



# Media Kit 2025 *agrارheute*

- Agricultural technology, plant, animal husbandry, energy ...
- National
- Cross-media strong

Display Ads

Content Advertising and Social Media

Print Magazines

Specials

Specifications and General Data

Contacts

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- 04** The world of *agrarheute*
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## Facts

### *agrارheute Magazin*

**Year:** 9, 2025


**Frequency of circulation:** monthly

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

**Distributed circulation:** 61,459

**Sold circulation:** 47,650

IVW 2/2024

**Subscription price:** Germany 122.90 €/Austria 125.90 €\* 

**ISSN:** 2568-1087

### *agrارheute Energie*


**Year:** 9, 2025

**Frequency of circulation:** 4× per year

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

**Distributed circulation:** 11,500

**Subscription price:** incl. *agrارheute Magazin*

Germany 141,90 €/Austria 145,90 €\* 

**ISSN:** 2568-1133

### *agrارheute Rind*


**Year:** 9, 2025

**Frequency of circulation:** monthly

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

**Distributed circulation:** 19,679

**Subscription price:** incl. *agrارheute Magazin*

Germany 141,90 €/Austria 145,90 €\* 

**ISSN:** 2568-1125

### *agrارheute Schwein*


**Year:** 9, 2025

**Frequency of circulation:** monthly

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

**Distributed circulation:** 11,453

**Subscription price:** incl. *agrارheute Magazin*

Germany 141,90 €/Austria 145,90 €\* 

**ISSN:** 2568-1117

## 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**

Lothst. 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

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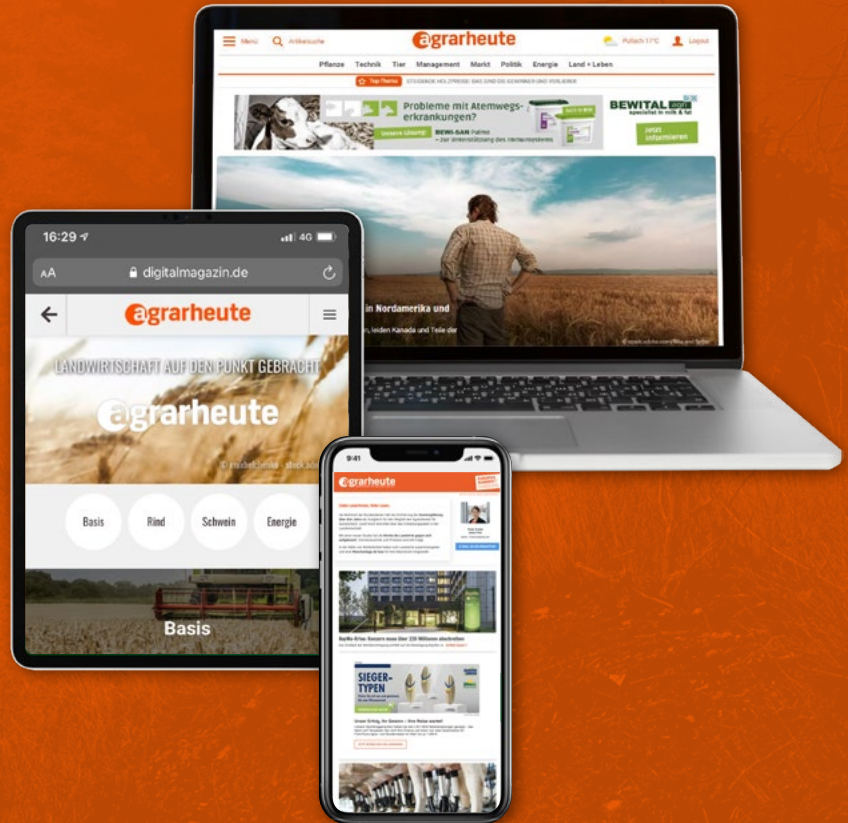


# Digital Advertising

*agrarheute.com* is the widest-reaching news portal for agriculture!

Here farmers can find the latest news and technical articles on the topics of plants, animals, technology, operations and market data.

The communication is rounded off by regular newsletters and the exchange in Facebook and Instagram. Manufactures are offered a wide range of opportunities to reach their target group.



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## Online

9 Mio visits/month

19 Mio page impressions/  
month

## Newsletter

56,490 subscribers

33% opening rate

## Facebook

more than 120,000

follower

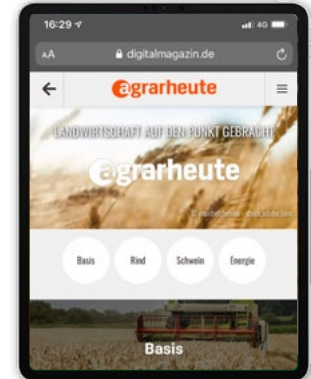
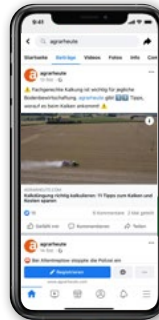
## Instagram

more than 117,000

follower

## Digital issue

3,628 subscribers





\*Digital reach is part of agrarheute.com – IVW June, 2024, publisher's details.

<b>Display Ads</b>	Content Advertising and Social Media	Print Magazines	Specials	Specifications and General Data	Contacts
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Standard formats also possible as Ad Bundle	ROS-CPM (all readers)	Targeting-CPM (target groups)	Desktop	Tablet	Mobile
1 Leaderboard (728 × 90 px)	28.– €	45.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
2 Skyscraper (120 × 600 px)			<input checked="" type="checkbox"/>	-	-
3 Medium Rectangle (300 × 250 px)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4 Mobile Ad (320 × 100 px)			-	-	<input checked="" type="checkbox"/>
<b>Large-size Image Banner</b>					
5 Halfpage Ad (300 × 600 px)	37.– €	60.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
6 Billboard (900 × 250 px)	87.– €	107.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Hockey Stick (728 × 90 + 120 × 600 px)			<input checked="" type="checkbox"/>	-	-
<b>Online Video Offerings</b>					
Video-Ad (550 × 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 %

