



# Media Kit 2025

## Germany's leading hunting publisher

- The largest reach in German-speaking countries
- The largest portfolio in the hunting sector
- Individual solutions for your marketing goals



Sustainable hunting,  
**family** and career in  
balance – with passion and  
full commitment –  
this is the **freedom**  
we live.

We live in **nature**,  
from nature and with  
nature. We follow  
our **instincts**.  
Hunting teaches us  
**respect** for nature  
and its creatures.  
We are hunters.



**PIRSCH**

RESPEKT VOR DEM WILDEN. SEIT 1879.\*



**Our east.  
Our territory.**

*unsere Jagd.* We love  
**hunting** and **respect nature.**  
Our goal is hunting success.  
We don't talk, we tackle.  
Hunting is not a hobby,  
but a **way of life.**

*unsere Jagd* is us. *unsere Jagd*  
is **by hunters for hunters.**  
You can rely on our words.  
No matter if day or night,  
we are **at home in the  
hunting ground.**

 **unsere  
Jagd**  
IM REVIER  
ZUHAUSE





## Lower Saxony.

The land of hunters. The most exciting  
**hunting ground**  
in the word.

Our community is **committed.**

Earthbound and with both **feet** firmly  
on the **ground.** A straight face  
and clear words. We don't have to  
**talk much,** it's the  
**content that counts**  
and we understand each other.

We know how the **wind blows.**  
Whether at the **hunt or after.**

We are just on **"on our toes".**

That's how hunting with the

**Niedersächsischer**  
**Jäger** works.



# The World of Hunting in dlV

Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

Specifications and general data

Contacts



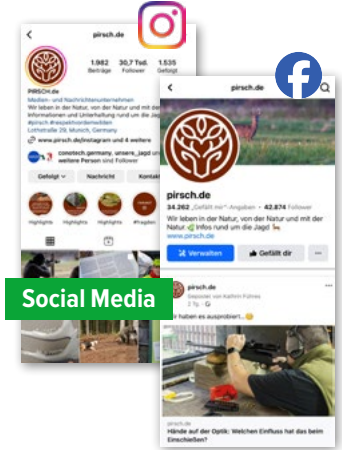
Digital issues



Print magazines



Video



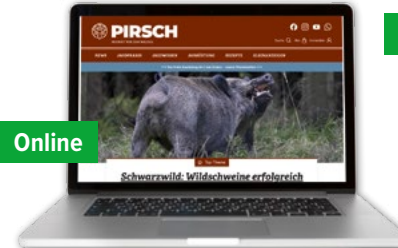
Social Media



Association organ



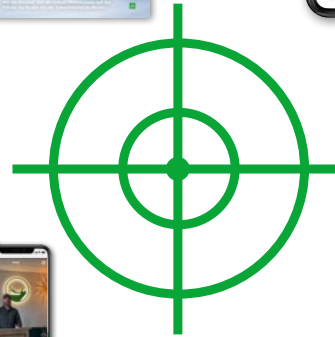
Specials



Online



Newsletter



We cover various specialised hunting topics throughout the year. These are played out across all of our channels (print, online, newsletter, social media and video). You have the opportunity to reach our readers with your advertising messages on all channels – or select the channels that are relevant for your campaign.

Month	Topics
<b>January</b>	1 Predator hunting
<b>February</b>	2 Predator hunting
<b>March</b>	3 Hunting and hunting ground equipment
<b>April</b>	4 Deer hunting and approaching
<b>May</b>	5 Deer hunting and approaching
<b>June</b>	6 Game damage, hunting wild boar in wheat

Month	Topics
<b>July</b>	7 Leaf hunting
<b>August</b>	8 Decoy hunting and game birds
<b>September</b>	9 Hunting dogs and equipment
<b>October</b>	10 Driven hunt & shooting training
<b>November</b>	11 Driven hunt & shooting training
<b>December</b>	12 Wild boar & night hunting

Online, Social media and newsletters

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# Online, Social Media, Newsletter

*www.pirsch.de* is the online portal with the widest reach in the hunting sector with an average of 2 million page impressions per month\*.

Here, the user can find specialised information and news as well as interact with other hunters and the editorial team via the social media channels Facebook and Instagram.

This makes *pirsch.de* an attractive platform for achieving your marketing goals.



\* IVW verified



## Newsletter



39,000 subscribers\*

Opening rate 55 – 65 %

## Facebook



43,000 follower\*

## Instagram



31,500 follower\*

## Online



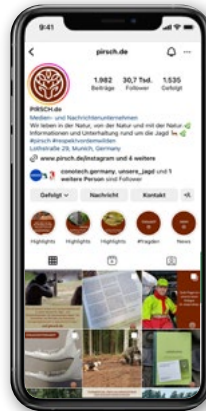
Ø 2.0 Mio. page impressions per month\*\*



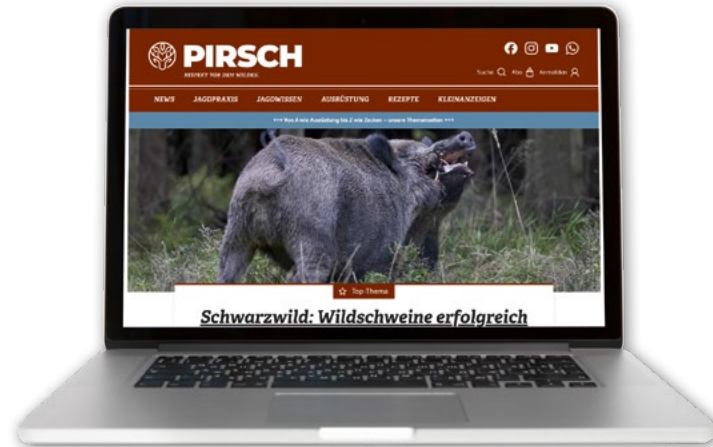
Newsletter →



Facebook →



Instagram →



Online →



*pirsch.de* is also a constant on Facebook when hunting-related content and target groups are the focus of your advertising activities. More than 43,000 fans\* follow our social media activities on Facebook.

