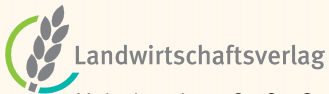


Advertisement price list 2018

Advertisement price list
No. 27
Prices effective
from issue 1/2018



Landwirtschaftsverlag
Hülsebrockstraße 2-8
D-48165 Münster
www.susonline.de

Short profile:

SUS is the trade magazine for specialised pig farmers. Articles by scientists and consultants deal with farm management, production technology and animal health in the sow keeping and pig fattening industry making **SUS** a respected source of advice and information. The magazine also covers the topics of marketing as well as German and European policies plus the latest developments both at home and abroad.

SUS is the official magazine of **Bundesverband Rind und Schwein (BRS)**, Germany's Central Association of pig producers and associated organisations. As such, **SUS** acts as a spokesman on behalf of German pig producers.

Publishing house:

Landwirtschaftsverlag GmbH
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 Fax: +49 25 01 8 01-53 17
 E-✉: SUSservice@lv.de
 www.susonline.de

Chief managing directors:

Hermann Bimberg (spokesperson),
 Werner Gehring, Malte Schwerdtfeger

Editor:

Dr. Heinrich Niggemeyer (chief editor)
 Phone: +49 25 01 8 01-65 65
 E-✉: SUSredaktion@lv.de

Timetable 2018

Issue	Publication date (delivered by post)	Closing date for advert orders	Advertisement copy deadline*
1/18	18-02-06	18-01-16	18-01-24
2/18	18-04-04	18-03-12	18-03-20
3/18	18-06-05	18-05-11	18-05-22
4/18	18-07-31	18-07-10	18-07-18
5/18 EuroTier issue	18-10-16	18-09-24	18-10-02
6/18	18-12-05	18-11-14	18-11-22

* 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:

Ludger Burholt
 Phone: +49 25 01 8 01-18 30
 E-✉: ludger.burholt@lv.de

Area director LV Media sales

Dr. Peter Wiggers

Ad order processing:

Nicolas Ruß
 Phone: +49 25 01 8 01-33 51, fax: -53 17
 E-✉: nicolas.russ@lv.de

Advertising marketing:

Caroline Flothmann
 Phone: +49 25 01 8 01-18 10
 E-✉: caroline.flothmann@lv.de

Volume: 30th volume 2018

Frequency of publication: 6 issues per year

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: 61 mm/3 columns

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
1/1 page	4	190 x 270	3,503	4,387	5,812
3/4 page	4	190 x 200	2,847	3,565	4,723
Editorial page*	3	142 x 270			
2/3 page	4	190 x 178	2,531	3,170	4,199
Editorial page*	4	190 x 178	2,531	3,170	4,199
1/2 page	4	190 x 133	1,751	2,194	2,905
	2	94 x 270			
1/2 page	4	190 x 133	2,228	2,790	3,697
Editorial page*	2	94 x 270			
1/3 page	4	190 x 88	1,168	1,461	1,938
1/3 page	1	61 x 270	1,687	2,113	2,864
Editorial page*	4	190 x 88			
1/4 page	4	190 x 66	875	1,097	1,452
	2	94 x 133			
	1	46 x 270			
1/6 page	4	190 x 43	583	731	968
	2	94 x 88			
1/8 page	4	190 x 32	437	548	727
	2	94 x 66			
	1	46 x 133			
1/16 page	2	94 x 32	220	275	363
	1	46 x 66			
1/32 page	1	46 x 32	109	138	182

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
€ 7,827

6-page insert
€ 11,740

8-page insert
€ 15,654

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

Size of page:

210 x 297 mm (w x h)

Printing method:

Rotary offset (70 screen)

Binding:

Adhesive binding

Supply of data:

By CD-ROM, by e-mail: nicolas.russ@lv.de (≤ 3 MB), via FTP server on request. File name: Advertiser's name/ magazine title/ issue (e.g.: Meier/SUS 02/18)

Make sure to advise Mr. Ruß by phone as you dispatch the data: +49 2501/8 0133 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:

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 % € **219 excl. handling/ shipping cost.** Please contact us for prices on higher weights or different formats.

Stitched inserts:

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.

Glued inserts:

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**.

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

Phone +49 2501/801-3351

Bank details:

Volksbank Münster eG
IBAN DE16 4016 0050 1004 0313 00
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

SUS advertisement price list:



www.susonline.de/Mediadaten

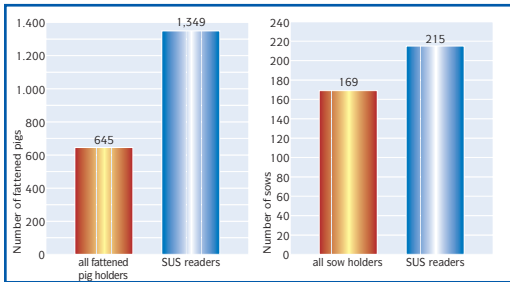
All prices excl. VAT.



Member of the Information Society
for assessing the distribution of
advertising media e.V.

