

# Media Data 2019

Advertisement price list | No. 3 | valid from 01/2019

**top**  
**agrar** ONLINE



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[www.topagrar.com](http://www.topagrar.com)



## 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 und 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, agricultural machinery 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 234.000 fans exchange views on Facebook, more than 37.000 users follow us on YouTube and watch agricultural videos produced by our editors. 155.000 fans on Instagram see current pictures also posted by them.

### Newsletter:

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

### Our portfolio is verified by IVW.

The monthly evaluation is available at  
10.376.117 PageImpressions  
2.715.799 Visits (Stand: 08.2018)

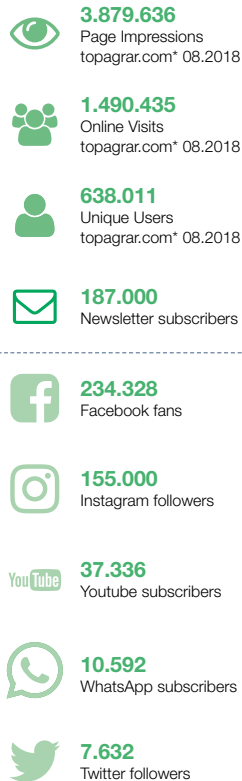


We will be pleased to provide you with updates on your current rankings.  
<http://ausweisung.ivw-online.de/>

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## Digital readership



\*Source: Google Analytics

## Advertising in Social Media

We can help you expand your online campaign to the Social Media and connect with your target groups among the top agrar followers on Facebook (234.328 followers) and Instagram (155.000 followers). This way your brand will reach www.topagrar.com website users or those users who are likely to interact with your brand on Facebook and Instagram.

- CPM €75 (Impressions) as branded content of top agrar (max. 1 campaign/month)
- CPM €40 (Impressions) at your own company page (requires a fan page)

Minimum booking volume for each option is €1.500 (excl. €500 set-up fee and VAT)

Further targeting options on request.

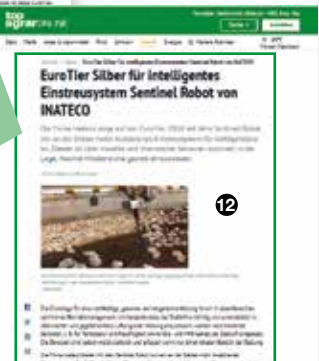
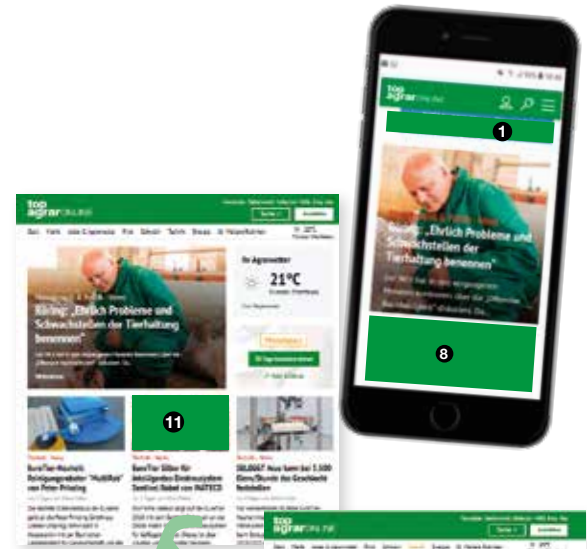
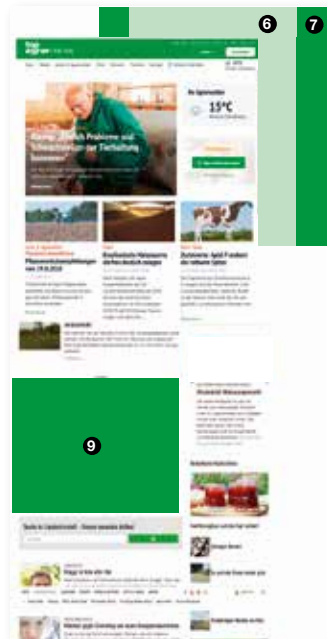
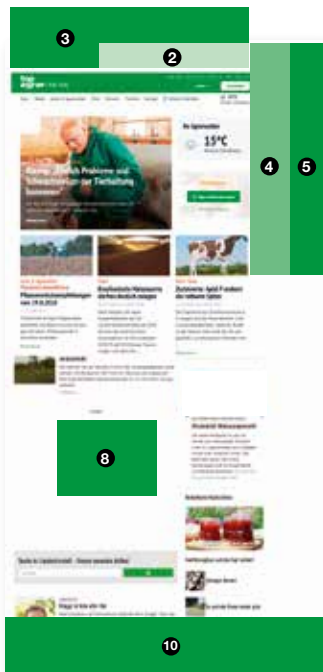


