



Media Kit 2025

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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Page | Content

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Digital Issues

Start: May 2021

3,332 user*

Newsletter

23,555 subscribers*

35% opening rate

Facebook

19,445 follower*

YouTube

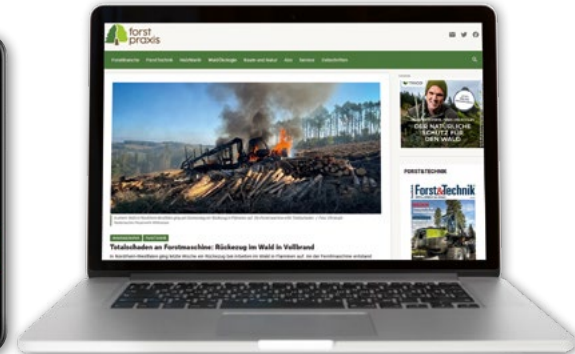
8,868 subscribers

Online

115,567 visits**

190,731 page impressions**

84,778 users*

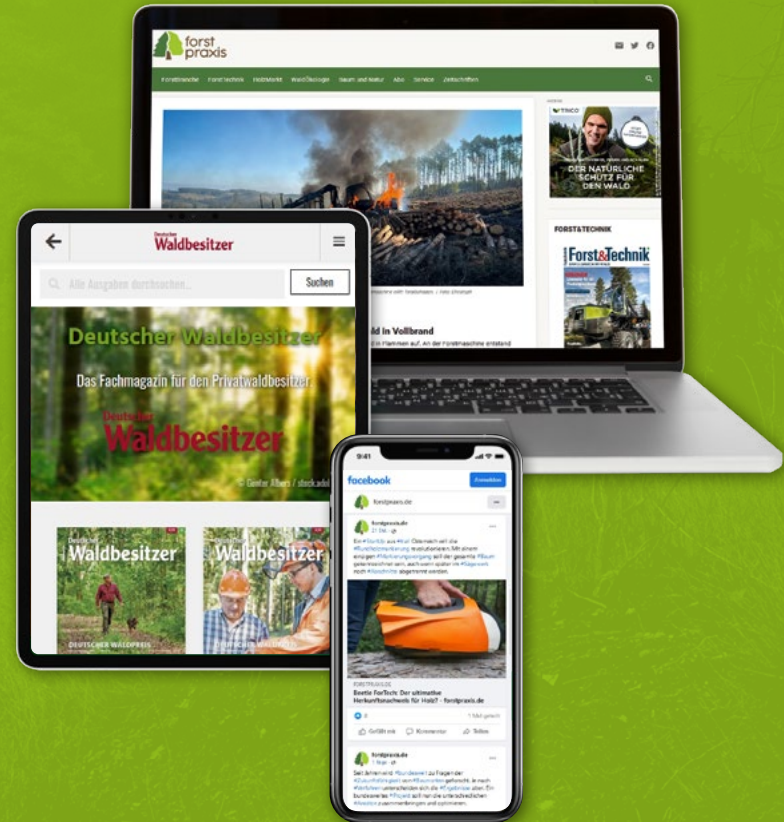


Digital Channels

www.forstpraxis.de is the joint Internet presence of the *dIv* 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 as well as the editorial teams via the social media channel Facebook.

At regular intervals we also publish latest forestry machine videos on the YouTube channel of *Forst&Technik*.



Display Ads

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Standard formats also possible as AdBundle		Runtime 1 month	Desktop	Tablet	Mobile
1	Leaderboard (728 × 90 px)	850.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2	Skyscraper (120 × 600 px)	850.– €	<input checked="" type="checkbox"/>	–	–
3	Medium Rectangle (300 × 250 px)	850.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (320 × 100 px)	850.– €	–	–	<input checked="" type="checkbox"/>
Large size Image Banner					
5	Halfpage Ad (300 × 600 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
6	Billboard (900 × 250 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
	Hockey Stick (728 × 90 + 120 × 600 px)	1,250.– €	<input checked="" type="checkbox"/>	–	–
Video					
	Video-Ad	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Specifications Video-Ad

