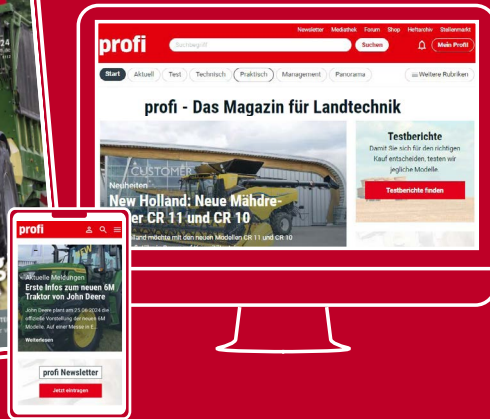


profi



media data 2025

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
- 03 Timetable / technical data / terms and conditions
- 04 Ad formats and prices
- 05 Results of the MAAgrar 2023
- 06 Offprints
- 07 Partnerships / Sponsoring
- 08 Display advertising / article placement
- 09 Newsletter / Social Media
- 10 Range / Discounts / Technical specifications / Contact
- 11 Online – competitions
- 12 profi family
- 13 Contacts

Publication:

monthly

Year:

37th Year 2025

Sold circulation:

55.803 (according to IVW, 2nd quarter 2024)

Publication house:

Landwirtschaftsverlag GmbH
Hülsebrockstraße 2–8, 48165 Münster, Germany
PO Box: 48084 Münster | Phone: +49 25 01/80 10
www.profi.de | Email: anzeigen@profi.de

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Circulation and distribution analysis:

IVW, 2nd quarter 2024

distributed circulation..... 57.153 copies
sold circulation 55.803 copies
subscribed circulation..... 48.632 copies

Please 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.



Month	Issue	Publication date	Advertising deadline	Copy deadline	Topics
January	1/2025	17.12.24	02.12.24	04.12.24	Single-seed sowing technology in comparison
February	2/2025	15.01.25	17.12.24	19.12.24	Grassland implements in test
March	3/2025	12.02.25	28.01.25	30.01.25	Transport technology comparison
April	4/2025	12.03.25	25.02.25	27.02.25	Focus on sowing technology
May	5/2025	15.04.25	31.03.25	02.04.25	Soil cultivation and potato technology
June	6/2025	14.05.25	28.04.25	30.04.25	Silage device comparison
July	7/2025	17.06.25	30.05.25	03.06.25	System comparison mulchers
August	8/2025	16.07.25	01.07.25	03.07.25	Innovations in combine harvester technology
September	9/2025	13.08.25	29.07.25	31.07.25	All about the straw harvest
October	10/2025	16.09.25	01.09.25	03.09.25	Agritechnica pre-reporting Part 1
November	11/2025	14.10.25	26.09.25	30.09.25	Agritechnica pre-reporting Part 2
December	12/2025	05.11.25	21.10.25	23.10.25	Agritechnica main issue
January	1/2026	10.12.25	25.11.25	27.11.25	

Title	in Issue	Publication date	Advertising deadline	Copy deadline
profi special fertilization and plant protection	4/2025	12.03.25	03.02.25	12.02.25
profi special smart farming	8/2025	16.07.25	05.06.25	17.06.25
profi special vehicle components	12/2025	05.11.25	30.09.25	10.10.25

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-mediacyber.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-mediacyber.de/agb/ 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	€ 8.673	€ 10.674	€ 13.877
3/4 page	horizontal vertical	190 x 200 142 x 270	210 x 222 152 x 297	€ 7.155	€ 8.806	€ 11.448
2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	€ 6.360	€ 7.828	€ 10.169
1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 4.840	€ 5.957	€ 7.744
1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 3.813	€ 4.693	€ 6.099

