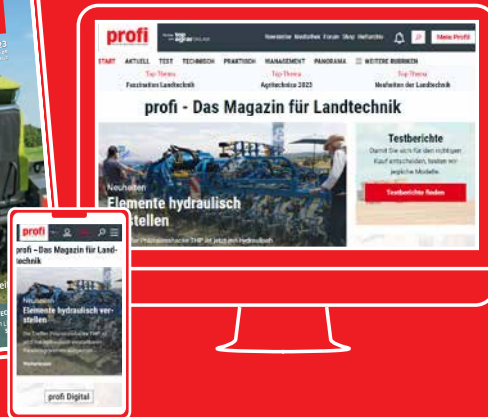


# profi



# Media- data 2024

[www.profi.de](http://www.profi.de)  
[www.lv-mediacycenter.de](http://www.lv-mediacycenter.de)

## profi is the magazine for professional agricultural technology:

With profi, readers interested in agricultural technology receive thorough and practical information month after month.

The editorial focus is on comprehensive test reports, on new and used machines for indoor and outdoor farming, do-it-yourself solutions, repair instructions, workshop tricks, functional descriptions of electronics and money-saving tips on machine care and maintenance.

profi always keeps an eye on the practical side of things. profi tests, inspects and evaluates all machines in practical use and thus provides valuable tips for practitioners. In this way, profi prepares investment decisions, gives arguments and contributes to the formation of opinion.

### Pure agricultural technology – that’s profi.

### Content

- 02 profi in brief
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- 06 Offprints
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#### Publication:

monthly

#### Year:

36th Year 2024

#### Sold circulation:

58.961 (according to IWW, 2nd quarter 2023)

#### Publisher:

Landwirtschaftsverlag GmbH | Hülsebrockstraße 2–8 | D-48165 Münster  
Postal address: 48084 Münster | Tel.: +49(0)2501/8010

www.profi.de | Email: anzeigen@profi.de

#### Management board:

Dr. Ludger Schulze Pals  
Malte Schwerdtfeger

#### Editor in chief:

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#### Publisher:

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#### Head of LV Media Sales:

Dr. Peter Wiggers (classified ads)  
Tel.: +49(0)2501/8011800  
E-Mail: peter.wiggers@lv.de

#### Circulation and distribution analysis:

##### IWW, 2nd quarter 2023

Distributed circulation .....	60.492 copies
Sold circulation .....	58.961 copies
Subscribed circulation .....	51.334 copies

#### Note:

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

Digital  
subscribers  
6.154

Month	Issue	Publication date	Advertising deadline	Copy deadline	Topics
January	1/2024	14.12.23	27.11.23	29.11.23	System comparison car trailer
February	2/2024	16.01.24	29.12.23	03.01.24	Transport and loading technology
March	3/2024	13.02.24	29.01.24	31.01.24	Steering systems & ISO bus
April	4/2024	12.03.24	26.02.24	28.02.24	Slurry technology
May	5/2024	16.04.24	28.03.24	03.04.24	Plant protection novelties
June	6/2024	16.05.24	29.04.24	02.05.24	Hoeing and harrowing technology
July	7/2024	18.06.24	03.06.24	05.06.24	Forage harvest
August	8/2024	16.07.24	01.07.24	03.07.24	Around the forest – KWF Conference 2024
September	9/2024	13.08.24	29.07.24	31.07.24	Soil cultivation & sowing – current driving reports
October	10/2024	17.09.24	02.09.24	04.09.24	Potato technology
November	11/2024	22.10.24	07.10.24	09.10.24	Finishing technology for the EuroTier 2024
December	12/2024	19.11.24	04.11.24	06.11.24	Combine harvester practical test
January	1/2025	17.12.24	02.12.24	04.12.24	

Title	in Issue	Advertising deadline	Copy deadline
profi Special Smart Farming	8/2024	07.06.24	18.06.24
profi Special combine harvester technology	9/2024	12.07.24	24.07.24

### Technical data

#### Printing process:

Cover: sheet-fed offset;  
inner part: web-fed offset

#### Processing:

saddle stitching

#### Data transmission:

via Email: rita.hardenberg@lv.de

#### File formats:

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

#### Print documents/proofs:

Proofs are absolutely necessary for optimal colour rendition. You can find the right paper profile at [www.lv-mediacycenter.de/druckprofile-fachzeitschriften/](http://www.lv-mediacycenter.de/druckprofile-fachzeitschriften/). Without available proofs as color reference, a color complaint is excluded. Additional layout and image processing costs will be invoiced.