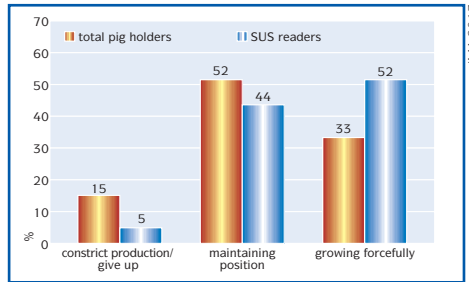
Analysis of distribution, volume and circulation

Herd size in pig fattening/ sow keeping farms



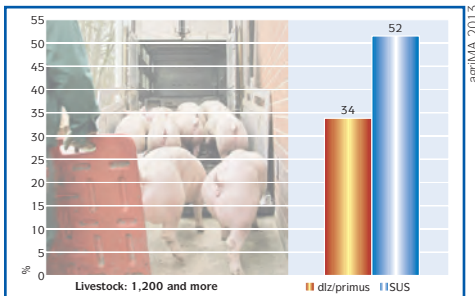
The average fattening pig herd among SUS readers is nearly twice as large as the herds of average pig farmers. On average, SUS readers farm a 215-head sow herd whereas average sow farmers farm 169-head herds.

Medium-term development of pig farms



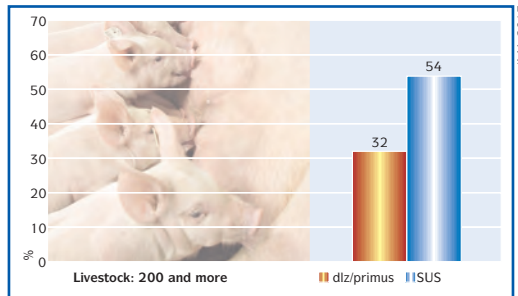
SUS readers are more forward-looking than their colleagues. More than half (52 %) of SUS readers are focused on consistently expanding their business.

Distribution among pig fattening farmers



SUS reaches 52 % of all farmers keeping 1,200+ fattening pigs. This compares with 34 % of pig fattening farmers in this class reading dlz (primus Schwein).

Distribution among sow keeping farmers



SUS readers are mostly large-scale sow farmers. 54 % of farmers who farm 200 and more head of sow herds are SUS readers. This compares with 32 % of sow farmers of this scale reading dlz (primus Schwein).



Volume analysis 2016

Total number of pages:	440 = 100 %
Editorial pages:	318 = 72 %
Advertising pages:	122 = 28 %

Circulation analysis

(IWW, 2nd quarter 2017)

Distribution:	11,625
Subscriptions:	10,741
Copies sold:	11,161

SUS website

The **SUS** website on pig breeding and fattening offers an extremely cost-effective advertising platform. Drive your product to your target group - online! Full banners and standard banners on our homepage and on the category pages will attract your audience at competitive prices. Do not hesitate to contact us for further information.



www.susonline.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 the publication date: sibylle.sander@lv.de

Please note the technical specifications and our terms of business on online advertising:

www.susonline.de/Mediadaten



SUS newsletter

SUS mails a newsletter biweekly that offers up-to-date information on pig farming to subscribers and interested readers of **SUS** magazine. This newsletter is mailed to approx. 29,000 e-mail addresses with an average opening rate of 24 %. A banner or a text ad places your product in an exclusive editorial environment.

Display Ads Type of ad	Format (pixels) textsize	Fixed price per mailing
4 Medium Rectangle	300 x 250	€ 405
9 Text	300 characters	€ 435
10 Image and text	140 x 120 / 300 characters	€ 625
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
17,000 AdImpressions	5 %	3 bookings	5 %
25,000 AdImpressions	10 %	6 bookings	10 %
32,000 AdImpressions	15 %	9 bookings	15 %
60,000 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	Matthias Woort 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	Henri Schwabe 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; background-color: #e0e0e0;"> Telesales Bettina Benstein-Thesing Phone: +49 25 01/8 01- 17 20 bbt@lv.de Irene Laschke Phone: +49 25 01/8 01- 80 41 irene.laschke@lv.de </div>		
Central	Ulrich Sprenger 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	Yvonne Stein 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		
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Austria	The Netherlands	France, Spain	Other countries	
Ing. René Nöhrer Sales manager Austria Phone: +43 2236/287 00 12 Mobile: +43 664/4 30 26 69 noehrer@lv-topagrar.at	Dick Wolsink Bruggenweg 7 NL 7004 JH Doetinchem Phone: +31 3 15/29 81 26 Mobile: +31 6 12/35 95 14 dick.wolsink@lv.de	Eugen Bruder Am Ziegelacker 18 D-74199 Untergruppenbach Phone: +49 71 30/86 18 Fax: +49 71 30/93 81 Mobile: +49 1 71/7 17 70 89 eugen.bruder@t-online.de	Scandinavia Matthias Woort Yvonne Stein Switzerland, Italy Erwin Bücherl/ Eugen Bruder	
Christian Tassler 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				

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