



# Media Kit 2025

*bienen&natur*  
**Beekeeping.**  
**Understanding a world.**

- for professionals and young beekeepers
- Europe's highest-circulation beekeeping magazine Europas



The bee colony –  
a highly complex organism.  
Real **swarm intelligence**.  
We are always **fascinated by the bees**, love and understand  
them and yet are constantly  
**learning**. We want to pass  
on this **knowledge**: Hobby  
beekeepers, expert advisors and  
bee researchers report to us. In this  
way, we can depict **beekeeping  
in all its facets** and, together  
with the associations, network our  
beekeeping community. Using  
bees and protecting bees – for us  
this is not a contradiction but a  
**lived experience**.  
**Beekeeping.**  
**Understanding a world.**

**bienen & natur**

Printed Magazine

Special Edition

Website

Newsletter

Social Media

Podcast

Competitions

Specifications/Technical Data

Contacts





*bienen&natur* is the highest-circulation beekeeping magazine in Europe.

With the knowledge of hobby beekeepers, specialist advisors and bee researchers *bienen&natur* covers all facets of beekeeping and, together with the associations, networks the beekeeping community.

**Publication frequency:** monthly

**Distribution area:** Germany, Austria, Switzerland

**Distributed Circulation:** 32,789 copies (IVW II/2024)

**Sold Circulation:** 31,569 copies (IVW II/2024)

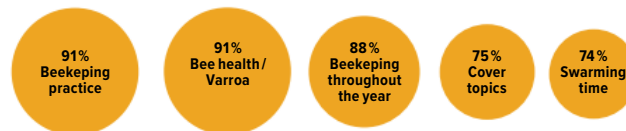
**Subscription price:** 64.90 €\*



**Results from the *bienen&natur* reader survey:**

- 70% men, 30% women
- Average age 50 years
- Median: 7 bee colonies
- Membership of beekeeping association: 52% with frequent participation, 25% with irregular participation, 12% participation, 12% rather passive
- Hive types: 50% Zander, 25% Deutsch Normalmaß, 18% Dadant
- Frequently used sources to find out about bee keeping: 74% magazines, 43% books, 37% search engines.

#### Topics of Interest in the Magazine



Issue	Date	Topic
January	1 P: 28.12.2024 A: 02.12.2024 C: 04.12.2024	Honey adulteration
February	2 P: 28.01.2025 A: 03.01.2025 C: 07.01.2025	Prey bucks
March	3 P: 28.02.2025 A: 30.01.2025 C: 04.02.2025	Frames already ready?
April	4 P: 28.03.2025 A: 27.02.2025 C: 04.03.2025	Relarving
May	5 P: 29.04.2025 A: 28.03.2025 C: 01.04.2025	Stir honey until creamy
June	6 P: 28.05.2025 A: 28.04.2025 C: 02.05.2025	Documented locations

Issue	Date	Topic
July	7 P: 28.06.2025 A: 27.05.2025 C: 30.05.2025	Beekeeping in the fir tree
August	8 P: 29.07.2025 A: 01.07.2025 C: 04.07.2025	Food – even in summer
September	9 P: 28.08.2025 A: 29.07.2025 C: 01.08.2025	Floors: what are the differences?
October	10 P: 27.09.2025 A: 29.08.2025 C: 03.09.2025	Buckfast and Carnica – what are the differences in breeding?
November	11 P: 28.10.2025 A: 29.09.2025 C: 02.10.2025	School beekeeping
December	12 P: 28.11.2025 A: 30.10.2025 C: 04.11.2025	Presents for Christmas

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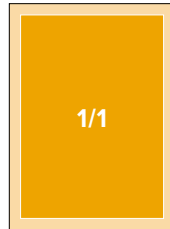
Contacts

