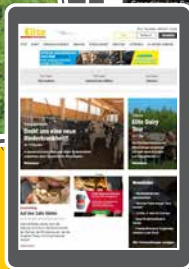


Elite

Magazin für Milcherzeuger



Media- data 2024

www.elite-magazin.de
www.lv-mediacyenter.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.

Inhalt

- 02 Elite in brief – key facts
- 03 Time table and technical data
- 04 Ad formats and prices
- 05 MAagrar results
- 06 Display advertising / article placement
- 07 Newsletter / Social media
- 08 Range / Discounts / Technical specifications / Contact
- 09 Contacts

Publication:

6 times per year

Year:

22nd Year, 2024

Sold circulation:

14.093 copies (according to IVW, 2nd quarter 2023)

Publisher:

Landwirtschaftsverlag GmbH | Hülsebrockstr. 2–8,
48165 Münster | Postal address: 48084 Münster, Germany

Tel.: +49(0)2501/8010 | Fax: +49(0)2501/8015317

E-Mail: service@elite-magazin.de

www.elite-magazin.de

Management board:

Dr. Ludger Schulze Pals,
Malte Schwerdtfeger

Editor:

Gregor Veauthier (Editor in Chief)

Tel.: +49(0)2501/8018803

E-Mail: redaktion@elite-magazin.de

Publisher:

Caroline Dinkels

Tel.: +49(0)2501/8011810

E-Mail: caroline.dinkels@lv.de

Head of LV Media Sales:

Dr. Peter Wiggers (classified ads)

Tel.: +49(0)2501/8011800

E-Mail: peter.wiggers@lv.de

Note:

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

Circulation and distribution analysis:

IVW, 2nd quarter 2023

Distributed circulation 15.703 copies

Sold circulation 14.093 copies

Subscribed circulation 13.195 copies



Issue	Month	Publication date	Advertising deadline	Copy deadline *	Focus topic
1/2024	January	03.01.24	07.12.23	15.12.23	Animal welfare in other EU countries Energy series: Biogas Udder health at the AMS
2/2024	March	01.03.24	08.02.24	16.02.24	first grass cuttings: high quality silage, Energy series: Photovoltaics, Grassland care, Retrofitting milking robots in old stables, Pasture
3/2024	May	06.05.24	11.04.24	19.04.24	Energy series: Methane gas plant Focus Austria Forage Cultivation: Intercrops
4/2024	July	28.06.24	06.06.24	14.06.24	Corn harvest: The right time is decisive Barn construction despite high costs
5/2024	Sept.	30.08.24	08.08.24	16.08.24	EuroTier preview Fully automatic feeding Sensors in calf husbandry
6/2024	Nov.	04.11.24	10.10.24	18.10.24	Economy: 10.000 vs. 13.000 kg Open new silo

*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.

Elite publishes annually supplements on current topics. For the year 2024, among other things, another **Elite Best Practice** is planned.



Examples from the past years.

Magazine format:

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 (≤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! 4-color images with 300 dpi in composite mode (CMYK). Open files only on request possible.

Print documents/proofs:

Proofs are absolutely necessary for optimal colour reproduction. You will find the right paper profile at www.lv-mediacycenter.de/druckprofile-fachzeitschriften/. Without existing proofs as colour reference, a complaint is excluded. Additional layout and image processing costs will be invoiced.

Colour ad production:

All colours are obtained from the Euro scale. Special colours are possible on request. Colours 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 im Münsterland eG
IBAN: DE78 4036 1906 1004 0313 00
BIC: GENODEM11BB

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

General terms and conditions:

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

	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	4.293 €	5.243 €	6.813 €
	2/3 page	horizontal	190 x 178	210 x 193	3.423 €	4.175 €	5.423 €
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	2.825 €	3.457 €	4.496 €
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	2.011 €	2.457 €	3.191 €
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.: 4,40 € 2c/3c per mm, single-col.: 5,30 € 4c per mm, single-col.: 6,87 € Example: Height in mm x number of columns x mm price (depending on colorfulness) e.g. 1/8 page, 4 col., 4c (32 mm x 4 columns) x 6,87 €= 879,36 € 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 EUR 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 % € 299 incl. shipping/handling costs. For higher weights, price on request. Inserted items over 2.5 mm in height incur additional postage costs. For inserts, cash discount only from the insert price.

