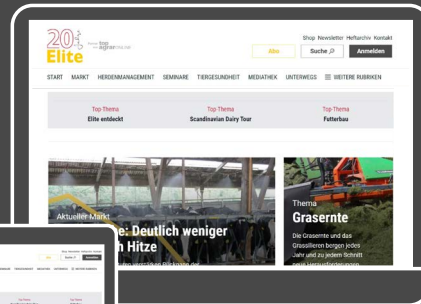


Elite

Magazin für Milcherzeuger



media data 2025

www.elite-magazin.de
www.lv-mediacycenter.de

Elite

Elite is the know-how supplier for successful milk production with independent, critical and cross-breed reporting.

Internationally renowned authors from practice, consulting and research as well as the competent editorial team inform about future-

oriented trends and the latest developments in the sector.

Elite provides a knowledge advantage! In addition, Elite offers an attractive, digital knowledge and numerous training opportunities.

Content

- 02 Elite in brief – key facts
- 03 Time table and technical data
- 04 Ad formats and prices
- 05 Results of the MAAgrar 2023
- 06 Partnerships / Cooperations / Sponsoring
- 07 Display advertising / article placement
- 08 Newsletter / Social media
- 09 Range / Discounts / Technical specifications / Contact
- 10 Online – competitions
- 11 Contacts

Publication:

6 times per year

Year:

23rd year, 2025

Copies sold:

13.626 (2nd quarter 2024)

Publication house:

Landwirtschaftsverlag GmbH | Hülsebrockstr. 2–8,
48165 Münster | Germany | PO Box: 48084 Münster
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E-Mail: service@elite-magazin.de
www.elite-magazin.de

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Please Note:

In the media data, we only use the masculine and feminine form of address. Nevertheless, we naturally also address those who do not feel they belong to either gender.

Circulation and distribution analysis:

IVW, 2nd quarter 2024

distributed circulation 14.600 copies
paid circulation 13.626 copies
subscribed circulation 13.111 copies



Issue	Month	Publication date	Advertising deadline	Copy deadline*	Focus topic
1/2025	January	06.01.25	05.12.24	13.12.24	Optimal start to lactation, calves: improving animal welfare and optimise health
2/2025	March	28.02.25	06.02.25	14.02.25	First grass cuttings: high-quality silage, Grassland care: Learning from problem years, Pasture, The best strategies for health maintenance
3/2025	May	07.05.25	10.04.25	22.04.25	Forage production: catch crops, barn climate control: How to optimise cow cooling
4/2025	July	30.06.25	04.06.25	13.06.25	Maize harvest: Which silage additives to use? Stable construction despite high costs (cow comfort and barn facilities)
5/2025	Sept.	29.08.25	07.08.25	15.08.25	Fully automatic feeding, sensors in calf husbandry
6/2025	Oct.	20.10.25	25.09.25	06.10.25	Milking for tomorrow: Which technology to choose for next 10 years, digitalisation in dairy cow husbandry (labour saving)
1/2026	January	02.01.26	04.12.25	12.12.25	

*Delivery of digitized printing documents. If delivery is not on time, the placement may be changed or the quality may be impaired. Complaints are excluded.

Elite publishes annually supplements on current topics. For the year 2025, an **Elite Best Practice** on the topic 'First aid and prophylaxis for healthy cows and calves' is planned.



Examples from the past years.

Magazine format:

210 x 297 mm (w x h)

Type area:

190 x 270 mm, 4-columns

Printing process:

Cover: sheet-fed offset
Web offset (70 screen)

Processing:

saddle stitching

Data transmission:

E-Mail: barbara.haeder@lv.de (≤3MB), also via FTP on request.

Labeling of the shipping case: Customer name/elite/issue. No responsibility is taken for the transmission quality of the data.

File formats:

Print-optimized PDF according to PDF/X-4:2010_CMYK. For EPS please convert fonts to character paths! 4-color images with 300 dpi in composite mode (CMYK). Open files only on request possible.

