


Advertise in Germany's best district!

Media-Data 2024

Advertisement price list No. 42
valid from series 1/2024

Rheinisch-Westfälischer
JÄGER



 Landwirtschaftsverlag Münster
Hülsebrockstraße 2-8
D-48165 Münster



The circulation is
regularly by the
IVW.

Convincing advantages for your successful media planning 2022

- **Highest-circulation** of a regional hunting-magazin (**64.036** distributed copies, IVW 2/2023)
- **High compliance** of your advertisements guaranteed by the editorial environment and the informative focuses
- **Diverse advertising possibilities** due to intelligent special advertising forms
- **Guaranteed contact** security due to high LJV-member-subscriptions-share of more than 90 %



Circulation and distribution analysis

IVW 2/2023

Print run 64.036
 Distributed circulation 63.788
 Subscribed circulation 63.821
 Paid circulation 64.397

Schedule 2024

No.	Month	Date of publication	advertising deadline
1	January	02.01.2024	05.12.2023
2	February	26.01.2024	03.01.2024
3	March	01.03.2024	07.02.2024
4	April	02.04.2024	06.03.2024
5	May	02.05.2024	08.04.2024
6	June	01.06.2024	06.05.2024
7	July	01.07.2024	06.06.2024
8	August	01.08.2024	09.07.2024
9	September	02.09.2024	08.08.2024
10	October	01.10.2024	06.09.2024
11	November	02.11.2024	09.10.2024
12	December	02.12.2024	07.11.2024

Publishinghouse:

Landwirtschaftsverlag GmbH
 Hülsebrockstr. 2–8, D 48165 Münster
 P.O. Box: D 48084 Münster
 Telefon: 025 01/8 01-0
 E-Mail: zentrale@lv.de, www.lv.de

Management Board:

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Advertising service:

Ingo Rabeneck, Telefon: +49 25 01/8 01-18 60
 E-Mail: ingo.rabeneck@lv.de

Terms of payment:

3% cash discount for payment in advance and direct debit; 2% skonto for payment within 14 days after date of invoice, net within 30 days after date of invoice,
 USt.-Ident-Nr.: DE 126 042 224

Banking details:

Volksbank Münsterland Nord, 1004031300
 (BLZ 40160050)
 IBAN DE 16 4016 0050 1004 0313 00
 BIC GENODEM1MSC

Technical data, special advertising forms, distribution analysis

Printing process: web offset

Processing: spine stitching

Data: digitalised

Data transmission:

Mail: ingo.rabeneck@lv.de

Labelling of delivery case:

customer name/object/issue

File formats: print optimised PDF according to PDF/X-1a. Please vectorize fonts in EPS-files. Open files only possible on request with programs InDesign, QuarkXPress, FreeHand, Illustrator, Photoshop. Four-colour-images with 300dpi in composite-mode (CMYK).

Print documents/proofs: Proofs are absolutely necessary for optimal color reproduction.

You can find the appropriate paper profile at: www.lvmediacenter.de/druckprofile-fachzeitschriften/. Without available proofs as color reference, a color complaint is excluded. Additional layout and image processing costs will be charged.

Color ad production: All color ads are achieved from the Euroscale. No special colors such as HKS or Pantone possible. Colors that are not built in CMYK mode are automatically converted to CMYK according to the appropriate paper profile. This may result in minor color deviations. Claims are excluded in this case.

Bound-in inserts and loose inserts:

An authentic sample has to be submitted before order acceptance. Bound-in inserts and supplements can only contain the sales program of the advertiser.

Delivery date:

8 days before appearance in the printing works, circulation of magazines plus 2% grant. Bound-in inserts and supplements are not discountable but commissionable.

Bound-in inserts:

Format:

untrimmed size folded to 213 x 222 x 306 mm (incl. 5 mm head trim)

Prices:

4-page bound-in insert: **€ 166/thousand**. Further prices on request..

Loose inserts:

Format:

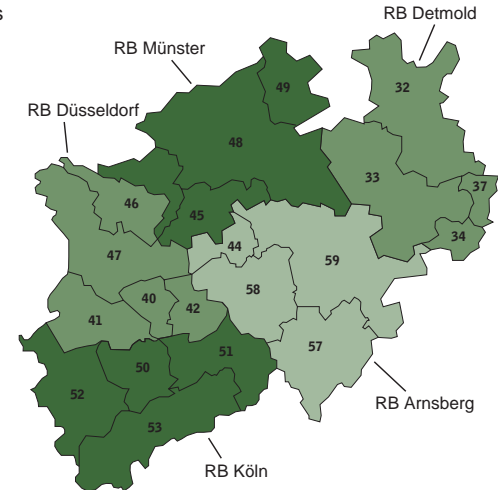
not more than 205 mm wide and 290 mm high.

Price:

Up to 25 g **€ 180/thousand** including shipping costs, plus value added tax. Prices for higher weight on request. Exclusion of competition not possible.

Partial edition possible, circulation and administrative district selectable. Offers and prices on request.

