



# 2026 media data

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

*The specialist media for  
specialised and future-oriented  
pig production!*

**SUS**  
Schweinezucht und Schweinemast

Advertisement price list No. 35 valid from issue 1/2026

 Landwirtschaftsverlag



# Key facts

**Publication:** 6 times a year

**Duration:** 38th year 2026

**Copies sold:** 6.585 copies  
(2nd quarter 2025)

**Publication house:**

Landwirtschaftsverlag GmbH

Hülsebrockstr. 2 – 8, 48165 Münster

**Postal address:** 48084 Münster

**Phone:** +49 25 01/80 10

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www.susonline.de

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! 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.



**2nd quarter 2025:**

distributed circulation: 7.125 copies

sold circulation: 6.585 copies

subscribed circulation: 6.254 copies

**SUS** is the specialist medium for specialised and future-oriented pig production!

**SUS** offers first-class specialist articles by scientists and consultants on the topics of farm management, production technology and animal health in sow and fattening barm.

Other topics such as marketing and legislation, as well as practical developments at home and abroad round off the editorial programme and make SUS a valued advisor to practitioners.

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



Landwirtschaftsverlag

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**SUS**  
Schweinezucht und Schweinemast





No.	Month	Publication date	Advertising deadline	Copy deadline	Topics
1	February	06.02.26	16.01.26	26.01.26	How effective is artificial intelligence?
2	April	07.04.26	13.03.26	23.03.26	Feeding
3	June	02.06.26	08.05.26	19.05.26	Breeding
4	August	07.08.26	17.07.26	27.07.26	Animal health
5	October	02.10.26	11.09.26	21.09.26	Stable construction/stable technology for breeding centres, waiting and farrowing stables
6	December	04.12.26	13.11.26	23.11.26	Animal health

Delivery of digitised print documents: If delivery is not made on time, the placement may be changed or the quality impaired. Complaints arising from this are excluded.





	Format	Layout	Type area Width x height in mm	Bleed format (plus 3 mm bleed all around) width x height in mm	Basic price b/w2c/3c4c			
Editorial pages	1/1 page		190 x 270	210 x 297	4.361 €	5.455 €	6.995 €	
	2/3 page	horizontal	190 x 178	210 x 193	3.203 €	4.014 €	5.315 €	
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	2.821 €	3.526 €	4.681 €	
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	2.138 €	2.680 €	3.640 €	
Classified pages	1/2 page	4-column 2-column	190 x 133 94 x 270	<b>Advertisement rates by mm on classified pages:</b>  b/w per mm, 1 column: 4.31 € 2c/3c per mm, 1 column: 5.39 € 4c per mm, 1 column: 7.12 € <b>Example:</b> Height in mm x number of columns x price per mm (depending on colour) e.g. 1/8 page, 4 columns, 4c (32 mm x 4 columns) x 7.12 € = 911.36 € <b>Column widths:</b> 1 column: 46 mm 2 columns: 94 mm 4 columns: 190 mm Other formats are possible in the advertising section.			<b>Discounts</b> for purchases within 12 months: <b>By space</b> 1/2 page: 3% 1 page: 5% 3 pages: 10% 6 pages: 15%  <b>By Insertion</b> 3 advertisements: 3% 6 advertisements: 5% 9 advertisements: 10%	
	1/3 page	4-column	190 x 88					
	1/4 page	4-column 2-column 1-column	190 x 66 94 x 133 46 x 270					
	1/6 page	4-column 2-column	190 x 43 94 x 88					
	1/8 page	4-column 2-column 1-column	190 x 32 94 x 66 46 x 133					
	1/16 page	2-column 1-column	94 x 32 46 x 66					
	1/32 page	1-column	46 x 32					

Figures / offers / topics

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

All about our agricultural brands



## Inserts:

Format up to a maximum of 190 x 280 mm. Insert costs up to 25 g per €3.662 (including shipping/handling costs). For heavier weights, price on request. A binding sample must be submitted to the publisher before the order is accepted. Delivery no later than 10 days before publication (not eligible for discount).

## Bound inserts:

Technical specifications available on request. Delivery in print run quantity plus 2% allowance, folded, 14 days before publication (not eligible for discount). Prices for inserts:

4-page insert: 9.202 €

6-page insert: 13.803 €

8-page insert: 18.404 €

Prices for insert production upon delivery of data on request.

