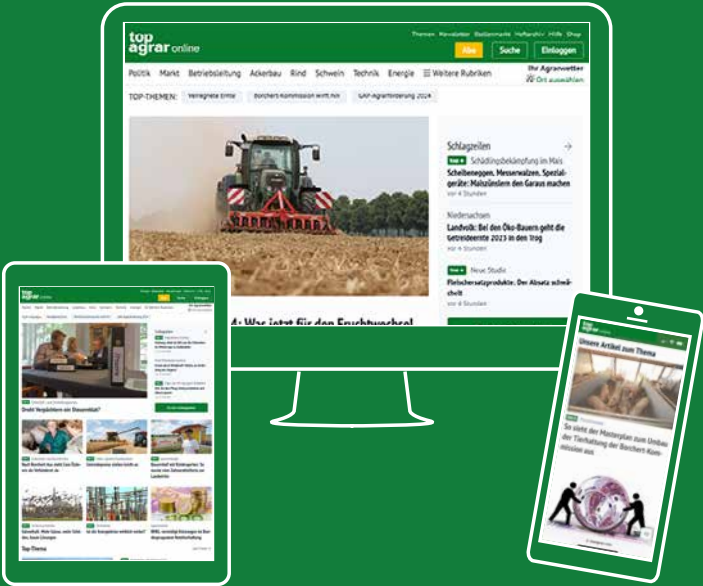


top agrar ONLINE



Media- data 2024

www.topagrar.com
www.lv-mediacycenter.de

With top agrar online, we pursue the goal of being the leading digital platform for agriculture and the agricultural sector. Our commitment is first and foremost to farm managers and all people working in the agricultural and food sector.

top agrar online stands for independent and objective reporting. We aim to provide farmers and professionals in the agricultural sector with relevant, up-to-date and comprehensive information to help them meet the challenges of their daily work and the realisation of their business goals.

We support our advertisers by helping them reach their target groups, strengthening their brand and creating new business opportunities. We understand the challenges and chances facing the agricultural industry and work closely with our clients to develop customised advertising solutions that meet their specific needs and add value. Our goal is to build a long-term, trusting partnership with our advertisers.

Partner in the LV network

The online services of Landwirtschaftsverlag GmbH are verified by Multi-Angebot ivw:
9.467.633 page impressions
3.168.220 visits (date: 06/2023)

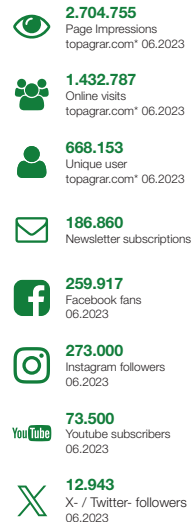


The monthly evaluation is available at
<http://ausweisung.ivw-online.de/>

We will be pleased to provide you with updates on your current rankings.



Digital readership top agrar online

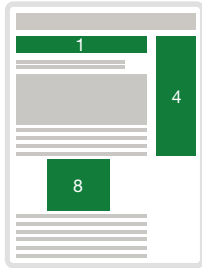


*Source: Google Analytics, date 6/2023
Measurability restricted by the GDPR

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- 10 Contacts

top agrar-article placement

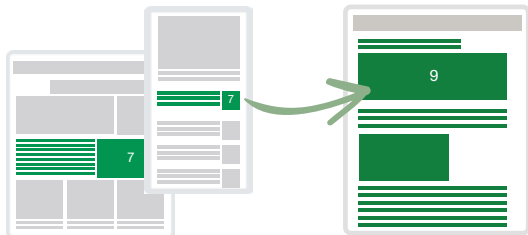


With an article placement you can place your advertising in a thematically appropriate article. To do this, you select the desired editorial top agrar article and your advertising will appear for six months in this online article. In addition, you receive 20.000 ad impressions on

Online only	Combined with a print ad
1.450 €	1.250 €

All prices plus VAT.

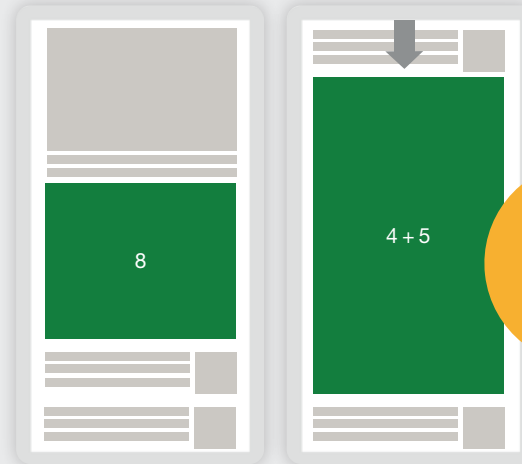
Online advertorial /Native advertising



Publish your content in the editorial appearance of top agrar online. A contribution teaser appears directly in the booked category (7). This teaser is linked to a contribution page on (9) top agrar online. Take

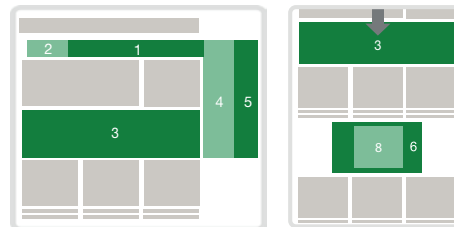
advantage of this exciting opportunity to a present your product in a high-quality editorial environment. **CPM: 155 € / 70 €**
All prices excl. VAT

Placements smartphone



Approx. 70 % of page views mobile!

