



# 2026 media data

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

*"Pure agricultural  
technology – that's profi."*

**profi**  
MAGAZIN FÜR PROFESSIONELLE AGRARTECHNIK

Advertisement price list No. 38 valid from issue 1/2026

 Landwirtschaftsverlag

# Key facts

**Publication:** monthly  
Year: 38th Year 2026

**Sold circulation:** 52.770  
(according to IVW, 2nd quarter 2025)

**Publication house:**  
Landwirtschaftsverlag GmbH  
Hülsebrockstraße 2–8  
48165 Münster, Germany  
PO Box: 48084 Münster  
Phone: +49 25 01/80 10  
www.lv.de

**Chief managing directors:**  
Dr. Ludger Schulze Pals  
Malte Schwerdtfeger

**Editors-in-chief:**  
Hubert Wilmer  
Phone: +49 25 01/80 198 00  
hubert.wilmer@profi.de  
Guido Höner  
Phone: +49 25 01/80 190 00  
guido.hoener@profi.de

**Publisher:**  
Ludger Burholt  
Phone: +49 25 01/80 118 30  
ludger.burholt@lv.de

**Managing director**  
**LV Media Sales:**  
Tanja Pfisterer-Lang  
(Advertising section)  
Phone: +49 25 01/80 118 05  
tanja.pfisterer-lang@lv.de

! 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.

## 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

- Timetable · topics ... 3
- Ad formats · prices · discounts ... 4
- Technical specifications ... 5
- Results of the MAagrar ... 6
- Offprints ... 7
- Partnerships · Sponsoring ... 8
- Website
- Formats · placement ... 9
- Formats · prices ... 10
- Native advertising ... 11
- Newsletter
- Formats · prices ... 12
- Social media ... 13
- Specifications · discounts ... 14
- Digital competitions ... 15
- profi family ... 16
- Contacts ... 17

**profi**  
MAGAZIN FÜR PROFESSIONELLE AGRARTECHNIK

**2nd quarter 2025:**  
distributed circulation: 54.322 copies  
sold circulation: 52.770 copies  
subscribed circulation: 46.222 copies

| No.                                                          | Month     | Publications date | Advertising deadline | Copy deadline   | Topics                                          |
|--------------------------------------------------------------|-----------|-------------------|----------------------|-----------------|-------------------------------------------------|
| 1/26                                                         | January   | 10.12.25          | 25.11.25             | 27.11.25        | Agritechnica review                             |
| 2/26                                                         | February  | 14.01.26          | 29.12.25             | 30.12.25        | Grassland implements in test                    |
| 3/26                                                         | March     | 11.02.26          | 27.01.26             | 29.01.26        | Soil cultivation and sowing technology          |
| 4/26                                                         | April     | 11.03.26          | 24.02.26             | 26.02.26        | Plant protection technology and spot sprayers   |
| + <b>profi special</b><br>fertilization and plant protection |           |                   | <b>30.01.26</b>      | <b>10.02.26</b> |                                                 |
| 5/26                                                         | May       | 15.04.26          | 27.03.26             | 31.03.26        | Grassland and loading technology                |
| 6/26                                                         | June      | 13.05.26          | 27.04.26             | 29.04.26        | Loading and distribution technology on the silo |
| 7/26                                                         | July      | 17.06.26          | 01.06.26             | 03.06.26        | Preparations for the grain harvest              |
| 8/26                                                         | August    | 15.07.26          | 30.06.26             | 02.07.26        | Straw collection and logistics                  |
| 9/26                                                         | September | 12.08.26          | 28.07.26             | 30.07.26        | Threshing and baling technology                 |
| + <b>profi special</b><br>combine harvester technology       |           |                   | <b>10.07.26</b>      | <b>14.07.26</b> |                                                 |
| 10/26                                                        | October   | 16.09.26          | 01.09.26             | 03.09.26        | Innovations for stables and farms               |
| 11/26                                                        | November  | 14.10.26          | 29.09.26             | 01.10.26        | EuroTier                                        |
| + <b>profi special</b><br>smart farming                      |           |                   | <b>04.09.26</b>      | <b>15.09.26</b> |                                                 |
| 12/26                                                        | December  | 11.11.26          | 27.10.26             | 29.10.26        | Forestry and Workshop                           |
| 1/27                                                         | January   | 10.12.26          | 25.11.26             | 27.11.26        |                                                 |



Figures / offers / topics  
[www.lv-mediacenter.de](http://www.lv-mediacenter.de)  
 All about our  
 agricultural brands

Delivery of digitised print documents: In the event of late delivery, the placement may be changed or the quality may be affected. Complaints arising from this are excluded.





