prof is the magazine on agricultural machinery for professional users:

Every month profi publishes in-depth and relevant information for technically minded readers. Focusing on detailed test reports on new and used arable and livestock equipment, DIY solutions, repair instructions, workshop tips, and explanations of electronic systems as well as machine servicing tips that save good money.

prof always focuses on the practical side of farming. All tests and assessments are carried out in the field, from which we derive valuable tips for owners and operators. Our tests help readers to form an opinion, assist in making machinery buying decisions and provide them with arguments for their negotiations.

Farm machinery and nothing else – that’s profi

Target groups

Every month, profi reaches the following readers:

- technically minded farmers who are willing and able to invest
- larger-scale farmers who take on contract work
- large-scale contractors
- farm machinery dealers and engineers
- farm machinery manufacturers and R&D departments

This readership makes profi the leading advertising medium in the agricultural machinery industry!

Breakdown of profi circulation numbers

(IVW, 2nd quarter 2019, incl. ePaper)

- Subscriptions: 59,443
- Other sales: 4,690
- Promotional copies, specimen copies: 2,292
- Distribution: 66,544
- Copies sold: 64,252
### profi time table 2020

<table>
<thead>
<tr>
<th>profi issue</th>
<th>Publication date (Postal delivery date)</th>
<th>Advertisement copy deadline</th>
<th>Print material deadline*</th>
</tr>
</thead>
</table>

*Submission of print-ready files

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### Editorial expertise (excellent and very good)

| Field equipment investments planned for the next 1-2 years (total: 5.3 billion euros) |
|-----------------------------------------------|-----------------------------------------------|
| Field equipment                              | Livestock/farmyard equipment                  |
| prof                                          | agrarheute Pflanze+Technik                    |
| traction                                      | traction                                      |

Source: Farmers who intend to grow or maintain the current level of their operation by investing in their business.

Source: Readers of the individual magazines

Further info on agriMA 2019 is available at: www.lv.de/mediaservice/markt-und-media-service
**Advertising rates, formats, discounts**

<table>
<thead>
<tr>
<th>Size</th>
<th>Layout</th>
<th>Type Area (Width x Height in mm)</th>
<th>Bleed Size (Please allow a 3mm bleed in addition to trim size) (Width x Height in mm)</th>
<th>Base Price b/w</th>
<th>2c/3c</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td></td>
<td>190 x 270</td>
<td>210 x 297</td>
<td>€ 7.305</td>
<td>€ 9.132</td>
<td>€ 11.688</td>
</tr>
<tr>
<td>3/4 page</td>
<td>landscape</td>
<td>190 x 200 142 x 270</td>
<td>210 x 222 152 x 297</td>
<td>€ 5.936</td>
<td>€ 7.420</td>
<td>€ 9.497</td>
</tr>
<tr>
<td>2/3 page</td>
<td>landscape</td>
<td>190 x 178 125 x 270</td>
<td>210 x 193 135 x 297</td>
<td>€ 5.276</td>
<td>€ 6.595</td>
<td>€ 8.442</td>
</tr>
<tr>
<td>1/2 page</td>
<td>landscape</td>
<td>190 x 133 94 x 270</td>
<td>210 x 148 104 x 297</td>
<td>€ 3.957</td>
<td>€ 4.946</td>
<td>€ 6.331</td>
</tr>
<tr>
<td>1/3 page</td>
<td>landscape</td>
<td>190 x 88 61 x 270</td>
<td>210 x 103 71 x 297</td>
<td>€ 3.166</td>
<td>€ 3.957</td>
<td>€ 5.065</td>
</tr>
<tr>
<td>1/3 page</td>
<td>4 columns</td>
<td>190 x 88</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>4 columns</td>
<td>190 x 66 94 x 133 46 x 270</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 page</td>
<td>4 columns</td>
<td>190 x 43 94 x 88</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>4 columns</td>
<td>190 x 32 94 x 66 46 x 133</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/16 page</td>
<td>2 columns</td>
<td>94 x 32 46 x 66</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/32 page</td>
<td>1 column</td>
<td>46 x 32</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Advertisement rates by mm on classified pages*

- b/w per mm, single-col.: € 7.72
- 2c/3c per mm, single-col.: € 9.66
- 4c per mm, single-col.: € 12.38

Example:

```
height in mm by no. of col. by mm price (dep. on colour)
e.g. 1/8 page, 4 col., 4c
(32 mm x 4 columns) x € 12,38 = € 1,584,64
```

**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.

*Classified ads are published together with other ads in the classified section. A stand-alone position of your advertisement is available on the editorial pages, either under or next to the editorial text.

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**Size of page:**
210 mm wide, 297 mm high

**Type area:**
190 mm wide, 270 mm high

**Column width and number:**
- Editorial pages: 61 mm / 3 columns
- Classified pages: 46 mm / 4 columns

**Formats**
- Magazine format plus 3 mm bleed. The left and right bleed widths may vary up to 3 mm from the magazine format depending on copy thickness.