#### Color ad production:

All colors are obtained from the Euroscale. Special colors are possible on request. Colors that are not built up in CMYK mode are automatically converted to CMYK. This may result in small colour deviations. Complaint claims are excluded.

### Magazine format:

210 mm wide/ 297 mm high

### Type area:

190 mm wide/ 270 mm high

### Column width and number:

Text section: 61 mm/3 columns

### Advertising section:

46 mm/4 columns

### Bleed sizes:

Magazine format plus 3 mm bleed. The left and right bleed widths may vary up to 3 mm from the magazine format depending on copy thickness.

### Terms of payment:

For advance payment and direct debit 3 % discount, 14 days from date of invoice 2 % discount, 30 days net from date of invoice. VAT ID no. DE 126 042 224

Due to tax regulations please provide your tax number and/or VAT ID when placing the order.

### Bank details:

Volksbank im Münsterland eG  
IBAN DE784036 1906 1004 031300,  
BIC GENODEM11BB

### General terms and conditions:

Our terms and conditions are at [www.lv-mediacycenter.de/agb/](http://www.lv-mediacycenter.de/agb/) to be viewed.

	Size	Layout	TYPE AREA width x height in mm	BLEED SIZE (Please allow a 3 mm bleed in addition to trim size) width x height in mm	Basic price b/w	2c/3c	4c
EDITORIAL PAGES*	1/1 page		190 x 270	210 x 297	8.461 €	10.414 €	13.538 €
	3/4 page	horizontal vertical	190 x 200 142 x 270	210 x 222 152 x 297	6.981 €	8.592 €	11.169 €
	2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	6.205 €	7.637 €	9.921 €
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	4.654 €	5.728 €	7.446 €
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	3.667 €	4.513 €	5.867 €
CLASSIFIED PAGES*	1/3 page	4-columns	190 x 88	<b>Advertisement rates by mm on classified pages</b> b/w per mm single-col.: 8,94 € 2c/3c per mm single-col.: 11,22 € 4c per mm single-col.: 14,38 € Example: Height in mm x number of columns x mm price (depending on colorfulness) e.g. 1/8 page, 4 columns, 4c (32 mm x 4 columns) x 14,38 € = 1.840,64 € <b>Column widths:</b> 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, either under or next to the editorial text.			
	1/4 page	4-columns	190 x 66				
		2-columns 1-column	94 x 133 46 x 270				
	1/6 page	4-columns	190 x 43				
		2-columns	94 x 88				
	1/8 page	4-columns	190 x 32				
		2-columns 1-column	94 x 66 46 x 133				
1/16 page	2-columns	94 x 32					
	1-column	46 x 66					
1/32 page	1-column	46 x 32					

## Discounts

for advertising within 12 months:

### By space

1/2 page	3 %
1/1 page	5 %
3 pages	10 %
6 pages	15 %
9 pages	17 %
12 pages	20 %
18 pages	22 %

### By insertion

3 ads	3 %
6 ads	5 %
9 ads	7 %
12 ads	10 %
18 ads	15 %
24 ads	20 %

## Inserts

Before accepting an order, the publisher must be provided with a binding sample. Format up to a maximum of 205 x 290 mm. Closed folded edge on the long side is mandatory.

**Insert price up to 25 g per % 277 € incl. shipping costs, plus VAT. For higher weights and from 3 mm thickness, price on request.**

## Bound inserts

Bound inserts in the center of the magazine are possible by arrangement. A binding sample must be submitted before the order is accepted. Bleed can deviate up to 3 mm from the booklet format, depending on the booklet thickness.

