

# Advertisement price list

# 2018

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

**MONTHLY  
publication!**



Landwirtschaftsverlag

Hülsebrockstraße 2–8  
D-48165 Münster

## Südplus: Moving closer!

Since August 2014, 30,000 top agrar subscribers in Bavaria and Baden-Württemberg have been receiving the **Südplus supplement** along with their top agrar copies.

**Starting in 2018 Südplus will be published monthly** and sent to our readers two weeks after the top agrar main issue.

**Südplus** covers in a detailed and accurate manner the full range of topics that concern farmers in the south of Germany - from farm management, farm and forestry equipment, arable farming and crop protection, grassland to livestock farming and all relevant market information.

**Südplus** benefits from the combined expertise of the top agrar editors sharing their experience in farming matters with the ambitious target group of farm managers in Bavaria and Baden-Württemberg – achieve this strongly investing target group economically and without any wastage.

**Publication and copies sold:**  
monthly, 30,000 copies

### Distribution:

Bavaria  
Baden-Württemberg

Issue	Publication date	Closing date for advertisers	Advert copy deadline*	
<b>1/2018</b>	18-01-10	17-12-15	17-12-22	RegioAgrar Augsburg
<b>2/2018</b>	18-02-07	18-01-17	18-01-24	
<b>3/2018</b>	18-03-07	18-02-14	18-02-21	ForstLive Offenburg
<b>4/2018</b>	18-04-09	18-03-15	18-03-22	agrarschau Allgäu Dietmannsried
<b>5/2018</b>	18-05-09	18-04-17	18-04-24	
<b>6/7/2018</b>	18-06-13	18-05-22	18-05-29	
<b>8/2018</b>	18-08-08	18-07-18	18-07-25	Karpfhamer Fest/ Rottalschau
<b>9/2018</b>	18-09-12	18-08-22	18-08-29	Landw. Hauptfest Stuttgart
<b>10/2018</b>	18-10-10	18-09-18	18-09-25	
<b>11/2018</b>	18-11-07	18-10-16	18-10-23	
<b>12/2018</b>	18-12-05	18-11-14	18-11-21	

\* 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

### Publisher:

Friedrich Deckert  
Phone: +49 25 01/8 01-16 80  
E-✉: [friedrich.deckert@lv.de](mailto:friedrich.deckert@lv.de)

### Area director LV Media sales:

Dr. Peter Wiggers  
(responsible for advertisement section)  
Phone: +49 25 01/8 01-18 00  
E-✉: [peter.wiggers@lv.de](mailto:peter.wiggers@lv.de)

### Office Munich:

Kesselschmiedstraße 2, D-85354 Freising  
Phone: +49 81 61/885-2957  
E-✉: [redaktion-suedplus@topagrar.com](mailto:redaktion-suedplus@topagrar.com)

### Ad order processing:

Andre Schürmann  
Phone: +49 25 01/8 01-33 50  
E-✉: [andre.schuermann@lv.de](mailto:andre.schuermann@lv.de)

### Advertising marketing:

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

## Advert formats and prices/ €

Format	Columns	Width x height in mm	Basic price b/w	2c/3c	4c
1/1 page	4	190 x 270	2,464	3,080	3,850
3/4 page	4	190 x 178	1,848	2,310	2,888
	3	142 x 270			
2/3 page	4	190 x 178	1,643	2,054	2,567
	2	125 x 270			
1/2 page Editorial page*	4	190 x 133	1,355	1,694	2,118
	2	94 x 270			
1/3 page Editorial page*	4	190 x 88	904	1,130	1,412
	1	61 x 270			
1/4 page Editorial mini page*	2	94 x 133	801	1,001	1,252
	4	190 x 66			
1/4 page	2	94 x 133	616	770	963
	1	46 x 270			
1/6 page	4	190 x 43	411	514	642
	2	94 x 88			
1/8 page	4	190 x 32	308	385	481
	2	94 x 66			
1/16 page	1	46 x 133	154	192	240
	2	94 x 32			
1/32 page	1	46 x 66	77	96	120
	1	46 x 32			
1/64 page	1	46 x 16	38	48	60

**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 %
9 pages	17 %
12 pages	20 %

**By insertion**

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

**All prices excl. VAT.**

Size of page: 212 x 297 mm (w x h), type area: 190 x 270 mm (w x h)

\*single placement on one editorial page beneath or next to text; 3 columns on editorial page

**Loose inserts:**

Format up to a max. of 200 x 280 mm. Loose inserts (up to 25 g) cost % € **199** (excl. shipping and handling costs). Please contact us on prices for higher weights or different formats. The publisher will accept an advertisement order only after it is provided with a reliable sample. Please ensure arriving of material 10 days prior to publication date (not subject to discount).

**Stitched inserts:**

Only accepted in the middle of the magazine. Technical specifications on request. Circulation number plus 2 % surplus. Arriving of material 14 days prior to publication date (not subject to discount).

