



Zukunft Landwirtschaft.



Media- data 2024

www.dlg-mitteilungen.de
www.lv-mediacyenter.de



On point

The agricultural magazine DLG-Mitteilungen provides monthly information on farm management, production, markets and developments in agriculture.

The well-researched contributions provide the farmer with expertise

in the direction of the farm and in the planning of investments.

As practical advisors, special parts and supplements support with special questions of plant cultivation and finishing.

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Publication: monthly

Year: 140th Year, 2024

Sold circulation:

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

Place of publication: 48165 Münster, Germany

Published by: DLG e.V. Frankfurt/Main

Publisher:

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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:

2nd quarter 2023

Distributed circulation 18.797

Sold circulation 18.046



No.	Month	Publication date	Advertising deadline	Copy deadline	Focus topics
1	Jan.	27.12.2023	30.11.2023	08.12.2023	Special issue Energie vom Betrieb, milk and pig sector
2	Feb.	30.01.2024	04.01.2024	12.01.2024	Fertilising, plant protection practice, milk and pig sector
3	March	24.02.2024	01.02.2024	09.02.2024	Pflanzenschutz Praxis, milk and pig sector
4	April	26.03.2024	29.02.2024	08.03.2024	Pflanzenschutz Praxis, milk and pig sector
5	May	27.04.2024	04.04.2024	12.04.2024	Special issue Energie vom Betrieb, milk and pig sector
6	June	25.05.2024	29.04.2024	08.05.2024	Special Issue Innovationsmagazin Ackerbau, DLG Feldtage, milk and pig sector
7	July	25.06.2024	29.05.2024	07.06.2024	Saatgut-Magazin**, milk and pig sector
8	Aug.	27.07.2024	04.07.2024	12.07.2024	Pflanzenschutz Praxis, milk and pig sector
9	Sept.	27.08.2024	01.08.2024	09.08.2024	Pflanzenschutz Praxis, milk and pig sector
10	Oct.	24.09.2024	29.08.2024	08.09.2024	milk and pig sector
11	Nov.	29.10.2024	02.10.2024	11.10.2024	Eurotier, technology, special issue Beruf & Karriere, milk and pig sector
12	Dec.	26.11.2024	30.10.2024	08.11.2024	Saatgut-Magazin**, milk and pig sector

** deviating advertising closing dates, information and topic schedules: Ines Käufert, e-mail: mediamarketing@lv.de

Editorial special sections and rubrics:

- 5 times a year Pflanzenschutz Praxis
- Special issue Energie vom Betrieb in cooperation with the Maschinenring magazine, issue 05/24
- Innovationsmagazin Ackerbau on the occasion of the DLG Feldtage, issue 06/24
- Saatgut-Magazin twice a year, issue 07/24 and 12/24
- Special edition Beruf & Karriere on the occasion of the Eurotier 2024, issue 11/24
- Focus on the topics of fertilisation, technology and much more.
- Monthly columns: Milk sector, Pig sector, Panorama



EDITORIAL PAGES*	Size	Layout	TYPE AREA width x height in mm	BLEED FORMAT (plus 3 mm bleed all around) width x height in mm	Basic price b/w	2c/3c	4c
	1/1 page			190 x 270	210 x 297	5.245 €	6.831 €
2/3 page	horizontal		190 x 178	210 x 193	3.500 €	4.796 €	6.195 €
	vertical		125 x 270	135 x 297			
1/2 page	horizontal		190 x 133	210 x 148	2.625 €	3.597 €	4.646 €
	vertical		94 x 270	104 x 297			
1/3 page	horizontal		190 x 88	210 x 103	1.782 €	2.443 €	3.157 €
	vertical		61 x 270	71 x 297			
CLASSIFIED PAGES*	1/4 page	4-columns	190 x 66	Milimeter prices for ads b/w per mm, single-col.: 5,21 € 2c/3c per mm, single-col.: 7,11 € 4c per mm, single-col.: 9,28 € Example: Height in mm x no. of col. x mm price (dep. on colour) e.g. 1/8 page, 4 col., 4c (32mm x 4 columns) x 9,28 € = 1.187,84 €			
		2-columns	94 x 133				
	1-column	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					

All prices in Euro excl. VAT. The Terms and Conditions for ads and inserts in newspapers and magazines apply: www.dlg-mittelungen.de/info/agg

Discounts

for acceptance within 12 months:

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

Discounts apply to classified ad:

Job recruitments: 3,68 €, b/w

Real estate: 3,68 €, b/w

Jobs wanted: 2,85 €, b/w incl. VAT.)
per mm height per col.