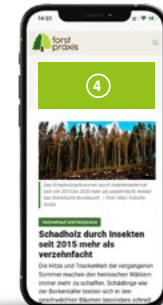
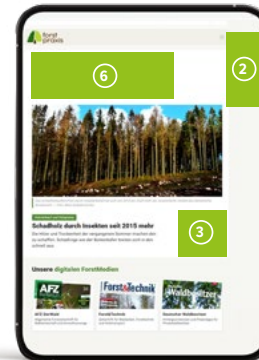
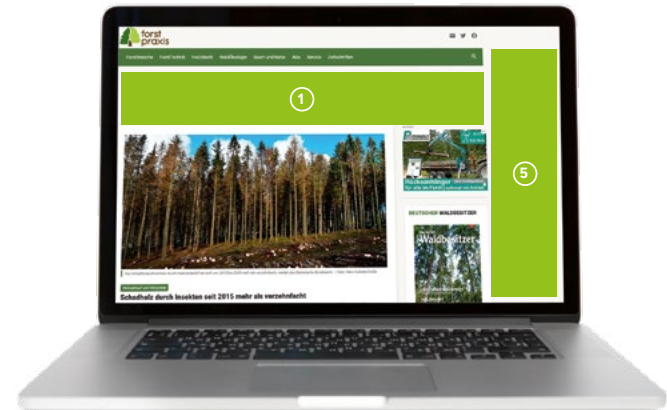
- Link of the video to a video player (e.g. YouTube) or physical video delivery
- Link to the product/website

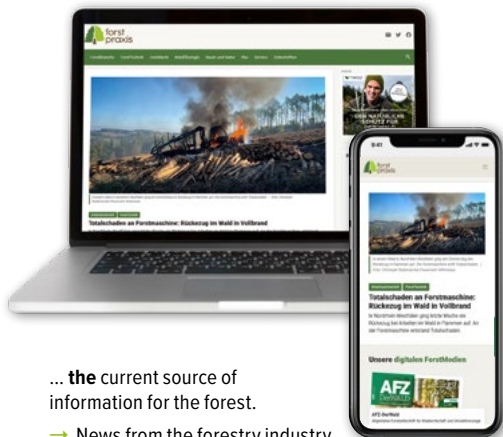
() = depending on the device resolution

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 prices in €, plus statutory VAT, valid for campaigns starting on January 1, 2025





... 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

0 115,567 visits per month*
190,731 page impressions*
84,778 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 homepage and in the appropriate sections.

Advertorial	Price
4 weeks runtime	1,100.– €
Advertorial ad-on options	
as „Branded Content“ at Facebook	400.– €
as an image-text ad in the forestry newsletter	400.– €

* Price only in combination with an advertorial

Specifications

Teaser

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

Long text

- Images in text: 850x420 pixel
- Advertorial text (Recommendation): 1,500 – 2,000 characters (incl. spaces)
- Linking
- Image source/Copyright

Example Advertorial-Teaser



Example Advertorial-Text



Currently 23,555 subscribers receive the latest forestry news with the forstpraxis newsletter. The newsletter is delivered **weekly** in the months from October to April and **fortnightly** from May to September!

With an average open rate of 35%, the *forstpraxis*-newsletter is well above the standard values.

Standard Newsletter (Image text advert)

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

Specifications

- Topic: max 60 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)

Price 695.– €

Topic Newsletter

Dispatch with a thematic focus of the editorial team. The advertising spaces are limited to 3 positions with image/text adverts.