With a **sponsored post**, you can promote pretty much any format of your business:

- Text posts
- Images
- Videos
- Events
- Offers
- Linking to your website

Price 750.– €

**Reach:**  
43,000 follower\*

**Images**

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

 Specifications →



**Video**

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

 Specifications →



Instagram ads are presented in a clear, linear format – in the center of visual inspiration. Increase awareness or number of customers with your ads on Instagram with a very attractive target audience.

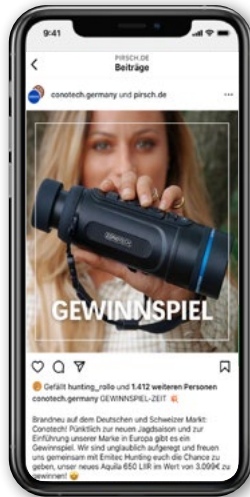
Price 750.– €

**Reach:**  
31,500 follower\*

**Photo Ad**

Present your content in a clear and simple format. Photos can be used in square or landscape format.

 Specifications →



**Story Ad**

Enhance your feed content with ads on Instagram stories. Use the interactive possibilities of stories for more attention in your target group.

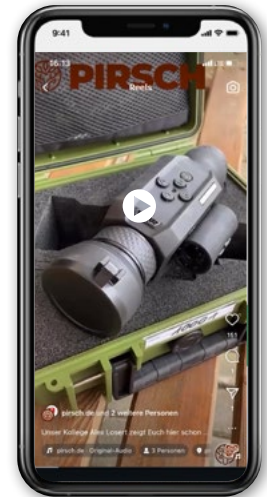
 Specifications →



**Video Ad**

A video is a visual, immersive experience on Instagram. Convince additionally with visual, acoustic and moving elements.

 Specifications →



39,000\* subscribers to the *pirsch.de* newsletter receive the latest hunting news directly to their inbox weekly.

With an average opening rate of 55 – 65%, the hunting newsletter is well above the standard values.

**Newsletter/Topic Newsletter**

Your ad can be placed in the form of a text article with photo and link or as a banner. Only a maximum of 3 ads will be published in the newsletter to increase the attention for you.

**Our newsletters:**

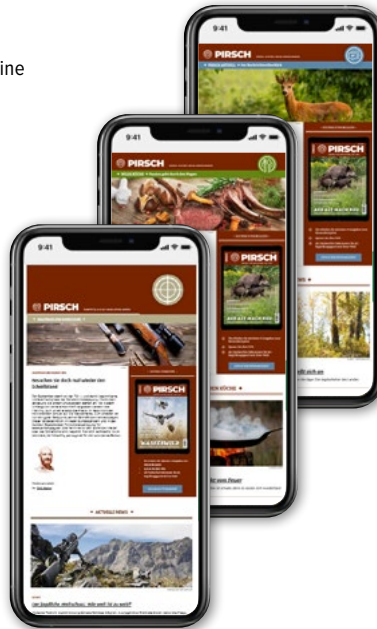
- PIRSCH Aktuell: The news revue
- Wilde Küche: Passion for game cuisine
- Jagdpraxis & Ausrüstung: Here you can get all the tips you need.

**Publication dates:**

- PIRSCH aktuell: every 2nd and 4th Tuesday of the month
- Wilde Küche: every 1st Tuesday of the month
- Jagdpraxis & Ausrüstung: every 3rd Tuesday of the month

**Price 990.– € (1st position)**  
**Price 850.– € (2nd - 3rd position)**

 **Specifications →**



**Stand Alone Newsletter**

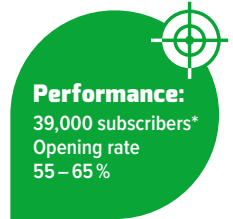
The Stand Alone Newsletter is an attention-grabbing form of advertising where we send your informations to our newsletter subscribers in the *pirsch.de* layout.

**Advantages:**

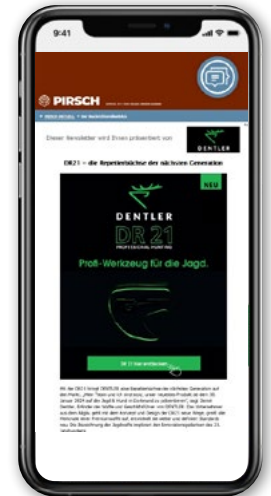
- Optimal for complex topics and products in need of explanation, which can be presented in detail
- Exclusive use by you as a customer
- Only one newsletter per week possible

**Price 3,050.– €**

 **Specifications →**



**Performance:**  
 39,000 subscribers\*  
 Opening rate  
 55 – 65%







Standard formats also possible as Ad Bundle		Prices per month	Prices per month targeting	Desktop	Tablet	Mobile
1	Leaderboard (728 x 90 px)	1,150.– €	1,700.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2	Skyscraper (120 x 600 px)	1,150.– €	1,700.– €	<input checked="" type="checkbox"/>	–	–
3	Medium Rectangle (300 x 250 px)	1,150.– €	1,700.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (320 x 100 px)	1,150.– €	1,700.– €	–	–	<input checked="" type="checkbox"/>
<b>Large-size Image Banner</b>						
5	Halfpage Ad (300 x 600 px)	1,500.– €	2,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
6	Billboard (900 x 250 px)	1,500.– €	2,250.– €	<input checked="" type="checkbox"/>	–	–
	Hockey Stick (728 x 90 + 160 x 600 px)	1,500.– €	2,250.– €	<input checked="" type="checkbox"/>	–	–
	Parallax (310 x 480 px)	on request	on request	–	–	<input checked="" type="checkbox"/>
<b>Video</b>						
	Video-Ad (468 x 263 px)	1,500.– €	2,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–