## Editorial pages

## Classified pages

| Editorial pages  | Format    | Layout                           | Type area<br>Width x height<br>in mm | Bleed format<br>(plus 3 mm bleed all around)<br>width x height in mm                                                                                                                                                                                                                                                                                                                                                                                                         | Basic price                                                                                                                                                                                                                                                                                                                                |          |          |
|------------------|-----------|----------------------------------|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|
|                  |           |                                  |                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | b/w                                                                                                                                                                                                                                                                                                                                        | 2c/3c    | 4c       |
|                  | 1/1 page  |                                  | 190 x 270                            | 210 x 297                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 8.846 €                                                                                                                                                                                                                                                                                                                                    | 10.888 € | 14.154 € |
|                  | 3/4 page  | horizontal<br>vertical           | 190 x 200<br>142 x 270               | 210 x 222<br>152 x 297                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 7.298 €                                                                                                                                                                                                                                                                                                                                    | 8.982 €  | 11.677 € |
|                  | 2/3 page  | horizontal<br>vertical           | 190 x 178<br>125 x 270               | 210 x 193<br>135 x 297                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 6.487 €                                                                                                                                                                                                                                                                                                                                    | 7.984 €  | 10.373 € |
|                  | 1/2 page  | horizontal<br>vertical           | 190 x 133<br>94 x 270                | 210 x 148<br>104 x 297                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 4.937 €                                                                                                                                                                                                                                                                                                                                    | 6.076 €  | 7.899 €  |
|                  | 1/3 page  | horizontal<br>vertical           | 190 x 88<br>61 x 270                 | 210 x 103<br>71 x 297                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 3.890 €                                                                                                                                                                                                                                                                                                                                    | 4.787 €  | 6.221 €  |
| Classified pages | 1/3 page  | 4-column                         | 190 x 88                             | <b>Advertisement rates by mm on classified pages:</b><br>b/w per mm 1-column: 9,34 €<br>2c/3c per mm 1-column: 11,73 €<br>4c per mm 1-column: 15,03 €<br><b>Example:</b><br>Height in mm x no. of col. x mm-price<br>(dep. on colour) e. g. 1/8 page,<br>4-columns, 4c<br>(32 mm x 4 columns) x 15,03 € = 1.923,84 €<br><b>Columns widths:</b><br>1-column: 46 mm<br>2-column: 94 mm<br>4-column: 190 mm<br><br>Further formats are available in the classified ads section. | <b>Discounts</b> for advertising within 12 months:<br><b>By space</b><br>½ page: 3 %<br>1 page: 5 %<br>3 pages: 10 %<br>6 pages: 15 %<br>9 pages: 17 %<br>12 pages: 20 %<br>18 pages: 22 %<br><b>By insertion</b><br>3 bookings: 3 %<br>6 bookings: 5 %<br>9 bookings: 10 %<br>12 bookings: 15 %<br>18 bookings: 15 %<br>24 bookings: 20 % |          |          |
|                  | 1/4 page  | 4-column<br>2-column<br>1-column | 190 x 66<br>94 x 133<br>46 x 270     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                            |          |          |
|                  | 1/6 page  | 4-column<br>2-column             | 190 x 43<br>94 x 88                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                            |          |          |
|                  | 1/8 page  | 4-column<br>2-column<br>1-column | 190 x 32<br>94 x 66<br>46 x 133      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                            |          |          |
|                  | 1/16 page | 2-column<br>1-column             | 94 x 32<br>46 x 66                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                            |          |          |
|                  | 1/32 page | 1-column                         | 46 x 32                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                            |          |          |
|                  |           |                                  |                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                            |          |          |
|                  |           |                                  |                                      | A <u>stand-alone position</u> of your advertisement is available on the editorial pages beneath or next to the editorial tex.<br><u>Classified ads</u> are published together with other ads in the classified section.                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                            |          |          |

All prices in Euro excl. VAT

## Inserts

Before accepting an order, the publisher must be provided with a binding sample. Format up to a Maximum of 190 x 280 mm. Closed folded edge on the long side is mandatory. Insert price up to 25 g per % 295 € incl. shipping costs, plus VAT. For higher weights and from 3 mm thickness, price on request.

**Insert price up to 25 g per % 295 €** 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: 19.649 €**

**6-page bound insert: 29.474 €**

**8-page bound insert: 39.299 €**

## Glued inserts

Tip-ons – also CD-ROMs – possible on full-page ads. Glued-on postcard each % 156 € 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.

! Please be sure to ask the publisher for the shipping address for inserts, Bound inserts and glued inserts:  
Phone: +49 2501/801 1690





## 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 DE78 4036 1906 1004 0313 00

BIC GENODEM1IBB

## General terms and conditions:

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

**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.

## Printing process:

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

## Processing:

 saddle stitching

## Data transmission via Email:

[rita.hardenberg@lv.de](mailto: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).

