

# 2026 media data

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

*Expertise  
for milk producers!*



PHOTO: KARINA SCHLUDER

Advertisement price list | No. 23 | valid from issue 1/2026

 Landwirtschaftsverlag

# Elite

Magazin für Milcherzeuger

# Key Facts

**Publication:**

6 times per year

**Year:**

24rd year, 2026

**Copies sold:**

13.206 (2nd quarter 2025)

**Publication house:**

Landwirtschaftsverlag GmbH |

Hülsbrockstr. 2-B,

48165 Munster | Germany

PO Box: 48084 Munster

Phone: +49 25 01/80 10

Fax: +49 25 01/8 01 53 17

**E-Mail:** service@elite-magazin.de

[www.elite-magazin.de](http://www.elite-magazin.de)

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E-Mail: ludger.burholt@lv.de

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Phone: +49 25 01/8 01 18 05

E-Mail: tanja.pfisterer-lang.de

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.  
address. Nevertheless, we naturally also  
address those who do not feel they  
belong to either gender.

**Elite** is the expert provider of knowledge for successful milk production, offering independent, critical and cross-breed reporting.

Internationally renowned authors from the fields of practice, consulting and research, as well as the competent editorial team, provide information on forward-looking trends and the latest developments in the industry.

*Elite provides a knowledge advantage.*

In addition, Elite offers an attractive range of digital knowledge and numerous training opportunities.

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Circulation and distribution analysis: IVW, 2nd quarter 2025  
distributed circulation 14.305 copies  
paid circulation 13.206 copies  
subscribed circulation 12.721 copies



Landwirtschaftsverlag

# Elite

Magazin für Milcherzeuger

Issue	Month	Publications date	Advertising deadline	Copy deadline	Topics
1	January	02.01.26	04.12.25	12.12.25	Sowing maize Declaring war on calf diarrhoea (Diagnosis, prevention and treatment)
2	March	06.03.26	12.02.26	20.02.26	Silo management: From silo covers to silage additives Sustainable control of flies and parasites
3	May	04.05.26	09.04.26	17.04.26	Adapting grass harvesting to the weather AI use in the cowshed (from milking technology to BCS cameras)
4	July	03.07.26	11.06.26	19.06.26	Influence of cubicles (design and bedding) on udder health. Getting the most out of maize (tips on harvesting techniques and silage) Upgrading the conventional milking parlour
5	September	04.09.26	13.08.26	21.08.26	Transit: Managing the transition to lactation (feeding, housing) Integrating milking robots into old barns
6	October	29.10.26	07.10.26	15.10.26	The modern cowshed (emission reduction, fully automated, air-conditioned) EuroTier preview
1/27	January	06.01.27	04.12.26	14.12.26	

## Supplements

Elite publishes annual supplements on current topics. For 2026, an **Elite Best Practice** on the topic of 'Optimising calf rearing' (individual and group rearing) is planned.



Examples from the last years.

\*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.



EDITORIAL PAGES*	Format	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	4.598 €	5.615 €	7.297 €		
2/3 page	horizontal		190 x 178	210 x 193	3.666 €	4.471 €	5.799 €		
1/2 page	horizontal vertical		190 x 133 94 x 270	210 x 148 104 x 297	3.025 €	3.702 €	4.815 €		
1/3 page	horizontal vertical		190 x 88 61 x 270	210 x 103 71 x 297	2.154 €	2.631 €	3.418 €		
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 1-column: € 4,67 2c/3c per mm 1-column: € 5,63 4c per mm 1-column: € 7,29		<b>Discounts</b> for advertising within 12 months: <b>By space</b> 1/2 page 3 % 1/1 page 5 % 3 pages 10 % 6 pages 15 %			
1/3 page	4-columns		190 x 88	<b>Example:</b> 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 € 7,29 = € 933,12					
1/4 page	4-columns 2-columns 1-column		190 x 66 94 x 133 46 x 270	<b>Column widths:</b> 1-column: 46 mm width 2-columns: 94 mm width 4-columns: 190 mm width					
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 EUR excl. VAT)

\* 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.