! Please be sure to ask the publisher for the shipping address for inserts, inserts and stickers:  
Tel.: +49 25 01/8 01 33 60





**Magazine format:** 210 x 297 mm (W x H)

**Type area:** 190 x 270 mm, 4 columns

**Column width and number:**

Classified section: 46 mm, 4 columns; Text section: 61 mm, 3 columns

**Printing process:** web offset (70 screen)

**Cover:** sheet offset

**Processing:** saddle stitching

**Data transmission by e-mail:** barbara.haeder@lv.de

(size ≤ 3 MB, please), also by FTP on request.

Labelling of the shipping case: Customer name/sus/

Edition. No responsibility is accepted for the transmission quality of the data.

**File formats:** Print-optimised PDF according to PDF/X-4:2010\_CMYK. For EPS, please convert fonts to paths! 4-colour images with 300 dpi in composite mode (CMYK). Open files only available on request. Proofs are absolutely necessary for optimal color reproduction. 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 will be automatically converted to CMYK according to the suitable paper profile.. This may result in small color 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.

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

## 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. For inserts, cash discount  
only on the insert price.

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 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.



## selected facts

### SUS READER STRUCTURE NUMBER OF PIGS



On average, SUS readers keep 533 sows. 57% keep more than 200 sows.



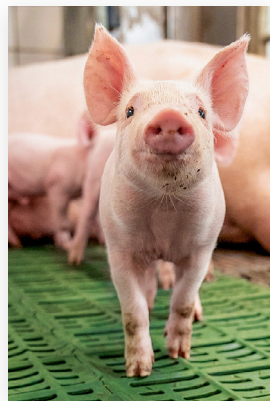
On average, SUS readers keep 1,835 fattening pigs. 76% keep more than 400 fattening pigs on their farms.



■ Basis ■ SUS  
■ sows ■ Fattening pigs

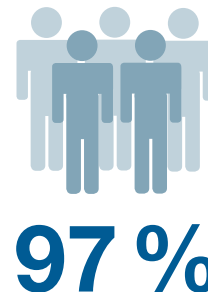
### IN-HAND-TAKING

SUS readers pick up an issue on average 3,6 times.

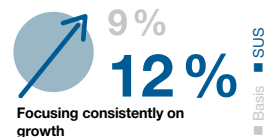
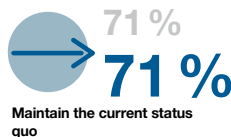


### EDITORIAL EXPERTISE

97% of SUS readers rate the editorial expertise as excellent, very good or good.



### MEDIUM-TERM DEVELOPMENT OF THE FARMS



■ Basis ■ SUS



From concept to implementation



Our media offer a wide range of opportunities to connect with your target groups. With the reach of top agrar, SUS and Channel Schwein, we can help you reach your audience in the best possible way. In addition to traditional advertising campaigns, social media posts and newsletter advertising, there are many formats that can help you pursue your individual marketing goals. Whether moderation, webinar, face-to-face event, lead generation, video or competition – **please contact us!**

## Let's stay in touch

Are you interested in moderation or the development of new face-to-face events and webinars?

**We support** you in concept development.

**We work** with you to develop individual and innovative formats.

**We put together** individual offers for you.

**We plan** together with you.

**We take care** of implementation and reporting.



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

### **Publisher:**

Ludger Burholt  
Tel.: +49 25 01/801 18 30  
ludger.burholt@lv.de

### **Product Manager:**

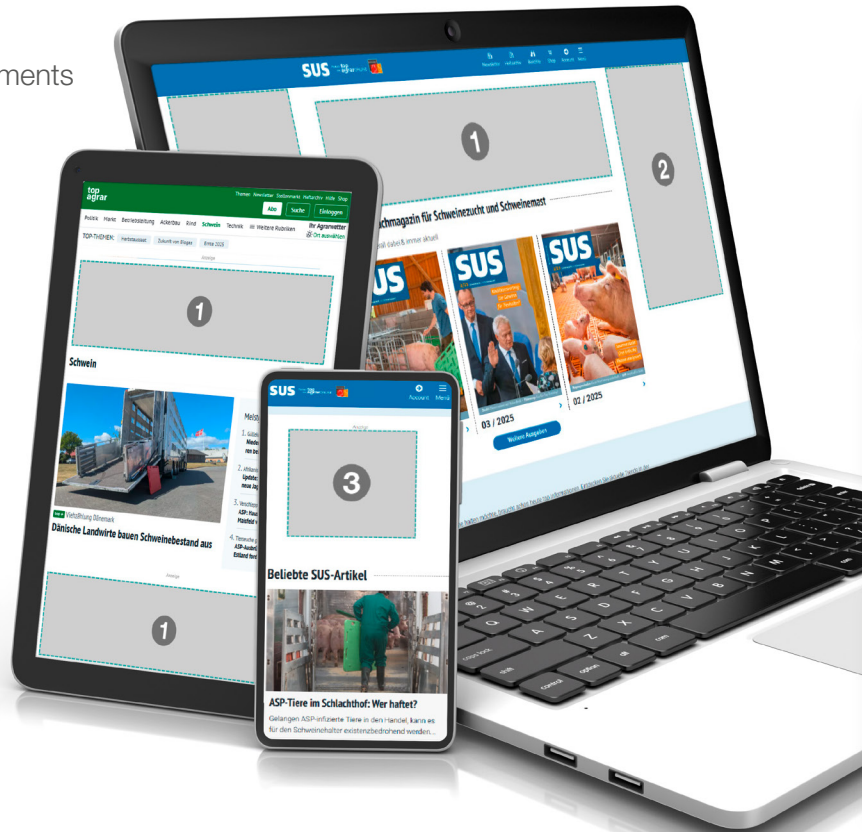
Dr Anne Gensch  
Tel.: +49 25 01/8 01 18 33  
anne.gensch@lv.de





