



## Media Kit 2025

### **The no. 1 among weekly magazines**

- The greatest reach with 1/3 of all farmers in Germany
- The largest proportion of active farmers
- Best thousand-contact price and insert date



## Facts

**Year:** 215, 2025

**Frequency of publication:** weekly

**Circulation Area:** Bavaria

**Distributed circulation:** 77,488 copies

**Sold circulation:** 75,340 copies  
(IVW 2/2024)

**Subscription price:** 176.00 €\*

**ISSN:** 0005-7169



## Target Group

Agricultural businesses in Bavaria and neighboring Austria across all farm types:

- Farmers and foresters
- Agricultural trade and agricultural machinery trade
- Agricultural schools and educational institutions
- Agricultural industry
- Contractors, machinery rings
- Consultants, scientists
- Breeding organizations
- Veterinarians

## Media profile

The magazine *Bayerisches Landwirtschaftliches Wochenblatt* is a weekly specialist agricultural magazine, with the largest print run in Germany. For **215 years** the weekly publication has practically been part of the family and a nationwide standard in agricultural reporting.

The weekly magazine provides information on all topics in the countryside, that are important to farmers: from news about animal and plant production to agricultural technology and the section “Village and Family”. With its wide variety of articles, the magazine is of inestimable value to all who live on the countryside. The magazine reaches nearly all agricultural businesses in Bavaria and therewith around one third of all agricultural businesses in Germany. Compared to the other regional weekly magazines it reaches with 77,488 distributed copies (IVW 2/2024) measured at 81,560 businesses (destatis 2023) – the biggest part of active farmer.

The magazine delivers news on agricultural policy and current trends in plant cultivation, animal production, agricultural technology, forestry and bio energy to all full-time, part-time and supplementary businesses. In addition it provides advice to its readers on modern business management, marketing, law, finances, and tax. The section “Village and Family” contains practical tips on health, gardening, nutrition, and leisure time.

Furthermore, the magazine is the weekly basic source of agricultural market prices. Regional pages are published weekly for the regions **Upper Bavaria/Swabia, Franconia, East Bavaria** and **Austria**, for the **Allgäu** the insert *Unser Allgäu*.

The latest news and reports appear on the BLW-Website [www.wochenblatt-dlv.de](http://www.wochenblatt-dlv.de).

Display Ads

Content Advertising and Social Media

Print Magazine

Specifications and General Data

Contacts

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Display Ads

Content Advertising and Social Media

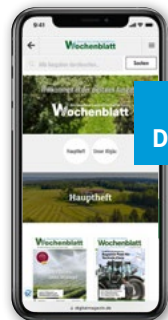
Print Magazine

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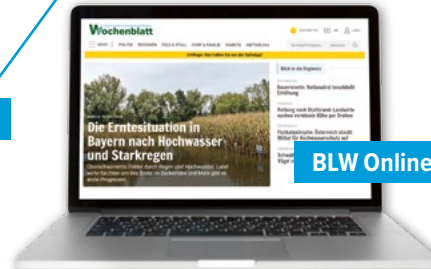
**Bayerisches Landwirtschaftliches Wochenblatt**



**BLW Digital Issue**



**BLW Special**



**BLW Online**



**BLW Social Media**



**BLW Newsletter**





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



Display Ads

Content Advertising and Social Media

Print Magazine

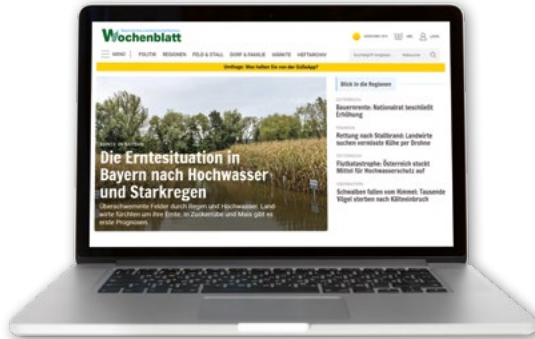
Specifications and General Data

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## Online

1,540,264 visits

1,902,206 page impressions\*



## Newsletter

35,920 subscribers

32% opening rate



## Facebook

26,079 follower



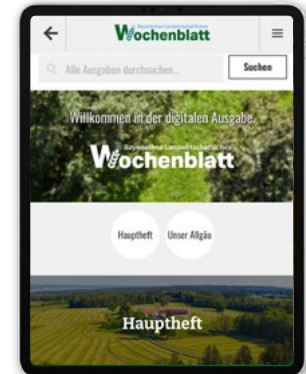
## Instagram

11,359 follower



## Digitale Issue

1,781 subscribers



# Digital Channel

www.wochenblatt-dlv.de is the Website of the *Bayerisches Landwirtschaftliches Wochenblatt*.