## Editorial section



**Cover page 2/4**  
6,510.– €

**Cover page 3**  
6,230.– €



5,660.– €

### 1/1 Cover pages

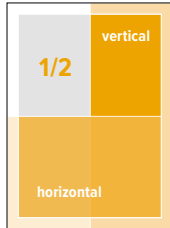
**P:** 184 × 270 mm

**B:** 210 × 297 mm

### 1/1 page

**P:** 184 × 270 mm

**B:** 210 × 297 mm



2,830.– €

### 1/2 page vertical

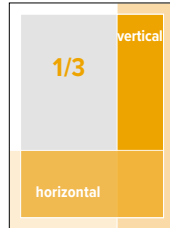
**P:** 90 × 270 mm

**B:** 103 × 297 mm

### 1/2 page horizontal

**P:** 184 × 135 mm

**B:** 210 × 150 mm



2,110.– €

### 1/3 page vertical

**P:** 58 × 270 mm

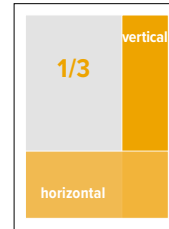
**B:** 71 × 297 mm

### 1/3 page horizontal

**P:** 184 × 90 mm

**B:** 210 × 105 mm

## Advertising section



**4-c** 1,890.– €

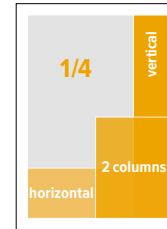
**bw** 1,080.– €

### 1/3 page vertical

**P:** 58 × 270 mm

### 1/3 page horizontal

**P:** 184 × 90 mm



**4-c** 1,415.– €

**bw** 810.– €

### 1/4 page vertical

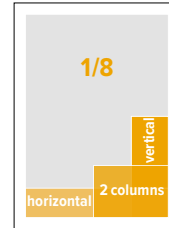
**P:** 43 × 270 mm

### 1/4 page horizontal

**P:** 184 × 67 mm

### 1/4 page 2 columns

**P:** 90 × 135 mm



**4-c** 708.– €

**bw** 405.– €

### 1/8 page vertical

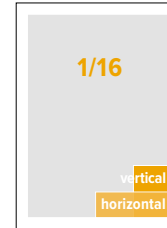
**P:** 43 × 135 mm

### 1/8 page horizontal

**P:** 184 × 33 mm

### 1/8 page 2 columns

**P:** 90 × 67 mm



**4-c** 354.– €

**bw** 203.– €

### 1/16 page vertical

**P:** 43 × 67 mm

### 1/16 page 2 columns

**P:** 90 × 33 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 x height. ■ All prices in €, plus statutory VAT.

[Printed Magazine](#)

Special Edition

Website

Newsletter

Social Media

Podcast

Competitions

Specifications/Technical Data

Contacts

**Prices per mm Advertising section**

bw per mm 3.28 €  
4-c per mm 5.71 €

**Discount in the event of acceptance within a contract year**

Frequency discount	Volumen discount	Discount
3 ads	1,000 mm	5 %
6 ads	3,000 mm	10 %
9 ads	6,000 mm	15 %
12 ads	10,000 mm	20 %

Inserts, glued-in booklets and classified business advertisements are billed without discount.

**Magazine size**

210 mm × 297 mm (width x height)

**Print space**

184 mm × 270 mm (width x height)

**Column width**

Advertising section (3 columns) 43 mm  
Textual advertisement (3 columns) 58 mm

**Inserts**

Weight	Price per 1,000*
up to 25 g	169.– €
ea. additional 5 g	21.– €

\* Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

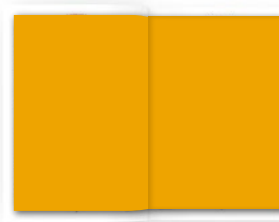
**Information on enclosure advertising in the retail sales section**

Special formats for enclosures in retail/trade section are available on request. Requirement: Binding samples must be provided well before the advertisement deadline in order to clarify technical processing options and deadlines.

