



# Media Kit 2025


**The voice of  
agriculture for  
generations**

- Lower Saxony – agricultural state no. 1
- Agricultural weekly with the widest reach from 50 ha of agricultural land





The **voice of  
agriculture.**  
For generations.

Our **north.** Our agriculture. Our home. We are **storm-proof.** We stand up for farmers in Lower Saxony even in the face of headwinds. Our **handshake** counts and you can rely on our word. With a clear view across the wide and, **LAND & Forst** is a guide and support in the field and in the barn. A **responsibility** that we take seriously. For **generations.** 



## Facts

**Year:** 20, 2025

**Frequency of publication:** weekly

**Circulation area:** Lower Saxony

**Distributed circulation:** 41,492 copies

**Sold circulation:** 41,148 copies

(IVW 2/2024)

**ISSN:** 1439-3239



Mitglied der Arbeitsgemeinschaft  
Organisationsgebundene Landpresse

## Publisher

**Deutscher Landwirtschaftsverlag GmbH**

Kabelkamp 6, 30179 Hanover, Germany

Mars-la-Tour-Str. 4, 26121 Oldenburg, Germany

## Media Profile

LAND & FORST is the voice of agriculture. It is an integral part of farming families. It is a guide and support. In the field as well as in the stable.

## Target Group

LAND & FORST is the weekly read by full-time and part-time farmers in Lower Saxony. It reaches 86,1% of agricultural businesses (source: MAagrar 2023) and is the basic medium of Lower Saxony's agriculture.

## LAND & FORST Digital Channels

The direct way to the target group of farmers is via the digital channels of LAND & FORST. With over 37,517 Facebook fans and more than 14,869 Instagram followers, it is the leading agricultural weekly.

## 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 PNBKDEFF

## 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](http://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.



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\*Digital reaches are part of agrarheute.com  
IVW June, 2024, publisher's details

## Digital issue

2,200 subscribers

## Newsletter

28,350 subscribers  
32% opening rate

## Facebook

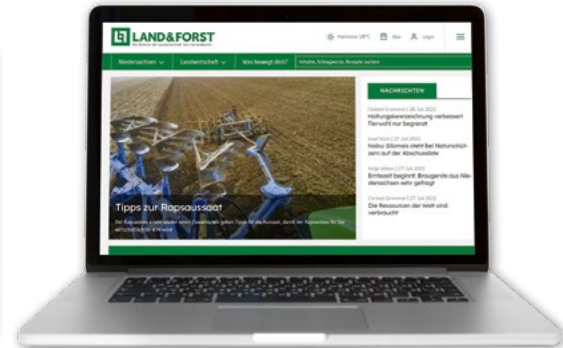
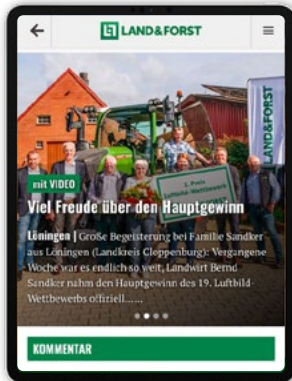
37,517 follower

## Instagram

14,869 follower

## Online

333,913 visits / month  
486,912 page impressions / month



Instagram ads are presented in a clear, linear format – at the centre of visual inspiration. Increase awareness or the number of your customers with your adverts and share your business story with a very attractive target group.

**Coverage:**  
14,869 follower

**Photo Ad**

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

**Price per post 550.– €**



**Video Ad / Reel**

- Visual, immersive experience
- Extensive information transfer
- Unlimited available in feed
- Monday – Sunday

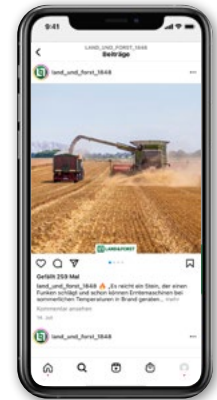
**Price per post 650.– €**



**Story Ad**

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

**Price per post 650.– €**





LAND & FORST is also a constant on Facebook when agricultural 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

**Coverage:**  
37,517 follower

**Photo Ad**

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

**Price per post 550.– €**



**Video Ad / Reel**

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

**Price per post 650.– €**



**Story Ad**

With Story Ads, you can offer your target audience a full-screen immersive format.

