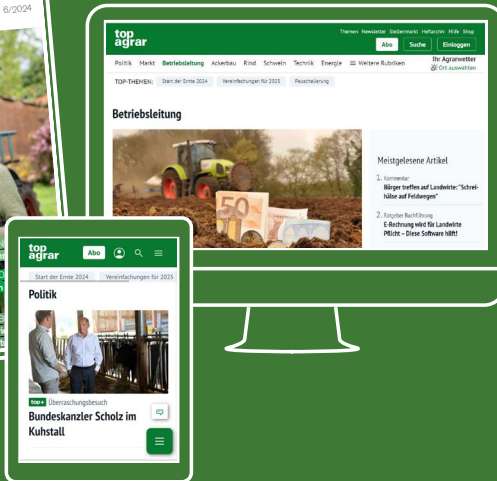


top agrar



media data 2025

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:

54th year, 2025

Copies sold:

79.428 copies (according to IWW 2nd quarter 2024, incl. e-paper)

Place of publication:

48165 Münster, Germany

Publication house:

Landwirtschaftsverlag GmbH
Hülsebrockstraße 2–8, 48165 Münster, Germany
PO Box: 48084 Münster | Phone: +49 25 01/80 10
www.lv.de | E-Mail: service@topagrar.com

Chief managing directors:

Dr. Ludger Schulze Pals,
Malte Schwerdtfeger

Publisher:

Reinhard Geissel
Phone: +49 25 01/8 01 16 30 | E-Mail: reinhard.geissel@lv.de

Editors-in-chief:

Guido Höner
Matthias Schulze Steinmann
Phone: +49 25 01/8 01 64 00 | E-Mail: redaktion@topagrar.com

Managing director LV-Media Sales:

Dr. Peter Wiggers (classified ads)
Phone: +49 25 01/8 01 18 00 | E-Mail: peter.wiggers@lv.de

Please 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 2024:

distributed circulation: 80.838 copies
paid circulation: 79.428 copies
subscribed circulation: 73.645 copies

Month	Issue	Publication date	Ad deadline	Copy deadline*	Topics
January	1/2025	17.12.24	25.11.24	02.12.24	Plant protection guideline 2025, maize varieties, fertility in cattle, experience in the area of steering systems
February	2/2025	24.01.25	20.12.24	10.01.25	Beet herbicide strategies, tips for grain legumes, cereal and rapeseed fertilisation, tips on liquid manure spreading, Agricultural start-ups, Feeding dry cattle, Supplement Süd extra issue 1/2025
March	3/2025	18.02.25	27.01.25	03.02.25	Recommendations for fungicide use in rye and triticale, growth regulator strategies for cereals, tips for summer cereals, beet fertilisation, keeping potatoes weed-free, fertiliser market, tips on liquid manure application, Annual milk price comparison, Supplement Energiemagazin issue 1/2025
April	4/2025	18.03.25	24.02.25	03.03.25	Tips & trends in crop protection technology (mechanical & chemical), machinery & tips for maize sowing, keeping winter barley healthy, weed control in maize, biostimulants, pasture management, network coverage in rural areas, Supplement Süd extra issue 2/2025
May	5/2025	22.04.25	27.03.25	03.04.25	Machines & tips for grass round bale silage, potatoes protect against late blight, early potatoes, milking robot management, Call for Meister & Macher competition, Supplement Energiemagazin issue 2/2025
June	6/2025	20.05.25	25.04.25	05.05.25	Machines & tips for grain harvesting, Strategies against diseases in beet, tips against Alternaria in potatoes, preventing heat stress, innovative niches, Supplement Innovationsmagazin Ackerbau
July	7/2025	24.06.25	28.05.25	05.06.25	Cereal market, machinery & tips for stubble cultivation, catch crops, rapeseed, rapeseed oil varieties 2025, calf rearing, Supplement Nord extra issue 1/2025
August	8/2025	22.07.25	30.06.25	07.07.25	Machines & tips for intercropping, tillage, herbicide and hoeing strategies for rapeseed oil, Recommendations for selecting winter barley varieties (north and south), driving silage management, alternative production systems, Supplement Energiemagazin issue 3/2025
September	9/2025	19.08.25	28.07.25	04.08.25	Machines & tips for maize harvesting, strategies for clean grain, recommendations for selecting winter wheat varieties, Animal health, Supplement Süd extra, issue 3/2025
October	10/2025	23.09.25	01.09.25	08.09.25	Machines & tips for sowing, tips for starting cereals and rapeseed, rapeseed market; regionality, bull fattening, Supplement Forstmagazin issue 1/2025
November	11/2025	28.10.25	06.10.25	13.10.25	Innovations at AGRITECHNICA 2025, Clever barn construction solutions, Presentation of the winners of the Meister & Macher competition part 1, Supplement Süd extra issue 4/2025
December	12/2025	25.11.25	03.11.25	10.11.25	Information on varieties of maize, tips & trends for forestry work, drinking and feeding calves, Market outlook (cattle, pigs, poultry, milk), presentation of the Meister & Macher competition part 2, Supplement Energiemagazin issue 4/2025