Placements Desktop / PC



Display advertising at top agrar ONLINE CPM/*		Format (width x height in pixels)	Run of Site	Targeting (s. p. 05)	Visibility	
					Mobile	Desktop
1	Leaderboard	728 x 90 px	30 €	55 €		X
1 + 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
1, 4 + 5, 8	AdBundle	728 x 90 px, 300 x 600 px max., 300 x 250 px			(X)	X
1, 2, 4, 5	HockeyStick / Wallpaper	970 x 90 px max. + 300 x 600 px max.	40 €	70 €		X
8	Medium Rectangle	300 x 250 px			X	X
3, 4 + 5, 8	XXL-Bundle	970 x 250 px, 300 x 600 px, 300 x 250 px			(X)	X
6, 8	Video 16:9, scaled	Video (YouTube)			X	X
7, 9	Native-Ad	Online Advertorial	70 €	155 €	X	X
1, 2, 3, 4, 5, 6, 8	Homepage-Takeover	see above	–	155 €	X	X
Social media reach						
		1.080 x 1.080 px & 1.080 x 1.920 px		45 €	X	(X)
Article placement EXCLUSIVE!				Fixed price		
	Duration according to availability		–	1.450 € / 1.250 €	X	X

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.

Tailor-made target group approach on topagrar.com

topagrar.com and its partner portals offer tailor-made target group environments for your campaigns.

With just one booking, you can reach your customers specifically on topagrar.com or directly on other suitable agricultural websites as well

www.susonline.de

www.profi.de

www.elite-magazin.de

www.wochenblatt.com

www.hofdirekt.de

www.traktorpool.de

of the Landwirtschaftsverlag.

Through GEO targeting to regional containment

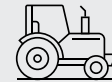
With GEO-Targeting, ads can be targeted to users in specific geographical regions. This offers advantages such as more precise targeting and higher conversion rates, a more efficient use of budget and the possibility to deliver regionally adapted ads.

We would be pleased to talk to you about other customised targeting options, including content-based banner delivery. We look forward to getting in touch with you.

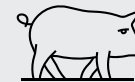
Selection from the target group environments:



Arable farming
(maize, rape, market, etc.)



Technics



Pig
(breeding, fattening,
husbandry etc.)



Cattle
(dairy cattle husbandry,
calf husbandry etc.)



Energy
(biogas, wind power, solar)



Other target group
environments upon request

HOF direkt

profi

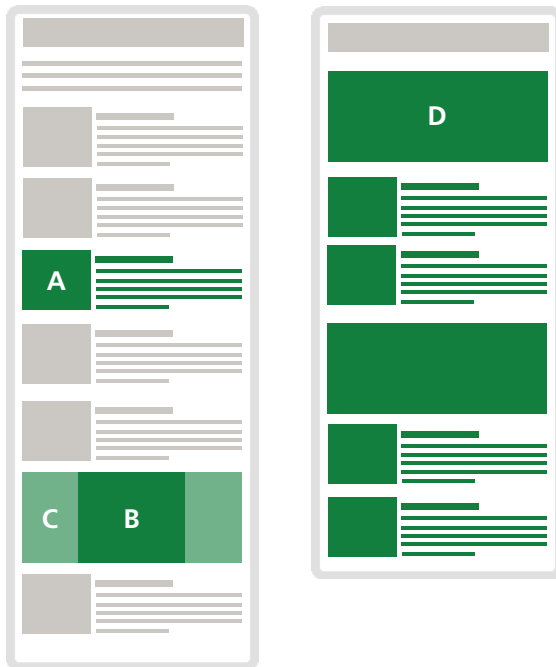
Wochenblatt

traktorpool 

SUS

Elite

The **top agrar Newsletter-Family** serves the various interests of farmers with regular mailings. Twice a week there is a general news overview. In addition, there are specialist newsletters on agriculture, plant protection, animal husbandry and energy. On given occasions the editorial team sends out breaking news when the occasion arises. Subscribers are able to compose the desired mix individually.



Stand alone-newsletter

Use the distribution lists of top agrar newsletter for an exclusive mailing. A **stand alone newsletter** ensures maximum attention. The number of possible mailings is limited. Please secure your preferred date early.