All about our  
agricultural brands

# Elite

Magazin für Milcherzeuger



## Inserts

A binding sample must be submitted to the publisher before the order is accepted. Format up to a maximum of 190 x 280 mm mm. Insert costs up to 25 g per % € 305 incl. shipping/handling costs. For higher weights, price on request. Inserted items over 2.5 mm in height incur additional postage costs. For inserts, cash discount only from the insert price.

## Bound inserts

Technical specifications available on request. Delivery in print run quantity plus 2% allowance, folded, 14 days before publication (not eligible for discount).

## Prices for bound inserts paper weight up to 115 g/m<sup>2</sup>

4-pages € 9.074

6-pages € 13.590

8-pages € 18.122

Paper weight from 115 g/m<sup>2</sup> – price on request

All prices plus VAT. Inserts, bound inserts and tip-ons are not discountable. Please be sure to request the technical data for inserts, bound-in inserts and tip-ons from: Barbara Hader, Phone: +49 (0) 25 01/8 01 33 60, E-Mail: barbara.hader@lv.de. The shipping address for inserts, bound inserts and tip-ons is available on request. Delivery 14 days before publication

**Magazine format:** 210 mm wide/297 mm high

**Type area:** 190 mm wide/270 mm high, 4-columns

**Printing process:** web offset (70 screen)

Cover: sheet offset

**Processing:** saddle stitching

**Data transmission by e-mail:** barbara.haeder@lv.de

(size  $\leq$  3 MB, please), also by FTP on request. Labelling of the shipping case: Customer name/Elite/Edition. No responsibility is accepted for the transmission quality of the data.

**File formats:** Print-optimised PDF according to PDF/X-4:2010\_CMYK. For EPS, please convert fonts to paths!4-colour images with 300 dpi in composite mode (CMYK). Open files only available on request.

**Print documents/proofs:** Proofs are essential for optimal colour reproduction. You can find the appropriate paper profile at [www.lv-mediacenter.de/druckprofile-fachzeitschriften/](http://www.lv-mediacenter.de/druckprofile-fachzeitschriften/). Without proofs as a colour reference, colour complaints cannot be accepted. Additional layout and image processing costs will be invoiced.

**Colour advertisement production:** All colours are achieved using the Euroscale. Special colours are available on request. Colours that are not created in CMYK mode are automatically converted to CMYK according to the appropriate paper profile. This may result in slight colour deviations. Complaints are excluded in this case.

! For printed materials created with AI-supported tools (e.g. Canva), we do not accept liability. These may potentially cause issues during printing that we cannot verify in advance.

We reserve the right to scale special editions and supplements during printing.

## General terms and conditions:

Our terms and conditions are at

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

Due to tax regulations please provide your tax number and/or VAT ID when placing the order.

