

# SUS

Schweinezucht und Schweinemast



# Media- data 2024

[www.susonline.de](http://www.susonline.de)  
[www.lv-mediacenter.de](http://www.lv-mediacenter.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.

## Content

- 02 Short knowledge – key facts
- 03 Timetable / 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:** 36<sup>th</sup> Year 2024

**Sold circulation:**

7.477 copies (according to IWW, 2nd quarter 2023)

**Publisher:**

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**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:**

**IWW, 2nd quarter 2023**

Distributed circulation ..... 7.999 copies  
Sold circulation ..... 7.477 copies  
Subscribed circulation ..... 7.128 copies



Month	Issue	Publication date	Advertising deadline	Copy deadline *	Focus topic
February	1/2024	02.02.24	12.01.24	22.01.24	Artificial intelligence in the pigsty - what does the market offer?
April	2/2024	02.04.24	08.03.24	18.03.24	Feeding: N-/P-reduced Feeding concepts
June	3/2024	04.06.24	10.05.24	21.05.24	Breeding: Health, social behavior and longevity in focus
August	4/2024	02.08.24	12.07.24	22.07.24	Animal health: keeping viruses and bacteria at bay
October	5/2024	07.10.24	13.09.24	23.09.24	Housing and feeding technology: Latest trends from EuroTier
December	6/2024	06.12.24	15.11.24	25.11.24	Animal health: Which vaccinations are useful

\*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.



Also in 2024 **SUS** will publish a wall calendar.

**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-mediacycenter.de/druckprofile-fachzeitschriften/](http://www.lv-mediacycenter.de/druckprofile-fachzeitschriften/) 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 [lv-mediacycenter.de/agb/](http://lv-mediacycenter.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 im 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	4.192 €	5.243 €	6.799 €
	2/3 page	horizontal	190 x 178	210 x 193	3.079 €	3.858 €	5.109 €
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	2.711 €	3.389 €	4.499 €
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	2.055 €	2.576 €	3.499 €
CLASSIFIED PAGES*	1/2 page	4-columns 2-columns	190 x 133 94 x 270	<b>Advertisement rates by mm on classified pages:</b> b/w per mm, single-col.: 4,10 € 2c/3c per mm, single-col.: 5,13 € 4c per mm, single-col.: 6,78 €  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 € 6,78 = 867,84 €  <b>Column widths:</b> 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 %
1/1 page	5 %
3 pages	10 %
6 pages	15 %

#### By insertion

3 bookings	5 %
6 bookings	10 %
9 bookings	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:	9.022 €
6-page bound-in insert:	13.532 €
8-page bound-in insert:	18.043 €

All prices plus VAT.

Inserts, tip-ons and bound inserts are not eligible for discount.

Please be sure to check the technical data for inserts, bound inserts and tip-ons from:

Barbara Häder, Tel.: +49(0)2501 / 801 3360,  
E-Mail: barbara.haeder@lv.de. Shipping address for inserts,

bound inserts and tip-ons on request.

Delivery 14 days before publication.



## Ø average usage



SUS readers use an issue on average 3,6 times.

**3,6x**

## Ø average number of readers on the farm

**1,9** SUS readers have average 1,9 fellow readers on the farm.



## Editorial expertise

(excellent to good)

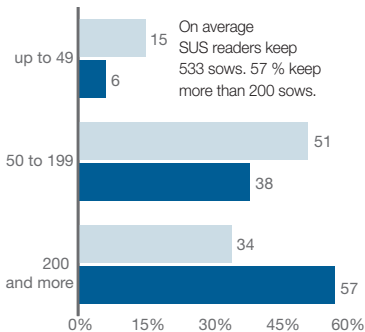


**92%** of SUS readers rate the editorial competence with excellent to good.

### SUS reader structure

#### Number of sows

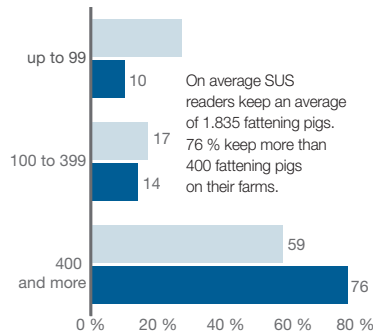
■ base ■ SUS



Ø Average number of sows:  
Basis: 353 | SUS: 533

#### Number of fattening pigs

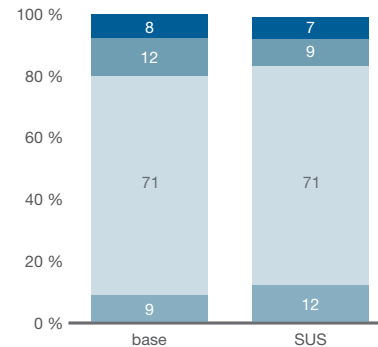
■ base ■ SUS



Ø Average number of fattening pigs:  
Basis: 1.019 | SUS: 1.835

### Planned farm development of the Pig farms

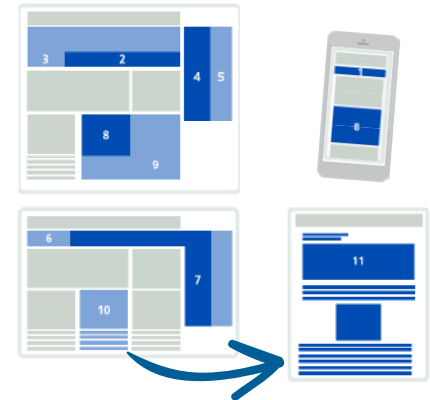
- Expect to give up agricultural production in the next few years
- Reduce agricultural production in the next few years
- Maintain current level
- Consistently focus on growth



9 % of pig farmers in Germany want to consistently focus on growth. Among the readers of SUS it is 12 %.