Farmers can find specialised information and news here and can exchange ideas with other farmers and the editorial team via Facebook.

We offer you various attractive options for reaching your target group with standard and native formats.



## Display Ads

Content Advertising and Social Media

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

### Other special formats available on request.

(☑) = Depending on the device resolution

### Scale of Discount

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

### Glossar:

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

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

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

**CPM:** Cost per mille, unit price for 1,000 Ad impressions



[i Specifications →](#)

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





Display Ads

**Content Advertising and Social Media**

Print Magazine

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## Advertorial

The advertorial on *wochenblatt-dlv.de* is particularly suitable for communicating complex information that cannot be displayed on a banner.

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

Advertorial	Price
4 weeks runtime	1,190.– €*
<b>Promotion (optional)</b>	
as "Branded Content" on Facebook	380.– €*
as image-text advert in the <i>BLW</i> Newsletter	380.– €*

## Specifications:

### Images

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

### Text (incl. spaces)

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

### Optional

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

## We recommend our advertorial package\*



Advertorial



Image-text ad  
in the newsletter



Facebook post



1,950.– €\*



### Example Advertorial teaser:



Anzeige

#### Mit raison geht's blattgesund durchs Rübenjahr

Landwirtin Veronika Hautsch wählt für Ihren Betrieb in Bayern den nematodentoleranteren N7Z-Typ raison.



### Example Advertorial text:



### Example Facebook:



### Example Newsletter:



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

Display Ads

**Content Advertising and Social Media**

Print Magazine

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More than 35,000 subscribers to the *Bayerisches Landwirtschaftliches Wochenblatt* newsletter receive the latest news from agriculture and rural life directly to their mailbox every working day.

With an average opening rate of 32 %, the *Bayerisches Landwirtschaftliches Wochenblatt* newsletter is well above the standard values.

## BLW Newsletter

- Current news
- Dispatch every working day

## Image-text display

- Text (incl. spaces):
- Topic: max 60 characters
- Teaser text: max. 250 characters
- Image: 600 x 240 px
- Link
- Copyright
- CTA button: max. 25 characters



Price 612.– €\*  
1st display position, price 674.– €\*

 Specifications →


All prices in € plus statutory VAT

## Recipient profile

 0 56 years old

 85 % male

 14 % female

 70 % active in the agricultural sector

**Coverage:**  
More than  
35,000 recipients

## Newsletter with your individual content

### Stand-alone newsletter

- your contents (recommendation: 3 – 5)
- individualizable
- in the *BLW* look-and-feel
- to all *BLW* newsletter recipients

**Please reserve your desired date early.**

 Specifications →



Price 3,050.– €\*

Reach the agricultural target group in the *Bayerisches Landwirtschaftliches Wochenblatt* Facebook feed.

We share our information with over 23,000 fans.

### Sponsored post

- up to 15 images
- Video (max 3 min.)
- Events, product presentations

Price 550.– €

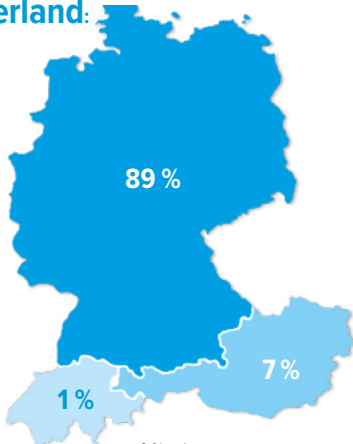
### Story Ad/Reel

- direct link to your website or product
- direct interaction with users
- online for 24 hours

Price 650.– €

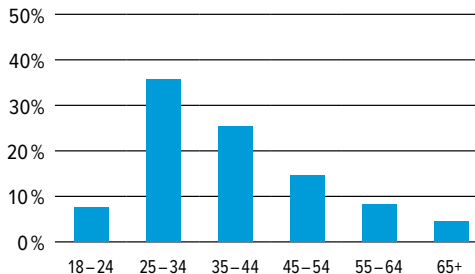
### Allocation:

**Germany – Austria – Switzerland:**



3% other countries

 = 59%     = 41%

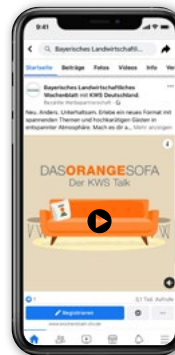


All prices in € plus statutory VAT.

