

Media data 2022

Advertisement price list | No. 51 | Prices effective from issue 1/2022



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www.topagrar.com
www.top-mediacenter.com



top agrar is the leader among the trade and specialist magazines in German-speaking countries. Targeted at agricultural managers and decision makers in the 'green industry', the magazine's main issue offers relevant information and practical guidance on a monthly basis.

top agrar and its Social Media accounts are popular among users who appreciate its well-founded, accurate and specialist information of practical relevance.

top agrar – we care for farmers!

Publication:

monthly

Year:

51th year, 2022

Copies sold:

90.956 (to. IVW, 2nd quarter 2021)

Place of publication:

D-48165 Münster

Publishing house:

Landwirtschaftsverlag GmbH

Hülsebrockstraße 2–8, D-48165 Münster

Postanschrift: 48084 Münster | Tel.: +49 2501/8010

www.lv.de | E-mail: service@topagrar.com

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Dr. Peter Wiggers (Classified ads)

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Social Network	top agrar
 Facebook	250.430
 YouTube	65.100
 Instagram	262.000
 twitter	11.171

As per June 2021

Digital events

The Landwirtschaftsverlag has extensive competences in the conception, realisation and target group-oriented communication of digital events.

Advice and contact:

Christoph Neuhaus

Tel.: +49 2501/801 4670

E-mail: christoph.neuhaus@lv.de

Month	Issue	Publication date (Postal delivery date)	Closing date for advertisers	Print material deadline*
January	1/2022	21 December 2021	29 November 2021	6 December 2021
February	2/2022	25 January 2022	20 December 2021	10 January 2022
March	3/2022	17 February 2022	26 January 2022	2 February 2022
April	4/2022	22 March 2022	28 February 2022	7 March 2022
May	5/2022	20 April 2022	25 March 2022	1 April 2022
June	6/2022	24 May 2022	2 May 2022	9 May 2022
July	7/2022	22 June 2022	23 May 2022	3 June 2022
August	8/2022	19 July 2022	27 June 2022	4 July 2022
September	9/2022	23 August 2022	1 August 2022	8 August 2022
October	10/2022	20 September 2022	29 August 2022	5 September 2022
November	11/2022	25 October 2022	30 September 2022	10 October 2022
December	12/2022	24 November 2022	28 October 2022	7 November 2022

*Advertisement copies required in digital format.

Placement and quality of the ad are subject to the timely submission of copy material.

No responsibility is assumed for claims resulting from late submission of the material.

Size	Layout	TYPE AREA Width x height in mm	BLEED SIZE (Please allow an extra 3 mm bleed in addition to trim size) Width x height in mm	Basic price b/w	2c/3c	4c
1/1 page		190 x 270	210 x 297	€ 12.441	€ 15.664	€ 19.461
2/3 page	landscape	190 x 178	210 x 193	€ 10.677	€ 12.890	€ 16.591
	portrait	125 x 270	135 x 297			
1/2 page	landscape	190 x 133	210 x 148	€ 8.342	€ 10.367	€ 12.962
	portrait	94 x 270	104 x 297			
1/3 page	landscape	190 x 88	210 x 103	€ 5.785	€ 7.187	€ 8.988
	portrait	61 x 270	71 x 297			

3% bleed surcharge on advertisement motifs with bleed

EDITORIAL PAGES*

CLASSIFIED PAGES*	1/2 page	4-columns 2-columns	190 x 133 94 x 270	<p>Advertisement rates by mm on classified pages</p> <p>b/w per mm, single-column: € 12,60 2c/3c per mm, single-column: € 15,80 4c per mm, single-column: € 20,00</p> <p>Example: height in mm by no. of col. by mm price (dep. on colour)</p> <p>e.g. 1/8 page, 4 col., 4c (32 mm x 4 columns) x € 20,00 = € 2.560</p> <p>Column widths:</p> <p>1-column: 46 mm width 2-columns: 94 mm width 4-columns: 190 mm width</p> <p>Further formats are available in the classified ads section.</p> <p>*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.</p>
	1/3 page	4-columns	190 x 88	
	1/4 page	4-columns	190 x 66	
		2-columns 1-column	94 x 133 46 x 270	
	1/6 page	4-columns	190 x 43	
		2-columns	94 x 88	
	1/8 page	4-columns	190 x 32	
		2-columns	94 x 66	
1-column		46 x 133		
1/16 page	2-columns	94 x 32		
	1-column	46 x 66		
1/32 page	1-column	46 x 32		