## Bank details:

Volksbank im Munsterland eG

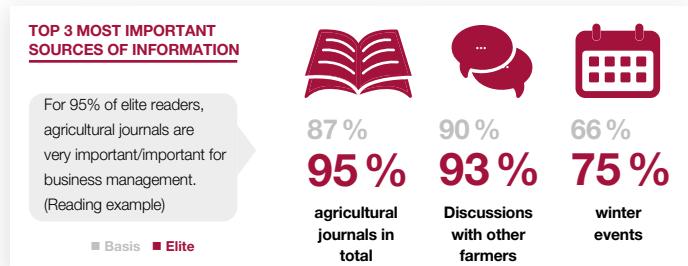
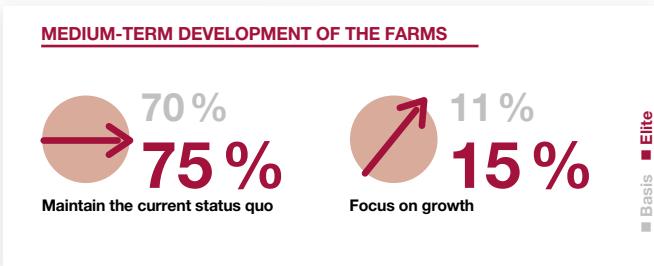
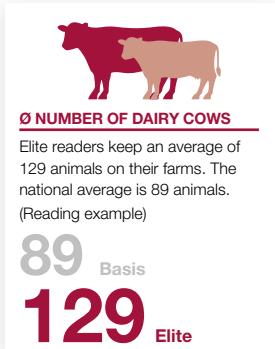
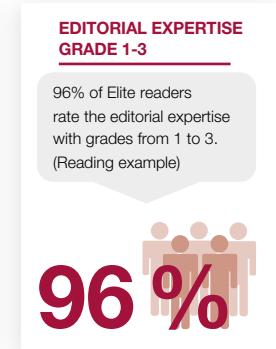
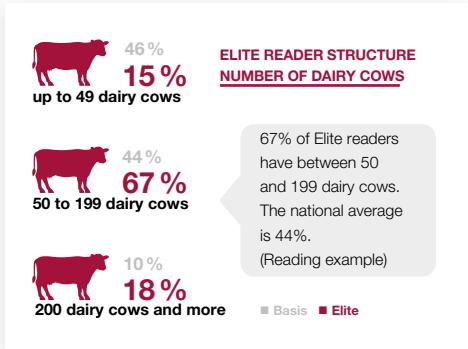
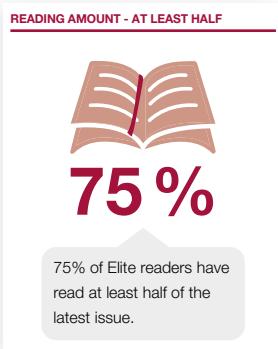
IBAN:

DE78 4036 1906 1004 0313 00

BIC: GENODEM1BB



## Selected facts



## From concept to implementation

Do you want to reach your audience in the best possible way and in a targeted manner?  
Then Elite is the right place for you!

We offer you a **wide range of contact options with your target groups**. In addition to traditional advertising campaigns, social media posts and newsletter advertising, there are many formats we can use to help you pursue your individual marketing goals. Take advantage of the reach of the strong Elite brand and **feel free to contact us – together we will find your perfect format!**

Elite offers numerous training courses, seminars and webinars, which are always highly appreciated by participants!



### Let's stay in touch

Are you interested in moderation or the development of new face-to-face events and webinars?

**We support** you in concept development.  
**We work** with you to develop individual and innovative formats.

**We put together** individual offers for you.

**We plan** together with you.

**We take care** of implementation and reporting.



*Be part of the elite events already planned for 2026 as a sponsor!*

- Elite training course for herd managers
- Elite herd management conference
- Elite AMS herd manager course
- Elite seminar: Getting through the transition phase optimally
- Elite seminar: First aid in the cowshed
- Elite Dairy Tour
- Webinar series: Elite cowshed discussion



*We are happy to advise you!*

#### **Publisher**

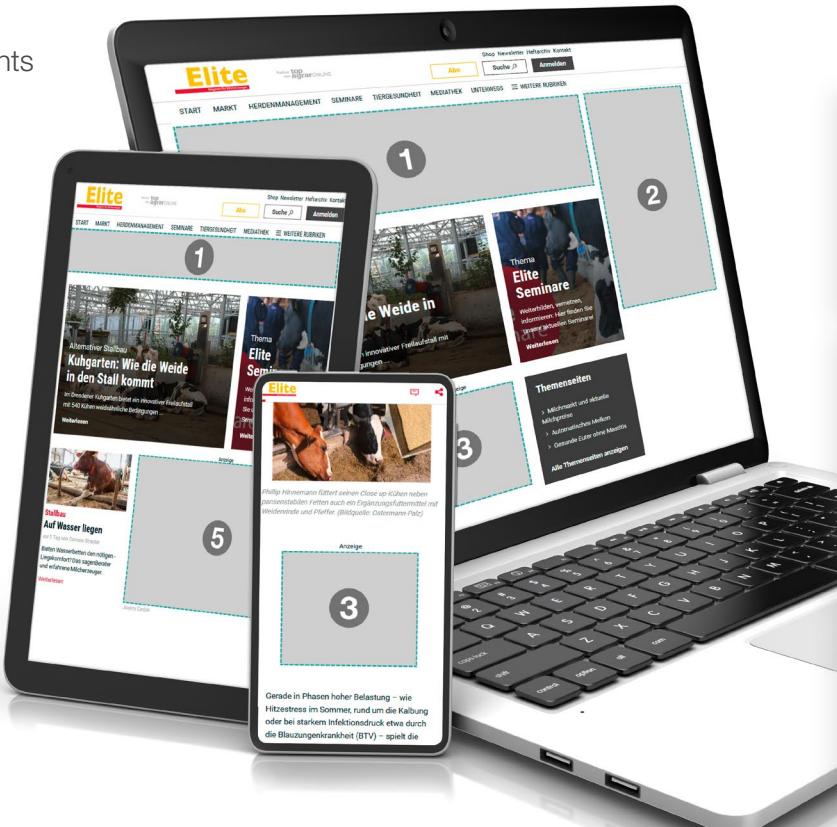
Ludger Burholt  
Tel.: +49 2501/801 1830  
ludger.burholt@lv.de