(☑) = depending on the device resolution

### Other special formats available on request.

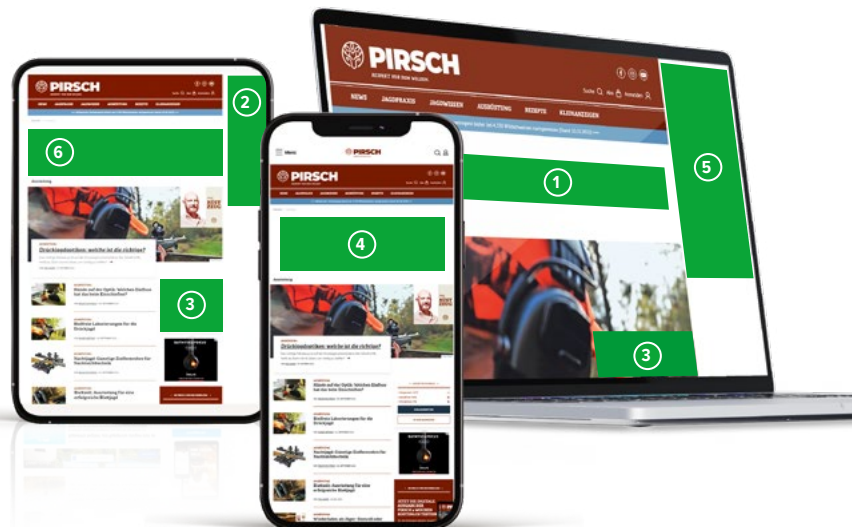
Discount scale		
Gross media value	> 5,000.– €	5%
	> 10,000.– €	10%
	> 25,000.– €	15%
	> 40,000.– €	20%

#### Glossary:

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

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

All prices in €, plus statutory VAT. ■ Valid for campaigns starting on 01.01.2025.



**i** Specifications →



## Advertorial

The advertorial at *pirsch.de* is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

Advertorial teasers are displayed on the home page and in the appropriate sections.

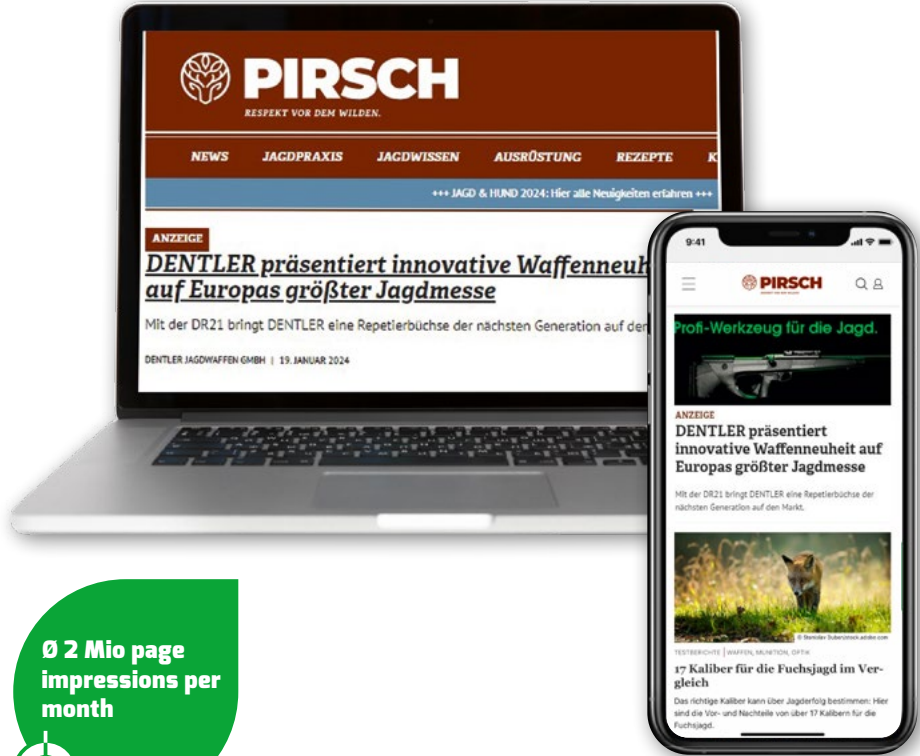
The advertorials are published in the look and feel of the editorial articles on *pirsch.de*.

Advertorial	Price
4 weeks runtime	1,300.– €
Advertorial additional options	
Creation by the editorial office, incl. images	1,500.– €*
Banner in editorial newsletter	550.– €*
Post on Facebook about the advertorial	550.– €*
Instagram story (24h)	550.– €*

\* Price only in combination with an advertorial

### Specifications →

Ø 2 Mio page impressions per month



[Online, Social media and newsletters](#)

[Video](#)

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[Contacts](#)

With the Hunting Advent competition we offer you the chance to surprise our readers with a prize of your choice.

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



## This is what we offer you as a sponsor:

- Door with logo integration and adjustment of your price
- Online reach: promotion of the competition on *pirsch.de*
- Picture/text advert in the *pirsch.de* newsletter (39,000 recipients)
- Facebook post on the PIRSCH account

**Package price: only 850.– €**

## Specifications

- You provide a prize worth at least 150.– €
- You also provide us with:
  - Picture of your daily prize JPG 600 x 240 pixels (width x height)
  - Short description text (max. 250 characters)
  - Your logo
- At the end of the promotion, you organise the shipping of the prize.

## Newsletter:

- Illustration of your daily prize.
- Mention of your prize incl. sponsor integration.

## Facebook:

- Picture of your daily prize: JPG 1,200 x 1,200 pixels (width x height), max. 150 KB
- Link to your Facebook account