**Discounts**

Discounts for advertising within 12 months:

<table>
<thead>
<tr>
<th></th>
<th>By space</th>
<th>1/2 page</th>
<th>1/1 page</th>
<th>3 pages</th>
<th>6 pages</th>
<th>9 pages</th>
<th>12 pages</th>
<th>18 pages</th>
<th>24 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>By space</td>
<td>3%</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>17%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

By insertion:

<table>
<thead>
<tr>
<th></th>
<th>3 ads</th>
<th>6 ads</th>
<th>9 ads</th>
<th>12 ads</th>
<th>18 ads</th>
<th>24 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

(All prices in EUR excl. VAT)
Special inserts

Inserts:
A sample of the insert has to be supplied before final acceptance of the order. Maximum 205 x 290 mm format. The closed edge must be parallel to the spine of the magazine. Inserts of up to 25 g are charged at € 224 per % incl. shipping costs, excl. VAT. Please enquire about rates for higher weights and material thicknesses exceeding 3 mm.

Bound inserts
Please enquire about bound inserts in the middle of the magazine. A sample of the insert has to be supplied before final acceptance of the order. Depending on magazine thickness, bleeds may vary by up to 3 mm from the magazine format.
Prices for bound inserts:
4-page insert: € 16.225
6-page insert: € 24.331
8-page insert: € 32.440

Tip-on inserts:
Tip-ons (incl. CD ROMs) can be placed on full-page adverts.
Tip-on postcards are charged € 129 per % incl. shipping costs.
Filled envelopes and flyers are available on request.
All prices excl. Please enquire for further insertion products, the shipping address and dates. Inserts are not discountable.

Please enquire for technical data on inserts, bound inserts and tip-ons.

Technical data

Printing method:
Cover: Sheet-fed offset; inside pages: Web-fed offset

Binding:
Saddle stitched

Submission of material:
by E-Mail to: rita.hardenberg@lv.de

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 must simulate ISO coated_v2. Any costs which arise from extra layout work and image editing shall be charged extra.

Production of colour adverts:
All colours are based on Euroscale. Special colours are available on request. Colours that do not simulate CMYK mode are automatically converted to CMYK using ISOcoated_v2, which may lead to minor colour variations. No claims shall be accepted for such variations. The advert is printed to Fogra Media standards. Any tolerable variations in colour are down to technology and are within the Fogra ISO standard.

Payment terms:
Payment in advance and by direct debit receives 3% discount. Payment within in 14 days of receipt of invoice receives 2% discount. Payment within 30 days of receipt of invoice: full payment.
VAT ID: DE 126 042 224

Banking details:
Volksbank Münster eG
IBAN DE16 4016 0050 1004 0313 00, BIC GENODEM1MSC
One of the partners within the LV network
The online services of Landwirtschaftsverlag GmbH are verified by Multi-Angebot ivw:
10,641,856 page impressions
3,081,139 visits (date: 07/2019)

The monthly evaluation is available at http://ausweisung.ivw-online.de/
We will be pleased to provide you with updates on your current rankings.

Digital readership

- **296,811** Page impressions
  - profi.de* 07.2019

- **109,810** Online visits
  - profi.de* 07.2019

- **65,157** Unique Users
  - profi.de* 07.2019

- **23,128** Newsletter subscribers

- **287,972** Facebook fans

- **176,000** Instagram followers

- **64,309** Youtube subscribers

- **1,881** Twitter followers

Source: Google Analytics
Advertising in the profi newsletter
The newsletter keeps profi readers up to date between two publication dates, giving breaking agricultural machinery news, events, workshop tips and much more.
Mailing interval: 2 weeks
Distribution List: 23,015 mailing addresses
Opening rate: average of 32%

Advertising opportunities (Fixed price per mailing excl. VAT)

<table>
<thead>
<tr>
<th>Type of advertising</th>
<th>Format (Width x height in pixels)</th>
<th>File size</th>
<th>Price</th>
<th>Secure yourself the pole position Advertising media in our Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Medium Rectangle</td>
<td>300 x 250</td>
<td>50 kB</td>
<td>€ 695</td>
<td>+ € 125</td>
</tr>
<tr>
<td>B Text display &amp; image</td>
<td>300 characters, 190 x 140</td>
<td>50 kB</td>
<td>€ 715</td>
<td></td>
</tr>
<tr>
<td>C Stand-alone newsletter</td>
<td>Send a ‘stand-alone’ newsletter to registered profi users. Titled with the profi logo, the newsletter contains purely customer content. All customer content is identified as advertisement.</td>
<td></td>
<td>€ 6,222</td>
<td></td>
</tr>
</tbody>
</table>

Online Advertorial
Publish your content in the profi.de editorial design and have a teaser on the profi.de homepage 7 draw the attention of users to your page. The teaser is linked to an editorial page 8 at profi.de. Utilise this exciting tool to present your product in a high-quality editorial environment. CPM: € 135

Average Click rate
Online Advertorial 2.4 %

Average viewing time of online advertorial users
Native Ad: 5:25 min
### profi online display advertising price list 2020

