



# Media Kit 2025



***kraut&rüben***

- For over 40 years number 1 in organic gardening and natural life
- Growing together sustainably



## **HUMAN, ANIMAL, PLANT.**

In a healthy **BALANCE**, everyone finds his place in our organic garden. In harmony with the mechanisms, no one gets a raw deal.

We want to **USE NATURE** without exploiting it.

And experience our organic garden from its most beautiful, its wild side.

Your organic garden starts where you want it to. On the windowsill or in a raised bed. Where nature begins for you. We are happy to share our **kraut&rüben KNOWLEDGE** with all gardeners.

Everyone is welcome to join our **WILD GROWTH** family. Together we exemplify what we love.

# **kraut&rüben**

Our **ORGANIC GARDEN WORLD** is a habitat for everyone.

- Website
- Newsletter
- Social media
- Video
- Print magazine
- Special supplement hund&katz
- Special editions/ Gardener's yearbook
- Competitions
- AWA
- Specifications and general data
- Contacts



Website	Newsletter	Social media	Video	Print magazine	Special supplement hund&katz	Special editions/ Gardener's yearbook	Competitions	AWA	Specifications and general data	Contacts
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With its digital channels, *kraut&rüben* accompanies all those interested in gardening and nature on a daily basis. The relevant content and helpful tips on organic gardening promise clear added value for both experienced gardeners and beginners. The topics of “seasonal cooking” and „natural living“ complement the content on offer for a target group with a connection to nature.

As an advertiser, you have a wide range of opportunities to present your products and services to the *kraut&rüben*-community.

<p><b>Website</b> 503,840 visits per month</p>	<p><b>Digital Issue</b> 1,390 subscribers</p>	<p><b>Newsletter</b> 52,000 subscribers opening rate Ø 34 %</p>	<p><b>Social Media</b> Facebook: 54,000 Follower Instagram: 34,000 Follower</p>	<p><b>Video</b> 34,000 YouTube-Subscribers</p>
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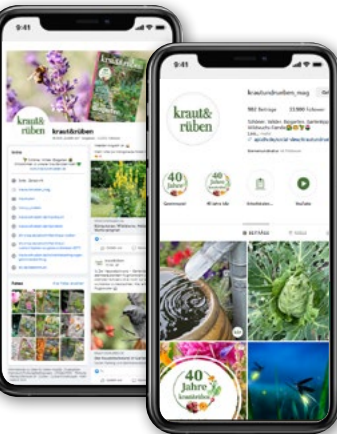
Website →



Digital issue →



Newsletter →



Facebook →

Instagram →



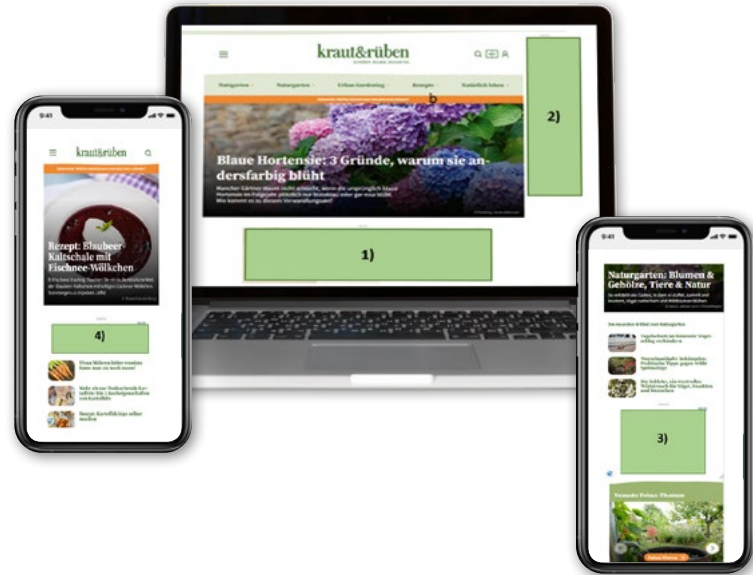
Video →



<a href="#">Website</a>	<a href="#">Newsletter</a>	<a href="#">Social media</a>	<a href="#">Video</a>	<a href="#">Print magazine</a>	<a href="#">Special supplement hund&amp;katz</a>	<a href="#">Special editions/ Gardener's yearbook</a>	<a href="#">Competitions</a>	<a href="#">AWA</a>	<a href="#">Specifications and general data</a>	<a href="#">Contacts</a>
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The display ads offer you visibility and high reach for your advertising message in the reliable editorial environment of the *kraut&rüben* website.

