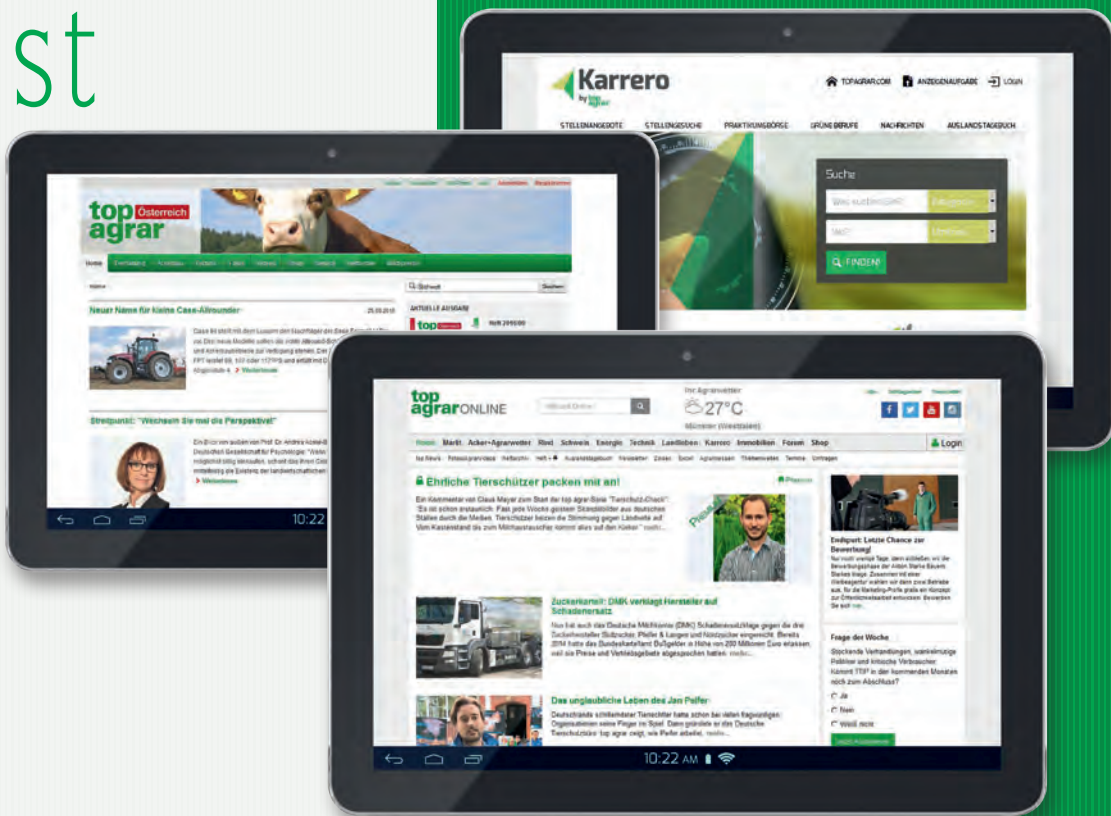


# Advertisement price list

# 2018

Advertisement price list No. 2  
Prices effective from 2018-01-01



**top agrar** ONLINE

www.topagrar.com

www.topagrar.at

www.Karrero.com



Landwirtschaftsverlag

Hülsebrockstraße 2-8  
D-48165 Münster

## top agrar – more agriculture and more than a magazine!

top agrar ONLINE offers an additional value to users.

In Germany and Austria, we host our websites [topagrar.com](http://topagrar.com) und [topagrar.at](http://topagrar.at). Here you can find daily news, important market and price information within the news section, special information in acre/crops & weather, cattle, pig, mechanics and energy. We provide our users with a responsive design of our homepages representing our content optimally on every end device.

## top agrar is a powerful brand in Social Media:

About 217,000 fans exchange views on Facebook, more than 28,000 users follow us on YouTube and watch (mechanic) videos produced by our editors. 89,000 fans on Instagram see current pictures also posted by them. More than 6,400 users already use our news feed via WhatsApp and Twitter for frequent information. (Status 08/2017)

Last but not least: We provide our users with up to 8 different e-mail newsletters, containing different key themes.

**We have much going for.** If you are interested in browsing these pages or test our top agrar newsletters, we will be pleased to set up a trial account for you. Please contact us:

**Sibylle Sander**

E-✉: [sibylle.sander@lv.de](mailto:sibylle.sander@lv.de)

Phone: +49 2501/801-2060



Social network	top agrar
Facebook	216,348
YouTube	28,555
Instagram	89,600
WhatsApp	7,970
Twitter	6,490

(Status 08/2017)



Our portfolio is verified by IVW. Get the latest IVW analysis here: <http://ausweisung.ivw-online.de/>



## Display advertising



### Special formats and placements

We cannot do anything – but many things.  
If you do not find your special format or the perfect section – please contact us for further information!  
We will try to make it happen for you!