[i Specifications →](#)



Inserts



Bound-in booklets



Glued-in inserts/Tip-on ads

**Bound-in booklets**

Size	Weight	Prices
4-pages	up to 30 g	8,490.– €
8-pages	up to 50 g	14,150.– €

[i Specifications →](#)

**Glued-in inserts/Tip-on ads**

Format	Price per 1,000
Standard postcard	120.– €
Glued-in inserts, Booklet up to 25 g	125.– €

Basis is a 1/1 page advertisement

[i Specifications →](#)



Example image

**Beekeeping in climate change**

The *bienen&natur* special edition shows which effects climate change has on bees and provides beekeepers with background knowledge and practical tips on adapted and treatments.

**Circulation:** 8,000

**Magazine Format:** 210 mm × 297 mm (W×H)

**Type area:** 184 mm × 270 mm (W×H)

**Dates:**

**Publication date:** 15.04.2025

**Advertising deadline:** 07.03.2025

**Copy deadline:** 12.03.2025

**From the content:**

- Capricious weather in spring – what to do?
- Beekeeping according to the phenological calendar
- How is the insect world changing with climate change?
- Danger from chalkbrood in humid conditions?
- What happens to the forest honey?
- Climate resistant plants
- Formic acid no longer works? What alternatives are there?
- Water troughs in summer
- New crops in agriculture – what is changing?
- Invasive species due to climate change
- Brooding in winter? Cage queens?
- Experience from Italy/Spain



Printed Magazine

**Special Edition**

Website

Newsletter

Social Media

Podcast

Competitions

Specifications/Technical Data

Contacts



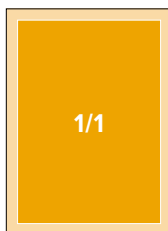
Cover page 2/4  
4,140.– €

Cover page 3  
4,000.– €

**1/1 Cover pages**

**P:** 184 × 270 mm

**B:** 210 × 297 mm

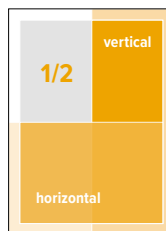


3,600.– €

**1/1 page**

**P:** 184 × 270 mm

**B:** 210 × 297 mm



1,800.– €

**1/2 page vertical**

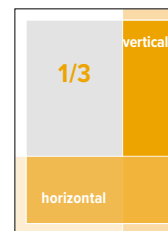
**P:** 90 × 270 mm

**B:** 103 × 297 mm

**1/2 page horizontal**

**P:** 184 × 135 mm

**B:** 210 × 150 mm



1,340.– €

**1/3 page vertical**

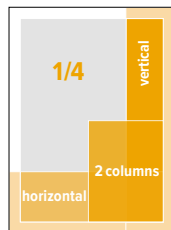
**P:** 58 × 270 mm

**B:** 71 × 297 mm

**1/3 page horizontal**

**P:** 184 × 90 mm

**B:** 210 × 105 mm



1,080.– €

**1/4 page vertical**

**P:** 43 × 270 mm

**B:** 56 × 297 mm

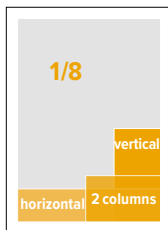
**1/4 page horizontal**

**P:** 184 × 67 mm

**A:** 210 × 82 mm

**1/4 page 2 columns**

**P:** 90 × 135 mm



675.– €

**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

**i** Specifications →

**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 x height.

All prices in €, plus statutory VAT.

Printed Magazine

Special Edition

[Website](#)

Newsletter

Social Media

Podcast

Competitions

Specifications/Technical Data

Contacts

On the digital channels of *bienen&natur*, the editorial team provides the latest practical tips, always in line with the respective season. Beekeepers can find current topics on social media, but also surprising facts and humour. The *bienen&natur* community can exchange ideas and report on their own beekeeping experiences.