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



**i** Specifications →

The advertorial is used to present complex information. It is published in the look & feel of the editorial articles on [www.krautundrueben.de](http://www.krautundrueben.de).

Advertorial teasers are displayed on the homepage of the website as well as at all sections and article pages.

Advertorial	Price
4 weeks runtime	1,280.– €
Advertorial ad-on options*	
Integration in the weekly newsletter	550.– €
Facebook Ad	550.– €
Instagram Ad	550.– €

 Specifications →

## We recommend our Advertorial-package\*

**Advertorial + Newsletter + Facebook or Instagram**

2,280.– €

### Advertorial-Text:



The screenshot shows a full-page article on the 'kraut&rüben' website. The article title is 'Original LÖWE – ein Werkzeug fürs Leben!'. The main image shows a person using red-handled shears to trim a tree branch. Below the image, there is a sub-headline 'Original LÖWE-Scheren machen die Gartenarbeit einfach leicht!' followed by several paragraphs of text describing the product's benefits and quality. A second image shows the shears laid out on a wooden surface.

### Advertorial-Teaser:



The teaser features a small image of the shears and the headline 'Original LÖWE – ein Werkzeug fürs Leben!'. Below the headline, it reads 'Nachhaltige Qualitäts-Gartenschere vom Weltmarktführer aus Schleswig-Holstein. Einfach, Stark, Perfekt für ihr Gärtnern!'.

### Additional option Newsletter-Integration:

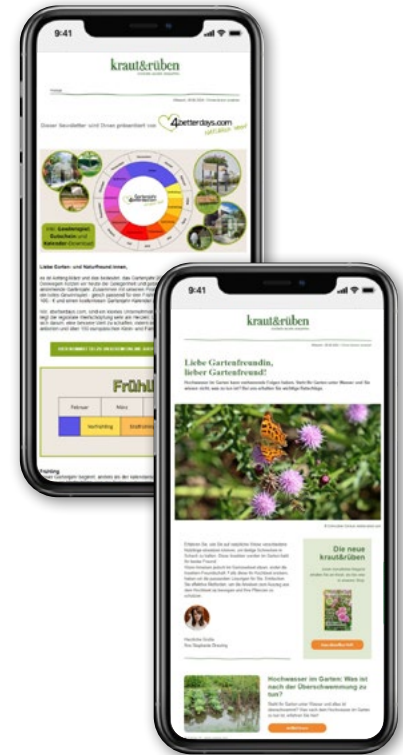


This block shows how the product is integrated into a newsletter. It includes the word 'ANZEIGE' (Advertisement), the headline 'Original LÖWE-Scheren – ein Werkzeug fürs Leben!', and the same descriptive text as the main article. A 'Mehr erfahren' (Learn more) button is positioned at the bottom. A small image of the shears is on the right side.

With excellent reach and open rates, the *kraut&rüben* newsletters regularly reach a very interested and active readership.

Your advertisement fits harmoniously into the newsletter as an image/text advert with the look and feel of the editorial articles. With the integrated link, you can generate direct traffic to your website or online shop

	Weekly newsletter	Topic newsletter	Seasonal cooking	Natural living	Stand Alone
<b>Frequency</b>	Once a week	Several times a year	Once a month	Once a month	Several times a year
<b>Publication day</b>	Thursday	Thursday	Every 1st Tuesday a month	Every last Thursday a month	Wednesday
<b>Recipients</b>	52,000	52,000	74,000	14,000	52,000
<b>Concept</b>	Current guides and information, focussed on weather, season, trends	Special topics for special editions	Recipes, advice and knowledge about seasonal food from the garden	Tips for a sustainable everyday life: DIY, decoration, natural cosmetics, medicine cabinet, nutrition	Customised contents
<b>Price</b>	820.– €	990.– €	990.– €	490.– €	1,890.– €