Box number fee: 9,25 € (incl. VAT)

Classified ads are not discount-forming.
Online advertising is included in all job
advertisement prices.

Payment terms:

Payment in advance and by direct debit receives 3% discount. Payment within 14 days from date of invoice receives 2% discount. Payment within 30 days from date of invoice: full payment. Cash discounts on loose inserts are granted only on the price for loose insert itself.

VAT ID no.: DE 114185 891, All prices plus VAT.
Due to tax regulations when placing an order we ask for the tax number and/or sales tax ID.

Bank details:

Volksbank im Münsterland eG,
IBAN DE68 4036 1906 7231 5634 00
BIC: GENODEM11BB



Bleed / waistband print:

The bleed on the left and right can deviate up to 3 mm from the staple format, depending on the deviate.

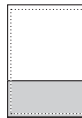
Ad format with bleed:



Full page
210 mm (w) and
297 mm (h) **plus**
3 mm bleed



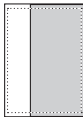
2/3 Seite horizontal
210 mm (w) and
193 mm (h) **plus**
3 mm bleed



1/3 page horizontal
210 mm (w) and
103 mm (h) **plus**
3 mm bleed



1/2 page horizontal
210 mm (w) and
148 mm (h) **plus**
3 mm bleed



2/3 page vertical
135 mm (w) and
297 mm (h) **plus**
3 mm bleed



1/3 page vertical
71 mm (w) and
297 mm (h) **plus**
3 mm bleed



1/2 page vertical
104 mm (w) and
297 mm (h) **plus**
3 mm bleed

Loose inserts:

Format: max. 205 mm width and 290 mm height
up to 25 g per thousand cost 292 €
Please contact us on prices for higher weights.

Glued inserts:

Post cards per thousand 150 €
Sample/CD-ROM per thousand 193 €

Paper weight up to 150 g/m². Glued postcards, samples and CD ROMs are accepted in combination with an advert.

Bound-in inserts:

4-page insert 8.471 €
6-page insert 12.163 €
8-page insert 16.014 €

All prices in EURO excl. s. VAT. The terms and conditions for advertisements and third-party supplements in newspapers and magazines apply, www.dlg-mittelungen.de/info/agb

Stitchers, supplements and adhesive are not discountable, but are commissionable. Before accepting the order, a binding sample must be submitted to the publisher.

Further information on request. Supplements, adhesives and staplers may only contain the sales programme of an advertiser.

Technical data

Magazine size: 210 x 297mm

Printing process: inner part web offset printing, envelope Sheet offset printing

Processing: adhesive binding (please note for production over waistband)

File formats:

Print-optimized PDF to PDF/X-4:2010_ CMYK. For EPS, please vectorize fonts. Open files only available on request. 4-colour images with 300 dpi in composite mode (CMYK).

Printing documents/proofs:

Proofs are absolutely necessary for optimal colour rendition. The matching paper profile can be found at www.lv-mediacenter.de/druckprofile-fachzeitschriften/. Without available proofs as a colour reference, a colour claim is excluded. Additional layout and image editing costs are included in invoiced.

Colour display production:

All colours are obtained from the Euro scale. Special colours are available on request. Colours that are not set up in CMYK mode are automatically converted into the corresponding CMYK colour space. This may result in small colour deviations. Complaint claims are excluded.

Delivery (postage and freight free):

Magazine circulation plus 2% subsidy, 10 days before publication at the print shop.

Dispatch address for inserts and Special insertions:

We will be happy to provide you with the current shipping address. Please get in touch with us.