*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 width/297 mm height

Type area:

190 mm width/270 mm height

Column width and number:

Classified pages: 46 mm/4 columns

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).

Always the latest information:

www.lv-mediacyter.de



Advertisement copies/proofs:

Proofs are absolutely necessary for optimal colour reproduction. You will find the right paper profile at www.lv-mediacyter.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 in 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-mediacyter.de/agb/ to be viewed.





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	€ 14.059	€ 17.701	€ 21.992
2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	€ 12.066	€ 14.567	€ 18.749
1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 9.427	€ 11.647	€ 14.648
1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 6.537	€ 8.121	€ 10.157

3 % bleed surcharge on advertisement motifs with bleed

1/3 page	4-columns	190 x 88	Advertisement rates by mm on classified pages			
			b/w per mm 1-column:	€ 14,30		
			2c/3c je mm 1-column:	€ 17,90		
			4c je mm 1-column:	€ 22,60		
1/4 page	4-columns 2-columns 1-column	190 x 66 94 x 133 46 x 270	Example: Height in mm x no. of col. x mm-price (dep. on colour)			
1/6 page	4-columns 2-columns	190 x 43 94 x 88	e.g. 1/8 page, 4-columns, 4c (32 mm x 4 collumns) x € 22,60 = € 2.892,80			
1/8 page	4-columns 2-columns 1-column	190 x 32 94 x 66 46 x 133	Column widths			
			1-column:	46 mm width		
			2-columns:	94 mm width		
			4-columns:	190 mm width		
1/16 page	2-columns 1-column	94 x 32 46 x 66	Further formats are available in the classified ads section.			
1/32 page	1-column	46 x 32	*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.			

(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 %
9 pages	17 %
12 pages	20 %
18 pages	22 %
24 pages	23 %

By insertion

3 bookings	3 %
6 bookings	5 %
9 bookings	7 %
12 bookings	10 %
18 bookings	15 %

Discounts apply to classified ads in the main issue

Price by mm (46 mm column):

b/w per mm 1-column:	€ 8,10
2c/3c per mm 1-column:	€ 9,50
4c per mm 1-column:	€ 11,70

Job recruitments are not eligible for discounts



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	€ 6.412	€ 7.988	€ 9.980
2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	€ 5.328	€ 6.625	€ 8.315
1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 4.163	€ 5.177	€ 6.496
1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 2.888	€ 3.590	€ 4.504

3 % bleed surcharge on advertisement motifs with bleed

1/3 page	4-columns	190 x 88	Advertisement rates by mm on classified pages b/w per mm 1-column: € 6,30 2c/3c per mm 1-column: € 7,80 4c per mm 1-column: € 9,70 Example: Height in mm x no. of col. x mm-price (dep. on colour) e. g. 1/8 page, 4-columns, 4c (32 mm x 4 columns) x € 9,70 = € 1.241,60 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 farming, current trends and information on market development. Farmers, consultants and veterinarians will find also find recommendations on animal health, feeding, management and husbandry methods



