

Media data 2022

Advertisement price list | No. 6 | Prices effective from 01/2022

**top
agrar** ONLINE



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www.topagrar.com



top agrar online – information for the agribusiness

top agrar online offers users added value on all digital channels. top agrar online operates websites in Germany, Austria and Switzerland: topagrar.com, topagrar.at and landfreund.ch. The sections 'Politik' and 'Markt' on these websites offer daily news updates with relevant information on markets and prices. Specific information on the individual topics of farming are provided in the sections 'Acker/Pflanze & Wetter', 'Rind', 'Schwein', 'Technik und Energie'.

top agrar is also a strong brand on Social Media.

More than 250.000 fans share their views on our Facebook page. More than 65.000 YouTube subscribers watch the top agrar machine videos and more than 264.000 fans view our photos on Instagram.

Newsletter:

Our users can choose from eight different newsletters, each covering a specific topic. In addition, the editorial team sends news flashes on important pieces of information. Advertisers can use the newsletter database for stand-alone mailings.

One of the partners within the LV network

The online services of Landwirtschaftsverlag GmbH are verified by Multi-Angebot iwv:
10.306.684 page impressions
4.093.516 visits (date: 07.2021)

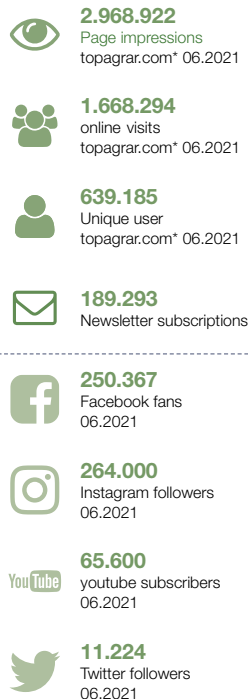


The monthly evaluation is available at
<http://ausweisung.ivw-online.de/>

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



Digital readership top agrar online



*Source: Google Analytics, date 6/2021

Take advantage of the digital reach of topagrar.com and the LV agricultural media. Different instruments and formats are available.

NEW



Digital reach in the LV-agrar network

In addition to a special PDF print, we can offer you additional digital coverage in our media. For this purpose, we provide you with precisely fitting target groups from the LV agricultural media.

- CPM € 145 (AdImpressions)



Environmental placement

top
agrar ONLINE

With environment placement, you can display your advertising in a thematically appropriate. You select the desired editorial top agrar article and your advertising will appear in this online article* for four weeks. In addition, you will receive 10,000 ad impressions on top-agrar.com and a placement in the top agrar newsletter.

*Rotation possible

- € 1.990
- € 1.490 (with simultaneous advertising in the print edition in which the article appears)



social media reach

We offer you to extend your online campaign into social media and reach precisely fitting target groups there. This allows you to target website visitors from www.topagrar.com or users who are highly likely to interact with your brand, targeted on Facebook or Instagram.

- CPM € 40 (AdImpressions)
€ 500 set-up fee
+ Further campaign targets on request





Online Advertorial

Publish your content in the editorial appearance of top agrar online. A contribution teaser appears directly in the booked category **10**. This teaser is linked to a contribution page on **11** top agrar online. Take advantage of this exciting opportunity to present your product in a high-quality editorial environment. **CPM: € 145**

Discounts and combinations*

Volume (AdImpressions)	Discount
100.000	3 %
200.000	5 %
300.000	7 %
500.000	10 %
700.000	15 %
1.000.000	20 %

* (valid for the year of insertion)
Minimum order volume: € 350

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.

Your contact for top agrar online

Advice

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Campaign management

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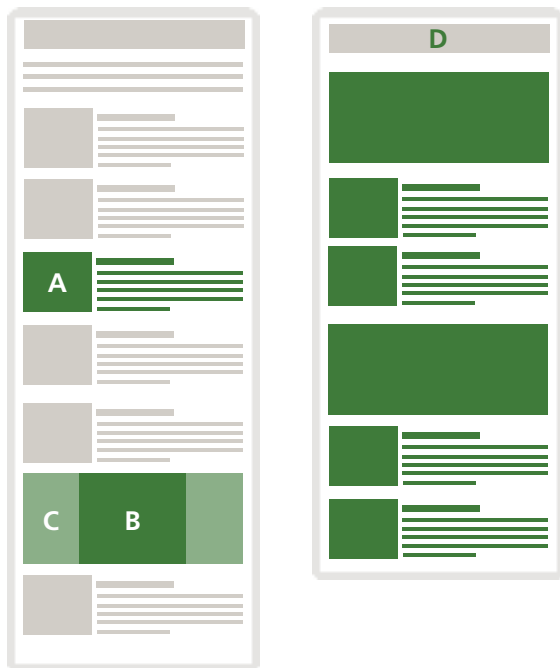
Display advertising at top agrar online*		Format (Width x height in pixels)	Sections and regions / CPM €		Visibility		
			Homepage, Acker / Pflanze & Wetter, Rind, Schwein, Technik	RoS, Energie, südplus, topagrar.at	Smart- phone	Tablet	Desktop
1	Mobile Leaderboard	320 x 50 px	€ 40	€ 30	x		
2	Leaderboard	728 x 90 px	€ 36	€ 25		x	x
2+3	Billboard	970 x 250 px	€ 83	€ 70			x
4	Skyscraper	160 x 600 px	€ 49	€ 37		(x)	x
4+5	HalfPage-Ad	300 x 600 px	€ 59	€ 47			x
6	Hockey-Stick	728 x 90 px + 160 x 600 px	€ 62	€ 50		(x)	x
6+7	Wallpaper	970 x 90 px + 300 x 600 px	€ 97	€ 85			x
8	Medium Rectangle	300 x 250 px	€ 62	€ 42	x	x	x
8+9	Maxi Rectangle	620 x 465 px	€ 66	€ 49		x	x
8+9	Video 16:9	scaled	€ 66	€ 49	x	x	x
10, 11	Native-Ad	Online Advertorial	€ 145	€ 105	x	x	x
12	Floor-AD	1200 x 200 px, FC 1/24 inkludiert	€ 145	€ 105		x	x
1 bis 9	Homepage-Takeover	see above	€ 170	-	x	x	x
Responsive Bundles							
Head	Mobile Leaderboard	320 x 50 px					
1, 2, 3	Leaderboard	728 x 90 px	€ 50	€ 40	x	x	x
	Billboard	970 x 250 px					
Content	Medium Rectangle	300 x 250 px					
8, 8+9	Maxi Rectangle	620 x 465 px	€ 64	€ 46	x	x	x
XXL-Bundle	Billboard, Halfpage-Ad, Medium Rectangle, Maxi Rectangle	970 x 250 px, 300 x 600 px, 300 x 250 px, 620 x 465 px	€ 66	€ 50	x	x	x
3, 5, 8, 8+9							
AdBundle	Medium Rectangle, Leaderboard, Skyscraper	300 x 250 px, 728 x 90 px, 160 x 600 px	€ 46	€ 32	x	x	x
2, 4, 8							