(All prices in Euro excl. VAT)

Discounts

are available for the following number of bookings within 12 months:

By insertion

3 bookings	3 %
6 bookings	5 %
9 bookings	7 %
12 bookings	10 %
18 bookings	15 %

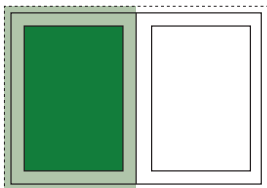
By space

1/2 page	3 %
1/1 page	5 %
3 pages	10 %
6 pages	15 %
9 pages	17 %
12 pages	20 %
18 pages	22 %
24 pages	23 %

Formats

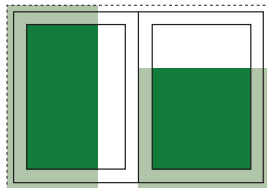
Magazine format plus 3 mm bleed. The left and right bleed widths may vary by up to 3 mm from the magazine format depending on copy thickness.

1/1 page



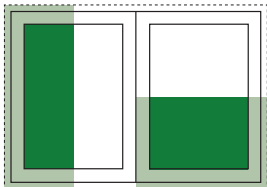
P: 190 x 270 mm
B: 210 x 297 mm

2/3 page



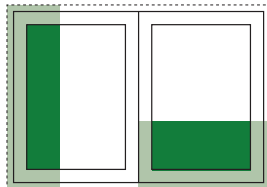
P: 125 x 270 mm P: 190 x 178 mm
B: 135 x 297 mm B: 210 x 193 mm

1/2 page



P: 94 x 270 mm P: 190 x 133 mm
B: 104 x 297 mm B: 210 x 148 mm

1/3 page



P: 61 x 270 mm P: 190 x 88 mm
B: 71 x 297 mm B: 210 x 103 mm

P: Within type area

B: Supplied format plus 3 mm bleed
(also in gutter)

Please enquire for further special formats.

Discounts in the main issue

Price by mm (46 mm columns)

Real estate/ job recruitments*

(trade advertisers)

b/w	€ 7,10
2c Euroscale	€ 8,40
4c Euroscale	€ 10,40

*Job market not eligible for discounts

Please find prices for online jobs ads on
www.karrero.com/preise.

Box fee (excl. VAT) € 8,50

06 | Special supplement “Pig Farming”: Advert formats and prices

Size	Layout	TYPE AREA Width x height in mm	BLEED SIZE (Please allow an extra 3 mm bleed in addition to trim size) Width x height in mm	Basic price b/w	2c/3c	4c
1/1 page		190 x 270	210 x 297	€ 5.841	€ 7.276	€ 9.091
2/3 page	landscape portrait	190 x 178 125 x 270	210 x 193 135 x 297	€ 4.714	€ 5.862	€ 7.358
1/2 page	landscape portrait	190 x 133 94 x 270	210 x 148 104 x 297	€ 3.684	€ 4.581	€ 5.749
1/3 page	landscape portrait	190 x 88 61 x 270	210 x 103 71 x 297	€ 2.556	€ 3.176	€ 3.986

3% bleed surcharge on advertisement motifs with bleeds

EDITORIAL PAGES*

CLASSIFIED PAGES*

1/2 page	4-columns 2-columns	190 x 133 94 x 270
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

Ad rates by mm on classified pages

b/w per mm, single-column: € 5,55

2c/3c per mm, single-column: € 6,90

4c per mm, single-column: € 8,60

Example:

height in mm by no. of columns by price (dep. on colour)

e.g. 1/8 page, 4-columns, 4c

(32 mm x 4 columns) x 8,60 € = € 1.100,80

Column widths:

1-column: 46 mm width

2-columns: 94 mm width

4-columns: 190 mm width

Further formats are available in the classified section.