**Price per post 650.– €**



More than 28,350 subscribers to the LAND & FORST newsletter receive the latest news from agriculture and rural life directly to their mailbox 3 times a week. With an average open rate of 32 %, the LAND & FORST-newsletter is well above the standard values.

- Newsletter sent out on Mondays with the latest news, advice and reports
- Newsletter sent out on Wednesdays with the latest news, advice and reports
- Newsletter sent out on Saturdays with the most important news of the week

**Performance:**  
 28,350 subscribers  
 Ø 32% opening rate

### Image-text advert

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

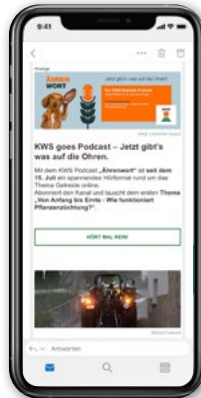
#### Specifications

- Topic: max 62 characters
- Text: max. 250 characters (incl. spaces)
- Image: JPEG, 600 x 240 pixel (width x height)
- Image source/copyright
- Call-to-Action Button: max. 25 characters (incl. spaces)

**Price 612.- €**

### 1st display position

**Price 674.- €**



### Stand Alone Newsletter

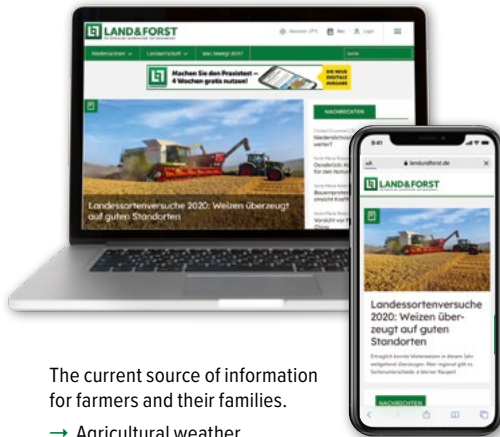
This exclusive newsletter is an attention-grabbing form of advertising where we send your information in the LAND & FORST-presentation to our newsletter subscribers.

#### Specifications

- Newsletter subject
- Customers logo
- Graphic elements: max. 960 px width, height customizable
- Textual material
- Linking to the product/website

**Price 2,750.- €**





The current source of information for farmers and their families.

- Agricultural weather at a glance
- Detailed information on agricultural policy, animals, plants, agricultural technology, etc.
- Top themes from 9 Lower Saxonia regions
- News, videos and image galleries

333,913 visits / month  
486,912 page impressions / month

## Advertorial

The advertorial at LAND & FORST is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

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

Advertorial	Price
4 weeks runtime	1,190.- €*
Additional options	
as "Branded Content" at facebook	380.- €*
as Image-Text-Advert in the LAND & FORST-Newsletter	380.- €*

\*Price only in addition with an Advertorial. Linking on the advertorial.

## Specifications:

### Teaser

- Article teaser image: Format 5:2 (2000 x 800 Pixel)
- Title: max. 65 characters
- Teaser-Text: max. 130 characters (incl. spaces)

### Long text

- Image broad top: Format 5:2 (2000 x 800 Pixel)
- Images in text: Format 3:2 (2000 x 1333 Pixel)
- Advertorial text (Recommendation): 3,500 – 4,000 characters (incl. spaces)
- Linking

## Example Advertorial-Teaser



## Example Advertorial-Text

**ADVERTORIAL** | Michelin Reifenwerke | am Sonntag, 01.09.2019 - 07:55

### Herbstaktion für KLEBER Landwirtschaftsreifen

Machen Sie mit bei der KLEBER Herbstaktion und sichern Sie sich starke Prämien und verlässliche neue KLEBER Landwirtschaftsreifen.

