

top agrار



Media- data 2024

www.topagrار.com
www.lv-mediacenter.de

top agrar is the leader among the trade and specialist magazines in German-speaking countries.

Targeted at agricultural managers and decision makers in the 'green industry', the magazine's main issue offers relevant information and practical guidance on a monthly basis.

top agrar is popular among users who appreciate its well-founded, accurate and specialist information of practical relevance.

The special programmes in cattle and pig farming are selective components of the main issue and complement the basic programme of top agrar.

top agrar – we care for farmers!

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Publication:

monthly

Year:

53th year, 2024

Copies sold:

83.645 (to. IWW, 2nd quarter 2023, incl. e-paper)

Place of publication:

D-48165 Münster

Publishing house:

Landwirtschaftsverlag GmbH
Hülsebrockstraße 2–8, D-48165 Münster
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www.lv.de | E-Mail: service@topagrar.com

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Note:

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



2nd quarter 2023:

distributed circulation:	84.979 Ex.
paid circulation:	83.645 Ex.
subscribed circulation:	77.307 Ex.

Month	Issue	Publication date	Ad deadline	Copy deadline*	Topics
January	1/2024	19.12.23	27.11.23	04.12.23	Crop protection, Maize varieties, Grain market, Comparison test: tele wheel loader (part one), udder health in cattle, Hygiene management in pigs
February	2/2024	23.01.24	20.12.23	08.01.24	Grain and rape fertilisation, crop protection, fertiliser market, comparison: tele wheel loaders (part two), Herd management for cattle, Feeding technology for pigs
March	3/2024	20.02.24	29.01.24	05.02.24	Crop protection in summer and winter grains, Tips for potato cultivation, Fertiliser technology, Milk price comparison, Pasture and grassland, Animal health in pigs
April	4/2024	19.03.24	26.02.24	04.03.24	Maize cultivation, crop protection, machines and tips for maize sowing, crop protection technology (mechanical and chemical), feeding on/with milking robots, pig production
May	5/2024	23.04.24	28.03.24	08.04.24	Potato cultivation, maize, crop protection, barley, machinery and tips on grass round bale silage, calf rearing, climate in pig stalls
June	6/2024	21.05.24	24.04.24	02.05.24	beet cultivation, machines and tips for grain harvesting, stall construction and husbandry dairy cattle, marketing of pigs
July	7/2024	25.06.24	03.06.24	10.06.24	Rapeseed varieties, soil cultivation, catch crops, cereal market, machines and tips on stubble cultivation, milking robot management, animal welfare pig
August	8/2024	23.07.24	01.07.24	08.07.24	Barley varieties, machinery and tips for catch crop sowing, animal health, pigsty construction
September	9/2024	20.08.24	29.07.24	05.08.24	Wheat varieties, machines and tips on maize harvesting, cattle fattening, pig feeding
October	10/2024	24.09.24	02.09.24	09.09.24	Tips for winter-proof grain, machines & tips for sowing, rape market, calf rearing
November	11/2024	29.10.24	07.10.24	14.10.24	Biodiversity, innovations at EuroTier (cattle, pigs, feed technology, manure technology)
December	12/2024	26.11.24	04.11.24	11.11.24	Maize varieties, Forestry tips & trends, Pig animal health, Market outlook (Beef, Pig, Poultry, Milk)

*Delivery of digitized printing documents. 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.

Technical data

Size of page:

210 mm wide/ 297 mm high

Type area:

190 mm wide/ 270 mm high

Column width and number:

- a) Classified: 46 mm/ 4 columns
- b) Editorial pages: 61 mm/ 3 columns

Bleed sizes:

Magazine format plus 3 mm bleed. The left and right bleed widths may vary by up to 3 mm from the magazine format depending on copy thickness.

Printing method:

Cover: Sheet-fed offset; inside pages: web-fed offset

Binding:

Adhesive binding (please consider this for formats across the gutter)

Data transfer:

by E-mail: nicolas.russ@lv.de

Data formats:

Print optimised PDF according to PDF/X-4:2010_CMYK. Please ensure EPS fonts are converted into paths! Files that are not encapsulated are accepted only on request. Submit 4 colour prints in 300 dpi resolution and composite mode (CMYK).

Advertisement copies/proofs:

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

Colour advertisements:

All colours are generated from Euroscale standards. Special colours are possible on request. Colours not in CMYK-mode are automatically converted to the suitable paper profile in CMYK Improved colours. This may result in small colour deviations. Complaint claims are excluded. Placing ads on consecutive pages on request. Ads on consecutive editorial pages are subject to surcharges.