Price per position 795.– €

Month	Topic
Early March	Wind energy
Early April	Trade fair bauma
Early June	Wind energy
Early September	Wind energy
Early November	Trade fair AGRITECHNICA
Early December	Wind energy



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

Price 2,995.– €



Performance:
23,555 subscribers
35 % opening rate

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

Price 675.– €

Image

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

Specifications

- Image: 1200 x 628 Pixel, max. 150 KB
- Link to the fanpage
- Text: the shorter the better, optimum 100 characters
- Requested emojis
- Optionally: link to the product/website

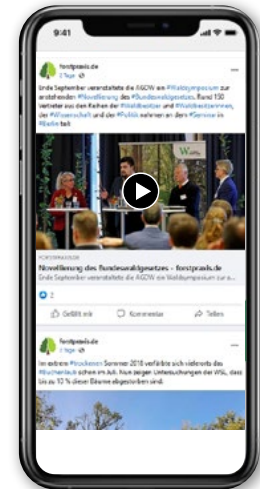


Video

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

Specifications

- MP4 or MOV, the shorter the better
- Video title
- Video description, requested emojis
- Linking to the landing page, where applicable
- In addition to the video thumbnail in the same format
- Ideal with subtitles, because videos are usually viewed on mute



Range:
19,445 follower

All prices 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.

With the **Easter competition** and the **Advent calendar** we offer you the opportunity to surprise our readers with a prize of your choice.

We will take care of the entire realisation. All you have to do is organise the dispatch of the prize.

This is what we offer you as a sponsor:

- Promotion of the competition on *forstpraxis.de* and in all three forestry magazines *Forst&Technik*, *AFZ-DerWALD* and *Deutscher Waldbesitzer*
- A digital door in our *forstpraxis* Easter/Advent competition
- Announcement in the *forstpraxis* newsletter (23,555 subscribers)
- Facebook post on the day of your daily prize (19,445 follower)
- Presentation of your daily prize in our three forestry magazines *Forst&Technik*, *AFZ DerWald*, *Deutscher Waldbesitzer*
- Announcement on our website *www.forstpraxis.de* (190,731 PI)

Price (Easter or Advent): 810.– €*

Special price for both competitions: 1,399.– €*

Secure one of our coveted places early:



Easter competition 2025
10 sponsored doors
(Duration 12.04. to 21.04.2025)

Advent calendar 2025
24 sponsored doors
(Duration 01.12. to 24.12.2025)



* Customer net plus statutory VAT, agency compensation possible

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 22,000 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: 37, 2025

Frequency of publication: monthly

Circulation area: Germany, Austria, Switzerland, Benelux

Distributed circulation: 8,270 copies

Sold circulation: 7,354 copies
(IVW 2/2024)

Subscription price: 114.– €*

ISSN: 1435-1013



AFZ-DerWALD

Year: 80, 2025

Frequency of publication: 2x per month

Circulation area: Germany, Austria, Switzerland

Distributed circulation: 5,547 copies

Sold circulation: 4,831 copies
(IVW 2/2024)

Subscription price: 274.– €*

ISSN: 1430-2713



Deutscher Waldbesitzer

Year: 25, 2025

Frequency of publication: 4x per year

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

Distributed circulation: 10,655 copies

Sold circulation: 10,254 copies
(IVW 2/2024)

Subscription price: 52.– €*

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.

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

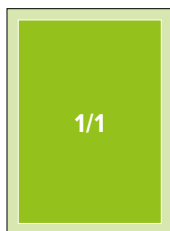
The terms and conditions of payment and business that may be obtained from the publisher or inspected on **www.dlv.de/AGB** are applicable to the processing of orders.

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

Deutscher Landwirtschaftsverlag GmbH

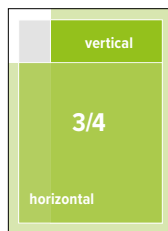
Lothstr. 29, 80797 Munich, Germany
Postfach 40 05 80, 80705 Munich, Germany
Phone +49 89 12705-1, Fax -335
dlv.muenchen@dlv.de, www.dlv.de