Glued inserts

Tip-on inserts - also CD-ROMs - possible on advertisements. Glued-on postcard per % 189 €; envelopes with contents and brochures up to 25 g per % 279 €.

Bound inserts

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

Prices for bound inserts paper weight up to 115 g/m²

4-pages8.892 €
6-pages13.324 €
8-pages17.767 €

Inserts, tip-ons and bound inserts are not discountable. Paper weight from 115 g/m² - price on request

All prices plus VAT.

Inserts, bound inserts and tip-ons are not discountable.

Please be sure to request the technical data for inserts, bound-in inserts and tip-ons from: Barbara Häder, Tel.: +49 (0) 25 01/8 01 33 60, 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.

Ø average usage

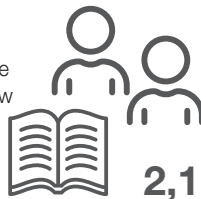


4,0x

Elite readers use an issue on average 4,0 times.

Ø average number of readers on the farm

Elite readers have average 2,1 fellow readers on the farm.

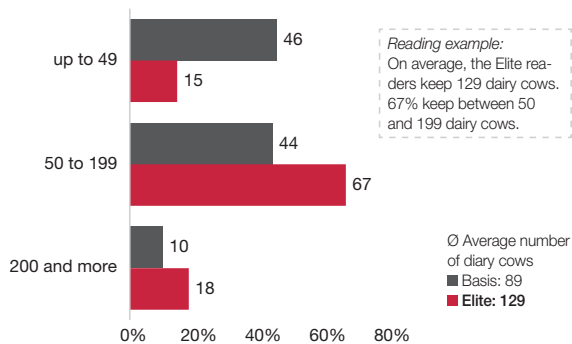


Editorial expertise (excellent to good)

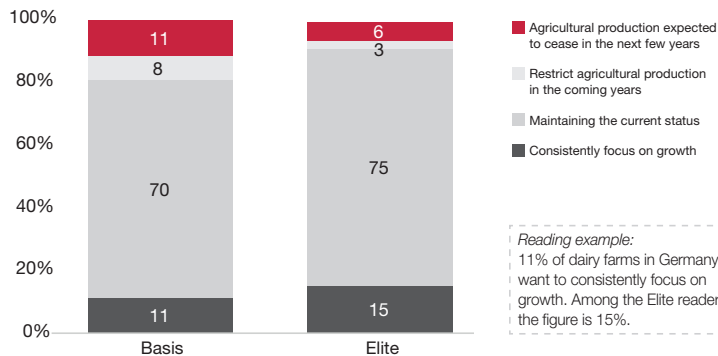


96% of Elite readers rate the editorial competence with excellent to good.

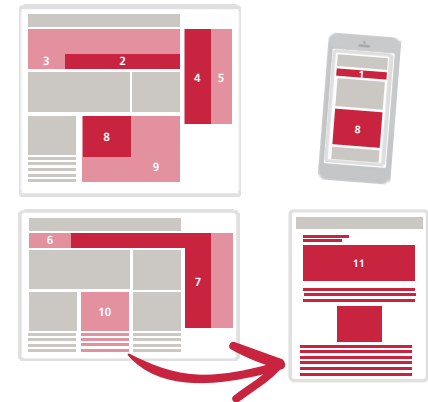
Elite reader structure number of dairy cows



