

SUS

Schweinezucht und Schweinemast



Media- data 2023

www.susonline.de
www.lv-mediasales.de

SUS is the trade journal for the specialized and future-oriented pig production!

SUS offers first-class technical articles from scientists and consultants on the topics of management, production technology and animal health in the sow and fattening barn.

Further topics such as marketing and legislation as well as practice-related developments at home and abroad round off the editorial program and make SUS a valued guide for practitioners.

SUS is also the official organ of the Bundesverband Rind und Schwein e.V. (BRS) and thus the voice for the representation of interests of the entire German pig production.

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Publication: 6 times per year

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8.421 (to IWV, 2nd quarter 2022)

Publisher:
Landwirtschaftsverlag GmbH | Hülsebrockstr. 2–8,
D-48165 Münster | Postal address: 48084 Münster
Tel.: +49 (0) 25 01 / 80 10 | Fax: +49 (0) 25 01 / 80 153 17
E-Mail: SUSservice@lv.de | www.susonline.de

Management board:
Dr. Ludger Schulze Pals,
Malte Schwerdtfeger

Editorial office:
Marcus Arden (Editorial management)
Tel.: +49 (0) 25 01 / 80 164 00 | E-Mail: SUSredaktion@lv.de
Guido Höner (Editor in Chief)
Tel.: +49 (0) 25 01 / 80 164 00 | E-Mail: SUSredaktion@lv.de
Matthias Schulze Steinmann (Editor in Chief)
Tel.: +49 (0) 25 01 / 80 164 00 | E-Mail: SUSredaktion@lv.de

Publisher:
Caroline Dinkels
Tel.: +49 (0) 25 01 / 80 118 10 | E-Mail: caroline.dinkels@lv.de

Head of LV Media Sales:
Dr. Peter Wiggers (classified ads)
Tel.: +49 (0) 25 01 / 80 118 00 | E-Mail: peter.wiggers@lv.de

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

Circulation and distribution analysis:

IWV 2nd quarter 2022

Distribution	8.949 copies
Copies	8.421 copies
Subscriptions	7.887 copies



Month	Issue	Publication date	Advertising deadline	Copy deadline *
February	1/2023	02. Feb. '23	12. Jan. '23	20. Jan. '23
April	2/2023	03. April '23	09. March '23	17. March '23
June	3/2023	02. June '23	10. May '23	19. May '23
August	4/2023	03. Aug. '23	13. July '23	21. July '23
October	5/2023	06. Oct. '23	14. Sep. '23	22. Sep. '23
December	6/2023	04. Dec. '23	09. Nov. '23	17. Nov. '23

*Delivery of digitized printing documents.
If delivery is not on time, the placement may be changed or the quality may be impaired.
Complaints are excluded.



SUS also plans to publish
the **SUS calendar** in 2023.

Magazine format: 210 x 297 mm (w x h)

Type area: 190 x 270 mm

Column width and number

Advertising section: 46 mm, 4 columns; text section: 61 mm, 3 columns

Printing process: Web offset (70 screen) **Cover:** Sheetfed offset

Processing: saddle stitching

Data transmission: E-Mail: barbara.haeder@lv.de (≤3MB), also via FTP on request.

Labeling of the dispatch case: customer name/SUS/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 on request. 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-mediasales.de/technische-daten.

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 will be automatically converted to CMYK according to the suitable paper profile into CMYK. This may result in small colour deviations. Complaint claims are excluded.

General terms and conditions

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



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. All prices plus VAT.

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

Bank details:

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

	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
EDITORIAL PAGES*	1/1 page		190 x 270	210 x 297	€ 3.992	€ 4.993	€ 6.614
	2/3 page	horizontal	190 x 178	210 x 193	€ 2.932	€ 3.674	€ 4.864
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 2.582	€ 3.228	€ 4.282
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 1.957	€ 2.453	€ 3.335
CLASSIFIED PAGES*	1/2 page	4-columns 2-columns	190 x 133 94 x 270	Advertisement rates by mm on classified pages: b/w per mm, single-col.: € 3,91 2c/3c per mm, single-col.: € 4,88 4c per mm, single-col.: € 6,46 Example: height in mm by no. of col. by mm price (dep. on colour) e.g. 1/8 page, 4 col., 4c (32 mm x 4 columns) x € 6,46 = € 826,88 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 beneath or next to the editorial text.			
	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

1/2 page	3 %	By insertion	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. Inserts up to 25 g: € 3,590 incl. shipping/handling costs. For higher weights, price on request. Enclosed items from 2.5 mm height incur additional postage costs. For inserts, discount only from of the insert price.

Glued inserts

also CD-ROMs - possible on full-page ads. Glued-on postcards, envelopes with content possible on request.

Bound inserts

Only possible at certain places in the magazine. A binding sample must be submitted before the order is accepted. Technical specifications on request. Magazine circulation plus 2 % allowance.

Prices for bound inserts:

4-page bound-in insert: € 8.593

6-page bound-in insert: € 12.888

8-page bound-in insert: € 17.184

All prices plus VAT.