Editorial section



1/1 page (1,080 mm)
P: 184 × 270 mm
B: 210 × 297 mm

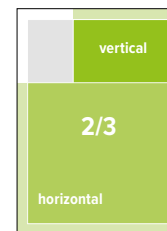
bw 2,279.– €
4-c 3,499.– €



3/4 page vertical
P: 137 × 270 mm
B: 150 × 297 mm

3/4 page horizontal
P: 184 × 202 mm
B: 210 × 217 mm

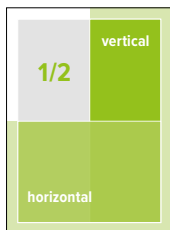
bw 1,709.– €
4-c 2,624.– €



2/3 page vertical
P: 121 × 270 mm
B: 134 × 297 mm

2/3 page horizontal
P: 184 × 180 mm
B: 210 × 195 mm

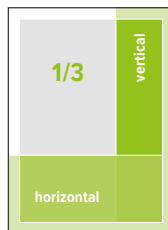
bw 1,519.– €
4-c 2,333.– €



1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm

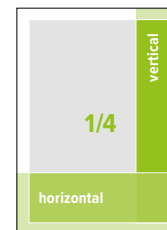
bw 1,139.50 €
4-c 1,749.50 €



1/3 page vertical
P: 58 × 270 mm
B: 71 × 297 mm

1/3 page horizontal
P: 184 × 90 mm
B: 210 × 105 mm

bw 798.– €
4-c 1,225.– €

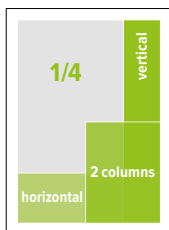


1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm

1/4 page horizontal
P: 184 × 67 mm
B: 210 × 82 mm

bw 598.– €
4-c 918.– €

Ad section

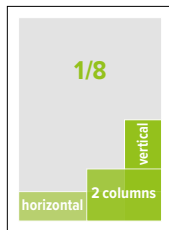


1/4 page vertical
P: 43 × 270 mm

1/4 page horizontal
P: 184 × 67 mm

1/4 page 2 columns
P: 90 × 135 mm

bw 570.– €
4-c 875.– €

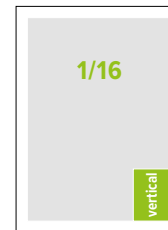


1/8 page vertical
P: 43 × 135 mm

1/8 page horizontal
P: 184 × 33 mm

1/8 page 2 columns
P: 90 × 67 mm

bw 285.– €
4-c 437.– €

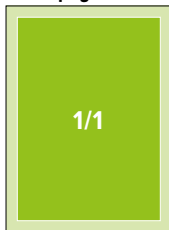


1/16 page vertical
P: 43 × 67 mm

bw 142.– €
4-c 219.– €

Preferred positionings

Cover page



Cover page 2/4
4-c 4,024.– €

Cover page 3
4-c 3,849.– €

P: 184 × 270 mm
B: 210 × 297 mm

Juniorpage



bw 1,196.– €
4-c 1,837.– €

P: 121 × 193 mm
B: 134 × 210 mm

Advertisement by the millimetre

bw per mm, single column 2.11 €
4-c per mm, single column 3.24 €

Used machinery offers, search

bw per mm, single column 1.51 €
4-c per mm, single column 2.58 €
solid matter up to 10 lines 19.27 €
additional line 4.– €

Classified business advertisement

Job offers**
bw per mm, single column 2.11 €
4-c per mm, single column 3.24 €
Job application
bw per mm, single column 1.69 €

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

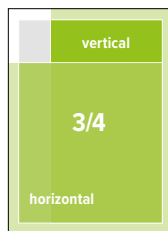
P: Print space, B: Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height. All prices plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and condition of business apply. ■ Pricelist 37 valid from issue 1/2025.