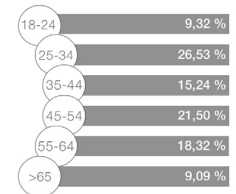
## Website 'Channel Pig'

### Formats and placements

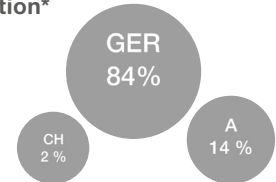


### Demographics

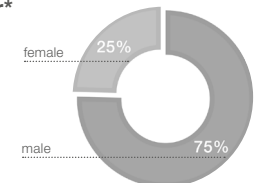
#### Age\*



#### Location\*



#### Gender\*



\*Source: GA4, reference month 05/2025





## Formats and prices

Format	Size (width x height in pixel)	CPM <sup>1</sup>	Visibility mobile
1	Billboard	57 €	
2	HalfPage-AD		X
3	Medium Rectangle		X
1 + 2	Wallpaper	73 €	
1 + 2 + 3	XXL-Bundle	57 €	(X)
3	Video	73 €	X
1 + 2 + 3	Homepage-Takeover	155 €	X

## Article 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.susonline.de](http://www.susonline.de) and [topagrar.com/schwein](http://topagrar.com/schwein) in channel pig.

		Fixed price	
1 + 2 + 3	<b>XXL-Bundle</b> > 20.000 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.

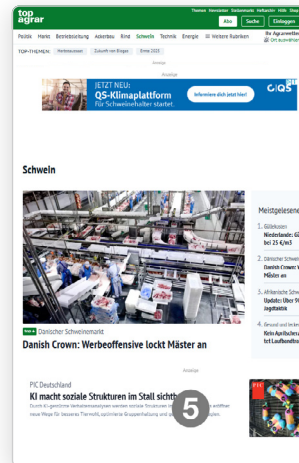
*More than 75% of page views  
come from mobile devices.*

*Please consider this when  
choosing your formats!*





## Native Advertising



*With just one booking, you can publish your content in the editorial style of susonline.de and topagrar.com!*

**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 **native teaser** appears directly in the booked section. The **teaser only** format links directly from there to your landing page. The format **Teaser + advertorial** leads to a content page on susonline.de and topagrar.com/schwein. Here you can present your information in a high-quality editorial environment.

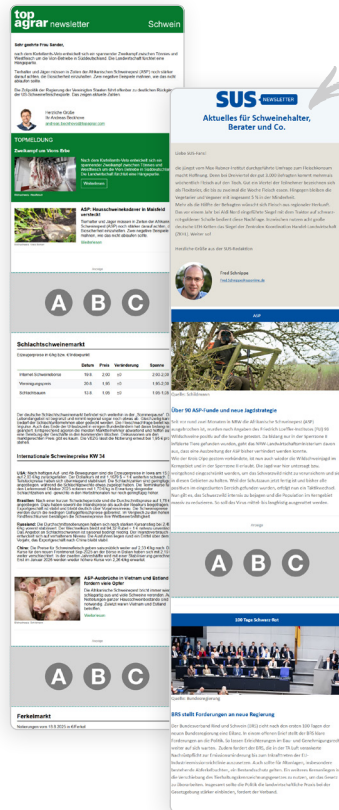
Format		Size (width x height in pixel)	CPM <sup>1</sup> Targeting	Visibility mobile
5	Native-Teaser	Teaser only	109 €	X
5 + 6	Native-AD	Teaser + Advertorial	159 €	X

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

All prices plus VAT

! Further information and options for your advertising campaigns can also be found in the media data of top agrar online.