## Website



Ø 70,060 visits/month

## Digital Issue



1,700 subscribers

## Newsletter



26,000 subscribers

Opening rate Ø 54 %

## Social Media



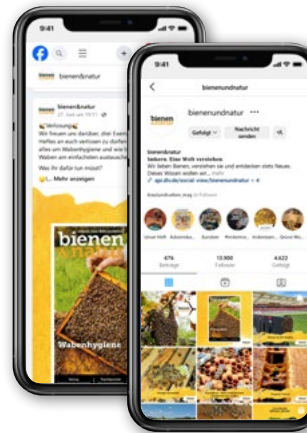
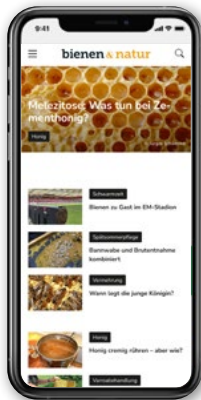
Facebook: 17,400 follower

Instagram: 14,200 follower

## Podcast



Ø 100,000 Audience per episode



[Website →](#)

[Digitale Ausgabe →](#)

[Newsletter →](#)

[Facebook →](#)

[Instagram →](#)

[Podcast →](#)



Printed Magazine

Special Edition

**Website**

Newsletter

Social Media

Podcast

Competitions

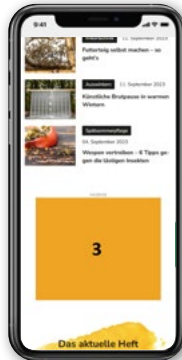
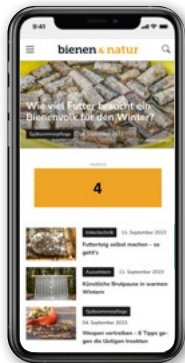
Specifications/Technical Data

Contacts

## Display Ads

The display ads offer you visibility and high reach for your advertising message in the reliable editorial environment of the *bienen&natur* website.

**i Specifications →**



Standard formats also possible as Ad Bundle		Fixed price per month	Desktop	Mobile
1	Leaderboard (728 x 90 px)	750.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	Skyscraper (120 x 600 px)	750.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Medium Rectangle (300 x 250 px)	750.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (320 x 100 px)	750.– €	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Video</b>				
	Video-Ad (550 x 350 px)	1,150.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Digital-Advertorial

The advertorial is used to present complex information. It is published in the look & feel of the editorial articles on *www.bienenundnatur.de*. Advertorial teasers are displayed on the homepage of the website as well as at all sections and article pages.

Advertorial	Prices
4 weeks runtime	950.– €
<b>Ad-on options*</b>	
Integration in the weekly newsletter	250.– €
Facebook Ad	250.– €
Instagram Ad	250.– €

**i Specifications →**

**We recommend our Advertorial-package\***

<b>Advertorial</b>	
+ Newsletter	1,350.– €*
+ Facebook or Instagram	

\* Link to the advertorial included



Over 26,000 subscribers to the *bienen&natur* newsletter receive the latest news about beekeeping and apiculture direct to their inbox every month. The newsletter has an excellent open rate of 54% on average.

Your advert in the newsletter drives traffic directly to your website or online shop, and you provide us with the image and text. We take care of the design.

### Editorial newsletter

Your advert is directly integrated and thus becomes a fixed editorial component of the newsletter.

Price 770.– €

**i** Specifications →

### Publication date/ Topic:

- **02.01.25:** Looking back to 2024
- **06.02.25:** Everything ready for the season?
- **06.03.25:** Wintering out bees – this is important
- **03.04.25:** Are the colonies already in swarming mood?
- **01.05.25:** Reproducing queens
- **05.06.25:** Forest harvest
- **03.07.25:** Brood interruption against Varroa
- **07.08.25:** Feeding correctly
- **04.09.25:** Are the colonies strong enough for the winter?
- **02.10.25:** Melting wax
- **06.11.25:** Winter treatment at damage threshold
- **04.12.25:** Gift ideas for Christmas – what beekeepers want



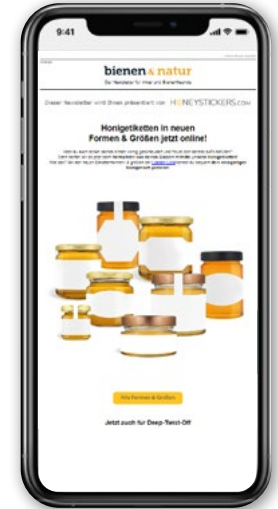
### Stand-Alone-Newsletter

→ Your information about your products and/or services will be sent exclusively and in the look of *bienen&natur* to newsletter subscribers.