**Prices:**

4-pages: € **3,650**

8-pages: € **4,875**

Prices for production of stitched inserts after providing film material on request.

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

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

**Binding:** Saddle stitch

**Supply of data:**

by CD-ROM, by E-✉: [andre.schuermann@lv.de](mailto:andre.schuermann@lv.de) (≤ 3 MB), via FTP server on request.

File name: Advertiser's name/magazine title/issue (e. g.: Südplus/Claas 02/18).

Make sure to advice Mr. Schürmann by phone as you dispatch the data: +49 2501/801- 3350. 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 provision of proofs to ISO Coated\_v2 is absolutely necessary. **Unless advertisement copies are provided, we accept no responsibility for the accuracy and quality of print of your motif.** Proofs and advertiser contact information need to be supplied to the publisher before the ad goes to print. No responsibility will be accepted if material is missing. Extra expenses on layouting and processing final artwork will be charged extra.

**Colour advertisements:**

All colours are generated from Euroscale standards. We cannot generate special colours such as HKS and Pantone. Colours not in CMYK mode are automatically converted to ISO Coated\_v2. This may result in minor colour deviations. No responsibility is accepted for such deviations. The printing process follows 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.

**Please make sure you request the technical data on loose, stitched and glued inserts or formats across the gutter:**

**Andre Schürmann**

Phone: + 49 2501/801- 33 50, fax: - 53 17

E-✉: [andre.schuermann@lv.de](mailto:andre.schuermann@lv.de)

Please enquire about the shipping address for all inserts. Please ensure arriving of material two weeks prior to publication date.

**Terms of payment:**

3 % cash discount for payment in advance or direct debiting, 2 % cash discount for payment within 14 days from date of invoice, 30 days net from date of invoice. Cash discounts on loose insertion prices are granted on the insertion price itself only.

**Bank details:**

Volksbank Münster eG  
IBAN DE16401600501004031300, BIC GENODEM1MSC

Postgiroamt Dortmund  
IBAN DE88440100460028921466, BIC PBNKDEFF

VAT ID: DE 126 042 224

**Terms & conditions**

You can find our terms and conditions on [www.top-mediacycenter.com/top14\\_agb.php](http://www.top-mediacycenter.com/top14_agb.php)

**Display advertising in our section Südplus on [topagrar.com](http://topagrar.com)**

Within our section Südplus on [www.topagrar.com](http://www.topagrar.com) you can find the latest news for Bavaria and Baden-Württemberg.

Display advertising in Südplus on topagrar.com		CPM/ €
<b>1</b> Leaderboard	728 x 90	25
<b>2</b> Billboard	970 x 250	70
<b>3</b> Skyscraper	160 x 600 max.	35
<b>4</b> Halfpage-Ad	300 x 600	45
<b>5</b> Hockey-Stick	728 x 90 and 160 x 600 max.	50
<b>6</b> Wallpaper	970 x 90 + 300 x 600 + background colour	85
<b>7</b> Medium Rectangle	300 x 250	40
<b>8</b> Video format	640 x 360	47
<b>AdBundle</b> (Leaderboard/ Skyscraper/ Medium Rectangle)		30
<b>3</b> Video 16:9	640 x 360 max. 5 Min./ 20 MB	47
<b>Native Ad</b>	Online Advertorial	100



Please enquire for further advertising formats and targeting options. All prices excl. VAT.

**Advertising in Südplus newsletter**

The Südplus editors send out an up-to-date news overview for the southern part of Germany to approx. 14,000 registered subscribers and interested readers on fridays weekly.

- 1 Medium Rectangle**  
300 x 250 € 200
- 2 Text**  
300 characters € 225
- 3 Image & text**  
140 x 120 300 characters € 300
- Poleposition**  
1st banner in booked newsletter € 100



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



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

**Contact**

Sibylle Sander  
Phone: +49 25 01/801-2060  
Fax: +49 25 01/8 01- 53 17  
E-: [sibylle.sander@lv.de](mailto:sibylle.sander@lv.de)

	Agrar office	Advertising enquiries		
<b>North</b>	<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 5 41/3 38 33 16 Fax: +49 3 41/3 38 16 11 henri.schwabe@lv.de	<div style="background-color: #008000; color: white; padding: 5px; text-align: center;"> <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>	
<b>Central</b>	<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		
<b>South</b>	<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

**Publishing**

Friedrich Deckert  
 Phone: +49 25 01/8 01-16 80  
 E-✉: friedrich.deckert@lv.de

**Advertising marketing**

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

**Ad order processing**

Andre Schürmann  
 Phone: +49 25 01/8 01-33 50  
 E-✉: andre.schuermann@lv.de

**Media sales management**

Gabriele Wittkowski  
 Phone: +49 25 01/8 01-17 00  
 E-✉: gabriele.wittkowski@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 26 69 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/IOG/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 77 08 9 eugen.bruder@t-online.de	<b>Scandinavia</b> Matthias Woort Yvonne Stein <b>Switzerland, Italy</b> Erwin Bücherl/ Eugen Bruder