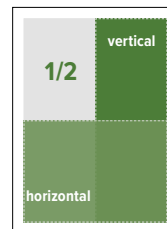


1,740.– €

1/1 page

P: 124 × 188 mm

B: 148 × 210 mm



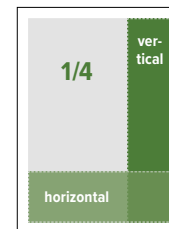
870.– €

1/2 page vertical

P: 60 × 188 mm

1/2 page horizontal

P: 124 × 92 mm



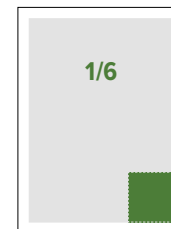
435.– €

1/4 page vertical

P: 60 × 92 mm

1/4 page horizontal

P: 124 × 44 mm



290.– €

1/6 page

P: 60 × 60 mm

Digital issue

Newsletter

Social media

Video

Print magazine

Jubilee

Special editions/
Gardener's yearbook

Competitions

Specifications and general data

Contacts

Digital competitions:

As a prize sponsor, benefit from the high reach of the popular online competitions that are played out on the website and on Instagram.

You provide us with a daily prize that can be won by readers via a quiz question. With the quiz question, which deals with your products or your company, we lead the readers directly to your website.

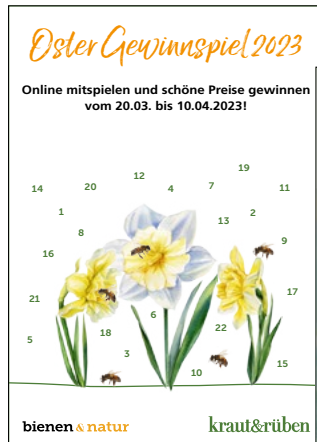
Easter competition 2024:

Placement period: 11.03.2024 up to and including 01.04.2024

Advent calendar 2024:

Placement period: 01.12.2024 up to and including 31.12.2024

Prize per competition 770.– €



Print competitions:

As a prize sponsor of the popular puzzles that appear in every issue of *kraut&rüben*, you will be placed exclusively with a product description and logo.

Puzzle "Test your knowledge"

Children's bed puzzle with the green frog Fridolin, who teaches children about gardening and nature.

Price per sponsorship 770.– €



Display Ads *(page 5)*

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 6)*

Teaser

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

Langtext

- 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 7)*

Weekly, Topic, Seasonal 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: amx 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 8)

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 8)

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

Material specifications for Presenter & Instream Ad in the k&r videos (page 9)

Presenter Ad

Logo Integration

- Resolution min. 1920 x 1080 px, max. 3840 x 2160 px.
- RGB colour space
- 72 dpi
- Formats: PSD, PNG, open files, cropped
- Gladly in several colour variations, as provided in the CI
- intended

Linkung

- short URL for the YouTube video description

Instream Ad

Finished banner

- Resolution: 3840 x 332 pixels, 72 dpi
- Format: PSD, PNG, open files
- RGB colour space
- Optional animations are possible:
- Formats: .mov & .mp4; frame rate min. 25 FPS

or: The instream ad is created by us with your material created by us:

- Logo and images (resolution/formats as for Presenter Ad)
- Wording of the text / call to action
- Info about desired colour scheme/colour code
- Info about desired fonts

Inserts (page 14)

- Inserts must not be larger than the format 190 mm × 277 mm (width × height) and must not have a zigzag fold
- Minimum format of the insert: 105 mm × 148 mm (width × 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 14)

- 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 14)

- 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,
Anzeiger kraut&rüben
Lothstr. 29, 80797 München, 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 *kraut&rüben*
Tel. +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:

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

Printing process

Cover: Sheetfed offset

Inside part: Webfed offset

Print profile

www.dlv.de/kur

Processing

Adhesive binding

Data transmission

Email

Electronic Data transmission

silke.breuherr@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.

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

Head of Advertising



Verena Nolten
+49 89 12705-257
verena.nolten@dlv.de

Sales Manager Bees, Garden, Kitchen Area



Astrid Fiss
+49 89 12705-221
astrid.fiss@dlv.de
u. a. for Nielsen 5 + 6 + 7

Media Consultants Digital and Print



Kerstin Fischer
+49 511 67806-663
kerstin.fischer@dlv.de
for Nielsen 1+ 2



Susanne Rihacek
+49 89 12705-390
susanne.rihacek@dlv.de
for Nielsen 4 + Ausland



Ursula Zacherl
+49 89 12705-322
ursula.zacherl@dlv.de
for Nielsen 3a + b

Ad Management Print



Silke Breuherr
+49 89 12705-318
silke.breuherr@dlv.de

Ad Management Digital



Leonhard Mayr
+49 89 12705-319
leonhard.mayr@dlv.de



Maria Sedlmair
+49 89 12705-370
maria.sedlmair@dlv.de