→ You are free to choose the day of dispatch

Price 1,690.– €

**i** Specifications →



## Facebook

Price each 550,- €



### Foto Ad

- direct linking to your website
- direct interaction
- unlimited availability

**i** Specifications →

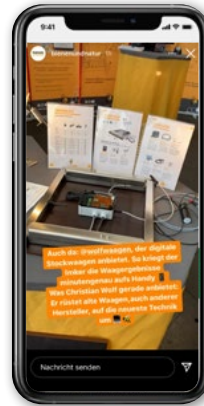


### Video Ad

- visual, intense experience
- comprehensive communication of information

## Instagram

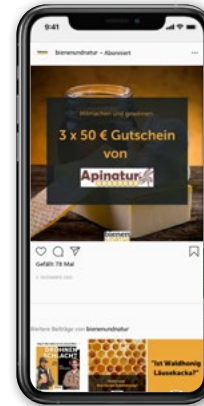
Price each 550,- €



### Story Ad

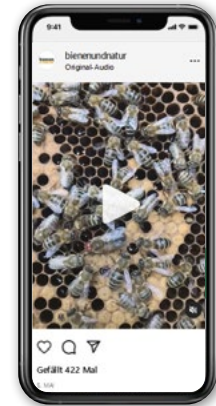
- high attention for 24 hours
- direct linking to your website

**i** Specifications →



### Foto Ad

- clear and informative format
- unlimited availability in the feed



### Video Ad

- visual, intense experience
- comprehensive communication of information

We recommend our Instagram-package

Story Ad + Foto Ad

900,- €

Printed Magazine

Special Edition

Website

Newsletter

Social Media

**Podcast**

Competitions

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Contacts

### The editorial concept

How do you beekeep correctly? This is a question that even professionals. In the **bienen&natur podcast Drone Battle – Two beekeepers, three opinions** discuss Boris and Eddie discuss practical beekeeping topics and talk about their moments of happiness with bees.

### The podcasters

Boris Bücheler is editor-in-chief of *bienen&natur*, Edward Obika is a master beekeeper. Both have a beekeeping business on the side, have plenty of experience with bees – and yet and yet they don't always agree.

### The podcast listeners

All beekeepers and bee lovers. Boris and Eddie give tips for young beekeepers, but also tell you how you can beekeeping can be continuously improved.