CLASSIFIED PAGES*

1/3 page	4-columns	190 x 88	<p>Advertisement rates by mm on classified pages</p> <p>b/w per mm 1-column: € 9,16 2c/3c per mm 1-column: € 11,50 4c per mm 1-column: € 14,74</p> <p>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 € 14,74 = € 1.886,72</p> <p>Column widths:</p> <p>1-column: 46 mm width 2-columns: 94 mm width 4-columns: 190 mm width</p> <p>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.</p>			
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 3 %
1/1 page 5 %	6 bookings 5 %
3 pages 10 %	9 bookings 7 %
6 pages 15 %	12 bookings 10 %
9 pages 17 %	18 bookings 15 %
12 pages 20 %	24 bookings 20 %
18 pages 22 %	

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 % 289 € 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 insert:

4-page bound insert: € 19.264
6-page bound insert: € 28.896
8-page bound insert: € 38.528

Glued inserts

Tip-ons - also CD-ROMs - possible on full-page ads. Glued-on postcard each % 153 € 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 Euro 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



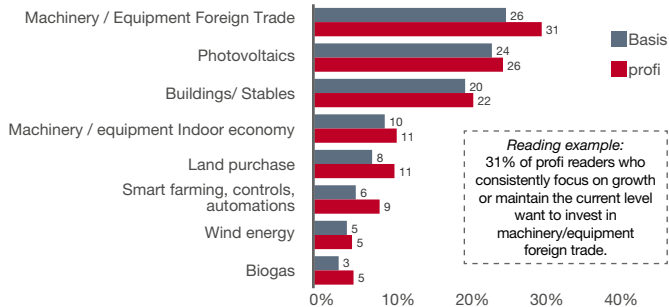
profi readers use an issue on average 4,6 times.

Reading amount – at least half



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

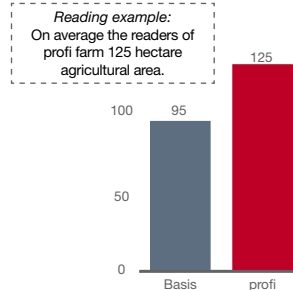
Investment areas in the next 1-3 years



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)

Ø Average agricultural area in hectares



Ø Number of fellow readers

2,2

Readers of profi have an average of 2,2 fellow readers



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, 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

Dennis Elfering
 Phone: +49 25 01/801 17 11
 E-Mail: dennis.elfering@lv.de

Print offprint							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	€ 409	TCP € 155 Only in conjunction with a digital offprint
circulation							2 pages	€ 818	
500	€ 1.268	€ 1.617	€ 2.305	€ 2.809	€ 3.586	€ 4.395	3 pages	€ 1.227	
1.000	€ 1.507	€ 1.856	€ 2.545	€ 3.121	€ 4.165	€ 4.885	4 pages	€ 1.636	
2.000	€ 1.817	€ 2.198	€ 2.927	€ 3.647	€ 4.922	€ 5.833	5 pages	€ 2.045	
3.000	€ 2.050	€ 2.491	€ 3.307	€ 4.132	€ 5.576	€ 6.608	6 pages	€ 2.454	
4.000	€ 2.264	€ 2.772	€ 3.683	€ 4.606	€ 6.212	€ 7.358	8 pages	€ 3.272	
5.000	€ 2.459	€ 3.049	€ 4.056	€ 5.079	€ 6.845	€ 8.102	10 pages	€ 4.090	
10.000	€ 3.386	€ 4.339	€ 5.855	€ 7.421	€ 9.938	€ 11.692	12 pages	€ 4.908	
every further 1.000 from 5.000-10.000	€ 186	€ 258	€ 360	€ 469	€ 619	€ 718			