### Example image:



### Example video:



### Example story ad:



**Coverage:**  
more than  
26,000 fans

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

Display Ads

**Content Advertising and Social Media**

Print Magazine

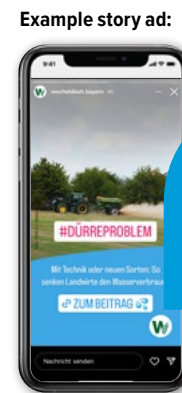
Specifications and General Data

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Reach the agricultural target group in the *Bayerisches Landwirtschaftliches Wochenblatt* news feed on Instagram.

Please choose here:

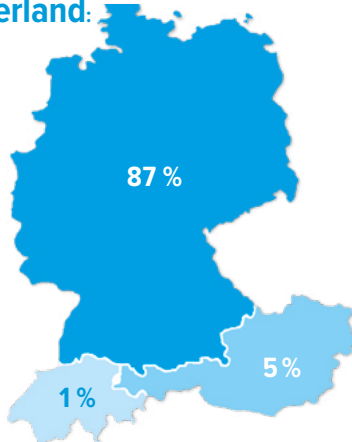
- **Sponsored Post:** 550.– €
- **Story Ad:** 650.– €
- **Reel:** 650.– €



**Coverage:**  
more than  
11,000 subscribers

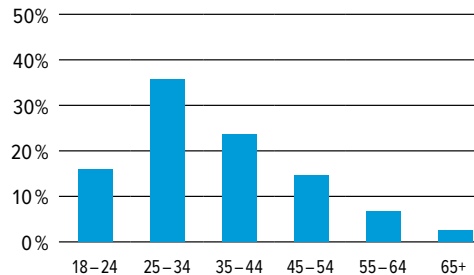
Allocation:

**Germany – Austria –  
Switzerland:**



Rest: other countries

 = 68%     = 32%



All prices in € plus statutory VAT

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



# Print Magazine

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The magazine *Bayerisches Landwirtschaftliches Wochenblatt* is Germany's highest-circulation weekly agricultural magazine.

It reaches almost all farms in Bavaria and provides information on all relevant topics that are important for farmers.



## Cover pages



### Cover page 2/4

2-c	14,505.-€
3-c	16,666.-€
4-c	19,824.-€

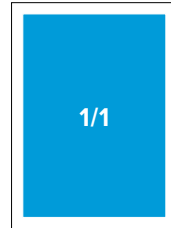
### Cover page 3

2-c	13,814.-€
3-c	15,872.-€
4-c	18,880.-€

### 1/1 page

P:	212 × 310 mm
B:	238 × 335 mm

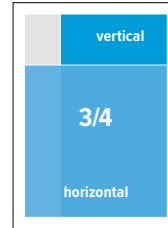
## Standalone text element



bw	11,532.-€
2-c	13,814.-€
3-c	15,872.-€
4-c	18,880.-€

### 1/1 page

P:	212 × 310 mm
----	--------------



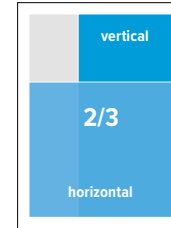
bw	8,649.- €
2-c	10,360.50 €
3-c	11,904.- €
4-c	14,160.- €

### 3/4 page vertical

P:	158 × 310 mm
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### 3/4 page horizontal

P:	212 × 232 mm
----	--------------



vertical	
bw	8,841.-€
2-c	10,590.-€
3-c	12,168.-€
4-c	14,475.-€

### horizontal

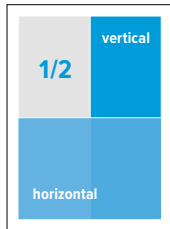
bw	7,688.-€
2-c	9,209.-€
3-c	10,581.-€
4-c	12,587.-€

### 2/3 page vertical

P:	140 × 310 mm
----	--------------

### 2/3 page horizontal

P:	212 × 206 mm
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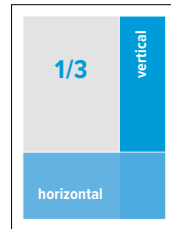
bw	5,766.-€
2-c	6,907.-€
3-c	7,936.-€
4-c	9,440.-€

### 1/2 page vertical

P:	104 × 310 mm
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### 1/2 page horizontal

P:	212 × 155 mm
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vertical	
bw	4,641.-€
2-c	5,666.-€
3-c	6,936.-€
4-c	8,323.-€

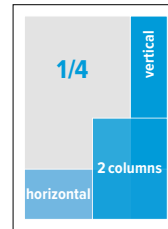
### 1/3 page vertical

P:	68 × 310 mm
----	-------------

### 1/3 page horizontal

P:	212 × 103 mm
----	--------------

horizontal	
bw	4,036.-€
2-c	4,927.-€
3-c	6,031.-€
4-c	7,237.-€



bw	3,171.-€
2-c	3,972.-€
3-c	5,079.-€
4-c	6,183.-€

### 1/4 page vertical

P:	50 × 310 mm
----	-------------

### 1/4 page horizontal

S:	212 × 74 mm
----	-------------

### 1/4 page 2 columns

P:	104 × 155 mm
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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. ■ Bleed advertising is possible only on the cover pages with special production restrictions (technical details on request)

