

# profi



# Media- data 2023

[www.profi.de](http://www.profi.de)  
[www.lv-mediasales.de](http://www.lv-mediasales.de)

**profi is the magazine for professional agricultural technology:**

profi is the magazine for professional agricultural technology. With profi, readers interested in agricultural technology receive thorough and practical information month after month. The editorial focus is on comprehensive test reports, on new and used machines for indoor and outdoor farming, do-it-yourself solutions, repair instructions, workshop tricks, functional descriptions of electronics and money-saving tips on

machine care and maintenance. profi always keeps an eye on the practical side of things. profi tests, inspects and evaluates all machines in practical use and thus provides valuable tips for practitioners. In this way, profi prepares investment decisions, gives arguments and contributes to the formation of opinion.

**Pure agricultural technology - that's profi.****Content**

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**Publication:**

monthly

**Year:**

35, Year 2023

**Circulation sold:**

61.314 (IVW, 2nd quarter 2022)

**Publisher:**

Landwirtschaftsverlag GmbH  
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**Circulation and dissemination analysis:****IVW, 2nd quarter 2022**

Distribution .....	63.336 copies
Copies sold .....	61.314 copies
Subscriptions .....	54.051 copies

**Note:**

In the media data, we only use the masculine and feminine form of address. Nevertheless, we naturally also address those who do not feel they belong to either gender.

Digital  
subscribers  
5.547

Month	Issue	Publication date	Advertising deadline	Copy deadline
January	1/2023	13. Dec. '22	28. Nov. '22	30. Nov. '22
February	2/2023	17. Jan. '23	16. Dec. '22	22. Dec '22
March	3/2023	14. Feb. '23	30. Jan. '23	01. Feb. '23
April	4/2023	14. March '23	27. Feb. '23	01. March '23
May	5/2023	18. April '23	30. March '23	03. April '23
June	6/2023	16. May '23	28. April '23	03. May '23
July	7/2023	13. June '23	25. June '23	30. June '23
August	8/2023	18. July '23	03. July '23	05. July '23
September	9/2023	15. Aug. '23	31. July '23	02. Aug. '23
October	10/2023	12. Sep. '23	28. Aug. '23	30. Aug. '23
November	11/2023	12. Oct. '23	26. Sep. '23	28. Sep. '23
December	12/2023	08. Nov. '23	23. Oct. '23	25. Oct. '23
January	1/2024	12. Dec. '23	27. Nov. '23	29. Nov. '23

Title	Issue	Advertising deadline	Copy deadline
profi Spezial Pflanzenschutztechnik	2/2023	08. Dec '22	19. Dec '22
profi Spezial Smart Farming	8/2023	09. June '23	20. June '23
profi Spezial Fahrzeugkomponenten	12/2023	02. Oct. '23	12. Oct. '23

## Technical data

### Printing process:

Cover: sheet-fed offset;  
inner part: web-fed offset

### Processing:

saddle stitching

### Data transmission:

via Email: rita.hardenberg@lv.de

### File formats:

Print-optimized PDF according to PDF/X-4:2010\_CMYK. For EPS please vectorize fonts. Open files only on request. 4-color images with 300 dpi in composite mode (CMYK).

### Print documents/proofs:

Proofs according to ISO Coated\_v2 required. Without available proofs as color reference, a color complaint is excluded. Additional layout and image processing costs will be invoiced.

### Color ad production:

All colors are obtained from the Euroscale. Special colors are possible on request. Colors that are not built up in CMYK mode are automatically converted to CMYK according to ISO Coated\_v2.eci. converted. This may result in small colour deviations. Complaint claims are excluded.

### Magazine format:

210 mm wide/ 297 mm high

### Type area:

190 mm wide/ 270 mm high

### Column width and number:

Text section: 61 mm/3 columns

Advertising section: 46 mm/4 columns

### Bleed sizes:

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

### Terms of payment:

For advance payment and direct debit 3 % discount, 14 days from date of invoice 2 % discount, 30 days net from date of invoice. VAT ID no. DE 126 042 224  
Due to tax regulations please provide your tax number and/or VAT ID when placing the order.

### Bank details:

Volksbank Münsterland Nord eG  
IBAN DE784036 1906 1004 031300,  
BIC GENODEM11BB

### General terms and conditions:

Our terms and conditions are at [www.lv.de/agb](http://www.lv.de/agb) to be viewed.



