

top agrar



Media- data 2023

www.topagrar.com
www.lv-mediasales.de

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!

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Publication:

monthly

Year:

52th year, 2023

Copies sold:

86.813 (to. IWW, 2nd quarter 2022, incl. e-paper)

Place of publication:

D-48165 Münster

Publishing house:

Landwirtschaftsverlag GmbH

Hülsebrockstraße 2–8, D-48165 Münster

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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.



2nd quarter 2022:

| | |
|--------------------------|--------|
| distributed circulation: | 88.457 |
| paid circulation: | 86.813 |
| subscribed circulation: | 81.120 |

| Month | Issue | Publication date | Advertising deadline | Copy deadline * |
|-----------|---------|------------------|----------------------|-----------------|
| January | 1/2023 | 16. Dec. '22 | 24. Nov. '22 | 01. Dec. '22 |
| February | 2/2023 | 24. Jan. '23 | 19. Dec. '22 | 09. Jan. '23 |
| March | 3/2023 | 21. Feb. '23 | 30. Jan. '23 | 06. Feb. '23 |
| April | 4/2023 | 21. March '23 | 27. Feb. '23 | 06. March '23 |
| May | 5/2023 | 25. April '23 | 30. March '23 | 06. April '23 |
| June | 6/2023 | 23. May '23 | 28. April '23 | 05. May '23 |
| July | 7/2023 | 20. June '23 | 25. May '23 | 02. June '23 |
| August | 8/2023 | 25. July '23 | 03. July '23 | 10. July '23 |
| September | 9/2023 | 22. Aug. '23 | 31. July '23 | 07. Aug. '23 |
| October | 10/2023 | 19. Sep. '23 | 28. Aug. '23 | 04. Sep. '23 |
| November | 11/2023 | 24. Oct. '23 | 29. Sep. '23 | 09. Oct. '23 |
| December | 12/2023 | 21. Nov. '23 | 27. Oct. '23 | 06. Nov. '23 |

*Delivery of digitized printing documents.
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.

Technical data

Size of page:

210 mm wide/ 297 mm high

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

Bleed sizes:

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.

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 E-mail: nicolas.russ@lv.de

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. Submit 4 colour prints in 300 dpi resolution and composite mode (CMYK).

Advertisement copies/proofs:

The provision of proofs to ISO Coated_v2 for cover pages is absolutely necessary.

Colour advertisements:

All colours are generated from Euroscale standards. Special colours are possible on request. Colours not in CMYK mode are automatically converted to ISO Coated_v2.eci in CMYK Improved colours.

This may result in small colour deviations. Complaint claims are excluded. 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 GENODEM1IBB

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

Terms and Conditions:

Our terms and conditions are at www.lv.de/agb to be viewed.



EDITORIAL PAGES*

| 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 | € 13.063 | € 16.447 | € 20.434 |
| 2/3 page | horizontal vertical | 190 x 178 125 x 270 | 210 x 193 135 x 297 | € 11.211 | € 13.535 | € 17.421 |
| 1/2 page | horizontal vertical | 190 x 133 94 x 270 | 210 x 148 104 x 297 | € 8.759 | € 10.882 | € 13.610 |
| 1/3 page | horizontal vertical | 190 x 88 61 x 270 | 210 x 103 71 x 297 | € 6.074 | € 7.546 | € 9.437 |

3 % bleed surcharge on advertisement motifs with bleed

CLASSIFIED PAGES*

| | | | |
|-----------|------------------------------------|----------------------------------|--|
| 1/3 page | 4-columns | 190 x 88 | <p>Advertisement rates by mm on classified pages: b/w per mm, single-column: € 13,25 2c/3c per mm, single-column: € 16,60 4c per mm, single-column: € 21,00</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 € 21,00 = € 2.688</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 beneath or next to the editorial text.</p> |
| 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)

Discounts

for advertising within 12 months

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 % |

By insertion

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

Discounts apply to classified ad in the main issue

Price by mm (46 mm column):

| | |
|----------------------------|---------|
| b/w single-column | € 7,50 |
| 2c Euroscale single-column | € 8,80 |
| 4c Euroscale single-column | € 10,90 |

*Job market not eligible for discounts

| | 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 | € 6.133 | € 7.640 | € 9.546 |
| | 2/3 page | horizontal vertical | 190 x 178 125 x 270 | 210 x 193 135 x 297 | € 4.950 | € 6.155 | € 7.726 |
| | 1/2 page | horizontal vertical | 190 x 133 94 x 270 | 210 x 148 104 x 297 | € 3.868 | € 4.810 | € 6.036 |
| | 1/3 page | horizontal vertical | 190 x 88 61 x 270 | 210 x 103 71 x 297 | € 2.684 | € 3.335 | € 4.185 |