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.

! We reserve the right to scale special editions and supplements during printing.

## Color ad production:

All colors are obtained from the Euroscale. Special colors are possible on request. Colors that are not built up in

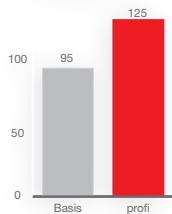
CMYK mode are automatically converted to CMYK. This may result in small colour deviations.

Complaint claims are excluded.

! For printed materials created with AI-supported tools

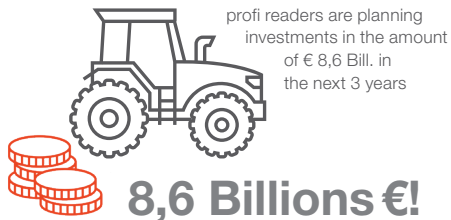
(e.g. Canva), we do not accept liability. These may potentially cause issues during printing that we cannot verify in advance.

## Ø Average agricultural area in hectares



**Reading example:**  
On average the readers of profi farm 125 hectare agricultural area.

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



profi readers are planning investments in the amount of € 8,6 Bill. in the next 3 years profi readers are planning investments in the amount of € 8,6 Bill. in the next 3 years.

## Reading amount – at least half



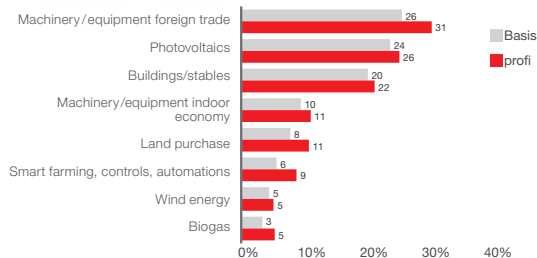
**69 %**  
of readers have read at least half of the last issue they read.

## Number of fellow readers



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

## Investment areas in the next 1-3 years



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

## Average usage



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

*31% of profi readers who are consistently focused on growth or want to maintain their current level want to invest in machinery, equipment and foreign trade.*





## Print-offprints (german)

|             | scope   |         |         |         |          |          |
|-------------|---------|---------|---------|---------|----------|----------|
| circulation | 2 pages | 4 pages | 6 pages | 8 pages | 10 pages | 12 pages |
| 500         | 1.300 € | 1.657 € | 2.363 € | 2.879 € | 3.676 €  | 4.505 €  |
| 1.000       | 1.545 € | 1.902 € | 2.609 € | 3.199 € | 4.270 €  | 5.007 €  |
| 2.000       | 1.862 € | 2.253 € | 3.001 € | 3.738 € | 5.045 €  | 5.979 €  |
| 3.000       | 2.101 € | 2.553 € | 3.390 € | 4.235 € | 5.715 €  | 6.773 €  |
| 4.000       | 2.320 € | 2.842 € | 3.775 € | 4.722 € | 6.368 €  | 7.542 €  |
| 5.000       | 2.520 € | 3.126 € | 4.157 € | 5.206 € | 7.016 €  | 8.305 €  |
| 10.000      | 3.471 € | 4.448 € | 6.001 € | 7.607 € | 10.187 € | 11.985 € |

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

## Digital offprint (PDF)

|          |         |
|----------|---------|
| 1 page   | 419 €   |
| 2 pages  | 838 €   |
| 3 pages  | 1.258 € |
| 4 pages  | 1.677 € |
| 5 pages  | 2.096 € |
| 6 pages  | 2.515 € |
| 8 pages  | 3.354 € |
| 10 pages | 4.192 € |
| 12 pages | 5.030 € |

## 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.

**TCP 159 €\***

\* only in conjunction with a digital offprint

*I am pleased to advise you!*

### Contact:

Dennis Elfering  
Phone: +49 2501/801 17 11  
dennis.elfering@lv.de







profi  
live

Your  
event

profi  
webinare

Your  
webinar

## Let us stay in touch

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.