**Der Prämienherbst nähert sich: die beste Zeit, KLEBER Reifen zu kaufen!**

© Michelin Reifenwerke AG & Co. KGaA

Vom **01.09.** bis **31.10.2019** erhalten Sie für je zwei KLEBER Landwirtschaftsreifen des gleichen Profils und der gleichen Dimension (außer Schläuche) folgende Treueprämien:

- 200 € zzgl. Mehrwertsteuer für Dimensionen größer 30 Zoll (für je 2 Reifen, außer Schläuche)
- 100 € zzgl. Mehrwertsteuer für Dimensionen kleiner oder gleich 30 Zoll (für je 2 Reifen, außer Schläuche)

So einfach ist es, die Treueprämie zu erhalten:

Kaufen Sie mindestens zwei KLEBER Landwirtschaftsreifen (außer Schläuche) im Aktionszeitraum

## We recommend our Advertorial Package\*

+ + = 1,950.- €

Standard formats also possible as Ad Bundle	ROS-CPM (all users)	Targeting-CPM (Target groups)	Desktop	Tablet	Mobile
1 Leaderboard (728 x 90 px)	28.– €	45.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
2 Skyscraper (120 x 600 px)			<input checked="" type="checkbox"/>	-	-
3 Medium Rectangle (300 x 250 px)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4 Mobile Ad (320 x 100 px)			-	-	<input checked="" type="checkbox"/>
<b>Large-size Image Banners</b>					
5 Halfpage Ad (300 x 600 px)	37.– €	60.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
6 Billboard (900 x 250 px)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Hockey Stick (728 x 90 + 120 x 600 px)	87.– €	107.– €	<input checked="" type="checkbox"/>	-	-
<b>Video</b>					
Video-Ad (550 x 350 px)	51.– €	77.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-

### Other special formats available on request.

(☑) = depending on the device resolution

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

### Glossar:

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

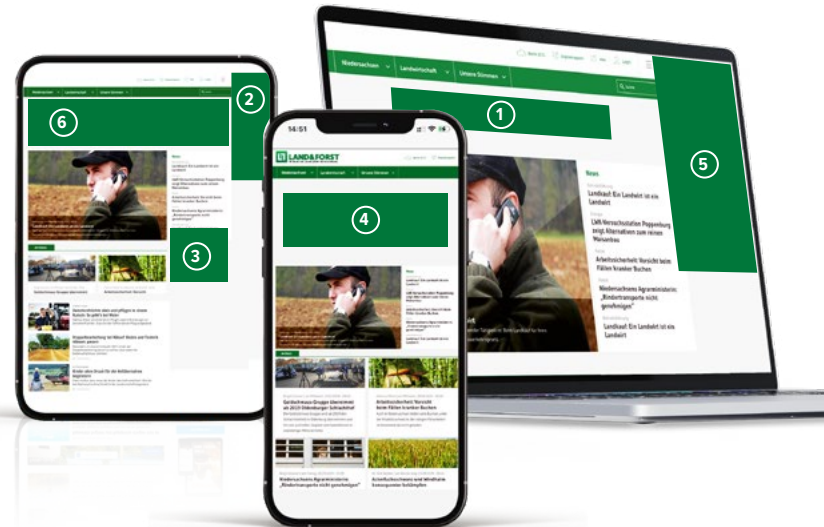
**Targeting:** Campaign is delivered in rubric to defined target group

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

**CPM:** Cost mer Mille, Price for 1,000 Ad Impressions

**Ad Impression:** Insertion of advertising

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







With a clear view over the vast countryside, LAND & FORST is a guide and support in the field and in the stable. A responsibility we take seriously. Since generations. For generations. Our handshake counts and you can rely on our word. In terms of topicality and regionality, LAND & FORST is unbeatable: more than 140,000 readers (source: MAgar 2023) find out everything important about agricultural practice and its environment week after week.

**LAND & FORST is Germany's widest-reach agricultural weekly on 50 hectares of agricultural land.**

- It reaches **86,1 %** of all farms in Lower Saxony
- Reach of **over 85 %** each for maize and rye farms
- **1st place** in a national comparison for potato and sugar beet farms
- LAND & FORST reaches **80 %** of all poultry farms
- **Leading** in maize
- **Strong** in rape seed and triticale

**LAND & FORST –  
The voice of  
agriculture.  
Since generations.  
For generations.**

## Cover page

### Cover page 2

1/1 page, 4-c	13,865,40 €
1/2 page, 4-c	6,928.20 €
1/3 page, 4-c	5,928,60 €

### Cover page 3

Classified ads reserved

### Cover page 4

1/1 page, 4-c	13,856.40 €
Deadline for advertisements and printing material for cover pages always on Thursdays of the previous week.	