*Classified ads are published together with other ads in the classified section.

A stand-alone placement of your ad is available on the editorial pages, either beneath or next to the editorial text.



(All prices in Euro excl. VAT)

07 | Special supplement “Cattle Farming”: Advert formats and prices

	Size	Layout	TYPE AREA Width x height in mm	BLEED SIZE (Please allow an extra 3 mm bleed in addition to trim size) Width x height in mm	Basic price b/w	2c/3c	4c
EDITORIAL PAGES*	1/1 page		190 x 270	210 x 297	€ 8.983	€ 11.197	€ 13.995
	2/3 page	landscape portrait	190 x 178 125 x 270	210 x 193 135 x 297	€ 7.256	€ 9.014	€ 11.315
	1/2 page	landscape portrait	190 x 133 94 x 270	210 x 148 104 x 297	€ 5.667	€ 7.046	€ 8.840
	1/3 page	landscape portrait	190 x 88 61 x 270	210 x 103 71 x 297	€ 3.930	€ 4.883	€ 6.128

3% bleed surcharge on advertisement motifs with bleeds

CLASSIFIED PAGES*	1/2 page	4-columns 2-columns	190 x 133 94 x 270	<p>Ad rates by mm on classified pages b/w per mm, single-column: € 8,50 2c/3c per mm, single-column: € 10,50 4c per mm, single-column: € 13,30</p> <p>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 € 13,30 = € 1.702,40</p> <p>Column widths: 1-column: 46 mm width 2-columns: 94 mm width 4-columns: 190 mm width</p> <p>Further formats are available in the classified ads section</p> <p>*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, either under or next to the editorial text.</p>
	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)

Size of page: 210 x 297 mm (w x h)

Type area: 190 mm wide/270 mm high

Column width and number:

a) Classified: 46 mm/4 columns

b) Editorial pages: 61 mm/3 columns

Printing method:

Cover: Sheet-fed offset; inside pages: web-fed offset

Binding:

Adhesive binding (please consider this for formats across the gutter)

Data transfer:

by CD ROM, by **e-mail to: nicolas.russ@lv.de** (≤ 3 MB),

via FTP server on request.

Data formats:

Print optimised **PDF** according to **PDF/X-4:2010_CMYK**. Please ensure **EPS** fonts are converted into paths! Files that are not encapsulated are accepted only on request and in the following formats: InDesign, Illustrator, Photoshop. Submit 4 colour prints in 300 dpi resolution and composite mode (CMYK).

Advertisement copies/proofs:

The provision of proofs to PSO_LWC Improved for inside pages and to ISO Coated_v2.eci-300 for cover pages is absolutely necessary.

Unless advertisement copies are provided, we accept no responsibility for the accuracy and quality of print of your motif.

Proofs and advertiser contact information need to be supplied to the publisher before the ad goes to print. No responsibility will be accepted if material is missing. Additional costs on layouting and processing final artwork will be charged extra.

Colour advertisements:

All colours are generated from Euroscale standards. We cannot generate special colours such as HKS and Pantone. Colours not in CMYK mode are automatically converted to PSO LWC Improved colours. This may result in minor colour deviations. No responsibility is accepted for such deviations. The printing process follows the Fogra Media standard.

Placing ads on consecutive pages on request.

Ads on consecutive editorial pages are subject to surcharges.

Terms of payment:

Payment in advance and by direct debit receives 3% discount. Payment within in 14 days of receipt of invoice receives 2% discount. Payment is due within 30 days net from date of invoice. Cash discounts on loose insertion prices are granted only on the insertion price itself.

Bank details:

Volksbank Münsterland Nord eG

IBAN DE78 4036 1906 1004 0313 00, BIC GENODEM11BB

Terms and Conditions 

You can find our terms
and conditions at
www.lv.de/agb



Loose inserts ^{1) 2)}

Maximum 200 x 280 mm format. Loose inserts (up to 25 g) cost **€ 244** per % incl. shipping costs, excl. VAT. Please contact us on prices for higher weights and different formats.