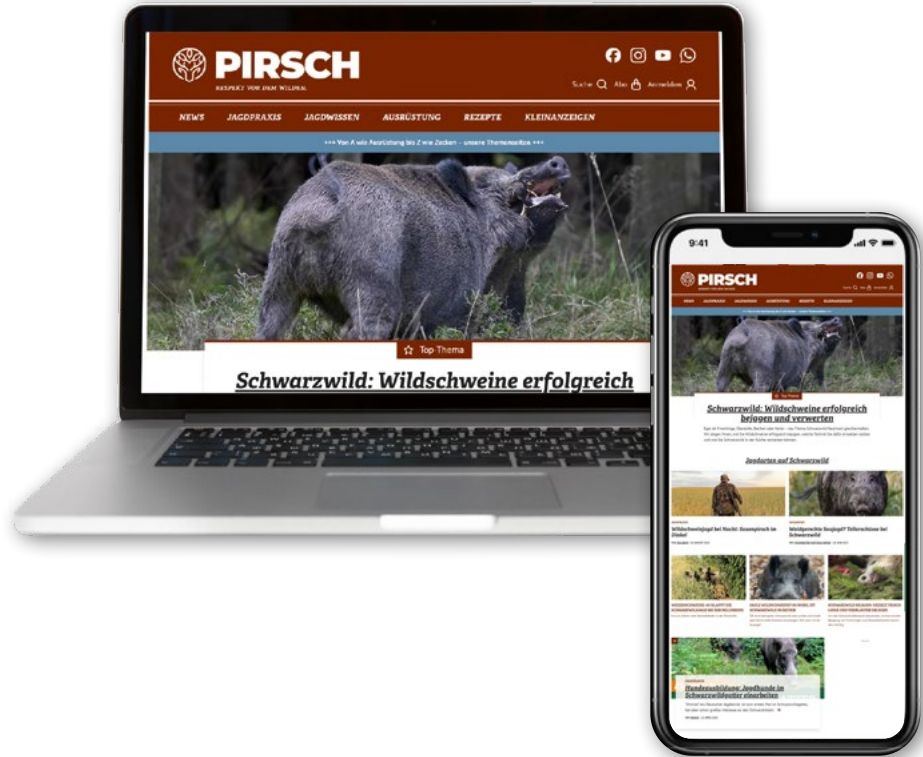
## Content Hub

Content hubs offer you editorial environments on a specific practical hunting topic. These are linked on the homepage and give the user a comprehensive overview of all relevant articles on a topic.

Use this environment to specifically address your target group.

Advertorial	Price
4 weeks runtime	1,300.– €
Online-Banner	
4 weeks runtime	1,150.– €
Annual partnership	3,950.– €

[Specifications →](#)

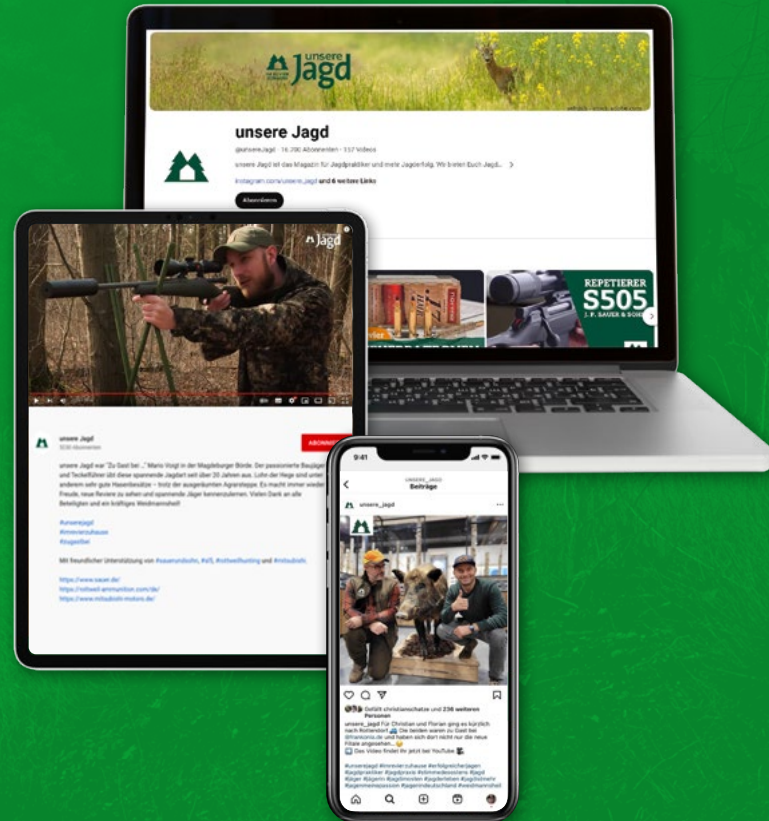


# Video-Formats

The dlV hunting media is also active in the field of moving images.

Our popular video series offer hunting practice, exciting reports and lots of tips and tricks for successful hunting.

Viewers are taken right up close to the hunt and everyday hunting life.



*unsere Jagd* visits interesting hunters in special hunting grounds. We go hunting together and talk shop about game, weapons and the forest. Hunting practice always plays a major role. But current political issues also receive attention. Respect for and love of nature are very important to us. The series with its different format orientations is intended to entertain but also to impart specialist knowledge in an informal way.



**Reach:**  
4.3 Mio views\*

## Standard format

In our regular hunting videos, we deal with many different practical hunting topics. Viewers receive valuable tips and tricks that they can put into practice in their own hunting grounds. In 'expert talks' we discuss current practical hunting topics with selected experts, hunting techniques and equipment as well as many other exciting topics relating to hunting.



## Premium format

In addition to our standard videos, we produce several more productions every year. Here, our specialist editors go hunting with experts and invite viewers to join them on their adventures, learn about local customs and discover new hunting grounds and their special features.



With the videos on the unsere Jagd YouTube channel, the editorial team shares its knowledge directly and closely. The combination of sound, moving images and text is memorable.

Benefit from the high reach of our video formats and present your company in the form of a video presenter or instream ad. Your advert will be permanently integrated into the video.

## Video

18,100 YouTube subscribers\*

4.3 Mio. views\*

[YouTube →](#)

[Spezifikationen →](#)



### Presenter Ad

- Full screen advert that interrupts the video
- Integration after video topic introduction
- Visible for approx. 3 seconds



### Instream Ad

- Advertising in the form of lower third that is placed over the video
- Integration after approx. 20% of video duration
- Visible for approx. 10 seconds

Format	Instream Ad	Presenter Ad	Combi package	Partner Premium Episode
Instream Ad	✓	–	✓	–
Presenter Ad	–	✓	✓	✓
Linking via video description	–	✓	✓	✓
Permanent integration	✓	✓	✓	✓
Product placement	–	–	–	✓
Price Standard format	1,500.– €	2,500.– €	3,400.– €	–
Price Premium format	2,000.– €	3,000.– €	4,000.– €	6,500.– €

# Print Magazines

The hunting magazines *unsere Jagd* and *PIRSCH* are among the highest-circulation magazines in the special interest hunting sector.