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

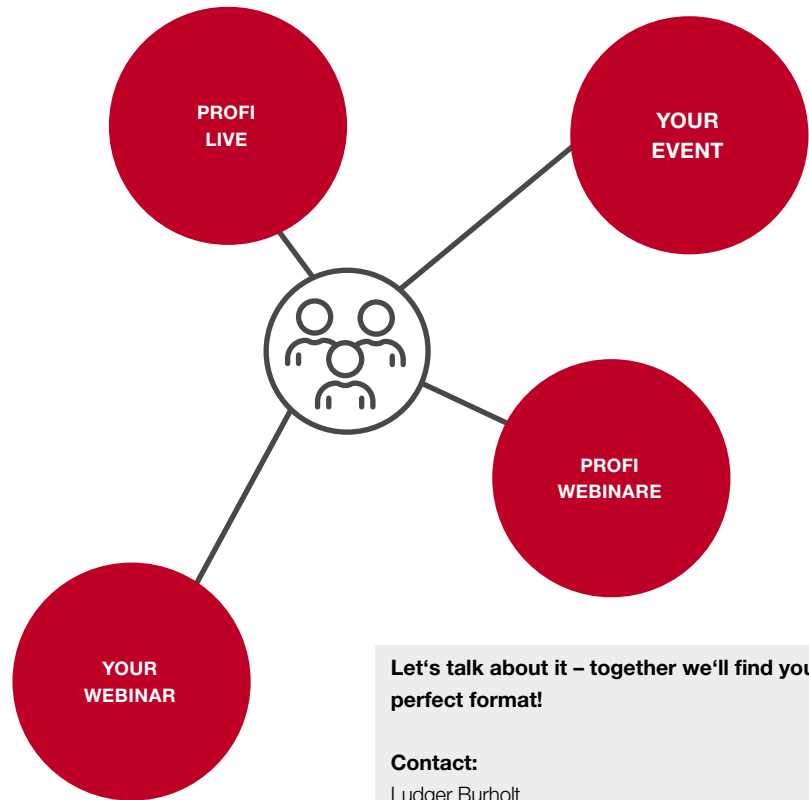


In addition to the magazine and the digital offers profi offers further, diverse contact opportunities with your target groups. With the reach of profi, top agrar and the technology channel, we can help you to reach your audience in the best possible way.

In addition to traditional advertising campaigns, social media posts or newsletter advertising, there are many formats that can support you in pursuing your individual marketing goals.

Whether webinar, face-to-face event, lead generation, video, competition or company anniversary or day of the open door...

- we support you with the concept development
- we work with you to develop customised and innovative formats
- we put together individual offers for you
- we plan together with you
- we take care of the implementation and the reporting



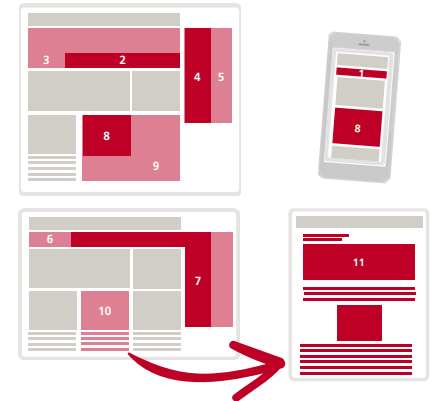
Let's talk about it – together we'll find your perfect format!

Contact:

Ludger Burholt
ludger.burholt@lv.de
+49 2501 801-1830



Display advertising on profi.de		Size (width x height in pixel)	CPM ¹	Visibility	
				Mobile	Desktop
1	Mobile Leaderboard	320 x 50 px	€ 55	X	
2	Leaderboard	728 x 90 px			X
2	Large Leaderboard	970 x 90 px			X
3	Billboard	970 x 250 px			X
4	Skyscraper	160 x 600 px			X
4 + 5	HalfPage-AD	300 x 600 px	€ 70	X	X
2, 4, 8	AdBundle	728 x 90 px, 300 x 250 px, 160 x 600 px		(X)	X
6 + 7	HockeyStick / 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	€ 155	(X)	X
8 + 8, 9	Video 16:9, skaliert	Video (YouTube)		X	X
10, 11	Native-Ad	Online Advertorial		X	X
1, 2, 3, 4, 5, 7, 8	Homepage-Takeover	see above	€ 155	X	(X)
Social media outreach					
		1080 x 1080 px & 1080 x 1920 px	45	X	(X)
Article placement EXCLUSIVE!			Fixed price		
	Duration of 6 months		€ 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: € 1.450¹

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

Price: € 1.250¹

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

¹ 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. 21.300 e-mail addresses

opening rate: average 34 %.