Advertising by region is possible in the following regions in Germany:

- North:** Schleswig-Holstein, Hamburg, Bremen, Niedersachsen
Central: Nordrhein-Westfalen, Hessen, Rheinland-Pfalz, Saarland
South: Baden-Württemberg, Bayern
East: Mecklenburg-Vorpommern, Brandenburg, Sachsen-Anhalt, Sachsen, Thüringen, Berlin

You can select multiple regions (e.g. North + Central + East).

The distribution is defined by postal codes. Inserted items of more than 2,5 mm thickness are subject to surcharges. Cash discounts on loose inserts are granted only on the price for loose insert itself.

Bound-in inserts ^{1) 2)}

These inserts will be supplied 2 weeks before publication date and in the quantity of the printed circulation plus a 2% surplus. Please contact us for technical details and the circulation number. Prices for bound-in inserts are available on request and on submission of the print material.

Please make sure you request the technical data on loose, bound-in and glued inserts or formats across the gutter:

Contact:
Nicolas Russ
Tel.: +49 2501/801 3351, Fax: +49 2501/801 5317
E-mail: nicolas.russ@lv.de

Please enquire about the shipping address for all inserts. Please ensure arriving of material two weeks prior to publication date.

Prices for bound-in inserts

Paper weight up to 115 g/m²

2-page	€ 22.648
4-page	€ 33.897
6-page	€ 45.220
8-page	€ 56.400

Paper weight 115-150g/m²

2-page	€ 23.399
4-page	€ 35.021

Glued inserts ^{1) 2)}

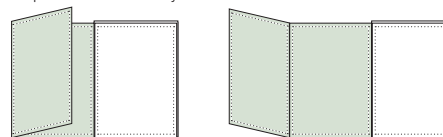
Glued inserts (incl. CD-ROMs) are accepted in combination with full-page adverts only. Glued postcards cost € 129 per %.. Envelopes with content, CD-ROMs and brochures up to 25g per % cost € 150, excl. handling and shipping. Glued inserts are accepted only in specific positions within the issue.

All prices excl. VAT.

- 1) Not eligible for discounts; only tip-on carrier ads are subject to discount.
- 2) A binding sample must be submitted beforehand for technical inspection before the order is accepted.

Gatefolder

A gatefold is an advertising page that folds once or multiple times to the left, gaining triple spreads on the inside front cover page and the two fold-out pages. A half-page gatefold is also possible. Please enquire about availability.



Double-truck ads

A double truck extends over the full width of two magazine pages. Formats: 2 x 1/3 page or 2 x 1/2 page, both horizontal formats. Prices: € 18.238 (2 x 1/3 page, 4c), € 26.305 (2 x 1/2 page, 4c)



Title altar fold

This is an advertising page with two fold-out half-size pages to the left and right. This type of advertisement is only possible on the front cover page. Availability and prices on request.



Contact:

Nicolas Russ
 Tel.: +49 2501/801 3351 · E-mail: nicolas.russ@lv.de

All prices excl. VAT.

Format Editorial pages*		Type area Width x height in mm	Formats (3 mm page bleed) Width x height in mm	b/w	2c/3c	4c
1/1 page		190 x 270	200 x 280	€ 4.321	€ 5.376	€ 6.739
2/3 page	landscape portrait	190 x 178 125 x 270	200 x 190 135 x 280	€ 2.881	€ 3.583	€ 4.494
1/2 page	landscape portrait	190 x 133 94 x 270	200 x 145 100 x 280	€ 2.377	€ 2.957	€ 3.706
1/3 page	landscape portrait	190 x 88 61 x 270	200 x 100 65 x 280	€ 1.655	€ 2.061	€ 2.583

The top agrar supplements on special topics are targeted at very specific subscribers in Germany, Austria and Switzerland. The number of copies is 45.000.