### Ads by the millimetre

bw per mm 1 column	8.55 €
2-c per mm 1 column	10.69 €
3-c per mm 1 column	11.71 €
4-c per mm 1 column	12.83 €

### Colour impact in the text section under 1/2 page (discountable)

2-c	745.- €
3-c	1,490.- €
4-c	2,235.- €

### Deviating prices (no intermediary remuneration)

Ads from agricultural machinery manufacturers

bw per mm 1 column	6.60 €
2-c per mm 1 column	8.25 €
3-c per mm 1 column	9.04 €
4-c per mm 1 column	9.90 €

### Box fee Inland and Overseas

(including postage and tax) 12.- €

**Mandatory placement requirement** 10% premium on the gross advertisement price (discountable)

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

Frequency discount	Volume discount	Price reduction	Bonus
6 ads	1,000 mm	5 %	
12 ads	3,000 mm	10 %	
24 ads	5,000 mm	15 %	
52 ads	8,000 mm	20 %	
	10,000 mm	20 %	1 %
	15,000 mm	20 %	2 %
	20,000 mm	20 %	3 %
	25,000 mm	20 %	4 %
	30,000 mm	20 %	5 %

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

## Contracts/Discounts

- If a contract exists for a partial issue, this discount is also taken into account for acceptance in the other partial issue.
- If there is a contract for the entire issue, this discount will also be taken into account if it is purchased in both issues.
- The purchase quantities in the various regional sections are not added together to form an overall contract.
- Discounts from the partial issues cannot be taken over for the total issue.

The prerequisite for billing within the framework of an overall allocation (combined rate) is that the formats, motifs, colours and deadlines are identical.

**Bonus:** From net sales at the end of the contract

## Magazine size

220 mm x 300 mm (width x height)

## Print space

190 mm x 270 mm (width x height)

## Column width


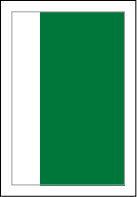
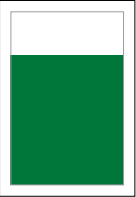
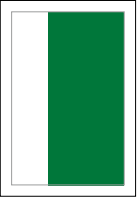
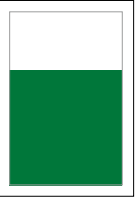

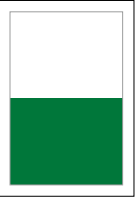

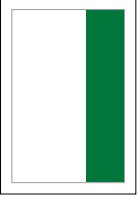
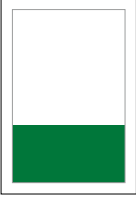
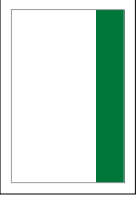
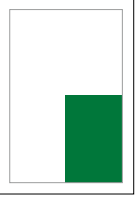
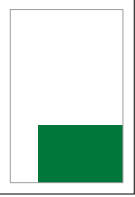
Advertising section (4 columns)	45 mm
Running text (4 columns)	45 mm
Running text (3 columns)	61 mm

## Column width (4 column-part of the magazine)

1 column	45 mm
2 columns	93 mm
3 columns	142 mm
4 columns	190 mm

**Trimmed ads** are only possible on the cover pages.

## Standalone text elements

<b>1/1 page</b>  P: 190 × 270 mm	<b>bw</b> 9,234.– € <b>2-c</b> 11,545.20 € <b>3-c</b> 12,646.80 € <b>4-c</b> 13,856.40 €	<b>3/4 page vertical</b>  P: 142 × 270 mm	<b>3/4 page horizontal</b>  P: 190 × 202 mm	<b>2/3 page vertical</b>  P: 125 × 270 mm	<b>2/3 page horizontal</b>  P: 190 × 180 mm	<b>1/2 page vertical</b>  P: 93 × 270 mm	<b>1/2 page horizontal</b>  P: 190 × 135 mm
	<b>bw</b> 6,925.50 € <b>2-c</b> 8,658.90 € <b>3-c</b> 9,485.10 € <b>4-c</b> 10,392.30 €	<b>bw</b> 6,156.– € <b>2-c</b> 7,696.80 € <b>3-c</b> 8,431.20 € <b>4-c</b> 9,237.60 €	<b>bw</b> 4,617.– € <b>2-c</b> 5,772.60 € <b>3-c</b> 6,323.40 € <b>4-c</b> 6,928.20 €				
	<b>1/3 page vertical</b>  P: 61 × 270 mm	<b>1/3 page horizontal</b>  P: 190 × 90 mm	<b>1/4 page 1 column</b>  P: 45 × 270 mm	<b>1/4 page 2 columns</b>  P: 93 × 135 mm	<b>1/4 page 3 columns</b>  P: 142 × 90 mm		
	<b>bw</b> 3,693.60 € <b>2-c</b> 4,438.60 € <b>3-c</b> 5,183.60 € <b>4-c</b> 5,928.60 €	<b>bw</b> 2,308.50 € <b>2-c</b> 3,053.50 € <b>3-c</b> 3,798.50 € <b>4-c</b> 4,543.50 €					