Together with *Niedersächsischer Jäger*, they achieve a paid circulation of around 64,000 copies and cover the German speaking region thanks to their different regionalities.



Online, Social media and newsletters

Video

**Print magazines**

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Hunting Magazine


**PIRSCH**

Year: 77, 2025

Frequency: 22 issues per year

**Circulation area:**

Southern and western Germany,  
Switzerland, Austria

**Distributed circulation:** 23,968 copies  2/2024

**Sold circulation:** 23,754 copies

**Subscription price:** 156.– €\*

**ISSN:** 1437-4420



Hunting Magazine


**unsere Jagd**

Year: 75, 2025

Frequency: monthly

**Circulation area:**

Eastern Germany

**Distributed circulation:** 28,526 copies  2/2024

**Sold circulation:** 27,807 copies

**Subscription price:** 89.– €\*

**ISSN:** 0566-2621



Hunting Magazine


**Niedersächsischer Jäger**

Year: 70, 2025

Frequency: 22 issues per year

**Circulation area:**

Lower Saxonia and Bremen

**Distributed circulation:** 13,091 copies  2/2024

**Sold circulation:** 12,978 copies

**Subscription price:** 137.50 €\*

**ISSN:** 0048-0339

\*Prices are subjects to change

# Publication Dates

Online, Social media and newsletters	Video	<a href="#">Print magazines</a>	Association organ	Specials	Specifications and general data	Contacts			
									
Month	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline
January	1	31.12.2024	05.12.2024	1	24.12.2024	25.11.2024	1	31.12.2024	05.12.2024
	2	15.01.2025	17.12.2024				2	15.01.2025	17.12.2024
February	3	05.02.2025	14.01.2025	2	28.01.2025	30.12.2024	3	05.02.2025	14.01.2025
	4	19.02.2025	28.01.2025				4	19.02.2025	28.01.2025
March	5	05.03.2025	11.02.2025	3	25.02.2025	28.01.2025	5	05.03.2025	11.02.2025
	6	19.03.2025	25.02.2025				6	19.03.2025	25.02.2025
April	7	02.04.2025	11.03.2025	4	25.03.2025	25.02.2025	7	02.04.2025	11.03.2025
	8	16.04.2025	25.03.2025				8	16.04.2025	25.03.2025
May	9	07.05.2025	10.04.2025	5	29.04.2025	27.03.2025	9	07.05.2025	10.04.2025
	10	28.05.2025	06.05.2025				10	28.05.2025	06.05.2025
June	11	11.06.2025	19.05.2025	6	27.05.2025	28.04.2025	11	11.06.2025	19.05.2025
July	12	02.07.2025	04.06.2025	7	24.06.2025	26.05.2025	12	02.07.2025	04.06.2025
	13	16.07.2025	24.06.2025				13	16.07.2025	24.06.2025
August	14	06.08.2025	15.07.2025	8	29.07.2025	01.07.2025	14	06.08.2025	15.07.2025
	15	20.08.2025	28.07.2025				15	20.08.2025	28.07.2025
September	16	10.09.2025	19.08.2025	9	26.08.2025	28.07.2025	16	10.09.2025	19.08.2025
October	17	01.10.2025	09.09.2025	10	30.09.2025	02.09.2025	17	01.10.2025	09.09.2025
	18	15.10.2025	22.09.2025				18	15.10.2025	22.09.2025
November	19	05.11.2025	13.10.2025	11	28.10.2025	29.09.2025	19	05.11.2025	13.10.2025
	20	19.11.2025	28.10.2025				20	19.11.2025	28.10.2025
December	21	03.12.2025	11.11.2025	12	25.11.2025	28.10.2025	21	03.12.2025	11.11.2025
	22	17.12.2025	25.11.2025				22	17.12.2025	25.11.2025



Online, Social media and newsletters

Video

**Print magazines**

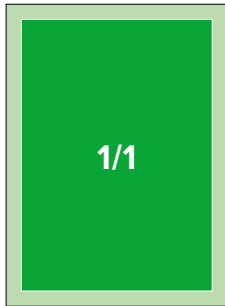
Association organ

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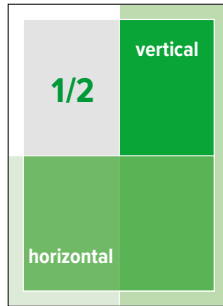
## Editorial section



### 1/1 page

**P:** 184 × 270 mm

**B:** 210 × 297 mm



### 1/2 page vertical

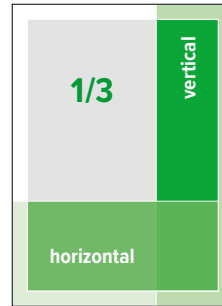
**P:** 90 × 270 mm

**B:** 103 × 297 mm

### 1/2 page horizontal

**P:** 184 × 135 mm

**B:** 210 × 150 mm



### 1/3 page vertical

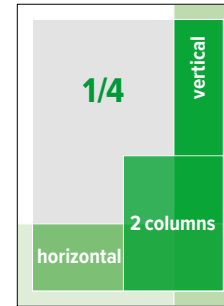
**P:** 58 × 270 mm

**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

### 1/4 page 2 columns

**P:** 90 × 135 mm



### 1/8 page 2 columns

**P:** 90 × 67 mm

Online, Social media and newsletters

Video

**Print magazines**

Association organ

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## PIRSCH or unsere Jagd

Formats	bw	2-c/3-c	4-c
1/1 page	3,434.– €	5,249.– €	6,525.– €
1/2 page	1,717.– €	2,624.50 €	3,262.50 €
1/3 page	1,145.– €	1,750.– €	2,175.– €
1/4 page	858.50 €	1,312.– €	1,631.– €
1/8 page	429.– €	656.– €	816.– €
Cover page 2/4			7,178.– €

## Niedersächsischer Jäger

Formats	bw	2-c/3-c	4-c
1/1 page	3,110.– €	3,726.– €	4,350.– €
1/2 page	1,555.– €	1,863.– €	2,175.– €
1/3 page	1,037.– €	1,242.– €	1,450.– €
1/4 page	777.50 €	931.50 €	1,087.50 €
1/8 page	389.– €	466.– €	544.– €
Cover page 2/4			4,785.– €