	Size	Layout	TYPE AREA width x height in mm	BLEED SIZE (Please allow a 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	€ 8.058	€ 9.918	€ 12.893
	3/4 page	horizontal vertical	190 x 200 142 x 270	210 x 222 152 x 297	€ 6.648	€ 8.182	€ 10.637
	2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	€ 5.910	€ 7.273	€ 9.449
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 4.432	€ 5.455	€ 7.091
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 3.492	€ 4.298	€ 5.587
CLASSIFIED PAGES*	1/3 page	4-columns	190 x 88	<b>Advertisement rates by mm on classified pages</b> b/w per mm single-col.: € 8,52 2c/3c per mm single-col.: € 10,69 4c per mm single-col.: € 13,69  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 €13,69 = €1.752,32  <b>Column widths:</b> 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 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.			
	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				

## Discounts

for advertising within 12 months:

By space		By insertion	
1/2 page	3 %	3 ads	3 %
1/1 page	5 %	6 ads	5 %
3 pages	10 %	9 ads	7 %
6 pages	15 %	12 ads	10 %
9 pages	17 %	18 ads	15 %
12 pages	20 %	24 ads	20 %
18 pages	22 %		

## Inserts

Before accepting an order, the publisher must be provided with a binding sample. Format up to a maximum of 205 x 290 mm. Closed folded edge on the long side is mandatory.

**Insert price up to 25 g per % € 264 incl. shipping costs, plus VAT. For higher weights and from 3 mm thickness, price on request.**

## Bound inserts

Bound inserts in the center of the magazine are possible by arrangement. A binding sample must be submitted before the order is accepted. Bleed can deviate up to 3 mm from the booklet format, depending on the booklet thickness.

Prices for bound inserts:

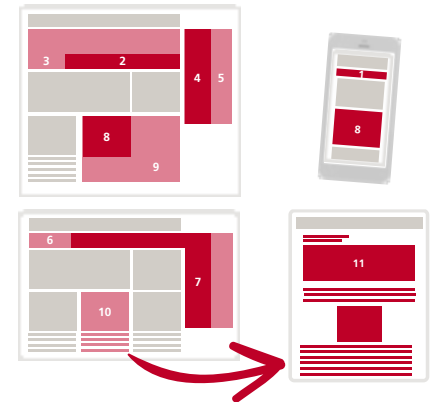
4-page bound insert: € 17.899  
 6-page bound insert: € 26.841  
 8-page bound insert: € 35.786

## Glued inserts

Tip-ons - also CD-ROMs - possible on full-page ads. Glued-on postcard each % € 142 incl. shipping costs, envelopes with contents and brochures possible on request. All prices plus VAT. Further special inserts, shipping address and dates on request. Special inserts are not discountable. Technical data for inserts, bound inserts and glued inserts on request.

(All prices in EUR excl. VAT)

Display advertisement on profi.de	Size (width x height in pixel)	CPM <sup>1</sup>	Visibility			
			Smart- phone	Tablet	Desktop	
<b>1</b>	Mobile Leaderboard	320 x 50 px	€ 40	x		
<b>2</b>	Leaderboard	728 x 90 px	€ 40		x	x
<b>2 + 3</b>	Billboard	970 x 250 px	€ 87			x
<b>4</b>	Skyscraper	160 x 600 px	€ 54		(x)	x
<b>4 + 5</b>	HalfPage-Ad	300 x 600 px	€ 64			x
<b>6 + 7</b>	Wallpaper	970 x 90 px + 300 x 600 px max.	€ 97			x
<b>8</b>	Medium Rectangle	300 x 250 px	€ 68	x	x	x
<b>8 + 9</b>	Maxi Rectangle	620 x 465 px	€ 72		x	x
<b>8 + 9</b>	Video 16:9	640 x 465, max. 5 Min./20 MB	€ 72	x	x	x
<b>10, 11</b>	Native-Ad	Online Advertorial	€ 155	x	x	x
<b>1 to 9</b>	Homepage-Takeover	see above	€ 180	x	x	x
<b>Responsive Bundles</b>						
<b>1, 2, 3</b>	<b>Head</b> Mobile Leaderboard, Leaderboard, Billboard	320 x 50 px, 728 x 90 px, 970 x 250 px	€ 55	x	x	x
<b>8, 8 + 9</b>	<b>Content</b> Medium Rectangle, Maxi Rectangle	300 x 250 px, 620 x 465 px	€ 70	x	x	x
<b>2, 4, 8</b>	<b>AdBundle</b> Leaderboard, Skyscraper, Medium Rectangle	728 x 90 px, 160 x 600 px, 300 x 250 px,	€ 50	x	x	x
<b>2 + 3, 4 + 5, 8, 8 + 9</b>	<b>XXL-Bundle</b> Billboard, Halfpage-Ad, Medium Rectangle, Maxi Rectangle	970 x 250 px, 300 x 600 px, 300 x 250 px, 620 x 465 px	€ 72	x	x	x