 Specifications →



Website	Newsletter	<b>Social media</b>	Video	Print magazine	Special supplement hund&katz	Special editions/ Gardener's yearbook	Competitions	AWA	Specifications and general data	Contacts
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## Facebook

Price 750.– € each



### Foto Ad

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



### Video Ad

- visual, intensive experience
- extensive exchange of informations

## Instagram

Price 750.– € each



### Story Ad

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



### Foto Ad

- clear and informative format
- unlimited availability in the feed



### Video Ad

- visual, intensive experience
- extensive exchange of informations

**i** Specifications →

**i** Specifications →

**We recommend our Instagram-package**

**Story Ad + Foto Ad**

**only 950.– €**



With the *kraut&rüben* videos, the editorial team shares its knowledge directly and up close. The combination of sound, moving images and text is memorable.

As a video presenter, you benefit from the high level of attention. Your advert is permanently integrated into the video.

The videos are placed on *kraut&rüben*'s YouTube channel, integrated into a relevant top article on the *kraut&rüben* website, and are highly promoted and linked via the newsletter and all social media channels.

## Specifications →



### Instream-Ad

- Advertising in the form of a belly band placed over the video
- Integration after approx. 20% of the video running time
- Visibility approx. 10 seconds



### Presenter-Ad

- Full-screen advert that interrupts the video
- Integration after the introduction to the video theme
- Visibility approx. 3 seconds

Format	Instream-Ad	Presenter-Ad	Presenter-Package	VIP package with product integration
Instream-Ad	✓	–	✓	✓
Presenter-Ad	–	✓	✓	✓
Linking via video description	–	✓	✓	✓
Permanent integration	✓	✓	✓	✓
Exclusive integration	–	✓	✓	✓
Product integration	–	–	–	✓
Price	1,000.– €	1,800.– €	2,200.– €	4,500.– €



*kraut&rüben* is the unwavering organic gardening magazine for gardening with nature – for people, animals and plants. For 40 years, the *kraut&rüben* editorial team has been sharing its in-depth knowledge and providing practical inspiration for organic gardening and natural living.

With a paid circulation of around 83,302 copies, the *kraut&rüben* print magazine reaches active hobby gardeners with their own home and garden who value organic gardening and a sustainable lifestyle.

**Year:** 41, 2025

**Frequency:** monthly

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

**Reach:** 520,000 readers (AWA2024)

**Sold circulation:** 83,302 copies  (Ø IVW 3/23 – 2/24)

**Subscription price:** 74.90 €\* 

**ISBN:** 0178-0166

**ISSN:** 0178-0166

The readers of *kraut&rüben* are active hobby gardeners with homes and gardens. They are well educated and have high purchasing power. Their lifestyle is characterised by sustainability. They attach particular importance to health, the environment and social issues. Their style of consumption is linked to values and quality, but also to enjoyment. Their willingness to spend is above average in many areas.

- women: 67 %
- men: 33 %
- age: Ø 54 years old
- net household income: Ø 4,009.– €
- education: 50 % university entrance qualification, A-Level

Source: AWA 2024/ Further information about readership on page 19 and on request.

Website	Newsletter	Social media	Video	<b>Print magazine</b>	Special supplement hund&katz	Special editions/ Gardener's yearbook	Competitions	AWA	Specifications and general data	Contacts
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Issue	Dates	Topics
<b>January</b> 1	P: 13.12.2024 A: 07.11.2024 C: 12.11.2024	Equipment for growing plants Bed planning, indoor gardening Feeding garden birds Recipes: snacks from stock
<b>February</b> 2	P: 10.01.2025 A: 03.12.2024 C: 05.12.2024	Greenhouse: fit for the new season Battery-powered tools, soil Recipes: pulses
<b>March</b> 3	P: 14.02.2025 A: 09.01.2025 C: 14.01.2025	Great soil guide Organic fertilisation all year round Lawn care, self-sufficiency Recipes: salads, cress & co
<b>April</b> 4	P: 14.03.2025 A: 06.02.2025 C: 11.02.2024	Plant strengthening agents Mixed culture, herb garden Recipes: easter biscuits
<b>May</b> 5	P: 11.04.2025 A: 06.03.2025 C: 11.03.2025	7 tips for balcony and patio gardeners Gardening with the raised bed Vegetable garden, natural garden, water biotope Recipes: kohlrabi
<b>June</b> 6	P: 09.05.2025 A: 03.04.2025 C: 08.04.2025	Herbs for well-being Plant protection, roses Recipes: fruits meet herbs Special supplement hund&katz

