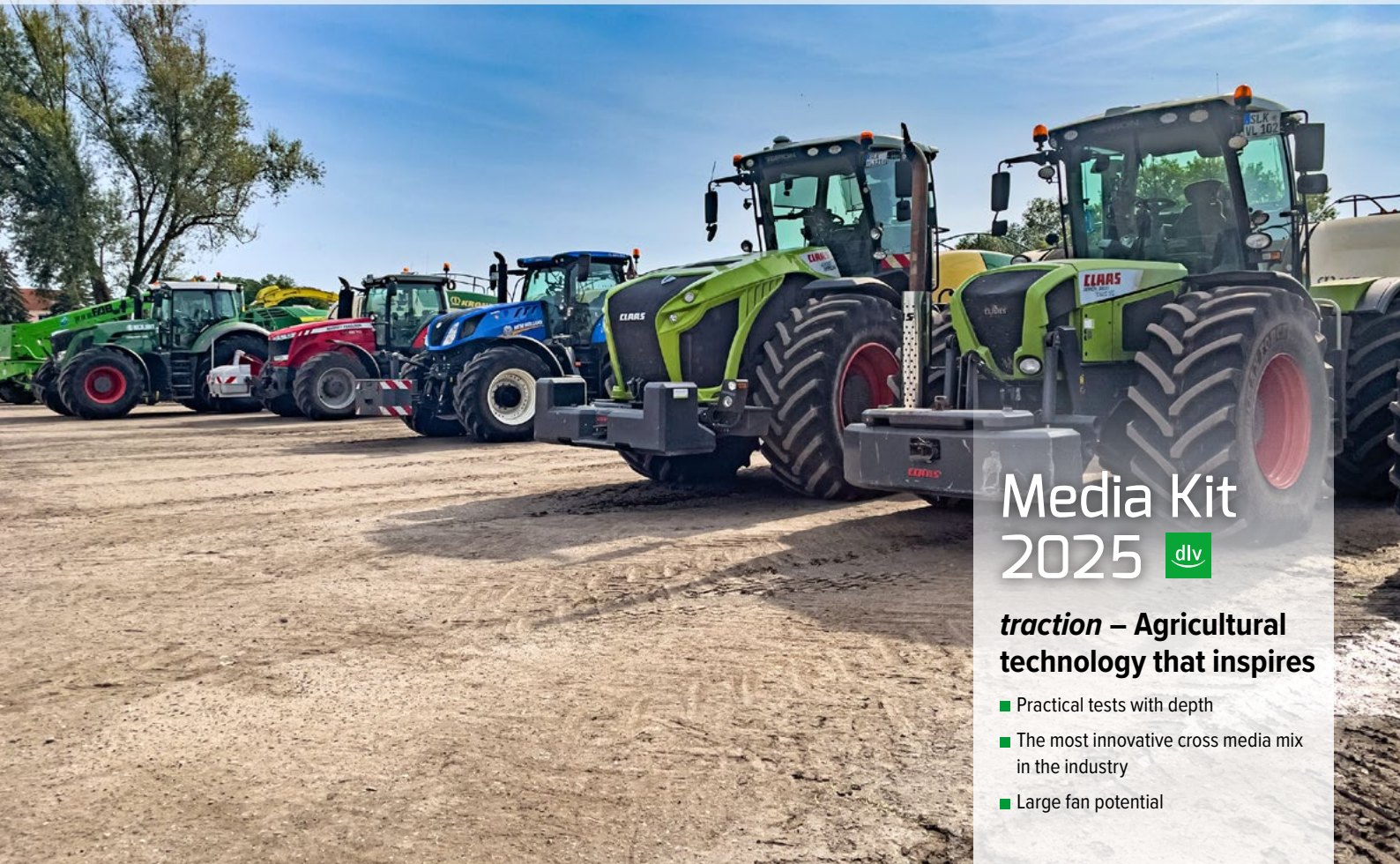


# traction



## Media Kit 2025

***traction*** – Agricultural  
technology that inspires

- Practical tests with depth
- The most innovative cross media mix in the industry
- Large fan potential



## Facts

**Year:** 13, 2025

**Frequency of publication:** 6 issues per year

### Circulation area:

Germany, Austria, Switzerland

**Distributed circulation:** 15,869 copies

**Sold circulation:** 15,409 copies  
(IVW 1/2024)



**Subscription rate:** 47.40 €\*

**ISSN:** 2196-6036

\* Prices are subject to change

## Target group

- Future-orientated operational managers
- Farmers interested in and fascinated by technology
- The agricultural machinery trade and craft and contractors and their opinion leaders
- Agricultural technology manufacturers and the supply industry
- Technically sophisticated vocational trainees and students in the agricultural sector
- Anyone thrilled by technology

## 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](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.

#### 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](mailto:dlv.muenchen@dlv.de), [www.dlv.de](http://www.dlv.de)

## Page | Content

<b>02</b>	Facts   Target Group   Payment terms
<b>04</b>	The World of <i>traction</i>
<b>05</b>	Digital advertisement in the agricultural network
<b>06</b>	Digital channels
<b>08</b>	Display Ads
<b>09</b>	Content advertising   Advertorial
<b>10</b>	Content Advertising   Newsletter
<b>11</b>	Social Media   Instagram
<b>12</b>	Social Media   Facebook
<b>13</b>	Social Media   TikTok