Bleed / waistband print:

The bleed on the left and right side can deviate up to 3 mm from the issue format, depending on the issue thickness



NEW: The Dossiers of the DLG-Mitteilungen

The new dossiers are multimedia collections of topics at DLG-Mitteilungen.de! They provide all the information for farmers of the future: Knowledge on topics such as farm management, fertilisation, technology, production, markets and developments in agriculture. Become a partner and be present exclusively in an attractive thematic environment on the DLG-Mitteilungen website. Advertising formats and prices on request.

Become a partner and receive an individual offer!

Display advertising on DLG-Mitteilungen.de		Format (width x height in pixels)	Price per month*	Visibility		
				Smart-phone	Tablet	Desktop
1	Medium Rectangle	300 x 250 px	750 €	x	x	x
2	Billboard	970 x 250 px			(x)	x
3	Skyscraper	160 x 600 px			(x)	x
1 + 4	Video 16:9	640 x 360 px, max. 5 min. / 20 MB		x	x	x
5 + 6	Native-Ad	Online Advertorial	950 €	x	x	x

*Rotation of banners: max. three different bookings at the same time.

All prices plus VAT.

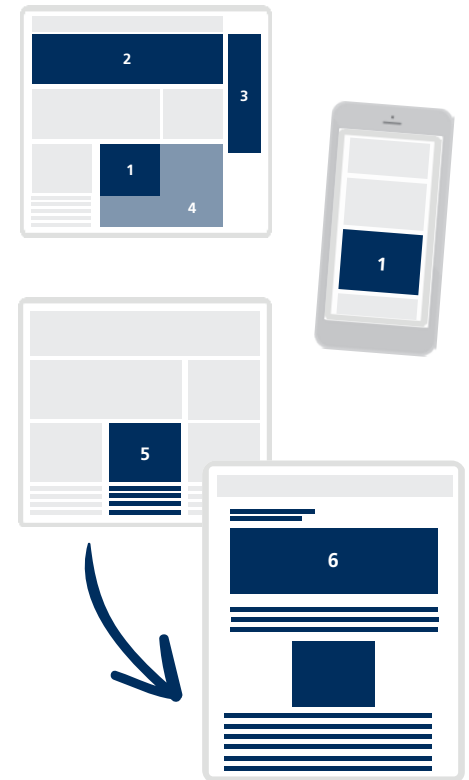
Native-Ad / Online-Advertorial

Publish your content in the editorial look of DLG-Mitteilungen.de. An article teaser **5** will appear directly on the DLG-Mitteilungen.de homepage.

The teaser is linked to an article page **6** on

DLG-Mitteilungen.de. Take advantage of this exciting opportunity to present your product in an editorial environment.

Price per month: 950 € plus VAT.



Newsletter

With the DLG-Mitteilungen newsletter you will reach a highly exciting target group. With an advertisement you can reach innovative farmers with above-average agricultural areas and farms directly and without wastage. The newsletter of the DLG-Mitteilungen is published fortnightly on Thursdays.



Advertising opportunities (fixed price per mailing)

Advertising form	Format (width x height in pixels)	Price
A Text ad + image	300 characters, 354 x 265*	370 €
B Medium Rectangle	300 x 250*	265 €
C Large Image	615 x 250*	265 €
D Stand-Alone-Newsletter	Send a "stand-alone newsletter" with the DLG-Mitteilungen. The newsletter is sent in the name of DLG-Mitteilungen and contains 100 % customer content. The customer content is marked as an advertisement.	on request

*Images scale depending on the end device

Prices plus VAT.

Social media reach

Extend your advertising campaigns into the social media. We control your motifs to the visitors of the website www.dlg-mitteilungen.de.

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

**CPM 45 € (AdImpressions)
further campaign targets on request**

Prices plus VAT.

Print online discount*

Discounts by space and by insertion from the DLG-Mitteilungen Print edition will be taken over for your banner in the same amount.

Booking deadline / delivery:

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

Cancellation conditions:

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:

lv-mediacycenter.de/technische-spezifikationen/

General Terms and Conditions for Online Advertising:

lv-mediacycenter.de/agb/#Werbung

Consulting and campaign management

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Listen here!