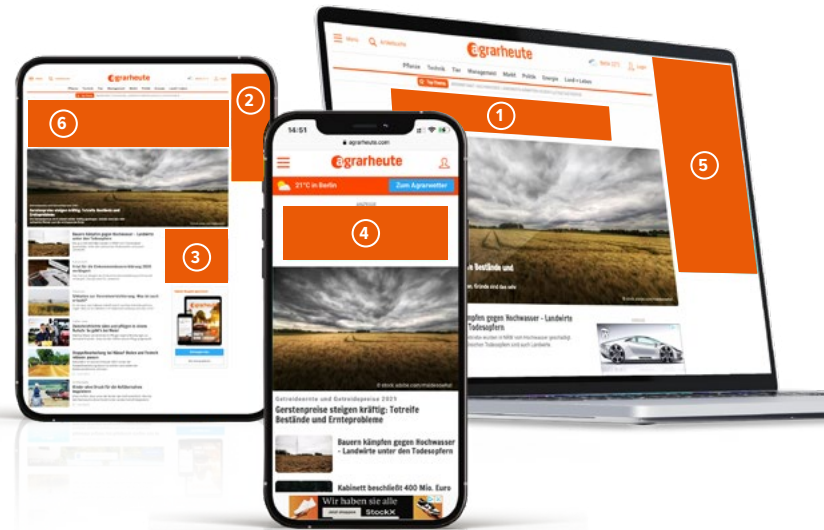
### Glossar:

**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 per mille, unit price for 1,000 Ad impressions



**You will receive the current technical specifications together with the order confirmation.**





## Advertorial

The advertorial on agrarheute.com is particularly suitable for communicating complex information that cannot be displayed on a banner.

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

Advertorial	Price
2 weeks runtime	1,725.- €
4 weeks runtime	2,745.- €
Promotion (optional)	
as "Branded Content" on Facebook	620.- €
as image-text advert in the agrarheute Newsletter	620.- €

## Specifications:

### Images

- Teaser: format 3:2 (2,000 x 1,333 px)
- Top image: format 5:2 (2,000 x 800 px)

### Text (incl. spaces)

- Title: max. 60 characters
- Teaser text: max. 130 characters
- Advertorial text (recommendation): 3,500 – 4,000 characters

### Optional

- Links: 1 – 2 links
- Images in text: up to 3 images, format 3:2 (2,000 x 1,333 px)

## We recommend our advertorial package\*



Advertorial



Image-text ad  
in the newsletter



Facebook post



3,985.- €\*



### Example Advertorial teaser:

**Anzeige**

### Striegel von Wallner: Hohe Flächenleistungen möglich

Stroh verteilen, Pflanzflur zum Keimen bringen, die Strohreste beschleunigen und Unkraut bekämpfen: Striegel sind multifunktional.



### Example Facebook:

**agrarheute**

Striegel von Wallner: Hohe Flächenleistungen möglich

Stroh verteilen, Pflanzflur zum Keimen bringen, die Strohreste beschleunigen und Unkraut bekämpfen: Striegel sind multifunktional.



### Example Newsletter:

**Striegel von Wallner: Hohe Flächenleistungen möglich**

Stroh verteilen, Pflanzflur zum Keimen bringen, die Strohreste beschleunigen und Unkraut bekämpfen: Striegel sind multifunktional.

[Mehr über Striegel >>>](#)



### Example Advertorial text:

**agrarheute**

Striegel von Wallner: Hohe Flächenleistungen möglich

586601

\* Price only in combination with an advertorial. Links only to advertorial. ■ All prices in € plus statutory VAT.

More than 56,000 subscribers to the agrarheute-newsletter receive the latest news from agriculture and rural life directly to their mailbox every working day.

With an average open rate of 33%, the *agrarheute*-newsletter is well above the standard values.

## **agrarheute Newsletter**

- Newsletter dispatch every working day
- Current news of *agrarheute*
- Opening rate 33% (average)

## **Image-text display**

- Text (incl. spaces):
- Topic: max. 60 characters
- max. 250 characters
- Image: 600x240 pixel
- Copyright
- Linking: max. 25 characters



**Price 678.– €**  
**1st display position, price 810.– €**

## **Recipient profile**



**Ø 56** years old



**85 %** male



**14 %** female



**75 %** active in the agricultural sector

**Coverage:**  
 More than  
 56,000 recipients

## **Newsletter with your individual content**

### **Stand-alone-Newsletter**

- your contents
- individualizable
- in the *agrarheute* look-and-feel
- to all *agrarheute*-newsletter recipients

Please reserve your  
 desired date early.



**Price 3,968.– €**

**You will receive the current technical specifications together with the order confirmation.**

Display Ads

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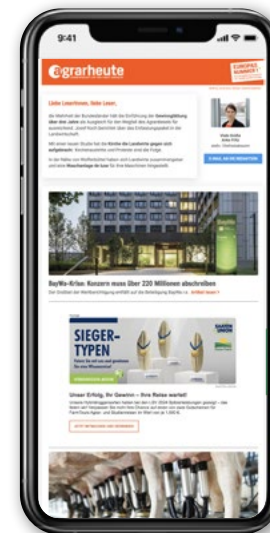
### Topic Newsletter

- regular dispatch
- with editorial focus
- Advertising space limited to 3 positions

**Price 979.– €**

**1st display position, price 1,170.– €**

Month	Topics*	Date of dispatch
January	Manure	24.01.
February	Plant protection	14.02.
March	Smart farming – Technics & animal	14.03.
April	Grass land	11.04.
May	Plant protection	16.05.
June	Variety guide	06.06.
July	Stubble cultivation Rapeseed	11.07. 25.07.
August	Winter barley	22.08.
September	Corn silage Energy	05.09. 26.09.
October	Pigs & Cattle	10.10.
November	Preliminary report AGRITECHNICA Smart farming – Technics & animal	07.11. 21.11.
December	Variety selection corn	05.12.

