



Media data 2023

www.dlg-mitteilungen.de
www.lv-mediasales.de

On point

The agricultural magazine DLG-Mitteilungen provides monthly information on farm management, production, markets and developments in agriculture.

The well-researched contributions provide the farmer with expertise in the

direction of the farm and in the planning of investments.

As practical advisors, special parts and supplements support with special questions of plant cultivation and finishing.

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Publication: monthly

Year: 139th Year, 2023

Copies sold:

18.627 (to IVW, 2nd quarter 2022)

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Note:

In the media data, we only use the masculine and feminine female address. However, it goes without saying that we also address and equally to those who do not feel that they belong to either who do not feel they belong to either gender.

Circulation and dissemination analysis:

2. Quarter 2022

Distribution 19.291

Copies sold 18.627

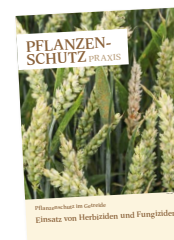


No.	Month	Publication date	Advertising deadline	Copy deadline	Topical focus sections
1	Jan.	19. December '22	23. Nov. '22	01. Dec '22	Betriebszweige Milch und Schwein
2	Feb.	31. January '23	05. Jan. '23	13. Jan. '23	Pflanzenschutzpraxis, Betriebszweige Milch und Schwein, Düngung
3	March	25. February '23	02. Feb '23	10. Feb '23	Pflanzenschutz Praxis, Betriebszweige Milch und Schwein
4	April	28. March '23	02. March '23	10. March '23	Pflanzenschutz Praxis, Betriebszweige Milch und Schwein
5	May	29. April '23	04. April '23	14. April '23	Betriebszweige Milch und Schwein
6	June	30. May '23	03. May '23	11. May '23	Betriebszweige Milch und Schwein, Innovationsmagazin Ackerbau
7	July	20. June '23	23. May '23	01. June '23	Saatgut-Magazin**, Betriebszweige Milch und Schwein
8	Aug.	29. July '23	06. July '23	14. July '23	Pflanzenschutz Praxis, Betriebszweige Milch und Schwein
9	Sept.	29. August '23	03. Aug. '23	11. Aug. '23	Pflanzenschutz Praxis, Betriebszweige Milch und Schwein
10	Oct.	26. September '23	31. Aug. '23	08. Sep '23	Betriebszweige Milch und Schwein
11	Nov.	31. October '23	05. Oct. '23	13. Oct. '23	Agrotechnica, Technik, SH Beruf & Karriere, Betriebszweige Milch und Schwein
12	Dec.	28. November '23	02. Nov. '23	10. Nov. '23	Saatgut-Magazin**, Betriebszweige Milch und Schwein

** deviating ad closing dates, information and theme schedules: Ines Käufert, E-Mail: mediamarketing@lv.de

Editorial special sections and rubrics:

- Pflanzenschutz Praxis: in 5 issues per year
- Saatgut-Magazin: in 2 issues per year
- Betriebszweig Milch: in every issue
- Betriebszweig Schwein: in every issue
- Rubrik Technik: in every issue



EDITORIAL PAGES*	Size	Layout	Type Area width x height in mm	Bleed format (plus 3 mm bleed all around) width x height in mm	Basic price b/w	2c/3c	4c
	1/1 page		190 x 270	210 x 297	€ 4.996	€ 6.506	€ 8.245
	2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	€ 3.334	€ 4.568	€ 5.900
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 2.500	€ 3.426	€ 4.425
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 1.698	€ 2.327	€ 3.007
CLASSIFIED PAGES*	1/4 page	4-columns 2-columns 1-column	190 x 66 94 x 133 46 x 270	Milimeter prices for ads b/w per mm, single-col.: € 4,96 2c/3c per mm, single-col.: € 6,77 4c per mm, single-col.: € 8,84 Example: Height in mm by no. of col. by mm price (dep. on colour) e.g. 1/8 page, 4 col., 4c (32mm * 4 columns) * € 8,84 = 1.132 € Column widths: 1 column: 46 mm width, 2 columns: 94 mm width 4 columns: 190 mm width Further formats are available in the classified ads section *Classified ads are published together with other ads on a classified page. A stand-alone position of your advertisement is available on the editorial pages beneath or next to the editorial text.			
	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. The Terms and Conditions for ads and inserts in newspapers and magazines apply:
www.dlg-mittelungen.de/info/agb

Discounts

for acceptance within 12 months:

Volume scale		Painting Relay	
1/2 page	3 %	3 bookings	3 %
1/1 page	5 %	6 bookings	5 %
3 pages	10 %	9 bookings	7 %
6 pages	15 %	12 bookings	10 %
9 pages	20 %	18 bookings	15 %
12 pages	22 %	24 bookings	20 %

Discounts apply to classified ad:

Job recruitments: € 3,50, b/w

Real estate: € 3,50, b/w

Jobs wanted: € 2,70, b/w (incl. VAT.)
per mm height per col.