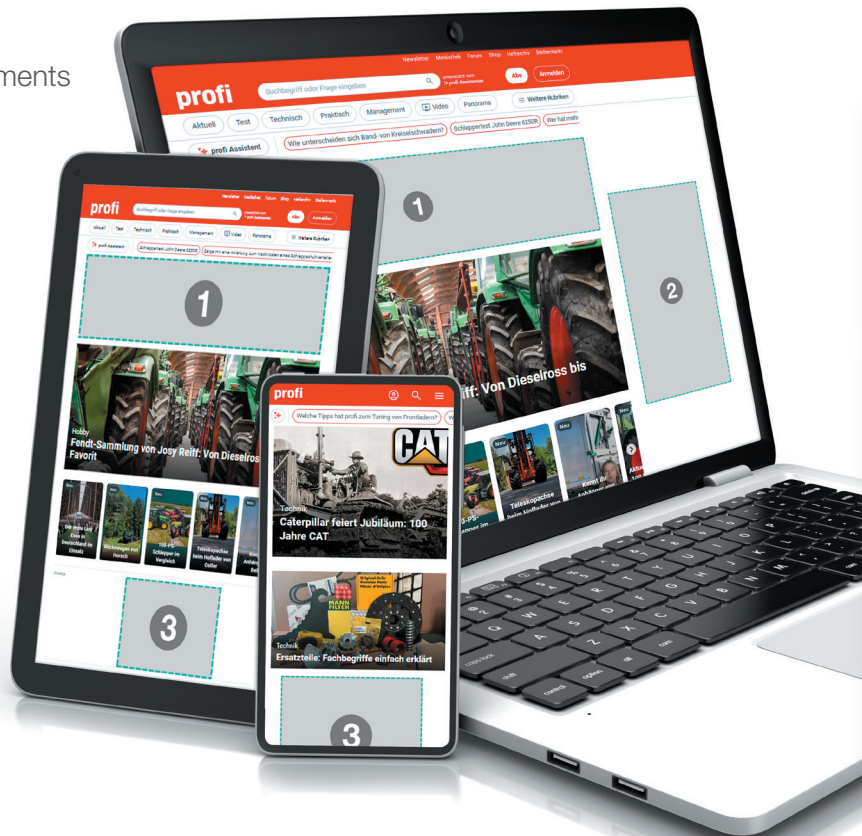
*Let's talk about it – together  
we'll find your perfect format!*

### Contact:

Ludger Burholt  
Phone: +49 2501/801 1830  
ludger.burholt@lv.de

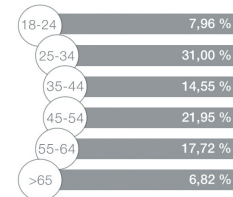


## Formats and placements

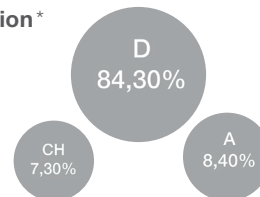


## Demography

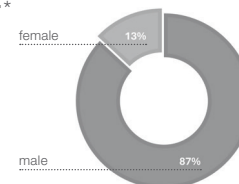
### age\*



### location\*



### gender\*



\* Source GA4, reference month 05/2025

## Formats and prices

| Format    | Size<br>(width x height in pixel)                              | CPM <sup>1</sup><br>Targeting | Visibility<br>mobil |
|-----------|----------------------------------------------------------------|-------------------------------|---------------------|
| 1         | Billboard                                                      | 57 €                          |                     |
| 2         | HalfPage-AD                                                    |                               | X                   |
| 3         | Medium Rectangle                                               |                               | X                   |
| 1 + 2     | Wallpaper                                                      | 73 €                          |                     |
| 1 + 2 + 3 | XXL-Bundle<br>970 x 250 px<br>+ 300 x 250 px<br>+ 300 x 600 px | 57 €                          | (X)                 |
| 3         | Video                                                          | 73 €                          | X                   |
| 1 + 2 + 3 | Homepage-Takeover<br>s. o.                                     | 155 €                         | X                   |

## Contribution placement

With an article placement you can place your advertising motifs (XXL-Bundle) 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](http://www.profi.de)

|           |                                         | Fixed price |     |
|-----------|-----------------------------------------|-------------|-----|
| 1 + 2 + 3 | XXL-Bundle<br>> 20.000<br>AdImpressions | 1.450 €     | (X) |

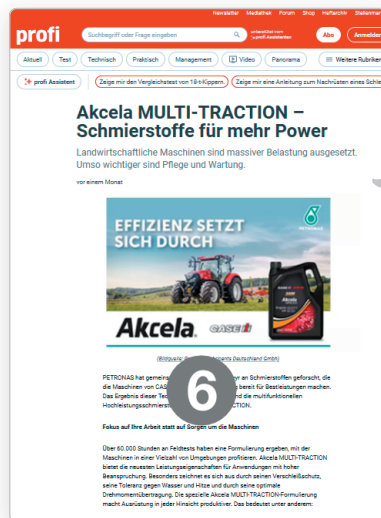
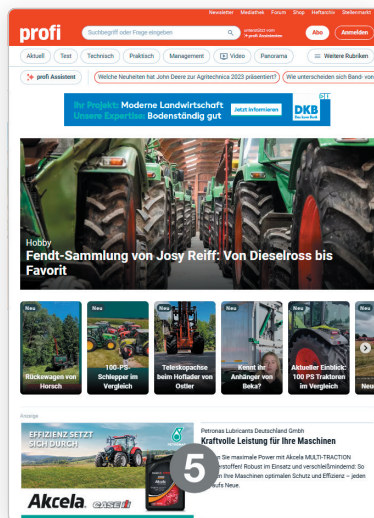
<sup>1</sup> Price applies to cross-media campaigns and direct bookings. Other special formats on request.  
All prices plus VAT.