Price list stand alone-newsletter

	D	distribution list/ e-mailaddresses	prices
distribution	News	49.000	11.490 €
	Ackerbau	20.000	7.390 €
	Pflanzenschutz	20.000	7.390 €
	Schwein	18.000	4.950 €
	Rind	20.000	4.950 €
	Energie	31.000	2.990 €
	Austria	10.000	2.490 €
	Südextra	13.500	2.990 €
	SUS	23.000	6.325 €

All prices excl. VAT

date of dispatch	newsletter	profile	A	B/C	Pole position Your ad is placed first
			Image and text	Medium Rectangle or Large Image	
			300 characters, 354 x 265 px*	300 x 250 px*, 615 x 250 px*	
Monday and Thursday	top agrar News	A news update on current events in politics and the agri business (49.000 mail addresses, opening rate unique 33 %).	975 €	805 €	+165 €
Tuesday	top agrar Ackerbau	Update on wheat, cereals, fertiliser and rapeseed prices, stock exchange and market information (20.000 mail addresses, opening rate unique approx. 32 %).	740 €	625 €	
	top agrar Perspektiven	Newsletter for future issues in agriculture and food (2.500 mail addresses, opening rate unique approx. 40 %). Dispatch: bi-weekly	325 €	275 €	
Wednesday	top agrar Pflanzenschutzempfehlungen	Reserved to registered top agrar subscribers (20.000 mail addresses, opening rate unique approx. 31 %). Mailings during the vegetation period March-October	740 €	625 €	
	top agrar Rind + Milch	Prices, forecasts, industry news (20.000 mail addresses, opening rate unique approx. 28 %).	685 €	540 €	
	top agrar Schwein	Prices, forecasts, industry news (18.000 mail addresses, opening rate unique approx. 29 %).	685 €	540 €	
1st Friday of the month	top agrar Energie	News update on wind, solar power, photovoltaics, biogas etc. (31.000 mail addresses, opening rate unique approx. 28 %).	655 €	545 €	
14-daily	SUS Newsletter	Reports and information about pig farming (Verteiler: ca. 23.000 Mailadressen, Öffnungsrate unique ca. 29%).	750 €	655 €	
Friday	top agrar südextra	News update for Bavaria and Baden-Württemberg (13.500 mail addresses, opening rate unique approx. 29 %).	355 €	305 €	
	top agrar Austria	A news update for Austria (10.000 mail addresses, opening rate unique 27 %).	355 €	305 €	
Any time	News flash	News flashes by the editors inform of important and newsworthy items (49.000 addresses, opening rate unique approx. 35 %).	1.185 €		Exclusive placement, only one ad per mailing/sending

*pictures scale

All prices excl. VAT

Weitergedacht (thought ahead)

The top agrar Podcast by and with Ann-Christin Fry and Frederic Storkamp



„We are always searching for exciting topics and projects that we can prepare for our listeners. We are supported in this by colleagues from the editorial team and, of course, external interlocutors.“

New episodes every 14 days on Spotify, topagrار.com and everywhere where podcasts are available.

With the top agrar podcast, you place yourself in an innovative target group - take a listen:



Hörbeispiel Sponsoring

Hörbeispiel individuelle Folge

	Fixed price per episode
<p>Podcast Sponsoring</p> <p>„Naming the partner (2-3 sentences) in the sequence“</p> <p>„Link placement in the episode description of the Episode“</p> <p>„Reference to support in print coverage with logo illustration“</p> <p>„Editorial announcement of the podcast on topagrار.com and in the top agrar newsletters with a reference to the support of the partner (Link placement)“</p>	1.950 €*
<p>Individual podcast episode + Sponsoring (scope of services see above)</p> <p>Design of a customised podcast episode in cooperation between advertising partner and top agrar-editorial team.</p> <p>Suggestions for topics or reports are possible. The editors reserve the right to reject topics or interview partners. The content must be in accordance with the journalistic principles of the of the top agrar editorial team.</p>	3.950 €*

* Discountable according to discount scale, plus VAT.

Campaign management

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

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 %

Minimum order volume: 350 €

Technical specifications / GTC:

www.lv-mediacycenter.de/technische-spezifikationen
www.lv-mediacycenter.de/agb

Closing date for orders and advertisement

copy deadline: Please send the finished files no later than three days prior to publication to: onlinevermarktung@lv.de

***Print-online discount**

Discount rates by insertion and space as offered for the printed copy also apply for your banner advertising. Vice versa online advertising is not discountable on advertising in the printed copies.

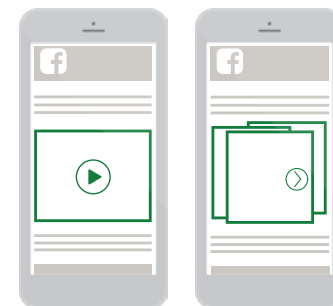
Cancellation

Orders can be cancelled up to 4 weeks before the date of publication or start of the campaign. In case of a later cancellation we charge 50% of the order value.

social media reach

Book your online campaign (Picture, video, carousel display) also on facebook and Instagram.

We place your motifs to users who have previously visited the top agrar Online website. This is how you reach target groups who are very likely to interact with your brand.

**Bank details:**

Volksbank im Münsterland eG
IBAN: DE78403619061004031300
BIC: GENODEM11BB
USt.-Ident-Nr.: DE126042224

Payment terms:

3 % discount for advance payment and direct debit,
2 % discount 14 days from date of invoice,
Net 30 days from date of invoice.

CPM 45 € (AdImpressions)

Further campaign targets on request

All prices excl. VAT

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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
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