Issue	Dates	Topics
<b>July</b> 7	P: 13.06.2025 A: 08.05.2025 C: 13.05.2025	Insect-friendly gardening Watering and saving water Harvesting, planting winter vegetables Recipes: beans
<b>August</b> 8	P: 11.07.2025 A: 05.06.2025 C: 10.06.2025	Biological plant protection for healthy growth Holiday season, weather Recipes: oriental dishes made from fruit vegetables
<b>September</b> 9	P: 08.08.2025 A: 03.07.2025 C: 08.07.2025	Bulb knowledge Harvesting, storing and preserving fruit Recipes: sweet baking with vegetables
<b>October</b> 10	P: 12.09.2025 A: 07.08.2025 C: 12.08.2025	The path to the new perennial bed. Woodworking: practice and products Recipes: a different take on apples Special supplement hund&katz
<b>November</b> 11	P: 10.10.2025 A: 04.09.2025 C: 09.09.2025	Benjes hedge: What to consider when planting Garden design, winter preparation Recipes: crunchy & creamy
<b>December</b> 12	P: 14.11.2025 A: 09.10.2025 C: 14.10.2025	Advent in the garden Garden planning for the new season Animals in the natural garden Recipes: veggie bites for New Year's Eve

Website	Newsletter	Social media	Video	<b>Print magazine</b>	Special supplement hund&katz	Special editions/ Gardener's yearbook	Competitions	AWA	Specifications and general data	Contacts
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**2/4. CP 12,990.- €**