*More than 75%  
of page views come  
from mobile devices.  
Please consider this  
when choosing  
your formats!*





## Native advertising



*Publish your content  
in the editorial style  
of profi online!*

**Native advertising** is a format that blends harmoniously into the content. These advertisements adapt visually and in terms of content to the environment in which they are placed.

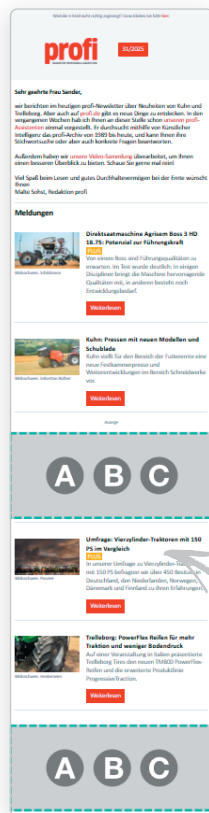
A **post teaser** appears directly in the booked section. The **teaser only** format links directly from there to your landing page.

The **teaser + advertorial** format leads to an article page on profi.de. Here you can present your information in a high-quality editorial environment.

| Format |               | Size<br>(width x height in pixel) | CMP <sup>1</sup> | Visibility<br>mobil |
|--------|---------------|-----------------------------------|------------------|---------------------|
| 5      | Native-Teaser | Teaser only                       | 109 €            | X                   |
| 5 + 6  | Native-AD     | Teaser Advertorial                | 159 €            | X                   |

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





## Formats and prices

### The newsletter

Don't miss out on important news from the world of agricultural technology. Every Tuesday, the profi newsletter delivers the most relevant information directly to your email inbox. Compact, informative and to the point.

Distribution list: approx. 20,700 email addresses! Open rate: 37 % on average!

### Stand-alone

Send a stand-alone newsletter to all registered users with profi. The newsletter is sent on behalf of profi and contains 100 % customer content. The customer content is marked as an advertisement.

### Special newsletter with focus topics:

- Agritechnica review: Summary of new products (January)
- Fertilisation and crop protection technology (February)
- Smart Farming (March and July)
- Grassland technology: mowers, tedders, rakes, balers, bale trailers, loading wagons (April)
- Combine harvester technology (June)
- Straw harvester technology: Presses, bale wagons, wheel loaders and telescopic loaders (July)
- Sowing technology: Sowing machines (August)
- Potato and sugar beet technology (September)
- Forage harvester (September)
- Eurotier (November)
- Outlook for 2027 (December)

### Advertising form

|                                                     | Size<br>(width x height in pixels)                                         | Price   | Pole-Position*                                                   |
|-----------------------------------------------------|----------------------------------------------------------------------------|---------|------------------------------------------------------------------|
| <b>A</b> Image + text                               | 300 characters, 354 x 265 px*                                              | 850 €   | + 185 €                                                          |
| <b>B</b> Advertorial advertisement<br>Image + text* | 650 characters, 615 x 250 px*                                              | 1.150 € |                                                                  |
| <b>C</b> Medium Rectangle*<br>or Large Image*       | 300 x 250 px* oder 615 x 250 px*                                           | 750 €   | * Placement as the first advertisement in the respective mailing |
| Special newsletter*                                 | Placement of an advert A, B, or C in a special newsletter on a focal topic | 1.150 € |                                                                  |
| <b>D</b> Stand-alone newsletter                     | individual                                                                 | 5.900 € |                                                                  |

All prices in Euro excl. VAT

\* Images scale depending on device



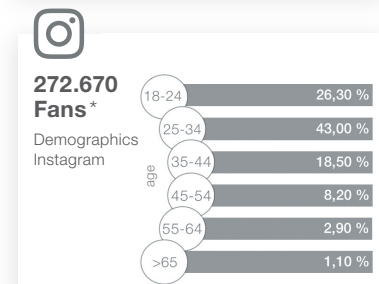
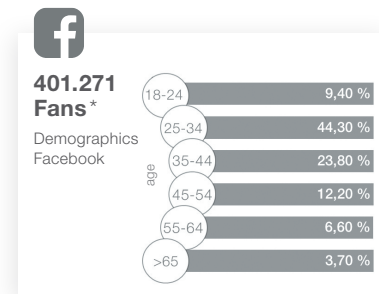
Figures | offers | topics  
[www.lv-mediacentr.de](http://www.lv-mediacentr.de)  
 All about our  
 agricultural brands

