

2026 media data

www.lv-mediacentr.de

*top agrar online –
Agricultural expertise
with vision.*

**top
agrar** online

advertisement price list | No. 10 | valid from 01.01.2026

 Landwirtschaftsverlag

PHOTO: GETTY IMAGES / PHOTON CHOTIKULSUANG



Key facts

At **top agrar online**, our goal is to be the leading digital platform for agriculture and the agricultural sector. Our commitment is first and foremost to agricultural managers and all those people working in the agricultural and food industry.

top agrar online stands for independent and objective reporting. We strive to provide farmers and professionals in the agricultural industry with relevant, up-to-date, and comprehensive information that helps them meet the challenges of their daily work and achieve their business goals.

We support our advertising customers by helping them reach their target groups, strengthen their brand, and open up new business opportunities. We understand the challenges and opportunities facing the agricultural industry and work closely with our customers to develop customized advertising solutions that meet their specific requirements and create added value. Our goal is to build long-term, trusting partnerships with our advertising customers.

top agrar – We are agriculture!

top agrar is part of the **LV-Agrar network**. We market the digital offerings of **top agrar**, **profi**, **milchkuh**, **Elite**, **SUS**, **Wochenblatt**, and **traktorpool**.

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

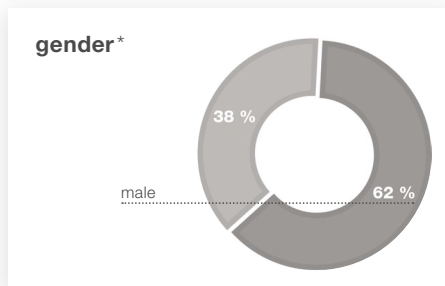
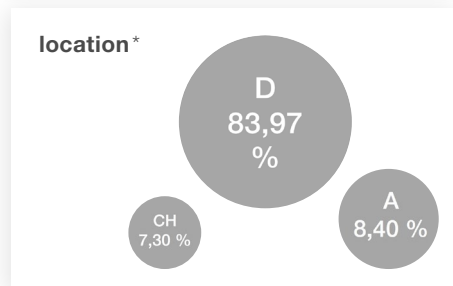
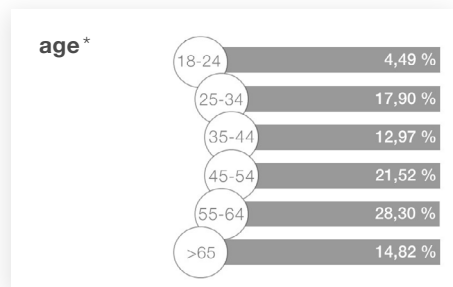


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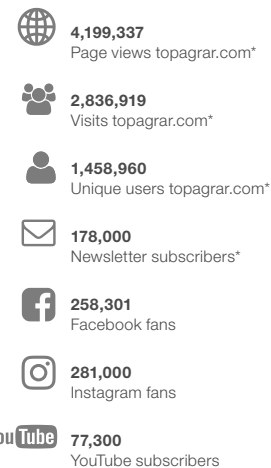
**top
agrar** online

