

SUS

Schweinezucht und Schweinemast



media data 2025

www.susonline.de
www.lv-mediacyenter.de

SUS is the trade medium for the specialized and future-oriented pig production!

SUS offers first-class technical articles from scientists and consultants on the topics of management, production technology and animal health in the sow and fattening barn.

Further topics such as marketing and legislation as well as practice-related developments at home and abroad round off the editorial program and make SUS a valued guide for practitioners.

SUS is also the official organ of the Bundesverband Rind und Schwein e.V. (BRS) and thus the voice for the representation of interests of the entire German pig production.

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Publication: 6 times per year

Year: 37th year, 2025

Copies sold:

6.931 copies (according to IWW, 2nd quarter 2024)

Publication house:

Landwirtschaftsverlag GmbH | Hülsebrockstr. 2–8,

48165 Münster | PO Box: 48084 Münster

Phone: +49 25 01/8 01 0 | Fax: +49 25 01/8 01 53 17

E-Mail: SUSservice@lv.de | www.susonline.de

Chief managing directors:

Dr. Ludger Schulze Pals,

Malte Schwerdtfeger

Editorial office:

Marcus Arden (Editorial management)

Phone: +49 25 01/8 01 64 00 | E-Mail: SUSredaktion@lv.de

Guido Höner (Editor-in-chief)

Phone: +49 25 01/8 01 64 00 | E-Mail: SUSredaktion@lv.de

Matthias Schulze Steinmann (Editor-in-chief)

Phone: +49 25 01/8 01 64 00 | E-Mail: SUSredaktion@lv.de

Publisher:

Ludger Burholt

Phone: +49 25 01/8 01 18 30 | E-Mail: ludger.burholt@lv.de

Managing director LV-Media Sales:

Dr. Peter Wiggers (classified ads)

Phone: +49 25 01/8 01 18 00 | E-Mail: peter.wiggers@lv.de

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:

IWW 2nd quarter 2024

distributed circulation..... 7.457 copies

sold circulation..... 6.931 copies

subscribed circulation..... 6.610 copies



Month	Issue	Publication date	Advertising deadline	Copy deadline*	Focus topic
February	1/2025	07.02.25	17.01.25	27.01.25	Market forecast for 2025: Investing in higher forms of husbandry now?
April	2/2025	04.04.25	14.03.25	24.03.25	Breeding: Trends in final stage genetics, modern sow lines, AI tools
June	3/2025	02.06.25	09.05.25	19.05.25	Feeding: sustainability, feed additives, N/P-reduced feeding, curly tail
August	4/2025	01.08.25	11.07.25	21.07.25	Stable construction: innovative technology for breeding centre, farrowing barn and co.
October	5/2025	06.10.25	12.09.25	22.09.25	Animal health: Hygiene and biosecurity – optimal protection for pigs
December	6/2025	05.12.25	14.11.25	24.11.25	Animal health: Vaccinations keep pigs healthy

*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.

Crossmedia: SUS article placement

Article placement at a preferential price of 1,250 euros. Further information can be found on page 7.

Always the latest information: www.lv-mediacenter.de



Magazine format: 210 x 297 mm (w x h)

Type area: 190 x 270 mm

Column width and number:

Advertising section: 46 mm, 4 columns; text section: 61 mm, 3 columns

Printing process: Web offset (70 screen) Cover: Sheetfed offset

Processing: saddle stitching

Data transmission: E-Mail: barbara.haeder@lv.de (≤ 3 MB), also via FTP on request. Labeling of the dispatch case: customer name/SUS/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! 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 reproduction. You will find the right paper profile at www.lv-mediacenter.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 will be automatically converted to CMYK according to the suitable paper profile into CMYK. This may result in small colour deviations. Complaint claims are excluded.

General terms and conditions

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

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. All prices plus VAT.

Due to tax regulations, we request that you 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 GENODEM11BB



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	€ 4.276	€ 5.348
	2/3 page	horizontal	190 x 178	210 x 193	€ 3.141	€ 3.935	€ 5.211
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 2.765	€ 3.457	€ 4.589
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 2.096	€ 2.628	€ 3.569
CLASSIFIED PAGES*	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: € 4,22 2c/3c per mm, 1-column: € 5,28 4c per mm, 1-column: € 6,98 Example: height in mm by no. of col. by mm price (dep. on colour) e.g. 1/8 page, 4-columns, 4c (32 mm x 4 columns) x 6,98 € = 893,44 € 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				

(All prices in Euro excl. VAT)

Discounts

for advertising within 12 months:

By space

1/2 page	3 %	By insertion	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. Inserts up to 25 g: € 3.590 incl. shipping/handling costs. For higher weights, price on request. Enclosed items from 2,5 mm height incur additional postage costs. For inserts, discount only from of the insert price.