Prices for bound inserts:

4-page bound insert:	18.794 €
6-page bound insert:	28.183 €
8-page bound insert:	37.576 €

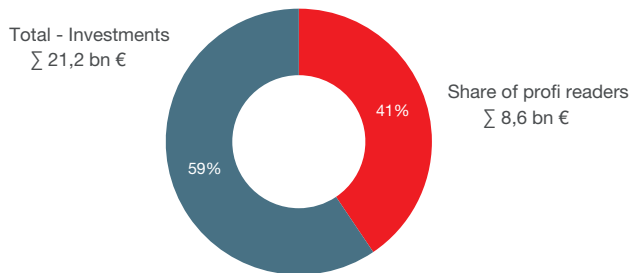
## Glued inserts

Tip-ons - also CD-ROMs - possible on full-page ads. Glued-on postcard each % 149 € incl. shipping costs, envelopes with contents and brochures possible on request. All prices plus VAT. Further special inserts, shipping address and dates on request. Special inserts are not discountable.

Technical data for inserts, bound inserts and glued inserts on request.

(All prices in EUR excl. VAT)

## Investment amount in the next 1-3 years proportion of profi readers



Basis: Farms that want to grow or maintain the current level and profi (WTK)

## Ø average usage



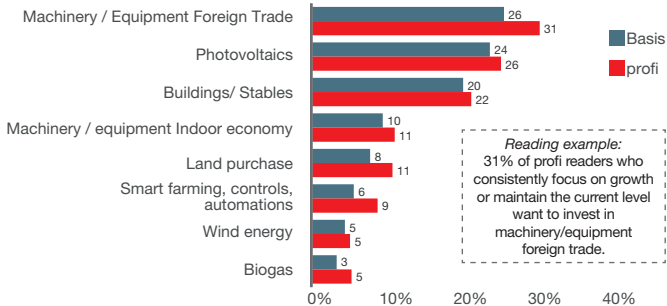
profi readers use an issue on average 4,6 times.

## Reading amount – at least half



69% of readers have read at least half of the last issue they read.

## Investment areas in the next 1-3 years

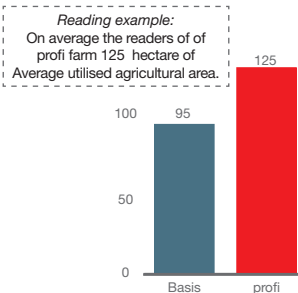


*Reading example:*  
31% of profi readers who consistently focus on growth or maintain the current level want to invest in machinery/equipment foreign trade.

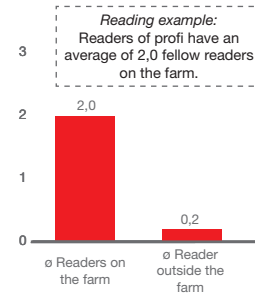
Basis: Farms that want to grow or maintain the current level and profi (WTK)

## Average utilised agricultural area

Ø Average utilised agricultural area in hectare



## Ø Average number of readers on and outside the farm



## profi offprints

Undoubtedly a good advertisement for your product is also a positive expert opinion. That is why profi special prints are so much in demand. Because reports in profi enjoy the maximum trust of the readers. They are the ideal opinion leaders in your mailing, at your field day or in the display at the trade fair stand and at the specialised trade. From printing to punctual delivery and and, if

required, translation into various languages we ensure that everything runs smoothly. profi offprints are available both in print and digitally.

### Digital reach in the LV Agrar network

Distribute your digital offprint not only through your own channels, but also make use of the reach of the LV agricultural media. Your article will be published as Native-ad to suitable technology-savvy target groups on our websites.