3 % bleed surcharge on advertisement motifs with bleed

| | | | | |
|-------------------|-----------|------------------------------------|----------------------------------|---|
| CLASSIFIED PAGES* | 1/3 page | 4-columns | 190 x 88 | <p>Advertisement rates by mm on classified pages: b/w per mm, single-column: € 5,80 2c/3c per mm, single-column: € 7,25 4c per mm, single-column: € 9,00</p> <p>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 9,00 € = € 1.152</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 placement of your ad is available on the editorial pages, either beneath or next to the editorial text.</p> |
| | 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 | 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 | € 9.432 | € 11.757 | € 14.695 |
| | 2/3 page | horizontal vertical | 190 x 178 125 x 270 | 210 x 193 135 x 297 | € 7.619 | € 9.465 | € 11.881 |
| | 1/2 page | horizontal vertical | 190 x 133 94 x 270 | 210 x 148 104 x 297 | € 5.950 | € 7.398 | € 9.282 |
| | 1/3 page | horizontal vertical | 190 x 88 61 x 270 | 210 x 103 71 x 297 | € 4.127 | € 5.127 | € 6.434 |

3 % bleed surcharge on advertisement motifs with bleed

| | | | | |
|-------------------|-----------|------------------------------------|----------------------------------|---|
| CLASSIFIED PAGES* | 1/3 page | 4-columns | 190 x 88 | Advertisement rates by mm on classified pages: b/w per mm, single-column: € 8,90 2c/3c per mm, single-column: € 11,00 4c per mm, single-column: € 14,00 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 € 14,00 = € 1.792 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 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 | |



(All prices in Euro excl. VAT)

| Format Editorial pages* | | Type area width x height in mm | Bleed formats (3 mm page bleed) width x height in mm | b/w | 2c/3c | 4c |
|-------------------------|------------|--------------------------------|--|---------|---------|---------|
| 1/1 page | | 190 x 270 | 200 x 280 | € 4.537 | € 5.645 | € 7.076 |
| 2/3 page | horizontal | 190 x 178 | 200 x 190 | € 3.025 | € 3.762 | € 4.719 |
| | vertical | 125 x 270 | 135 x 280 | | | |
| 1/2 page | horizontal | 190 x 133 | 200 x 145 | € 2.496 | € 3.105 | € 3.891 |
| | vertical | 94 x 270 | 100 x 280 | | | |
| 1/3 page | horizontal | 190 x 88 | 200 x 100 | € 1.738 | € 2.164 | € 2.712 |
| | vertical | 61 x 270 | 65 x 280 | | | |

| Format Classified pages* | No. of columns | Type area width x height in mm | |
|--------------------------|----------------|--------------------------------|---|
| 1/2 page | 4 | 190 x 133 | Advertisement rates by mm on classified pages b/w per mm, single-col.: € 4,20 2c/3c per mm, single-col.: € 5,20 4c per mm, single-col.: € 6,60 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 in the classified section. A premium ad position either beneath or next to editorial text is available on the editorial pages. |
| 1/3 page | 4 | 190 x 88 | |
| 1/4 page | 4 | 190 x 66 | |
| | 2 | 94 x 133 | |
| | 1 | 46 x 270 | |
| 1/6 page | 4 | 190 x 43 | |
| | 2 | 94 x 88 | |
| 1/8 page | 4 | 190 x 32 | |
| | 2 | 94 x 66 | |
| | 1 | 46 x 133 | |
| 1/16 page | 2 | 94 x 32 | |
| | 1 | 46 x 66 | |
| 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

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 windpower. 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.

| Energiemagazin | top agrar-issue | Publication date | Advertising deadline | Copy deadline |
|----------------|-----------------|------------------|----------------------|---------------|
| 1/2023 | 3/2023 | 21. Feb. '23 | 16. Jan. '23 | 23. Jan. '23 |
| 2/2023 | 6/2023 | 23. May '23 | 21. April '23 | 28. April '23 |
| 3/2023 | 12/2023 | 21. Nov. '23 | 20. Oct. '23 | 27. Oct. '23 |
| Forstmagazin | | | | |
| 1/2023 | 10/2023 | 19. Sep. '23 | 14. Aug. '23 | 21. Aug. '23 |

Contacts

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Editorial:

Guido Höner (head)

Hinrich Neumann

Diethard Rolink

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| Format Editorial pages* | | Type area width x height in mm | Bleed formats (3 mm page bleed) width x height in mm | b/w | 2c/3c | 4c |
|-------------------------|------------|--------------------------------|--|---------|---------|---------|
| 1/1 Seite | | 190 x 270 | 200 x 280 | € 2.718 | € 3.398 | € 4.240 |
| 2/3 Seite | horizontal | 190 x 178 | 200 x 190 | € 1.812 | € 2.266 | € 2.828 |
| | vertical | 125 x 270 | 135 x 280 | | | |
| 1/2 Seite | horizontal | 190 x 133 | 200 x 145 | € 1.701 | € 2.125 | € 2.652 |
| | vertical | 94 x 270 | 100 x 280 | | | |
| 1/3 Seite | horizontal | 190 x 88 | 200 x 100 | € 1.112 | € 1.390 | € 1.735 |
| | vertical | 61 x 270 | 65 x 280 | | | |