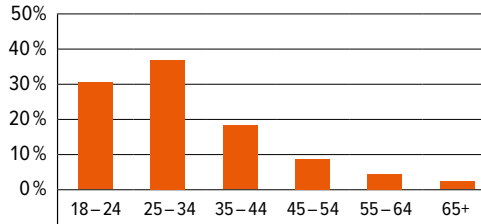


**You will receive the current technical specifications together with the order confirmation.**

\* We reserve the right to modify dates and/or topics. ■ All prices in € plus statutory VAT.


We provide you with our attractive advertising space on the *agrarheute* Instagram account. Interact directly with our & your target group.

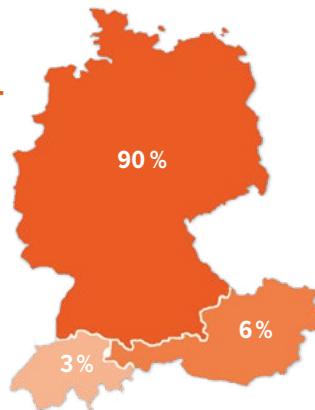
Reach digitally aware users in the agricultural sector aged **18 – 65+** years:



Allocation: **Germany – Austria – Switzerland:**

 = 83 %

 = 17 %



**We recommend our Instagram-package:**

**Story Ad**  **Feed Ad** **for just 1,960.– €**

All prices in €, plus statutory VAT.

### Story Ad

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

**Price 1,275.– €**

### Foto Ad

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

**Price 1,175.– €**

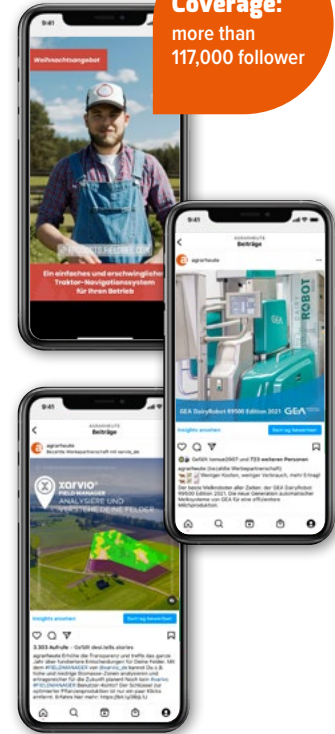
### Reel

- Visual, intense experience
- Extensive imparting of information
- Unlimited availability in the feed
- Monday – Saturday

**Price 1,275.– €**

**You will receive the current technical specifications from Meta together with the order confirmation.**

**Coverage:**  
more than  
117,000 follower



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Reach the agricultural target group in the *agrarheute* Facebook feed. We share our information with over 120,000 fans.

**Sponsored Post**

- Image gallery (up to 15 images)
- Video (max. 3 min.)

**Price 1,175.– €**

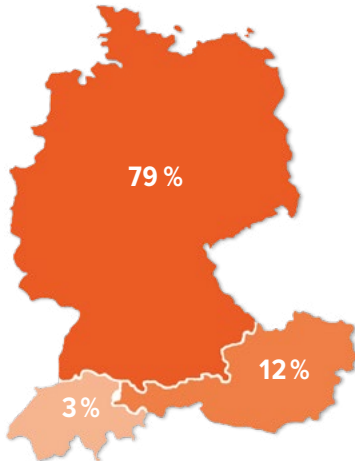
**Story Ad or Reel**

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

**Price 1,275.– €**

**Allocation:**

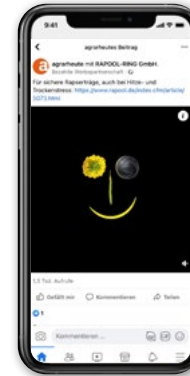
**Germany – Austria – Switzerland:**



 **Example image:**



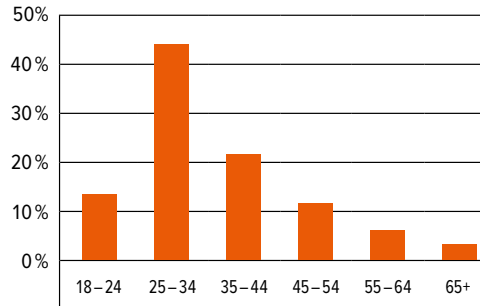
 **Example video:**



**Example story ad:**



 = 82.5%     = 17.5%



**Coverage:**  
more than  
120,000 fans

You will receive the current technical specifications from Meta together with the order confirmation.

All prices in €, plus statutory VAT.

# Print Magazines

Agriculture in a nutshell. *agrarheute* is the national trade magazine for modern agriculture.

Every month we provide you with information on politics, technology, animal husbandry and arable farming – both in print and as a digital edition.

Producers are offered attractive opportunities to reach their target group.



## **agrarheute** **Agriculture in a nutshell**

### **agrarheute reports on**

- Technology and animal husbandry
- Crop production
- Politics and society

### **agrarheute analyses**

- Markets
- Trends
- Market niches

### **agrarheute conveys**

- Practical knowledge

**Qualified – entertaining – versatile**

## **agrarheute Magazin**

For every type of production

### **Reports, tests, analyses, knowledge for:**

- Fascination agriculture in all its forms
- Best practice examples
- Test reports based on heavy-duty use
- Operations management/controlling
- Markets and trends
- Agricultural management
- Optimal operations management
- Agricultural software
- Technology highlights/technology trends
- Animal husbandry
- Tips and trends for crop production
- Plant protection products
- Cultivation methods
- Staff management
- Tax advice/agricultural policy
- Variety selection

In a wide format with striking images, emotional and entertaining!



### **Target group:**

Farmers with medium to large farms, their families and employees

## **agrarheute Energie**

The key medium for energy crop farmers

### **Focus Points:**

- Biogas
- Technology trends
- Solar energy
- Wood use
- Energy crops
- Wind energy
- Bio fuels
- Business ideas
- Management
- Legal questions
- Practical examples

### **Target group:**

Active and potential energy crop farmers.



## agrarheute Rind



The key medium for beef cattle and dairy farms.

**Topics:**

- Production
- Animal health
- Management
- Market information
- Case examples
- Practical tips

**Target group:**

Growing beef cattle farms in the German-speaking regions.

## agrarheute Sortenführer



The essential, highly-respected reference work.