All prices in € plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and conditions of business apply. ■ Pricelist 77 valid from issue 1/2025

Display Ads

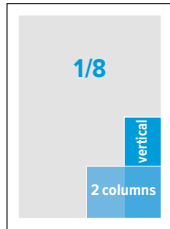
Content Advertising and Social Media

[Print Magazine](#)

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## Advertising section



**bw** 1,441.50 €  
**2-c** 1,726.70 €  
**3-c** 1,984.– €  
**4-c** 2,360.65 €

### 1/8 page 2 columns

P: 104 × 77 mm

### 1/8 page 1 column

P: 50 × 155 mm



**bw** 716.10 €  
**2-c** 857.78 €  
**3-c** 985.60 €  
**4-c** 1,172.71 €

### 1/16 page 2 columns

P: 104 × 39 mm

### 1/16 page 1 column

P: 50 × 77 mm



**bw** 362.70 €  
**2-c** 434.46 €  
**3-c** 499.20 €  
**4-c** 593.97 €

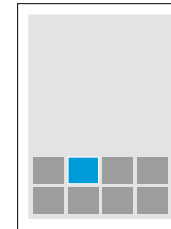
### 1/32 page 2 columns

P: 104 × 19 mm

### 1/32 page 1 column

P: 50 × 39 mm

## Construction in agriculture\*

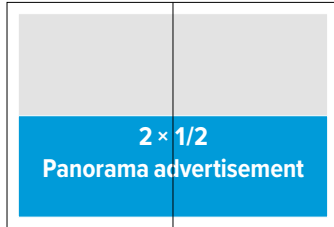


**bw** 372.– €  
**2-c** 445.60 €  
**4-c** 609.20 €

P: 50 × 40 mm

Minimum format (1 block)

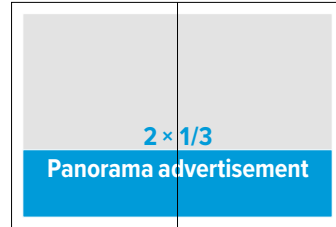
## Preferred positionings



### 2 × 1/2 panorama advertisement

P: 450 × 155 mm

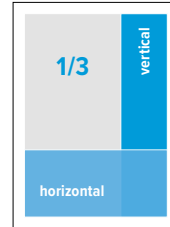
**bw** 11,532.– €  
**2-c** 13,814.– €  
**3-c** 15,872.– €  
**4-c** 18,880.– €



### 2 × 1/3 panorama advertisement

P: 450 × 103 mm

**bw** 8,072.– €  
**2-c** 9,854.– €  
**3-c** 12,062.– €  
**4-c** 14,474.– €



**vertical**  
**bw** 4,873.– €  
**2-c** 5,949.– €  
**3-c** 7,282.– €  
**4-c** 8,739.– €

**horizontal**  
**bw** 4,642.– €  
**2-c** 5,666.– €  
**3-c** 6,936.– €  
**4-c** 8,323.– €

### 1/3 page vertical

next to editorial p. 3

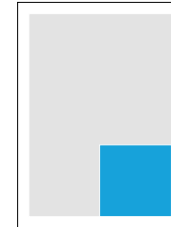
P: 68 × 310 mm

### 1/3 page horizontal

below editorial p. 3

P: 212 × 103 mm

## Corner space ad/text parts



**bw** 3,647.– €  
**2-c** 4,568.– €  
**3-c** 5,892.– €  
**4-c** 7,172.– €

P: 104 × 125 mm

## Ads by the millimetre

bw per mm 1 column	9.30 €
2-c per mm 1 column	11.14 €
3-c per mm 1 column	12.80 €
4-c per mm 1 column	15.23 €

## Ads next-to-matter (Format 50 mm × max. 100 mm)

bw per mm 1 column	20.93 €
2-c per mm 1 column	25.07 €
3-c per mm 1 column	28.80 €
4-c per mm 1 column	34.27 €

## Further preferential placements on request.

## Cipher fee in Germany and abroad (including postage and tax)

12.– €

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

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

Inserts, glued-in booklets and classified advertisements are billed without discount. Bonus from net sales at the end.