Planned farm development of the dairy farms



Display advertisement on elite-magazin.de		Size (width x height in pixel)	CPM ¹	Visibility	
				Mobile	Desktop
①	Mobile Leaderboard	320 x 50 px	55 €	X	
②	Leaderboard	728 x 90 px			X
②	Large Leaderboard	970 x 90 px			X
③	Billboard	970 x 250 px			X
④	Skyscraper	160 x 600 px			X
④ + ⑤	HalfPage-AD	300 x 600 px		X	X
②, ④, ⑧	AdBundle	728 x 90 px, 300 x 250 px, 160 x 600 px		(X)	X
⑥ + ⑦	Wallpaper	970 x 90 px max. + 300 x 600 px max.			X
⑧	Medium Rectangle	300 x 250 px	70 €	X	X
⑧ + ⑨	Maxi Rectangle	620 x 465 px			X
② + ③, ④ + ⑤, ⑧ + ⑨, ⑧	XXL-Bundle	970 x 250 px, 300 x 600 px, 620 x 465 px, 300 x 250 px			(X)
⑧, ⑧ + ⑨	Video	Video 16:9 (YouTube), scaled		X	X
⑩, ⑪	Native-Ad	Online Advertorial	155 €	X	X
①, ②, ③, ④, ⑤, ⑦, ⑧	Homepage-Takeover	see above			X
Social media outreach					
		1080 x 1080 px & 1080 x 1920 px	45 €	X	(X)
Article placement EXCLUSIVE! NEW					
	Term according to availability		1.450 €/1.250 €	X	X



Article placement

With an article placement you can place your advertising motifs (AdBundle) in a thematically appropriate article.

To do this, you select the desired editorial article and your motifs will appear exclusively for six months in the in the online article. In addition, you receive 20,000 AdImpressions on www.elite-magazin.de.

Price: 1.450 €¹

With simultaneous ad placement in the print edition in which the article is published.

Price: 1.250 €¹

New: All formats in a price category can be combined with each other as desired.

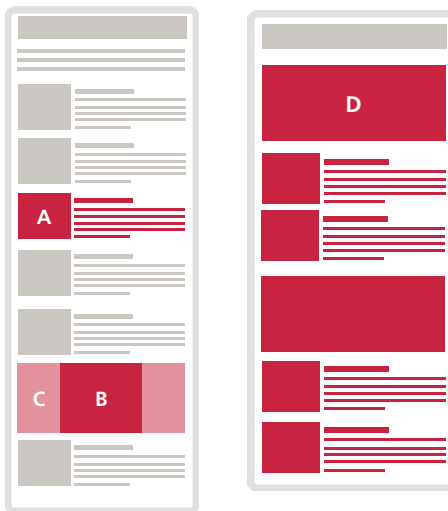
¹ Price applies to cross-media campaigns and direct bookings. Other special formats on request. All prices plus VAT.

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 28%. With a banner and/ or a text ad, you are right in the middle of it.

Standalone Newsletter

The Elite Standalone Newsletter is a standalone email newsletter that focuses on your offer and receives the full attention of the readers.



Advertising form	Size (width x height in pixels)	Price	Pole-Position
A Text advert + image	300 characters, 354 x 265*	705 €	+ 165 €
B Medium Rectangle	300 x 250*	575 €	+ 165 €
C Large Image	615 x 250*	575 €	+ 165 €
D 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

social media reach

Extend your advertising campaigns into the social media. We steer your motifs to the visitors of the website www.elite-magazin.de.

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



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 frequency discount and quantity scale from the Elite print edition are applied to your banner placements in the same amount.

