DLG-Mitteilungen— the agri mag for decision makers

DLG-Mitteilungen is a monthly magazine that covers topics on farm management, production, markets and developments in farming. Well researched articles offer outside-the-box information on day-to-day issues and on investment planning. Focus sections and regular sections provide answers on specific issues in crop and animal production.

The readers of DLG-Mitteilungen have an above-average education and manage farms of an average size of 189 ha (Source: agriMA 2019). These decision makers are keen to optimise their processes and invest in new technology and systems. This has been shown by the agri MA 2019 reader survey. See page 7 for field sizes, investment activity and livestock data.
<table>
<thead>
<tr>
<th>No.</th>
<th>Month</th>
<th>Publication date (Postal delivery date)</th>
<th>Closing date for ad orders</th>
<th>Advertisement copy deadline</th>
<th>Topical focus sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>March</td>
<td>27. February ’20</td>
<td>06. February ’20</td>
<td>14. February ’20</td>
<td>Pflanzenschutz Praxis, Betriebszweig Milch, Schwein</td>
</tr>
<tr>
<td>5</td>
<td>May</td>
<td>28. April ’20</td>
<td>31. March ’20</td>
<td>07. April ’20</td>
<td>Betriebszweig Energie, Betriebszweig Milch, Schwein</td>
</tr>
<tr>
<td>6</td>
<td>June</td>
<td>20. May ’20</td>
<td>28. April ’20</td>
<td>06. May ’20</td>
<td>Betriebszweig Milch, Schwein, Innovations magazine for DLG Field Days</td>
</tr>
<tr>
<td>11</td>
<td>Nov.</td>
<td>29. October ’20</td>
<td>08. October ’20</td>
<td>16. October ’20</td>
<td>EuroTier, SH Beruf &amp; Karriere*, Betriebszweig Milch, Schwein</td>
</tr>
</tbody>
</table>

Special focus sections & regular sections:

- Pflanzenschutz Praxis: in 5 issues per year
- Betriebszweig Energie: in 2 issues per year
- Saatgut-Magazin: in 2 issues per year
- Betriebszweig Milch: in every issue
- Betriebszweig Schwein: in every issue
- Technik: in every issue

* note different advertisement copy deadlines. For information and editorial plans contact Susanne Höggemann, email: susanne.hoeggemann@lv.de
### Advertisement rates by mm on classified pages

- **b/w per mm, single-col.:** € 4,41
- **2c/3c per mm, single-col.:** € 6,03
- **4c per mm, single-col.:** € 7,78

**Example:** Height in mm by no. of col. by mm price (dep. on colour) e.g. 1/8 page, 4 col., 4c

\[
(32 \text{ mm} \times 4 \text{ columns}) \times € 7,78 = € 995,84
\]

### Column widths:

- 1 column: 46 mm width
- 2 columns: 94 mm width
- 4 columns: 190 mm width

Further formats are available in the classified ads section.

### Discounts apply to classified ad:

- **Job recruitments:** € 3,25, b/w
- **Real estate:** € 3,25, b/w
- **Jobs wanted:** € 2,25 (incl. VAT.) per mm height per col.
- **Box number fee:** € 8,50 (incl. VAT)

Classified ads are not discountable. Online advertising is included in all job advertisement prices.

### Analysis of copies printed and circulated IVW 2nd Quarter 2019

| Print run | 22,767 |
| Distribution | 21,813 |
| Copies sold | 19,023 |

**Discounts** are available for the following number of bookings within 12 months:

**By space**

<table>
<thead>
<tr>
<th>Number of Bookings</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page</td>
<td>3%</td>
</tr>
<tr>
<td>1/1 page</td>
<td>5%</td>
</tr>
<tr>
<td>3 pages</td>
<td>10%</td>
</tr>
<tr>
<td>6 pages</td>
<td>15%</td>
</tr>
<tr>
<td>9 pages</td>
<td>20%</td>
</tr>
<tr>
<td>12 pages</td>
<td>22%</td>
</tr>
</tbody>
</table>

