

Advertise in the best preserve in Germany!

Media data 2018

Advertisement price list no. 36
valid from series 1/2018



Hülsebrockstraße 2–8
D-48165 Münster
www.rwj-online.de



Circulation copy numbers are
reviewed by IVW on a regular basis.

Convincing advantages for your successful media planning 2018

- **Highest-circulation** of a regional hunting-magazin (63.152 distributed copies, IVW 2/2017)
- **High compliance** of your advertisements guaranteed by the editorial environment and the informative focuses
- **Diverse advertising possibilities** due to intelligent special advertising forms
- **Guaranteed contact** security due to high LJV-member-subscriptions-share of more than 90 %



Circulation and distribution analysis IVW 2/2017

| | |
|-------------------------------|--------|
| Print run | 63.152 |
| Distributed circulation | 63.770 |
| Subscribed circulation | 62.839 |
| Paid circulation | 63.727 |

Publishinghouse:

Landwirtschaftsverlag GmbH
 Hülsebrockstr. 2–8, D 48165 Münster
 P.O. Box: D 48084 Münster
 Telefon: 0 25 01 / 8 01-0
 E-✉: zentrale@lv.de, www.lv.de

Management Board:

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 Malte Schwerdtfeger

Head of consumer press:

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Terminplan 2018

| No. | Month | Date of publication | advertising deadline |
|-----|-----------|---------------------|----------------------|
| 1 | January | 02.01.2018 | 07.12.2017 |
| 2 | February | 26.01.2018 | 04.01.2018 |
| 3 | March | 01.03.2018 | 06.02.2018 |
| 4 | April | 31.03.2018 | 07.03.2018 |
| 5 | May | 02.05.2018 | 09.04.2018 |
| 6 | June | 01.06.2018 | 07.05.2018 |
| 7 | July | 02.07.2018 | 07.06.2018 |
| 8 | August | 01.08.2018 | 09.07.2018 |
| 9 | September | 01.09.2018 | 09.08.2018 |
| 10 | October | 01.10.2018 | 06.09.2018 |
| 11 | November | 02.11.2018 | 09.10.2018 |
| 12 | December | 01.12.2018 | 08.11.2018 |

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 E-✉: matthias.kruse@lv.de

Publisher:

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 E-✉: markus.woermann@lv.de

Deputy Publisher (Marketing):

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Advertising service:

Ingo Rabeneck, Telefon: + 49 25 01 / 8 01-18 60
 E-✉: ingo.rabeneck@lv.de
 Fax: + 49 25 01 / 8 01-51 86

Terms of payment:

3% cash discount for payment in advance and direct debit; 2% skonto for payment within 14 days after date of invoice, net within 30 days after date of invoice.
 USt-Ident-Nr.: DE 126 042 224

Banking details:

Postgiroamt Dortmund,
 IBAN DE 88 4401 0046 0028 9214 66
 BIC PBNKDEFF

Volksbank Münster e.G.,
 IBAN DE 16 4016 0050 1004 0313 00
 BIC GENODEM1MSC

Technical data, special advertising forms, distribution analysis

Printing process: web offset

Processing: spine stitching

Data: digitalised, on a data carrier (CD-Rom)

Data transmission:

via CD-ROM,

Mail: ingo.rabeneck@lv.de,

FTP transmission on request

Labelling of delivery case:

customer name/object/issue

File formats: print optimised PDF according to PDF/X-1a. Please vectorize fonts in EPS-files. Open files only possible on request with programs InDesign, QuarkXPress, FreeHand, Illustrator, Photoshop. Four-colour-images with 300dpi in composite-mode (CMYK).

Printing documents/Proofs: PSO LWC improved proofs are absolutely essential. Without printing documents, no guarantee for print quality and accuracy of the advertising motif is assumed. They have to be present at the publishing house with information on the contact person before printing starts. Any claim commitments are excluded if the documents are missing. Additional costs for layout- and image-editing will be charged.