demographics



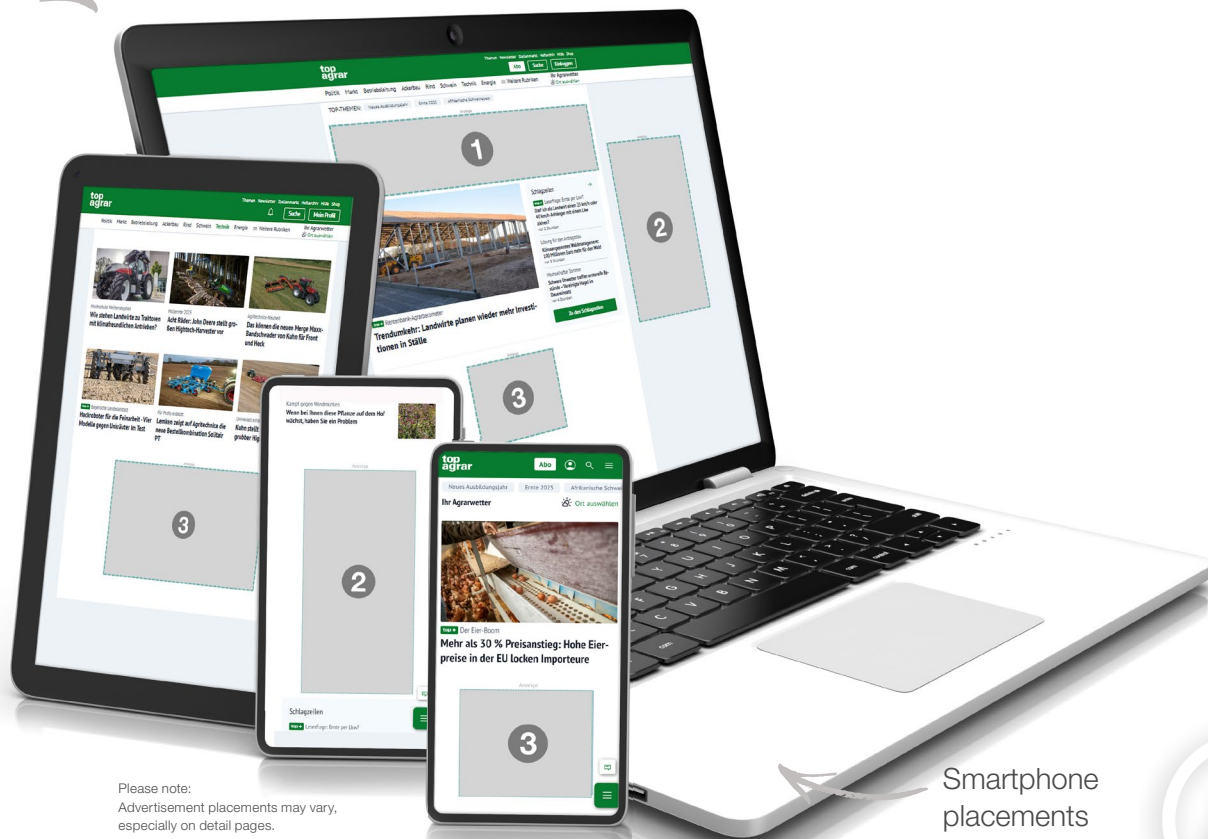
* Source: GA4, reference month 05/2025

digital reach



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





Please note:
Advertisement placements may vary,
especially on detail pages.

Smartphone placements



Formats and prices

Format		Size (Width x Height in pixels)	CPM Run of Site	CPM Targeting ¹	Visi- bility mobile
1	Billboard	970 x 250 px max.	32 €	57 €	X
2	HalfPage-AD	300 x 600 px max.			
3	Medium Rectangle	300 x 250 px			
1 + 2	Wallpaper	970 x 250 + 300 x 600 px max.	43 €	73 €	X
1 + 2 + 3	XXL bundle	970 x 250 px + 300 x 250 px + 300 x 600 px	32 €	57 €	(X)
3	Video	Video 16:9, scaled	43 €	73 €	X
1 + 2 + 3	Homepage takeover	see above		155 €	X

Beitragsplatzierung

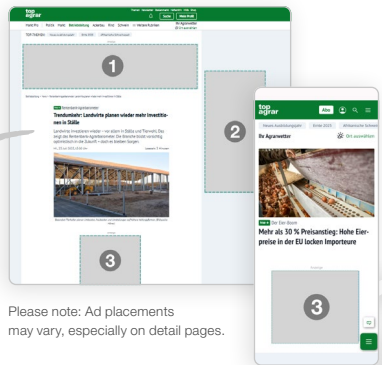
Ad placement allows you to display your advertising in a thematically appropriate context. You select the desired top agrar editorial article and your advertisement will appear in this online article for six months. In addition, you will receive 20,000 ad impressions on topagrar.com.

			fixed price	
1 + 2 + 3	XXL-Bundle > 20.000 AdImpressions	970 x 250 px + 300 x 250 px + 300 x 600 px	1.450 €	(X)

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

Around 80% of page views are made via mobile devices. Please take this into account when choosing your formats.

¹ Select the appropriate target group environment for your booking: Targeting options Page 7.



