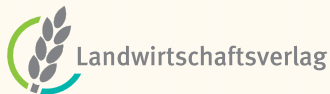


# Advertisement price list 2018

Advertisement price list  
No. 15  
Prices effective  
from issue 1/2018



Hülsebrockstraße 2–8  
D-48165 Münster  
www.elite-magazin.de

## Short profile:

**Elite** is the professional journal for successful dairy farmers that provides its readers with independent, unbiased and comprehensive reports on livestock farming irrespective of breed.

Renowned authors from all over the world – farmers, consultants and scientists – as well as a team of expert editors ensure our readers are supplied with top-level information, making **Elite** a major source of information for innovative and forward-looking dairy farmers, consultants and veterinarians.

**Elite** covers a wide range of topics, including reports on experiences and analyses of successful dairy farms all over the world as well as up-to-the-minute research findings and advice. Of special interest are reports on the major milk producing regions, including Germany, the US, Canada, the Netherlands, New Zealand, France and Scandinavia. Most **Elite** readers are dairy farmers who look to the future.

## Timetable 2018

Issue	Publication date (delivered by post)	Closing date for advert orders	Advertisement copy deadline*
1/18	18-01-03	17-12-07	17-12-15
2/18	18-02-28	18-02-06	18-02-14
3/18	18-05-02	18-04-09	18-04-17
4/18	18-07-04	18-06-12	18-06-20
5/18	18-09-05	18-08-14	18-08-22
6/18 EuroTier issue	18-10-31	18-10-09	18-10-17

\*Advertisement copies required in digital format. Placement and quality of the ad are subject to the timely submission of copy material. We assume no responsibility for claims resulting from late submission of the material.

### Publishing house:

Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2–8,  
D-48165 Münster  
Postal address: D-48084 Münster  
Phone: + 49 25 01/8 01-0  
Fax: + 49 25 01/8 01-53 17  
E-✉: [service@elite-magazin.de](mailto:service@elite-magazin.de)  
[www.elite-magazin.de](http://www.elite-magazin.de)

### Chief managing directors:

Hermann Bimberg (spokesperson),  
Werner Gehring,  
Malte Schwerdtfeger

### Editor:

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Phone: + 49 25 01/8 01-88 03  
E-✉: [redaktion@elite-magazin.de](mailto:redaktion@elite-magazin.de)

### Publisher:

Ludger Burholt  
Phone: + 49 25 01/8 01-18 30  
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Dr. Peter Wiggers

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Phone: + 49 25 01/8 01-33 51  
E-✉: [nicolas.russ@lv.de](mailto:nicolas.russ@lv.de)

### Advertising marketing:

Caroline Flothmann  
Phone: + 49 25 01/8 01-18 10  
E-✉: [caroline.flothmann@lv.de](mailto:caroline.flothmann@lv.de)

### Volume:

16th volume 2018

### Frequency of publication:

6 issues per year

### Advertisement fax number:

+ 49 25 01/801-5317

## Advertisement prices, discounts, insertions

Format	Columns	W x H in mm	Basic price b/w in Euro	2c/3c Euroscale in Euro	4c Euroscale in Euro
<b>1/1 page</b>	<b>4</b>	<b>190 x 270</b>	<b>3,530</b>	<b>4,307</b>	<b>5,599</b>
3/4 page Editorial page*	4	190 x 200	3,161	3,857	5,014
2/3 page Editorial page*	4	190 x 178	2,811	3,429	4,458
<b>1/2 page</b>	<b>4</b>	<b>190 x 133</b>	<b>2,307</b>	<b>2,815</b>	<b>3,659</b>
Editorial page*	<b>2</b>	<b>94 x 270</b>			
1/2 page	4	190 x 133	1,837	2,241	2,913
	2	94 x 270			
<b>1/3 page</b>	<b>4</b>	<b>190 x 88</b>	<b>1,638</b>	<b>1,998</b>	<b>2,598</b>
Editorial page*	<b>1</b>	<b>61 x 270</b>			
1/3 page	4	190 x 88	1,225	1,494	1,942
1/4 page	4	190 x 66	918	1,120	1,456
	2	94 x 133			
	1	46 x 270			
1/6 page	4	190 x 43	612	747	971
	2	94 x 88			
1/8 page	4	190 x 32	460	561	729
	2	94 x 66			
	1	46 x 133			
1/16 page	2	94 x 32	230	280	365
	1	46 x 66			
1/32 page	1	46 x 32	116	140	182

\* Single placement formats on editorial pages. All prices excl. VAT.