Print documents/proofs:

Proofs are absolutely necessary for optimal colour reproduction. You will find the right paper profile at www.lv-mediacenter.de/druckprofile-fachzeitschriften/. Without existing proofs as colour reference, a complaint is excluded. Additional layout and image processing costs will be invoiced.

Colour ad production:

All colours are obtained from the Euro scale. Special colours are possible on request. Colours that are not built in CMYK-mode are automatically converted to CMYK according to the suitable paper profile into CMYK. This may result in small colour deviations. Complaint claims are excluded.

Terms of payment:

Prepayment and direct debit: 3% discount, 14 days from date of invoice: 2 % discount, 30 days from date of invoice: net. For inserts, cash discount only on the insert price.

VAT ID no. DE 126 042 224

Bank details:

Volksbank im Münsterland eG
IBAN:
DE78 4036 1906 1004 0313 00
BIC: GENODEM11BB

Due to tax regulations we ask please indicate your tax number and/or VAT ID.

General terms and conditions:

Our terms and conditions are at www.lv-mediacenter.de/agnb/ to be viewed.



EDITORIAL PAGES*

Size	Layout	TYPE AREA width x height in mm	BLEED FORMAT (plus 3 mm bleed all around) width x height in mm	Basic price b/w	2c/3c	4c
1/1 page		190 x 270	210 x 297	€ 4.420	€ 5.399	€ 6.990
2/3 page	horizontal	190 x 178	210 x 193	€ 3.530	€ 4.299	€ 5.580
1/2 page	horizontal vertikal	190 x 133 94 x 270	210 x 148 104 x 297	€ 2.899	€ 3.560	€ 4.630
1/3 page	horizontal vertikal	190 x 88 61 x 270	210 x 103 71 x 297	€ 2.070	€ 2.530	€ 3.290

CLASSIFIED PAGES*

Size	Layout	TYPE AREA width x height in mm	BLEED FORMAT (plus 3 mm bleed all around) width x height in mm	Basic price b/w	2c/3c	4c
1/2 page	4-columns 2-columns	190 x 133 94 x 270	Advertisement rates by mm on classified pages b/w per mm 1-column: € 4,57 2c/3c per mm 1-column: € 5,52 4c per mm 1-column: € 7,14 Example: Height in mm x no. of col. x mm-price (dep. on colour) e. g. 1/8 page, 4-columns, 4c (32 mm x 4 columns) x € 7,14 = € 913,92 Column widths: 1-column: 46 mm width 2-columns: 94 mm width 4-columns: 190 mm width Further formats are available in the classified ads section. *Classified ads are published together with other ads in the classified section. A stand-alone position of your advertisement is available on the editorial pages beneath or next to the editorial text.			
1/3 page	4-columns	190 x 88				
1/4 page	4-columns 2-columns 1-column	190 x 66 94 x 133 46 x 270				
1/6 page	4-columns 2-columns	190 x 43 94 x 88				
1/8 page	4-columns 2-columns 1-column	190 x 32 94 x 66 46 x 133				
1/16 page	2-columns 1-column	94 x 32 46 x 66				
1/32 page	1-column	46 x 32				

Discounts

for advertising within 12 months:

By space		By insertion	
1/2 page	3 %	3 bookings	5 %
1/1 page	5 %	6 bookings	10 %
3 pages	10 %	9 bookings	15 %
6 pages	15 %		

Inserts

A binding sample must be submitted to the publisher before the order is accepted. Format up to a maximum of 200 x 290 mm. Insert costs up to 25 g per % € 299 incl. shipping/handling costs. For higher weights, price on request. Inserted items over 2.5 mm in height incur additional postage costs. For inserts, cash discount only from the insert price.

Glued inserts

Tip-on inserts – also CD-ROMs – possible on advertisements. Glued-on postcard per % € 189; envelopes with contents and brochures up to 25 g per % € 279.