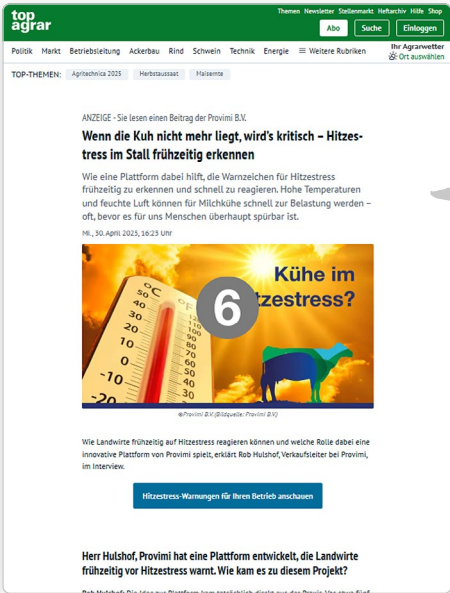
Please note: Ad placements may vary, especially on detail pages.



Native advertising



Please note: Ad placements may vary, especially on detail pages.



Publish your content in the editorial style of top agrar online!

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

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

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

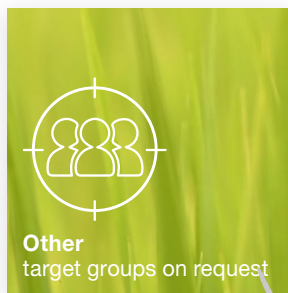
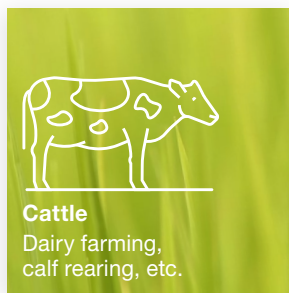
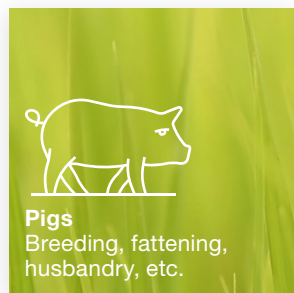
Format		Size <small>(width x height in pixels)</small>	CPM Run of Site	CPM Targeting	Visibility <small>mobile</small>
5	Native-Teaser	Teaser only	53 €	109 €	X
5 + 6	Native-AD	Teaser + Advertorial	73 €	159 €	X

* Price applies to cross-media campaigns and direct bookings. Other special formats available on request.
1 Select the appropriate target group environment for your booking: Targeting options Page 7

All prices exclude VAT.



target group environments



Tailored target group approach on topagrar.com

topagrar.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 topagrar.com or directly on other relevant agricultural websites

www.susonline.de

www.profi.de

www.elite-magazin.de

www.wochenblatt.com

www.hofdirekt.de

www.traktorpool.de

published by Landwirtschaftsverlag.

GEO targeting for regional restriction

GEO targeting allows ads to be displayed specifically to users in certain geographical regions.

This offers advantages such as more precise targeting and higher conversion rates, more efficient use of budget, and the ability to deliver regionally customized ads.

We look forward to discuss further customized targeting options including content-based banner delivery with you.

*We look forward to hearing
from you!*

HOF direkt
HOFFMANN & CO. GMBH

profi
PROFI-MAGAZIN

Wochenblatt
für Landwirtschaft und Landleben

traktorpool
TRAKTORPOOL GMBH

SUS
SUS-ONLINE

Elite
ELITE-MAGAZIN

Our newsletters cater to the various interests of farmers with regular mailings.

Category “General”

News

Twice a week, a comprehensive overview of politics, markets, technology, and animal husbandry – the basic format for all readers.

SÜD extra

Weekly regional edition for Bavaria and Baden-Württemberg with news on politics, markets, field day dates, and technology.

Austria

Weekly newsletter for the Austrian market with a focus on national agricultural policy, prices and practical reports.

Category “Thematic”

Arable farming (Tuesdays)

Current stock market prices, price forecasts, and cultivation tips.

Cattle + milk (Wednesdays)

Management, feeding, breeding trends, and milk and meat prices.

Pigs (Wednesdays)

Market prices, health, stable technology.

Poultry

Production, feed, egg and poultry meat markets.

