

# top agrar ONLINE



# media data 2025

With top agrar online, we pursue the goal of being the leading digital platform for agriculture and the agricultural sector. Our commitment is first and foremost to farm managers and all people working in the agricultural and food sector.

top agrar online stands for independent and objective reporting. We aim to provide farmers and professionals in the agricultural sector with relevant, up-to-date and comprehensive information to help them meet the challenges of their daily work and the realisation of their business goals.

We support our advertisers by helping them reach their target groups, strengthening their brand and creating new business opportunities. We understand the challenges and chances facing the agricultural industry and work closely with our clients to develop customised advertising solutions that meet their specific needs and add value. Our goal is to build a long-term, trusting partnership with our advertisers.

## Partner in the LV network









The online services of Landwirtschaftsverlag GmbH are verified by Multi-Angebot iwv:  
10.638.066 page impressions  
3.205.647 visits (date: 05/2024)



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

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

## Digital readership top agrar online

	<b>2.981.727</b> Page Impressions topagrar.com* 05.2024
	<b>1.309.980</b> Online Visits topagrar.com 05.2024*
	<b>813.594</b> Unique User topagrar.com* 05.2024
	<b>181.789</b> Newsletter subscriptions
	<b>258.976</b> Facebook fans 05.2024
	<b>280.000</b> Instagram follower 05.2024
	<b>75.800</b> Youtube subscribers 05.2024
	<b>13.235</b> X-Follower 05.2024

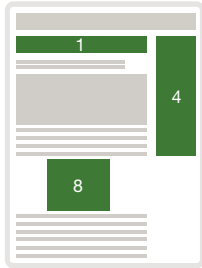


\*Source: GA4, Salesforce

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## top agrar-article placement

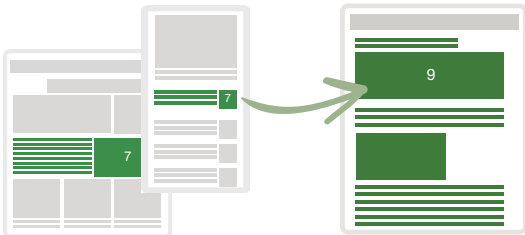


With an article placement you can place your advertising in a thematically appropriate article. To do this, you select the desired editorial top agrar article and your advertising will appear for six months in this online article. In addition, you receive 20.000 ad impressions on

Online only	Combined with a print ad
1.450 €	1.250 €

All prices plus VAT.

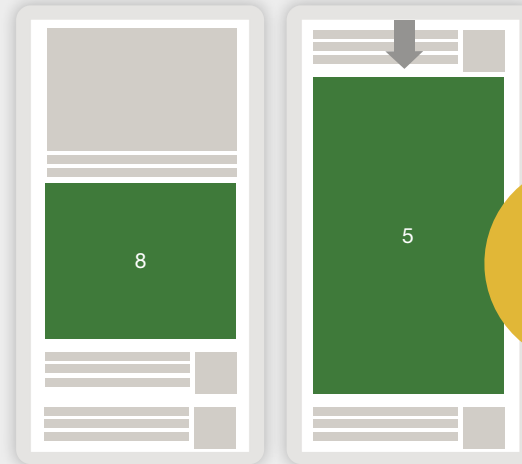
## Online advertorial /Native advertising



Publish your content in the editorial appearance of top agrar online. A contribution teaser appears directly in the booked category (7). This teaser is linked to a contribution page on (9) top agrar online. Take

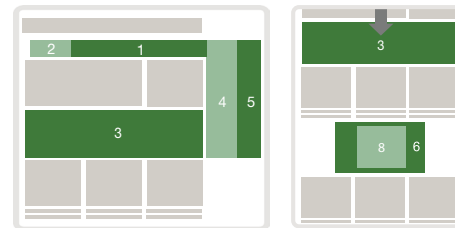
advantage of this exciting opportunity to a present your product in a high-quality editorial environment. **CPM: 155 € / 70 €**  
All prices excl. VAT

## Placements smartphone



Approx. 70 % of page views mobile!