**Topics:**

- Regional market overviews and quality standards
- Crops: Cereals, oilseed rape, maize, sugar beets, soy, catch crops

The **Sortenführer** is relevant for all crops and sowing dates throughout the whole year.

**Target group:**

Arable and grassland farmers.

## agrarheute Schwein



The key medium for pig farms.

**Topics:**

- Production
- Animal health
- Management
- Market information
- Case examples
- Practical tips

**Target group:**

Growing pigs holder farms in the German-speaking regions.

## agrarheute Lohnunternehmer



For farms with high machine usage times and short restocking intervals.

**Topics:**

- New trends
- Cost control using modern software
- Technical equipment
- New threshing methods
- Insurance policies
- Reports
- Best practice examples
- Communal services

**Target group:**

Around 4,000 professional contractors plus approx. 6,000 large and growing agricultural businesses.

## agrarheute Traktoren



Complete market overview of all tractors distributed to the German market.

**Topics:**

- Performance data
- Equipment versions

Clear and comparable in 70 pages of table.

**Target group:**

Farmers with medium to large farms, their families and employees.



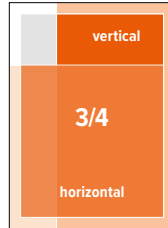
## Editorial section



### 1/1 page

**P:** 184 × 270 mm

**B:** 210 × 297 mm



### 3/4 page vertical

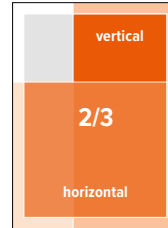
**P:** 137 × 270 mm

**B:** 150 × 297 mm

### 3/4 page horizontal

**P:** 184 × 202 mm

**B:** 210 × 217 mm



### 2/3 page vertical

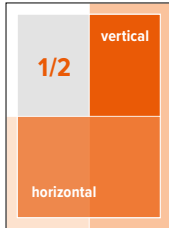
**P:** 121 × 270 mm

**B:** 134 × 297 mm

### 2/3 page horizontal

**P:** 184 × 180 mm

**B:** 210 × 195 mm



### 1/2 page vertical

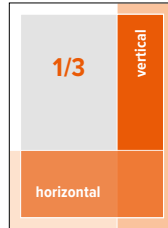
**P:** 90 × 270 mm

**B:** 103 × 297 mm

### 1/2 page horizontal

**P:** 184 × 135 mm

**B:** 210 × 150 mm



### 1/3 page vertical

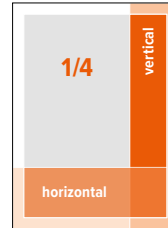
**P:** 58 × 270 mm

**B:** 71 × 297 mm

### 1/3 page horizontal

**P:** 184 × 90 mm

**B:** 210 × 105 mm



### 1/4 page vertical

**P:** 43 × 270 mm

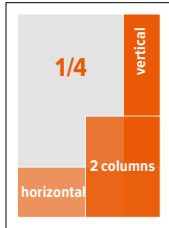
**B:** 56 × 297 mm

### 1/4 page horizontal

**P:** 184 × 67 mm

**B:** 210 × 82 mm

## Advertising section



### 1/4 page vertical

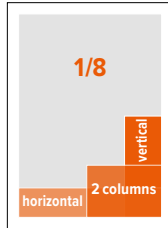
P: 43 × 270 mm

### 1/4 page horizontal

P: 184 × 67 mm

### 1/4 page, 2 columns

P: 90 × 135 mm



### 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

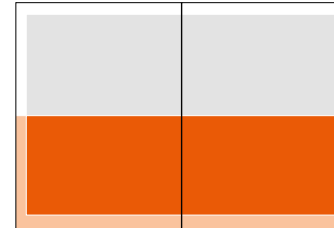
## Preferred positionings



### 1/1 Cover pages

P: 184 × 270 mm

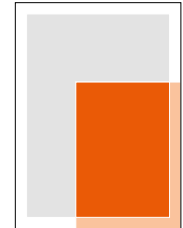
B: 210 × 297 mm



### 2 x 1/2 page, panorama advertisement

P: 394 × 135 mm

B: 420 × 150 mm



### Juniorpage

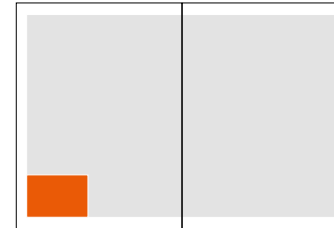
P: 121 × 193 mm

B: 134 × 210 mm



### Corner section advertisement

P: 121 × 100 mm



### Tile next to contents

P: 58 × 63 mm



**agrارheute – agriculture in a nutshell.**

**agrارheute – Reports, tests, analyses, knowledge on**

- Fascination agriculture in all its forms
- Best practice examples
- Test reports based on heavy-duty use
- Technology highlights/technology trends
- Tips and trends for crop production
- Plant protection products
- Cultivation methods
- Variety selection
- Optimal operations management
- Animal husbandry
- Markets and trends
- Agricultural management
- Operations management/controlling
- Tax advice/agricultural policy
- Staff management
- Agricultural software

**agrارheute –  
agriculture in a  
nutshell!**

**Also available as a digital edition!**

Display Ads	Content Advertising and Social Media	<b>Print Magazines</b>	Specials	Specifications and General Data	Contacts
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Editorial section	
1/1 page 4-c	9,820.– €
3/4 page 4-c	7,365.– €
2/3 page 4-c	6,547.– €
Juniorpage 4-c	5,155.50 €
1/2 page 4-c	4,910.– €
1/3 page 4-c	3,928.– €
1/4 page 4-c	2,946.– €
Tile next to contents	
58 mm × 63 mm (width × height)	1,432.– €
Corner section ad (2 columns)	
Minimum format 100 mm	3,363.– €
Advertisement next to contents	
1/2 page vertical 4-c	5,646.50 €
Advertisement next to editorial	
1/3 page vertical 4-c	4,517.20 €
Panorama ad	
2 × 1/2 page 4-c	9,820.– €
Cover pages	
Cover page 2/4: 1/1 page 4-c	11,293.– €
Cover page 3: 1/1 page 4-c	10,802.– €
Advertising section	
1/4 page 4-c	2,455.– €
1/8 page 4-c	1,227.50 €