* Applies to all cross media campaigns

Please enquire for further special formats and targeting options

All prices excl. VAT

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

top agrar	D	distribution list/ e-mailaddresses	prices/Euro
	News	50.044	10.450
Ackerbau	18.150	6.750	
Pflanzenschutz	17.465	6.750	
Schwein	20.213	4.950	
Rind	21.663	4.950	
Energie	33.929	2.950	
Austria	11.752	2.490	
Südplus	14.634	2.990	

All prices excl. VAT

date of dispatch	newsletter	format	A	B/C	Pole position Your ad is placed first	
			Image and text 300 characters, 354 x 265 px*	Medium Rectangle or Large Image 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 (50.000 mail addresses, opening rate unique 33 %*).	€ 925	€ 765	€ +165	
Tuesday	top agrar Ackerbau	Update on wheat, cereals, fertiliser and rapeseed prices, stock exchange and market information (18.000 mail addresses, opening rate unique approx. 31 %*).	€ 705	€ 595		
Wednesday	top agrar Pflanzenschutzempfehlungen	Reserved to registered top agrar subscribers (17.500 mail addresses, opening rate unique approx. 30 %*). Mailings during the vegetation period March-October	€ 705	€ 595		
	top agrar Rind + Milch	Prices, forecasts, industry news (21.500 mail addresses, opening rate unique approx. 28 %*).	€ 655	€ 515		
	top agrar Schwein	Prices, forecasts, industry news (20.000 mail addresses, opening rate unique approx. 28 %*).	€ 655	€ 515		
Thursday (bi-weekly)	top agrar Energie	News update on wind, solar power, photovoltaics, biogas etc. (34.000 mail addresses, opening rate unique approx. 28 %*).	€ 630	€ 530		
Friday	top agrar südplus	News update for Bavaria and Baden-Württemberg (14.500 mail addresses, opening rate unique approx. 28 %*).	€ 345	€ 295		
	top agrar Austria	A news update for Austria (12.000 mail addresses, opening rate unique approx. 28 %*).	€ 345	€ 295		
Any time	News flash	News flashes by the editors inform of important and newsworthy items (50.000 addresses, opening rate unique approx. 28 %*).	€ 1.085			Exclusive placement, only one ad per mailing/sending

*pictures scale

All prices excl. VAT

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

Please note the technical

specifications as well as our terms of business for online advertising:
www.lv.de/technische-spezifikationen
www.lv.de/agb

Cancellation

Orders can be cancelled up to 4 weeks before the date of publication or start of the campaign. Orders that are cancelled later than that are subject to a cancellation fee of 50% of the order value.

	Agrar office	Media specialists	
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Middle	Tobias Völk Jupiterstr. 55 D-55545 Bad Kreuznach Tel.: +49 6 71/7 96 75 94 Fax: +49 6 71/7 96 75 95 Mobil: +49 1 51/72 43 30 40 tobias.voelk@lv.de	Yvonne Stein in der Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 D-48165 Münster Tel.: +49 25 01/8 01 37 12 Fax: +49 25 01/8 01 37 19 yvonne.stein@lv.de	Telesales Bettina Benstein-Thesing Tel.: +49 25 01/8 01 17 20 bbt@lv.de Irene Laschke Tel.: +49 25 01/8 01 80 41 irene.laschke@lv.de
South	Erwin Bücherl Erich-Stegmann-Weg 7 D-82041 Oberhaching Tel.: +49 89/32 42 27 58 Fax: +49 89/32 42 27 59 erwin.buecherl@gmx.de	Thorsten Meyer (BW, RLP, Saarland) Oberboihinger Str. 17/2 D-73230 Kirchheim (unter Teck) Tel.: +49 70 21/9 56 87 38 Fax: +49 70 21/9 56 87 39 Mobil: +49 1 60/94 80 88 12 thorsten.meyer@lv.de	Ing. Elisabeth Reiterer (Bavaria) Tel.: +43 (0) 22 36/2 87 00-21 Mobil: +43 (0) 6 64/88 53 84 79 elisabeth.reiterer@topagrar.at at Landwirtschaftsverlag GmbH Office Austria Südstadtzentrum 4/1OG/10 A-2344 Maria Enzersdorf Austria

Austria	The Netherlands	France	Other countries
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Publisher

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