#### **Product Manager**

Dr. Anne Gensch  
Tel.: +49 2501/801 1833  
anne.gensch@lv.de



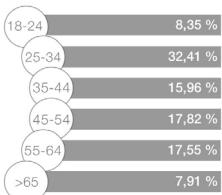
Formats  
and placements



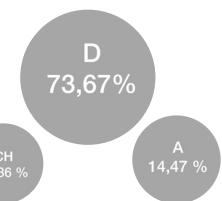
Around 75%  
of page views  
are via  
mobile devices.  
Please take this  
into account  
when choosing  
your formats.

demographics

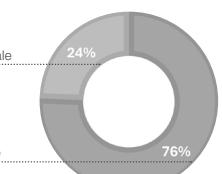
age \*



location \*



gender \*



\*Source GA4, reference month 05/2025

## Formats and prices

Format	Size (width x height in pixel)	CPM <sup>1</sup>	Visibi- lity mobil
1	Billboard	970 x 250 px max.	
2	HalfPage-AD	300 x 600 px max.	X
3	Medium Rectangle	300 x 250 px	X
1 + 2	Wallpaper	970 x 250 + 300 x 600 px max.	73 €
1 + 2 + 3	XXL-Bundle	970 x 250 px + 300 x 600 px + 300 x 250 px	57 € (X)
3	Video	Video 16:9, scaled	73 € X
1 + 2 + 3	Homepage- Takeover	see above	155 € X