Outlook

Strategy, diversification, agricultural trends and start-ups

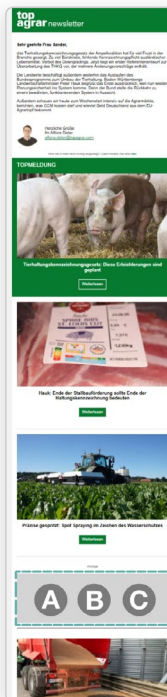
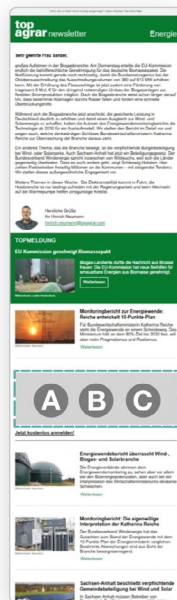
Energy (Fridays)

News and best practice examples for biogas, photovoltaics and heating concepts

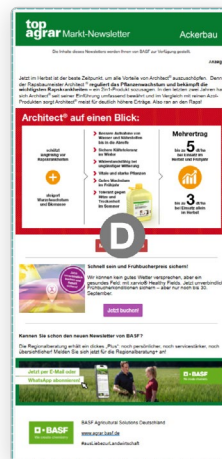


Example
Energy newsletter

Example
Newsletter on Arable farming



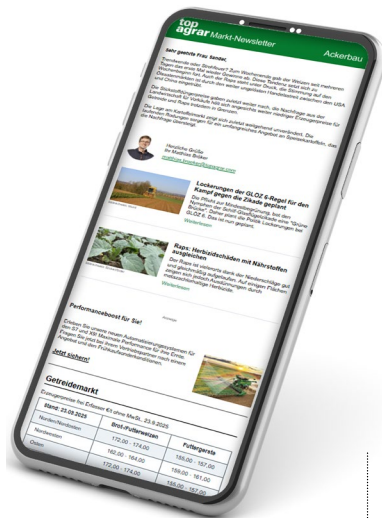
Example
Newsletter News



Example
Stand-alone newsletter
Arable farming

Place your ads in the appropriate environment or book a distribution list for a stand-alone mailing.

Distribution list
general and regional



*top agrar Newsletter - precise
target group addressing for
your agricultural topics*

Newsletter	Profile	Shipping	A Image + text 300 characters, 354 x 265 px*	B new Advertorial Advertisement Image + text* 650 characters, 615 x 250 px	C Medium Rectangle or Large Image 300 x 250 px*, 615 x 250 px	Pole- position* *Placement as the first advertisement in the respective mailing
top agrar News The latest news overview for politics and agribusiness	Distribution list: approx. 47,000 email addresses, Open rate: unique 33 %	Monday, Thursday	995 €	1.395 €	820 €	+ 185 €
top agrar Breaking news The editorial team provides breaking news at short notice on topics of the utmost relevance.		as required		1.895 €		Exclusive placement! Only one advertisement per mailing
top agrar Austria The latest news overview for Austria	Distribution list: approx. 10,000 email addresses, Open rate: unique 29 %					
top agrar SÜDextra The latest news overview for Bavaria and Baden-Württemberg	Distribution list: approx. 12,750 email addresses, Open rate: unique approx. 30 %	Friday	365 €	495 €	325 €	+ 185 €

* Images scale depending on the device.

All prices in € plus VAT.

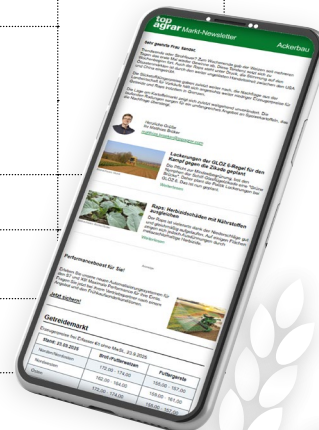
Distribution list by topic

Newsletter	Profile	Shipping	A image + text 300 characters, 354 x 265 px*	B Advertorial Advertise- ment image + text* 650 characters, 615 x 250 px	C Medium Rectangle or Large Image 300 x 250 px*, 615 x 250 px	Pole- Position* *Placement as the first advertisement in the respective mailing
top agrar Arable farming Current price, stock exchange and market information on wheat, grain, fertiliser and rapeseed markets	Distribution list: approx. 19,400 email addresses, Open rate: unique approx. 34 %	Tuesday	760 €	1.035 €	650 €	
top agrar Perspectives Trends, start-ups and innovations from the world of agriculture	Distribution list: 3,800 email addresses, Open rate: unique approx. 38 %	Tuesday Every fortnight	355 €	495 €	305 €	
top agrar Plant Protection¹ Exclusive, regional and independent tips for all important arable crops	Distribution list: approx. 18,400 email addresses, Open rate: unique approx. 30 %	Wednesday	760 €	1.035 €	650 €	+ 185 €
top agrar Cattle + Milk Prices, forecasts, industry news	Distribution list: approx. 16,900 email addresses, Open rate: unique approx. 33 %	Wednesday	700 €	955 €	560 €	
top agrar Pig Prices, forecasts, industry news	Distribution list: approx. 18,500 email addresses, Open rate: unique approx. 30 %	Wednesday	700 €	955 €	560 €	
SUS-Newsletter Reports and information on pig farming new	Distribution list: approx. 21,900 email addresses, Open rate: unique approx. 31 %	Thursday Every fortnight	770 €	1.055 €	675 €	
top agrar Poultry Prices, forecasts, industry news	Distribution list: approx. 4,200 email addresses, Open rate: unique approx. 50 %	Thursday Every fortnight	355 €	495 €	305 €	
top agrar Energy News overview on wind energy, solar energy, photovoltaics, biogas and much more	Distribution list: approx. 28,200 email addresses, Open rate: unique approx. 30 %	Friday	665 €	915 €	555 €	