**1/1 Cover pages**

**B:** 210 × 297 mm

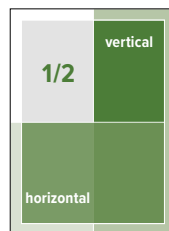


**11,300.- €**

**1/1 page**

**P:** 176 × 252 mm

**B:** 210 × 297 mm



**5,650.- €**

**1/2 page vertical**

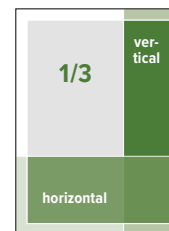
**P:** 84 × 252 mm

**B:** 101 × 297 mm

**1/2 page horizontal**

**P:** 176 × 123 mm

**B:** 210 × 144 mm



**4,150.- €**

**1/3 page vertical**

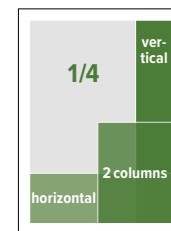
**P:** 55 × 252 mm

**B:** 72 × 297 mm

**1/3 page horizontal**

**P:** 176 × 80 mm

**B:** 210 × 101 mm



**3,250.- €**

**1/4 page vertical**

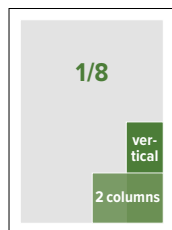
**P:** 40 × 252 mm

**1/4 page horizontal**

**P:** 176 × 59 mm

**1/4 page 2 columns**

**P:** 84 × 123 mm



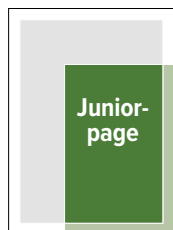
**1,630.- €**

**1/8 page vertical**

**P:** 40 × 123 mm

**1/8 page 2 columns**

**P:** 84 × 59 mm

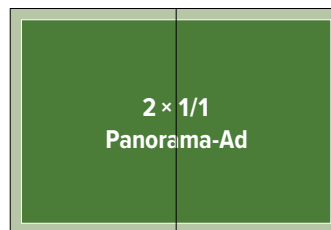


**5,940.- €**

**Juniorpage**

**P:** 115 × 163 mm

**B:** 132 × 186 mm

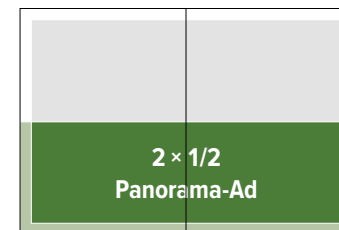


**22,600.- €**

**2 x 1/1 Panorama-Ad**

**P:** 386 × 252 mm

**B:** 420 × 297 mm



**11,300.- €**

**2 x 1/2 Panorama-Ad**

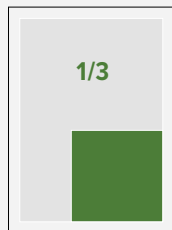
**P:** 386 × 123 mm

**B:** 420 × 144 mm

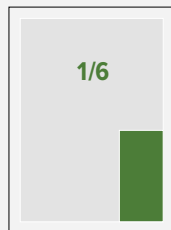
**P:** Print space, **B:** Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin.

All formats of width × height. ■ All prices in €, plus statutory VAT.

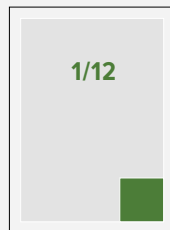
Website	Newsletter	Social media	Video	<b>Print magazine</b>	Special supplement hund&katz	Special editions/ Gardener's yearbook	Competitions	AWA	Specifications and general data	Contacts
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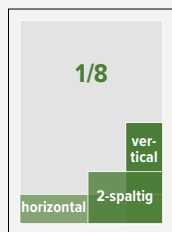
**1,810.– €**  
**1/3 page**  
P: 120 × 120 mm



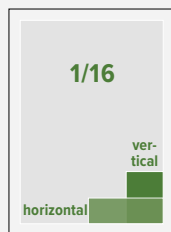
**920.– €**  
**1/6 page**  
P: 58 × 120 mm



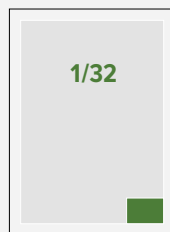
**580.– €**  
**1/12 page**  
P: 58 × 58 mm



**880.– €**  
**1/8 page vertical**  
P: 43 × 124 mm  
**1/8 page horizontal**  
P: 184 × 30 mm  
**1/8 page 2 columns**  
P: 90 × 61 mm



**550.– €**  
**1/16 page vertical**  
P: 43 × 61 mm  
**1/16 page 2 columns**  
P: 90 × 30 mm



**405.– €**  
**1/32 page**  
P: 43 × 30 mm

**mm-price** coloured for advertisements in the editorial section Minimum format 1/8 page 12.95 €

**Business occasional adverts** in continuous type (not discountable) per line, minimum 3 lines 9.25 €

**Cipher fee** in Germany and abroad (incl. postage and VAT) 12.– €

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

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

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

**Print space**  
176 mm × 252 mm (width × height)

**Column width**  
Advertising section (3 columns) 43 mm  
Textual advertisement (3 columns) 55 mm  
Textual advertisement (4 columns) 40 mm

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

Website	Newsletter	Social media	Video	<b>Print magazine</b>	Special supplement hund&katz	Special editions/ Gardener's yearbook	Competitions	AWA	Specifications and general data	Contacts
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## Inserts

Weight	Price per 1,000*
up to 25 g	169.– €
ea. additional 5 g	22.– €

\* Postal distribution fees are included in the price. Possible changes within the framework of the Postal Delivery Charges Ordinance.