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

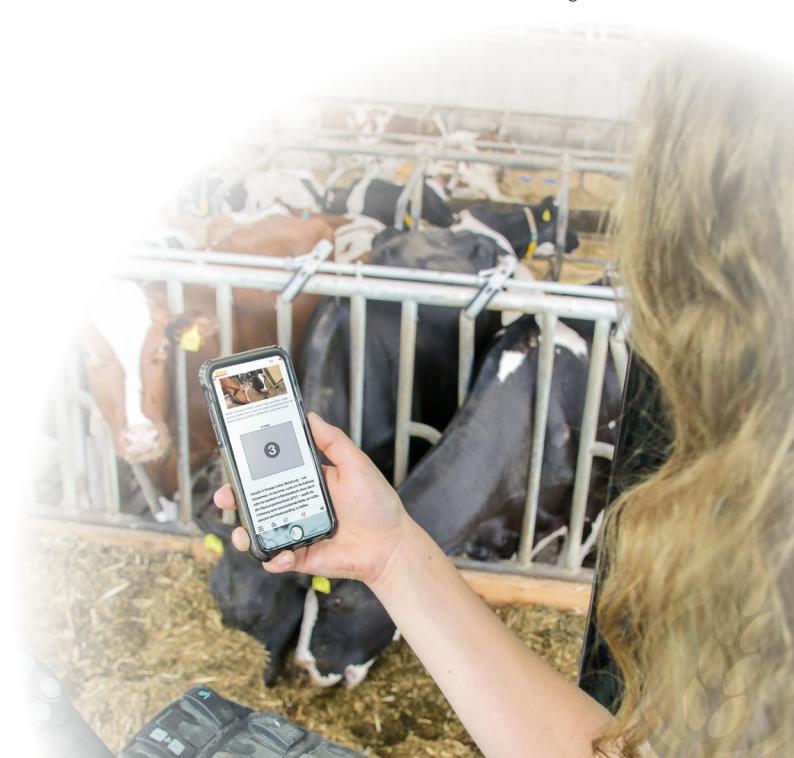
All prices plus VAT

### Article placement

With an article placement you can place your advertising motifs (XXL-Bundle) in a thematically appropriate article. To do this, you select the desired editorial article and your motifs will appear for six months in this online article. In addition, you receive 20.000 ad impressions on [www.elite-magazin.de](http://www.elite-magazin.de)

	Fixed price		
1 + 2 + 3	XXL-Bundle > 20.000 AdImpressions	970 x 250 px + 300 x 600 px + 300 x 250 px	1.450 € (X)

*On the Elite website, you can reach dedicated and forward-thinking dairy farmers.*



## Native Advertising

**Format**

<b>5</b>	Native-Teaser	Size (width x height in pixel)	CMP 109 €	Visibility mobil X
<b>5 + 6</b>	Native-AD	Teaser + Advertorial	159 €	X

\*Price applies to cross-media campaigns and direct bookings. Other special formats on request. All prices plus VA.

**ANZEIGE**

**Wenn jeder Tag zählt: Mit dem richtigen Silagemanagement gegen Futterknappheit**

Extreme Wetterlagen und niedrige Erntemengen stellen Milcherzeuger vor große Herausforderungen. Insbesondere in Jahren mit Trockenperioden, Hagel oder Hitzewellen wird die Futterversorgung zum Rätsel. Umso wichtiger ist ein vorausschauendes Silagemanagement, das Qualität, Stabilität und Flexibilität vereint.

23.07.2023 09:19

**6**

**Unberechenbares Wetter bedroht die Futterversorgung**

Im Sommer dieses Jahres kam es bereits zu einer langen Trockenperiode, die die Futterproduktion beeinträchtigte. In vielen Oberlausitz-Gebieten lagen zu erheblichen Saisontagen keine Erntemöglichkeiten mehr vor. In anderen Regionen waren sehr frühe und intensive Hitzewellen mit Temperaturen bis zu 50 °C – ohne Aussicht auf Regen. Und selbst wenn Regen fällt, bleibt die Frage, ob es sich nur um einen kurzen Schauer handelt oder um erhebliche Niederschläge, die die Situation für unsere Pflanzen nachhaltig verbessern können.

*Publish your content with the editorial look of Elite online!*

Native advertising is a format that blends harmoniously into the content. These advertisements adapt visually and in terms of content to the environment in which they are placed.

A **native teaser** appears directly in the booked section. The teaser only format links directly from there to your landing page.

The **teaser + advertorial** format leads to an article page on [elite-magazin.de](http://elite-magazin.de). Here you can present your information in a high-quality editorial environment.

## Newsletter special newsletter

13.01.26	Keeping calves healthy – professional rearing management Professional rearing management
17.02.26	Sustainable milk production
17.03.26	Heat stress already in focus: effective strategies to combat performance losses
15.04.26	High yields with top grass silage
05.05.26	Ensuring udder health – measures for smooth drying off
16.06.26	Dry cow feeding
14.07.26	Keeping hooves healthy
04.08.26	How to get more out of your milking robot
25.08.25	Harvesting silage maize correctly – how to avoid losses
16., 23. + 27.10.26	Road to Eurotier
10.11.26	BestPractice* Optimising calf rearing
01.12.26	Raising young cattle successfully
22.12.26	Hygiene: Cleanliness is important everywhere