Please be sure to check the technical data for for inserts,

bound inserts and tip-ons from:

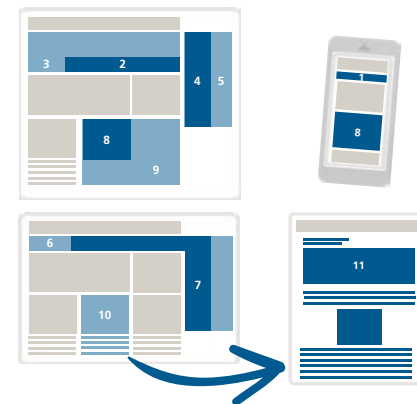
Barbara Häder, Tel.: +49(0)2501/8013360,

E-Mail: barbara.haeder@lv.de. Shipping address for inserts,

for inserts, bound inserts and tip-ons on request.

Delivery 14 days before publication.

Display advertising on susonline.de	Format (width x height in pixels)	CPT ¹	Visibility			
			Smart- phone	Tablet	Desktop	
1	Mobile Leaderboard	320 x 50 px	€ 40	x		
2	Leaderboard	728 x 90 px	€ 40		x	x
2 + 3	Billboard	970 x 250 px	€ 87			x
4	Skyscraper	160 x 600 px	€ 54		(x)	x
4 + 5	HalfPage-Ad	300 x 600 px	€ 64			x
6 + 7	Wallpaper	970 x 90 px + 300 x 600 px max.	€ 97			x
8	Medium Rectangle	300 x 250 px	€ 68	x	x	x
8 + 9	Maxi Rectangle	620 x 465 px	€ 72		x	x
8 + 9	Video 16:9	640 x 360, max. 5 Min./20 MB	€ 72	x	x	x
10, 11	Native-Ad	Online Advertorial	€ 155	x	x	x
1 to 9	Homepage-Takeover	see above	€ 180	x	x	x
Responsive Bundles						
2, 3	Head Mobile Leaderboard, Leaderboard, Billboard	320 x 50 px, 728 x 90 px, 970 x 250 px	€ 55	x	x	x
8, 9	Content Medium Rectangle, Maxi Rectangle	300 x 250 px, 620 x 465 px	€ 70	x	x	x
2, 4, 8	AdBundle Leaderboard, Skyscraper, Medium Rectangle	728 x 90 px, 160 x 600 px, 300 x 250 px,	€ 50	x	x	x
2 + 3, 4 + 5, 8, 8 + 9	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	€ 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.susonline.de

*Rotation possible

Price: € 1.450¹

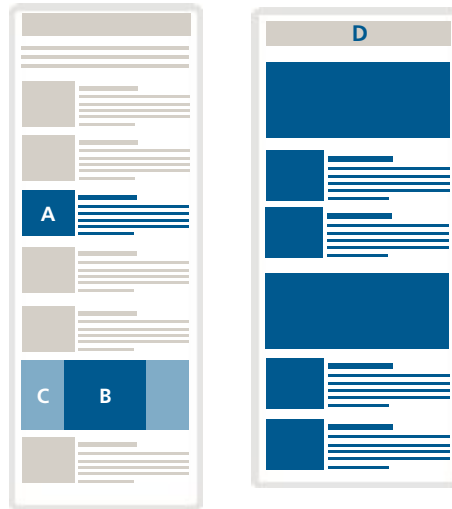
With simultaneous ad placement in the print edition in which the article appears.

Price: € 1.200¹

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

Newsletter

The SUS newsletter reaches a mailing list of about 25,000 e-mail addresses and has an average open rate of 26%. With an ad in the SUS-Newsletter you reach your target group precisely. With a stand-alone newsletter you can showcase your products and services exclusively.



Social Media Reach

Extend your advertising campaigns on social media. We direct your motives to the visitors to the website www.susonline.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
A Text display + image	300 characters, 354 x 265*	€ 750	€ +165
B Medium Rectangle	300 x 250*	€ 655	€ +165
C Large Image	615 x 250*	€ 655	€ +165
D Stand-Alone-Newsletter	Send a "stand-alone newsletter" to all registered users with SUS. The newsletter is sent on behalf of SUS and contains 100% customer content. The customer content is marked as an advertisement.	€ 7.200	

*Images scale depending on the device

Prices are exclusive. s. VAT.

CPT € 45 (Ad Impressions)
Other campaign targets on request

Prices are exclusive. s. VAT.

Online-Discounts*

25.000 Ad Impressions	3 %
45.000 Ad Impressions	7 %
75.000 Ad Impressions	10 %
100.000 Ad Impressions	15 %

*Print-Online-Discount:

Discounts according to painting and quantity series from the SUS-Print Edition are accepted for your banner circuits in the same amount. Online advertising does not create discounts for prints.

Deadline for booking / delivery:~

Please send the completed data to: onlinevermarktung@lv.de

Cancellation policy:

Cancellation of the order is until 4 weeks before the start date possible. In the event of a later cancellation, we charge 50% of the order volume.