Display advertising in the channel pig on susonline.de and topagrar.com/schwein	Format (width x height in pixels)	Thousand-Contact-Price <sup>1</sup>	Visibility		
			Mobile	Desktop	
①	Mobile Leaderboard	55 €	X		
②	Leaderboard			X	
②	Large Leaderboard			X	
③	Billboard			X	
④	Skyscraper			X	
④+⑤	HalfPage-AD	70 €	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	X	X
⑧+⑨	Maxi Rectangle		620 x 465 px		X
②+③, ④+⑤, ⑧+⑨, ⑧	XXL-Bundle	155 €	(X)	X	
⑧, ⑧, ⑨	Video		Video 16:9 (YouTube), scaled	X	X
⑩, ⑪	Native-Ad		Online Advertorial	X	X
①, ②, ③, ④, ⑤, ⑦, ⑧	Homepage-Takeover	see above	X	(X)	
<b>Social media outreach</b>					
	1080 x 1080 px & 1080 x 1920 px	45 €	X	(X)	
<b>Article placement EXCLUSIVE! NEW</b>					
	Term according to availability	1.450 € / 1.250 €	X	X	



### Contribution 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 article. In addition, you receive an AdBundle with 20.000 AdImpressions in the channel pig.

**Price:** 1.450 €<sup>1</sup>

With simultaneous ad placement in the print edition in which the article is published:  
1.250 €<sup>1</sup>

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

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

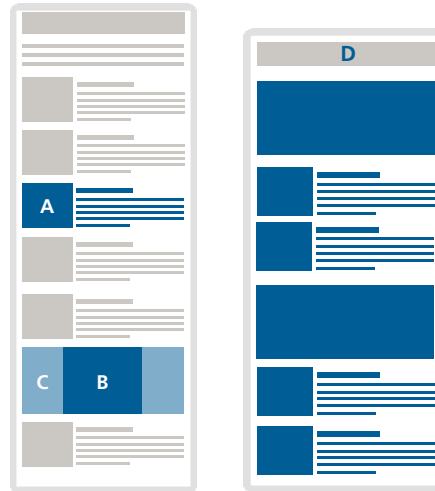


## Newsletter

The SUS newsletter reaches a distribution list of approx. 23.000 e-mail addresses and has an average open rate of 26 %. top agrar Schwein has a distribution list of approx. 18.000 addresses with an opening rate of approx. 29 %.

With an ad booking in these newsletters you can reach your target group with pinpoint accuracy.

Send a "stand-alone newsletter" to all registered users. The newsletter is sent in the name of SUS or top agrar and contains 100 % customer content. The customer content is marked as an advertisement. With a stand-alone newsletter you can present your products and services exclusively in the limelight.



## Social media outreach

Extend your advertising campaign into the social media. Your motifs reach the visitors of the websites topagrar.com/schwein and susonline.de.

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



Shipping	Newsletter	Profile	A Image + text 300 characters, 354 x 265 px*	B / C Medium Rectangle or Large Image 300 x 250 px*, 615 x 250 px*, 615 x 250 px	Pole- Position
Tuesdays	top agrar Schwein	Prices, Forecasts, Industry News	685 €	540 €	+ 165 €
Fortnightly	SUS Newsletter	Reports and information on Pig farming	750 €	655 €	+ 165 €
according to by arrangement	top agrar Schwein	Standalone (all contents according to customer requirements)	4.950 €		
according to by arrangement	SUS Newsletter	Standalone (all contents according to customer requirements)	6.325 €		

**CPT 45 € (Ad Impressions)**  
Further campaign targets  
on request

Prices plus VAT

\*Images scale depending on end device; prices plus VAT.



## Online discounts\*

100.000 Adimpressions	3 %
200.000 Adimpressions	5 %
300.000 Adimpressions	7 %
500.000 Adimpressions	10 %
700.000 Adimpressions	15 %
1.000.000 Adimpressions	20 %

## \*Print online discount:

Discounts according to frequency discount and quantity scale from the print contracts of top agrar or SUS will be used for your banner placement in the same amount.

## Booking deadline / delivery:

Please send the finished data 3 working days before publication to:  
onlinevermarktung@lv.de

## Cancellation conditions:

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

## Technical specifications:

[www.lv-mediacyenter.de/technische-spezifikationen/](http://www.lv-mediacyenter.de/technische-spezifikationen/)

## Terms and conditions for online advertising:

[lv-mediacyenter.de/agb/#Werbung](http://lv-mediacyenter.de/agb/#Werbung)

## Digital Reach Channel Pig



Views  
susonline.de and  
topagrار.com/schwein  
**139.847\*** (Status from 06/2023)



Users  
susonline.de  
**8.522\*** (status from 06/2023)  
topagrار.com/schwein  
**60.172\*** (status from 06/2023)



Newsletter subscribers  
SUS  
**approx. 23.000** e-mail addresses\*  
top agrar pig  
**approx. 18.000** e-mail addresses\*



\*sources: GA4, Salesforce

## Partner in the LV network

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

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

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