Terms of payment:

Payment in advance and by direct debit receives 3% discount. Payment within 14 days of receipt of invoice receives 2% discount. Payment is due within 30 days net from date of invoice. Cash discounts on loose insertion prices are granted only on the insertion price itself.

Bank details:

Volksbank im Münsterland eG
IBAN DE78 4036 1906 1004 0313 00, BIC GENODEM11BB

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

Terms and Conditions:

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

EDITORIAL PAGES*

Size	Layout	TYPE AREA width x height in mm	BLEED SIZE (Please allow an extra 3 mm 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	13.716 €	17.269 €	21.456 €
2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	11.772 €	14.212 €	18.292 €
1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	9.197 €	11.363 €	14.291 €
1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	6.378 €	7.923 €	9.909 €

3 % bleed surcharge on advertisement motifs with bleed

CLASSIFIED PAGES*

1/3 page	4-columns	190 x 88	<p>Advertisement rates by mm on classified pages: b/w per mm, single-column: 13,90 € 2c/3c per mm, single-column: 17,45 € 4c per mm, single-column: 22,05 €</p> <p>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 22,05 € = 2.822,40 €</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. *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>
1/4 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:

<u>By space</u>	
1/2 page	3 %
1/1 page	5 %
3 pages	10 %
6 pages	15 %
9 pages	17 %
12 pages	20 %
18 pages	22 %
24 pages	23 %
<u>By insertion</u>	
3 bookings	3 %
6 bookings	5 %
9 bookings	7 %
12 bookings	10 %
18 bookings	15 %

Discounts apply to classified ad in the main issue
Price by mm (46 mm column):

b/w single-column	€ 7,90
2c Euroscale single-column	€ 9,25
4c Euroscale single-column	€ 11,45

*Job market not eligible for discounts

	Size	Layout	TYPE AREA width x height in mm	BLEED SIZE (Please allow an extra 3 mm 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	6.256 €	7.793 €	9.737 €
	2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	5.198 €	6.463 €	8.112 €
	1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	4.061 €	5.051 €	6.338 €
	1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	2.818 €	3.502 €	4.394 €

3 % bleed surcharge on advertisement motifs with bleed

CLASSIFIED PAGES*	1/3 page	4-columns	190 x 88	Advertisement rates by mm on classified pages: b/w per mm, single-column: 6,10 € 2c/3c per mm, single-column: 7,60 € 4c per mm, single-column: 9,45 € 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 9,45 € = 1.209,60 € 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.
	1/4 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	

The **special programme Pig farming** provides monthly tips on pig pig farming, current trends and information on market development. Farmers, advisers and veterinarians will also find recommendations on animal health, feeding, management and husbandry



Size	Layout	TYPE AREA width x height in mm	BLEED SIZE (Please allow an extra 3 mm 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	9.621 €	11.992 €	14.999 €
2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	8.000 €	9.938 €	12.475 €
1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	6.248 €	7.768 €	9.746 €
1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	4.333 €	5.383 €	6.756 €

3 % bleed surcharge on advertisement motifs with bleed

EDITORIAL PAGES*

CLASSIFIED PAGES*

1/3 page	4-columns	190 x 88
1/4 page	4-columns	190 x 66
	2-columns 1-column	94 x 133 46 x 270
1/6 page	4-columns	190 x 43
	2-columns	94 x 88
1/8 page	4-columns	190 x 32
	2-columns	94 x 66
	1-column	46 x 133
1/16 page	2-columns	94 x 32
	1-column	46 x 66
1/32 page	1-column	46 x 32

Advertisement rates by mm on classified pages:

b/w per mm, single-column: 9,35 €
 2c/3c per mm, single-column: 11,55 €
 4c per mm, single-column: 14,70 €

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 14,70 € = 1.881,60 €

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.

The monthly published **special programme Cattle farming** informs cattle farmers, advisors and veterinarians about relevant topics from the animal health sectors management, feeding and rearing of young animals. Farm reports are just as much in focus as current market developments.