## Page | Content

<b>15</b>	Print issue   Formats and prices
<b>17</b>	Print issue   Discounts
<b>18</b>	Print issue   Special advertisement
<b>20</b>	Print issues   Topics and dates
<b>21</b>	Special publications <i>traction</i>
<b>26</b>	Events & Specials   <i>FARM MACHINE 2026</i>
<b>28</b>	Events & Specials   <i>traction BOOTCAMP</i>
<b>29</b>	Print + Digital   Specifications and technical data
<b>30</b>	Contacts

Display Ads

Content Advertising and Social Media

Print Magazine

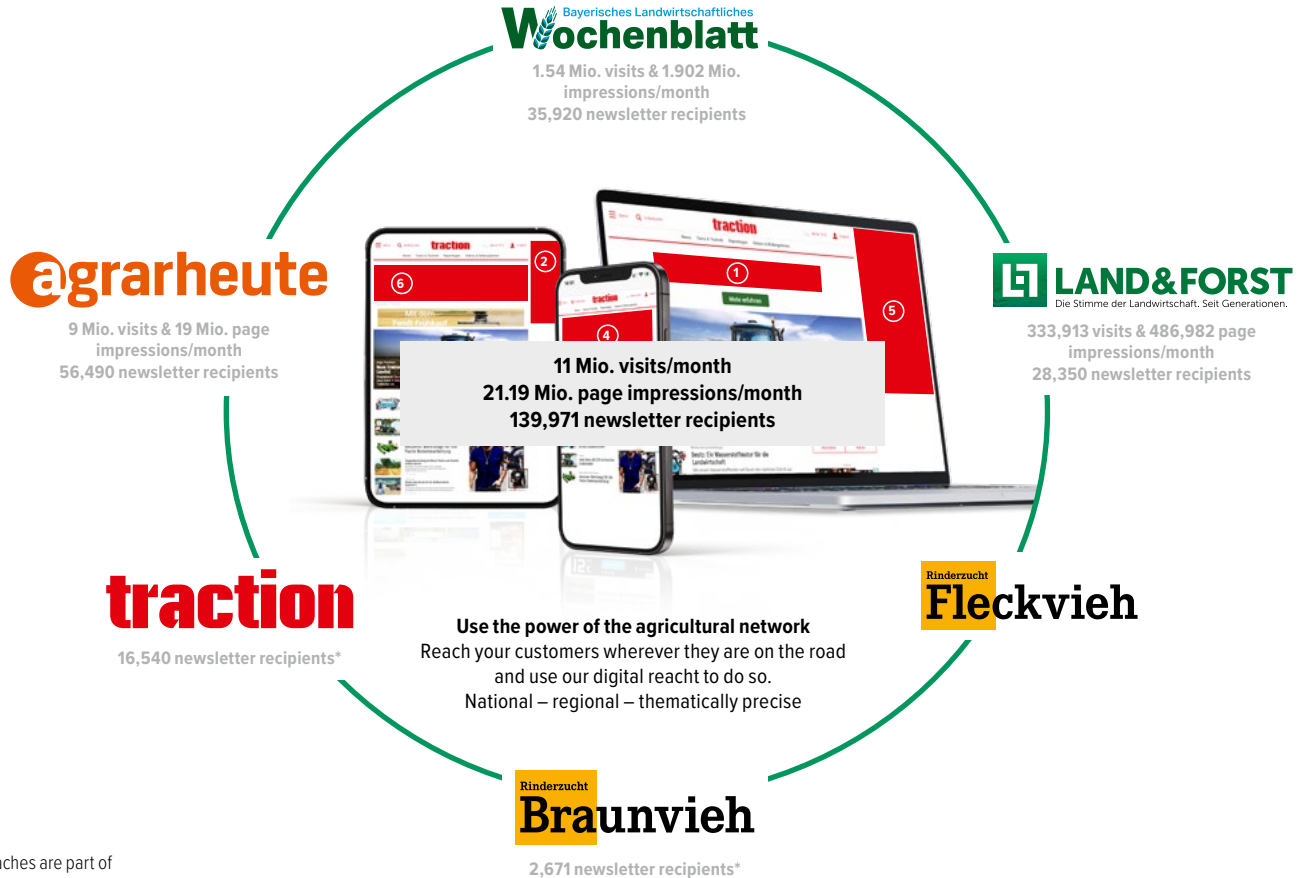
Special Publications

Events + Specials

Specifications and General Data

Contacts





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

**Display Ads**

Content Advertising and Social Media

Print Magazine

Special Publications

Events + Specials

Specifications and General Data

Contacts

## Online

8,601 visits

17,288 page impressions\*

## Newsletter

16,616 subscribers

33% opening rate

## Facebook

48,246 follower

## Instagram

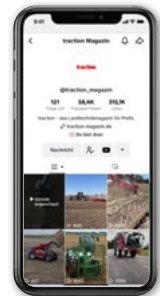
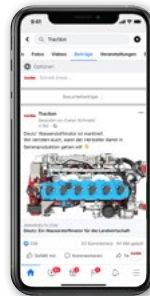
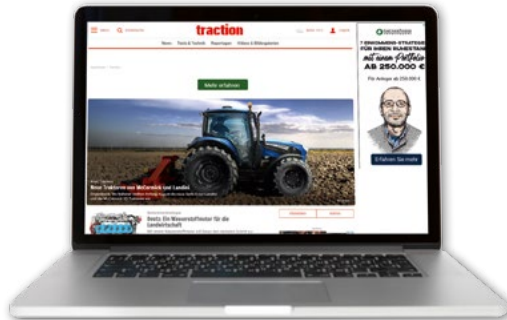
41,200 follower