**i** Specifications →



## Bound-In booklet

Size	Weight	Prices
2 pages	up to 30 g	11,560.– €
4 pages	up to 30 g	14,960.– €
6 pages	up to 40 g	18,360.– €
8 pages	up to 50 g	22,440.– €

**i** Specifications →



## Glued-in inserts/Tip-on ads

Format	Price per 1,000
Standard postcard	113.– €
Glued-in inserts, Booklet up to 25 g	123.– €

Basis is a 1/1 page carrier advert

**i** Specifications →



Further special advertisements on request



Frequency: 2x per year  
Circulation: 125,000 copies  
Format: 175 mm × 223 mm (W × H)

## hund&katz

- ... is the pet magazine from *kraut&rüben*.
- ... inspires people to live naturally and sustainably with their pets.
- ... shows how to live in harmony with nature with dogs, cats & co.
- ... gives valuable tips on nutrition, health and activity for dogs and cats.
- ... is integrated as a magazine supplement in the print edition of *kraut&rüben* and placed as a digital magazine on the website.

### hund&katz 01/2025

- Publication Date: 09.05.2025
- Advertising deadline: 21.03.2025
- Copy deadline: 27.03.2025

### hund&katz 02/2025

- Publication Date: 12.09.2025
- Advertising deadline: 28.07.2025
- Copy deadline: 01.08.2025



2./4. US 5,200.– €

1/1 Cover pages

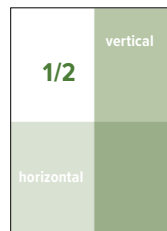
B: 175 × 223 mm



4,900.– €

1/1 page

B: 175 × 223 mm



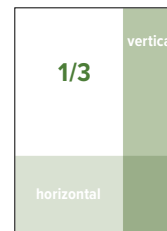
2,600.– €

1/2 page vertical

B: 84 × 223 mm

1/2 page horizontal

B: 175 × 111 mm



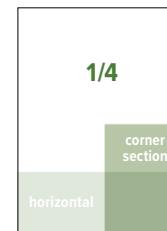
1,800.– €

1/3 page vertical

B: 58 × 223 mm

1/3 page horizontal

B: 175 × 74 mm



1,300.– €

1/4 page corner section

B: 84 × 109 mm

1/4 page horizontal

B: 175 × 55 mm



**Circulation:**  
50,000 each issue

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

**Print space:**  
176 mm × 252 mm  
(W × H)

## Dates:

**Gärtnern auf Terrasse und Balkon\*** P: 21.03.2025  
(Gardening on the terrace and balcony) A: 13.02.2025  
C: 18.02.2025

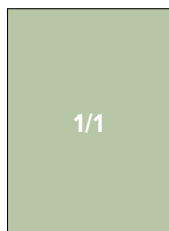
**Alte Gemüsesorten\*** P: 16.05.2025  
(Old vegetable varieties) A: 10.04.2025  
C: 15.04.2025

**Meine Gartenapotheke\*** P: 20.06.2025  
(My garden pharmacy) A: 15.06.2025  
C: 20.05.2025

**Mein Staudengarten\*** P: 19.09.2025  
(My perennial garden) A: 14.08.2025  
C: 19.08.2025

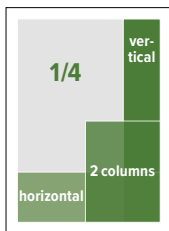
\* Working title

## Editorial section



**2./4. CP 9,750.– €**

**1/1 Cover pages**  
B: 210 × 297 mm



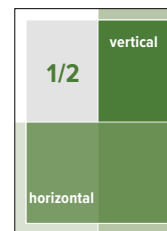
**2,120.– €**

**1/4 page vertical**  
P: 40 × 252 mm  
**1/4 page horizontal**  
P: 176 × 59 mm  
**1/4 page 2 columns**  
P: 84 × 123 mm



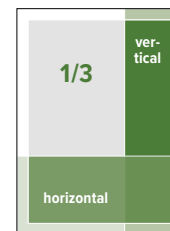
**8,471.– €**

**1/1 page**  
P: 176 × 252 mm  
B: 210 × 297 mm



**4,240.– €**

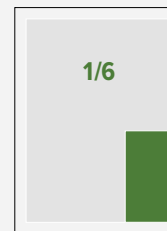
**1/2 page vertical**  
P: 84 × 252 mm  
B: 101 × 297 mm  
**1/2 page horizontal**  
P: 176 × 123 mm  
B: 210 × 144 mm