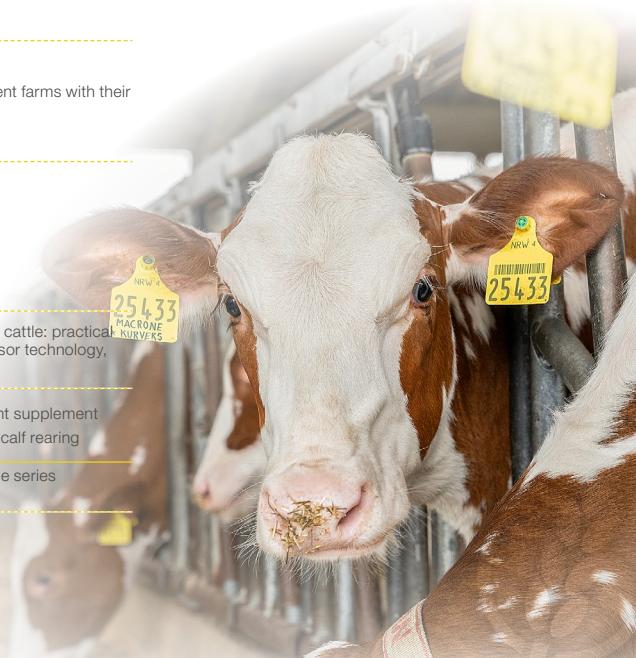
## Online series

### online series, approx. 3 posts

January/ February	Sustainable milk production: Technical trends (low-emission soils, manure additives, methane-reduced feeding, etc.)
March/ April	Dry periods during high performance periods (milking robot operations, conventional milking, feeding, etc.)
May/ June	Dry cow feeding: We present farms with their successful strategies.
September/ October	Successfully raising young cattle: practical examples (husbandry, sensor technology, feeding, etc.)
	Corresponding to the * print supplement Best practice * Optimising calf rearing
	Corresponding to the online series in September/October

*Tip: Supplement your advertisement placement with the appropriate newsletter.*

*This will increase the number of contacts in your target environment.*



## Formats and prices



Every Friday, **the Elite Newsletter** is published with the most important news for dairy farmers.

It is sent to approximately 10,000 different, personalised email addresses and has an average open rate of 28 %. With a banner and/or text ad, you'll be right in the middle of it all.

**The Elite Standalone Newsletter** is an independent email newsletter that focuses on your offer and gets the full attention of readers.



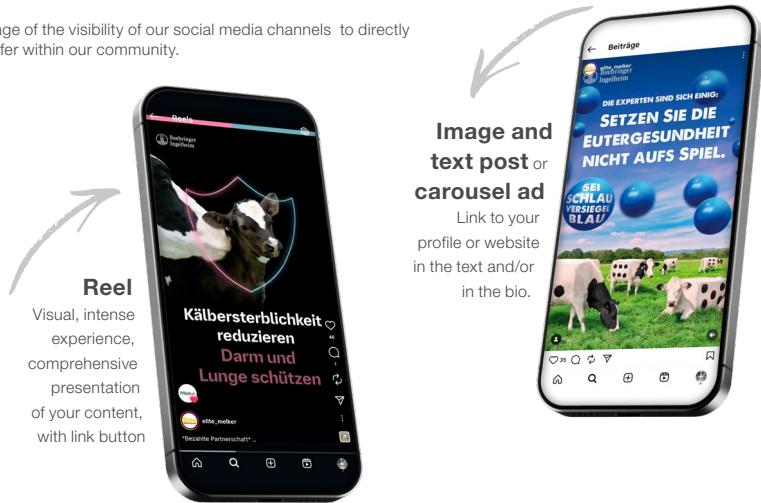
Format	Size*	Price	Pole-Position
A Image + text	300 Zeichen, 354 x 265 px*	725 €	Placement as the first advertisement in the respective mailing
B Advertorial advertisement Image + text *	650 Zeichen, 615 x 250 px*	1.125 €	+ 185 €
C Medium Rectangle* or Large Image*	300 x 250 px* or 615 x 250 px*	595 €	
D Stand-Alone Newsletter	individual	5.150 €	

\*Images scale depending on device

\*All prices in Euro excl. VAT

## Organic posting and reach

Take advantage of the visibility of our social media channels to directly place your offer within our community.