## Digital issue

1,000 subscribers

## TikTok

40,400 follower



\*Source: publisher's details, IVW June 2024

# Digital Channels

Users can find attractive reports and the latest news about agricultural machinery on the interactive channels Facebook, Instagram and TikTok or directly as a newsletter for agricultural machinery fans in their inbox. The website *traction-magazin.de* rounds off the appearance.

Use the interactive possibilities here to reach your target group individually.



<b>Display Ads</b>	Content Advertising and Social Media	Print Magazine	Special Publications	Events + Specials	Specifications and General Data	Contacts
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Standard formats also possible as Ad Bundle		Runtime 1 month	Desktop	Tablet	Mobile
1	Leaderboard (728 x 90 px)	825.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2	Skyscraper (120 x 600 px)	825.– €	<input checked="" type="checkbox"/>	–	–
3	Medium Rectangle (300 x 250 px)	825.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (320 x 100 px)	825.– €	–	–	<input checked="" type="checkbox"/>
Large-size image banner					
5	Halfpage Ad (300 x 600 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
6	Billboard (900 x 250 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
	Hockey Stick (728 x 90 + 120 x 600 px)	1,250.– €	<input checked="" type="checkbox"/>	–	–
Video					
	Video-Ad (550 x 350 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–

### Other special formats on request.

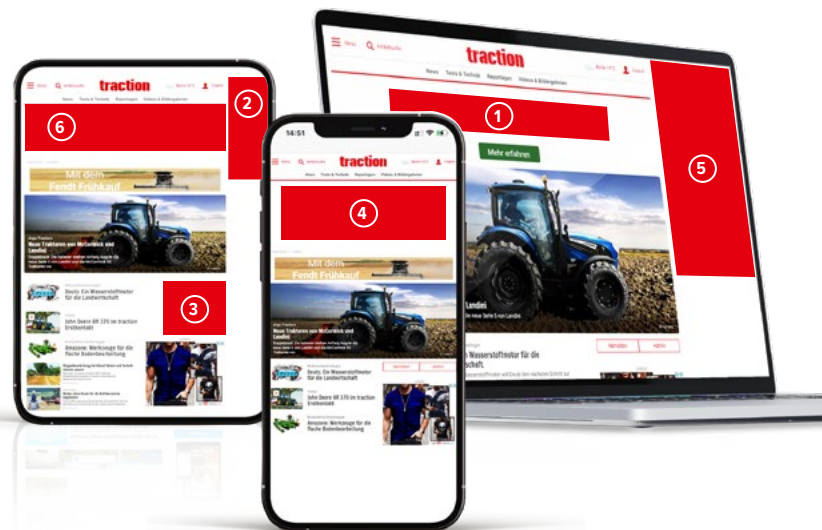
() = depending on the device resolution

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

### Glossar:

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

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



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





Display Ads

**Content Advertising and Social Media**

Print Magazine

Special Publications

Events + Specials

Specifications and General Data

Contacts

## Advertorial

The advertorial at [traction-magazin.de](http://traction-magazin.de) is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

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

Advertorial	Price
4 weeks runtime	980.– €
<b>Promotion (optional)</b>	
as "Branded Content" on Facebook	365.– €*
as image-text-display in the traction-Newsletter	365.– €*

## Specifications:

### Images

- Teaser: Format 3:2 (2,000 x 1,333 pixel)
- Image broad top: Format 5:2 (2,000 x 800 pixel)

### Text (incl. spaces)

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

### Optional

- Linking: 1–2 linkings
- Images in text: up to 3 images, format 3:2 (2,000 x 1,333 pixel)

## We recommend our Advertorial Package\*



Advertorial



Image-text display  
in the newsletter



Facebook-Post



1,710.– €\*



### Example Advertorial-Teaser:



### Example Advertorial-text:



### Example Facebook:



### Example Newsletter:

\* Prices only in combination with an advertorial. Linking mandatory to advertorial. ■ All prices in € plus statutory VAT.

16,616 subscribers to the *traction*-newsletter receive the latest news from the agricultural technology directly to their mailbox every week.