Format Editorial pages		Type area width x height in mm	Bleed formats (3 mm page bleed) width x height in mm	b/w	2c/3c	4c
1/1 page		190 x 270	200 x 280	4.764 €	5.927 €	7.430 €
2/3 page	horizontal	190 x 178	200 x 190	3.176 €	3.950 €	4.955 €
	vertical	125 x 270	135 x 280			
1/2 page	horizontal	190 x 133	200 x 145	2.621 €	3.260 €	4.086 €
	vertical	94 x 270	100 x 280			
1/3 page	horizontal	190 x 88	200 x 100	1.825 €	2.272 €	2.848 €
	vertical	61 x 270	65 x 280			

Classified pages	No. of columns	Type area width x height in mm	
1/2 page	4	190 x 133	Advertisement rates by mm on classified pages b/w per mm, single-col.: € 4,50 2c/3c per mm, single-col.: € 5,50 4c per mm, single-col.: € 7,00 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 premium ad position either beneath or next to editorial text is available on the editorial pages.
1/3 page	4	190 x 88	
1/4 page	4	190 x 66	
	2	94 x 133	
	1	46 x 270	
1/6 page	4	190 x 43	
	2	94 x 88	
1/8 page	4	190 x 32	
	2	94 x 66	
	1	46 x 133	
1/16 page	2	94 x 32	
	1	46 x 66	
1/32 page	1	46 x 32	

(All prices in Euro excl. VAT)

Size of page: 200 x 280 mm, Type area: 190 x 270 mm

The top agrар supplements on special topics are targeted at very specific subscribers in Germany, Austria and Switzerland. The number of copies is 45.000. Regular topics covered by the energy magazine are biogas, biomass, bio fuels, solar energy/ photovoltaics, thermal and windpower. The forestry magazine covers tree species and tree planting, felling and logging equipment, forest management, timber marketing and noteworthy trends. These up-market and high-quality editorial sections offer advertisers ideal exposure at competitive rates. Reaching a huge and targeted audience of interested farmers and agricultural businesses, the top agrар special supplements on energy and forestry give your ads maximum exposure in this specific market segment.

Energiemagazin	top agrар-issue	Publication date	Advertising deadline	Copy deadline
1/2024	4/2024	19.03.2024	12.02.2024	19.02.2024
2/2024	8/2024	23.07.2024	17.06.2024	24.06.2024
3/2024	11/2024	29.10.2024	23.09.2024	30.09.2024
Forstmagazin				
1/2024	6/2024	21.05.2024	30.04.2024	07.05.2024

Contacts

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Editorial:

Guido Höner (head)
Hinrich Neumann
Diethard Rolink
Tel. +49(0) 2501/801-8809 | E-Mail: diethard.rolink@topagrар.com

Format Editorial pages		Type area width x height in mm	Bleed formats (3 mm page bleed) width x height in mm	b/w	2c/3c	4c
1/1 page		190 x 270	200 x 280	2.854 €	3.568 €	4.452 €
2/3 page	horizontal	190 x 178	200 x 190	1.903 €	2.379 €	2.969 €
	vertical	125 x 270	135 x 280			
1/2 page	horizontal	190 x 133	200 x 145	1.786 €	2.231 €	2.785 €
	vertical	94 x 270	100 x 280			
1/3 page	horizontal	190 x 88	200 x 100	1.168 €	1.460 €	1.822 €
	vertical	61 x 270	65 x 280			

Classified pages	No. of columns	Type area width x height in mm	
1/2 page	4	190 x 133	Advertisement rates by mm on classified pages b/w per mm, single-col.: 2,90 € 2c/3c per mm, single-col.: 3,60 € 4c per mm, single-col.: 4,40 € 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 premium ad position either beneath or next to editorial text is available on the editorial pages.
1/3 page	4	190 x 88	
1/4 page	4	190 x 66	
	2	94 x 133	
	1	46 x 270	
1/6 page	4	190 x 43	
	2	94 x 88	
1/8 page	4	190 x 32	
	2	94 x 66	
	1	46 x 133	
1/16 page	2	94 x 32	
	1	46 x 66	
1/32 page	1	46 x 32	

(All prices in Euro excl. VAT)

Size of page: 200 x 280 mm, Type area: 190 x 270 mm

The top agrар special edition Süd extra is sent selectively and precisely to 27,000 farmers in Bavaria and Baden-Württemberg. Süd extra is published as a supplement to top agrар 4 times a year and offers exciting articles, product news and innovations, as well as all the information on the trade fairs (Regio Agrар, Agrарschau Allgäu, Karpfhamer Fest and much more) in the region. top agrар Nord extra is the special issue for top agrар subscribers in Schleswig-Holstein, Niedersachsen, Bremen, Hamburg and Mecklenburg-Vorpommern. Nord extra is selectively distributed to 30,000 readers as a supplement in the 7/2024 issue of top agrар.