## Classified business advertisement (minimum format 15 mm/1 column)

Formats	PIRSCH/unsere Jagd	Niedersächsischer Jäger
bw per mm 1 column	2.79 €	2.49 €
2-c/3-c per mm 1 column	3.08 €	2.74 €
4-c per mm 1 column	3.62 €	3.23 €

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

### PIRSCH, unsere Jagd, Niedersächsischer Jäger

Frequency discount	Volume discount	Price reduction
–	1 page	3%
3 ads	3 pages	5%
6 ads	6 pages	10%
12 ads	9 pages	15%
22 ads	12 pages	20%

Less 15% combination discount if you book at least two titles of **PIRSCH, unsere Jagd, Niedersächsischer Jäger, Der Jagdgebrauchshund:**

## 15% Combination discount

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

**Print space:** 184 mm × 270 mm (width × height)

**Print space advertising section:**

184 mm × 252 mm (width x height)

### Column width

Textual part (3 columns)	58 mm
Textual part (4 columns)	43 mm
Running text (4 columns)	43 mm

Cipher fee in Germany and abroad 12.– €

Price lists and their validity: see p. 35

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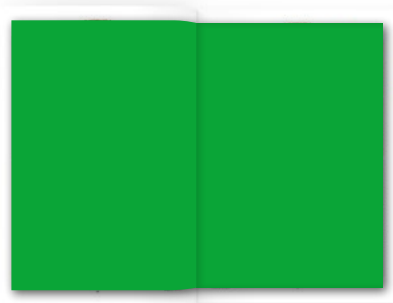
## Bound-in booklets – PIRSCH, unsere Jagd

Format	Weight	Price
2 pages (DINA4)	up to 10 g	5,494.– €
4 pages	up to 15 g	6,868.– €
8 pages	up to 20 g	9,443.50 €
12 pages	up to 25 g	11,160.50 €
16 pages	up to 30 g	12,877.50 €

## Bound-in booklets – Niedersächsischer Jäger

Format	Weight	Price
4 pages	up to 15 g	4,350.– €

**i** Specifications →



## Inserts – PIRSCH, unsere Jagd, Niedersächsischer Jäger

Weight	Price per 1,000*
up to 25 g	143.– €
up to 30 g	163.– €
ea. additional 5 g	11.– €

\*Postal distribution fees are included.  
Changes within the scope of the postal distribution fees reserved.

**i** Specifications →



## Tip-on advertisement – PIRSCH, unsere Jagd, Niedersächsischer Jäger

Format	Price per 1,000*
Standard postcard	87.– €
Tip-on, booklet up to 25 g	97.– €

\*Postal distribution fees are included.  
Changes within the scope of the postal distribution fees reserved.

**i** Specifications →



# Association Organ

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*Der Jagdgebrauchshund* is the official newsletter of the German Hunting and Utility Dog Association (Jagdgebrauchshundverband e.V.). With more than 7,500 copies, it reaches the multipliers of the hunting scene.







Association organ

**Der Jagdgebrauchshund**

Year: 61, 2025

Frequency: monthly

Circulation area:

Germany

**Distributed circulation:** 7,673 copies

**Sold circulation:** 7,536 copies

Distribution statistics 2/2024

**Subscription price:** 54.– €\*

**ISSN:** 0021-3942

## Der Jagdgebrauchshund

Format	bw	2-c/3-c	4-c
1/1 page	1,534.– €	1,944.– €	2,145.– €
1/2 page	767.– €	972.– €	1,072.50 €
1/3 page	511.– €	648.– €	715.– €
1/4 page	383.50 €	486.– €	536.– €
Cover page 2/4			2,145.– €

## Classified business advertisements

Format	Der Jagdgebrauchshund
bw per mm 1 column	1.42 €
2-c/3-c per mm 1 column	1.80 €
4-c per mm 1 column	1.99 €

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

Frequency discount	Volume discount	Price reduction
–	1 page	3 %
3 ads	3 pages	5 %
6 ads	6 pages	10 %
12 ads	9 pages	15 %
–	12 pages	20 %

## Inserts on demand

**Magazine size:** 204 mm × 292 mm (width × height)

**Print space:** 184 mm × 270 mm (width × height)

**Column width:** Textual part (4 columns)

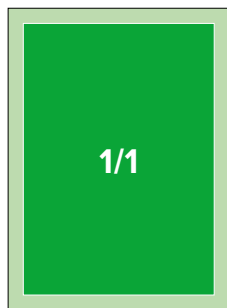
Running text (4 columns)

Cipher fee in Germany and abroad 12.– €

43 mm

43 mm

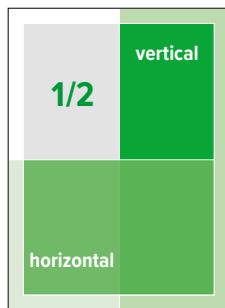
## Editorial section



### 1/1 page

**P:** 184 × 270 mm

**B:** 210 × 297 mm



### 1/2 page vertical

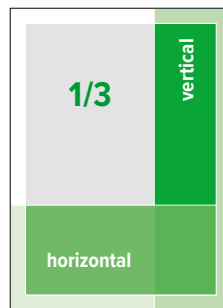
**P:** 90 × 270 mm

**B:** 103 × 297 mm

### 1/2 page horizontal

**P:** 184 × 135 mm

**B:** 210 × 150 mm



### 1/3 page vertical

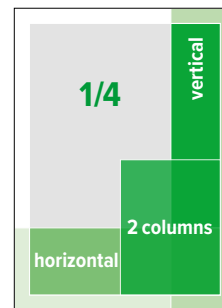
**P:** 58 × 270 mm

**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

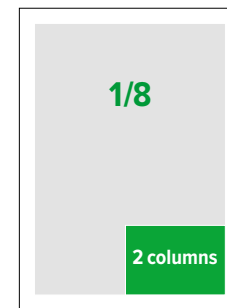
### 1/4 page horizontal

**P:** 184 × 67 mm

**B:** 210 × 82 mm

### 1/4 page 2 columns

**P:** 90 × 135 mm



### 1/8 page 2 columns

**P:** 90 × 67 mm

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Month	Issue	Publication date	Advertising deadline
January	1	10.01.2025	10.12.2024
February	2	11.02.2025	13.01.2025
March	3	11.03.2025	10.02.2025
April	4	10.04.2025	11.03.2025
May	5	10.05.2025	14.04.2025
June	6	10.06.2026	12.05.2025
July	7	10.07.2025	10.06.2025
August	8	09.08.2025	07.07.2025
September	9	10.09.2025	11.08.2025
October	10	10.10.2025	10.09.2025
November	11	11.11.2025	13.10.2025
December	12	10.12.2025	10.11.2025

# Specials

Our attractive special magazines on hunting topics are published at irregular intervals.