## Placements Desktop / PC



Display advertising top agrar ONLINE CPM*		Format (width x height in pixels)	Run of Site	Targeting (see page 05)	Visibility	
					Mobile	Desktop
<b>1</b>	Leaderboard	728 x 90 px	€ 30	€ 55		X
<b>1 + 2</b>	Large Leaderboard	970 x 90 px				X
<b>3</b>	Billboard	970 x 250 px				X
<b>5</b>	HalfPage-AD	300 x 600 px			X	X
<b>1, 4 + 5, 8</b>	AdBundle	728 x 90 px, 300 x 600 px max., 300 x 250 px			(X)	X
<b>1, 2, 4, 5</b>	HockeyStick / Wallpaper	970 x 90 px max. + 300 x 600 px max.	€ 40	€ 70		X
<b>8</b>	Medium Rectangle	300 x 250 px			X	X
<b>3, 4 + 5, 8</b>	XXL-Bundle	970 x 250 px, 300 x 600 px, 300 x 250 px			(X)	X
<b>6</b>	Video 16:9, skaliert	Video (YouTube)			X	X
<b>7, 9</b>	Native-Ad	Online Advertorial	€ 70	€ 155	X	X
<b>1, 2, 3, 4, 5, 6, 8</b>	Homepage-Takeover	see above	–	€ 155	X	X
<b>Social media reach</b>						
		1.080 x 1.080 px & 1.080 x 1.920 px		45	X	(X)
<b>Article placement EXKLUSIVE!</b>				<b>Fixed price</b>		
	Duration according to availability		–	€ 1.450 / € 1.250	X	X

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

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



## Tailor-made target group approach on topagrار.com

topagrار.com and its partner portals offer tailor-made target group environments for your campaigns.

With just one booking, you can reach your customers specifically on topagrار.com or directly on other suitable agricultural websites as well

[www.susonline.de](http://www.susonline.de)

[www.profi.de](http://www.profi.de)

[www.elite-magazin.de](http://www.elite-magazin.de)

[www.wochenblatt.com](http://www.wochenblatt.com)

[www.hofdirekt.de](http://www.hofdirekt.de)

[www.traktorpool.de](http://www.traktorpool.de)

of the Landwirtschaftsverlag.

## Through GEO targeting to regional containment

With GEO-Targeting, ads can be targeted to users in specific geographical regions. This offers advantages such as more precise targeting and higher conversion rates, a more efficient use of budget and the possibility to deliver regionally adapted ads.

**We would be pleased to talk to you about other customised targeting options, including content-based banner delivery. We look forward to getting in touch with you.**

### Selection from the target group environments:



**Arable farming**  
(maize, rape, market, etc.)



**Technics**



**Pig**  
(breeding, fattening,  
husbandry etc.)



**Cattle**  
(dairy cattle husbandry,  
calf husbandry etc.)



**Energy**  
(biogas, wind power, solar)



**Other target group**  
environments upon request

HOF direkt

profi

Wochenblatt

traktorpool

SUS

Elite



The **top agrar Newsletter-Family** serves the various interests of farmers with regular mailings. Twice a week there is a general news overview. In addition, there are specialist newsletters on agriculture, plant protection, animal husbandry and energy. On given occasions the editorial team sends out breaking news when the occasion arises. Subscribers are able to compose the desired mix individually.



### Stand-alone newsletter

Use the distribution lists of top agrar newsletter for an exclusive mailing. A **stand-alone newsletter** ensures maximum attention. The number of possible mailings is limited. Please secure your preferred date early.

### Price list stand-alone Newsletter

	D	Distribution list and E-Mail addresses	Price
Distribution	News	48.000	€ 11.490
	Ackerbau	19.500	€ 7.590
	Pflanzenschutz	19.000	€ 7.590
	Schwein	17.500	€ 4.590
	Rind	19.000	€ 4.950
	Energie	29.500	€ 2.990
	Austria	10.000	€ 2.490
	Südextra	13.000	€ 2.990
	SUS	21.500	€ 5.610

All prices excl. VAT



date of dispatch	newsletter	profile	A	B/C	Pole position Your ad is placed first
			Image and text	Medium Rectangle or Large Image	
			300 characters, 354 x 265 px*	300 x 250 px*, 615 x 250 px*	
Monday and Thursday	top agrar News	A news update on current events in politics and the agri business (48.000 mail addresses, opening rate unique 30 %).	€ 975	€ 805	+ € 185
Tuesday	top agrar Ackerbau	Update on wheat, cereals, fertiliser and rapeseed prices, stock exchange and market information (19.500 mail addresses, opening rate unique approx. 33 %).	€ 740	€ 625	
	top agrar Perspektiven	Newsletter for future issues in agriculture and food (2.500 mail addresses, opening rate unique approx. 40 %). Dispatch: bi-weekly	€ 325	€ 275	
Wednesday	top agrar Pflanzenschutzempfehlungen	Reserved to registered top agrar subscribers (19.000 mail addresses, opening rate unique approx. 30 %). Mailings during the vegetation period March-October	€ 740	€ 625	
	top agrar Rind + Milch	Prices, forecasts, industry news (19.000 mail addresses, opening rate unique approx. 28 %).	€ 685	€ 540	
	top agrar Schwein	Prices, forecasts, industry news (17.500 mail addresses, opening rate unique approx. 28 %).	€ 685	€ 540	
1st Friday of the month	top agrar Energie	News update on wind, solar power, photovoltaics, biogas etc. (29.500 mail addresses, opening rate unique approx. 28 %).	€ 655	€ 545	
14-daily	SUS Newsletter	Reports and information about pig farming (Verteiler: ca. 21.500 Mailadressen, Öffnungsrate unique ca. 26%).	€ 750	€ 655	
Friday	top agrar südextra	News update for Bavaria and Baden-Württemberg (13.000 mail addresses, opening rate unique approx. 30 %).	€ 355	€ 305	
	top agrar Austria	A news update for Austria (10.000 mail addresses, opening rate unique 29 %).	€ 355	€ 305	
Any time	News flash	News flashes by the editors inform of important and newsworthy items (48.000 addresses, opening rate unique approx. 34 %).	€ 1.185		Exclusive placement, only one ad per mailing