P: Print space ■ all formats of width x height. ■ Bleed advertising is possible only on the cover pages with special production reductions (technical details on request) ■ All prices in € plus statutory VAT ■ *Deutscher Landwirtschaftsverlag GmbH* terms and conditions of business apply.

## Preferred positionings

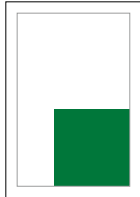
### Textual advertisement



P: 61 × 15 mm\*

**bw** 13.68 €\*\*\*

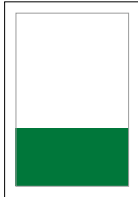
### Corner ad



P: 125 × 100 mm\*

**bw** 27.36 €\*\*\*

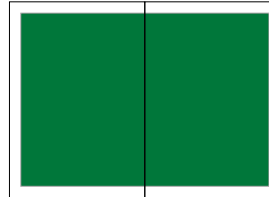
### Banner



P: 190 × 90 mm\*\*

**bw** 41.04 €\*\*\*

### 2 × 1/1 Panorama advertisement



P: 400 × 270 mm

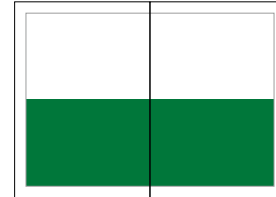
**bw** 18,468.– €

**2-c** 23,090.40 €

**3-c** 25,293.60 €

**4-c** 27,712.80 €

### 2 × 1/2 Panorama advertisement



P: 400 × 135 mm

**bw** 9,234.– €

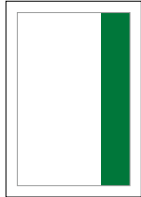
**2-c** 11,545.20 €

**3-c** 12,646.80 €

**4-c** 13,856.40 €

## Ad section

### 1/4 page 1 column



P: 45 × 270 mm

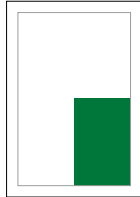
**bw** 2,308.50 €

**2-c** 2,886.30 €

**3-c** 3,161.70 €

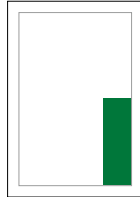
**4-c** 3,464.10 €

### 1/4 page 2 columns



P: 93 × 135 mm

### 1/8 page 1 column



P: 45 × 135 mm

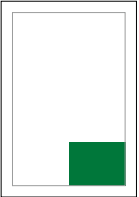
**bw** 1,154.25 €

**2-c** 1,443.15 €

**3-c** 1,580.85 €

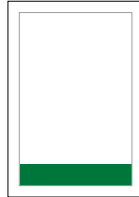
**4-c** 1,732.05 €

### 1/8 page 2 columns



P: 93 × 68 mm

### 1/8 page 4 columns



P: 190 × 34 mm

### 1/16 page 2 columns



P: 93 × 34 mm

**bw** 581.40 €

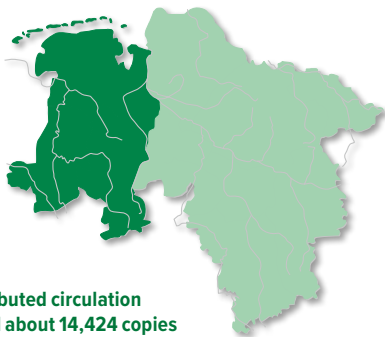
**2-c** 726.92 €

**3-c** 796.28 €

**4-c** 872.44 €



## Weser-Ems

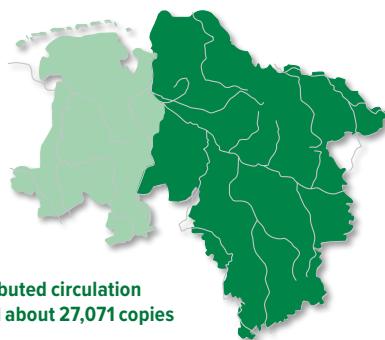


Distributed circulation  
round about 14,424 copies

	Size/Format	Format (print space)		€ bw	€ 2-c	€ 3-c	€ 4-c
		Width in mm	Height in mm				
Cover page	<b>Cover page 2</b>						
	1/1 page	190	270	4,082.40	5,108.40	5,594.40	6,123.60
	1/2 page vertical	93	270				
	horizontal	190	135	2,041.20	2,554.20	2,797.20	3,061.80
	1/3 page vertical	61	270				
Ad section	horizontal	190	90	1,633.50	1,933.50	2,353.50	2,713.50
	<b>Cover page 4</b>						
	1/1 page	190	270	4,082.40	5,108.40	5,594.40	6,123.60