### 2nd quarter 2017:

Distribution: 18,020 copies

Copies sold: 17,031 copies

Subscriptions: 16,483 copies

**Discounts** are available for the following number of bookings within 12 months:

#### By space

1/2 page 3 %

1/1 page 5 %

3 pages 10 %

6 pages 15 %

#### By insertion

3 bookings 5 %

6 bookings 10 %

9 bookings 15 %

#### Prices for stitched inserts

4-page insert

€ 7,632

6-page insert

€ 11,448

8-page insert

€ 15,264

## Technical data, insertions and bank details

**Size of page:** 210 x 297 mm (w x h)

**Type area:** 190 x 270 mm (w x h)

**Column width/ number:**


a) Advertisement pages: 46 mm/ 4 columns

b) Editorial pages: 94 mm/ 2 columns

**Printing method:** Rotary offset (70 screen)

**Binding:** Saddle stitch

**Supply of data:**

By CD-ROM, by E-: [nicolas.russ@lv.de](mailto:nicolas.russ@lv.de) (≤3MB), via FTP server on request: File name: Advertiser's name/ magazine title/ issue (e. g.: Meier/ Elite 02/18). Make sure to advice Mr. Ruß by phone as you dispatch the data: + 49 2501/80133 51. No liability is accepted for the quality of file transmission.

**Data formats:**

Print optimised PDF to PDF/X-4: 2010\_CMYK. Please ensure EPS fonts are converted into paths! Files that are not encapsulated are accepted only on request and in the following formats: InDesign, Illustrator, Photoshop. Submit 4 colour prints in 300 dpi resolution and Composite mode (CMYK).

**Advertisement copies/ proofs:**

The submission of proofs to ISO Coated\_v2\_standard is absolutely necessary. Unless advertisement copies are provided, we accept no responsibility for the accuracy of your motif and its printing quality. Proofs and the advertiser's point of contact have to be supplied to the publisher before the ad goes to print. No responsibility will be accepted if such material and information is missing. Expenses for the layout work and processing of the final artwork will be charged extra.

**Colour advertisements:**

All colours are generated from Euroscale standards. We cannot generate HKS and Pantone colours. Colours not in CMYK mode are automatically converted to ISO Coated\_v2 colours. This may result in minor colour deviations. No responsibility is accepted for such deviations. The printing process is to the Fogra Media standard. Colour deviations within tolerance are attributed to the technical process yet are still in line with the Fogra-ISO standard.

**Formats across the gutter:**

Please allow an extra 3 mm bleed in addition to trim size.

**Loose inserts<sup>1)</sup>:**

The publisher will accept an advertisement order only after it is provided with a reliable sample. Advertisement formats may **not exceed 205 mm by 290 mm**. Price for inserts of up to 25 g per % **€ 199** excl. handling/ shipping cost. Please contact us for prices on higher weights or different formats.

**Stitched inserts<sup>1)</sup>:**

Stitched inserts are accepted only in specific locations in the issue. The publisher will accept an advertisement order only after it has been provided with a definite sample. Technical specifications on request. Circulation number plus 2 % surplus.

**Glued inserts<sup>1)</sup>:**

Glued inserts (also CD-ROMs) are accepted if combined with an advertisement. Glued postcards per % **€ 157**; envelopes with content and brochures up to 25 g per % **€ 228**.

All prices excl. VAT.

**Please ensure to enquire about the address the inserts will be sent to:**

Phone: + 4925 01/801 - 3351

**Bank details:**

Volksbank Münster eG  
IBAN DE16401600501004031300  
BIC GENODEM1MSC

**Terms of payment:**

Advanced payment and direct debiting: 3 % cash discount  
14 days after receipt of invoice: 2 % cash discount  
30 days after receipt of invoice: net

Cash discount on loose insertion prices are granted only on the insertion price itself.

VAT ID: DE 126 042 224

**Elite advertisement price list:**

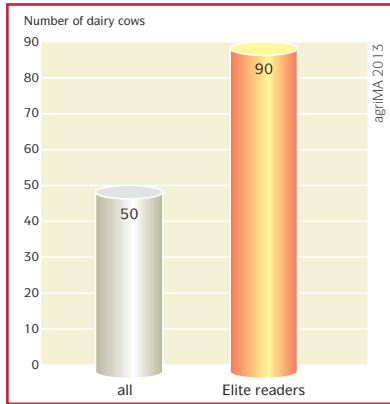


[www.elite-magazin.de/mediadaten](http://www.elite-magazin.de/mediadaten)

<sup>1)</sup> No discounts available; discounts are available only on the advertisement that carries the glued inserts.