Editorial section



1/1 page (1.080 mm)
P: 184 × 270 mm
B: 210 × 297 mm

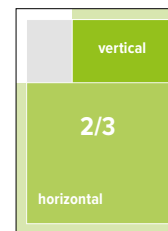
bw 2,354.– €
4-c 3,542.– €



3/4 page vertical
P: 137 × 270 mm
B: 150 × 297 mm

3/4 page horizontal
P: 184 × 202 mm
B: 210 × 217 mm

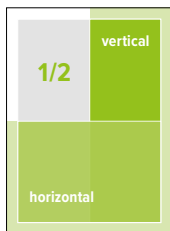
bw 1,765.50 €
4-c 2,656.50 €



2/3 page vertical
P: 121 × 270 mm
B: 134 × 297 mm

2/3 page horizontal
P: 184 × 180 mm
B: 210 × 195 mm

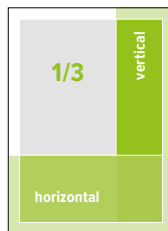
bw 1,569.– €
4-c 2,361.– €



1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm

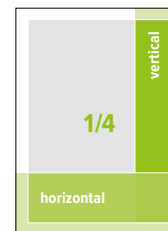
bw 1,177.– €
4-c 1,771.– €



1/3 page vertical
P: 58 × 270 mm
B: 71 × 297 mm

1/3 page horizontal
P: 184 × 90 mm
B: 210 × 105 mm

bw 824.– €
4-c 1,240.– €

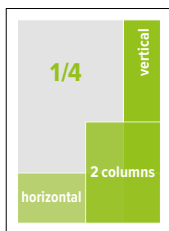


1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm

1/4 page horizontal
P: 184 × 67 mm
B: 210 × 82 mm

bw 618.– €
4-c 930.– €

Ad section

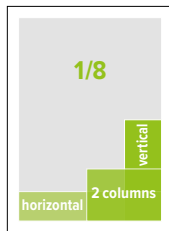


1/4 page vertical
P: 43 × 270 mm

1/4 page horizontal
P: 184 × 67 mm

1/4 page 2 columns
P: 90 × 135 mm

bw 588.50 €
4-c 885.50 €

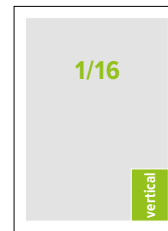


1/8 page vertical
P: 43 × 135 mm

1/8 page horizontal
P: 184 × 33 mm

1/8 page 2 columns
P: 90 × 67 mm

bw 294.– €
4-c 443.– €

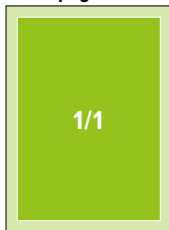


1/16 page vertical
P: 43 × 67 mm

bw 147.– €
4-c 221.– €

Preferred positionings

Cover page



Cover page 2/4
4-c 4,073.– €
Cover page 3
4-c 3,896.– €

P: 184 × 270 mm
B: 210 × 297 mm

Juniorpage



bw 1,236.– €
4-c 1,860.– €

P: 121 × 193 mm
B: 134 × 210 mm

Advertisement by the millimetre

bw per mm, single column 2.18 €
4-c per mm, single column 3.28 €

Classified business advertisement

Job offers**
bw per mm, single column 2.35 €
4-c per mm, single column 3.52 €

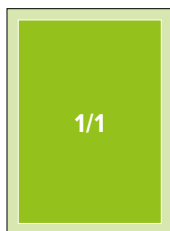
Combo discount*
10 % with publication in at least 2 titles

* 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

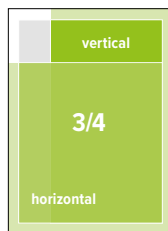
P: Print space, B: Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height. All prices plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and condition of business apply. ■ Pricelist 66 valid from issue 1/2025.