## Magazine size

238 mm × 335 mm (width × height)

## Print space

212 mm × 310 mm (width × height)

## Column width

Advertising section (4 columns)	50 mm
Running text (4 columns)	50 mm
Running text (3 columns)	68 mm

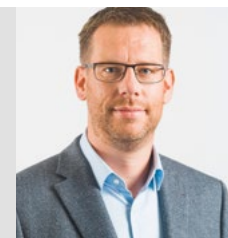
## Column width (4 column-part of the magazine)

1 column	50 mm
2 columns	104 mm
3 columns	158 mm
4 columns	212 mm

### Andreas Heidemann

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Postcode area Bayern 80 + 81 + 82 + 85 + 90 + 91  
+ Mecklenburg-Vorpommern + Brandenburg  
+ Sachsen-Anhalt + Nordrhein-Westfalen  
+ Hessen + Rheinland-Pfalz + Saarland  
+ Postcode area AT 4xxx + PL



### Christoph Hofmann

Media Consultant  
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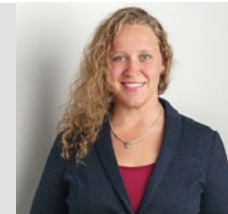
Postcode area Bayern 83 + 84 + 92 + 93 + 94  
+ Berlin + Schleswig-Holstein + Hamburg  
+ Niedersachsen + Bremen + Netherlands



### Karolin Hafeneder

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Postcode area Bayern 63 + 86 + 87 + 88 + 89  
+ 95 + 96 + 97 + Baden-Württemberg  
+ Thüringen + Sachsen + foreign countries  
all expect: AT postcode 4xxx, NL, PL





## Inserts

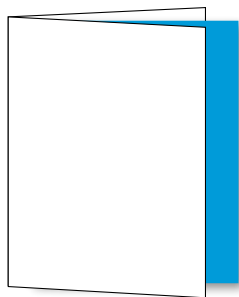
Weight	Price per 1,000*
up to 25 g	190.– €
ea. additional 5 g	32.– €

\*Post distribution fees are included. Subject to change within the framework of the Post Distribution Fee Ordinance.

**Your insert  
now digital  
in e-paper**

## Technical information

- Inserts must not be larger than the format 226 × 311 mm (width × height) and must not have a gatefold, leporello or 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 bookings of regions are possible.
- Digital inserts: PDF file with individual pages in the correct page order and in the final insert format, without print-specific elements (trim, crop marks etc.), resolution at least 200 dpi



**i** Specifications →

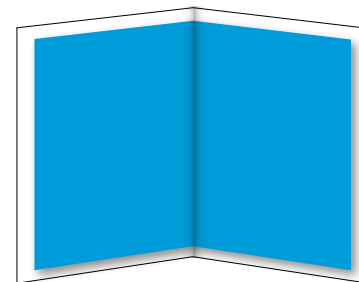
## Bound-in booklets

Size	Weight	Price
4 pages	up to 25 g	20,181.– €
8 pages	up to 50 g	25,947.– €
more than 8 pages	more than 50 g	on request

Bound insert in the magazine or on cover pages are not possible.  
Bound inserts on supplements and booklets only upon request with sample.

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format (folded and uncut): 243 mm width plus 15 mm overlap on 3rd/4th or 7th/8th page, 350 mm height, head trim 9 mm, tail trim 6 mm, outside trim 5 mm
- Bound-in booklets with a height smaller than magazine format: Minimum size 202 mm incl. bleed.



**i** Specifications →

## HalfCover

Size	Price
2 × ca. 1/2 page	31,341.– €

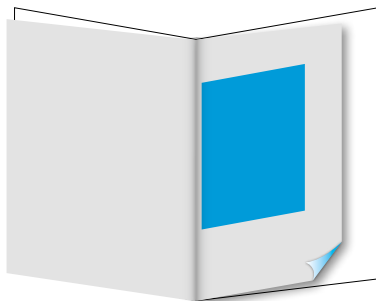
Cover type paper will be used.

### Take off in the pole position!

Attract reader's attention by your advertisement on the cover page.

- The halfcover (printed on both sides) covers more than half of the magazine
- Front page with a recess for header and footer (advertising format 120 mm × 190 mm)
- Advertising format on the back: 170 mm × 335 mm + 3 mm bleed margin on top, left and bottom

Attention! Only on request. Subject to technical availability. Longer production lead time!



[i Specifications →](#)

## Cover flap / Gate folder

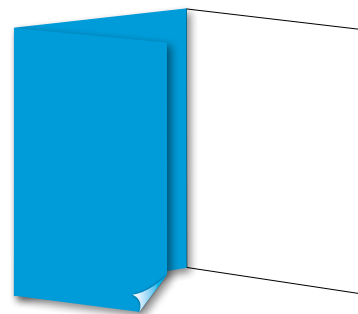
Size	Price
3 × 1/1 page cover	64,192.– €
3 × 1/1 page back	64,192.– €

Cover type paper will be used.