## Formats and prices

### SUS Newsletter: Added value for pig farmers

The SUS Newsletter is published every fortnight on Thursdays and covers current topics in pig farming. Distribution list approx. 21,000 addresses, average open rate 31%.

### top agrar Pig Newsletter: latest news and prices

The top agrar Pig Newsletter is indispensable for the pig business. It is published weekly on Wednesdays and goes out to a distribution list of approximately 16,900 addresses. The average open rate is 33%.

### Stand-alone newsletter

Use our distribution list for your own purposes. Send 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 marked as an advertisement. With a stand-alone newsletter, you can showcase your products and services exclusively.



Format	Size (width x height in pixel)	Newsletter price		Pole Position*
		SUS	top agrar Schwein	
A Image + text	300 characters, 354 x 265 px*	770 €	700 €	+ 185 €  * Placement as the first advertisement in the respective mailing
B Advertorial advertisement Image + text *	650 characters, 615 x 250 px*	1.055 €	955 €	
C Medium Rectangle* o. Large Image*	300 x 250 px* oder 615 x 250 px*	675 €	560 €	
D Stand-Alone-Newsletter	individual	5.610 €	4.590 €	

Images scale depending on device

All prices in Euro excl. VAT \*





## The LV Agrar network

Channel pig 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 range Channel pig



**98.712**

Page impressions on Channel Pig\*



**80.356**

Visits on Channel Pig\*



**53.712**

Users Channel Pig\*



**16.900**

subscribed newsletters SUS \*



**21.000**

subscribed newsletters top agrar Pig\*\*



**258.301**

Facebook fans on top agrar



**281.000**

Instagram Fans von top agrar



**77.300**

Youtube subscribers on top agrar channel

As of 05/2025, source G4,

\* susonline.de and topagrar.com/schwein,

\*\* Salesforce, counting restricted by GDPR

## Discounts

valid within one year of insertion

100.000 Ad Impressions: 3 %

200.000 Ad Impressions: 5 %

300.000 Ad Impressions: 7 %

500.000 Ad Impressions: 10 %

700.000 Ad Impressions: 15 %

1.000.000 Ad Impressions: 20 %

Discounts based on frequency and quantity scale from the print contracts of top agrar or SUS will be applied for your banner placement in the same rate.

## Booking deadline and delivery

Please send the finished 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

[Newsletter](#)

[Terms and conditions for online advertising](#)

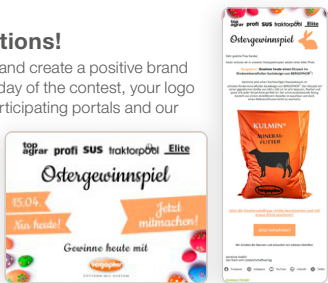




Maximize your reach  
with our online competitions!

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

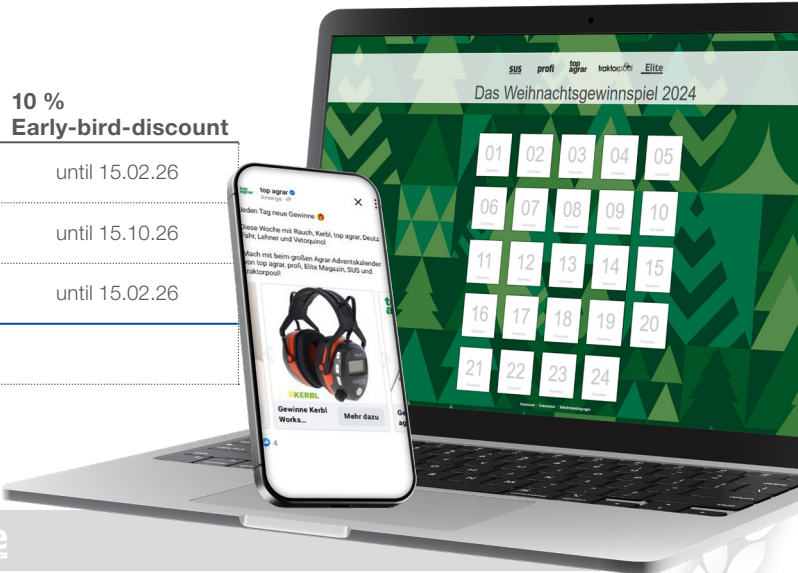
Are you celebrating an anniversary or a special occasion? A custom-branded competition could be just the thing to get your target audience excited and strengthen your brand.

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





	Publishing office agrar	Media consultant		
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