	1/4 page 1 column	45	270				
	2 columns	93	135	1,020.60	1,277.10	1,398.60	1,530.90
	4 columns	190	68				
	1/8 page 1 column	45	135				
	2 columns	93	68	510.30	638.55	699.30	765.45
4 columns	190	34					

Ads by the millimetre: per mm 1-column: bw: 3.78 €, 2-c: 4.73 €, 3-c: 5.18 €, 4-c: 5.67 €

## Hanover, Lüneburg, Braunschweig



Distributed circulation  
round about 27,071 copies

	Size/Format	Format (print space)		€ bw	€ 2-c	€ 3-c	€ 4-c
		Width in mm	Height in mm				
Cover page	<b>Cover page 2</b>						
	1/1 page	190	270	6,350.40	7,938.–	8,704.80	9,525.60
	1/2 page vertical	93	270				
	horizontal	190	135	3,175.20	3,969.–	4,352.40	4,762.80
	1/3 page vertical	61	270				
Ad section	horizontal	190	90	2,538.–	3,053.–	3,568.–	4,083.–
	<b>Cover page 4</b>						
	1/1 page	190	270	6,350.40	7,938.–	8,704.80	9,525.60
	1/4 page 1 column	45	270				
	2 columns	93	135	1,587.60	1,984.50	2,176.20	2,381.40
	4 columns	190	68				
	1/8 page 1 column	45	135				
	2 columns	93	68	793.80	992.25	1,088.10	1,190.70
4 columns	190	34					

Ads by the millimetre: per mm 1-column: bw: 5.88 €, 2-c: 7.35 €, 3-c: 8.06 €, 4-c: 8.82 €

Deviating prices (no intermediary remuneration) Ads from agricultural machinery manufacturers per mm 1-column: bw: 4.25, 2-c: 5.31 €, 3-c: 5.82 €, 4-c: 6.38 €

Inserts total circulation 42,000 copies

Weight	Price per 1,000
up to 25 g	245.– €
ea. additional 5 g	32.– €
Partial insert surcharge	32.– €

### Technical information

- Inserts must not be larger than the format 297 × 210 mm and must not have a zigzag fold.
- Inserts must not contain any advertisements by other firms.
- The long side of the insert must always be closed.

### Samples for Inserts, bound-in booklets

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

### Deutscher Landwirtschaftsverlag GmbH

Anzeigen "LAND&FORST"  
Kabelkamp 6, 30719 Hanover  
GERMANY

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

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

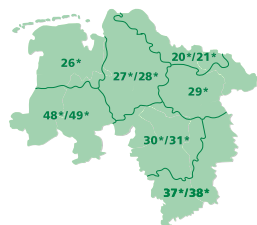
Labelling "LAND&FORST"  
C. Beckers Buchdruckerei GmbH & Co. KG  
Groß Liederner Str. 34, 29525 Uelzen  
GERMANY  
Phone +49 581 808-0

### Delivery date for inserts, bound-in booklets

Free delivery, at least 7 days before publication date.