### Suprise your customers with a fold-out cover flap.

Readers will notice your advertisement as soon as the leaf through the magazine for the first time.

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



[i Specifications →](#)

Display Ads	Content Advertising and Social Media	<a href="#">Print Magazine</a>	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
January	1 P: 03.01.2025 A: 19.12.2024	Pig health		
	2 P: 10.01.2025 A: 30.12.2024	<b>Country variety trials: Oats; Country variety trails: Spring barley;</b> organic spring barley; sulphur application; stall rebuild		Grüne Woche, Berlin 17. – 26.01.2025
	3 P: 17.01.2025 A: 09.01.2025	Climate-friendly heating; wet grassland utilisation on rewetted fenland sites	Ad platform <b>“Building in agriculture”</b>	
	4 P: 24.01.2025 A: 16.01.2025	Current breeding programme for Fleckvieh		Biogas Info Days, Ulm 29. – 30.01.2025
	5 P: 31.01.2025 A: 23.01.2025	Insecticide use in oilseed rape; control strategies, pests, control guidelines; calf rearing	<b>Specialized part Forest</b>	
February	6 P: 07.02.2025 A: 30.01.2025	Efficient application of liquid farm fertiliser to winter wheat; Taxes: This will change in 2025; stallion days		Biofach, Nürnberg 11. – 14.02.2025
	7 P: 14.02.2025 A: 06.02.2025	<b>Country variety trails: Legumes;</b> growth regulators and fungicides in oilseed rape; follow-up report Biogas Info Days	Ad platform <b>“Building in agriculture”</b>	Regio Agrar Bayern, Augsburg 18. – 20.02.2025
	8 P: 21.02.2025 A: 13.02.2025	Poultry health; hop growers' meeting 2025		
	9 P: 28.02.2025 A: 20.02.2025	Systematic pasture management; report on syringe TÜV and advertising collective; follow-up report from the Regio Agrar Augsburg	<b>Specialized part Forest</b>	Energiesparmesse, Wels (AT) 07. – 09.03.2025
March	10 P: 07.03.2025 A: 27.02.2025	Herbicides sugar beet; power generation and storage; post-approval of warmblood, Haflinger and cold-blooded horses		
	11 P: 14.03.2025 A: 06.03.2025	Potato herbicides: preparations, application, dates, effects; final Nmin values for summer cereals	Ad platform <b>“Building in agriculture”</b>	
	12 P: 21.03.2025 A: 13.03.2025	Cattle: Current compound feed test	<b>PR special publication “Made for Bavaria”</b> (closing date: 20.02.2025)	
	13 P: 28.03.2025 A: 20.03.2025	Fungicides for winter barley; multiple applications: innovations in subsidy law; pig feeding	<b>Specialized part Forest</b>	

Display Ads	Content Advertising and Social Media	<a href="#">Print Magazine</a>	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
April	14 P: 04.04.2025 A: 27.03.2025	Maize herbicides, insecticides potatoes; Tractor hit parade: Analysis of registration figures; cattle: Parasite control		Forst Live, Offenburg 11. – 13.04.2025
	15 P: 11.04.2025 A: 03.04.2025	Breeding value estimation Fleckvieh/Braunvieh; possible start cereal monitoring; fungicide protection of cereals in Bavaria	Ad platform <b>“Building in agriculture”</b>	
	16 P: 17.04.2025 A: 08.04.2025	Fungicides rye and triticale; cereal monitoring; tips for handing over the farm; grassland monitoring;		Agrarschau Allgäu, Dietmannsried 24. – 28.04.2025
	17 P: 25.04.2025 A: 15.04.2025	Cereal monitoring; fungicide protection of cereals in Bavaria Grassland monitoring; trends in forage harvesting technology	<b>Specialized part Forest</b>	
May	18 P: 02.05.2025 A: 22.04.2025	Cereal monitoring; fungicide protection of cereals in Bavaria; ryegrass; grassland monitoring;		Intersolar Europe, Munich 07. – 09.05.2025
	19 P: 09.05.2025 A: 29.04.2025	Cereal monitoring; fungicide protection for cereals in Bavaria; money + credit; grassland monitoring	Ad platform <b>“Building in agriculture”</b>	
	20 P: 16.05.2025 A: 08.05.2025	Cereal monitoring; fungicide protection of cereals in Bavaria; fusarium head blight; avoiding heat stress structurally		
	21 P: 23.05.2025 A: 15.05.2025	late blight and Alternaria in potatoes; fungicides against Phythophtora and Alternaria, resistance management; cereal monitoring; follow-up report Intersolar		
	22 P: 30.05.2025 A: 20.05.2025	Possible start of the late blight monitoring series; Slurry technology: Report from the Triesdorf Slurry Day	<b>Specialized part Forest</b>	
June	23 P: 06.06.2025 A: 27.05.2025	Determination of fertiliser requirements; catch crops in the feed ration; poultry feeding	Ad platform <b>“Building in agriculture”</b>	
	24 P: 13.06.2025 A: 03.06.2025	European corn borer and rootworm Current compound feed test		
	25 P: 20.06.2025 A: 10.06.2025	Piglet rearing		Johannitag, Triesdorf 29.06.2025
	26 P: 27.06.2025 A: 17.06.2025		<b>Specialized part Forest</b>	