07 Ad formats and prices – special programme Cattle farming

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	€ 9.862	€ 12.292	€ 15.374
2/3 page	horizontal vertical	190 x 178 125 x 270	210 x 193 135 x 297	€ 8.200	€ 10.186	€ 12.787
1/2 page	horizontal vertical	190 x 133 94 x 270	210 x 148 104 x 297	€ 6.404	€ 7.962	€ 9.990
1/3 page	horizontal vertical	190 x 88 61 x 270	210 x 103 71 x 297	€ 4.441	€ 5.518	€ 6.925

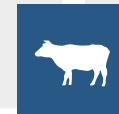
3 % bleed surcharge on advertisement motifs with bleed

CLASSIFIED PAGES*

1/3 page	4-columns	190 x 88	<p>Advertisement rates by mm on classified pages</p> <p>b/w per mm 1-column: € 9,60 2c/3c per mm 1-column: € 11,90 4c per mm 1-column: € 15,00</p> <p>Example: Height in mm x no. of col. x mm-price (dep. on colour)</p> <p>e. g. 1/8 page, 4-columns, 4c (32 mm x 4 columns) x € 15,00 = € 1.920,00</p> <p>Column widths</p> <p>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.</p> <p>*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	



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



(All prices in Euro excl. VAT)



Size Editorial Pages*		TYPE AREA width x height in mm	BLEED FORMAT (plus 3 mm bleed all around) width x height in mm	b/w	2c/3c	4c
1/1 page		190 x 270	200 x 280	€ 4.883	€ 6.075	€ 7.616
2/3 page	horizontal	190 x 178	200 x 190	€ 3.255	€ 4.049	€ 5.079
	vertical	125 x 270	135 x 280			
1/2 page	horizontal	190 x 133	200 x 145	€ 2.687	€ 3.342	€ 4.188
	vertical	94 x 270	100 x 280			
1/3 page	horizontal	190 x 88	200 x 100	€ 1.871	€ 2.329	€ 2.919
	vertical	61 x 270	65 x 280			

Size Classified Pages*	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 1-column: € 4,50 2c/3c per mm 1-column: € 5,60 4c per mm 1-column: € 7,20 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 agrar supplements on special topics are targeted at very specific subscribers in Germany, Austria and Switzerland.

The number of copies is 42.000. Regular topics covered by the Energiemagazin are biogas, biomass, bio fuels, solar energy/ photovoltaics, thermal and windpower. The Forstmagazin 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 agrar special supplements on energy and forestry give your ads maximum exposure in this specific market segment.

Energiemagazin	top agrar-Issue	Publication date	Advertising deadline	Copy deadline
1/2025	3/2025	18.02.2025	20.01.2025	27.01.2025
2/2025	5/2025	22.04.2025	20.03.2025	27.03.2025
3/2025	8/2025	22.07.2025	23.06.2025	30.06.2025
4/2025	12/2025	25.11.2025	10.10.2025	17.10.2025
Forstmagazin				
1/2025	10/2025	23.09.2025	03.09.2025	09.09.2025

Contacts

Advertising service:

E-Mail: anzeigen@topagrار.com

Editorial:

Guido Höner (Head)

Hinrich Neumann

Diethard Rolink

Phone: +4925 01/801-8809 | E-Mail: diethard.rolink@topagrار.com



Size Editorial Pages*		TYPE AREA width x height in mm	BLEED FORMAT (plus 3 mm bleed all around) width x height in mm	b/w	2c/3c	4c
1/1 page		190 x 270	200 x 280	€ 2.925	€ 3.657	€ 4.563
2/3 page	horizontal	190 x 178	200 x 190	€ 1.951	€ 2.438	€ 3.043
	vertical	125 x 270	135 x 280			
1/2 page	horizontal	190 x 133	200 x 145	€ 1.831	€ 2.287	€ 2.855
	vertical	94 x 270	100 x 280			
1/3 page	horizontal	190 x 88	200 x 100	€ 1.197	€ 1.497	€ 1.868
	vertical	61 x 270	65 x 280			

Size Classified Pages*	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 1-column: € 3,00 2c/3c per mm 1-column: € 3,70 4c per mm 1-column: € 4,50 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 agrar 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 agrar 4 times a year and offers exciting articles, product news and innovations, as well as all the information on the trade fairs (Regio Agrar, Agrarschau Allgäu, Karpfhamer Fest and much more) in the region.

top agrar Nord extra is the special issue for top agrar subscribers in Schleswig-Holstein, Niedersachsen, Bremen, Hamburg and Mecklenburg-Vorpommern. Nord extra is selectively distributed to 27,000 readers as a supplement in the 7/2024 issue of top agrar.