## Environment placement

With an environment placement you can place your advertising motifs (AdBundle) in a thematically suitable article. You select the desired editorial article and your motifs appear in this online article\* for four weeks. In addition, you receive 20,000 ad impressions on [www.profi.de](http://www.profi.de)

\*Rotation possible

**Price:** € 1.450<sup>1</sup>

With simultaneous ad placement in the print edition in which the article appears.

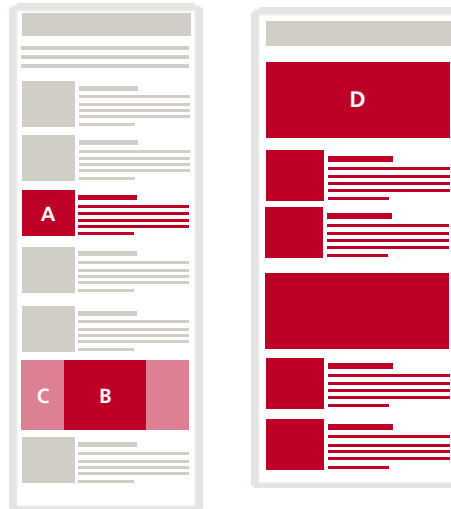
**Price:** € 1.200<sup>1</sup>

<sup>1</sup> Price applies to crossmedia\_campaigns and direct booking. Other special formats on request. All prices plus VAT.

## Newsletter

The newsletter keeps profi readers up to date between the publication dates of the magazines with the latest news from agricultural technology, event dates, workshop tips and much more.

Dispatch: every week on Tuesday,  
distribution list: approx. 22,000 e-mail addresses,  
opening rate: average 33 %.



Advertising form	Format (width x height in pixels)	Price	Pole-Position
<b>A</b> Text display + image	300 characters, 354 x 265*	€ 825	€ +165
<b>B</b> Medium Rectangle	300 x 250*	€ 720	€ +165
<b>C</b> Large Image	615 x 250*	€ 720	€ +165
<b>D</b> Stand-Alone Newsletter	Send a 'stand-alone' newsletter to registered profi users. Titled with the profi logo, the newsletter contains purely customer content. All customer content is identified as advertisement.	€ 6.490	

\*Images scale depending on end device.

Prices plus VAT.

## Social Media Reach

Extend your advertising campaigns to social media. We control your motifs to the visitors of the website [www.profi.de](http://www.profi.de).

This way you can reach users on Facebook and Instagram who are most likely to interact with your brand.



**CPM € 45 (ad impressions)**  
**Further campaign targets on request**

Prices plus VAT.

## Discounts\*

50.000 Ad Impressions	3 %
100.000 Ad Impressions	5 %
200.000 Ad Impressions	7 %
300.000 Ad Impressions	10 %
500.000 Ad Impressions	15 %

\*valid within one year of insertion

**\*Print online discount:**

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

**Booking deadline / delivery:**

Please send the completed data 3 working days before publication to: [onlinevermarktung@lv.de](mailto:onlinevermarktung@lv.de)

**Cancellation terms:**

Cancellation of the order is possible up to 4 weeks before the start date. In case of a later cancellation we charge 50% of the order volume.

**Technical specifications:**

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

**Terms and conditions for online advertising:**

[www.lv.de/agb](http://www.lv.de/agb)

**Partner in the LV network**

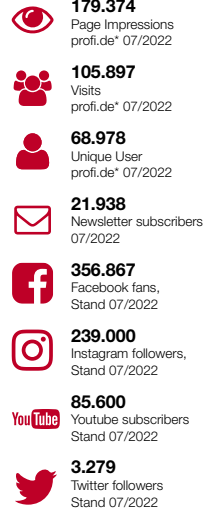
The online offers of Landwirtschaftsverlag GmbH are certified as IVW-checked as a multi-offer:

10.564.460 page impressions

3.745.985 visits (date: 07/2022)

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**

\*Source: Google Analytics

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