

# Elite

Magazin für Milcherzeuger



## Media- data 2023

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

## Elite

Elite is the know-how supplier for successful milk production with independent, critical and cross-breed reporting.

Internationally renowned authors from practice, consulting and research as well as the competent editorial team inform about

future-oriented trends and the latest developments in the sector.

Elite provides a knowledge advantage! In addition, Elite offers an attractive, digital knowledge and numerous training opportunities.

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### Publication:

6 times per year

### Year:

21th Year, 2023

### Copies sold:

14.316 (to IVW, 2 quarter 2022)

### Publisher:

Landwirtschaftsverlag GmbH | Hülsebrockstr. 2–8,  
D-48165 Münster | Postal address: 48084 Münster  
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### Note:

In the media data we use only the male and female address. Nevertheless, of course, we speak in the same way and in the same way equally to those who do not feel they belong to any sex.

### Circulation and distribution analysis:

#### 2nd quarter 2022

Distribution .....	15.370 copies
Copies sold .....	14.316 copies
Subscriptions .....	13.807 copies



Month	Issue	Publication date	Advertising deadline	Copy deadline *
January	1/2023	02. Jan. '23	07. Dec. '22	15. Dec. '22
March	2/2023	03. March '23	09. Feb. '23	17. Feb. '23
May	3/2023	02. May '23	04. April '23	14. April '23
July	4/2023	03. July '23	07. June '23	16. June '23
September	5/2023	01. Sep. '23	10. Aug. '23	18. Aug. '23
November	6/2023	06. Nov. '23	12. Oct. '23	20. Oct. '23

\*Delivery of print documents in digital form. 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.

Elite publishes annually supplements on current topics.

**Elite Best Practice** is planned again for 2023.



Examples from the past years.

### Magazine size:

210 x 297 mm (w x h),

**Type area:** 190 x 270 mm, 4-columns

### Printing process:

Cover: sheet-fed offset  
Web offset (70 screen)

**Processing:** saddle stitching

### Data transmission:

E-Mail: [barbara.haeder@lv.de](mailto:barbara.haeder@lv.de) (≤3MB), also via FTP on request.  
Labeling of the shipping case:  
Customer name/elite/issue. No responsibility is taken for the transmission quality of the data.

### File formats:

Print-optimized PDF according to PDF/X-4:2010\_CMYK. For EPS please convert fonts to character paths! Open files only possible on request in the programs InDesign, Illustrator, Photoshop. 4-color images with 300 dpi in composite mode (CMYK).

### Print documents/proofs:

Proofs are absolutely necessary for optimal colour reproduction. You will find the right paper profile at [www.lv-media-sales.de/technische-daten](http://www.lv-media-sales.de/technische-daten). Without existing proofs as colour reference, a complaint is excluded.

### Color ad production:

All colors are obtained from the Euro scale. Special colors are possible on request. Colors that are not built in CMYK-mode are automatically converted to CMYK according to the suitable paper profile into CMYK. This may result in small colour deviations. Complaint claims are excluded.

### Terms of payment:

Prepayment and direct debit: 3% discount, 14 days from date of invoice: 2 % discount, 30 days from date of invoice: net. For inserts, cash discount only on the insert price.  
VAT ID no. DE 126 042 224

### Bank details:

Volksbank Münsterland Nord eG  
IBAN: DE78 4036 1906 1004 0313 00  
BIC: GENODEM11BB

Due to tax regulations we ask please indicate your tax number tax number and/or sales tax ID.

### General terms and conditions:

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



EDITORIAL PAGES\*

Size	Layout	TYPE AREA width x height in mm	BLEED SIZE (Please allow an extra 3mm 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	€ 4.089	€ 4.993	€ 6.489
2/3 page	horizontal	190 x 178	210 x 193	€ 3.260	€ 3.976	€ 5.165
1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 2.690	€ 3.292	€ 4.282
1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 1.915	€ 2.340	€ 3.039

CLASSIFIED PAGES\*

1/2 page	4-columns 2-columns	190 x 133 94 x 270	<p><b>Price per mm for ads on built pages</b></p> <p>b/w per mm, single-col.: € 4,19 2c/3c per mm, single-col.: € 5,05 4c per mm, single-col.: € 6,54</p> <p>Example: Height in mm by no. of col. (dep. on colour) e.g. 1/8 page, 4 col., 4c  (32 mm x 4 columns) x € 6,54 = € 837,12</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>
1/3 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)

## Discounts

for advertising within 12 months:

By space		By insertion	
1/2 page	3 %	3 bookings	5 %
1/1 page	5 %	6 bookings	10 %
3 pages	10 %	9 bookings	15 %
6 pages	15 %		

## Inserts

A binding sample must be submitted to the publisher before the order is accepted. Format up to a maximum of 200 x 290 mm. Insert costs up to 25 g per % € 289 incl. shipping/handling costs. For higher weights, price on request. Inserted items over 2.5 mm in height incur additional postage costs. For inserts, discount only from the insert price.

## Glued inserts

Glued-on inserts - also CD-ROMs - possible on advertisements. Glued-on postcard per % € 179; envelopes with contents and brochures up to 25 g per % € 261.

## Bound inserts

Only possible in certain places in the booklet. Before accepting an order a binding sample must be submitted before the order is accepted. Technical specifications on request. Magazine circulation plus 2 % allowance.