Circulation area:



Cancellation deadline:

Ads until the ad closing date, bound/loose inserts one week before ad closing date

Terms and conditions:

The general terms and conditions apply to the processing of orders. The terms can be obtained from the publishing house or at www.lv.de/agb.

Advertisement formats and prices/discounts

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

Type area: 190 x 270 mm (w x h) **columns:** 4 columns each 46 mm wide

Commercial advertising prices in the editorial section

Format	Columns	Live area w x h	In bleed w x h	Basic price b/w in €	2c/3c Euro- scale in €	4c Euro- scale in €
1/1 S.	4	190 x 270	210 x 297	4.940,00	6.200,00	7.650,00
1/2 S.	4	190 x 133	210 x 147	3.120,00	3.120,00	4.045,00
	2	94 x 270	103 x 297			
1/3 S.	4	190 x 88 61 x 270	210 x 102 72 x 297	1.655,00	2.065,00	2.670,00
	4	190 x 66	210 x 80			
1/4 S.	2	94 x 133	103 x 147	1.250,00	1.520,00	2.045,00
	1	46 x 270	57 x 297			
1/8 S.	4	190 x 32		635,00	780,00	1.030,00
	2	94 x 66				
	1	46 x 133				

All prices plus statutory value-added tax. All format specifications in mm. **Trim cut formats plus 3 mm bleed margin.** Possible additional costs for the graphic design of advertisements..

Discounted prices (without reductions including VAT)

Hunting lease: **€3.60** mm-price • Private ads: **€5.00** line price • Fee per coded advert: **€9.50**

Commercial mm-price (plus VAT)
in the advertising market:

b/w **€4.50** • 2c/3c **€5.50** • 4c **€7.20**

Example calculation:

30 mm high x 1-column (46 mm)

Colour b/w = € 135 plus VAT

40 mm high x 2-column (94 mm)

Colour 2c/3c = € 440 plus VAT.

Discounts

for purchase within 12 months

Quantity scale

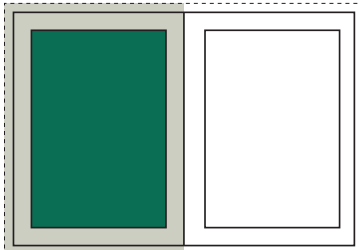
1/2 page	3 %
1/1 page	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

Frequency scale

3 advertisements	3 %
6 advertisements	5 %
9 advertisements	7 %
12 advertisements	10 %
18 advertisements	15 %
24 advertisements	20 %

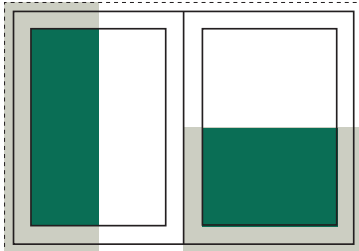
Sample formats in the editorial section

S: in the live area, A: in bleed format plus 3 mm trim



1/1 page

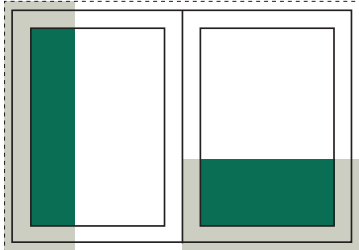
S: 190 x 270 mm
A: 210 x 297 mm



1/2 page

portrait format
S: 94 x 270 mm
A: 103 x 297 mm

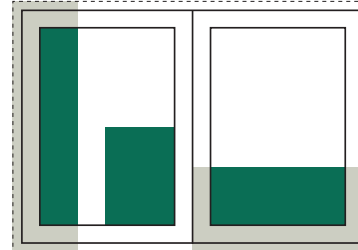
landscape format
S: 190 x 133 mm
A: 210 x 147 mm



1/3 page

portrait format
S: 61 x 270 mm
A: 72 x 297 mm

landscape format
S: 190 x 88 mm
A: 210 x 102 mm

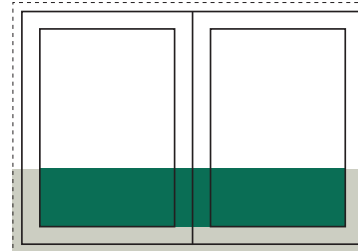


1/4 page

portrait format
S: 46 x 270 mm
A: 57 x 297 mm

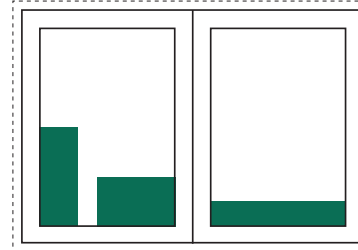
landscape format
S: 190 x 66 mm
A: 210 x 80 mm

2-column
S: 94 x 133 mm
A: 103 x 147 mm



2 x 1/4 page

landscape format
S: 400 x 66 mm
A: 420 x 80 mm



1/8 page

portrait format
S: 46 x 133 mm
landscape format
S: 190 x 32 mm

2-column
S: 94 x 66 mm

Your contacts in advertising department & editorial staff



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