## Contact

Sophia Kemper  
Tel.: +49(0) 25 01/8 01 46 74  
sophia.kemper@lv.de

Print special							Digital offprint (PDF)		Digital reach in the LV-Agrar network
Scope	2 pages	4 pages	6 pages	8 pages	10 pages	12 pages	1 page	399 €	Thousand Contact Price 155 €  Only in conjunction with a digital offprint print
Circulation							2 pages	798 €	
500	1.237 €	1.577 €	2.249 €	2.740 €	3.499 €	4.288 €	3 pages	1.197 €	
1.000	1.470 €	1.811 €	2.483 €	3.045 €	4.064 €	4.765 €	4 pages	1.596 €	
2.000	1.773 €	2.144 €	2.856 €	3.558 €	4.802 €	5.690 €	5 pages	1.995 €	
3.000	2.000 €	2.430 €	3.226 €	4.031 €	5.440 €	6.446 €	6 pages	2.394 €	
4.000	2.208 €	2.705 €	3.593 €	4.494 €	6.061 €	7.179 €	8 pages	3.192 €	
5.000	2.399 €	2.975 €	3.957 €	4.955 €	6.678 €	7.905 €	10 pages	3.990 €	
10.000	3.304 €	4.233 €	5.712 €	7.240 €	9.696 €	11.407 €	12 pages	4.788 €	
every further 1.000 from 5.000-10.000	173 €	242 €	335 €	437 €	547 €	670 €			

All prices in € plus VAT. For offprints in other languages price on request.



## profi family

profi is also published in 8 other languages.



**Estonia,  
Latvia, Lithuania**



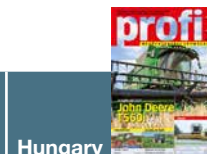
**Great  
Britain**



**Poland**



**Turkey**



**Hungary**



**Greece**

### Distributed circulation

4.000, 3.500, 5.000

8.371 (ABC-tested)

17.000

12.600 (digital only)

2.000

8.001

### contact

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mark.brazier@kelsey.co.uk

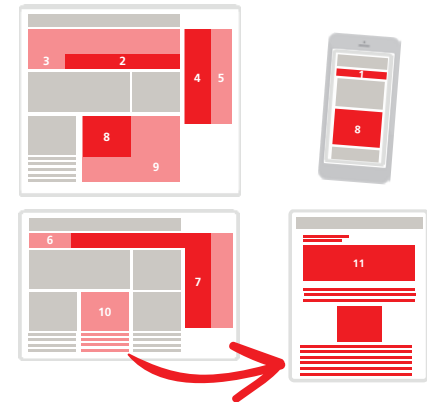
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www.agronews.gr  
Giannis Panagos  
Tel.: +30 (0) 21 03 23 29 05  
info@agronews.gr

Display advertising on profi.de		Size (width x height in pixel)	CPM <sup>1</sup>	Visibility	
				Mobile	Desktop
<b>1</b>	Mobile Leaderboard	320 x 50 px	55 €	X	
<b>2</b>	Leaderboard	728 x 90 px			X
<b>2</b>	Large Leaderboard	970 x 90 px			X
<b>3</b>	Billboard	970 x 250 px			X
<b>4</b>	Skyscraper	160 x 600 px			X
<b>4 + 5</b>	HalfPage-AD	300 x 600 px			X
<b>2, 4, 8</b>	AdBundle	728 x 90 px, 300 x 250 px, 160 x 600 px	70 €	(X)	X
<b>6 + 7</b>	HockeyStick / Wallpaper	970 x 90 px max. + 300 x 600 px max.			X
<b>8</b>	Medium Rectangle	300 x 250 px		X	X
<b>8 + 9</b>	Maxi Rectangle	620 x 465 px			X
<b>2 + 3, 4 + 5</b> <b>8 + 9, 8</b>	XXL-Bundle	970 x 250 px, 300 x 600 px, 620 x 465 px, 300 x 250 px		(X)	X
<b>8 + 8, 9</b>	Video 16:9, skaliert	Video (YouTube)		X	X
<b>10, 11</b>	Native-Ad	Online Advertorial	155 €	X	X
<b>1, 2, 3, 4,</b> <b>5, 7, 8</b>	Homepage-Takeover	see above	155 €	X	(X)
<b>Social media outreach</b>					
		1080 x 1080 px & 1080 x 1920 px	45 €	X	(X)
<b>Article placement EXCLUSIVE!</b>			<b>Fixed price</b>		
	Term according to availability		1.450 € / 1.250 €	X	X