¹ only during the growing season from March to October

* Images scale depending on the device

All prices in € plus VAT.



Stand-alone



A stand-alone newsletter ensures you maximum attention!



Stand-alone-Newsletter	distribution list approx. email addresses	Price
top agrar News	47.000	11.490 €
top agrar Energy	28.200	2.990 €
top agrar Arable Farming	19.400	7.790 €
top agrar Plant Protection	18.400	7.790 €
top agrar Cattle + Milk	18.500	4.950 €
top agrar Pigs	16.900	4.590 €
SUS Newsletter	21.000	5.610 €
top agrar Poultry	4.000	2.990 €
top agrar Austria	10.000	2.490 €
top agrar SÜDextra	13.000	2.990 €

*Images scale depending on the device.

All prices in € plus VAT.

Use our distribution lists for an exclusive mailing

Exclusivity

100% share of voice, no competitor advertisements

Reputation

Benefit from the trust in the top agrar brand.

Shipping date

Mailing date

Freely selectable – perfect for seasonal peaks, trade fairs, product launches

Clear KPIs

Detailed reporting including open and click rates. A/B testing possible

Space for storytelling

Video, white paper, webinar invitation

Fast implementation

Flexible scope, powerful addition to print and display ads

Secure your preferred date early on!

The number of possible newsletter mailings is limited.



Organic posting and reach

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

Reel

Visual, intense experience. Comprehensive presentation of your content, with link button

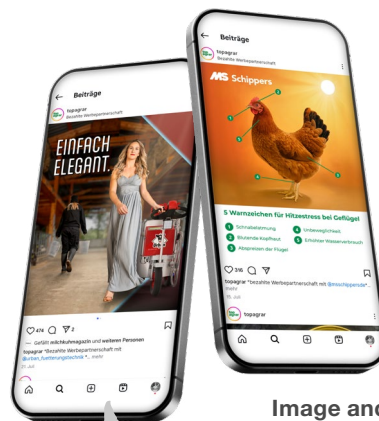


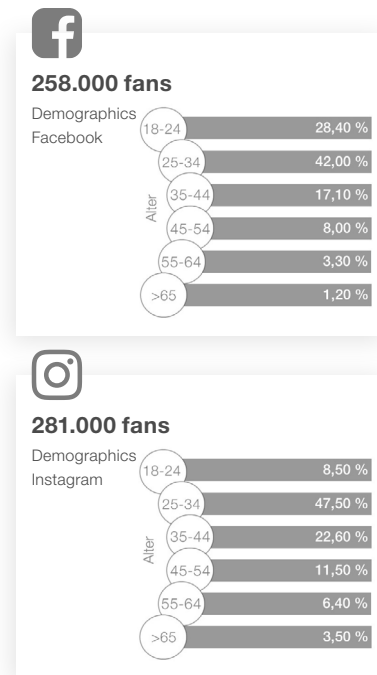
Image and text post or carousel ad

Link to your profile or website in the text and/or bio.

Placement	Visibility	Linking	Fixes price
Feed	Unlimited access	Indirectly via bio	€ 1,750
Story (incl. link button)	24 hours	Direct	
Story + feed	See above	See above	€ 2,750
Reach (retargeting)			CPM
Ad Impressions	Also in conjunction with an organic post.	See above	€ 45

All prices in € plus VAT. Agency commission and discounts possible.

Tip for a good social media post!