Colour advertisement production: All colours are obtained from Euroscale. Special colours like HKS or Pantone are not possible. Colours that are not structured in CMYK-mode will be converted automatically in CMYK according to PSO LWC Improved. In doing so, minor colour deviations can occur. Claim commitments are excluded here. We print according

to Fogra-media standard. Colour deviations within the tolerance range depend on technical factors and fall within the Fogra-ISO-standard.

Bound-in inserts and loose inserts:

An authentic sample has to be submitted before order acceptance. Bound-in inserts and supplements can only contain the sales program of the advertiser.

Delivery date:

8 days before appearance in the printing works, circulation of magazines plus 2% grant. Bound-in inserts and supplements are not discountable but commissionable.

Bound-in inserts:

Format:

untrimmed size folded to 213 x 222 x 306 mm (incl. 5 mm head trim)

Prices:

4-page bound-in insert: **€ 135/thousand**. Further prices on request..

Loose inserts:

Format:

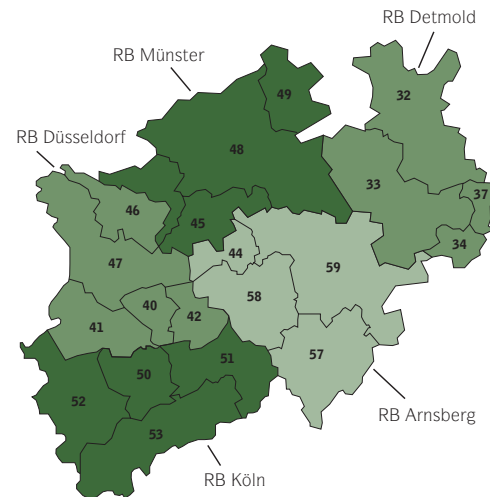
not more than 205 mm wide and 290 mm high.

Price:

Up to 25 g per thousand **€ 147** including shipping costs, plus value added tax. Prices for higher weight on request. Exclusion of competition not possible.

Partial edition possible, circulation and administrative district selectable. Offers and prices on request.

Circulation area:



Cancellation deadline:

Ads until the ad closing date, bound/loose inserts one week before ad closing date

Terms and conditions:

The general terms and conditions apply to the processing of orders. The terms can be obtained from the publishing house or at www.lv.de.

Advertisement formats and prices/discounts

Magazine format: 210 x 297 mm (w x h)

Type area: 190 x 270 mm (w x h) **columns:** 4 columns each 46 mm wide

Commercial advertising prices in the editorial section

| Format | Columns | Live area w x h | In bleed w x h | Basic price b/w in € | 2c/3c Euro- scale in € | 4c Euro- scale in € |
|--------|---------|----------------------|-----------------------|-------------------------|---------------------------|------------------------|
| 1/1 S. | 4 | 190 x 270 | 210 x 297 | 4,110 | 5,145 | 6,690 |
| 1/2 S. | 4 | 190 x 133 | 210 x 147 | 2,060 | 2,580 | 3,350 |
| | 2 | 94 x 270 | 103 x 297 | | | |
| 1/3 S. | 4 | 190 x 88 61 x 270 | 210 x 102 72 x 297 | 1,375 | 1,710 | 2,225 |
| | 4 | 190 x 66 | 210 x 80 | | | |
| 1/4 S. | 2 | 94 x 133 | 103 x 147 | 1,030 | 1,290 | 1,675 |
| | 1 | 46 x 270 | 57 x 297 | | | |
| 1/8 S. | 4 | 190 x 32 | | 520 | 650 | 840 |
| | 2 | 94 x 66 | | | | |
| | 1 | 46 x 133 | | | | |

All prices plus statutory value-added tax. All format specifications in mm. **Trim cut formats plus 3 mm bleed margin.** Possible additional costs for the graphic design of advertisements..