### Contribution 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 for six months in this online article. In addition, you receive 20.000 ad impressions on www.profi.de

**Price:** 1.450 €<sup>1</sup>

With simultaneous ad placement in the print edition in which the article appears

**Price:** 1.250 €<sup>1</sup>

**New:** All formats in a price category can be combined with each other as desired.

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



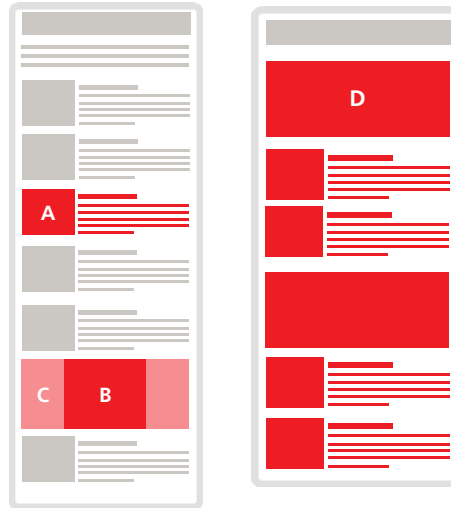
## Newsletter

The newsletter keeps profi readers up to date between the publication dates of the magazines with the latest news from agricultural technology, event dates, workshop tips and much more.

Dispatch: every week on Tuesday

distribution list: approx. 22.000 e-mail addresses

opening rate: average 33 %.



Advertising form	Format (width x height in pixels)	Price	Pole- Position
<b>A</b> Text display + image	300 characters, 354 x 265*	825 €	+ 165 €
<b>B</b> Medium Rectangle	300 x 250*	720 €	+ 165 €
<b>C</b> Large Image	615 x 250*	720 €	+ 165 €
<b>D</b> Stand-Alone Newsletter	Send a 'stand-alone' newsletter to registered profi users. Titled with the profi logo, the newsletter contains purely customer content. All customer content is identified as advertisement.	6.490 €	

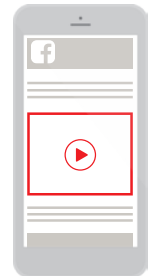
\*Images scale depending on end device.

Prices plus VAT.

## Social Media Reach

Extend your advertising campaigns to social media. We control your motifs to the visitors of the website [www.profi.de](http://www.profi.de).

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



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

Prices plus VAT.

## Discounts\*

50.000 Ad Impressions	3 %
100.000 Ad Impressions	5 %
200.000 Ad Impressions	7 %
300.000 Ad Impressions	10 %
500.000 Ad Impressions	15 %

\*valid within one year of insertion

**\*Print online discount:**

Discounts according to frequency discount and quantity scale from the print contracts of profi print edition will be used for your banner placement in the same amount.

**Booking deadline / delivery:**

Please send the completed data 3 working days before publication to: [online-vermarktung@lv.de](mailto:online-vermarktung@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.de/technische-spezifikationen/](http://www.lv.de/technische-spezifikationen/)  
Terms and conditions for online advertising:  
[www.lv-mediacenter.de/agb/#Werbung](http://www.lv-mediacenter.de/agb/#Werbung)

**Partner in the LV network**

The online offers of Landwirtschaftsverlag GmbH are certified as IWW-checked as a multi-offer:  
9.467.633 page impressions  
3.168.220 visits (date: 06/2023)



The monthly evaluation is available at:  
<http://ausweisung.iww-online.de/>

We will be pleased to provide you with updates on your current rankings.

**Digital outreach**

	<b>189.869</b> Page Impressions profi.de* 06/2023
	<b>114.707</b> Visits profi.de* 06/2023
	<b>75.293</b> Unique User profi.de* 06/2023
	<b>21.808</b> Newsletter subscribers 06/2023
	<b>366.342</b> Facebook fans, 06/2023
	<b>249.000</b> Instagram followers, 06/2023
	<b>90.500</b> Youtube subscribers 06/2023
	<b>3.619</b> X- / Twitter- followers 06/2023



\*Source: Google Analytics

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

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Austria	Netherlands	France	Other Countries
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