Glued inserts

also CD-ROMs – possible on full-page ads. Glued-on postcards, envelopes with content possible on request.

Bound inserts

Only possible at certain places in the magazine. A binding sample must be submitted before the order is accepted. Technical specifications on request. Magazine circulation plus 2 % allowance.

Prices for bound inserts:

4-page bound-in insert:	€ 9,022
6-page bound-in insert:	€ 13,532
8-page bound-in insert:	€ 18,043

All prices plus VAT.

Inserts, tip-ons and bound inserts are not eligible for discount.

Please be sure to check the technical data for inserts, bound inserts and tip-ons from:

Barbara Häder, Phone: +49 (0) 25 01 / 801 33 60,

E-Mail: barbara.haeder@lv.de. Shipping address for inserts, bound inserts and tip-ons on request.



Ø average usage



SUS readers use an issue on average 3,6 times.

3,6x

Ø average number of readers on the farm

1,9 SUS readers have average 1,9 fellow readers on the farm.



Editorial expertise

(excellent to good)

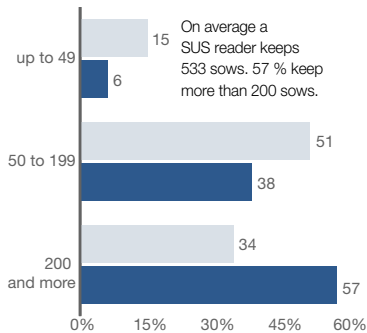


92% of SUS readers rate the editorial competence with excellent to good.

SUS reader structure

Number of sows

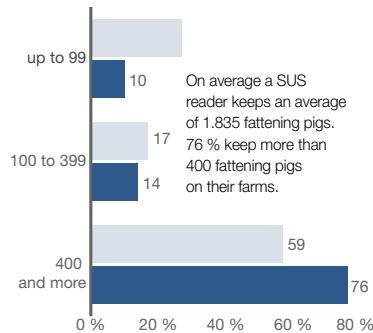
■ base ■ SUS



Ø Average number of sows:
Basis: 353 | SUS: 533

Number of fattening pigs

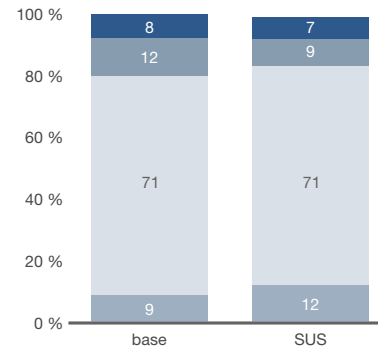
■ base ■ SUS



Ø Average number of fattening pigs:
Basis: 1.019 | SUS: 1.835

Planned farm development of the Pig farms

- Expect to give up agricultural production in the next few years
- Reduce agricultural production in the next few years
- Maintain current level
- Consistently focus on growth



9 % of pig farmers in Germany want to consistently focus on growth. Among the readers of SUS it is 12 %.



From the idea to the realisation!

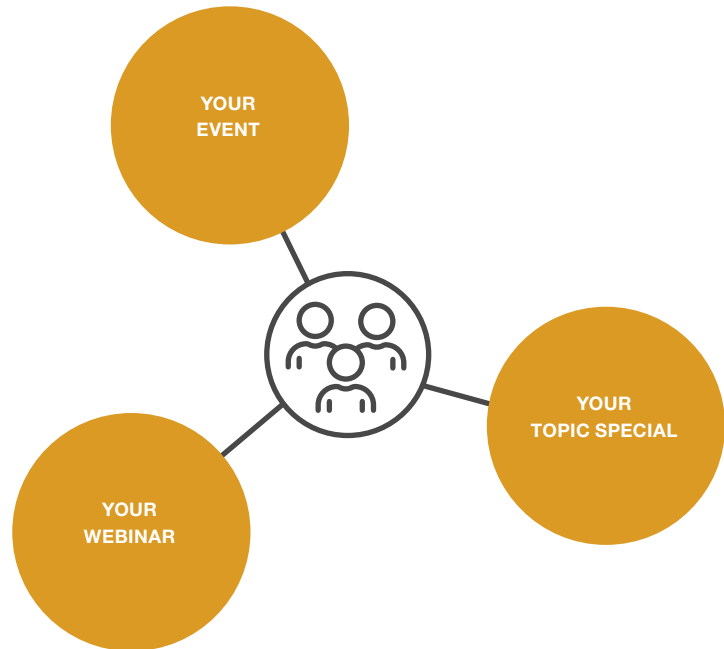
Our media offer a wide range of contact opportunities with your target groups. With the reach of top agrar, SUS and the pig channel, we can support you reach your audience in the best possible way.