Podcast

Break new ground in the digital advertising world with DLG-Mitteilungen: as a sponsor of the DLG-Mitteilungen podcast!

With its podcast format, the DLG-Mitteilungen offer just the right mix of current topics, relaxed entertainment and knowledge "to go".

You can become part of our new offer too!

Different topics by and with the editorial team of the DLG-Mitteilungen and various experts with depth and made accessible to the listeners via the familiar platforms.

The DLG-Mitteilungen offer the various participation and sponsoring models. For the preparation of your personal offer please do not hesitate to contact us!

Contact: Nina Sehnke, Product Manager, nina.sehnke@lv.de

Special conditions for young entrepreneurs, founders and start-ups:

Find access to a **future-oriented agricultural target group with the DLG-Mitteilungen!**

Print media are still one of the most important points of contact for advertisers. Young entrepreneurs, founders and start-ups need to focus on advertising in print media – the DLG News has the right offer!

Readers of DLG News:

- Represent the companies of the future of the agricultural economy
- Are innovative and strong in investment
- Think and work visionary
- Thinking in large structures and stand for large companies with the Appropriate financial strength

Formats:

1/1 page to 1/3 page



Young entrepreneurs and start-ups up to and including the fifth year. After company foundation.

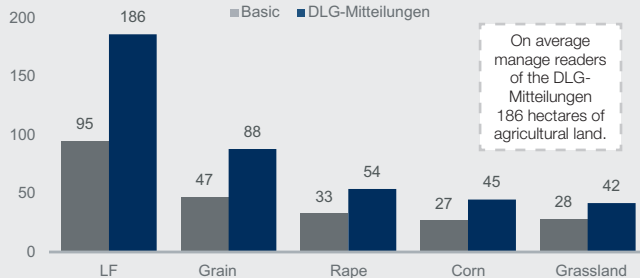
*Proof required

Talk to your media consultant for your personalised offer!

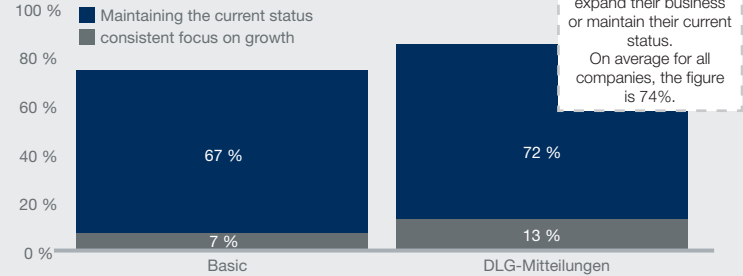


Farm size:

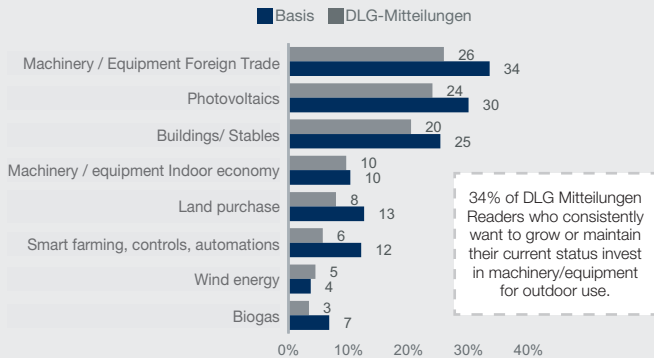
Average land area in hectares and per crop