## Organic posting

*Tip for effective social media posting!*



*Take advantage of the visibility of our social media channels to directly place your offer within our community.*



| Placement                 | Visibility                                        | Linking                | Fixed price |
|---------------------------|---------------------------------------------------|------------------------|-------------|
| Feed                      | unlimited access                                  | indirectly via the bio | 1.750 €     |
| Story (incl. link button) | 24 hours                                          | directly               |             |
| Story + Feed              | see above                                         | see above              | 2.750 €     |
| Outreach (retargeting)    |                                                   |                        | CMP         |
| AdImpressions             | Also possible in conjunction with an organic post | see above              | 45 €        |

All prices plus VAT., discountable.

\*Source: Facebook, Instagram; reference month 07/2025





## The LV Agrar network

profi is part of the LV Agrar network. We market the digital offerings of **top agrar**, **profi**, **Elite**, **milchkuh**, **HOFDirekt**, **SUS**, **Wochenblatt für Landwirtschaft und Landleben** and **traktortool**.

Take advantage of our flexible reach and target group combinations, tailored to your individual marketing goals. High-quality and transparent data assist you in making informed advertising decisions, while meaningful statistics and reports demonstrate the efficiency of your campaigns.

## Digital outreach



**382.873**

Page impressions profi.de\*



**236.369**

Visits profi.de\*



**154.326**

Users profi.de\*



**20.877**

subscribed newsletters\*



**401.271**

Facebook fans



**272.670**

Instagram fans



**101.000**

Youtube subscribers

\* Reference month 05/2025,  
Sources GA4, Salesforce, measurability  
restricted by GDPR

## Discounts

valid within one year of insertion

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 %

**Discounts based on frequency and quantity scale from the profi print edition will be applied for your banner placement in the same rate.**

## Booking deadline and delivery

Please send the completed data 3 working days before publication to: [onlinevermarktung@lv.de](mailto:onlinevermarktung@lv.de)

## Cancellation

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/](http://www.lv-mediacenter.de/technische-spezifikationen/)

## Terms and conditions for online advertising

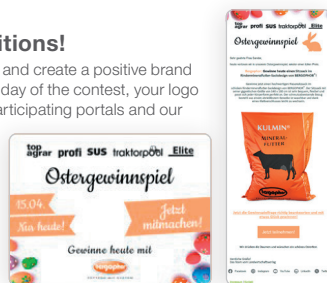
[lv-mediacenter.de/agb/#Werbung](http://lv-mediacenter.de/agb/#Werbung)



## Maximize your reach with our online competitions!

Our online competitions inspire users and create a positive brand perception for your company. On the day of the contest, your logo will be prominently displayed on all participating portals and our social media channels.

We also promote the contest via newsletters, which generates additional traffic. The link to your product website helps participants answer the contest question – this is how we maximize traffic to your product.



## Special Edition

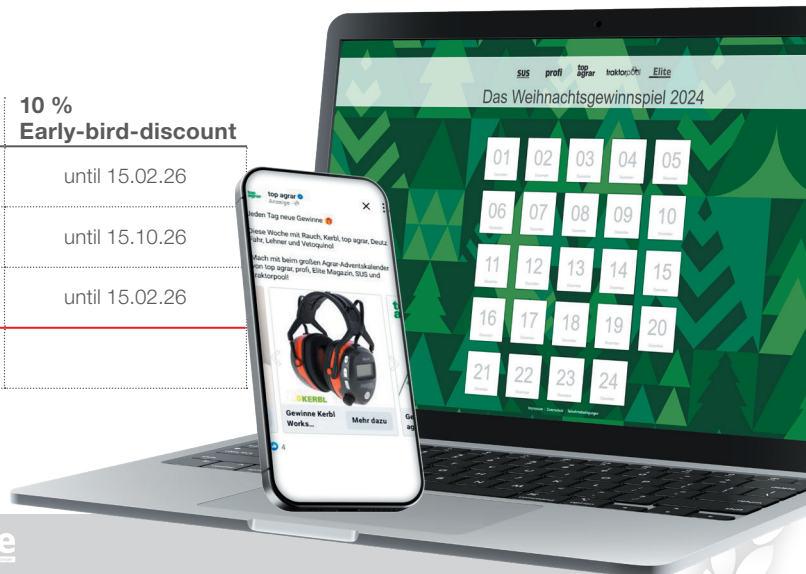
Are you celebrating an anniversary or a special occasion? A custom-branded competition could be just the thing to get your target audience excited and strengthen your brand.