Editorial section ad (Format 58 mm x max. 100 mm)	
4-c per mm 1 column	22.73 €
Advertisement by the millimetre	
4-c per mm 1 column	9.09 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	3.69 €
4-c per mm 1 column	5.91 €

### Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

### Minimum format for panorama advertisement

2 × 1/4 page horizontal

### Cipher fee in Germany and abroad

(including postage and tax)

12.– €

### Magazine size

210 mm × 297 mm (width × height)

### Print space

184 mm × 270 mm (width × height)

### Column width

Advertising section (4 column) 43 mm

Running text (3 column) 58 mm

Running text (4 column) 43 mm

### Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	1,080 mm	5 %	
6 ads	3,240 mm	10 %	
9 ads	5,400 mm	15 %	
12 ads	8,640 mm	20 %	
	10,000 mm	20 %	1 %
	12,000 mm	20 %	2 %
	16,000 mm	20 %	3 %
	18,000 mm	20 %	4 %
	20,000 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

#### Johann Entner

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#### Stefan Appenowitz

Media Consultant  
Phone +49 89 12705-437  
stefan.appenowitz@dlv.de



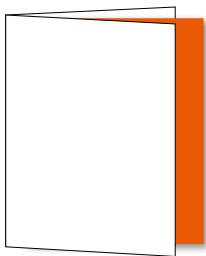
## Inserts

Weight	Price 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 × 290 mm (width × 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.



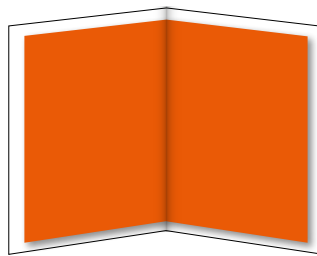
**i** Specifications →

## Bound-in booklets

Size	Weight	Price
2 pages	up to 30 g	11,784.– €
4 pages	up to 30 g	17,676.– €
6 pages	up to 40 g	23,568.– €
8 pages	up to 50 g	30,442.– €

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 210 × 297 mm (width × height), plus 4 mm head trim, 2.5 mm milled edge, 4mm outside trim, tail trim at least 6 mm/ maximum 14 mm.
- 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.



**i** Specifications →

## Your online presence

With over 19 million page impressions per month and over 56,000 newsletter recipients, *agrarheute.com* offers you the ideal opportunity for a digital extension of your campaign in the desired target group.

Whether reach-oriented or very specific customer groups – on the digital channels of agrarheute we reach your target group e. g. from the subject area of technology and/or plants.

For more information, please contact your media consultant directly.



\*IVW June 2024

**Individual online campaigns on request**

Issue	Dates	Topics	Trade fairs
January	1 P: 27.12.2024 A: 26.11.2024 C: 03.12.2024	These crop insurances are on the market Start of plant protection season: strategies, agents and technology; Variety selection maize Plant protection technology: Fit for the season	Internationale Grüne Woche, Berlin 17. – 26.01.2025
February	2 P: 31.01.2025 A: 19.12.2024 C: 08.01.2025	Should farmers buy mineral fertilisers now? Strategies against fungal diseases in winter cereals; variety selection summer crops Technics: Grassland, pastures and maintain pastures	Biofach, Nürnberg 11. – 14.02.2025
March	3 P: 28.02.2025 A: 29.01.2025 C: 05.02.2025	This is how expensive crop protection products are for the season 2025 Slurry technology	
April	4 P: 28.03.2025 A: 26.02.2025 C: 05.03.2025	Weed control in maize and potatoes; maize sowing	
May	5 P: 25.04.2025 A: 25.03.2025 C: 01.04.2025	Leaf diseases in potatoes and beets Grassland technology: Fit for the first cut	
June	6 P: 30.05.2025 A: 28.04.2025 C: 06.05.2025	The grain and oilseed harvest in 2025	

Display Ads

Content Advertising and Social Media

**Print Magazines**

Specials

Specifications and General Data

Contacts

Issue	Dates	Topics	Trade fairs
July	7 P: 27.06.2025 A: 26.05.2025 C: 03.06.2025	Variety selection rapeseed; catch crops Stubble cultivation	
August	8 P: 25.07.2025 A: 25.06.2025 C: 02.07.2025	The big AMI annual milk price comparison Weed control rapeseed; seeding technology	
September	9 P: 29.08.2025 A: 29.07.2025 C: 06.08.2025	Goodbye traffic light government – and what comes next? Analysis of the upcoming Bundestag election Variety selection for winter cereals; tillage technology; cereal herbicides	
October	10 P: 26.09.2025 A: 27.08.2025 C: 03.09.2025	Country variety trials; crop rotations Exclusive AGRITECHNICA innovations	
November	11 P: 31.10.2025 A: 30.09.2025 C: 08.10.2025	Financing machinery and equipment at favourable rates – how it works Soil knowledge and trends AGRITECHNICA trade fair preview	AGRITECHNICA, Hannover 9. – 15.11.2025
December	12 P: 28.11.2025 A: 29.10.2025 C: 05.11.2025	Farm Machine New plant protection products 2026	



**agrارheute Rind**

The key medium for growing cattle-raising farms.