Use our special editions, booklets and product magazines in the practical pocket format to place your advertising on a topic-specific basis and precisely target your audience.



Online, Social media and newsletters

Video

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**Aufgespürt is the product magazine for hunters and nature lovers. With an edition of 150,000 copies, it is unique in Germany.**

The magazine appears twice a year and is enclosed with the magazines *PIRSCH*, *unsere Jagd*, *Niedersächsischer Jäger*, *Der Jagdgebrauchshund* and *LAND & FORST*, as well as being published on [pirsch.de](http://pirsch.de) and [jagdundhund.de](http://jagdundhund.de).

In parallel, we inform our readers about the highlights of the issue in our standalone newsletter.

With *Aufgespürt* we offer a customised concept for your sales success in a practical poket format.

Product placement, advertisement or advertorial?

You decide!

**Magazine format:** 168 mm × 223 mm (W×H)

**Type area:** 143 mm × 193 mm (W×H)

**Column width**

Ad section (4 columns): 27 mm

**Dates:**

**Spring/Summer:**

Publication date: 15.04.2025

Advertising deadline: 18.02.2025

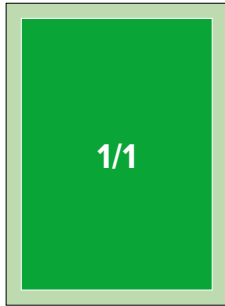
**Fall/Winter:**

Publication date: 14.10.2025

Advertising deadline: 19.08.2025



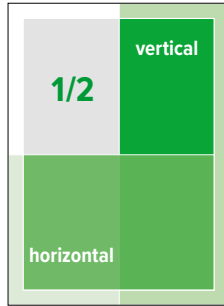
## Editorial section



### 1/1 page

**S:** 143 × 193 mm

**A:** 168 × 223 mm



### 1/2 page vertical

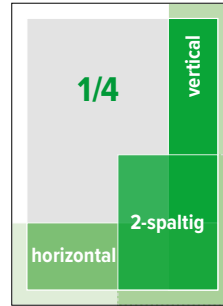
**S:** 69,5 × 193 mm

**A:** 84,5 × 223 mm

### 1/2 page horizontal

**S:** 143 × 96,5 mm

**A:** 168 × 111,5 mm



### 1/4 page vertical

**S:** 27 × 193 mm

**A:** 42 × 223 mm

### 1/4 page horizontal

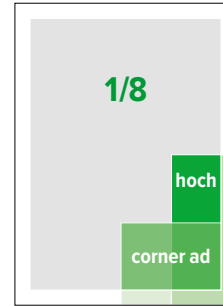
**S:** 143 × 40 mm

**A:** 168 × 55 mm

### 1/4 page 2 columns

**S:** 69,5 × 96,5 mm

**A:** 84,5 × 111,5 mm



### 1/8 page vertical

**S:** 27 × 96,5 mm

**A:** 42 × 111,5 mm

### 1/8 page corner ad

**S:** 69,5 × 40 mm

**A:** 84,5 × 55 mm

### Formats / Prices::

1/1 page, 4-c	4.850,- €
1/2 page, 4-c	2.425,- €
1/3 page, 4-c	1.616,- €
1/4 page, 4-c	1.215,50 €
1/8 page, 4-c	606,25 €
Product placement	890,- €
Luxury foods	280,- €
Advertorials	on request

# What else do we offer?

Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

Specifications and general data

Contacts

Each year we publish several attractive specials on various hunting topics.

- special editions, such as internal life organs, fox hunting, deer or night hunting
- pocket and wall calendars for the hunting year

By focusing on the relevant themes, we provide the ideal environment for your advertising with as little wastage as possible. See page 6 for this year's selection of topics. We will provide details of publication dates, prices and advertising deadlines in time.



## Target young hunters!

Reach the exciting target group of young hunters with our media. Embed your brand messages in this formative phase of the hunter's life! Our young hunters series provides young hunters with guidance and answers all the important questions about getting started in hunting – across all relevant channels!

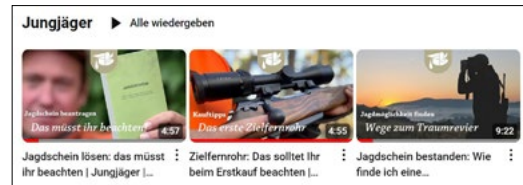
We would be delighted to put together a customised young hunter package for you!