Süd extra	top agrar-Issue	Publication date	Advertising deadline	Copy deadline
1/2025	2/2025	24.01.2025	13.12.2024	20.12.2024
2/2025	4/2025	18.03.2025	17.02.2025	24.02.2025
3/2025	9/2025	19.08.2025	21.07.2025	28.07.2025
4/2025	11/2025	28.10.2025	29.09.2025	06.10.2025
Nord extra				
1/2025	7/2025	24.06.2025	19.05.2025	26.05.2025

Contacts

Advertising service:

E-Mail: anzeigen@topagrar.com

Editorial:

Guido Höner (Head)

Klaus Dorsch (Süd extra)

Florian Tastowe (Nord extra)

Phone: +492501/801-6400 | E-Mail: redaktion@topagrar.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,	€ 2.268
Special programme pig 46 mm x 20 mm (4c), 12 bookings,	€ 1.596
Main issue 46 mm x 20 mm (4c), 12 bookings,	€ 2.928

Ads are not discount-forming.

Contact:

Nicolas Ruß
Phone: +492501/801 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 % € 284 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:	€ 26.442
4-page stitcher:	€ 39.383

Paper weight up to 115g/m

2-page stitcher:	€ 25.593
4-page stitcher:	€ 38.306
6-page stitcher:	€ 51.101
8-page stitcher:	€ 63.736

Glued inserts

Glued inserts (incl. CD-ROMs) are accepted in combination with full-page adverts only. Glued postcards cost € 146 per %.. Envelopes with content, CD-ROMs and brochures up to 25g per % € 169 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.



Crossmedia@Compact – The best of both worlds

With a placement in the top agrar print edition and on www.topagrar.com you benefit from the high reach of top agrar. You reach your users on several channels and thus strengthen brand recall and commitment.

The cross-media offer offers considerable savings compared to individual bookings. This means: efficient use of your advertising budget through targeted placement in the media that suit your target group.

Little effort – great effect.

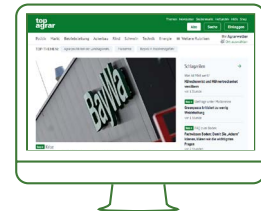
well suited
for small
and medium
budgets

Placements print and online	Size / Colour	Duration	Price
Special programme cattle, Agri Business Compact and topagrar.com/Rind	3 x 46 x 20 mm, 4c and AdBundle ³ with 30.000 AdImpressions	3 issues, 3 months ²	€ 536 / month ² > € 900 saving ¹
Special programme pig, Agri Business Compact and topagrar.com/Schwein	3 x 46 x 20 mm, 4c and AdBundle ³ with 30.000 AdImpressions	3 issues, 3 months	€ 508,50 / month ² > € 690 saving ¹
Basic programm Agri Business Compact and topagrar.com Run of Site	3 x 46 x 20 mm, 4c and AdBundle ³ with 60.000 AdImpressions	3 issues, 3 months ²	€ 658 / month ² > € 1.000 saving ¹

¹ Price advantage compared to single booking

² Minimum booking period three months, starting with the publication date of the first booked print edition, all prices plus VAT, no discounts, 15% agency commission.