**By insertion**

<table>
<thead>
<tr>
<th>Number of Bookings</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 bookings</td>
<td>3%</td>
</tr>
<tr>
<td>6 bookings</td>
<td>5%</td>
</tr>
<tr>
<td>9 bookings</td>
<td>7%</td>
</tr>
<tr>
<td>12 bookings</td>
<td>10%</td>
</tr>
<tr>
<td>18 bookings</td>
<td>15%</td>
</tr>
<tr>
<td>24 bookings</td>
<td>20%</td>
</tr>
</tbody>
</table>

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**Payment terms:** Payment in advance and by direct debit receives 3% discount. Payment within 14 days from date of invoice receives 2% discount. Payment within 30 days from date of invoice: full payment. Cash discounts on loose inserts are granted only on the price for loose insert itself.

**Bank details:** Volksbank Münster eG, IBAN: DE41 4016 0050 1001 6495 00 BIC: GENODEM1MSC
Bleed/Gutter bleed:
The left and right bleed widths may vary by up to 3 mm from the magazine format depending on copy thickness.

Advertisement formats and bleeds:

<table>
<thead>
<tr>
<th>Full page</th>
<th>2/3 page vertical</th>
<th>1/2 page vertical</th>
<th>1/3 page vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>210 mm (w) and 297 mm (h) plus 3 mm bleed</td>
<td>135 mm (w) and 297 mm (h) plus 3 mm bleed</td>
<td>104 mm (w) and 297 mm (h) plus 3 mm bleed</td>
<td>71 mm (w) and 297 mm (h) plus 3 mm bleed</td>
</tr>
</tbody>
</table>

Loose inserts:
Format: max. 200 mm width and 290 mm height up to 25 g per thousand cost € 262
Please contact us on prices for higher weights.

Glued inserts:
Post cards per thousand € 133
Sample/CD ROM per thousand € 169
Paper weight up to 150 g/m² Glued postcards, samples and CD ROMs and

Bound-in inserts:
4-page insert € 7,456
6-page insert € 10,704
8-page insert € 14,074

All prices are in Euro excl. VAT. The Terms and Conditions for ads and inserts in newspapers and magazines apply, www.dlg-mitteilungen.de/info/agb

Stitched, loose and tip-on inserts are discountable but an agency commission applies are not discountable. A sample of the insert has to be supplied to the publisher before final acceptance of the order. Please enquire for further special formats. Stitched, loose and tip-on inserts must reflect the product portfolio of one advertiser only.

Submission is by carriage- and postage-free delivery: Submit copies to the print shop no later than 10 working days. Send magazine circulation plus 2% spoilage.

Please enquire for further insertion products and the shipping address.

Technical data
Size of page: 210 x 297 mm
Printing method: Roll offset (inside pages), sheet-fed offset (cover)
Binding: Adhesive binding (please consider this for formats across the gutter)

Data formats:
PDF to PDF/X-4:2010_CMYK optimized for printing. Please vectorise fonts used in EPS files. Open files can be accepted only on enquiry. 4-colour images in 300 dpi resolution and Composite mode (CMYK).

Advertisement copies/proofs:
Proofs to PSO_LWC Improved (inside pages); proofs to ISO coated_v2 (cover) are an absolute requirement. Without proof we shall accept no responsibility for the accuracy and proper printing quality of the advertisement. 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. Any costs which arise from extra layout work and image editing shall be charged extra.

Colour advertisements:
All colours are generated from Euroscale standards. We cannot generate special colours such as HKS and Pantone. Colours that do not simulate CMYK mode are automatically converted. This may result in minor colour variations. No responsibility is accepted for such variations. The advert is printed to Fogra Media standards.
Digital editions of DLG-Mitteilungen: Digital advertising in the eMagazine with link to a landing page

**eMagazine:** The digital edition of DLG Mitteilungen is available one day prior to the publication of the print version. It also incorporates special issues like “Saatgut-Magazin”.