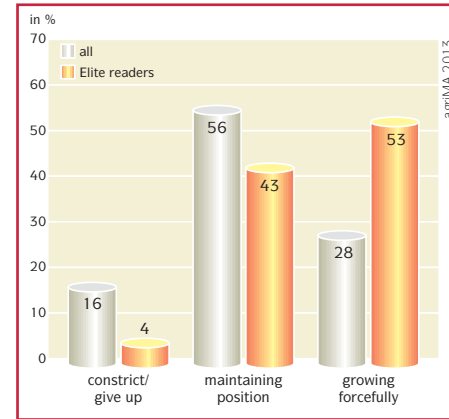
## Analysis of distribution, volume and circulation

### Average herd size



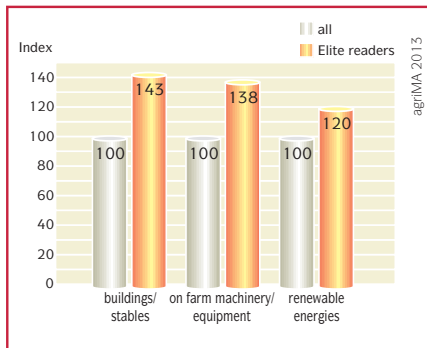
The average **Elite** reader owns a substantially larger herd of dairy cows than an average farmer in the wider dairy community. On average, dairy herds in Germany number 50 heads whereas the herds of **Elite** readers number 90 on average - a 80 % plus.

### Medium-term development of dairy farms



**Elite** readers see their future as successful dairy farmers. While more than 16 % of all dairy farmers plan to cut production levels or give up milk production, only 4 % of all **Elite** readers have such plans. Besides, the majority of **Elite** readers are focused on consistently increasing rather than maintaining current production levels. More than 50 % of **Elite** readers name this aim whereas this intention is reported by only a quarter of the wider dairy farming community (28 %).

### Investment index of Elite readers versus average dairy farmers



**Elite** readers invest substantially larger sums than their colleagues, primarily on buildings but also on farm machinery and equipment.

### Volume analysis 2016

Total number of pages:	432 = 100 %
Editorial pages:	315 = 73 %
Advertising pages:	117 = 27 %

### Circulation analysis

(IWW, 2nd quarter 2017)

Distribution:	18,020
Subscription copies:	16,483
Copies sold:	17,031



## Elite website

The **Elite** website for dairy farmers offers an extremely cost-effective advertising platform. Drive your product to your target group – online! Full banners and standard banners on our home page and on the category pages will attract your audience at competitive prices. Do not hesitate to contact us for further information.



## www.elite-magazin.de

Display Ads Type of ad	Format (pixels)	CPM
1 Leaderboard	728 x 90	€ 36
2 Skyscraper	120 x 600 or 160 x 600	€ 48
1 + 2 Hockey Stick	728 x 90 & 160 x 600	€ 62
3 HalfPage-AD	300 x 600	€ 58
4 Medium Rectangle	300 x 250	€ 57
5 Billboard	970 x 250	€ 83
6 Video	620 x 465 (max.) 5 min./20 MB	€ 64
7 Wallpaper	970 x 90 & 300 x 600 (max.)	€ 97
8 Floor Ad	1.200 x 200	€ 105
Native Ad	Online Advertorial	€ 135



## Closing date for ad orders and copy deadline

Please send us the finalised files 3 days before publication date: [sibylle.sander@lv.de](mailto:sibylle.sander@lv.de). Please note the technical specifications and our terms of business on online advertising:

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



## Elite newsletter

The **Elite** newsletter is published every friday and offers a digest of the most important news that are of interest to dairy farmers. Each week, the newsletter is sent in personalised e-mails to a guaranteed number of 12,000 addresses (opening rate approx. 30 %). Its number of users is continuously increasing. A banner and / or text ad brings you in direct touch with your target group.