Regular topics covered by the energy magazine are biogas, biomass, bio fuels, solar energy/ photovoltaics, thermal and wind power. The forestry magazine covers tree species and tree planting, felling and logging equipment, forest management, timber marketing and noteworthy trends. These up-market and high-quality editorial sections offer advertisers ideal exposure at competitive rates. Reaching a huge and targeted audience of interested farmers and agricultural businesses, the top agrar special supplements on energy and forestry give your ads maximum exposure in this specific market segment.

Format Classified pages*	No. of columns	Type area Width x height in mm	
1/2 page	4 2	190 x 133 94 x 270	Advertisement rates by mm on classified pages b/w per mm, single-col.: € 4,00 2c/3c per mm, single-col.: € 5,00 4c per mm, single-col.: € 6,30
1/3 page	4	190 x 88	
1/4 page	4 2 1	190 x 66 94 x 133 46 x 270	
1/6 page	4 2	190 x 43 94 x 88	Column widths: 1-column: 46 mm width 2 columns: 94 mm width 4 columns: 190 mm width
1/8 page	4 2 1	190 x 32 94 x 66 46 x 133	Further formats are available in the classified ads section.
1/16 page	2 1	94 x 32 46 x 66	*Classified ads are published together with other ads in the classified section. A premium ad position either beneath or next to editorial text is available on the editorial pages.
1/32 page	1	46 x 32	

(All prices in Euro excl. VAT)

Size of page: 200 x 280 mm, Type area: 190 x 270 mm

ENERGIEmagazin

Issue	Publication date	Closing date	Advertisement copy deadline
1/2022 (issued with top agrar 3/2022)	17 February 2022	17 January 2022	24 January 2022
2/2022 (issued with top agrar 6/2022)	24 May 2022	25 April 2022	2 May 2022
3/2022 (issued with top agrar 11/2022)	25 October 2022	21 September 2022	28 September 2022

FORSTMagazin

Ausgabe	Publication date	Closing date	Advertisement copy deadline
1/2022 (issued with top agrar 7/2022)	22 June 2022	16 May 2022	23 May 2022

Contact:

Advertising service:
Petra Feldmann
Tel.: +49 25 01/8 01 33 51
E-mail: petra.feldmann@lv.de

Editorial team:

Guido Höner (head)
Hinrich Neumann
Diethard Rolink
Tel.: +49 25 01/8 01 88 09
E-mail: diethard@topagrar.com

Format Editorial pages*		Type area Width x height in mm	Formats (3 mm page bleed) Width x height in mm	b/w	2c/3c	4c
1/1 page		190 x 270	200 x 280	€ 2.484	€ 3.091	€ 3.962
2/3 page	landscape portrait	190 x 178 125 x 270	200 x 190 135 x 280	€ 1.655	€ 2.060	€ 2.641
1/2 page	landscape portrait	190 x 133 94 x 270	200 x 145 100 x 280	€ 1.242	€ 1.546	€ 1.981
1/3 page	landscape portrait	190 x 88 61 x 270	200 x 100 65 x 280	€ 827	€ 1.030	€ 1.321

top agrar trade show magazines are published within the catchment area of a regional trade show (circulation of 20.000 to 30.000 copies). The editorial pages offer a mix of show previews, introductions of innovations as well as relevant technical articles with a focus on the particular region. This concept offers an ideal setting for your message. Maximize the impact of your show performance by advertising in our trade show magazines and target your product at agricultural business managers!

Format Classified pages*	No. of columns	Type area Width x height in mm	
1/2 page	4 2	190 x 133 94 x 270	Advertisement rates by mm on classified pages b/w per mm, single-col.: € 2,10 2c/3c per mm, single-col.: € 2,60 4c per mm, single-col.: € 3,40
1/3 page	4	190 x 88	
1/4 page	4 2 1	190 x 66 94 x 133 46 x 270	
1/6 page	4 2	190 x 43 94 x 88	Column widths: 1-column: 46 mm width 2-columns: 94 mm width 4-columns: 190 mm width
1/8 page	4 2 1	190 x 32 94 x 66 46 x 133	Further formats are available in the classified ads section.
1/16 page	2 1	94 x 32 46 x 66	*Classified ads are published together with other ads in the classified section. A premium ad position either beneath or next to editorial text is available in the editorial section.
1/32 page	1	46 x 32	