**Booking ads in the digital eMagazine:** Ads booked in the printed magazine are automatically advertised also in the respective eMagazine issue at no extra charge. These digital ads can be linked to a landing page.

**Online advertising at www.dlg-mitteilungen.de**

**Type of advertising:** Skyscraper, 120 px wide x 600 px vertical

**File options:** Gif, JPEG or Flash (also animated or linked), max. 50 KB, Resolution 72 dpi.

**How to book:** Closing date for banner ads is seven days prior to publication. One order applies for four weeks. The costs per booking are €690. Discount rates by insertion and space as offered for the printed copy apply also for your banner advertising. Vice versa, online advertising is not discountable on advertising in the printed copies. Our General Terms of Online Advertising apply: www.dlg-mitteilungen.de/info/agb

**Contact**

**Online marketing:** Susanne Höggemann  
Tel.: +49 25 01 801 19 60, email: susanne.hoeggemann@lv.de

**Management:** Barbara Häder  
Tel.: +49 25 01 801 33 60, email: barbara.haeder@lv.de

**Booking ads in the digital eMagazine:** Ads booked in the printed magazine are automatically advertised also in the respective eMagazine issue at no extra charge. These digital ads can be linked to a landing page.

**Linking the ad to a landing page**

The digital ad has a visible symbol that takes the reader to the landing page. Linking an ad to a URL increases its effect.

**How to book:** The digital ad is booked automatically when you book the print ad.
07 | Readership

The readers of DLG-Mitteilungen

DLG-Mitteilungen is read by successful managers and opinion leaders in the farming industry. Detailed information on the readership is available in the 2019 agriMA survey on agricultural magazines. Above-average field sizes, livestock herds and investment rates reflect a highly professional and future-minded farm management.

Fields: Large readerships among large-scale grain, rape seed, maize and sugar beet farmers. The magazines “Pflanzenschutz Praxis” and “Saatgut” provide seasonal consultation on pest control and seeding.

Livestock: Large-scale livestock farmers are subscribed to DLG-Mitteilungen. Their herds count 1.3 times more heads than an average herd: 233 heads of cattle and 889 heads of pigs on average.

Investments: Readers of DLG-Mitteilungen plan to invest an average amount of € 350.082 in the next two years. Readers of DLG-Mitteilungen plan to make above-average investments in all areas. On average, the envisaged investment for field equipment is € 110,903 and € 58,649 for on-farm and livestock equipment. The technical articles and farm profiles show how new technology can help improve processes and set up a new business line.

Source: agriMA 2019
## Contacts

### Agrar office

<table>
<thead>
<tr>
<th>North</th>
<th>Media specialists</th>
<th>Telesales</th>
</tr>
</thead>
</table>
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Fax: +49 2501 80137 19  
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**District of Weser-Ems** |
| **Ulrich Sprenger**  | **Yvonne Stein**  
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yvonne.stein@lv.de |
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Fax: +497021 9568739  
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Fax: +492501 80137 19  
lena.bredtmann@lv.de |
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| **South**        |                                                        |
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France  
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Fax: +331 4022 7039  
Mobile: +33699215208  
n.grand@gfa.fr |
| **Other countries** |                                                        |
| **Austria**      |                                                        |
| **The Netherlands** |                                                        |
| **France**       |                                                        |
| **Other countries** |                                                        |
| **Austria**      |                                                        |
| **The Netherlands** |                                                        |
| **France**       |                                                        |
| **Other countries** |                                                        |
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| **Head of Media Sales** | Gabriele Wittkowski  
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Fax: +331 4022 7039  
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| **Switzerland, Italy** | Erwin Bücherl |
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| **The Netherlands** |                                                        |
| **France**       |                                                        |
| **Other countries** |                                                        |

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