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Issue	Dates	Topics	Specials	Trade Fairs
July	27 P: 04.07.2025 A: 26.06.2025	Leasing and letting State mare show	Ad platform <b>“Building in agriculture”</b>	
	28 P: 11.07.2025 A: 03.07.2025	Weed control in potatoes; possible start of beet monitoring series; waterweed; tips for the pigsty		
	29 P: 18.07.2025 A: 10.07.2025	Grass silage quality 1st cut		
	30 P: 25.07.2025 A: 17.07.2025	Pest control in oilseed rape; organic field days; ground-water protection; Agri-PV; water supply in the cowshed	<b>Specialized part Forest</b>	
August	31 P: 01.08.2025 A: 24.07.2025	Sprout inhibition in potatoes; Oilseed rape herbicides	Ad platform <b>“Building in agriculture”</b>	Ostbayernschau, Straubing 09. – 17.08.2025 Allg. Festwoche, Kempten 09. – 17.08.2025
	32 P: 08.08.2025 A: 31.07.2025	<b>Country variety trials: Winter oilseed rape</b> Oilseed rape pest control; authorised agents		
	33 P: 14.08.2025 A: 05.08.2025	<b>Country variety trials: Grain GPS;</b> winter triticale; winter rye; breeding value estimation for Fleckvieh/Braunvieh		
	34 P: 22.08.2025 A: 12.08.2025	<b>Country variety trials: Winter barley;</b> recommended varieties, variety descriptions, variety trials	<b>Karpfhamer Fest/Rottalschau:</b> Big trade fair special publication	Karpfhamer Fest/Rottalschau, Karpfham 29.08. – 02.09.2025
	35 P: 29.08.2025 A: 21.08.2025	<b>Country variety trials: Organic rye and organic spelt;</b> <b>Country variety trials: Rye and Triticale;</b> report of pig farmer	Ad platform <b>“Building in agriculture”</b> <b>Specialized part Forest</b>	
September	36 P: 05.09.2025 A: 28.08.2025	<b>Country variety trials: Winter wheat;</b> bread wheat and feed wheat; What does maize cost from the field?; tips for harvesting silage maize		
	37 P: 12.09.2025 A: 04.09.2025	<b>Country variety trials: Organic wheat;</b> forage and baking wheat, variety trials; Fungicides and growth regulators for rapeseed; stable construction solution		
	38 P: 19.09.2025 A: 11.09.2025	AOL tractor test part 1; biogas; pigs: drinking hygiene		
	39 P: 26.09.2025 A: 18.09.2025	AOL tractor test part 2 Poultry fattening	Ad platform <b>“Building in agriculture”</b> <b>Specialized part Forest</b>	

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Issue	Dates	Topics	Specials	Trade Fairs	
October	40	P: 02.10.2025 A: 23.09.2025	Vector control in cereals; overview of monitoring		
	41	P: 10.10.2025 A: 30.09.2025	<b>AGRITECHNICA: Preliminary report part 1</b> Grass silage quality of the subsequent cuts		
	42	P: 17.10.2025 A: 09.10.2025	Heating with wood; money + credit; cold-blooded licensing		
	43	P: 24.10.2025 A: 16.10.2025	<b>AGRITECHNICA: Preliminary report part 2</b> Pigs: mycotoxins	Ad platform <b>“Building in agriculture”</b>	
	44	P: 31.10.2025 A: 23.10.2025	<b>AGRITECHNICA: Preliminary report part 3</b> Feed quality hay, cobs, lucerne	<b>PR special publication</b> <b>“Made for Bavaria”</b> (closing date: 07.10.2025). <b>Specialized part Forest</b>	
November	45	P: 07.11.2025 A: 30.10.2025	<b>AGRITECHNICA: Trade fair main issue</b>	AGRITECHNICA, Hannover 09. – 15.11.2025	
	46	P: 14.11.2025 A: 06.11.2025	Financing of Investments		
	47	P: 21.11.2025 A: 13.11.2025	<b>AGRITECHNICA: Follow-up report;</b> Use of IT programmes throughout the year; wind energy; Haflinger licensing	Ad platform <b>“Building in agriculture”</b>	
	48	P: 28.11.2025 A: 20.11.2025	Maize silage quality	<b>Specialized part Forest</b>	
December	49	P: 05.12.2025 A: 27.11.2025	<b>Country variety trials: Spring barley;</b> Fertilisation requirements assessment 2025; breeding value estimation for Fleckvieh/Braunvieh		
	50	P: 12.12.2025 A: 04.12.2025	<b>Country variety trials: Soya;</b> Decentralised energy supply; reduce stress in horses; cattle: current compound feed test		
	51/ 52	P: 19.12.2025 A: 11.12.2025	<b>Country variety trials: Silage maize;</b> compound feed test for poultry; results of the LKV Bayern milk performance test	Ad platform <b>“Building in agriculture”</b> <b>Specialized part Forest</b>	