Nord extra

Issue	Publication date	Closing date	Advertisement copy deadline
Nord extra Issue 2022 (issued with top agrar 9/2022)	23 August 2022	25 July 2022	1 August 2022

Contact:

Advertising marketing
 Jonas Patzelt
 Tel.: +49 25 01/801 17 90
 E-mail: jonas.patzelt@lv.de

Advertising enquiries:
 Nicolas Russ
 Tel.: +49 25 01/801 33 51
 E-mail: nicolas.russ@lv.de

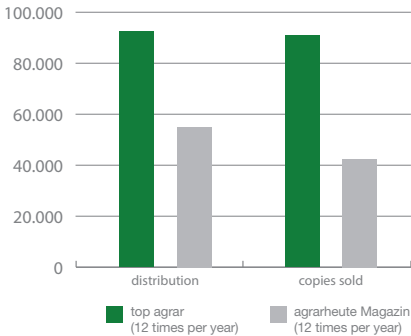
Editorial team
 Guido Höner (head)

(All prices in Euro excl. VAT)

Size of page: 200 x 280 mm, Type area: 190 x 270 mm

top agrar is No. 1 – in reach and copies sold

Base: IVW Q2/2021



Over 90% of the copies sold reaches subscribers!

With top agrar you reach 12 times a year the highest distribution of agricultural print media in Germany (92.500 copies).

For comparison: agrarheute achieves in the 2nd quarter 2021a distributed circulation of 55.051 copies.

In a comparison of subscriber circulation, top agrar is ahead by 90.956 to 42.493 by agrarheute.

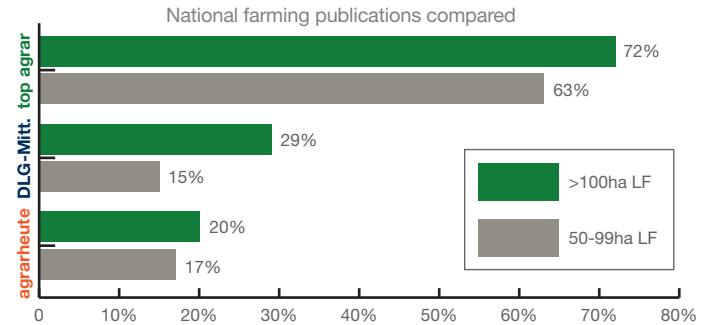
top agrar – we give you a head start!

Analysis of no. of copies IVW 2nd quarter	Copies
Distribution	92.500
Copies sold	90.956
Subscriptions	81.922
Other and retail sales	8.989

Copy number information is available here:

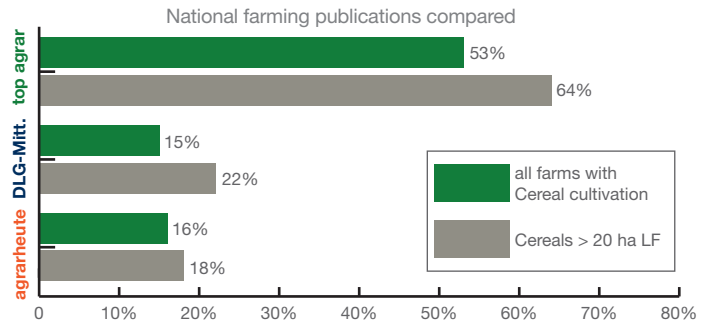


Readerships by farm size in percent



The presence of top agrar is particularly high among larger farms. With top agrar you reach farmers with farms over 50 ha, which decide on particularly high investment and operating volumes.