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

Whether moderation, webinar, face-to-face event, lead generation, video or competition – talk to us!

Our services:

- We support you with the concept development.
- We develop individual and innovative formats.
- 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:

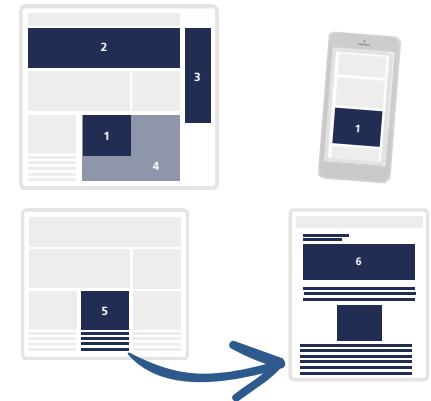
Ludger Burholt

E-Mail: ludger.burholt@lv.de

Phone: +49 25 01/80 11 83 0



Display advertising in the channel pig topagrar.com/schwein	Format (width x height in pixels)	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!					
	Duration of 6 months	€ 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, which we will publish online in the SUS section of topagrar.com and your motifs will appear exclusively for six months in the article. In addition, you receive an AdBundle with 20.000 AdImpressions in the channel pig.

Price: € 1.450¹

With simultaneous ad placement in the print edition in which the article is published: € 1.250¹

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



SUS-Newsletter – Added value for pig farmers

The SUS newsletter is published fortnightly on Thursdays and addresses current topics in pig farming. This newsletter has a distribution list of approx. 21.500 addresses with an average opening rate of 26 %.

top agrar Schwein – Newsletter – Latest News and prices

The top agrar newsletter Schwein is indispensable for the pig business. It is published weekly on Wednesdays and is sent to a distribution list of approx. 17.500 addresses. The average opening rate is 29 %.

Standalone Newsletter

Use our mailing list on your own behalf. Send out a 'stand-alone newsletter' to all registered subscribers. The newsletter is sent on behalf of SUS or top agrar and contains 100% customer content. The customer content is labelled as an advertisement. With a stand-alone newsletter, you can put your products and services exclusively in the spotlight.



Shipping	Newsletter	Profile	A Image + text 300 characters, 354 x 265 px*	B / C Medium Rectangle oder Large Image 300 x 250 px*, 615 x 250 px*	Pole- Position
Wednesdays	top agrar Schwein	Prices, Forecasts, Industry News	€ 685	€ 540	+ € 185
14-daily	SUS Newsletter	Reports and information on Pig farming	€ 750	€ 655	+ € 185
according to by arrangement	top agrar Schwein	Standalone (all contents according to customer requirements)	€ 4.590		
according to by arrangement	SUS Newsletter	Standalone (all contents according to customer requirements)	€ 5.610		

* Scale images

Social media outreach

Extend your advertising campaign into the social media. Your motifs reach the visitors of the websites topagrar.com/schwein and susonline.de.

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



CPM € 45 (Ad Impressions)
Further campaign targets on request

Prices plus VAT



Online discounts*

100.000 Adimpressions	3 %
200.000 Adimpressions	5 %
300.000 Adimpressions	7 %
500.000 Adimpressions	10 %
700.000 Adimpressions	15 %
1.000.000 Adimpressions	20 %

***Print online discount:**

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

Booking deadline / delivery:

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

Cancellation conditions:

Cancellation of the order is possible until 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

Digital Reach Channel Pig

Views

susonline.de and
topagrar.com/Schwein

128.878* (status from: 05/2024)



Users

susonline.de

6.194* (status from: 05/2024)

topagrar.com/schwein

72.451* (status from: 05/2024)



Newsletter-subscribers

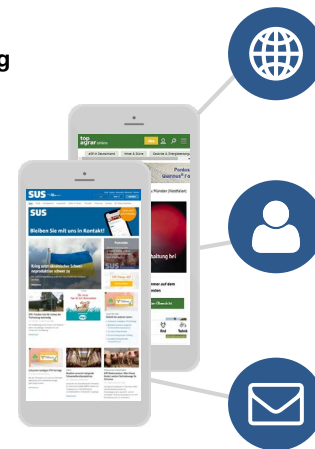
SUS

approx. 22.000 e-mail addresses*

top agrar pig

approx. 17.500 e-mail addresses*

(status from: 05/2024)