Special newsletter with focus topics:

- Single-seed sowing technology (January)
- Fertilisation and crop protection technology (February)
- Smart Farming (March & July)
- Transport technology (April)
- Grassland technology (May)
- Combine harvester technology (May)
- Straw harvest technology (June)
- Agritechnica (November)
- Vehicle components (November)



Advertising form	Size (Images scale depending on device)	Price*	Pole-Position
A Text display + image	300 characters, 354 x 265 px	€ 825	+ € 185
B Medium Rectangle	300 x 250 px	€ 720	+ € 185
C Large Image	615 x 250 px	€ 720	+ € 185
D 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.	€ 5.900	
E Special newsletter	Placement of an advert A , B , or C in a special newsletter on a focal topic	€ 1.100	+ € 185

*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.

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



CPM 45 €* (Ad Impressions)
Further social media formats on request.



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: 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-mediacenter.de/technische-spezifikationen/

Terms and conditions for online advertising:

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:
10.638.066 page impressions
3.205.647 visits (date: 05/2024)



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

	198.856 Page Impressions profi.de* 05/2024
	123.956 Visits profi.de* 05/2024
	81.226 Unique User profi.de* 05/2024
	21.306 Newsletter subscribers 05/2024
	387.596 Facebook fans, 05/2024
	263.000 Instagram followers, 05/2024
	97.400 Youtube subscribers 05/2024
	3.827 X- / Twitter- followers 05/2024



*Source: GA4

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

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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.



Book early!

		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	

Get started now!

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

Anna-Lena Hemker
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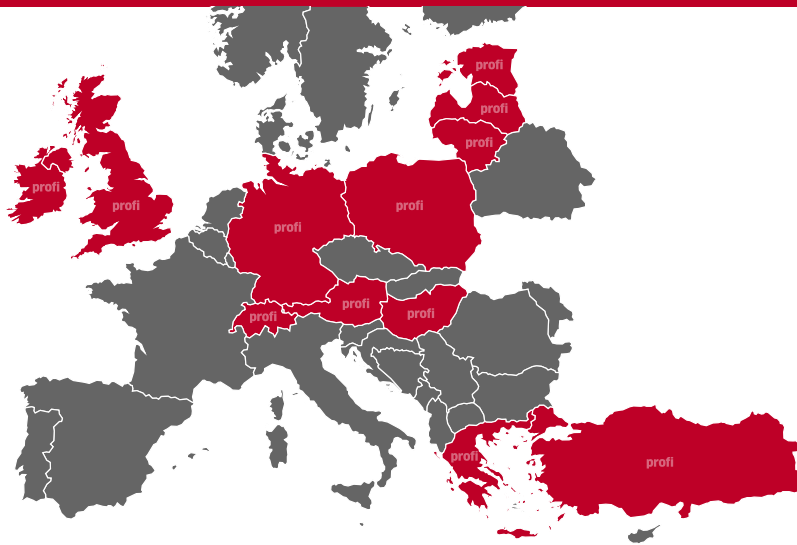
Julia Beisemann
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*plus VAT, no discounts according to quantity scale, 15 % agency commission



profi family

profi is also published in 8 other languages.



**Estonia,
Latvia, Lithuania**

**Great
Britain**



Poland



Turkey



Hungary



Greece



Distributed circulation

4.000, 3.000, 5.000

7.807 (ABC-tested)

15.000

9.700 (digital only)

2.000

8.000

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