Editorial section



1/1 page (1,080 mm)
P: 184 × 270 mm
B: 210 × 297 mm

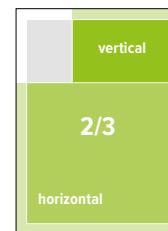
bw 2,354.– €
4-c 3,542.– €



3/4 page vertical
P: 137 × 270 mm
B: 150 × 297 mm

3/4 page horizontal
P: 184 × 202 mm
B: 210 × 217 mm

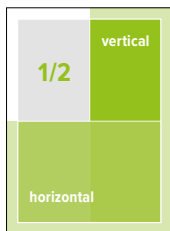
bw 1,765.50 €
4-c 2,656.50 €



2/3 page vertical
P: 121 × 270 mm
B: 134 × 297 mm

2/3 page horizontal
P: 184 × 180 mm
B: 210 × 195 mm

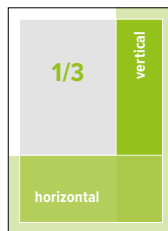
bw 1,569.– €
4-c 2,361.– €



1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm

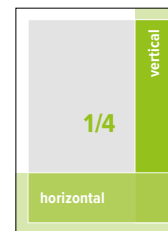
bw 1,177.– €
4-c 1,771.– €



1/3 page vertical
P: 58 × 270 mm
B: 71 × 297 mm

1/3 page horizontal
P: 184 × 90 mm
B: 210 × 105 mm

bw 824.– €
4-c 1,240.– €

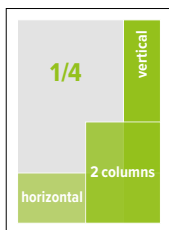


1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm

1/4 page horizontal
P: 184 × 67 mm
B: 210 × 82 mm

bw 618.– €
4-c 930.– €

Ad section

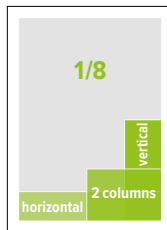


1/4 page vertical
P: 43 × 270 mm

1/4 page horizontal
P: 184 × 67 mm

1/4 Seite 2 columns
P: 90 × 135 mm

bw 588.50 €
4-c 885.50 €

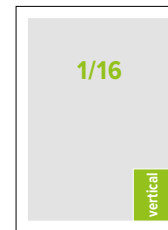


1/8 page vertical
P: 43 × 135 mm

1/8 page horizontal
P: 184 × 33 mm

1/8 Seite 2 columns
P: 90 × 67 mm

bw 294.- €
4-c 443.- €

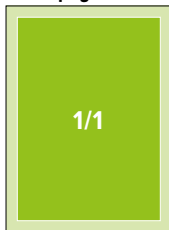


1/16 page vertical
P: 43 × 67 mm

bw 147,- €
4-c 221,- €

Preferred positionings

Cover page



Cover page 2/4
4-c 4,073.- €
Cover page 3
4-c 3,896.- €

P: 184 × 270 mm
B: 210 × 297 mm

Juniorpage



bw 1,236.- €
4-c 1,860.- €

P: 121 × 193 mm
B: 134 × 210 mm

Advertisement by the millimetre

bw per mm, single column 2.18 €
4-c per mm, single column 3.28 €

Classified business advertisement

Job offers**
bw per mm, single column 2.18 €
4-c per mm, single column 3.28 €

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

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 prices plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and condition of business apply. ■ Pricelist 25 valid from issue 1/2025.

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

Cipher fee in Germany and abroad (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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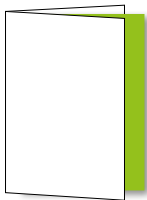
Inserts *F&T*, *AFZ*, *DW*

Weight	Prices per 1,000*
up to 25 g	242.– €
ea. additional 5 g	26.– €

*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.



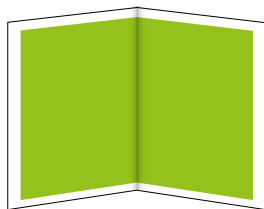
i Specifications →

Bound-in booklets

Size/Weight	<i>F&T</i>	<i>AFZ</i>	<i>DW</i>
4 pages, up to 30 g	5,697.50 €	5,885.– €	5,885.– €
8 pages, up to 50 g	9,686.– €	10,004.50 €	10,004.50 €

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.

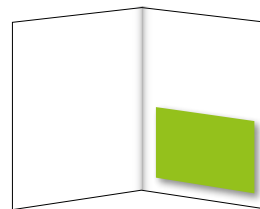


i Specifications →

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 prices, placements and all other details. Simply call us.