³ AdBundle consisting of Medium Rectangle 300 x 250 px, HalfPage-Ad 300 x 600 px, Leaderboard 728 x 90 px



Start your cross-media campaign

Anna-Lena Hemker
Phone: +49 25 01/8 01 17 10
E-Mail: anna-lena.hemker@lv.de

Nicolas Ruß
Phone: +49 25 01/8 01 33 51
E-Mail: nicolas.russ@lv.de



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



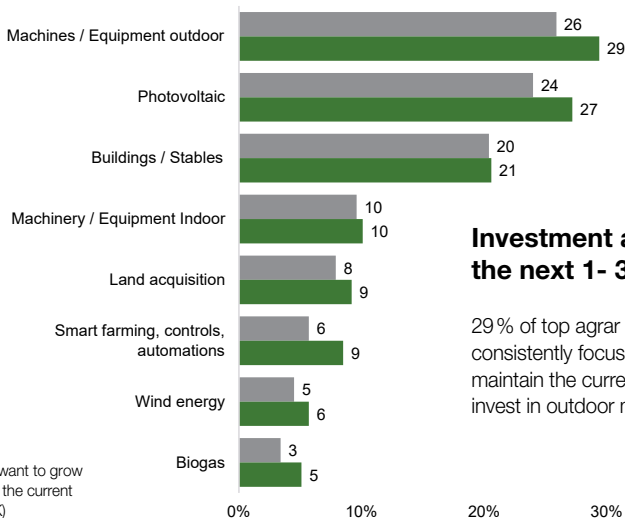
68 % of readers have read at least half of the last issue.

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)



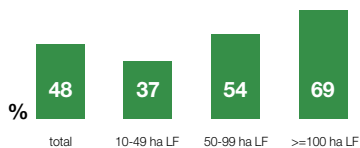


Range of area

59%

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

Reach according to Size classes



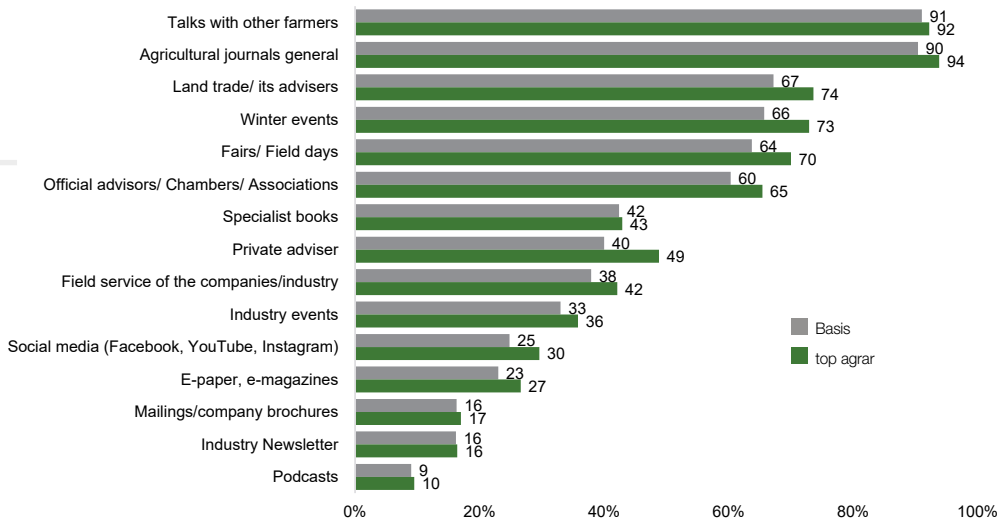
top agrar has an overall reach of 48%. In the 100 ha of agricultural land and more, top agrar has a reach of 69%.



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)



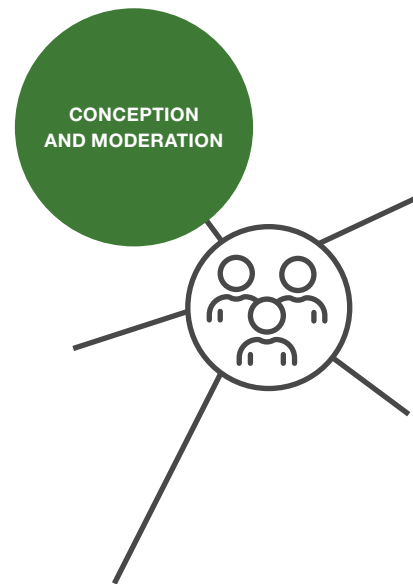
top agrar offers you a wide range of contact opportunities with your target groups. With the reach of top agrar and top agrar online, we can support you in reaching your audience in the best possible way.