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

**Coverage:**  
16,616 recipients

**traction Newsletter**

- Weekly dispatch
- Current news of *traction*
- opening rate 33 %  
(well above the standard values)

**Specifications image-text display**

- Text (incl. spaces):
- Topic: max. 60 characters
- Teaser-Text: max. 250 characters
- Image: 600 x 240 pixel
- Linking: max. 25 characters
- Copyright



**Price 595.- €**  
**1st display position, price 650.- €**

**Newsletter with your individual content**

**Stand-alone-Newsletter**

- Your contents (recommendation: 3 – 5)
- Individualizable
- In the *traction* look-and-feel
- To all *traction*-newsletter recipients

**Please reserve your desired date early!**

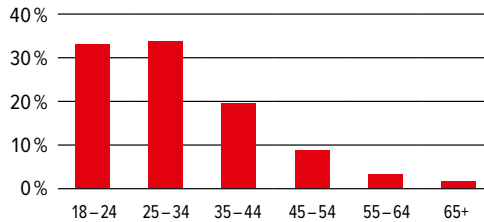


**Price 2,650.- €**

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

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

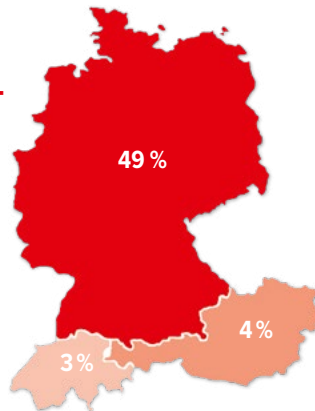
Reach digital affine users in the agricultural sector aged **18 – 65+** years:



Spread **Germany – Austria – Switzerland:**

 = 93.6 %

 = 6.4 %



**We recommend our Instagram Package**

Story Ad



Feed Ad

**only 1,960.– €**

**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

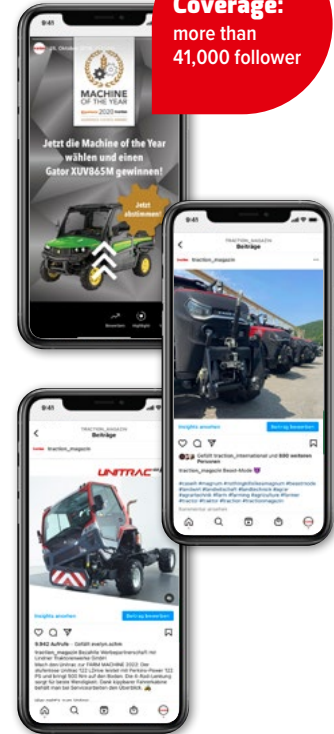
**Price 1,175.– €**

**Video Ad / Reel**

- Visual, intense experience
- Extensive imparting of information
- Unlimited availability Monday – Sunday

**Price 1,275.– €**

**Coverage:**  
more than  
41,000 follower



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

Reach the agricultural target group in the *traction* Facebook feed.  
We share our information with over 48,000 fans.

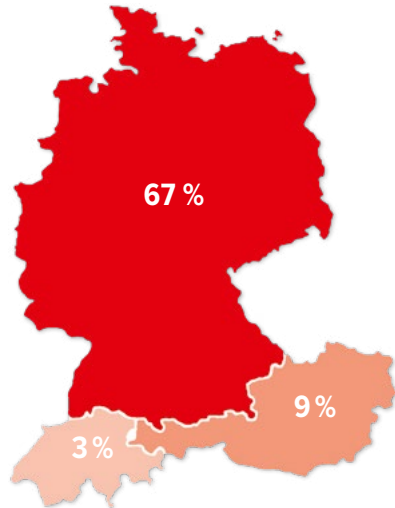
**Sponsored post**

- Image gallery (up to 15 images)
- Video (max. 3 minutes)
- Events, product presentations

**Price 1,175.- €**

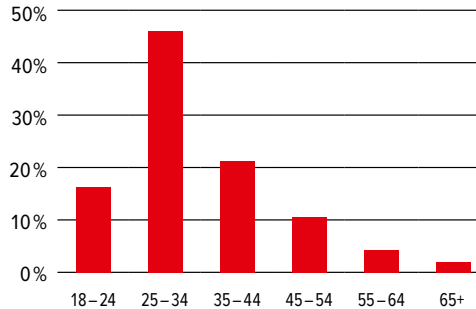
**Spread**

**Germany – Austria – Switzerland:**

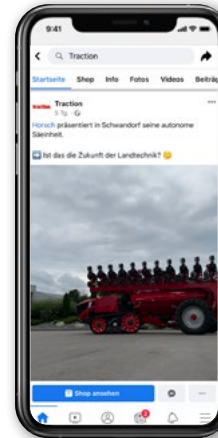


**Coverage:**  
more than  
48,000 follower

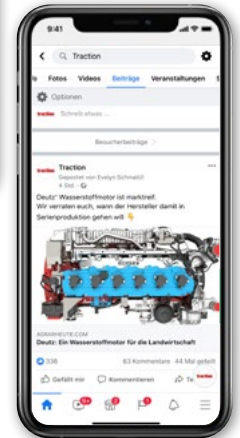
 = 96%    = 4%



 **Example Video:**



 **Example Bild:**



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

### TikTok

Use TikTok as a new advertising platform. You benefit from direct interaction with a digitally savvy and international target group.