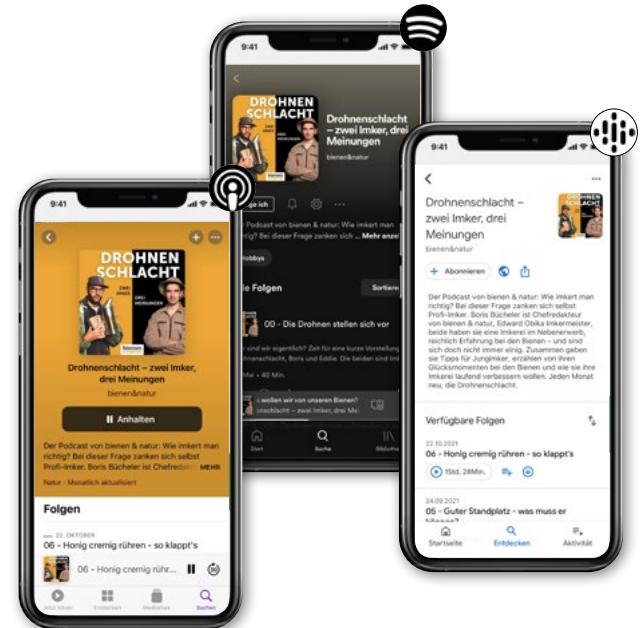
### Facts

- Start: May 2021
- Number: 18 episodes (until August 2024)
- Reach: 1,744,306 views (until August 2024)
- ∅ audio impressions: 100,000 views per episode
- Frequency: approx. one episode every two months
- Length: 60 to 150 min.
- Distribution: on all channels of *bienen&natur* and on all other platforms where podcasts are available (Spotify, Apple, YouTube etc.)
- Advertising integration: Native audio spot

### Your advertising message in the podcast

- recorded by podcaster/editor-in-chief Boris Bücheler
- exclusively and eye-catching after the editorial intro
- integrated after the editorial intro
- is perceived as an informative component of the podcast
- benefits from the trusting relationship between podcaster and listener
- Placed in the show notes
- remains permanently involved

**Single episode 1,200.– €**  
**3 episodes 2,880.– €**



With the Easter competition and the Advent calendar from *bienen&natur* and *kraut&rüben*, we offer you the opportunity to present your product to our readers via an entertaining quiz and lead them directly to your website. As a prize sponsor, you benefit from the wide reach of the popular online competitions, which are organised on the portals [www.krautundrueben.de](http://www.krautundrueben.de) and [www.bienenundnatur.de](http://www.bienenundnatur.de) and the Instagram channels of both magazines.

### Your placement in the competition / advent calendar:

- The prize you provide (minimum value €50) is presented in an eye-catching way with a picture and text
- You formulate a competition question relating to your product or company with 3 possible answers. Participants will find the correct answer on your website.
- The integrated company logo and your website link take participants directly from the competition to your website

### Your placement on Instagram:

- Each daily prize is presented with a post on the Instagram channels of *bienen&natur* and *kraut&rüben*

### Numerous marketing measures ensure high reach:

- Promotion of the competition/Advent calendar on the *bienen&natur* and *kraut&rüben* websites
- Promotion and announcement in the *bienen&natur* and *kraut&rüben* newsletters
- Advert in the dlV print media *kraut&rüben*, *bienen&natur*, *Land&Forst* and *Bayerisches Landwirtschaftliches Wochenblatt*



### Easter competition 2025:

**Switching period:** 31.03.2025 up to and including 21.04.2025.

**Price 770.– €**



### Advent calendar 2025:

**Switching period:** 01.12.2024 up to and including 24.12.2025.

**Price 770.– €**

## Display Ads *(page 11)*

### Standard advertising formats Digital:

- Format: GIF (static or animated) /JPG /PNG
- 1 Limit: max. 150 KB
- Redirects or third party advertising media in one day
- Delivery time for standard advertising material: three working days
- Delivery time for special advertising formats: five working days
- Data only in packed form (.zip) as an attachment
- Animation should not last longer than eight seconds on the page
- Sound is possible on user interaction

All common file formats

### Digital-Advertorial *(page 11)*

#### Teaser

- Image for article teaser: 850 x 420 pixel
- Topic: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

#### Long text

- Images in the text: 1200 x 800 pixel
- Advertorial Text (Recommendation): 1,500 – 2,000 characters (incl. spaces)
- Links
- Image sources/copyright

Please ensure SSL compatibility for all advertising material delivered via the following variants are delivered:

- Redirect (Javascript/HTML/HTML5/IFRAME)
- internal redirects
- third-party provider

All URLs (including ClickCommands) may have a maximum of 250 characters. „ClickCommand“ is a link and not a complete 3rd party tag.