Readerships among grain growers (WTK)

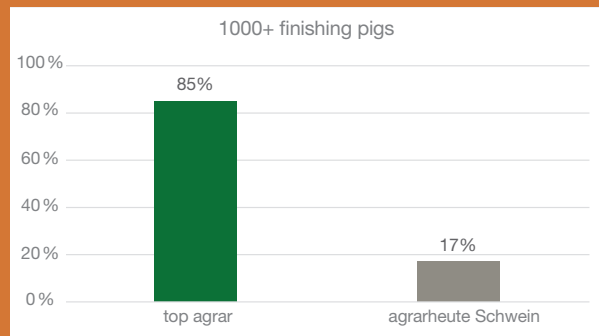
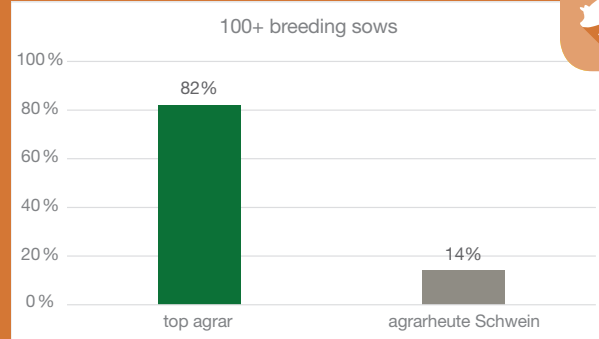


The large readership among grain growers underscores top agrar's relevance in this sector. The high readership percentages by farm size reveal that top agrar reaches a large audience with a high potential of buying seeds, fertilisers and chemicals.

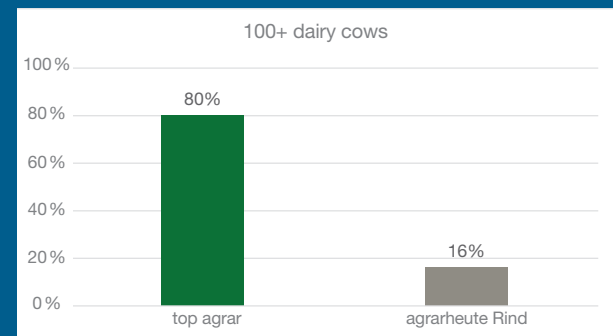
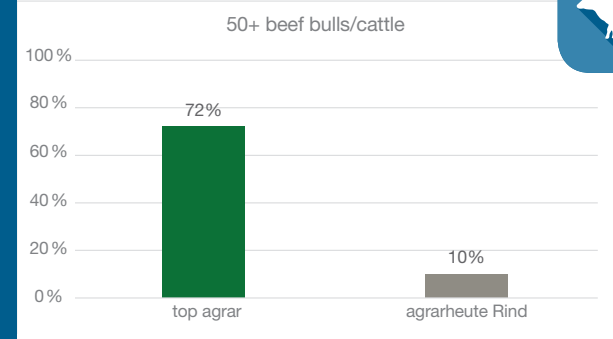
Livestock farmers read **top agrar**:

High readership percentages in large-scale cattle and pig farming speak for top agrar as an effective advertising medium.

Readerships among pig producers



Readerships among cattle farmers



Excerpt: **top agrar** reaches 72 % of beef cattle farmers with herds of 50 heads and more. By comparison, the magazine agrarheute Rind reaches only 10% of these farmers.

Make more of it: Digital reach in the LV Agrar network

Don't just distribute the digital offprint through your own channels, but also use the reach of the LV-agricultural media. We offer you custom-fit target groups.

top agrar reprints

There is no better promotion than a positive opinion from an expert. Therefore, the reprints of top agrar articles are very popular, because top agrar stories earn maximum trust from their readers. These articles serve as perfect influencing tools in your mailing campaigns, at field days and trade shows and in your dealers' show rooms. We take care of the entire production process, including printing and timely shipping and also provide translations into various languages. top agrar reprints are available both in print and digitally.



Agri Business Compact

top agrar offers the opportunity of promoting your internet platform in the printed issue. Advertise either in the main issue or in one of the livestock supplements, depending on your targeted readership. The AdBundle also offers a meaningful extension into digital media.



top agrar reprints						Digital reprint (PDF)		Digital reach in the LV-agricultural-network
volume / copies	2 pages	4 pages	6 pages	8 pages	12 pages	1 page	€ 359	
500	€ 1.065	€ 1.358	€ 1.936	€ 2.360	€ 3.692	2 pages	€ 718	CPM € 145
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