*sources: GA4, Salesforce

Partner in the LV network

The online offers of the Landwirtschaftsverlag GmbH are as
IVW-checked as a multi-offer:

10.638.066 page impressions
3.205.647 visits (status from 05/2024)



The monthly updated evaluation can be found here:

<http://ausweisung.ivw-online.de/>

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

Your contact persons for Channel Pig**Consulting and campaign management**

Stefan Ettmann

E-Mail: stefan.ettmann@lv.de

Tel.: +492501/801 1770

Anna-Lena Hemker

E-Mail: anna-lena.hemker@lv.de

Tel.: +492501/801 1710

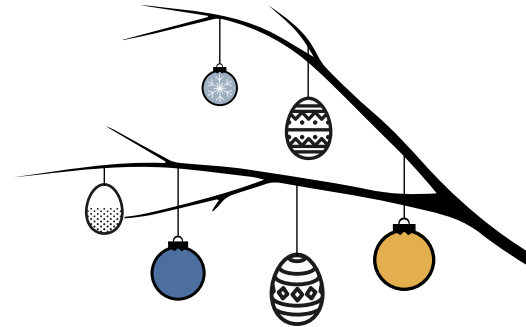


Online competitions

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.

Anna-Lena Hemker
 E-Mail: anna-lena.hemker@lv.de
 Phone: +492501/801 17 10

Julia Beisemann
 E-Mail: julia.beisemann@lv.de
 Phone: +492501/801 34 10



	Publishing office agrar	Media consultant		
North	Matthias Woort at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Germany Phone: +49 25 01/8 01 37 09 matthias.woort@lv.de	Henri Schwabe Windscheidstraße 26 a 04277 Leipzig Germany Phone: +49 341/338 33 16 henri.schwabe@lv.de	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 17 12 andreas.castelle@lv.de Regierungsbezirk Weser-Ems	
Central	Tobias Völk Jupiterstr. 55 55545 Bad Kreuznach Germany Phone: +49 6 71/7 96 75 94 Mobile: +49 1 51/72 43 30 40 tobias.voelk@lv.de	Stephanie Beuckmann at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Germany Phone: +49 25 01/8 01 37 12 stephanie.beuckmann@lv.de	Annalena Peters at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 18 73 annalena.peters@lv.de	Irene Laschke at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 80 41 irene.laschke@lv.de
South	Erwin Bücherl Erich-Stegmann-Weg 7 82041 Oberhaching Germany Phone: +49 89/32 42 27 58 erwin.buecherl@gmx.de	Thorsten Meyer (BW, RLP, Saarland) Oberboihinger Str. 17/2 73230 Kirchheim (unter Teck) Germany Phone: +49 70 21/9 56 87 38 Mobile: +49 1 60/94 80 88 12 thorsten.meyer@lv.de	Annalena Peters (Bavaria) at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 18 73 annalena.peters@lv.de	

Austria	Netherlands	France	Other Countries
Ing. René Nöhrer Verkaufsleiter Österreich Unterdombach 14 8274 Buch Austria Phone: +43 (0) 2236/287 00 12 Mobile: +43 (0) 664/4 30 26 69 rene.noehrer@topagrar.at	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 17 12 andreas.castelle@lv.de	Christophe Lecache Groupe France Agricole 7 Rue Touzet Gaillard 93400 Saint-Ouen-sur-Seine France Mobile: +33 6 02 11 61 37 c.lecache@gfa.fr	Scandinavia Matthias Woort Stephanie Beuckmann Annalena Peters Switzerland, Italy Erwin Bücherl Ing. René Nöhrer Thorsten Meyer Belgium, Luxembourg Tobias Völk

Publisher
 Ludger Burholt
 Phone: +49 25 01/8 01 18 30
 E-Mail: ludger.burholt@lv.de

Product manager
 Dr. Anne Gensch
 Phone: +49 25 01/8 01 18 33
 E-Mail: anne.gensch@lv.de

Advertising marketing
 Birgit Hüsing
 Phone: +49 25 01/8 01 69 61
 E-Mail: birgit.huesing@lv.de

Head media sales
 Gabriele Wittkowski
 Phone: +49 25 01/8 01 17 00
 E-Mail: gabriele.wittkowski@lv.de

Advertisement management
 Barbara Häder
 Phone: +49 25 01/8 01 33 60
 E-Mail: barbara.haeder@lv.de

Online marketing
 Stefan Ettmann
 Phone: +49 25 01/8 01 17 70
 E-Mail: stefan.ettmann@lv.de