### Partial Inserts

Postcode area	Circulation
<b>20*/21*</b>	
20001-20779, 21001-21037, 21039-21170, 21202-21449, 21522-21522, 21601-21789	3,478
<b>26*</b>	
26001-26969	6,023
<b>27*/28*</b>	
27201-27478, 27499-27499, 27501-27580, 27607-27809, 28001-28779, 28784-28879	7,688
<b>29*</b>	
29201-29399, 29431-29699	4,225
<b>30*/31*</b>	
30001-30989, 31002-31868	6,645
<b>37*/38*</b>	
37001-37194, 37197-37199, 37401-37649, 37689-37691, 37697-37699, 38001-38479, 38501-38729	5,035
<b>48*/49*</b>	
48442-48465, 48478-48480, 48486-48488, 48497-48531, 49001-49459, 49551-49849	8,401



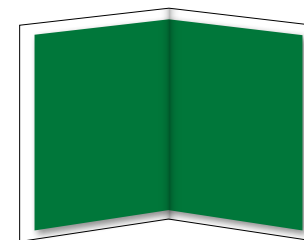
**Partial insertion is possible in the following postcode areas (Lower Saxony).**  
Calculation per 1,000 copies started.

### Bound-in Booklets

Size	Weight	Price
4 pages	up to 20 g	13,851.– €
8 pages	up to 40 g	18,468.– €
More than 8 pages, more than 40 g: Price on request		

### Technical information

- Bound-in booklets have to be delivered folded and uncut
- Booklet format (= final format): 220 mm × 300 mm  
Folder incl. bleed (folded) 230 mm × 313 mm  
Folder incl. bleed 455 mm × 313 mm
  - 7 mm head trim
  - 5 mm foot trim
  - 5 mm outside trim (5 mm trim page 1+2, 10 mm trim page 3+4)
- Delivery in print run plus 4% subsidy
- Occupancy only total circulation
- Under certain production-related conditions, the right to publication in a subsequent issue is reserved
- Adhesive on bound-in insert: On request with sample



Issue	Publication date	Advertising deadline	Topic	Country variety trials	Crop protection	
January	1	03.01.2025	20.12.2024		Variety trials sugar beet + organic sugar beet	
	2	09.01.2025	03.01.2025	Grain drying and storage	Internationale Grüne Woche Berlin 17. – 26.01.2025	Variety trials grain legumes, organic oats
	3	16.01.2025	10.01.2025	Manure technology	Landwirtschaftsmesse Ostfriesland, Aurich 22. – 24.01.2025	Variety trials oats, organic lupines
	4	23.01.2025	17.01.2025	Cattle		Variety trials organic summer wheat, summer feed barley, energy beets
	5	30.01.2025	24.01.2025	Special: contractors		Variety trials table potatoes, summer malting barley
February	6	06.02.2025	31.01.2025	Drainage, renewable energies: solar energy		Weed control in winter cereals, variety trials organic soy
	7	13.02.2025	07.02.2025	Organic farming, pigs, animal health poultry		Variety trials starch potatoes, potato dressing
	8	20.02.2025	14.02.2025	Dairy cattle feeding, grassland maintenance		Crop protection grassland
	9	27.02.2025	21.02.2025	Tractors and accessories		
March	10	06.03.2025	28.02.2025	Potatoe cultivation, piglets		Insecticide use in winter rape
	11	13.03.2025	07.03.2025	Sugarbeet cultivation		Weed control in sugar beet, growth regulator in wheat
	12	20.03.2025	14.03.2025	Maize cultivation, stable climate and stable hygiene, special edition „Made for Niedersachsen“		Growth regulator in winter barley, winter rye and triticales
	13	27.03.2025	21.03.2025	Well construction		Insecticide use in sugar beets