Bound inserts

Only possible in certain places in the magazin. Before accepting an order a binding sample must be submitted. Technical specifications on request. Magazine circulation plus 2 % allowance.

Prices for bound inserts paper weight up to 115 g/m2	
4-pages.....	€ 8.892
6-pages.....	€ 13.324
8-pages.....	€ 17.767

Inserts, tip-ons and bound inserts are not discountable.

Paper weight from 115 g/m2 – price on request

All prices plus VAT.

Inserts, bound inserts and tip-ons are not discountable.

Please be sure to request the technical data for inserts, bound-in inserts and tip-ons from: Barbara Haeder, Phone: +49 (0) 25 01/8 01 33 60, E-Mail: barbara.haeder@lv.de. The shipping address for inserts, bound inserts and tip-ons is available on request. Delivery 14 days before publication.

(All prices in EUR excl. VAT)



Ø average usage



4,0x

Elite readers use an issue on average 4,0 times.

Ø average number of readers on the farm

Elite readers have average 2,1 fellow readers on the farm.

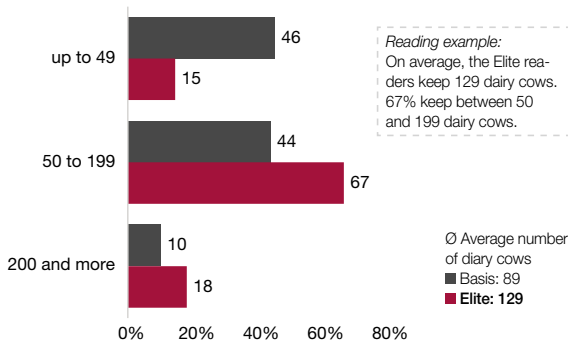


Editorial expertise (excellent to good)

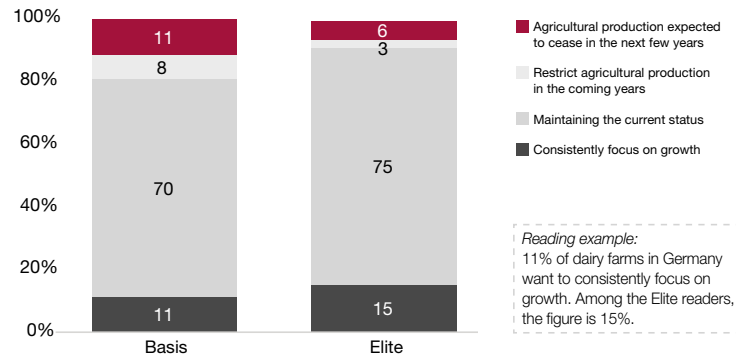


96% of Elite readers rate the editorial competence with excellent to good.

Elite reader structure number of dairy cows



Planned farm development of the dairy farms



From the idea to the realisation!

Do you want to reach your audience in the best possible way? Then Elite is the right place for you!

We offer you **a wide range of contact options with your target groups**. In addition to classic advertising campaigns, social media posts or newsletter advertising, there are many formats that we can use to support your individual marketing goals.

Utilise the reach of the strong Elite brand and feel free to contact us – **together we will find your perfect format!**

Partnership / Cooperations

Are you interested in moderating or developing of new face-to-face events and webinars?

We ...

- support you with the concept development.
- develop individual and innovative formats.
- plan together with you.
- take care of the implementation and the reporting.

Sponsorings

Elite offers numerous training courses, seminars and webinars, which are always highly appreciated! Be part of the Elite events already planned for 2025!