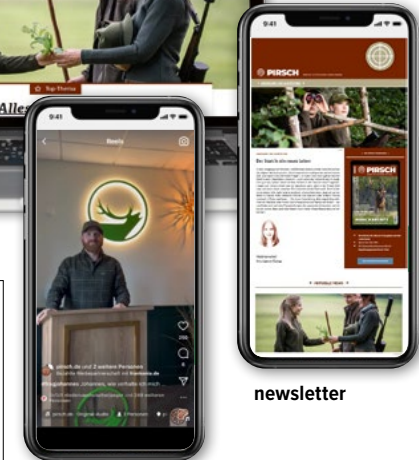
special edition



content hub



video



newsletter

social media

## **Facebook** (page 9)

### **Image**

- Image: 1200 x 1200 pixels; max. 150 KB
- Link to the fanpage
- Text: the shorter the better, ideal 100 characters
- Requested Emojis
- Optional: Linking to the landing page

### **Video**

- MP4 or mov, 3 min. optimal
- Video title
- Video description, requested emojis
- Linking to the landing page, where applicable
- In addition to the video thumbnail in the same format

## **Instagram** (page 10)

### **Photo Ad**

- File type JPG or PNG
- Aspect ratio 1x1
- Resolution: 1080x 1080 pixels
- Primary text max. 125 characters
- Link to your Instagram profile
- Min. 1 image, max. 10 images
- Requested hashtags

## **Story Ad**

- File type JPG or PNG
- Aspect ratio 9 x 16
- Resolution 1080 x 1920 pixels
- Min. 1 image, max 3 images

### **Video Ad**

- 9:16 (vertical video) or 16:9 (horizontal video)
- MP4-Format, max. 1 min. duration
- Video title
- Video description, requested emojis
- In addition to the video thumbnail in the same format

## **Newsletter** (page 11)

### **Newsletter/Topic newsletter**

- Topic: max 60 characters (incl. spaces)
- Teaser text: max. 250 characters (incl. spaces)
- Call-to-Action Button: max. 25 characters (incl. spaces)
- Image source/copyright
- Image as JPEG, 600 x 200 pixels
- Link to the product / website

### **Stand Alone Newsletter**

- Newsletter subject
- Customers logo
- Graphic elements: max. 690 pixels width, height customizable
- Textual material
- Link to the product/website

## **Advertorial** (page 13)

### **Teaser**

- Article teaser image: Format 3:2, (354 x 177 pixels)
- Title: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

### **Long text**

- Article image wide top: Format 5:2 (735 x 360 pixels)
- Images in the text: Format 3:2 (900 x 360 pixels)
- Advertorial text (recommendation): 1,500 – 2,000 characters (incl. spaces)
- Link to the product/website
- Image source/copyright

## **Video** (from page 18)

### **Presenter Ad**

- Logo: 1920 x 1080 pixels (RGB)
- Link to the website

### **Instream Ad**

- Complete advertising
- mov. format, 16:9, max. 15 sec. long
- Codec Apple Prores 422 HQ
- Width 3840 pixels

or:

- Image material (logo / product image): 1980 x 1080 pixels (RGB)
- Text 150 characters
- Link to website

## Printing process

*PIRSCH, unsere Jagd, Niedersächsischer Jäger*

**Cover:** Sheet-fed offset

**Inside section:** Web-fed offset

**Der Jagdgebrauchshund:** Sheet-fed offset

## Print profile

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

[www.dlv.de/niedersaechsischer-jaeger](http://www.dlv.de/niedersaechsischer-jaeger)

[www.dlv.de/unsere-jagd](http://www.dlv.de/unsere-jagd)

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

## Processing

**PIRSCH, unsere Jagd:** Adhesive binding

**Der Jagdgebrauchshund, Niedersächsischer Jäger:**

Wire stitching

## Grid

*Der Jagdgebrauchshund*

The grid width for b/w and 4-c is at max. 60 lines per centimeter

## Data transmission

E-mail

## File formats

Print-optimised PDF (Standard X1a)

Other file formats or open files available on request only.

Colour images always in CMYK mode (4c)

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

## Proof

A colour-true proof is essential and must be sent to the publishers' or printers' before the print run. Without this, we cannot guarantee the quality of printing and accuracy of the advertisement's motif.

Where no proof has been provided, we cannot accept complaints.

## 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,  
*PIRSCH, unsere Jagd, Der Jagdgebrauchshund*  
Lothstr. 29, 80797 Munich, Germany

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

## Dispatch advice

*Deutscher Landwirtschaftsverlag GmbH*

Ad Management Print,

Phone +49 89 12705-367/-369

## Delivery date

Inserts, bound-in booklets and glued-in inserts must be delivered by the advertisement deadline of the relevant issue at the least.

Volume of the issue required upon request.

Delivery of the print run plus 3% surcharge.

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

### Free delivery with appropriate labelling

*"PIRSCH", "unsere Jagd", "Niedersächsischer Jäger":*

Vogel Druck und Medienservice GmbH  
Leibnizstr. 5, 97204 Höchberg, Germany

### Der Jagdgebrauchshund

### Free delivery with appropriate labelling

*„Der Jagdgebrauchshund“:*

Aumüller Druck GmbH & Co. KG,  
Hofer Str. 17, Tor 7, 93057 Regensburg, Germany

## Technical information Bound-in booklets (page 24)

- Bound-in booklets are to be delivered folded and uncut on PEFC certified paper.
- Format *PIRSCH, unsere Jagd* max. 310 mm height; Magazine format: 210 mm width × 297 mm height
- Head trim 6 mm, tail trim 5 mm, outside trim 5 mm, milled edge 3 mm (Niedersächsischer Jäger upon request)
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone publication.
- Glued insert on the bound-in booklet: Upon request with sample

## Technical information Inserts (page 24)

- Inserts must not be larger than the format 200 mm × 287 mm (width × height) in *PIRSCH* or *unsere Jagd* and 202 mm × 292 mm (width × height) in *Niedersächsischer Jäger* 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.
- Partial inserts upon request.

## Technical information tip-on advertisement

(page 24)

- 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 where applicable 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.

## Pricelists and validity:

*PIRSCH:*

Pricelist 66, valid from issue 1/2025

*unsere Jagd:*

Pricelist 37, valid from issue 1/2025

*Niedersächsischer Jäger:*

Pricelist 62, valid from issue 1/2025

*Der Jagdgebrauchshund:*

Pricelist 56, valid from issue 1/2025

## 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

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 Phone +49 89 12705-1, Fax -335  
[dlv.muenchen@dlv.de](mailto:dlv.muenchen@dlv.de), [www.dlv.de](http://www.dlv.de)

Kabelkamp 6, 30179 Hanover, Germany  
 Postfach 14 40, 30014 Hanover, Germany  
 Phone +49 511 67806-0, Fax -168  
[dlv.hannover@dlv.de](mailto:dlv.hannover@dlv.de), [www.dlv.de](http://www.dlv.de)



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