Süd extra	top agrар-issue	Publication date	Advertising deadline	Copy deadline
1/2024	2/2024	23.01.2024	18.12.2023	22.12.2023
2/2024	4/2024	19.03.2024	19.02.2024	26.02.2024
3/2024	9/2024	20.08.2024	22.07.2024	29.07.2024
4/2024	11/2024	29.10.2024	27.09.2024	07.10.2024
Nord extra				
1/2024	7/2024	25.06.2024	22.05.2024	29.05.2024

Contacts

Advertising service:

Nicolas Ruß

Tel. +49(0) 2501/801-3351 | E-Mail: nicolas.russ@lv.de

Editorial:

Guido Höner (head)

Klaus Dorsch (Süd extra)

Florian Tastowe (Nord extra)

Tel. +049(0) 2501/801-6400 | E-Mail: redaktion@topagrар.com

Format Editorial pages		Type area width x height in mm	Bleed formats (3 mm page bleed) width x height in mm	b/w	2c/3c	4c
1/1 page		190 x 270	200 x 280	13.716 €	17.269 €	21.456 €
2/3 page	horizontal	190 x 178	200 x 190	11.772 €	14.212 €	18.292 €
	vertical	125 x 270	135 x 280			
1/2 page	horizontal	190 x 133	200 x 145	9.197 €	11.363 €	14.291 €
	vertical	94 x 270	100 x 280			
1/3 page	horizontal	190 x 88	200 x 100	6.378 €	7.923 €	9.909 €
	vertical	61 x 270	65 x 280			

Classified pages	No. of columns	Type area width x height in mm	
1/2 page	4	190 x 133	Advertisement rates by mm on classified pages b/w per mm, single-col.: 13,90 € 2c/3c per mm, single-col.: 17,45 € 4c per mm, single-col.: 22,05 € 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 premium ad position either beneath or next to editorial text is available on the editorial pages.
1/3 page	4	190 x 88	
1/4 page	4	190 x 66	
	2	94 x 133	
	1	46 x 270	
1/6 page	4	190 x 43	
	2	94 x 88	
1/8 page	4	190 x 32	
	2	94 x 66	
	1	46 x 133	
1/16 page	2	94 x 32	
	1	46 x 66	
1/32 page	1	46 x 32	

(All prices in Euro excl. VAT)

Size of page: 200 x 280 mm, Type area: 190 x 270 mm

The top agrار innovation magazine Landtechnik is produced with a high print run of 100,000 copies and enclosed with the total circulation of top agrار.

Always in the year in which the world fair AGRITECHNICA is paused the farmers' need for information is particularly great.

The innovation magazine Landtechnik takes this into account and offers top agrار readers a wealth of information on developments, trends and innovations in the field of agricultural technology in the form of a special issue.

The large target group of farmers and agricultural entrepreneurs interested in technology are very well reached with this magazine.

Innovations-Magazin Landtechnik

top agrار-issue	Publication date	Advertising deadline	Copy deadline
12/2024	26.11.2024	28.10.2024	04.11.2024

Contacts

Advertising service:

Nicolas Ruß
Tel. +49(0) 2501/801-3351 | E-Mail: nicolas.russ@lv.de

Editorial:

Guido Höner (head)
Klaus Dorsch (Süd extra)
Florian Tastowe (Nord extra)
Tel. +049(0) 2501/801-6400 | E-Mail: redaktion@topagrار.com

Agri Business Compact

top agrar offers the opportunity of promoting your internet platform in the printed issue. Advertise either in the main issue or in one of the livestock supplements, depending on your targeted readership.



Ad formats and prices Agri Business Compact

Formats, bookings, prices (excl. VAT)

Special programme cattle 46 mm x 20 mm (4c), 12 bookings,	2.208 €
Special programme pig 46 mm x 20 mm (4c), 12 bookings,	1.482 €
Main issue 46 mm x 20 mm (4c), 12 bookings,	2.856 €

Ads are not discount-forming.

Contact:

Nicolas Ruß
Tel.: +49 (0) 2501/801 3351
E-Mail: nicolas.russ@lv.de

Loose inserts

Before accepting the order, please submit a binding sample to the publisher. Size up to a maximum of 200 x 280 mm. Closed edge on the long side is mandatory. Supplement price up to 25 g per % € 277 incl. shipping costs, excl. VAT. For higher weights and form 3 mm thickness price on request.

Bound-in inserts

Before accepting the order, please submit a binding sample to the publisher. These inserts will be supplied 2 weeks before publication date and in the quantity of the printed circulation plus a 2 % surplus. Please contact us for technical details and the circulation number. Price for the production of bound-in inserts are available on request and on submission of the print material.

Price for bound-in inserts:

Paper weight 115 to 150 g/m	
2-page stitcher:	25.797 €
4-page stitcher:	38.611 €

Paper weight up to 115g/m	
2-page stitcher:	24.969 €
4-page stitcher:	37.372 €
6-page stitcher:	49.855 €
8-page stitcher:	62.181 €

Glued inserts

Glued inserts (incl. CD-ROMs) are accepted in combination with full-page adverts only. Glued postcards cost € 142 per %.