<table>
<thead>
<tr>
<th>Type of advertising</th>
<th>Format (Width x height in pixels)</th>
<th>Price per thousand hits¹</th>
<th>Visibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>mobile leaderboard</td>
<td>320 x 50 px max.</td>
<td>€ 36</td>
<td>x</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>€ 36</td>
<td>x</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px max.</td>
<td>€ 48</td>
<td>(x)</td>
</tr>
<tr>
<td>HalfPage-Ad</td>
<td>300 x 600 px</td>
<td>€ 58</td>
<td>x</td>
</tr>
<tr>
<td>Hockey-Stick</td>
<td>728 x 90 px and 160 x 600 px max.</td>
<td>€ 62</td>
<td>(x)</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>970 x 90 px + 300 x 600 px + background colour</td>
<td>€ 97</td>
<td>x</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
<td>€ 58</td>
<td>x</td>
</tr>
<tr>
<td>Video 16:9</td>
<td>1.920 x 1.080 pixels</td>
<td>€ 64</td>
<td>x</td>
</tr>
<tr>
<td>Native Ad</td>
<td>Online Advertorial</td>
<td>€ 135</td>
<td>x</td>
</tr>
</tbody>
</table>

#### Responsive Bundles

<table>
<thead>
<tr>
<th>Bundles</th>
<th>Format (Width x height in pixels)</th>
<th>Price per thousand hits¹</th>
<th>Visibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head</td>
<td>Mobile Leaderboard, Leaderboard</td>
<td>€ 36</td>
<td>x</td>
</tr>
<tr>
<td>Page</td>
<td>Skyscraper, HalfPage Ad</td>
<td>€ 53</td>
<td>(x)</td>
</tr>
<tr>
<td>AdBundle:</td>
<td>Leaderboard, Skyscraper, Medium Rectangle</td>
<td>€ 44</td>
<td>(x)</td>
</tr>
</tbody>
</table>

¹This price covers Cross Media campaigns and direct booking. Please enquire for further special formats. All prices excl. VAT.
Advertising in Social Media

We can help you expand your online campaign to the Social Media and connect with your target groups among the profi followers on Facebook (287,972 followers) and Instagram (176,000 followers). This way your brand will reach www.profi.de website users or those users who are likely to interact with your brand on Facebook and Instagram.

- CPM € 40 (Impressions)

€ 500 set-up fee and VAT

Please enquire for further campaign goals.

Please enquire for further campaign goals (e.g. number of persons reached or videos viewed).

In order to conduct the campaign, we have to be provided with the access data for your Facebook fan page Business Manager.

https://www.facebook.com/profiMagazin
https://www.instagram.com/profimagazin
## Discounts for display and newsletter advertising

<table>
<thead>
<tr>
<th>Ad Impressions</th>
<th>Discount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000</td>
<td>3</td>
</tr>
<tr>
<td>100,000</td>
<td>5</td>
</tr>
<tr>
<td>200,000</td>
<td>7</td>
</tr>
<tr>
<td>300,000</td>
<td>10</td>
</tr>
<tr>
<td>500,000</td>
<td>15</td>
</tr>
</tbody>
</table>

*valid for the year of insertion*

## 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.

## Closing date for orders and advertisement copy deadline

Please send the finished files 3 days prior to publication to:

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

Orders can be cancelled up to 4 weeks before the date of publication or start of the campaign. Orders that are cancelled later than that are subject to a cancellation fee of 50% of the order value.

## Enquiries and contact information

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

Stefan Ettmann: stefan.ettmann@lv.de
Tel.: +492501 80117 70

Sibylle Sander: sibylle.sander@lv.de
Tel.: +492501 80120 60

Anna-Lena Südhoff: anna-lena.suedhoff@lv.de
Tel.: +492501 80117 10
In addition, profi articles are regularly reprinted in the following five countries: Denmark, The Netherlands, Austria, Norway, Sweden.

For information on magazine publishing licenses please contact Stefanie Bürger Tel. +49 2501 801 2810, Email: stefanie.buerger@lv.de
<table>
<thead>
<tr>
<th>Contacts</th>
</tr>
</thead>
</table>

### Agricultural office
- **North**
  - Matthias Woort
  - at Landwirtschaftsverlag GmbH
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  - matthias.woort@lv.de

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  - Fax: +49 67 26/ 83 90 78
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  - rene.noehrer@lv.de

  - At Landwirtschaftsverlag GmbH
  - Austrian office
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  - A 2344 Maria Enzersdorf
  - Austria

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  - D-48529 Nordhorn
  - Tel.: +49 59 21 17 97 501
  - carsten.moss@lv.de

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  - France
  - Tel.: +33 1 4022 70 35
  - Fax: +33 1 4022 70 39
  - Mobile: +33 699 21 52 08
  - n.grand@gfa.fr

### Scandanavia
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  - Matthias Woort
  - Yvonne Stein
  - Sweden

### Switzerland, Italy
- Carsten Moß
  - Erwin Bücherl

### Terms and conditions
All orders are subject to our terms and conditions of sale which are available at www.lv.de/kontakt/agb and can be supplied on request.