Display Ads Type of ad	Format (pixels)/ textsize	Fixed price per mailing
4 Medium Rectangle	300 x 250	€ 355
9 Text	300 characters	€ 380
10 Image and text	140 x 120 / 300 characters	€ 505
Poleposition	1st banner in newsletter	€ 100 surcharge

## Special display ads/ Targeting options

You intend to publish a special advertising format? Your banner is only to be displayed on Mondays? Please contact us for an individual offer!

**Contact:** Sibylle Sander · E-[✉: sibylle.sander@lv.de](mailto:sibylle.sander@lv.de)  
Phone +492501/801-2060 · Fax +492501/801-5317

## Discounts\*

By volume	Discount	By insertion	Discount
40,000 AdImpressions	5 %	3 bookings	5 %
80,000 AdImpressions	10 %	6 bookings	10 %
120,000 AdImpressions	15 %	9 bookings	15 %
200,000 AdImpressions	20 %	15 bookings	20 %

\* applies within one insertion year

We grant a 15 % AE brokerage. Minimum order volume: € 200



## Advertising enquiries

	Agrar office	Advertising enquiries		
North	<b>Matthias Woort</b> Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 D-48165 Münster Phone: +49 25 01/8 01-37 09 Fax: +49 25 01/8 01-37 19 matthias.woort@lv.de	<b>Henri Schwabe</b> Windscheidstraße 26a D-04277 Leipzig Phone: +49 3 41/3 38 33 16 Fax: +49 3 41/3 38 16 11 henri.schwabe@lv.de	<div style="border: 1px solid black; padding: 5px;"> <b>Telesales</b>  <b>Bettina Benstein-Thesing</b>                      Phone: +49 25 01/8 01- 17 20                      bbt@lv.de  <b>Irene Laschke</b>                      Phone: +49 25 01/8 01- 80 41                      irene.laschke@lv.de                 </div>	
Central	<b>Ulrich Sprenger</b> Westendstr. 5 D-65391 Lorch-Ransel Phone: +49 67 26/83 90 77 Fax: +49 67 26/83 90 78 Mobile: +49 1 62/9 40 76 16 sprenger@vb-sprenger.de	<b>Yvonne Stein</b> Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 D-48165 Münster Phone: +49 25 01/8 01-37 12 Fax: +49 25 01/8 01-37 19 yvonne.stein@lv.de		
South	<b>Erwin Bücherl</b> Erich-Stegmann-Weg 7 D-82041 Oberhaching Phone: +49 89/32 42 27 58 Fax: +49 89/32 42 27 59 Erwin.Buecherl@gmx.de	<b>Thorsten Meyer (BW)</b> Oberboihinger Str. 17/2 D-73230 Kirchheim (unter Teck) Phone: +49 70 21/9 56 87 38 Fax: +49 70 21/9 56 87 39 Mobile: +49 1 60/94 80 88 12 thorsten.meyer@lv.de	<b>Hartmut Wendt</b> Branch manager Landwirtschaftsverlag GmbH Office Bavaria Kesselschmiedstr. 2 D-85354 Freising Phone: +49 81 61/8 85 29 50 Fax: +49 81 61/8 85 29 59 hartmut.wendt@lv.de	<b>Alice Satzinger (Bavaria)</b> Landwirtschaftsverlag GmbH Office Bavaria Kesselschmiedstr. 2 D-85354 Freising Phone: +49 81 61/8 85 29 51 alice.satzinger@lv.de

Austria	The Netherlands	France, Spain	Other countries
<b>Ing. René Nöhrer</b> Sales manager Austria Phone: +43 2236/287 00 12 Mobile: +43 664/4 30 2669 noehrer@lv-topagrar.at <b>Christian Tassler</b> Phone: +43 2236/287 00 21 Mobile: +43 676/7 62 07 27 christian.tassler@lv-topagrar.at Landwirtschaftsverlag GmbH Office Austria Südstadtzentrum 4/10G/10 A 2344 Maria Enzersdorf	<b>Dick Wolsink</b> Bruggenweg 7 NL 7004 JH Doetinchem Phone: +31 3 15/29 81 26 Mobile: +31 6 12/35 95 14 dick.wolsink@lv.de	<b>Eugen Bruder</b> Am Ziegelacker 18 D-74199 Untergruppenbach Phone: +49 71 30/86 18 Fax: +49 71 30/93 81 Mobile: +49 1 71/71 70 89 eugen.bruder@t-online.de	<b>Scandinavia</b> Matthias Woort Yvonne Stein <b>Switzerland, Italy</b> Erwin Bücherl/ Eugen Bruder

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