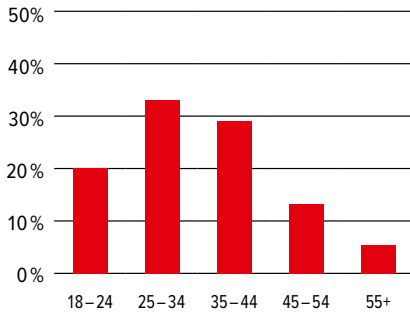
- Video ad
- Playout to an international audience
- Direct link to your fan account possible

### Specifications

- File type: MP4, MOV, MPG, AVI, GIF
- Format: 1.080 x 1.920 pixel (16:9)
- Video length: 10 – 60 sec.
- Primary-text: 12 – 100 characters
- Hashtags: 10 – 20 matching the contents
- Optional: Link to your TikTok account

Price 595.– €

 = 86 %     = 14 %



**Coverage:**  
more than  
40,400 subscribers

# Print Magazine

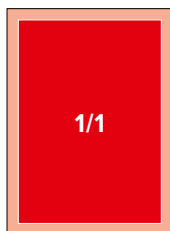
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*traction* has been the benchmark for over 10 years for modern, practice-orientated reporting that inspires! Great pictures, a fresh and understandable writing style, detailed market overviews and up-to-date cross-media coverage are convincing and reach a wide range of young, technically enthusiastic readers.

With your marketing activities at *traction*, you show that these professionally active, technically experienced generation of company managers and successors are exactly your target group for your company.



## Standalone text elements

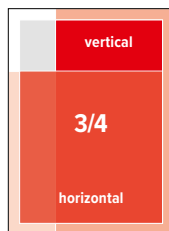


7,247.- €

### 1/1 page

**P:** 184 × 270 mm

**B:** 210 × 297 mm



5,435.- €

### 3/4 page vertical

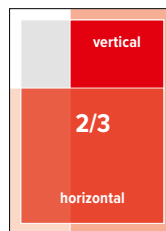
**P:** 137 × 270 mm

**B:** 150 × 297 mm

### 3/4 page horizontal

**P:** 184 × 202 mm

**B:** 210 × 217 mm



4,831.- €

### 2/3 page vertical

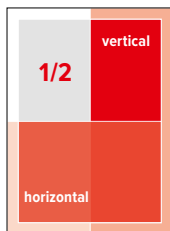
**P:** 121 × 270 mm

**B:** 134 × 297 mm

### 2/3 page horizontal

**P:** 184 × 180 mm

**B:** 210 × 195 mm



3,623.50 €

### 1/2 page vertical

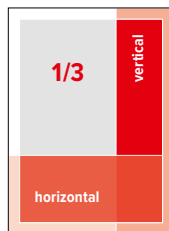
**P:** 90 × 270 mm

**B:** 103 × 297 mm

### 1/2 page horizontal

**P:** 184 × 135 mm

**B:** 210 × 150 mm



2,657.- €

### 1/3 page vertical

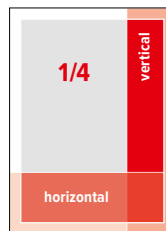
**P:** 58 × 270 mm

**B:** 71 × 297 mm

### 1/3 page horizontal

**P:** 184 × 90 mm

**B:** 210 × 105 mm



2,174.- €

### 1/4 page vertical

**P:** 43 × 270 mm

**B:** 56 × 297 mm

### 1/4 page horizontal

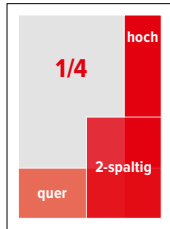
**P:** 184 × 67 mm

**B:** 210 × 82 mm

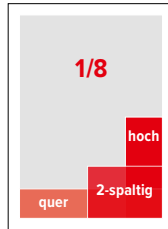
**P:** Print space, **B:** Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height

■ All prices plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 13 valid from issue 1/2025.

## Editorial section – collective



1,812.– €



906.– €

### 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

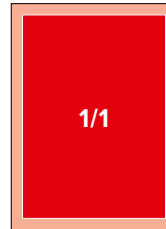
### 1/8 page horizontal

P: 184 × 33 mm

### 1/8 page, 2 columns

P: 90 × 67 mm

## Preferred positionings



Cover page 2/4  
8,334.– €

Cover page 3  
7,972.– €

### 1/1 Cover pages

P: 184 × 270 mm

B: 210 × 297 mm

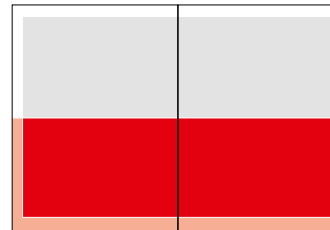


13,045.– €

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

P: 394 × 270 mm

B: 420 × 297 mm

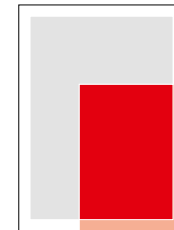


7,247.– €

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

P: 394 × 135 mm

B: 420 × 150 mm



3,805.– €

### Juniorpage

P: 121 × 193 mm

B: 134 × 210 mm



### Advertisement by the millimete

4-c per mm, single column 6.71 €

### Classified business advertisements

4-c per mm, single column 6.71 €\*

### Panorama advertisements

Minimum format 2 × 1/4 page horizontal (Prices on request)

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

Frequency discount	Volume discount	Price reduction
2 ads	540 mm	5 %
3 ads	2,160 mm	10 %
4 ads	3,240 mm	15 %
6 ads	4,320 mm	20 %

Inserts, bound-in booklets, tip-on-advertisements, posters and classified business advertisements are billed without discount.