Envelopes with content, CD-ROMs and brochures up to 25g per % € 165 incl. handling and shipping costs. Glued inserts are only accepted at specific positions within the issue. Glued inserts are not eligible for discounts. Only tip-on carrier ads are subject to discount.

Please submit a binding sample to the publisher before the order is accepted.

All prices excl. VAT.

Technical data for loose inserts, bound-in inserts and glued inserts on request. Special inserts are not discountable.

Ø taken in hand



4,9x

top agrar readers pick up an issue an average of 4.9 times in their hands.

Amount of reading – at least half



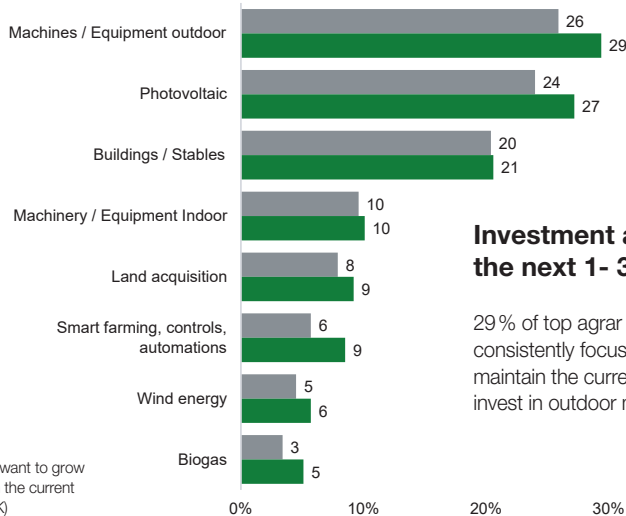
68% of readers have read at least half of the last issue.

Editorial expertise

(excellent to good)



96% Readers rate the editorial expertise with excellent to good.*



Investment areas in the next 1- 3 years

29% of top agrar readers who consistently focus on growth or maintain the current level want to invest in outdoor machinery.

Reading time – 1 ½ hours and more



44% of top agrar readers read 1 1/2 hours and more in one issue.*

Basis: Companies that want to grow consistently or maintain the current status + top agrar (WTK)

*Basis: top agrar (WTK)

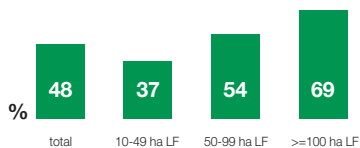


Range of area

59%

top agrar reaches 59% of the total area of agricultural areas in Germany.

Reach according to Size classes



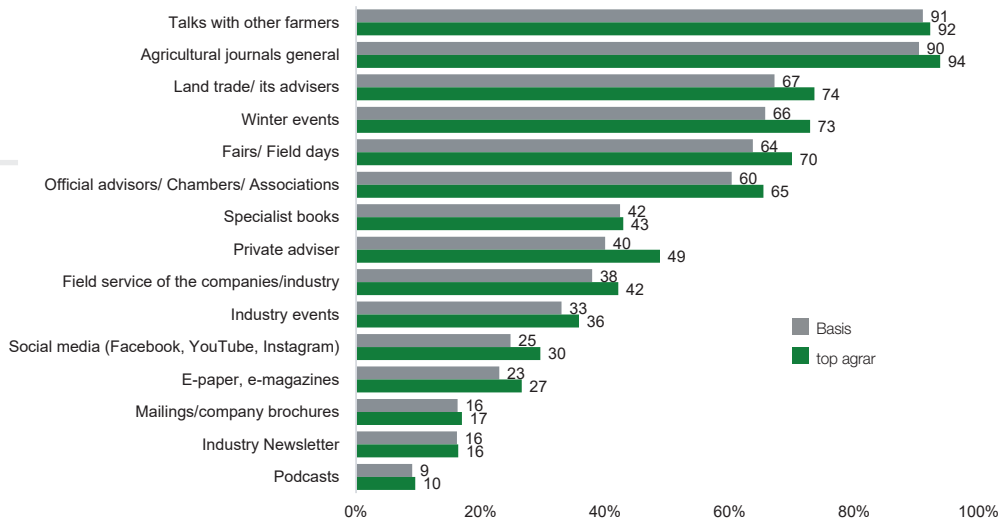
top agrar has an overall reach of 48%. In the 100 ha of agricultural land and more, top agrar has a reach of 69%.



Personal and media sources of information

(very important/important)

For 94 % of top agrar readers agricultural trade journals are very important/important for farm management.



Basis: all companies and top agrar (WTK)

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