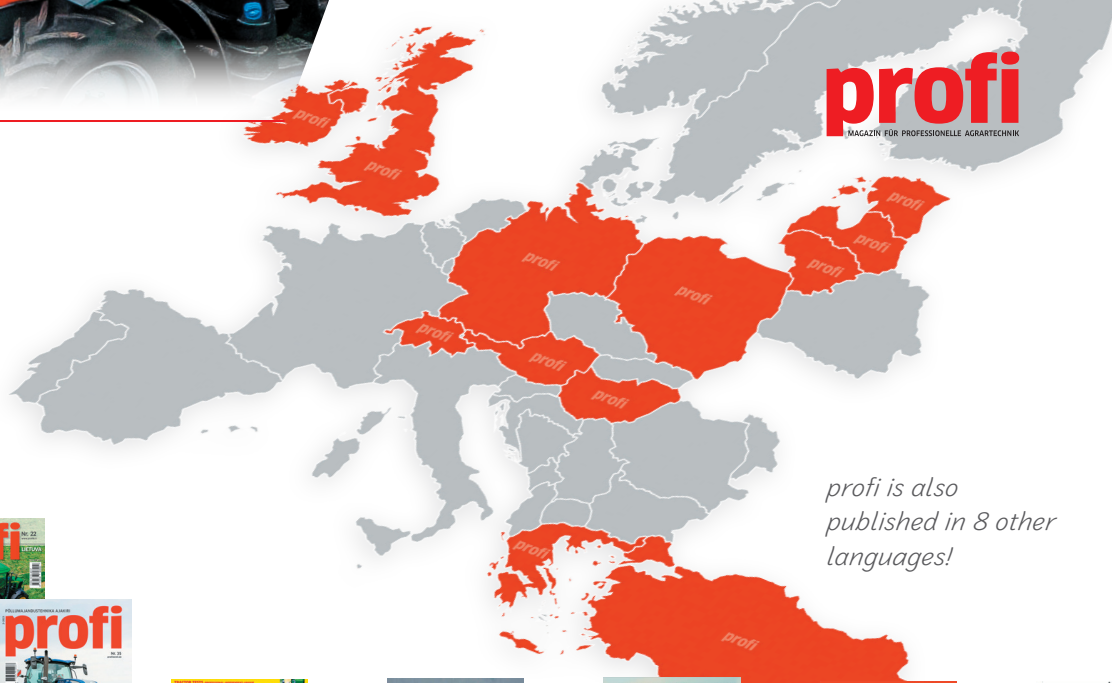
## Best Practice

*Read here to find out how you can make the most of the competition!*

| Campaign                                          | Term                            | Price per competition day | 10 % Early-bird-discount |
|---------------------------------------------------|---------------------------------|---------------------------|--------------------------|
| Competition <b>Easter</b>                         | until 06.04.26                  | 2.900 €                   | until 15.02.26           |
| Competition <b>Christmas</b>                      | 01. – 24.12.26                  | 3.900 €                   | until 15.10.26           |
| Competition combination <b>Easter + Christmas</b> | until 06.04.26 + 01. – 24.12.26 | 4.950 €                   | until 15.02.26           |
| <b>Special edition</b>                            | by arrangement                  | on request                |                          |

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





*profi is also  
published in 8 other  
languages!*



### Estonia, Latvia, Lithuania

www.profilatvija.lv  
Karlis Auza  
Phone: +37 1 2921 21 27  
karlis.auza@profilatvija.lv



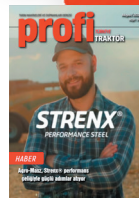
### Great Britain

www.profi.co.uk  
Mark Brazier  
Phone: +44 78 13 67 1484  
mark.brazier@kelsey.co.uk



### Poland

www.profitechnika.pl  
Dr. Josef Pawlak  
Phone: +48 6 1886 29 17  
reklama@profitechnika.pl



### Turkey

www.profitraktor.com.tr  
Melih Apa  
Phone: +90 53 2213 01 93  
melih.apa@apayayincilik.com.tr



### Hungary

www.profi Magazin.hu  
Mátrai Zoltán  
Agrotrend csoport  
Phone: +36 62 0428 3070  
matrai.zoltan@agrotrend.hu