### 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

### Thorsten Krull

Key Account Manager  
Agricultural Engineering  
Phone +49 89 12705-271  
thorsten.krull@dlv.de



### Stefan Appenowitz

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



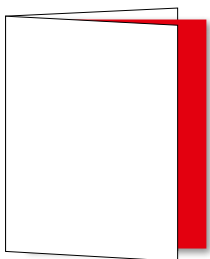
## Inserts\*

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

\* Special distribution fees are included in the price.

## 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.



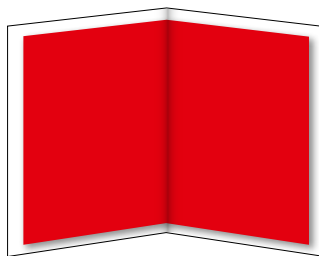
**i** Specifications →

## Bound-in booklets\*

Size	Weight	Price
2 pages	up to 30 g	12,682.– €
4 pages	up to 30 g	18,117.50 €
6 pages	up to 30 g	25,364.50 €
8 pages	up to 50 g	30,800.– €

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 210 × 297 (width × high), plus 4 mm head trim, 2.5 mm milled edge, 4 mm 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.



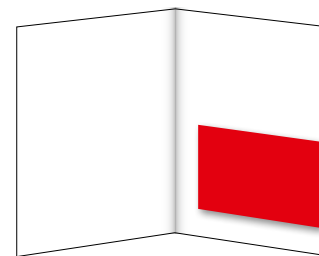
**i** Specifications →

## Tip-on-advertisement\*

Format	Price per 1,000 glued inserts
Standard postcard	110.– €
Tip-on-ad, Booklet (up to 25 g)	on request
Glued-in CD-Rom	on request

## Technical information

- 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.
- DVDs and CDs require labelling in accordance with the Jugendschutzgesetz (Young People's Protection Act).
- We will be happy to inform you of placements and all other details. Simply call us.



**i** Specifications →

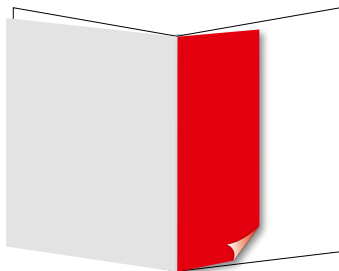
\* Inserts, bound-in booklets, tip-on-advertisement are not eligible for discounts ■ All prices plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. Pricelist 13 valid from issue 1/2025

## HalfCover

Size	Price
2 × 1/2 page	12,030.– €
Cover page paper will be used	

The half cover offers you an attractive advertising space which is placed on the front page where it cannot be missed.

- The half cover covers half the front page of the magazine.
- Printed on both sides.
- Front side with a gap for the title logo.



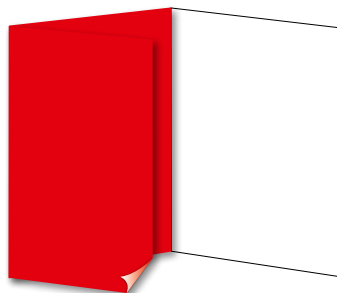
**i** Specifications →

## 3-page advertisement by cover flap/gatefolder

Size	Price
3 × 1/1 page outside front cover	24,640.– €
3 × 1/1 page back page	24,640.– €
Cover page paper will be used	

Surprise your customers with a fold-out cover flap. Readers will notice your advertisement as soon as they leaf through the magazine for the first time.

- The gate folder offers an opportunity to extend the inside cover pages 2 or 3 to 3 advertisements with a cover flap.



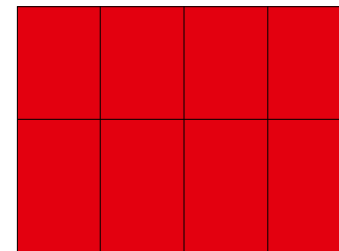
**i** Specifications →

## Poster

Size	Price
1 one-sided 4-c	16,100.– €
2 two-sided 4-c	18,200.– €
Costs for inserts included, not eligible for discount	

### Format

Final format: 800 × 576 mm (width × height)  
 Folded format: 200 × 288 mm (width × height)