**2,830.– €**

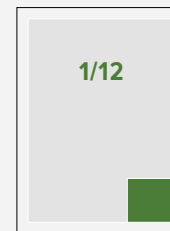
**1/3 page vertical**  
P: 55 × 252 mm  
B: 72 × 297 mm  
**1/3 page horizontal**  
P: 176 × 80 mm  
B: 210 × 101 mm

## MARKET PLACE



**690.– €**

**1/6 page**  
P: 58 × 120 mm



**430.– €**

**1/12 page**  
P: 58 × 58 mm





### Circulation:

11,500 copies

### Publication date:

14.08.2025

### Advertising deadline:

25.05.2025

### Copy deadline:

06.06.2025

The popular *kraut&rüben* garden yearbook is a practical and helpful work calendar for all active hobby gardeners. Beautifully designed and with lots of helpful tips and valuable information on planting, tending, fertilising and harvesting, the work calendar is used almost every day.

### Your advantages:

- Reliable and high-quality environment for your advertising
- Year-round presence in an actively used product
- Placement of your advertising in a suitable seasonal environment
- Nature-conscious and active target group

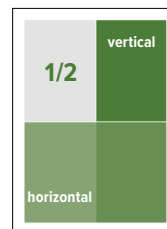


1,760.– €

### 1/1 page

P: 124 × 188 mm

B: 148 × 210 mm



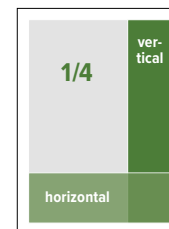
880.– €

### 1/2 page vertical

P: 60 × 188 mm

### 1/2 page horizontal

P: 124 × 92 mm



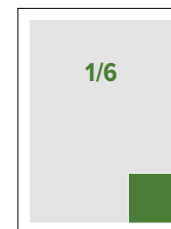
440.– €

### 1/4 page vertical

P: 60 × 92 mm

### 1/4 page horizontal

P: 124 × 44 mm



293.– €

### 1/6 page

P: 60 × 60 mm

Website	Newsletter	Social media	Video	Print magazine	Special supplement hund&katz	Special editions/ Gardener's yearbook	<b>Competitions</b>	AWA	Specifications and general data	Contacts
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## Digital competitions:

As a price sponsor, benefit from the high reach of the popular online competitions that are played out on the website and on Instagram. You provide us with a daily prize that can be won by readers via a quiz question. With the quiz question, which deals with your products or your company, we lead the readers directly to your website.

### Easter competition 2025:

Placement period: 31.03.2025 up to and including 21.04.2025

### Advent calendar 2025:

Placement period: 01.12.2025 up to and including 31.12.2025

Price per competition 770.– €

**Oster-Gewinnspiel 2024**  
Tolle Preise zu gewinnen vom 11.03.2024 bis 01.04.2024 auf [www.bienenundnatur.de](http://www.bienenundnatur.de) und [www.krautundrueben.de](http://www.krautundrueben.de)

18.03. 13.03. 28.03.  
24.03. 23.03.  
15.03. 19.03. 26.03.  
25.03.  
17.03. 31.03.  
27.03. 30.03.  
29.03. 22.03.  
21.03. 11.03. 20.03. 01.04. 14.03.  
16.03. 12.03.

bienen & natur kraut&rüben

**Gewinnen Sie tolle Preise beim Adventskalender 2024!**  
Vom 01. bis 31.12.2024 auf [www.bienenundnatur.de](http://www.bienenundnatur.de) und [www.krautundrueben.de](http://www.krautundrueben.de)!

Frohe Weihnachten wünschen **bienen kraut&rüben**

## Print competitions:

As a price sponsor of the popular puzzles that appear in every issue of *kraut&rüben*, you will be placed exclusively with a product description and logo.

### Puzzle "Test your knowledge"

Children's bed puzzle with the green frog Fridolin, who teaches children about gardening and nature.