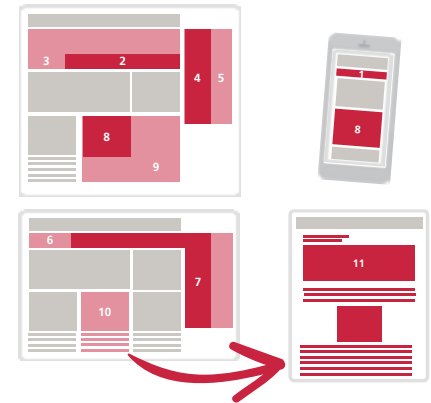
Prices for bound inserts  
Paper weight up to 115 g/m<sup>2</sup>

4-pages.....	€ 8.469
6-pages.....	€ 12.690
8-pages.....	€ 16.921

Please be sure to request the technical data for inserts, bound inserts, tip-ons and glued inserts, please contact:  
Barbara Häder, Tel.: +49(0)2501/8013360,  
E-mail: barbara.haeder@lv.de .

The shipping address for inserts, bound inserts and tip-ons is available on request. Delivery 14 days before publication.

Display advertisement on elite-magazin-.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.elite-magazin.de](http://www.elite-magazin.de) \*Rotation possible

**Price:** € 1.450<sup>1</sup>

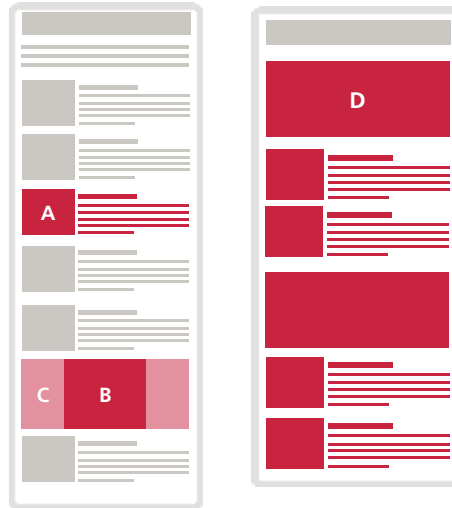
With simultaneous ad placement in the print edition in which the article appears.

**Price:** € 1.200<sup>1</sup>

<sup>1</sup> Price applies to cross-media campaigns and direct booking. Other special formats on request. All prices plus VAT.

## Newsletter

Every Friday, the Elite newsletter is published with the most important news for the dairy farmer. This is sent to more than 12,000 different personalized email addresses and has an average open rate of 29%. With a banner and/ or a text ad, you are right in the middle of it. A stand-alone newsletter ensures you the undivided attention of this special target group.



## Social Media Reach

Extend your advertising campaigns on social media. We direct your motifs to the visitors of the website [www.elite-magazin.de](http://www.elite-magazin.de).

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



Advertising form	Format (width x height in pixels)	Price	Pole-Position
<b>A</b> Text display + image	300 characters, 354 x 265*	€ 705	€ +165
<b>B</b> Medium Rectangle	300 x 250*	€ 575	€ +165
<b>C</b> Large Image	615 x 250*	€ 575	€ +165
<b>D</b> Stand-Alone-Newsletter	Send a "stand-alone newsletter" to all registered users with Elite. The newsletter is sent on behalf of Elite and contains 100% customer content. The customer content is marked as an advertisement.	€ 4.950	

\*Images scale depending on end device

Prices plus VAT.

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

Prices plus VAT.

### Discounts\*

40.000 Ad Impressions	3 %
80.000 Ad Impressions	7 %
120.000 Ad Impressions	10 %
200.000 Ad Impressions	15 %

\*valid for the year of insertion

#### \*Print online discount:

Discounts according to painting and quantity scale from the elite print edition are applied to your banner placements in the same amount. Online advertising is not discountable for print deals.

#### 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 (as of 07/2022)



The monthly updated evaluation can be found here:  
<http://ausweisung.iww-online.de/>

We will be happy to provide current figures for your placements.

## Digital reach



**114.158**  
 Page Impressions  
[elite-magazin.de](http://elite-magazin.de)\* 07/2022



**80.685**  
 Visits  
[elite-magazin.de](http://elite-magazin.de)\* 07/2022



**47.952**  
 Unique User  
[elite-magazin.de](http://elite-magazin.de)\* 07/2022



**12.380**  
 Newsletter subscribers  
 07/2022



**26.696**  
 Facebook Fans,  
 07/2022



**10.200**  
 Instagram Follower,  
 07/2022



## Your contact persons for Elite online

### Consulting

Stefan Ettmann  
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South	<b>Erwin Bücherl</b> Erich-Stegmann-Weg 7 82041 Oberhaching Tel.: +49(0)89/32422758 erwin.buecherl@gmx.de	<b>Thorsten Meyer (BW, RLP, Saarland)</b> Oberboihinger Str. 17/2 73230 Kirchheim (unter Teck) Tel.: +49(0)7021/9568738 Mobil: +49(0)160/94808812 thorsten.meyer@lv.de	<b>Ing. Elisabeth Reiterer (Bayern)</b> at Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 48165 Münster Tel.: +43(0)2236/28700-21 Mobil: +43(0)664/88538479 elisabeth.reiterer@topagrar.at

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Dr. Anne Gensch

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