**i** Specifications →

Display Ads	Content Advertising and Social Media	<b>Print Magazine</b>	Special Publications	Events + Specials	Specifications and General Data	Contacts
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Ausgabe	Termine	Themen	Specials	Messen
Jan./Febr.	1 P: 02.01.2025 A: 25.11.2024 C: 02.12.2024	<b>Market overview farm loaders and tele wheel loaders up to 3.5 t</b> Technology: Camera systems		
March/April	2 P: 06.03.2025 A: 20.01.2025 C: 27.01.2025	<b>Market overview hoes and rotary hoes</b> Technology: Belt rakes	<b>Mid of April: Lohnunternehmen 1 BOOTCAMP 1 farm loaders – spring 2025</b>	
May/June	3 P: 08.05.2025 A: 24.03.2025 C: 31.03.2025	<b>Market overview hay rakes and rotary rakes</b> Technology: Direct cutting units		Innov-Agri, F-Aisne (Essigny) 04. – 05.06.2025 Öko-Feldtage, Canitz 18. – 19.06.2025 demopark, Horselberg 22. – 24.06.2025
July/Aug.	4 P: 03.07.2025 A: 19.05.2025 C: 26.05.2025	<b>Market overview no-tillage drills</b> Technology: Bale films, bale nets, bale yarns	<b>BOOTCAMP 2 seed drills – Sommer/ Autumn 2025</b>	
Sept./Oct.	5 P: 04.09.2025 A: 21.07.2025 C: 28.07.2025	<b>Market overview potatoe harvesters</b> Technology: Weather and ground stations		Potato Europe, NL-Lelystad 03. – 04.09.2025
Nov./Dec.	6 P: 06.11.2025 A: 22.09.2025 C: 29.09.2025	<b>Market overview forage harvesters</b> Technology: Cabin equipments	<b>Beginning of December: Special issue Lohnunternehmen 2 TESTJAHRBUCH 2026</b>	AGRITECHNICA, Hanover 09. – 15.11.2025

**Directly to the target group:  
2 Special publications per year for the contractors.**



What technology is in demand now? What is new? Where are the innovations that will further the farm? Where do I, as a contractor, perhaps still need to upgrade? Our two special *traction* **TECHNIK Lohnunternehmen** magazines provide practical answers to all these questions, with purchase recommendations depending on the product application.

**The current overview of newly tested agricultural technology:  
*TESTJAHRBUCH 2026* for all farmers who want to invest or simply stay up to date!**



Once a year in November, the test compendium of our editorial team is published with all tested machines of the last 15 months! The latest trailed and self-propelled agricultural technology is put through its paces, explained in detail and illuminated. Here you can find out all about it as if you were there yourself. Highly interesting reading material and the optimal environment for your product offers.



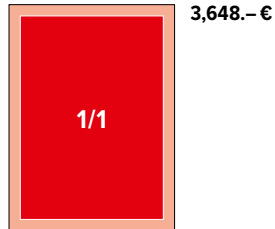
## 2 magazines for contractors and their employees!

- Published in April and December.
- The latest technical topics – specially prepared.
- The purchasing guide for readers with a strong investment and innovation drive.



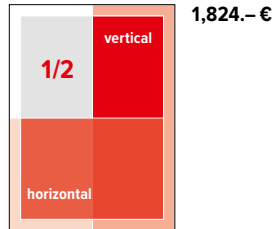
<b>Distribution</b>	5,500 copies in each issue – direct mailing to the target group
<b>Publication date</b>	(P) 14.04.2025/01.12.2025
<b>Advertising deadline</b>	(A) 17.03.2025/03.11.2025
<b>Copy deadline</b>	(C) 24.03.2025/10.11.2025
<b>Format</b>	210 mm × 297 mm (width × height)
<b>Size</b>	ca. 68 pages incl. cover per magazine

## Standalone text elements



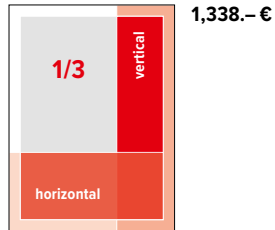
3,648.– €

**1/1 page**  
**P:** 184 × 270 mm  
**B:** 210 × 297 mm



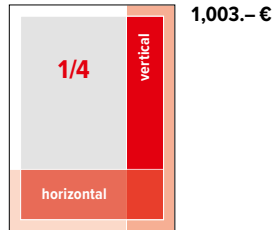
1,824.– €

**1/2 page vertical**  
**P:** 90 × 270 mm  
**B:** 103 × 297 mm  
**1/2 page horizontal**  
**P:** 184 × 135 mm  
**B:** 210 × 150 mm



1,338.– €

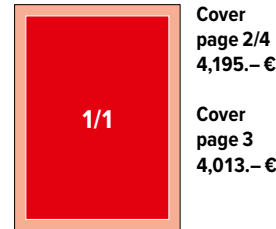
**1/3 page vertical**  
**P:** 58 × 270 mm  
**B:** 71 × 297 mm  
**1/3 page horizontal**  
**P:** 184 × 90 mm  
**B:** 210 × 105 mm



1,003.– €

**1/4 page vertical**  
**P:** 43 × 270 mm  
**B:** 56 × 297 mm  
**1/4 page horizontal**  
**P:** 184 × 67 mm  
**B:** 210 × 82 mm

## Preferred placements



**Cover page 2/4**  
**4,195.– €**

**Cover page 3**  
**4,013.– €**

**1/1 cover page**  
**P:** 184 × 270 mm  
**B:** 210 × 297 mm

## Please contact

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## traction offprints (created, printed & enclosed) DIN A4 format

6 pages	8 pages	12 pages
5,107.– €	6,202.– €	8,938.– €

More than 12 pages on request.

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 13 valid from issue 1/2025.