**Focuses:**

- Production
- Animal Health
- Management
- Market information
- Case studies
- Tips for use in practice

**Target group:**

Cattle and dairy farms in German-speaking countries

**Also available as a digital edition!**



Editorial section	
1/1 page 4-c	4,580.– €
3/4 page 4-c	3,435.– €
2/3 page 4-c	3,053.– €
Juniorpage 4-c	2,404.50 €
1/2 page 4-c	2,290.– €
1/3 page 4-c	1,832.– €
1/4 page 4-c	1,374.– €
Tile next to contents	
58 mm × 63 mm (width × height)	668.– €
Corner section ad (2 columns)	
Minimum format 100 mm	1,569.– €
Advertisement next to contents	
1/2 page vertical 4-c	2,633.50 €
Advertisement next to editorial	
1/3 page vertical 4-c	2,107.– €
Panorama ad	
2 × 1/2 page 4-c	4,580.– €
Cover pages	
Cover page 2/4: 1/1 page 4-c	5,267.– €
Cover page 3: 1/1 page 4-c	5,038.– €
Advertising section	
1/4 page 4-c	1,145.– €
1/8 page 4-c	572.50 €

Editorial section ad (Format 58 mm × max. 100 mm)	
4-c per mm 1 column	10.60 €
Advertisement by the millimetre	
4-c per mm 1 column	4.24 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	1.72 €
4-c per mm 1 column	2.76 €

### Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

### Minimum format for panorama advertisement

2 × 1/4 page horizontal

### Chiffre toll inland and overseas

(including postage and tax)

12.– €

### Magazine size

210 mm × 297 mm (width × height)

### Print space

184 mm × 270 mm (width × height)

### Column width

Advertising section (4 column)

43 mm

Running text (3 column)

58 mm

Running text (4 column)

43 mm

### Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	1,080 mm	5 %	
6 ads	3,240 mm	10 %	
9 ads	5,400 mm	15 %	
12 ads	8,640 mm	20 %	
	10,000 mm	20 %	1 %
	12,000 mm	20 %	2 %
	16,000 mm	20 %	3 %
	18,000 mm	20 %	4 %
	20,000 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

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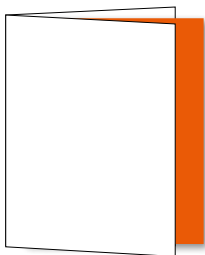
## Inserts

Weight	Price 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 × 290 mm (width × 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.



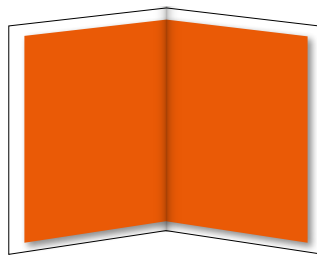
**i** Specifications →

## Bound-in booklets

Size	Weight	Price
4 pages	up to 30 g	8,244.– €
8 pages	up to 50 g	14,198.– €

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 214 mm × 315 mm (width × high) (incl. head trim 14 mm, tail trim 4 mm, after fold 7 mm minimum).
- 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.



**i** Specifications →

## Your online presence

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For more information, please contact your media consultant directly.



\*IVW June 2024

**Individual online campaigns on request**

Issue		Dates	Topics	Trade fairs
January	1	P: 27.12.2024 A: 26.11.2024 C: 03.12.2024	Metabolic health	Internationale Grüne Woche, Berlin 17. – 26.01.2025
February	2	P: 31.01.2025 A: 19.12.2024 C: 08.01.2025	Calf husbandry	Biofach, Nürnberg 11. – 14.02.2025
March	3	P: 28.02.2025 A: 29.01.2025 C: 05.02.2025	Grass silage	
April	4	P: 28.03.2025 A: 26.02.2025 C: 05.03.2025	Stable construction	
May	5	P: 25.04.2025 A: 25.03.2025 C: 01.04.2025	Udder health	
June	6	P: 30.05.2025 A: 28.04.2025 C: 06.05.2025	Fertility	

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.

Issue		Dates	Topics	Trade fairs
July	7	P: 27.06.2025 A: 26.05.2025 C: 04.06.2025	Milking technology	
August	8	P: 25.07.2025 A: 25.06.2025 C: 02.07.2025	Maize silage	
September	9	P: 29.08.2025 A: 29.07.2025 C: 06.08.2025	Calf husbandry	
October	10	P: 26.09.2025 A: 27.08.2025 C: 03.09.2025	Dry cows	
November	11	P: 31.10.2025 A: 30.09.2025 C: 08.10.2025	Young cattle rearing	AGRITECHNICA, Hannover 9. – 15.11.2025
December	12	P: 28.11.2025 A: 29.10.2025 C: 05.11.2025	Hoof health	

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.



***agrارheute Schwein***

The key medium for growing pig farmers.

**Focuses:**

- Production
- Animal Health
- Management
- Market information
- Case studies
- Tips for use in practice

**Target group:**

Pig farms in German-speaking countries

**Also available as a digital edition!**

Display Ads	Content Advertising and Social Media	<b>Print Magazines</b>	Specials	Specifications and General Data	Contacts
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Editorial section	
1/1 page 4-c	4,580.– €
3/4 page 4-c	3,435.– €
2/3 page 4-c	3,053.– €
Juniorpage 4-c	2,404.50 €
1/2 page 4-c	2,290.– €
1/3 page 4-c	1,832.– €
1/4 page 4-c	1,374.– €
Tile next to contents	
58 mm × 63 mm (width × height)	668.– €
Corner section ad (2 columns)	
Minimum format 100 mm	1,569.– €
Advertisement next to contents	
1/2 page vertical 4-c	2,633.50 €
Advertisement next to editorial	
1/3 page vertical 4-c	2,107.– €
Panorama ad	
2 × 1/2 page 4-c	4,580.– €
Cover pages	
Cover page 2/4: 1/1 page 4-c	5,267.– €
Cover page 3: 1/1 page 4-c	5,038.– €
Advertising section	
1/4 page 4-c	1,145.– €
1/8 page 4-c	572.50 €

Editorial section ad (Format 58 mm × max. 100 mm)	
4-c per mm 1 column	10.60 €
Advertisement by the millimetre	
4-c per mm 1 column	4.24 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	1.72 €
4-c per mm 1 column	2.76 €

### Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

### Minimum format for panorama advertisement

2 × 1/4 page horizontal

### Chiffre toll inland and overseas

(including postage and tax)

12.– €

### Magazine size

210 mm × 297 mm (width × height)

### Print space

184 mm × 270 mm (width × height)

### Column width

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

### Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	1,080 mm	5 %	
6 ads	3,240 mm	10 %	
9 ads	5,400 mm	15 %	
12 ads	8,640 mm	20 %	
	10,000 mm	20 %	1 %
	12,000 mm	20 %	2 %
	16,000 mm	20 %	3 %
	18,000 mm	20 %	4 %
	20,200 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

### Michael Dirl

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michael.dirl@dlv.de



### Georg Schrade

Media Consultant  
Phone +49 89 12705-346  
georg.schrade@dlv.de



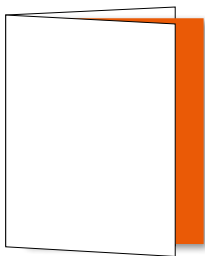
## Inserts

Weight	Price 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 × 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.