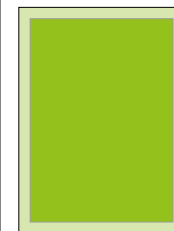


i Specifications →

Company portraits

<i>F&T</i>	<i>AFZ</i>	<i>DW</i>
3,499.– €	3,542.– €	3,542.– €

- 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	Print Magazines	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
January	1 P: 28.12.2024 A: 02.12.2024 C: 10.12.2024	Firewood technology		Grüne Woche, Berlin 17. – 26.01.2025
February	2 P: 01.02.2025 A: 07.01.2025 C: 15.01.2025	Tree care		Jagd&Hund, Dortmund 28.01. – 02.02.2025 Die Hohe Jagd & Fischerei, Salzburg (AT) 20. – 23.02.2025
March	3 P: 01.03.2025 A: 03.02.2025 C: 11.02.2025	Forest cultures		Forst ³ , Erfurt 28. – 30.03.2025
April	4 P: 01.04.2025 A: 03.03.2025 C: 11.03.2025	Timber transport	Preview FORST live	bauma, Munich 07. – 13.04.2025 FORST live, Offenburg 11. – 13.04.2025
May	5 P: 02.05.2025 A: 01.04.2025 C: 09.04.2025	Timber harvesting Preview LIGNA Review FORST live		Deutsche Baumpflegetage, Augsburg 06. – 08.05.2025 LIGNA, Hanover 26. – 30.05.2025
June	6 P: 31.05.2025 A: 05.05.2025 C: 13.05.2025	Tree care Preview Elmia Wood		Elmia Wood, Jönköping (SWE) 05. – 07.06.2025 FOREXPO, Mimizan (FR) 18. – 20.06.2025 demopark, Hörselberg-Hainich 22. – 24.06.2025
July	7 P: 01.07.2025 A: 02.06.2025 C: 10.06.2025	Mobile sawmills Review LIGNA Review Elmia Wood		Foire de Libramont, Libramont (BE) 25. – 28.07.2025
August	8 P: 01.08.2025 A: 07.07.2025 C: 15.07.2025	Market overview hackers Test report small hackers Preview Forstmesse Luzern		Forstmesse Luzern, Luzern (CH) 21. – 24.08.2025
September	9 P: 02.09.2025 A: 04.08.2025 C: 12.08.2025	Forest renewal	Preview DLG-Waldtage	DLG-Waldtage, Lichtenau 12. – 14.09.2025
October	10 P: 01.10.2025 A: 01.09.2025 C: 09.09.2025	Review Forstmesse Luzern Review DLG-Waldtage		
November	11 P: 30.10.2025 A: 06.10.2025 C: 14.10.2025	Small technology „Bauernwald“		AGRITECHNICA, Hanover 09. – 15.11.2025
December	12 P: 02.12.2025 A: 03.11.2025 C: 11.11.2025	Timber harvesting		

Display Ads		Content Advertising and Social Media		Print Magazines	Specifications and General Data	Contacts
Issue	Dates	Topics	Specials	Trade Fairs		
January	1	P: 31.12.2024 A: 06.12.2024 C: 11.12.2024	Forestry associations			
	2	P: 15.01.2025 A: 20.12.2024 C: 23.12.2024	Forest ecology		Grüne Woche, Berlin 17. – 26.01.2025 Jagd&Hund, Dortmund 28.01. – 02.02.2025	
February	3	P: 05.02.2025 A: 14.01.2025 C: 17.01.2025	Forest Management 20 years NLF			
	4	P: 19.02.2025 A: 28.01.2025 C: 31.01.2025	Tree care		Die Hohe Jagd & Fischerei, Salzburg (AT) 20. – 23.02.2025	
March	5	P: 05.03.2025 A: 11.02.2025 C: 14.02.2025	Forest cultures			
	6	P: 19.03.2025 A: 25.02.2025 C: 28.02.2025	Forest and game		FORST ³ , Erfurt 28. – 30.03.2025	
April	7	P: 02.04.2025 A: 11.03.2025 C: 14.03.2025	Windenergy in the forest		bauma, Munich 07. – 13.04.2025 FORST live, Offenburg 11. – 13.04.2025	
	8	P: 16.04.2025 A: 25.03.2025 C: 28.03.2025	Deutsche Baumpflegetage			
May	9	P: 07.05.2025 A: 15.04.2025 C: 17.04.2025	Forest conservation situation 2023/2024		Deutsche Baumpflegetage, Augsburg 06. – 08.05.2025	
	10	P: 21.05.2025 A: 29.04.2025 C: 02.05.2025	Silviculture		LIGNA, Hanover 26. – 30.05.2025	
June	11	P: 04.06.2025 A: 13.05.2025 C: 15.05.2025	Forest Management		Elmia Wood, Jönköping (SWE) 05. – 07.06.2025 FOREXPO, Mimizan (FR) 18. – 20.06.2025	
	12	P: 18.06.2025 A: 23.05.2025 C: 28.05.2025	Tree care		demopark, Hørselberg-Hainich 22. – 24.06.2025	