| Format Classified pages* | No. of columns | Type area width x height in mm | |
|--------------------------|----------------|--------------------------------|---|
| 1/2 page | 4 | 190 x 133 | Advertisement rates by mm on classified pages b/w per mm, single-col.: € 2,60 2c/3c per mm, single-col.: € 3,30 4c per mm, single-col.: € 4,00 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 in the classified section. A premium ad position either beneath or next to editorial text is available on the editorial pages. |
| 1/3 page | 4 | 190 x 88 | |
| 1/4 page | 4 | 190 x 66 | |
| | 2 | 94 x 133 | |
| | 1 | 46 x 270 | |
| 1/6 page | 4 | 190 x 43 | |
| | 2 | 94 x 88 | |
| 1/8 page | 4 | 190 x 32 | |
| | 2 | 94 x 66 | |
| | 1 | 46 x 133 | |
| 1/16 page | 2 | 94 x 32 | |
| | 1 | 46 x 66 | |
| 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

The top agrar special supplement „Süd Extra“ is sent selectively and precisely to 27,000 farmers in Bavaria and Baden-Württemberg. The supplement is published as supplement in top agrar 4 times a year. The „Süd Extra“ offers exciting articles, product news and innovations as well as all information on the trade fairs (Regio Agrar, Agrarschau Allgäu, Karpfhamer Fest and many more) in the region. Top agrar „Nord extra“ is the special issue for top agrar subscribers in Schleswig-Holstein, Lower Saxony, Bremen, Hamburg and Mecklenburg-Western Pomerania and is selectively distributed as a supplement to 30,000 readers in top agrar issue 7/2023.

| Süd extra | top agrar-issue | Publication date | Advertising deadline | Copy deadline |
|------------|-----------------|------------------|----------------------|---------------|
| 1/2023 | 2/2023 | 24. Jan. '23 | 22. Dec. '22 | 30. Dec. '22 |
| 2/2023 | 4/2023 | 21. March '23 | 17. Feb. '23 | 24. Feb. '23 |
| 3/2023 | 9/2023 | 22. Aug. '23 | 21. July '23 | 28. July '23 |
| 4/2023 | 11/2023 | 24. Oct. '23 | 21. Sep. '23 | 28. Sep. '23 |
| Nord extra | | | | |
| 1/2023 | 7/2023 | 20. June '23 | 16. May '23 | 24. May '23 |

Contacts

Advertising service:

Nicolas Ruß
 Tel. +49 (0) 25 01 / 801-3351 | E-Mail: nicolas.russ@lv.de

Editorial:

Guido Höner (head)
 Klaus Dorsch (Süd extra)
 Florian Tastowe (Nord extra)
 Tel. +49 (0) 25 01 / 801-64 00 | E-Mail: redaktion@topagrar.com

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.



Prices & formats Agri Business Compact

Format, number, price (excl. VAT)

| | |
|-------------------------------------|---------|
| Special supplement "Cattle Farming" | |
| 46 mm x 20 mm (4c), 12 displays, | € 2.098 |
| Special supplement "Pig farming" | |
| 46 mm x 20 mm (4c), 12 displays, | € 1.411 |
| Main issue | |
| 46 mm x 20 mm (4c), 12 displays, | € 2.722 |
| Ads are not discounting. | |

Contact:

Nicolas Ruß
Tel.: +49 (0) 2501 / 801 3351
E-Mail: nicolas.russ@lv.de

Loose inserts

Before accepting the order, please submit a binding sample to the publisher. Size up to a maximum of 200 x 280 mm. Closed edge on the long side is mandatory. Supplement price up to 25 g per % € 264 incl. shipping costs, excl. VAT. For higher weights and form 3 mm thickness price on request.

Bound-in inserts

Before accepting the order, please submit a binding sample to the publisher.

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. Price for the production of bound-in inserts are available on request and on submission of the print material.

Price for bound-in inserts:

Paper weight 115 to 150 g/m

2-page stitcher: € 24.569

4-page stitcher: € 36.772

Paper weight up to 115g/m

2-page stitcher: € 23.780

4-page stitcher: € 35.592

6-page stitcher: € 47.481

8-page stitcher: € 59.220

Glued inserts

Glued inserts (incl. CD-ROMs) are accepted in combination with full-page adverts only. Glued postcards cost € 135 per % . Envelopes with content, CD-ROMs and brochures up to 25g per % € 157,50 incl. handling and shipping costs. Glued inserts are only accepted at specific positions within the issue. Glued inserts are not eligible for discounts. Only tip-on carrier ads are subject to discount.

Please submit a binding sample to the publisher before the order is accepted.

All prices excl. VAT.

Technical data for loose inserts, bound-in inserts and glued inserts on request.

| | Agrar office | Media specialists | |
|--------|---|---|--|
| North | Matthias Woort at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Tel.: +49(0)2501/8013709 matthias.woort@lv.de | Henri Schwabe Windscheidstraße 26 a 04277 Leipzig Tel.: +49(0)341/3383316 henri.schwabe@lv.de | Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 48165 Münster Tel.: +49(0)2501/8011712 andreas.castelle@lv.de Regierungsbezirk Weser-Ems |
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| South | | | |

| Austria | The Netherlands | France | Other countries |
|---|--|---|---|
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