**The current test compendium for agricultural technology with the most important test innovations in one magazine!**

- Published annually
- Unique test overview of the most important agricultural machinery on the market
- The buying guide for all those interested in machinery

**Increase your sales and your image with our readers!**

<b>Distribution</b>	16,500 copies (incl. kiosk)
<b>Publication date</b>	(P) 13.11.2025
<b>Advertising deadline</b>	(A) 02.10.2025
<b>Copy deadline</b>	(C) 10.10.2025
<b>Format</b>	210 mm × 297 mm (width × height)
<b>Size</b>	ca. 164 pages incl. cover



**Standalone text elements**

**5,798.– €**

**1/1 page**  
**P:** 184 × 270 mm  
**B:** 210 × 297 mm

**2,899.– €**

**1/2 page vertical**  
**P:** 90 × 270 mm  
**B:** 103 × 297 mm  
**1/2 page horizontal**  
**S:** 184 × 135 mm  
**B:** 210 × 150 mm

**1,933.– €**

**1/3 page vertical**  
**P:** 58 × 270 mm  
**B:** 71 × 297 mm  
**1/3 page horizontal**  
**P:** 184 × 90 mm  
**B:** 210 × 105 mm

**1,739.– €**

**1/4 page vertical**  
**P:** 43 × 270 mm  
**B:** 56 × 297 mm  
**1/4 page horizontal**  
**P:** 184 × 67 mm  
**B:** 210 × 82 mm

**Preferred placements**

**Cover page 2/4**  
**6,146.– €**  
**Cover page 3**  
**5,972.– €**

**1/1 cover page**  
**P:** 184 × 270 mm  
**B:** 210 × 297 mm

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Display Ads	Content Advertising and Social Media	Print Magazine	Special Publications	<b>Events + Specials</b>	Specifications and General Data	Contacts
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Every two years, *dlv Deutscher Landwirtschaftsverlag* awards proposals submitted for innovations and improvements to agricultural machinery – with the *FARM MACHINE* awards in at least 12 categories!

**And always at the forefront: the interactive category “Audience Choice Award”!**

Our readers and users will be voting from mid-October to mid-November 2025 to determine which machine innovation they consider to be the best in agricultural technology for 2026! At the trade fair AGRITECHNICA in November 2025, the winners will once again be honoured at a live event. Manufacturers have an excellent opportunity to drum up publicity for their new machine and generate reach with a **special cross-media package**.

**Here are the latest cross-media results from *FARM MACHINE 2024*:**



Reach [www.farmmachine.eu](http://www.farmmachine.eu)

A total of **60,623 votes** were cast.  
Of these, **32,526 on the German website** and **28,097 on the English website**.

Users from **53 countries** were on the websites during the voting.

As a result *FARM MACHINE 2024* reached a **global audience of millions of practitioners in the agricultural machinery** industry directly on their smartphones and in print.

The editorial content reached over **one million people** via the *dlv's* **digital channels** alone. You can obtain your personalised offer directly from your media consultant.



Display Ads

Content Advertising and Social Media

Print Magazine

Special Publications

**Events + Specials**

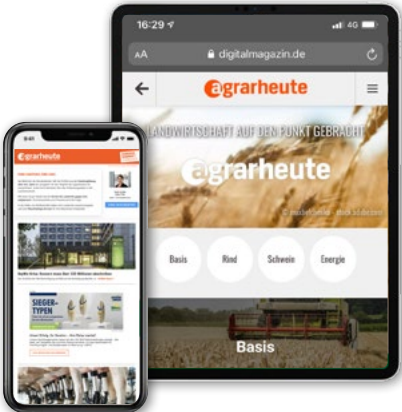
Specifications and General Data

Contacts

With the support of our large number of media partners in Europe (see logos at the bottom of page 28), we also reached **more than one million people** in the target group in print.



Platform	Reach
Display Ads	2,881,609
Newsletter	1,052,730
Self-advertisements	211,897
Instagram	144,397
Facebook	72,790
<b>Total</b>	<b>4,363,423</b>



Display Ads	Content Advertising and Social Media	Print Magazine	Special Publications	<b>Events + Specials</b>	Specifications and General Data	Contacts
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Our *traction BOOTCAMPs* will also take place again in 2025. Present your machines and products directly in the field to **farmers, contractors and influencers** as part of this series of events. Contact your media advisor for dates and topics.

**Package Machine**

- Mention of the name and logo on the invitation
- Mention in all promotional measures
- Device is demonstrated and explained to practitioners during the walkaround
- Catering for the crew on site
- Participation in networking
- Production of a reel + distribution on Instagram, Facebook, YouTubeShots and on TikTok
- Live reporting on Instagram from the event



to the video



to the report

**without machine participation**

- Mention of the name and logo on the invitation
- Mention of the sponsor in all promotional measures
- Opportunity of product presentation + setting up your own tent (max. 5 m x 5 m)
- Catering for the crew on site
- Participation in networking

**Impressions of traction BOOTCAMPs 2023 & 2024 – a complete success!**



## Printing process

Cover: Sheetfed offset

Inside part: webfed offset

## Processing

Adhesive binding

(For insert planning please enquire in advance)

## 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

## Print profile

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

## 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 *traction*

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

[hermann.messmer@dlv.de](mailto:hermann.messmer@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

with marking "*traction*" 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.

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