Price per sponsorship 770.– €

**TESTEN Sie Ihr WISSEN!**

1. Ein Biene von westlichen...  
2. Welche...  
3. Welche...  
4. Welche...  
5. Welche...  
6. Welche...  
7. Welche...

Answers: 1. Bienen, 2. Hummel, 3. Biene, 4. Biene, 5. Biene, 6. Biene, 7. Biene

**KINDERBEET**

Spitzenmäßiges Stacheltier  
Das Stacheltier...  
Kann auf Chili und Basilikum...  
Das...  
Verbilde die Zahlen! Welches Tier erkennst du?

## Highest affinities in the area of sustainability and gardening

AWA 2024: kraut&rüben at place 1–3 in the title ranking\*



Index  
**404**

High willingness to spend on sustainably manufactured products

Index  
**369**

LOHAS – Lifestyle of health and sustainability

Index  
**258**

Very special interest in nature and environmental protection

Index  
**195**

Very special interest in healthy nutrition and lifestyle



Index  
**358**

High willingness to spend for organic food

Index  
**308**

Active environmentalists

Index  
**280**

Living consciously healthy and in harmony with nature and the environment

Index  
**244**

Place value on organic food value organic products



Index  
**353**

Purchase of environmentally and socially produced clothing

Index  
**279**

Consumption of renewable energies

Index  
**228**

High willingness to spend for the garden

Index  
**224**

Frequent gardening work

**kraut&rüben**  
SCHÖNER. WILDER. BJÖRGARTEN.

\* title ranking according to index (total population = 100) of all 198 titles surveyed; Source: AWA 2024

Website	Newsletter	Social media	Video	Print magazine	Special supplement hund&katz	Special editions/ Gardener's yearbook	Competitions	AWA	<b>Specifications and general data</b>	Contacts
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## Display Ads *(page 5)*

### 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 6)*

### Teaser

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

### Langtext

- 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 7)*

### Weekly, Topic, Seasonal Newsletter

- Topic: max. 62 characters
- Text (incl. spaces): max. 250 characters
- Image: JPEG, min. 265 x 198 pixel (WxH)
- Image source/copyright
- Call-To-Action-Button: max. 25 characters incl. spaces

### Stand Alone-Newsletter

- Newsletter-subject
- Customer logo
- Graphical elements: amx 590 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 8)*

### Foto Ad

- Image: 1,200 x 628 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 8)*

### 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

## Material specifications for Presenter & Instream Ad in the k&r videos *(page 9)*

### Presenter Ad

#### Logo Integration

- Resolution min. 1920 x 1080 px, max. 3840 x 2160 px.
- RGB colour space
- 72 dpi
- Formats: PSD, PNG, open files, cropped
- Gladly in several colour variations, as provided in the CI
- intended

#### Linkung

- short URL for the YouTube video description

### Instream Ad

#### Finished banner

- Resolution: 3840 x 332 pixels, 72 dpi
- Format: PSD, PNG, open files
- RGB colour space
- Optional animations are possible:
- Formats: .mov & .mp4; frame rate min. 25 FPS

or: The instream ad is created by us with your material created by us:

- Logo and images (resolution/formats as for Presenter Ad)
- Wording of the text / call to action
- Info about desired colour scheme/colour code
- Info about desired fonts

## Inserts (page 14)

- Inserts must not be larger than the format 190 mm × 277 mm (width × height) and must not have a zigzag fold
- Minimum format of the insert: 105 mm × 148 mm (width × 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 14)

- 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 14)

- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- We will be happy to inform you of prices, 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,*  
*Anzeiger kraut&rüben*  
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 *kraut&rüben*  
Tel. +49 89 12705-318

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:

*“kraut&rüben”* to:  
Dierichs Druck + Media GmbH & Co. KG  
Frankfurter Str. 168, 34121 Kassel, Germany

## Printing process

**Cover:** Sheetfed offset

**Inside part:** Webfed offset

## Print profile

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

## Processing

Adhesive binding

## Data transmission

Email

## Electronic Data transmission

[silke.breuherr@dlv.de](mailto:silke.breuherr@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

Phone +49 89 12705-1, Fax -335

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

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