<https://www.facebook.com/topagrar>



<https://www.instagram.com/topagrar/>

To reach your campaign goals we offer various opportunities of display advertising and placements like banner ads, video ads and advertorials.



**Special forms and placements**

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  |        |         |
|--|--|---|---------------------------------|---|----------------------------------|-------------|-------------|--------|---------|
|  |  |   | Homepage, Acre/ crops & weather | Cattle, Pig, agricultural machinery, Energy | News & others, Südtirol, Austria | Run of Site | Smart-phone | Tablet | Desktop |
| <b>1</b>                                       | Mobile Leaderboard                                     | 320 x 50 px                                       | € 40                            | € 35  | € 30                             | € 25        | x           |        |         |
| <b>2</b>                                       | Leaderboard  | 728 x 90 px                                       | € 36                            | € 30  | € 25                             | € 20        |             | x      | x       |
| <b>3</b>                                       | Billboard  | 970 x 250 px                                      | € 83                            | € 79  | € 70                             | € 65        |             |        | x       |
| <b>4</b>                                       | Skyscraper   | 160 x 600 px max.                                 | € 48                            | € 42  | € 35                             | € 27        |             | (x)    | x       |
| <b>4 + 5</b>                                   | HalfPage-Ad  | 300 x 600 px                                      | € 58                            | € 52  | € 45                             | € 37        |             |        | x       |
| <b>6</b>                                       | Hockey-Stick   | 728 x 90 px und<br>160 x 600 px max.              | € 62                            | € 55  | € 50                             | € 40        |             | (x)    | x       |
| <b>6 + 7</b>                                   | Wallpaper  | 970 x 90 px + 300 x 600 px<br>+ background colour | € 97                            | € 90  | € 85                             | € 75        |             |        | x       |
| <b>8</b>                                       | Medium Rectangle                                       | 300 x 250 px                                      | € 57                            | € 48  | € 40                             | € 30        | x           | x      | x       |
| <b>2, 4, 8</b>                                 | AdBundle (Medium Rectangle/<br>Leaderboard/Skyscraper) | 300 x 250 px,<br>728 x 90 px, 160 x 600 px        | € 44                            | € 37  | € 30                             | € 23        | (x)         | x      | x       |
| <b>9</b>                                       | Maxi Rectangle   | 620 x 465 px                                      | € 64                            | € 55  | € 47                             | € 37        |             | x      | x       |
| <b>9</b>                                       | Video 16:9   | 620 x 465 px<br>max. 5 min/20 MB                  | € 64                            | € 55  | € 47                             | € 37        | x           | x      | x       |
| <b>10</b>                                      | Floor-Ad   | 1200 x 200 px<br>FC** 1/24 includiert             | € 105                           | € 100                                       | € 90                             | € 75        |             | x      | x       |
| <b>11, 12</b>                                  | Native-Ad  | Online Advertorial                                | € 135                           | € 115                                       | € 100                            | € 90        | x           | x      | x       |
| <b>Responsive Bundles</b>                      |  |   |                                 |   |                                  |             |             |        |         |
| <b>Kopf</b><br><b>1, 2, 3</b>                  | Mobile Leaderboard                                     | 300 x 250 px                                      |                                 |   |                                  |             | x           |        |         |
|  | Leaderboard  | 728 x 90 px                                       | € 50                            | € 45  | € 40                             | € 30        |             | x      |         |
|  | Billboard  | 970 x 250 px                                      |                                 |   |                                  |             |             |        | x       |
| <b>Seite</b><br><b>4, 5</b>                    | Skyscraper   | 160 x 600 px                                      |                                 |   |                                  |             |             | (x)    | x       |
|  | HalfPage-Ad  | 300 x 600 px                                      | € 53                            | € 47  | € 41                             | € 31        |             |        | x       |
| <b>Content</b><br><b>8, 9</b>                  | Medium Rectangle                                       | 300 x 250 px                                      | € 60                            | € 51  | € 42                             | € 32        | x           | x      | x       |
|  | Maxi Rectangle   | 620 x 465 px                                      |                                 |   |                                  |             |             | x      | x       |