Display advertising at top agrar ONLINE CPM/€*		Sections / booking units				Visibility	Smart-phone	
		Homepage Acre/ crops & weather	Cattle · Pig Mechanics · Energy	News & others Austria · Karrero	(Run of site, no targeting)		Tablet	Desktop
1b mobileLeaderboard	320 x 50 max.	40	35	30	25	x		
1 Leaderboard	728 x 90	36	30	25	20		x	x
2 Billboard	970 x 250	83	79	70	65			x
3 Skyscraper	160 x 600 max.	48	42	35	27		x	x
4 HalfPage-Ad	300 x 600	58	52	45	37			x
5 Hockey-Stick	728 x 90 and 160 x 600 max.	62	55	50	40		(x)	x
6 Wallpaper	970 x 90 + 300 x 600 + background colour	97	90	85	75			x
7 Medium Rectangle	300 x 250	57	48	40**	30	x	x	x
8 Video format	640 x 360	64	55	47**	37		x	x
AdBundle (Leaderboard/Skyscraper/Medium Rectangle)		44	37	30**	23	(x)	x	x
8 Video 16:9	640 x 360 max. 5 min./ 20 MB	64	55	47**	37	x	x	x
9 Floor Ad	1.200 x 200, FC 1/24 included	105	100	90	75		x	x
Native Ad	Online Advertorial	135	115	100**	90	x	x	x

\* applies to cross media campaigns

\*\* not on Karrero.com

Please enquire for further advertising formats and targeting options.

All prices excl. VAT.

Display advertising „responsive“

Display advertising „responsive“

At the office with a desktop pc, on the road via smart-phone or via tablet on the couch at home. Our users visit **top agrar ONLINE** via different end devices. Already 40 % of all page views result from accesses by tablet and smartphone with increasing tendency. Make sure that your campaign achieves a maximum performance and is to be published on different end devices. For this reason, we composed some banner packages for you:



Display advertising at top agrar ONLINE CPM/€*			Sections/ booking units				Visibility		
			Homepage Acre/ crops & weather	Cattle · Pig Mechanics · Energy	News & others Austria · Südpus Karrero	(Run of site, no targeting)	Smart- phone	Tablet	Desktop
Header	mobile Leaderboard	320 x 50	50	45	40	30	x		
	Fullbanner	468 x 60						x	
	Leaderboard	728 x 90						x	x
	Billboard	970 x 250							x
Flank	Skyscraper	120 x 600	53	47	41	31		x	x
	Wide Skyscraper	160 x 600						(x)	x
	Halfpage-Ad	300 x 600							x
Content	Videoformat	620 x 465	60	51	42	32		x	x
	Medium Rectangle	300 x 250					x	x	x

### top agrar e-mail newsletters (gif, jpg, max. 50 kb)

The top agrar editors mail up to 8 newsletters per week to registered subscribers and interested readers.

Format	1 Medium Rectangle	2 Text	3 Image & text	Poleposition 1st banner in booked newsletters
	300 x 250	300 characters	300 characters, 140 x 120	
<b>on Mondays:</b> 🔓 <b>top agrar am Montag</b> – Free access (approx. 44,000 recipients, opening rate unique: approx. 33%)	€ 433	€ 485	€ 723	€ 100
<b>on Tuesdays:</b> 🔒 <b>top agrar Ackerbau</b> – Current market prices, stock market news and market news on wheat, cereals, fertilizers and rape seed. Mailed exclusively to registered top agrar subscribers (approx. 22,500 recipients, opening rate unique: approx. 28%)	€ 373	€ 402	€ 590	
<b>on Wednesdays:</b> 🔒 <b>top agrar Pflanzenschutzempfehlungen</b> – Mailed exclusively to registered top agrar subscribers (approx. 25,500 recipients, opening rate unique: approx. 25%) Mailed during growing season only: march–october	€ 390	€ 418	€ 617	
<b>on Wednesdays:</b> 🔒 <b>top agrar Rind und Milch</b> – Prices, forecasts, industry news. Mailed exclusively to registered top agrar subscribers. (approx. 20,000 recipients, opening rate unique: approx. 27%)	€ 353	€ 378	€ 555	
<b>on Wednesdays:</b> 🔒 <b>top agrar Schwein</b> – Prices, forecasts, industry news. Mailed exclusively to registered top agrar subscribers. (approx. 20,000 recipients, opening rate unique: approx. 27%)	€ 353	€ 378	€ 555	
<b>on Thursdays (biweekly):</b> 🔓 <b>top agrar Energie</b> – An overview of relevant news, free access (approx. 39,000 recipients, opening rate unique: approx. 29%)	€ 378	€ 420	€ 630	
<b>on Fridays:</b> 🔓 <b>top agrar Südplus</b> – An up-to-date news overview for Bavaria and Baden-Wuerttemberg, free access (approx. 14,000 recipients)	€ 200	€ 225	€ 300	
<b>on Fridays:</b> 🔓 <b>top agrar Österreich</b> – Up-to-date news for Austria, free access (approx. 10,000 recipients, opening rate approx. 26%)	€ 200	€ 225	€ 300	



Off price per newsletter, all prices excl. VAT.