### Newsletter *(page 12)*

#### Editorial Newsletter

- Topic: max. 62 characters
- Text (incl. spaces): max. 250 characters
- Image: JPEG, 265x197 pixel (WxH)
- Image source/copyright
- Call-To-Action-Button: max. 25 characters incl. spaces

#### Stand Alone-Newsletter

- Newsletter-subject
- Customer logo
- Graphical elements: 730 px wide, height can be customised
- Textual material
- Link to the product/website

### Delivery of advertising material:

- customer/agency:
- Campaign name:
- Special features: Set up clicktags, frequency capping, targeting
- Contact person: Contact person from your company
- Delivery address: maria.sedlmair@dlv.de + media consultant



## **Facebook** *(page 13)*

### **Foto Ad**

- Image: 1,200 x 630 pixel; max. 150 KB
- Link to the customer fanpage
- 1-Text (the shorter the better – ideal 100 characters)
- Desired emojis
- Optional: Link to the product/website

### **Video Ad**

- MP4- or MOV-Format, best max. 3 min. long
- Title of the video
- Video description, desired emojis
- Link to the target page, if applicable
- In addition to the video: a preview image in the same format

## **Instagram** *(page 13)*

### **Foto Ad**

- File type JPG or PNG
- Side ratio 1x1
- Solution 1080 x 1080 pixel
- Primary text max. 125 characters
- Link to your Instagram account
- min. 1 image, max. 10 images
- Desired hashtags

### **Story Ad**

- File type JPG or PNG
- Side ratio 9 x 16
- Solution 1080 x 1920 pixel
- min. 1 image, max. 3 images

### **Video Ad**

- Videoformat MP4 (H.264 Codec, AAC Audio)
- max. video solution 1080 x 1080 pixel (Square), 1920 x 1080 pixel (Landscape)
- Video duration: max. 60 sec.
- Video size: max. 15 MB
- Frame Rate 30 FPS or less

## Inserts (page 7)

- Inserts must not be larger than the format 190 mm x 277 mm (width x height) and must not have a zigzag fold.
- Minimum format of the insert: 105 mm x 148 mm (width x height)
- The long side of the insert must always be closed.
- With special formats, folds oder paper weights, it is always necessary to consult the publisher with authentic samples before production.
- Inserts must not contain advertising from other companies
- Partial inserts according to Nielsen possible on request

## Bound-in booklets (page 7)

- Bound-in booklets are to be delivered folded and uncut.
- Booking only total circulation, 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.

## Glued-in inserts, tip-on-ads (page 7)

- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- DVs and CDs require labelling where applicalbe in accordance with the Jugendschutzgesetz (Young People's Protection Act).
- We will be happy to inform you of rates, placements and all other details. Simply call us.

## Information on insert advertising in the retail circulation

Special formats for inserts in the trade/retail circulation are available on request. Prerequisite: Binding samples to clarify the technical processing options and the deadline are required well in advance of the advertising deadline.

## 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 *bienen&natur*  
Lothstr. 29, 80797 Munich, Germany

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

## Shipping notification:

*Deutscher Landwirtschaftsverlag GmbH*  
Anzeigenabteilung *bienen&natur*  
Phone +49 89 12705-369

### Delivery Date:

Inserts, bound-in booklets and glued-in inserts must be delivered by 21 days before the publication of the magazine. Volume of the issue required upon request, plus 3 % surcharge.

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

*"bienen&natur"* to:  
Dierichs Druck + Media GmbH & Co. KG  
Frankfurter Str. 168, 34121 Kassel, Germany

## Printing process

**Cover:** Sheetfed offset

**Inside part:** Sheetfed offset

## Print profile

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

## Processing

Wire stitching

## Data transmission

Email

## Electronic Data transmission

[nicole.cantoni@dlv.de](mailto:nicole.cantoni@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

## 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.

## Payment terms

2% discount within 14 days following invoice date or 30 days net. 2% discount will automatically be deducted for direct debit.

Postal charges are not subject to discount.

The publisher is entitled to set a credit limit.

## Payment options

### DZ Bank AG München

IBAN DE50 7016 0000 0000 1525 73, BIC GENODEFF701

### Postbank München

IBAN DE60 7001 0080 0646 5658 04, BIC 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

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