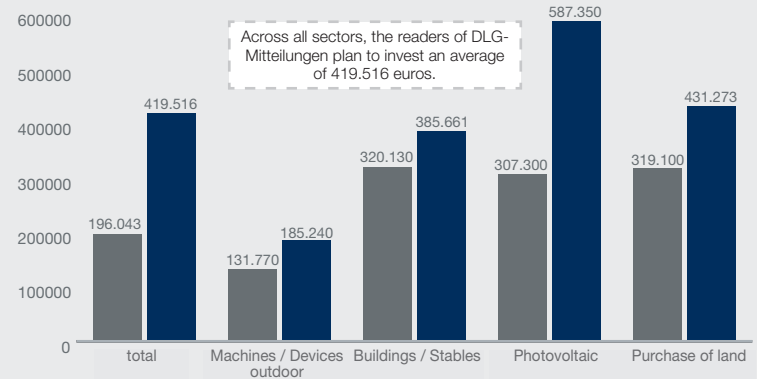
Planned business development



Investment areas over the next 1-3 years



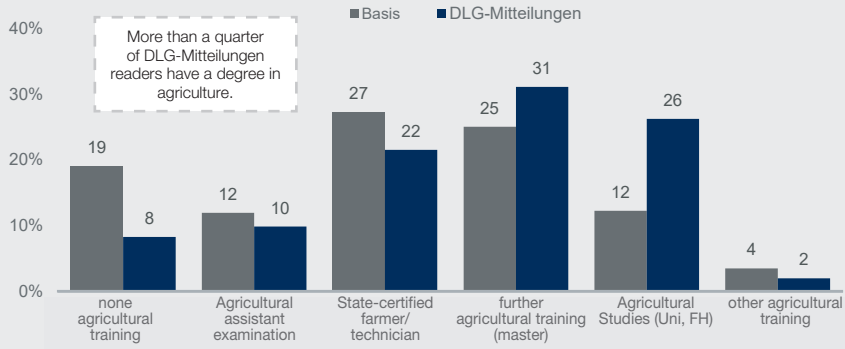
Average investments in euros in the following areas in the next 1-3 years



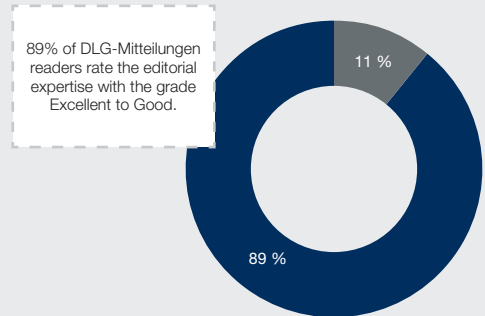
*MAAgrar is the readership study of agricultural magazines.



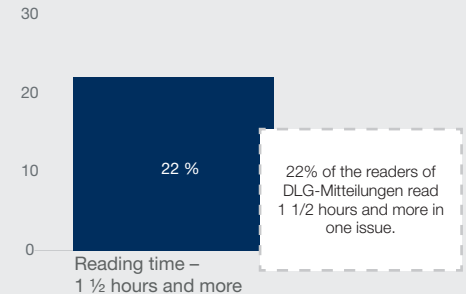
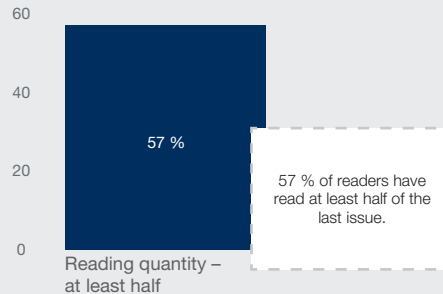
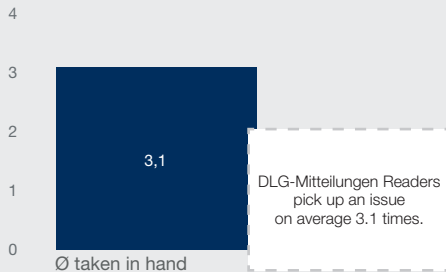
Training of the readers of DLG-Mitteilungen



Editorial expertise



Taking in hand, reading quantity and reading time



Basis: MAAgrar is the readership study of agricultural magazines.



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North	Matthias Woort at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Germany Tel.: +(49)02501/801 37 09 matthias.woort@lv.de	Henri Schwabe Windscheidstraße 26 a 04277 Leipzig Germany Tel.: +(49)0341/33833 16 henri.schwabe@lv.de	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster, Germany Tel.: +(49)02501/801 17 12 andreas.castelle@lv.de Regierungsbezirk Weser-Ems
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