\*pictures scale

All prices excl. VAT



## Crossmedia@Compact – The best of both worlds

With a placement in the top agrar print edition and on [www.topagrar.com](http://www.topagrar.com) you benefit from the high reach of top agrar. You reach your users on several channels and thus strengthen brand recall and commitment.

The cross-media offer offers considerable savings compared to individual bookings. This means: efficient use of your advertising budget through targeted placement in the media that suit your target group.

**Little effort – great effect.**

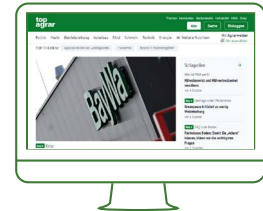
well suited  
for small  
and medium  
budgets

Placements print und online	Size / Colour	Duration	Price
Special programme cattle, Agri Business Compact and <a href="http://topagrar.com/Rind">topagrar.com/Rind</a>	3 x 46 x 20 mm, 4c and AdBundle <sup>3</sup> with 30.000 AdImpressions	3 issues, 3 months <sup>2</sup>	€ 536 / month <sup>2</sup> > € 900 saving <sup>1</sup>
Special programme pig, Agri Business Compact and <a href="http://topagrar.com/Schwein">topagrar.com/Schwein</a>	3 x 46 x 20 mm, 4c and AdBundle <sup>3</sup> with 30.000 AdImpressions	3 issues, 3 months	€ 508,50 / month <sup>2</sup> > € 690 saving <sup>1</sup>
Basic programm Agri Business Compact and <a href="http://topagrar.com">topagrar.com</a> Run of Site	3 x 46 x 20 mm, 4c and AdBundle <sup>3</sup> with 60.000 AdImpressions	3 issues, 3 months <sup>2</sup>	€ 658 / month <sup>2</sup> > € 1.000 saving <sup>1</sup>

<sup>1</sup> Price advantage compared to single booking

<sup>2</sup> Minimum booking period three months, starting with the publication date of the first booked print edition, all prices plus VAT, no discounts, 15% agency commission.

<sup>3</sup> AdBundle consisting of Medium Rectangle 300 x 250 px, HalfPage-Ad 300 x 600 px, Leaderboard 728 x 90 px



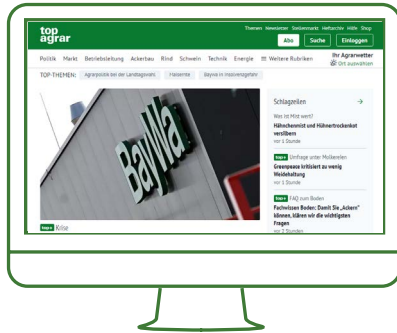
### Start your cross-media campaign

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Nicolas Ruß  
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## 5 reasons to book a survey on topagrar.com:

- 1. Target group relevance:** You reach a specific target group of farmers, agricultural companies and industry experts.
- 2. Access to a specialised audience:** Valuable feedback from people with knowledge and experience in the industry.
- 3. Reach and visibility:** Surveys on topagrar.com increase the visibility of your brand or company.
- 4. Credibility and trust:** You benefit from the brand awareness of an important industry medium.
- 5. Interaction:** Conducting a survey on topagrar.com generates valuable leads for your company

Placement		Duration	Price
topagrar.com	Set-up fee + the first 100 participants	Pop-up on the homepage max. three days, total duration max. one week	€ 1.500 <sup>1</sup>
	Budget / Set number <sup>2</sup>		€ 5 <sup>1</sup> for each additional participant