Booking deadline / delivery:

Please send the completed data 3 working days before publication to: 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-mediacycenter.de/technische-spezifikationen/

Terms and conditions for online advertising:

lv-mediacycenter.de/agb/#Werbung

Partner in the LV network

The online offers of Landwirtschaftsverlag GmbH are certified as IVW-checked as a multi-offer:
 9.467.633 Page Impressions
 3.168.220 visits (status from 06/2023)



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

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

Digital outreach



92.783
 Page Impressions
elite-magazin.de 06/2023*



63.291
 Visits
elite-magazin.de 06/2023*



36.850
 Unique User
elite-magazin.de 06/2023*



11.959
 Newsletter subscribers
 06/2023



27.089
 Facebook Fans
 06/2023



12.200
 Instagram Follower
 06/2023



*Source: Google Analytics

Your contact persons for Elite online

Consulting and campaign management

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

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

Anna-Lena Hemker
anna-lena.hemker@lv.de
 Tel. +49(0) 25 01/8 01 17 10

	Agrar office	Media specialist	
North	Matthias Woort at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Germany Tel.: +49(0)2501/801 37 09 matthias.woort@lv.de	Henri Schwabe Windscheidstraße 26 a 04277 Leipzig Germany Tel.: +49(0)341/33833 16 henri.schwabe@lv.de	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 48165 Münster, Germany Tel.: +49(0)2501/801 17 12 andreas.castelle@lv.de Regierungsbezirk Weser-Ems
Middle	Tobias Völk Jupiterstr. 55 55545 Bad Kreuznach, Germany Tel.: +49(0)671/7967594 Mobil: +49(0)1 51/72 43 30 40 tobias.voelk@lv.de	Yvonne Stein at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster, Germany Tel.: +49(0)2501/801 37 12 yvonne.stein@lv.de	Telesales 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 82041 Oberhaching Germany Tel.: +49(0)89/32 42 27 58 erwin.buecherl@gmx.de	Thorsten Meyer (BW, RLP, Saarland) Oberboihinger Str. 17/2 73230 Kirchheim (unter Teck) Germany Tel.: +49(0)7021/95687 38 Mobil: +49(0)1 60/94 80 88 12 thorsten.meyer@lv.de	Ing. Elisabeth Reiterer (Bayern) at Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 48165 Münster Germany Tel.: +43(0)2236/28700-21 Mobil: +43(0)664/88538479 elisabeth.reiterer@topagrar.at

Publisherin

Caroline Dinkels
 Tel.: +49(0) 25 01/8 01 18 10
 E-Mail: caroline.dinkels@lv.de

Produktmanagerinnen

Luisa Drees-Pieper
 Tel.: +49(0) 25 01/8 01 18 31
 E-Mail: luisa.drees-pieper@lv.de

Dr. Anne Gensch
 Tel.: +49(0) 25 01/8 01 18 33
 E-Mail: anne.gensch@lv.de

Anzeigenmarketing

Birgit Hüsing
 Tel.: +49(0) 2501/8016961
 E-Mail: birgit.huesing@lv.de

Leitung Media Sales

Gabriele Wittkowski
 Tel.: +49(0) 25 01/8 01 17 00
 E-Mail: gabriele.wittkowski@lv.de

Anzeigenmanagement

Barbara Häder
 Tel.: +49(0) 25 01/8 01 33 60
 E-Mail: barbara.haeder@lv.de

Onlinevermarktung

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

Digitale Veranstaltungen

Wiebke Hannig
 Tel.: +49(0) 25 01/8 01 18 01
 E-Mail: events@lv.de

Austria	Netherlands	France	Other Countries
Ing. René Nöhrer Verkaufsleiter Österreich Unterdobach 14 8274 Buch Austria Tel.: +43(0)2236/28700 12 Mobil: +43(0)664/4302669 rene.noehrer@topagrar.at Ing. Elisabeth Reiterer Tel.: +43(0)2236/28700-21 Mobil: +43(0)664/88538479 elisabeth.reiterer@topagrar.at	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 48165 Münster Germany Tel.: +49(0)2501/801 17 12 andreas.castelle@lv.de	Nadia Grand Groupe France Agricole 7 Rue Touzet Gaillard 93400 Saint-Ouen-sur-Seine France Mobil: +33(0)69921 5208 n.grand@gfa.fr	Scandinavia Matthias Woort Yvonne Stein Switzerland, Italy Erwin Bücherl Ing. René Nöhrer Thorsten Meyer Belgium, Luxembourg Tobias Völk