Box number fee: € 8,80 (incl. VAT)

Classified ads are not discountable.

Online advertising is included in all job advertisement prices.

Payment terms:

Payment in advance and by direct debit receives 3% discount.

Payment within 14 days from date of invoice receives 2% discount.

Payment within 30 days from date of invoice: full payment.

Cash discounts on loose inserts are granted only on the price for loose insert itself.

VAT ID no.: DE 114185 891

All prices plus VAT.

Due to tax regulations when placing an order we ask for the tax number and/or sales tax ID.

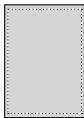
Bank details:

Volksbank Münsterland Nord eG,
 IBAN DE68 4036 1906 7231 5634 00
 BIC: GENODEM11BB

Bleed/Gutter bleed:

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

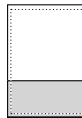
Ad format with bleed:



Full page
210 mm (w) and
297 mm (h) **plus**
3 mm bleed



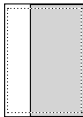
2/3 page horizontal
210 mm (w) and
193 mm (h) **plus**
3 mm bleed



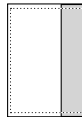
1/3 page horizontal
210 mm (w) and
103 mm (h) **plus**
3 mm bleed



1/2 page horizontal
210 mm (w) and
148 mm (h) **plus**
3 mm bleed



2/3 page vertical
135 mm (w) and
297 mm (h) **plus**
3 mm bleed



1/3 page vertical
71 mm (w) and
297 mm (h) **plus**
3 mm bleed



1/2 page vertical
104 mm (w) and
297 mm (h) **plus**
3 mm bleed

Loose inserts:

Format: max. 205 mm width and 290 mm height
up to 25 g per thousand cost € 279

Please contact us on prices for higher weights.

Glued inserts:

Post cards per thousand € 143
Sample/CD-ROM per thousand € 184

Paper weight up to 150 g/m² Glued postcards, samples and CD ROMs are accepted in combination with an advert.

Bound-in inserts:

4-page insert € 8.068
6-page insert € 11.584
8-page insert € 15.252

All prices in EURO excl. s. VAT The terms and conditions for advertisements and third-party supplements in newspapers and magazines apply, www.dlg-mittelungen.de/info/agb

Stitchers, supplements and adhesive are not discountable, but are commissionable. Before accepting the order, a binding sample must be submitted to the publisher.

Further information on request. Supplements, adhesives and staplers may only contain the sales programme of an advertiser.

Technical data

Magazine size: 210 x 297 mm

Printing process: inner part web offset printing, envelope Sheet offset printing

Processing: adhesive binding (please note for production over waistband)

File formats:

Print-optimized PDF to PDF/X-4:2010_ CMYK.

For EPS, please vectorize fonts. Open files only available on request. 4-color images with 300 dpi in composite mode (CMYK).

Printing documents/proofs:

Proofs according to PSO_LWC Improved for interior parts, proofs according to ISO Coated_v2_300. icc for envelopes absolutely necessary. Without available proofs as a colour reference, a colour claim is excluded. Additional layout and image editing costs are included in Invoiced.

Color display production:

All colours are obtained from the Euro scale. Special colours are available on request. Colors that are not set up in CMYK mode are automatically converted into the corresponding CMYK color space. This may result in small colour deviations. Complaint claims are excluded.

Delivery (postage and freight free):

Magazine circulation plus 2% subsidy, 10 days before publication at the print shop.

Dispatch address for inserts and

Special insertions:

You will be happy to receive the current shipping address. Please get in touch with us.

Bleed/Gutter bleed:

The bleed on the left and right side can deviate up to 3 mm from the issue format, depending on the issue thickness.

DLG-Mitteilungen digital: eMagazine and linking of advertisements to a landing page

eMagazin: The issue will be published as an eMagazin just one day before the printed DLG news releases are published. The advertisements of the print edition of the DLG News appear free of charge in the eMagazin.