### Greece

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





|                | Publishing office agrar                                                                                                                                                                                                      | Media consultant                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                      |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>NORTH</b>   |  <b>Matthias Woort</b><br>Landwirtschaftsverlag GmbH<br>Hülsebrockstr. 2–8<br>48165 Münster<br>☎ +49 2501/801 37 09<br>matthias.woort@lv.de |  <b>Henri Schwabe</b><br>Landwirtschaftsverlag GmbH<br>Hülsebrockstr. 2–8<br>48165 Münster<br>☎ +49 341/33833 16<br>henri.schwabe@lv.de                                                                                    |  <b>Andreas Castelle</b><br>Landwirtschaftsverlag GmbH<br>Hülsebrockstr. 2–8<br>48165 Münster<br>☎ +49 2501/801 17 12<br>andreas.castelle@v.de<br><i>Regierungsbezirk Weser-Ems</i> |
| <b>CENTRAL</b> |  <b>Tobias Völk</b><br>Jupiterstr. 55<br>55545 Bad Kreuznach<br>☎ +49 671/796 7594<br>mobil: +49 151/72 4330 40<br>tobias.voelk@lv.de       |  <b>Stephanie Beuckmann</b><br>Landwirtschaftsverlag GmbH<br>Hülsebrockstraße 2–8<br>48165 Münster<br>☎ +49 2501/801 37 12<br>stephanie.beuckmann@lv.de                                                                    |  <b>Annalena Peters</b><br>Landwirtschaftsverlag GmbH<br>Hülsebrockstraße 2–8<br>48165 Münster<br>☎ +49 2501/801 18 73<br>annalena.peters@lv.de                                     |
| <b>SOUTH</b>   |  <b>Erwin Bücherl</b><br>Erich-Stegmann-Weg 7<br>82041 Oberhaching<br>☎ +49 89/32 42 27 58<br>erwin.buecherl@gmx.de                         |  <b>Thorsten Meyer</b><br>Oberboihinger Str. 17/2<br>73230 Kirchheim (unter Teck)<br>☎ +49 7021/956 87 38<br>mobil: +49 160/94 80 88 12<br>thorsten.meyer@lv.de<br><i>Baden-Württemberg,<br/>Rheinland-Pfalz, Saarland</i> |  <b>Annalena Peters</b><br>Landwirtschaftsverlag GmbH<br>Hülsebrockstraße 2–8<br>48165 Münster<br>☎ +49 2501/801 18 73<br>annalena.peters@lv.de<br><i>Bavaria</i>                   |

*„We pleased  
to advise you!“*



## Publisher

Ludger Burholt  
Tel.: +49 25 01/801 18 30  
ludger.burholt@lv.de  
Leitung Media Sales  
Gabriele Wittkowski  
☎ +49 25 01/801 17 00  
gabriele.wittkowski@lv.de

## Presales

Marco Oechtering  
☎ +49 2501/801 18 18  
marco.oechtering@lv.de

## After-sales

Rita Hardenberg  
☎ +49 2501/801 16 90  
rita.hardenberg@lv.de

## Offprints

Dennis Elfering  
☎ +49 251/801 17 11  
dennis.elfering@lv.de

**profi**  
online

## Consulting and campaign management

Stefan Ettmann  
☎ +49 2501/801 17 70  
stefan.ettmann@lv.de  
Anna-Lena Hemker  
☎ +49 2501/801 17 10  
anna-lena.hemker@lv.de

|               | Austria                                                                                                                                                                                                                                                           | Netherlands                                                                                                                                    | France                                                                                                                                                                    | other Countries                                                                                                                                                                                                                                                          |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ABROAD</b> |  <b>Ing. René Nöhner</b><br>Sales Manager Austria<br>Unterdombach 14<br>8274 Buch<br>Österreich<br>☎ +43 2236/287 00 12<br>mobil: +43 664/430 26 69<br>rene.noehner@topagrar.at | <b>Andreas Castelle</b><br>Landwirtschaftsverlag GmbH<br>Hülsebrockstr. 2–8<br>48165 Münster<br>☎ +49 2501/801 17 12<br>andreas.castelle@lv.de | <b>Laurent Garrez</b><br>Groupe France Agricole<br>7 Rue Touzet Gaillard<br>93400 Saint-Ouen-sur-Seine<br>Frankreich<br>mobil: +33 680 11 74 56<br>LGA@terre-net-media.fr | <b>Scandinavia</b><br><b>Matthias Woort</b><br><b>Stephanie Beuckmann</b><br><b>Annalena Peters</b><br><br><b>Switzerland, Italy</b><br><b>Erwin Bücherl</b><br><b>Ing. René Nöhner</b><br><b>Thorsten Meyer</b><br><br><b>Belgium, Luxembourg</b><br><b>Tobias Völk</b> |