- Elite further training as a herd manager
- Elite Herd Management conference
- Elite AMS herd manager course for advanced users
- Elite-Seminar: Optimally through the transit phase
- Elite-Seminar: First aid in the cow stable
- Elite-Seminar: Carry out the stable check now
- Elite Dairy Tour 2025
- Webinar series: Elite Stable talk

Elite
Stallgespräch



Your contacts:

Publisher:

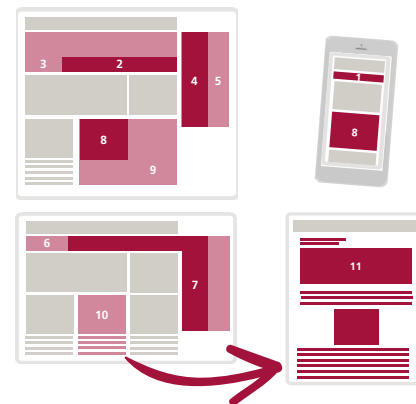
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Phone: +492501/801 1830

Product manager:

Dr. Anne Gensch
E-Mail: anne.gensch@lv.de
Phone: +492501/801 1833



Display advertisement on elite-magazin.de	Size (width x height in pixel)	CPM ¹	Visibility		
			Mobile	Desktop	
①	Mobile Leaderboard	€ 55	X		
②	Leaderboard			X	
②	Large Leaderboard			X	
③	Billboard			X	
④	Skyscraper			X	
④ + ⑤	HalfPage-AD			X	
②, ④, ⑧	AdBundle		728 x 90 px, 300 x 250 px, 160 x 600 px	(X)	X
⑥ + ⑦	Wallpaper		970 x 90 px max. + 300 x 600 px max.		X
⑧	Medium Rectangle		300 x 250 px	X	X
⑧ + ⑨	Maxi Rectangle		620 x 465 px		X
② + ③, ④ + ⑤, ⑧ + ⑨, ⑧	XXL-Bundle	970 x 250 px, 300 x 600 px, 620 x 465 px, 300 x 250 px	(X)	X	
⑧, ⑧ + ⑨	Video	Video 16:9 (YouTube), scaled	X	X	
⑩, ⑪	Native-Ad	Online Advertorial	X	X	
①, ②, ③, ④, ⑤, ⑦, ⑧	Homepage-Takeover	see above	X	(X)	
Social media outreach					
	1080 x 1080 px & 1080 x 1920 px	€ 45	X	(X)	
Article placement EXCLUSIVE! NEW					
	Term according to availability	€ 1.450 / € 1.250	X	X	



Article placement

With an article placement you can place your advertising motifs (AdBundle) in a thematically appropriate article. To do this, you select the desired editorial article and your motifs will appear exclusively for six months in the in the online article. In addition, you receive 20,000 AdImpressions on www.elite-magazin.de.

Price: € 1.450 ¹

With simultaneous ad placement in the print edition in which the article is published.

Price: € 1.250 ¹

¹ Price applies to cross-media campaigns and direct bookings. Other special formats on request. All prices plus VAT.

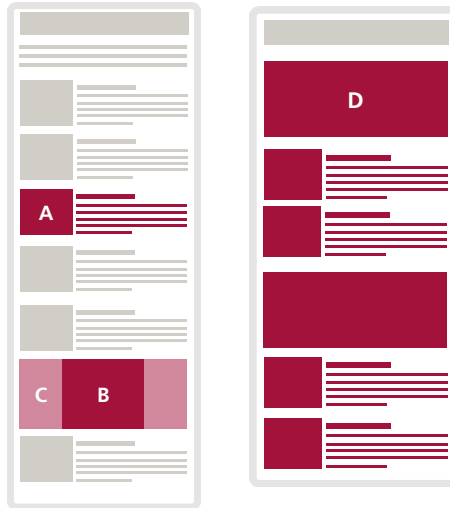


Newsletter

Every Friday, the Elite newsletter is published with the most important news for the dairy farmer. This is sent to more than 10.000 different personalized email addresses and has an average open rate of 28%. With a banner and/ or a text ad, you are right in the middle of it.

Stand-alone Newsletter

The Elite Standalone Newsletter is a standalone email newsletter that focuses on your offer and receives the full attention of the readers.