\* applies to cross media campaigns

Please enquire for further advertising formats and targeting options.

All prices excl. VAT.

**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.

|                      |                                  |   | 1                | 2              | 3                         | Pole-Position<br>1st banner in booked newsletters |
|----------------------|----------------------------------|---|------------------|----------------|---------------------------|---|
|                      |                                  |   | Medium Rectangle | Text           | Image & Text              |   |
| Format               |                                  |   | 300 x 250        | 300 characters | 300 characters, 140 x 120 |   |
| Monday               | top agrar on Monday              | The current news overview of politics and agribusiness (approx. 44,000 recipients, opening rate unique: approx. 33 %), free access  | € 458            | € 510          | € 748                     | + € 100   |
| Tuesday              | top agrar agriculture            | Current market prices, stock market news and market news on wheat, cereals, fertilizers and rapeseed. (approx. 21.000 recipients, opening rate unique: approx. 28 %), free access | € 398            | € 427          | € 615                     |   |
| Wednesday            | top agrar crop protection advice | Mailed exclusively to registered top agrar subscribers (approx. 21.000 recipients, opening rate unique: approx. 27 %) Mailed during growing season only: march – october          | € 415            | € 443          | € 642                     |   |
|                      | top agrar cattle + milk          | Prices, forecasts, industry news. (approx. 18.000 recipients, opening rate unique: approx. 25 %), free access   | € 373            | € 398          | € 575                     |   |
| Thursday (biweekly): | top agrar pig                    | Prices, forecasts, industry news (approx. 18.000 recipients, opening rate unique: approx. 24 %), free access  | € 373            | € 398          | € 575                     |   |
|                      | top agrar energy                 | An overview of relevant news (approx. 38.000 recipients, opening rate unique: approx. 27 %), free access – october  | € 378            | € 420          | € 630                     |   |
| Friday               | top agrar südplus                | An up-to-date news overview for Bavaria and Baden-Wuerttemberg (approx. 15.000 recipients, opening rate unique: approx. 28 %), free access  | € 200            | € 225          | € 300                     |   |
|                      | top agrar Austria                | An up-to-date news overview for Austria (approx. 12.000 recipients, opening rate approx. 25 %), free access   | € 200            | € 225          | € 300                     |   |

firm price per newsletter, all prices excl. VAT.



**Combined print/\***

| Volume (AdImpressions) | Discount |
|------------------------|----------|
| 100.000                | 3 %      |
| 200.000                | 5 %      |
| 300.000                | 7 %      |
| 500.000                | 10 %     |
| 700.000                | 15 %     |
| 1.000.000              | 20 %     |

**Combined print/online advertising discounts**

Discount rates by insertion and space as offered for the printed copy also apply for your banner advertising. Vice versa online advertising is not discountable on advertising in the printed copies.

\*valid within the year of insertion. Minimum booking volume for each option is € 350.

**Closing date for ad orders and copy deadline**

Please send us the finalised files 3 days before publication date: [onlinevermarktung@lv.de](mailto:onlinevermarktung@lv.de)



Please note the technical specifications as well as our terms of business for online advertising: <https://www.lv.de/technische-spezifikationen>

**Cancellation**

Free cancellation is possible up to 4 weeks before the start date. Otherwise, 50 % of the total order volume will be charged.

**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!

**Enquiries and contact information**

Don't hesitate to call and enquire on our advertising options:

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Stefan Ettmann, [stefan.ettmann@lv.de](mailto:stefan.ettmann@lv.de), Tel.: ++49 25 01 8 01 17 70.

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| Austria  | The Netherlands  | France, Spain  | Others   |  |
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