Discounted prices (without reductions including VAT)

Hunting lease: € 2.95 mm-price • Private ads: € 4.50 line price • Fee per coded advert: € 8.50

Commercial mm-price (plus VAT)
in the advertising market:

b/w € 3.95 • 2c/3c € 4.90 • 4c € 6.45

Example calculation:

30 mm high x 1-column (46 mm)

Colour b/w = € 118,50 plus VAT

40 mm high x 2-column (94 mm)

Colour 2c/3c = € 392 plus VAT.

Discounts

for purchase within 12 months

Quantity scale

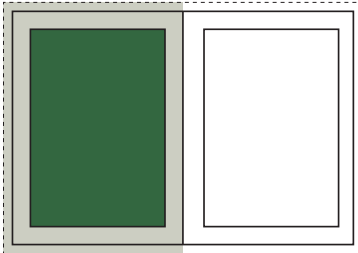
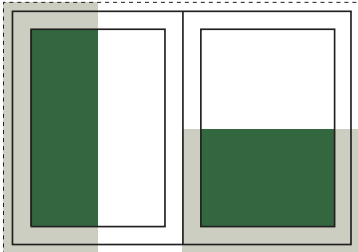
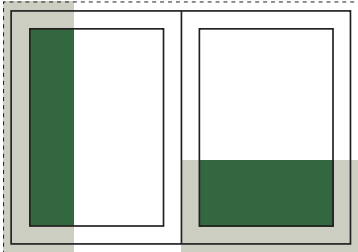
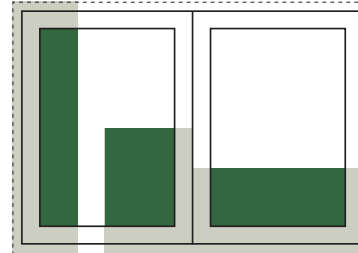
| | |
|----------|------|
| 1/2 page | 3 % |
| 1/1 page | 5 % |
| 3 pages | 10 % |
| 6 pages | 15 % |
| 12 pages | 20 % |

Frequency scale

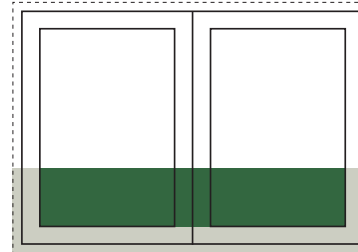
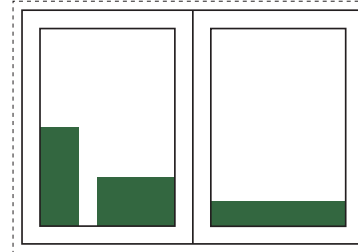
| | |
|-------------------|------|
| 3 advertisements | 3 % |
| 6 advertisements | 5 % |
| 9 advertisements | 7 % |
| 12 advertisements | 10 % |
| 18 advertisements | 15 % |
| 24 advertisements | 20 % |

Sample formats in the editorial section

S: in the live area, A: in bleed format plus 3 mm trim

**1/1 page**S: 190 x 270 mm
A: 210 x 297 mm**1/2 page**portrait format
S: 94 x 270 mm
A: 103 x 297 mmlandscape format
S: 190 x 133 mm
A: 210 x 147 mm**1/3 page**portrait format
S: 61 x 270 mm
A: 72 x 297 mmlandscape format
S: 190 x 88 mm
A: 210 x 102 mm**1/4 page**

| | |
|-----------------|------------------|
| portrait format | landscape format |
| S: 46 x 270 mm | S: 190 x 66 mm |
| A: 57 x 297 mm | A: 210 x 80 mm |

2-column
S: 94 x 133 mm
A: 103 x 147 mm**2 x 1/4 page**landscape format
S: 400 x 66 mm
A: 420 x 80 mm**1/8 page**

| | |
|-----------------|------------------|
| portrait format | landscape format |
| S: 46 x 133 mm | S: 190 x 32 mm |

2-column
S: 94 x 66 mm



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