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## 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.

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+ Thüringen + Sachsen + foreign countries  
all except: AT postcode 4xxx, NL, PL



## Standard advertising formats digital

Medium Rectangle 300 × 250 px

Leaderboard 728 × 90 px

Skyscraper 120 × 600 px

Halfpage Ad 300 × 600 px

Billboard 900 × 250 px

Mobile Banner 320 × 100 px

Format: GIF (static or animated) / JPG / PNG

Limit: max. 150 KB

Redirects or Third Party advertising media in one tag

Delivery time standard advertising media: 3 working days

Delivery time special advertising forms: 5 working days

Data only in packed form (.zip) as attachment

Animation should not be longer than 8 sec. on the page

Sound is possible on interaction of the user

All common file formats

Please store an SSL compatibility for all advertising media that are delivered via the following variants:

→ Redirect (Javascript/ HTML/ HTML5/ IFRAME)

→ Internal Redirects

→ Third-party Providers

All URL's (also ClickCommands) may have max. 250 characters  
"ClickCommand" is a link and not a complete 3rd-party tag

The retrieval or collection of user data, keywords and the setting of cookies within advertising materials is not permitted. In the event of improper delivery or delivery of advertising media that does not comply with the technical specifications, no guarantee is assumed for the agreed delivery to the advertising media and Deutscher Landwirtschaftsverlag GmbH is released from the obligation to perform.



## Printing process

Cover: Sheetfed offset

Inside part: Rotary printing

## Processing

Wire stitching,  
trimmed half Rhenish newspaper format

## Data transmission

Email, FTP possible on request

## File formats

Print-optimised PDF (IsoCoated v2, X4)

- Embedded fonts and images
- Defined page geometry (final format and bleed frames)
- Maximum ink application of 320 %
- Colour space: CMYK
- No OPI information
- Reduced transparencies
- Clear definition of overprint/cutout
- Minimum image resolution of 300 dpi
- Texts and geometric design features must be created as paths

Other file formats or open files available on request.

## Print profile

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

## 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.

## Minimum line width

Positive 0.15 mm, negative 0.20 mm, screened 0.70 mm.

## 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!

## Samples for (digital) inserts, bound-in booklets, glued-in inserts

Before accepting an order, the publisher requires five authentic samples (printed inserts) or one sample PDF (digital inserts) by the deadline for advertisements of the respective issue:

*Deutscher Landwirtschaftsverlag GmbH*  
Anzeigen *Bayerisches Landwirtschaftliches Wochenblatt*, Lothstr. 29, 80797 Munich, Germany

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

## Delivery date

Inserts also digital inserts, bound-in booklets and glued-in inserts must be delivered by 7 days before the publication of the magazine. Volume of the issue required upon request, plus 3% surcharge.

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## Miscellaneous

Under certain production-related conditions, the right to publication in a subsequent issue is reserved.

## Electronic data transmission

[doris.guschl@dlv.de](mailto:doris.guschl@dlv.de)

Transfer of the data only with accurate statements of the customer's name, object, issue no. and content of the print material transfer.

## Deliver address for inserts, bound-in booklets, glued-in inserts:

Labelling „*Bayerisches Landwirtschaftliches Wochenblatt*“ to:

Druckhaus Dessauerstrasse GmbH & Co. Betriebs KG,  
Dessauer Str. 10, 80992 Munich, Germany

Shipping notification:

*Deutscher Landwirtschaftsverlag GmbH*,  
Anzeigenabteilung *BLW*, Phone +49 89 12705-246

Display Ads

Content Advertising and Social Media

Print Magazine

Specifications and General Data

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