Issue	Publication date	Advertising deadline	Topic	Country variety trials	Crop protection	
April	14	03.04.2025	28.03.2025	Renewable energies: wood energy		Weed control in potatoes, fungicide use in winter wheat
	15	10.04.2025	04.04.2025	Sweepers, cattle stalls		Fungicide use in spring barley, weed control in maize, growth regulators in spring cereals
	16	17.04.2025	11.04.2025	Feeding technology for pigs		Plant protection equipment technology
	17	25.04.2025	17.04.2025	Sprinkling		Insecticide use in potatoes
May	18	02.05.2025	25.04.2025	Piglets, use of silage additives		Insecticides in grains
	19	08.05.2025	02.05.2025	Organic farming, hall construction		Insecticides in asparagus
	20	15.05.2025	09.05.2025	High pressure cleaner		Leaf blight control in potatoes
	21	22.05.2025	16.05.2025	Animal health pigs	LIGNA, Hanover 26. – 30.05.2025	
	22	30.05.2025	23.05.2025	Milking technology		Herbicide use in asparagus
June	23	05.06.2025	30.05.2025	Combine harvesters		Alternaria control in potatoes
	24	13.06.2025	06.06.2025	Sugar beet early harvest, poultry		
	25	19.06.2025	13.06.2025	Digitalisation plant cultivation/technics: trends and practice		Fungicide use in asparagus
	26	26.06.2025	20.06.2025	Cultivation of catch crops		Hygiene in grain storage



Issue	Publication date	Advertising deadline	Topic	Country variety trials	Crop protection	
July	27	03.07.2025	27.06.2025	Wheel and telescopic loaders	75. Tarmstedter Ausstellung 11. – 14.07.2025	
	28	10.07.2025	04.07.2025	Manure technology, dairy cattle farming		Fungicide use in sugar beet
	29	17.07.2025	11.07.2025	Rapeseed sowing, fattening pigs		Weed killing in potatoes
	30	24.07.2025	18.07.2025	Milk price comparison		Weed control in winter rape
	31	31.08.2025	25.07.2025	Autumn sowing cereals		Cereal dressing, variety trials winter barley
August	32	07.08.2025	01.08.2025	Animal health cattle		Variety trials organic winter barley, pest control in oilseed rape
	33	14.08.2025	08.08.2025	Potato harvest and storage	LandTageNord, Wüstring 22. – 25.08.2025	Variety trials winter rape, organic triticale, slug control
	34	21.08.2025	15.08.2025	Rodent control, energy crops		Variety trials winter rye, organic winter rye
	35	28.08.2025	22.08.2025	Renewable energies: wind energy	NORLA, Rendsburg 04. – 07.09.2025	Variety trials winter wheat (yields), weed control in winter cereals
September	36	04.09.2025	29.08.2025	Organic farming, sows		Variety trials organic winter wheat, winter triticale
	37	11.09.2025	05.09.2025	Animal digitalisation: trends and practice, career and education		Variety trials winter wheat (qualities), fungicide use in rape, variety trials organic spelt
	38	18.09.2025	12.09.2025	Animal health: pigs and poultry		Variety trials organic winter wheat (qualities)
	39	25.09.2025	19.09.2025	Cattle fattening		

Issue		Publication date	Advertising deadline	Topic	Country variety trials	Crop protection
October	40	02.10.2025	26.09.2025	Feed mixer wagon, milking technology		
	41	09.10.2025	02.10.2025	Green fodder harvesting technology		
	42	16.10.2025	10.10.2025	Municipal technology, renewable energies: wood energy		Aphid and vector control in grain
	43	23.10.2025	17.10.2025	Tractor test part 1	Preview: AGRITECHNICA Brockumer Großmarkt 01. – 04.11.2025	Variety trials silage maize/energy maize (early)
	44	30.10.2025	24.10.2025	Tractor test part 2	Preview: AGRITECHNICA	Variety trials corn maize
November	45	06.11.2025	30.10.2025	Tractor test part 3	AGRITECHNICA, Hanover 09. – 15.11.2025	Variety trials silage maize/energy maize (late)
	46	13.11.2025	07.11.2025	Organic farming		
	47	20.11.2025	14.11.2025	Trailers and tipper		Variety trials organic corn maize
	48	27.11.2025	21.11.2025	Special edition „Made for Niedersachsen“ machinery rings special		Variety trials organic silage maize
December	49	04.12.2025	28.11.2025	Hall construction		
	50	11.12.2025	05.12.2025	Calves		Variety trials organic table potatoes
	51/52	18.12.2025	12.12.2025	Christmas issue/ Year-end issue		Variety trials spring wheat

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