Placement	Visibility	Linking	Fixed price	CMP
Feed	unlimited access	indirectly via bio	1.750 €	
Story (incl. link button)	24 hours	directly		
Story + Feed	see above	see above	2.750 €	
<b>Outreach (retargeting)</b>				
AdImpressions	Also possible in conjunction with an organic post	see above	45 €	

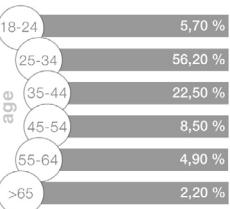
All prices plus VAT., discountable.

*Tip for effective social media posting!*



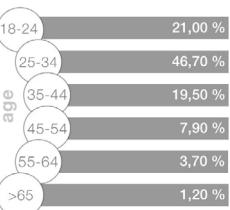
**28.337 Fans\***

Demographics  
Facebook



**17.183 Fans\***

Demographics  
Instagram



\*Source: Facebook, Instagram; reference month 07/2025



## The LV-Agrar-network

Elite is part of the LV Agrar network. We market the digital offerings of **top agrar, profi, Elite, milchkuh, HOFdirekt, SUS, Wochenblatt** für Landwirtschaft und Landleben and **traktorpool**. Take advantage of our flexible reach and target group combinations, tailored to your individual marketing goals. High-quality and transparent data assist you in making informed advertising decisions, while meaningful statistics and reports demonstrate the efficiency of your campaigns.

## Digital outreach

- 80.715**  
Page impressions  
elite-magazin.de\*
- 59.014**  
Visits elite-magazin.de\*
- 36.387**  
User elite-magazin.de\*
- 10.979**  
subscribed newsletters \*
- 28.337**  
Facebook fans
- 17.183**  
Instagram fans

\* Reference month 05/2025,  
Sources GA4, Salesforce, measurability  
restricted by GDPR

## Discounts

valid within one year of insertion

40.000 Ad Impressions: 3 %

80.000 Ad Impressions: 7 %

120.000 Ad Impressions: 10 %

200.000 Ad Impressions: 15 %

Discounts based on frequency and quantity  
scale from the Elite print edition will be applied  
for your banner placement in the same rate.

## Booking deadline and delivery

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

## Cancellation

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

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

## Terms and conditions for online advertising

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

## Maximize your reach with our online competitions!

Our online competitions inspire users and create a positive brand perception for your company. On the day of the contest, your logo will be prominently displayed on all participating portals and our social media channels.

We also promote the contest via newsletters, which generates additional traffic. The link to your product website helps participants answer the contest question – this is how we maximize traffic to your product.



## Special Edition

Are you celebrating an anniversary or a special occasion? A custom-branded competition could be just the thing to get your target audience excited and strengthen your brand.

## Best Practice

*Read here to find out how you can make the most of the competition!*

Campaign	Term	Price per competition day	10 % Early-bird-discount
Competition <b>Easter</b>	until 06.04.26	2.900 €	until 15.02.26
Competition <b>Christmas</b>	01. – 24.12.26	3.900 €	until 15.10.26
Competition combination <b>Easter + Christmas</b>	until 06.04.26 + 01. – 24.12.26	4.950 €	until 15.02.26
<b>Special edition</b>	by arrangement	on request	

\*plus VAT, no discounts according to quantity scale, 15 % agency commission

<h2>Publishing office agrar</h2>						<h2>Media consultant</h2>	<p>„We pleased to advise you!“</p>			
<b>NORTH</b>	<p><b>Matthias Woort</b> Landwirtschaftsverlag GmbH Hülsbrockstr. 2–8 48165 Münster € +49 2501/801 3709 matthias.woort@lv.de</p>	<p><b>Henri Schwabe</b> Landwirtschaftsverlag GmbH Hülsbrockstr. 2–8 48165 Münster € +49 341/3383316 henri.schwabe@lv.de</p>	<p><b>Andreas Castelle</b> Landwirtschaftsverlag GmbH Hülsbrockstr. 2–8 48165 Münster € +49 2501/801 1712 andreas.castelle@lv.de</p>	<p><i>Regierungsbezirk Weser-Ems</i></p>						
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