Display Ads	Content Advertising and Social Media	Print Magazines	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
July	13	P: 02.07.2025 A: 10.06.2025 C: 12.06.2025	Forestry software	Foire de Libramont, Libramont (BE) 25. – 28.07.2025
	14	P: 16.07.2025 A: 24.06.2025 C: 27.06.2025	Forest nature conservation	
August	15	P: 06.08.2025 A: 15.07.2025 C: 18.07.2025	Forest ecology	
	16	P: 20.08.2025 A: 29.07.2025 C: 31.07.2025	Tree care	Forstmesse Luzern (CH), Luzern 21. – 24.08.2025
September	17	P: 03.09.2025 A: 12.08.2025 C: 14.08.2025	Forest planning, Silviculture	DLG-Waldtage, Lichtenau 12. – 14.09.2025
	18	P: 17.09.2025 A: 26.08.2025 C: 29.08.2025	Forest operation	
October	19	P: 01.10.2025 A: 09.09.2025 C: 12.09.2025	Forest policy, Forest culutures	
	20	P: 15.10.2025 A: 23.09.2025 C: 25.09.2025	Tree care	
November	21	P: 05.11.2025 A: 14.10.2025 C: 16.10.2025	Forestry software	AGRITECHNICA, Hanover 09. – 15.11.2025
	22	P: 19.11.2025 A: 28.10.2025 C: 31.10.2025	Forest and game	
December	23	P: 03.12.2025 A: 11.11.2025 C: 14.11.2025	Business Management	
	24	P: 17.12.2025 A: 25.11.2025 C: 28.11.2025	Tree care	

Display Ads	Content Advertising and Social Media	Print Magazines	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
Jan./Feb./March	1 P: 28.02.2025 A: 30.01.2025 C: 06.02.2025	Forest cultures, Forest conservation		FORST ³ , Erfurt 28. – 30.03.2025 bauma, Munich 07. – 13.04.2025 FORST live, Offenburg 11. – 13.04.2025 Deutsche Baumpflegetage, Augsburg 06. – 08.05.2025 LIGNA, Hanover 26. – 30.05.2025
April/May/June	2 P: 30.05.2025 A: 02.05.2025 C: 08.05.2025	Forest fire, Forest management		Elmia Wood, Jönköping (SWE) 05. – 07.06.2025 FOREXPO; Mimizan (FR) 18. – 20.06.2025 demopark, Hörselberg-Hainich 22. – 24.06.2025 Foire de Libramont, Libramont (BE) 25. – 28.07.2025 Forstmesse Luzern, Luzern (CH) 21. – 24.08.2025
July/Aug./Sep.	3 P: 29.08.2025 A: 31.07.2025 C: 07.08.2025	Wood energy, Forest cultures, Forestry software		DLG-Waldtage, Lichtenau 12. – 14.09.2025 AGRITECHNICA, Hanover 09. – 15.11.2025
Oct./Nov./Dec.	4 P: 28.11.2025 A: 30.10.2025 C: 06.11.2025	Wind energy, Timber 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/forsttechnik

www.dlv.de/afz-derwald

www.dlv.de/deutscher-waldbesitzer

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 Munich, 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

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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