Booking:

For € 69 you can additionally book a link to the ads in the eMagazine to a URL.



Online advertising at www.dlg-mitteilungen.de

Online advertising on www.dlg-mitteilungen.de

Advertising form: Skyscraper, 120 px wide x 600 px high

Files: GIF, JPEG, MAXIMUM 50 KB.

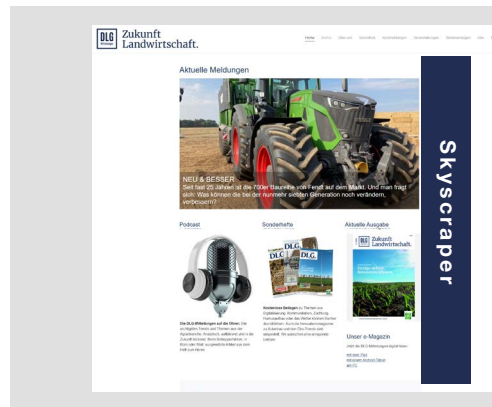
Booking: For € 690 /month, Skyscraper can be booked up to seven days before be booked. The skyscraper will appear on the home page of the homepage.

Contact

Barbara Häder

Tel.: +49 (0) 25 01/801 33 60,

E-Mail: barbara.haeder@lv.de



Skyscraper on the DLG-Mitteilungen web pages



Podcast

With the DLG-News, we are breaking new ground in the digital advertising world: as sponsor of the podcast of the DLG-Mitteilungen!

With their new podcast format, the DLG-Mitteilungen offer just the right mix of current topics, casual entertainment and Know "to go".

Different topics by and with the editorial staff of the DLG-Mitteilungen and different experts easy, easy and but elaborated in depth and made accessible to the listeners via the well-known platforms.

Become part of our new offer.

The DLG-Mitteilungen offer the different participation and sponsorship models. For the creation of your personal offer please contact us!

Contact: Nina Sehnke, Product Manager, nina.sehnke@lv.de

Special conditions for young entrepreneurs, founders and start-ups:

Find access to a future-oriented agricultural target group with the DLG-Mitteilungen!

Print media are still one of the most important points of contact for advertisers. Young entrepreneurs, founders and start-ups need to focus on advertising in print media – the DLG News has the right offer!

Readers of DLG News:

- Represent the companies of the future of the agricultural economy
- Are innovative and strong in investment
- Think and work visionary
- Thinking in large structures and stand for large companies with the Appropriate financial strength



Young entrepreneurs and start-ups up to and including the fifth year. After company foundation.

*Proof required



Formats:

1/1 page to 1/3 page Contact us and get your personal offer.

	Agrar office	Media specialist	
North	Matthias Woort at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Tel.: +49(0)2501/801 3709 matthias.woort@lv.de	Henri Schwabe Windscheidstraße 26 a 04277 Leipzig Tel.: +49(0)341/338 33 16 henri.schwabe@lv.de	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Tel.: +49(0)2501/801 17 12 andreas.castelle@lv.de Regierungsbezirk Weser-Ems
Middle	Tobias Völk Jupiterstr. 55 55545 Bad Kreuznach Tel.: +49(0)0671/7 9675 94 Mobil: 01 51/72 43 30 40 tobias.voelk@lv.de	Yvonne Stein at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Tel.: +49(0)2501/801 37 12 yvonne.stein@lv.de	Telesales Bettina Benstein-Thesing Tel.: +49(0)2501/801 17 20 bbt@lv.de Irene Laschke Tel.: +49(0)2501/801 80 41 irene.laschke@lv.de
South	Erwin Bücherl Erich-Stegmann-Weg 7 82041 Oberhaching Tel.: +49(0)89/32 42 27 58 erwin.buecherl@gmx.de	Thorsten Meyer (BW, RLP, Saarland) Oberboihinger Str. 17/2 73230 Kirchheim (unter Teck) Tel.: +49(0)7021/95687 38 Mobil: +49(0)160/94 80 88 12 thorsten.meyer@lv.de	Ing. Elisabeth Reiterer (Bayern) at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Tel.: +43(0)2236/287 00-21 Mobil: +43(0)664/8853 84 79 elisabeth.reiterer@topagrar.at

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Head of Media Sales

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Austria	The Netherlands	France	Others
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