**f Facebook: Branded content\*\***

- Video (5 min max.) or photo gallery (1-15 photos) on [www.facebook.com/topagrar](http://www.facebook.com/topagrar)

**Price: € 4,500**

Combine your advertisement on [topagrar.com](http://topagrar.com) with a posting on our top agrar Facebook page and take advantage of reaching a target group of about 217,000 follower additionally.

- Native advertising within the news section at [topagrar.com](http://topagrar.com)  
10,000 ad impressions (run time 14 days)  
**Plus:** posting of this article on [www.facebook.com/topagrar](http://www.facebook.com/topagrar)\*

**Price: € 5,000**

- \*\* An own Facebook page is necessarily required
- \* Max. one Branded post per week

Verification subject to editorial department



**Order and advertisement copy deadline:**

Please supply the finalised files no later than 3 days before publication to: [service@topagrar.com](mailto:service@topagrar.com)



**Terms & conditions online**

Our general terms and conditions for online advertising apply:  
[top-mediacenter.de/on\\_agb.php](http://top-mediacenter.de/on_agb.php)



**Technical specifications**

Please see our specifications applying to the design of display advertisements online at:  
[top-mediacenter.de/on\\_technische\\_daten.php](http://top-mediacenter.de/on_technische_daten.php)

**Discounts and combinations\***

Volume (ad impressions)	Discount
100,000	3 %
200,000	5 %
300,000	7 %
500,000	10 %
700,000	15 %
1,000,000	20 %

**Combination discount:**

Discounts available by insertion or space in printed top agrar issue apply in full to your online advertising (online advertising does not qualify for any discounts in print advertising).

\* (applies to a 12-month insertion period)  
Minimum order volume: € 350

**Advice and contact:** Sibylle Sander,  
Phone: + 49 25 01/8 01-20 60,  
[sibylle.sander@lv.de](mailto:sibylle.sander@lv.de), [service@topagrar.com](mailto:service@topagrar.com)



**Karrero.com** is the career website by **top agrar**. Besides job advertisements and internship exchange, you can find a variety on other information concerning employment, training, study courses and careers within the agricultural sector.

Karrero job vacancy, online	off price/ €*
Commercial job vacancy	475
Commercial internship vacancy	125
Setup service**	49

\* All prices excl. VAT, no discounts by insertion or space, run time: 6 weeks.

\*\*Will be charged when you would like us to place your ad for you.



## Karrero goes print

Karrero job vacancy, print	off price/ €*
Job vacancy on Karrero.com + print advertisement in <b>top agrar Österreich</b>	650
Job vacancy on Karrero.com + print advertisement in <b>top agrar Südplus</b>	785
Setup service	0

Further details on emphasising your ad can be found directly on **Karrero.com**.

**Advice and contact:** Sibylle Sander, Phone: + 49 25 01/801-20 60, [sibylle.sander@lv.de](mailto:sibylle.sander@lv.de), [service@karrero.com](mailto:service@karrero.com)

## Advertising enquiries

	Agrar office	Advertising enquiries		
North	<b>Matthias Woort</b> Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 D-48165 Münster Phone: +49 25 01/801-37 09 Fax: +49 2501/801-37 19 matthias.woort@lv.de	<b>Henri Schwabe</b> Windscheidstraße 26a D-04277 Leipzig Phone: +49 341/3 38 33 16 Fax: +49 341/3 38 16 11 henri.schwabe@lv.de		
		<div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> <b>Telesales</b> </div> <b>Bettina Benstein-Thesing</b> Phone +49 25 01/801- 17 20 bbt@lv.de  <b>Irene Laschke</b> Phone +49 25 01/801- 80 41 irene.laschke@lv.de		
Central	<b>Ulrich Sprenger</b> Westendstr. 5 D-65391 Lorch-Ransel Phone: +49 67 26/8390 77 Fax: +49 67 26/8390 78 Mobile: +49 1 62/940 76 16 sprenger@vb-sprenger.de	<b>Yvonne Stein</b> Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 D-48165 Münster Phone: +49 25 01/801-37 12 Fax: +49 25 01/801-37 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 21/956 87 38 Fax: +49 70 21/956 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 61/885 29 50 Fax: +49 81 61/885 29 59 hartmut.wendt@lv.de	<b>Alice Satzinger (Bavaria)</b> Landwirtschaftsverlag GmbH Office Bavaria Kesselschmiedstr. 2 D-85354 Freising Phone: +49 81 61/885 29 51 alice.satzinger@lv.de

### Publishing

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### Online marketing/ service

Sibylle Sander  
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Anne-Louise Röhrkohl  
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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 26 69 noehrer@lv-topagrار.at  <b>Christian Tassler</b> Phone: +43 2236/287 00 21 Mobile: +43 676/7 62 07 27 christian.tassler@lv-topagrار.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 (0) 3 15/2981 26 Mobile: +31 (0) 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: +49 171/717 70 89 eugen.bruder@t-online.de	<b>Scandinavia</b> Matthias Woort Yvonne Stein  <b>Switzerland, Italy</b> Erwin Bücherl/ Eugen Bruder