Source: Facebook, Instagram; reference month 07/2025

Online discounts

valid within one advertising year

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 %

Minimum order volume: € 350

Technical specifications/terms and conditions:

www.lv-mediacentr.de/technische-spezifikationen

www.lv-mediacentr.de/agb/

Booking deadline and delivery

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

Discounts

Discounts based on frequency and quantity from the top agrar print edition will be applied to your banner placements in the same amount.

Cancellation

Cancellation of the order is possible up to 4 weeks before the start date/publication date. For later cancellations, we charge 50% of the order volume.

Consulting and campaign management

Stefan Ettmann

Phone: +49 2501/801 1770

stefan.ettmann@lv.de

Anna-Lena Hemker

Phone: +49 2501/801 17 10

anna-lena.hemker@lv.de

! In the media data, we only use the masculine and feminine forms of address. Nevertheless, we naturally address those who do not feel they belong to either gender equally and on an equal footing.

Terms of payment:

3 % discount for advance payment and direct debit

2 % discount 14 days from invoice date,
net 30 days from invoice date

VAT ID No. DE 126 042 224

Due to tax regulations, we ask that
you provide your tax number and/or
VAT ID when placing an order.

Bank details:

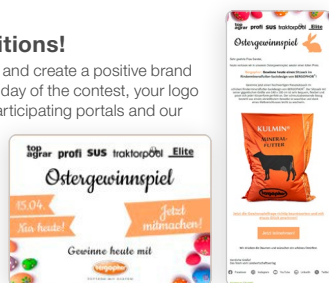
Volksbank im Münsterland eG
IBAN DE78 4036 1906 1004 0313 00
BIC GENODEM11BB



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

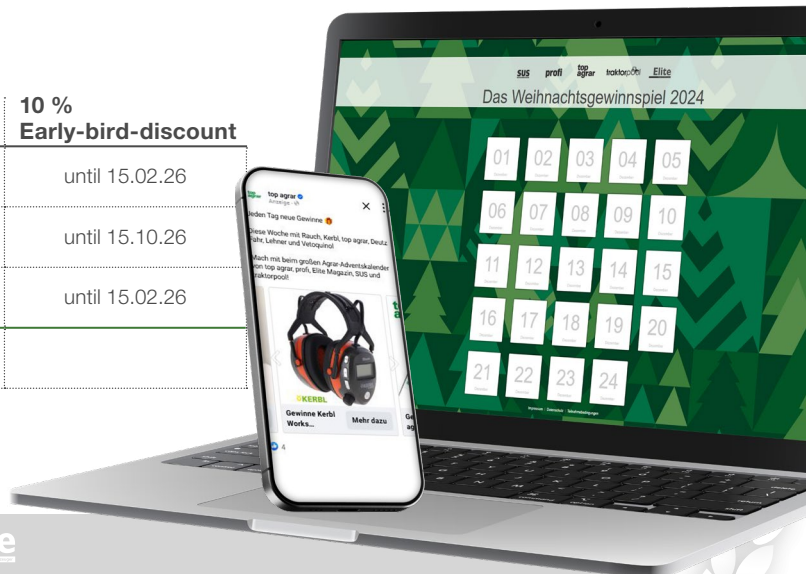
Are you celebrating an anniversary or a special occasion? A custom-branded competition could be just the thing to get your target audience excited and strengthen your brand.

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 Easter	until 06.04.26	2.900 €	until 15.02.26
Competition Christmas	01. – 24.12.26	3.900 €	until 15.10.26
Competition combination Easter + Christmas	until 06.04.26 + 01. – 24.12.26	4.950 €	until 15.02.26
Special edition	by arrangement	on request	

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



Let's stay in touch



conception
+ moderation

Land-
wirtschaft im
Dialog

top agrar-
talk

top agrar-
webinare

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

Contact:

Jens Winkelkötter
Phone: +49 25 01/801 18 50
jens.winkelkoetter@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 Landwirtschaft im Dialog, 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.

	Publishing office agrar	Media consultant	
NORTH	 Matthias Woort Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster ☎ +49 2501/801 37 09 matthias.woort@lv.de	 Henri Schwabe Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster ☎ +49 341/33833 16 henri.schwabe@lv.de	 Andreas Castelle Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster ☎ +49 2501/801 17 12 andreas.castelle@v.de <i>Regierungsbezirk Weser-Ems</i>
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„We pleased to advise you!“

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