Technical specifications:

www.lv.de/technische-spezifikationen

Terms and conditions for online advertising:

www.lv.de/agb

Partner in the LV network

The online offers of the Landwirtschaftsverlag GmbH are IWV-certified as 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.iwv-online.de/>

We are happy to provide you with the latest figures for your placements.



Digital Reach



39.751

Page Impressions
susonline.de* 07/2022



23.633

Visits
susonline.de* 07/2022



10.944

Unique User
susonline.de* 07/2022



24.985

Newsletter subscribers
 07/2022



*Source: Google Analytics

Your contact persons for SUS online

Advice

Stefan Ettmann
 E-Mail: stefan.ettmann@lv.de
 Tel. +49 (0) 25 01 / 8 01 17 70

Sibylle Sander
 E-Mail: sibylle.sander@lv.de
 Tel. +49 (0) 25 01 / 8 01 20 60

Campaign management

Laurina Barkmann
 E-Mail: laurina.barkmann@lv.de
 Tel. +49 (0) 25 01 / 8 01 26 60

Anna-Lena Südhoff
 E-Mail: anna-lena.suedhoff@lv.de
 Tel. +49 (0) 25 01 / 8 01 17 10

Daria Humme
 E-Mail: daria.humme@lv.de
 Tel. +49 (0) 25 01 / 8 01 27 81

	Publishing Office Agrar	Media specialist	
North	Matthias Woort at Landwirtschaftsverlag GmbH Hülsebrockstraße 2-8 D-48165 Münster Tel.: +49(0)2501/8013709 matthias.woort@lv.de	Henri Schwabe Windscheidstraße 26 a D-04277 Leipzig Tel.: +49(0)341/33833 16 henri.schwabe@lv.de	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 D-48165 Münster Tel.: +49(0)2501/801 17 12 andreas.castelle@lv.de Weser-Ems administrative district
Middle	Tobias Völk Jupiterstr. 55 D-55545 Bad Kreuznach Tel.: +49(0)671/7967594 Mobile: +49(0)151/72433040 tobias.voelk@lv.de	Yvonne Stein at Landwirtschaftsverlag GmbH Hülsebrockstraße 2-8 D-48165 Münster Tel.: +49(0)2501/80137 12 yvonne.stein@lv.de	Tele sales 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 D-82041 Oberhaching Tel.: +49(0)89/32422758 erwin.buecherl@gmx.de	Thorsten Meyer (BW, RLP, Saarland) Oberboihinger Str. 17/2 D-73230 Kirchheim (unter Teck) Tel.: +49(0)7021/95687 38 Mobile: +49(0)160/948088 12 thorsten.meyer@lv.de	Ing. Elisabeth Reiterer (Bayern) at Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 D-48165 Münster Tel.: +43(0)2236/287 00-21 Mobile: +43(0)664/885384 79 elisabeth.reiterer@topagrar.at

Publisher

Caroline Dinkels
 Tel.: +49(0)2501/8011810
 E-Mail: caroline.dinkels@lv.de

Product manager

Luisa Drees-Pieper
 Tel.: +49(0)2501/8011831
 E-Mail: luisa.drees-pieper@lv.de

Dr. Anne Gensch

Tel.: +49(0)2501/8011833
 E-Mail: anne.gensch@lv.de

Head of Media Sales

Gabriele Wittkowski
 Tel.: +49(0)2501/8011700
 E-Mail: gabriele.wittkowski@lv.de

Advertising marketing

Anna Schulze Zuralst
 Tel.: +49(0)2501/8011233
 E-Mail: anna.schulze-zuralst@lv.de

Advertising manager

Barbara Häder
 Tel.: +49(0)2501/8013360
 E-Mail: barbara.haeder@lv.de

Online Marketing

Stefan Ettmann
 Tel.: +49(0)2501/8011770
 E-Mail: stefan.ettmann@lv.de

Digital events

Wiebke Hannig
 Tel.: +49(0)2501/8011801
 E-Mail: events@lv.de

Austria	The Netherlands	France	Other countries
Ing. René Nöhrer Sales manager Austria Unterdombach 14 8274 Buch Austria Tel.: +43(0)2236/2870012 Mobile: +43(0)664/4302669 rene.noehrer@topagrar.at Ing. Elisabeth Reiterer Tel.: +43(0)2236/28700-21 Mobile: +43(0)664/88538479 elisabeth.reiterer@topagrar.at	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 D-48165 Münster Tel.: +49(0)2501/801 17 12 andreas.castelle@lv.de	TOP AGRIL Nadia Grand 8, cité Paradis 75493 Paris Cedex 10 France Tel.: +33(0)140227935 Fax: +33(0)140227039 Mobile: +33(0)699215208 n.grand@gfa.fr	Scandinavia Matthias Woort Yvonne Stein Switzerland, Italy Erwin Bücherl Ing. René Nöhrer Thorsten Meyer Belgium, Luxembourg Tobias Völk