<sup>1</sup> No discounts, 15 % Agency commission

<sup>2</sup> If the target number of participations is not reached within the booked term, the actual number of participations achieved is calculated. The figures from the survey software used apply

### We will be pleased to advise you!

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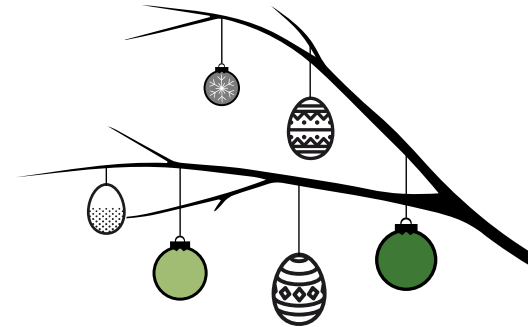


## Maximize your reach with our online competitions!

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

### Get started now!

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

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Julia Beisemann  
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 E-Mail: julia.beisemann@lv.de



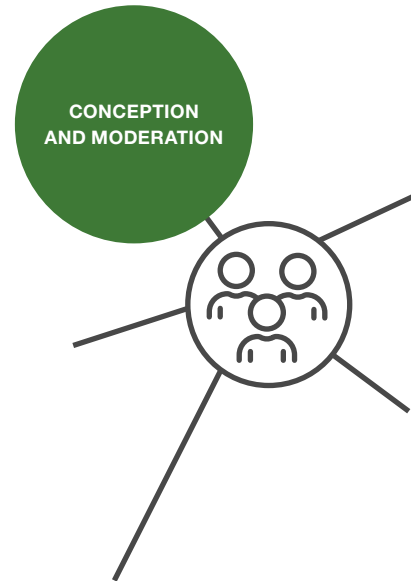
**top agrar** offers you a wide range of contact opportunities with your target groups. With the reach of top agrar and top agrar online, we can support you in reaching your audience in the best possible way.

In addition to classic advertising campaigns in print & online, social media posts or newsletter advertising, there are many other formats in presence and digital formats that can help you pursue your individual marketing goals.

Whether agriculture in dialogue, politics meets practice, top agrar talk, specialist webinars or expert moderations ...

The top agrar chief and specialist editors support you with the conception of your event and take over the moderation.

- We provide high-calibre speakers and panellists.
- We support you with the entire organisation of your event.
- We stream live and create video recordings.
- On request, we produce with our professional team in our own studio with green screen technology.
- We take care of the promotion and reporting of the events.



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

**Contact:**

Jens Winkelkötter

Phone: +49 2501 / 801-1850

E-Mail: [jens.winkelkoetter@lv.de](mailto:jens.winkelkoetter@lv.de)



**Campaign management**

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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 %

**Minimum order volume:** 350 €

**Technical specifications / GTC:**

[www.lv-mediacycenter.de/technische-spezifikationen](http://www.lv-mediacycenter.de/technische-spezifikationen)  
[www.lv-mediacycenter.de/agb](http://www.lv-mediacycenter.de/agb)

**Closing date for orders and advertisement**

**copy deadline:** Please send the finished files no later than three days prior to publication to: [onlinevermarktung@lv.de](mailto:onlinevermarktung@lv.de)

**\*Print-online discount**

Discount rates by insertion and space as offered for the printed copy also apply for your banner advertising. Vice versa online advertising is not discountable on advertising in the printed copies.

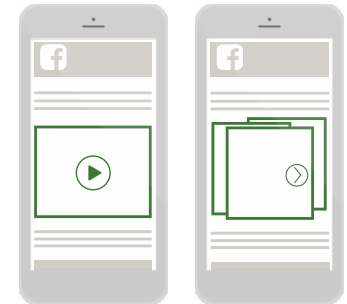
**Cancellation**

Orders can be cancelled up to 4 weeks before the date of publication or start of the campaign. In case of a later cancellation we charge 50% of the order value.

**social media reach**

Book your online campaign (Picture, video, carousel display) also on facebook and Instagram.

We place your motifs to users who have previously visited the top agrar Online website. This is how you reach target groups who are very likely to interact with your brand.

**Bank details:**

**Volksbank im Münsterland eG**  
**IBAN:** DE78403619061004031300  
**BIC:** GENODEM11BB  
**USt.-Ident-Nr.:** DE126042224

**Payment terms:**

3 % discount for advance payment and direct debit,  
2 % discount 14 days from date of invoice,  
Net 30 days from date of invoice.

**CPM 45 € (AdImpressions)**

**Further campaign targets on request**

All prices excl. VAT



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Austria	Netherlands	France	Other countries
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### We will gladly advise you

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