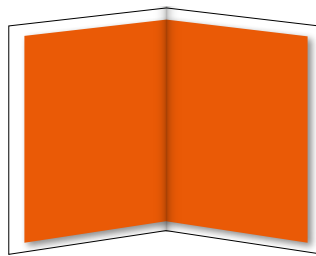
**i** Specifications →

## Bound-in booklets

Size	Weight	Price
4 pages	up to 30 g	8,244,- €
8 pages	up to 50 g	14,198,- €

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 214 mm × 315 mm (width × high) (incl. head trim 14 mm, tail trim 4 mm, after fold 7 mm minimum).
- 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.



**i** Specifications →

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\*IVW June 2024

**Individual online campaigns on request**

Issue	Dates	Topics	Trade fairs
January/ February	1 P: 27.12.2024 + A: 26.11.2024 2 C: 03.12.2024	Breeding/ renewable energies	Internationale Grüne Woche, Berlin 17. – 26.01.2025
March	3 P: 28.02.2025 A: 29.01.2025 C: 05.02.2025	Animal health	Biofach, Nürnberg 11. – 14.02.2025
April	4 P: 28.03.2025 A: 26.02.2025 C: 05.03.2025	Hygiene /renewable energies	
May	5 P: 25.04.2025 A: 25.03.2025 C: 01.04.2025	Fertility management	
June	6 P: 30.05.2025 A: 28.04.2025 C: 06.05.2025	Animal welfare /renewable energies	Fachforum Schwein, Lingen 16.05.2025

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.



Display Ads

Content Advertising and Social Media

[Print Magazines](#)

Specials

Specifications and General Data

Contacts

Issue	Dates	Topics	Trade fairs
<b>July / August</b>	7 P: 27.06.2025 + A: 26.05.2025 8 C: 04.06.2025	Stable construction / renewable energies	
<b>September</b>	9 P: 29.08.2025 A: 29.07.2025 C: 06.08.2025	Animal health	
<b>October</b>	10 P: 26.09.2025 A: 27.08.2025 C: 03.09.2025	Feeding technology/renewable energies	
<b>November</b>	11 P: 31.10.2025 A: 30.09.2025 C: 08.10.2025	Animal husbandry technology	AGRITECHNICA, Hannover 9. – 15.11.2025
<b>December</b>	12 P: 28.11.2025 A: 29.10.2025 C: 05.11.2025	Piglet husbandry	

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.

www.agrarheute.com

LANDWIRTSCHAFT AUF DEN PUNKT GEBRACHT

**agrarheute**  
ENERGIE

**ABFALLVERGÄRUNG**  
Vom Bioabfall  
zu Strom und Dünger

**KLEINWINDANLAGEN**  
Mit Luft die  
Energiekosten senken

**AUFTANKEN  
MIT BIOGAS**

So funktioniert die Hoftankstelle mit Biomethan

dlv

**agrarheute Energie**

The key medium for energy farmers.

**Focuses:**

- Biogas
- Solar energy
- Timber use
- Energy crops
- Wind energy
- Bio fuels
- Business ideas
- Technology trends
- Management
- Legal issues
- Practical examples

**Target group:**

Active and potential energy farmers.

**Also available as a digital edition!**

### Editorial section

1/1 page 4-c	2,100.– €
3/4 page 4-c	1,575.– €
2/3 page 4-c	1,400.– €
Juniorpage 4-c	1,102.50 €
1/2 page 4-c	1,050.– €
1/3 page 4-c	840.– €
1/4 page 4-c	630.– €

### Tile next to contents

58 mm × 63 mm (width × height)	307.– €
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### Corner section ad (2 columns)

Minimum format 100 mm	721.50 €
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### Advertisement next to contents

1/2 page vertical 4-c	1,207.50 €
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### Advertisement next to editorial

1/3 page vertical 4-c	966.– €
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### Panorama ad

2 × 1/2 page 4-c	2,100.– €
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### Cover pages

Cover page 2/4: 1/1 page 4-c	2,415.– €
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Cover page 3: 1/1 page 4-c	2,310.– €
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### Advertising section

1/4 page 4-c	525.– €
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1/8 page 4-c	262.50 €
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### Editorial section ad (Format 58 mm × max. 100 mm)

4-c per mm 1 column	4.88 €
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### Advertisement by the millimetre

4-c per mm 1 column	1.95 €
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### Job offer, job applications, obituaries, real estate ads

bw per mm 1 column	0.79 €
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4-c per mm 1 column	1.27 €
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### Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

### Minimum format for panorama advertisement

2 × 1/4 page horizontal

### Chiffre toll inland and overseas

(including postage and tax) 12.– €

### Magazine size

210 mm × 297 mm (width × height)

### Print space

184 mm × 270 mm (width × height)

### Column width

Advertising section (4 column) 43 mm

Running text (3 column) 58 mm

Running text (4 column) 43 mm

### Frequency discount within a contract year

Frequency discount	Volume discount	Discount
2 ads	1,080 mm	5 %
3 ads	2,160 mm	10 %
4 ads	3,240 mm	15 %
–	4,320 mm	20 %

Inserts, tip-ons and occasional business advertisements are charged without discount.

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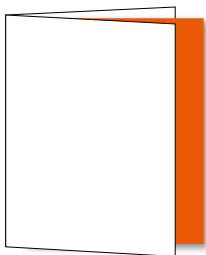
## Inserts

Weight	Price 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 × 290 mm (width × 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.



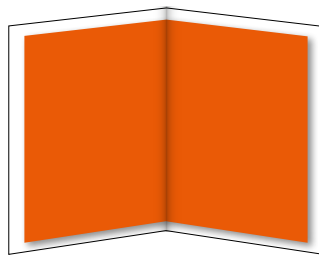
**i** Specifications →

## Bound-in booklets

Size	Weight	Price
4 pages	up to 30 g	3,780.– €
8 pages	up to 50 g	6,510.– €

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 214 mm × 315 mm (width × high) (incl. head trim 14 mm, tail trim 4 mm, after fold 7 mm minimum).
- 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.