Advertising form	Size (width x height in pixels)	Price	Pole-Position
A Text + image	300 characters, 354 x 265*	€ 705	+ € 185
B Medium Rectangle	300 x 250*	€ 575	+ € 185
C Large Image	615 x 250*	€ 575	+ € 185
D Stand-Alone-Newsletter	Send a "stand-alone newsletter" to all registered users with Elite. The newsletter is sent on behalf of Elite and contains 100% customer content. The customer content is marked as an advertisement.	€ 4.950	

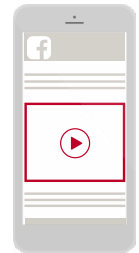
*Images scale depending on end device

Prices plus VAT

Social media reach

Extend your advertising campaigns into the social media. We steer your motifs to the visitors of the website www.elite-magazin.de.

This way you can reach users on Facebook and Instagram users who are likely to interact with your brand.



CPM 45 € (ad impressions)
Further campaign targets on request

Prices plus VAT



Discounts*

40.000 Ad Impressions	3 %
80.000 Ad Impressions	7 %
120.000 Ad Impressions	10 %
200.000 Ad Impressions	15 %

* valid for the year of insertion

***Print online discount:**

Discounts according to frequency discount and quantity scale from the Elite print edition are applied to your banner placements in the same amount.

Booking deadline / delivery:

Please send the completed data 3 working days before publication to: onlinevermarktung@lv.de

Cancellation terms:

Cancellation of the order is possible up to 4 weeks before the start date. In case of a later cancellation we charge 50% of the order volume.

Technical specifications:

www.lv-mediacycenter.de/technische-spezifikationen/

Terms and conditions for online advertising:

lv-mediacycenter.de/agb/#Werbung

Partner in the LV network

The online offers of Landwirtschaftsverlag GmbH are certified as IVW-checked as a multi-offer:
10.638.066 page impressions
3.205.647 visits (date: 05/2024)



The monthly updated evaluation can be found here:
<http://ausweisung.ivw-online.de/>

We will be happy to provide current figures for your placements.

Digital outreach**71.420**Page impressions
elite-magazin.de 05/2024***46.047**Visits
elite-magazin.de 05/2024***27.103**Unique user
elite-magazin.de 05/2024***10.979**Newsletter subscribers
05/2024**27.617**Facebook fans
05/2024**13.700**Instagram follower
05/2024

*Source: Salesforce, GA4

Your contact persons for Elite online**Consulting and campaign management**

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Anna-Lena Hemker
E-Mail: anna-lena.hemker@lv.de
Phone: +49 25 01/8 01 17 10

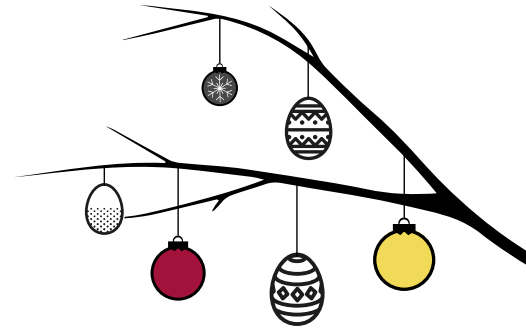


Online competitions

Our online competitions inspire your target group and strengthen your brand presence at the same time. On competition day, your logo will be prominently placed on all relevant portals and social media channels. We increase traffic to your product through additional advertising in our newsletter. A direct link to your website helps participants to answer the competition question and attracts additional attention.

Special Edition

Are you celebrating a special event? With a customized, branded competition you can reach your target group in a creative way and leave a lasting impression. Use this opportunity to position your brand even more strongly.



		Duration	Price/competition day	10 % Early Bird discount
	Easter competition	10.-21.04.2025	€ 2.900	until 15.02.2025
	Christmas competition	01.-24.12.2025	€ 3.900	until 15.10.2025
	Combination Easter and Christmas	10.-21.04. und 01.-24.12.2025	€ 4.950	until 15.02.2025
	Special Edition	By agreement	On request	

*plus VAT, no discounts according to quantity scale, 15 % agency commission

Book early!

Get started now!

Contact us to increase your reach and put your products in the spotlight.

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