In addition to classic advertising campaigns in print & online, social media posts or newsletter advertising, there are many other formats in presence and digital formats that can help you pursue your individual marketing goals.

Whether agriculture in dialogue, politics meets practice, top agrar talk, specialist webinars or expert moderations ...

The top agrar chief and specialist editors support you with the conception of your event and take over the moderation.

- We provide high-calibre speakers and panellists.
- We support you with the entire organisation of your event.
- We stream live and create video recordings.
- On request, we produce with our professional team in our own studio with green screen technology.
- We take care of the promotion and reporting of the events.



Let's talk about it – together we'll find your perfect format!

Contact:

Jens Winkelkötter

Phone: +49 2501 / 801-1850

E-Mail: jens.winkelkoetter@lv.de



	Publishing office agrar	Media consultant		
North	Matthias Woort at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Germany Phone: +49 25 01/8 01 37 09 matthias.woort@lv.de	Henri Schwabe Windscheidstraße 26 a 04277 Leipzig Germany Phone: +49 3 41/3 38 33 16 henri.schwabe@lv.de	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 17 12 andreas.castelle@lv.de Regierungsbezirk Weser-Ems	
Central	Tobias Völk Jupiterstr. 55 55545 Bad Kreuznach Germany Phone: +49 6 71/7 96 75 94 Mobile: +49 1 51/72 43 30 40 tobias.voelk@lv.de	Stephanie Beuckmann at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Germany Phone: +49 25 01/8 01 37 12 stephanie.beuckmann@lv.de	Annalena Peters at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 18 73 annalena.peters@lv.de	Irene Laschke at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 80 41 irene.laschke@lv.de
South	Erwin Bücherl Erich-Stegmann-Weg 7 82041 Oberhaching Germany Phone: +49 89/32 42 27 58 erwin.buecherl@gmx.de	Thorsten Meyer (BW, RLP, Saarland) Oberboihinger Str. 17/2 73230 Kirchheim (unter Teck) Germany Phone: +49 70 21/9 56 87 38 Mobile: +49 1 60/94 80 88 12 thorsten.meyer@lv.de	Annalena Peters (Bavaria) at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 18 73 annalena.peters@lv.de	

Austria	Netherlands	France	Other countries
Ing. René Nöhner Sales manager Austria Unterdombach 14 8274 Buch Austria Phone: +43 (0) 2236/287 00 12 Mobile: +43 (0) 664/4 30 26 69 rene.noehrer@topagrar.at	Andreas Castelle at Landwirtschaftsverlag GmbH Hülsebrockstr. 2–8 48165 Münster Germany Phone: +49 25 01/8 01 17 12 andreas.castelle@lv.de	Christophe Lecache Groupe France Agricole 7 Rue Touzet Gaillard 93400 Saint-Ouen-sur-Seine France Mobile: +33 (0) 6 02 11 61 37 c.lecache@gfa.fr	Scandinavia Matthias Woort Stephanie Beuckmann Annalena Peters Switzerland, Italy Erwin Bücherl Ing. René Nöhner Thorsten Meyer Belgium, Luxembourg Tobias Völk

Advertising marketing

Jonas Patzelt
 Phone: +49 25 01/8 01 17 90
 E-Mail: jonas.patzelt@lv.de

Advertisement management

Nicolas Ruß
 Phone: +49 25 01/8 01 33 51
 E-Mail: nicolas.russ@lv.de

Classified adverts

Petra Frank
 Phone: +49 25 01/8 01 28 50
 E-Mail: anzeigen@topagrar.com

Publisher

Reinhard Geissel
 Phone: +49 25 01/8 01 16 30
 E-Mail: reinhard.geissel@lv.de

Product manager top agrar

Jens Winkelkötter
 Phone: +49 25 01/8 01 18 50
 E-Mail: jens.winkelkoetter@lv.de

Management Media Sales

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