**i** Specifications →

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\*IVW June 2024

**Individual online campaigns on request**

Issue		Dates	Topics	Trade fairs
March	1	P: 28.02.2025 A: 29.01.2025 C: 05.02.2025	What motivates biogas plant operators? On the road with the biogas consultant. Battery storage: New technology, old limits	Biogas Infotage, Ulm 29. – 30.01.2025
May	2	P: 25.04.2025 A: 25.03.2025 C: 01.04.2025	Energy wood production with short rotation plantations Container power stations: Power to gas	Intersolar Europe, Munich 07. – 09.05.2025
August	3	P: 25.07.2025 A: 25.06.2025 C: 02.07.2025	Market overview agitators Biogas plants: Opportunities for further operation after the EEG	
November	4	P: 31.10.2025 A: 30.09.2025 C: 08.10.2025	BHKW: Save money through maintenance E-Farm: Opportunities and limits of electro in agriculture?	Biogas Convention & Trade Fair, Nürnberg 09. – 11.12.2025

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.

Display Ads

Content Advertising and Social Media

Print Magazines

**Specials**

Specifications and General Data

Contacts



*agrarheute Sortenführer*

**Circulation:** 61,459

**Publication date:** 30.05.2025

**Advertising deadline:** 11.04.2025

**Copy deadline:** 16.04.2025

**ISSN:** 2568-1184



*agrarheute Traktoren*

**Circulation:** 61,459

**Publication date:** 28.11.2025

**Advertising deadline:** 14.10.2025

**Copy deadline:** 17.10.2025

**ISSN:** 2568-115X



*agrarheute Lohnunternehmer*

**Circulation:** 10,500

**Publication date:** 25.07.2025

**Advertising deadline:** 13.06.2025

**Copy deadline:** 17.06.2025

**ISSN:** 2568-1141

**1 year advertising effect in your target group with only 1 ad!**

Display Ads	Content Advertising and Social Media	Print Magazines	<b>Specials</b>	Specifications and General Data	Contacts
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Editorial section	Sortenführer	Traktorenheft	Lohnunternehmer
1/1 page 4-c	9,820.– €	9,820.– €	3,760.– €
3/4 page 4-c	7,365.– €	7,365.– €	2,820.– €
2/3 page 4-c	6,547.– €	6,547.– €	2,507.– €
Juniorpage 4-c	5,155.50 €	5,155.50 €	1,974.– €
1/2 page 4-c	4,910.– €	4,910.– €	1,880.– €
1/3 page 4-c	3,928.– €	3,928.– €	1,504.– €
1/4 page 4-c	2,946.– €	2,946.– €	1,128.– €
mm 4-c	22.73 €	22.73 €	8.70 €
<b>Panorama ad</b>			
2 × 1/2 page 4-c	9,820.– €	9,820.– €	3,760.– €
<b>Cover pages</b>			
Cover page 2: 1/1 page 4-c + flap	– €	18,822.– €	– €
Cover page 2/4: 1/1 page 4-c	11,293.– €	11,293.– € (only 4. CP)	4,324.– €
Cover page 3: 1/1 page 4-c	10,802.– €	10,802.– €	4,136.– €
<b>Corner section ad</b>			
Minimum format 100 mm	3,363.– €	3,363.– €	1,288.– €
<b>Advertisement next to contents</b>			
1/2 page vertical 4-c	5,646.50 €	5,646.50 €	2,162.– €
<b>Advertisement next to editorial</b>			
1/3 page vertical 4-c	4,517.– €	4,517.– €	1,730.– €
<b>Advertising section</b>			
1/4 page 4-c	2,455.– €	2,455.– €	940.– €
1/8 page 4-c	1,227.50 €	1,227.50 €	470.– €
mm 4-c	9.09 €	9.09 €	3.48 €

Display Ads







Content Advertising and Social Media

Print Magazines

**Specials**

Specifications and General Data

Contacts

Special advertisements	<i>agrarteute Magazin</i>	<i>agrarteute Rind</i>	<i>agrarteute Schwein</i>	<i>agrarteute Energie</i>
<b>Tip-on advertisement per 1,000</b> + 1/1 page carrier display 	113.– €	113.– €	113.– €	113.– €
<b>Halfcover</b> 	16,301.20 €	7,603.– €	7,603.– €	3,486.– €
<b>Gate fold</b> 	37,316.– €	17,404.– €	17,404.– €	7,980.– €
<b>Flap</b> 	33,388.– €	15,572.– €	15,572.– €	7,140.– €
<b>Tile next to contents</b> 	1,432.– €	668.– €	668.– €	307.– €
<b>Split banderole</b> always + Cover page 4 	29,634.– €	15,117.– €	15,117.– €	4,482.– €



## Printing process

Cover: Sheetfed offset

Inside part: webfed offset

## Processing

Adhesive binding: *agrارheute Magazin/Pflanze + Technik, agrارheute Traktoren*

Wire stitching: *agrارheute Rind/Schwein/Energie, agrارheute Sortenführer, agrارheute Lohnunternehmer*

## Data transmission

Email

## File formats

Print-optimised PDF (Standard X1a)

Other file formats or open files available on request only.

Colour images always in CMYK mode (4-c)

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

## Print profile

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

## 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 – additional 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 *agrارheute Magazin*  
Lothstr. 29, 80797 Munich, Germany

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

## Sabine Billes

Ad Management

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## Hermann Messmer

Ad Management

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## Electronic Data transmission

[sabine.billes@dlv.de](mailto:sabine.billes@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 address for inserts, bound-in booklets, glued-in inserts

"*agrارheute*" to:

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

## Delivery Date

Inserts, bound-in booklets and glued-in inserts must be delivered by 14 days before the publication of the magazine.

Volume of the issue required upon request, plus 3% surcharge.

## Head of Advertising



**Verena Nolten**  
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## Key Accounting



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## Animal Section



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