

Media data 2021

Advertisement price list No. 33 valid from 1/2021



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profi 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.

profi 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**Publication:**

Monthly

Year:

33, Year 2021

Publisher:

Landwirtschaftsverlag GmbH | Hülsebrockstr. 2–8,
48165 Münster | Postal address: D-48084 Münster
Tel.: +492501 8010 | Fax: +492501 8015317

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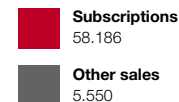
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**Target groups**

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 2020, incl. ePaper)

Distribution
66,229

Copies sold
63,799



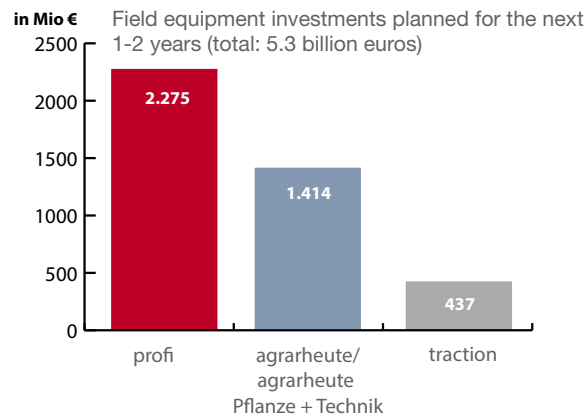
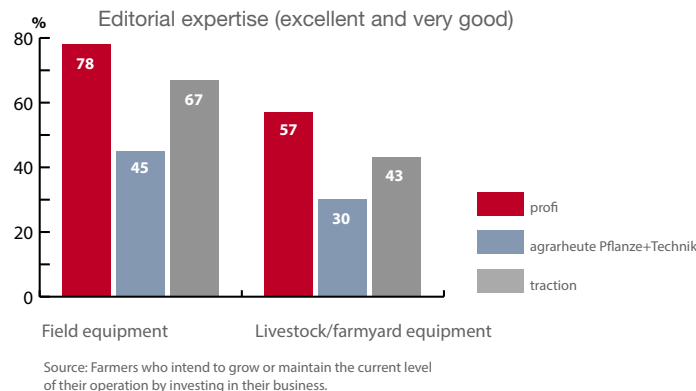
Place of publication: D-48165 Münster
Average distribution during the 1st six months of 2019: 67,280 Expl.
(incl. ePaper)



profi time table 2021

profi issue	Publication date (Postal delivery date)	Advertisement copy deadline	Print material deadline*
1/2021	18. December 2020	01. December 2020	03. December 2020
2/2021	15. January 2021	21. December 2020	30. December 2020
3/2021	19. February 2021	02. February 2021	04. February 2021
4/2021	19. March 2021	02. March 2021	04. March 2021
5/2021	16. April 2021	26. March 2021	30. March 2021
6/2021	21. May 2021	03. May 2021	05. May 2021
7/2021	18. June 2021	31. May 2021	02. June 2021
8/2021	16. July 2021	29. June 2021	01. July 2021
9/2021	20. August 2021	03. August 2021	05. August 2021
10/2021	17. September 2021	31. August 2021	02. September 2021
11/2021	15. October 2021	28. September 2021	30. September 2021
12/2021	12. November 2021	25. October 2021	27. October 2021

*Submission of print-ready files



Source: agriMA 2019

Further info on agriMA 2019 is available at: www.lv.de/mediaservice/markt-und-media-service

Size	Layout	TYPE AREA (Width x height in mm)	BLEED SIZE (Please allow a 3mm bleed in addition to trim size) (Width x height in mm)	Base price b/w	2c/3c	4c
1/1 page		190 x 270	210 x 297	€ 7.488	€ 9.360	€ 11.980
3/4 page	landscape portrait	190 x 200 142 x 270	210 x 222 152 x 297	€ 6.072	€ 7.584	€ 9.720
2/3 page	landscape portrait	190 x 178 125 x 270	210 x 193 135 x 297	€ 5.397	€ 6.741	€ 8.640
1/2 page	landscape portrait	190 x 133 94 x 270	210 x 148 104 x 297	€ 4.048	€ 5.056	€ 6.480
1/3 page	landscape portrait	190 x 88 61 x 270	210 x 103 71 x 297	€ 3.328	€ 4.045	€ 5.184
1/3 page	4 columns	190 x 88	Advertisement rates by mm on classified pages b/w per mm, single-col.: € 7,91 2c/3c per mm, single-col.: € 9,88 4c per mm, single-col.: € 12,66 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 € 12,66 = € 1.620,48 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.			
1/4 page	4 columns 2 columns 1 column	190 x 66 94 x 133 46 x 270				
1/6 page	4 columns 2 columns	190 x 43 94 x 88				
1/8 page	4 columns 2 columns 1 column	190 x 32 94 x 66 46 x 133				
1/16 page	2 columns 1 column	94 x 32 46 x 66				
1/32 page	1 column	46 x 32				

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:

By space

1/2 page	3%
1/1 page	5%
3 pages	10%
6 pages	15%
9 pages	17%
12 pages	20%
18 pages	22%

By insertion

3 ads	3%
6 ads	5%
9 ads	7%
12 ads	10%
18 ads	15%
24 ads	20%

Classified ads (per mm per column):

Inserts are not discountable.

Base price s/w	€ 5,02
2c/3c euroscale	€ 6,27
4c euroscale	€ 8,03

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 € 229 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: € 16.631

6-page insert: € 24.939

8-page insert: € 33.251

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. Unless proofs are provided, we accept no responsibility for the accuracy, the colours and quality of print of your motif. Extra expenses on layouting and processing final artwork will be charged extra.

Production of colour adverts:

All colours are generated from Euroscale standards. Special colours are available on request. Colours that do not simulate CMYK mode are automatically converted to ISO Coated_v2.eci in CMYK. This may result in minor colour variations. No responsibility is accepted for such variations.

Payment terms:

Payment in advance and by direct debit receives 3% discount. Payment within 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

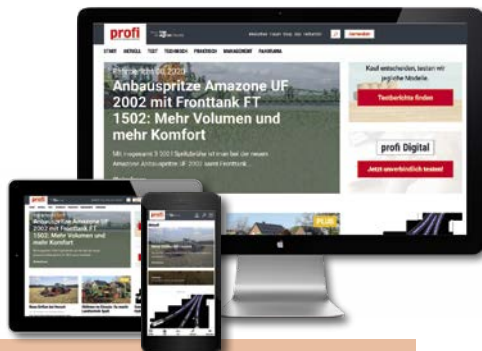
Banking details:

Volksbank Münster eG

IBAN DE16 4016 0050 1004 0313 00, BIC GENODEM1MSC

Read breaking news from within the agri industry, plus in-depth and background information on the printed articles at profi.de. The site also hosts a highly frequented forum of technically minded users, offers advice, features a comprehensive archive of all copies published to date, and video clips of the profi driving impressions and practical tests.

Make use of the wide range of innovative advertising opportunities that help to promote your product at profi.de in multimedia format and the profi newsletter.



One of the partners within the LV network

The online services of Landwirtschaftsverlag GmbH are verified

by Multi-Angebot ivw:

18.054.843 page impressions 

3.162.364 visits (date: 06.2020)





The monthly evaluation is available at





<http://ausweisung.ivw-online.de/>

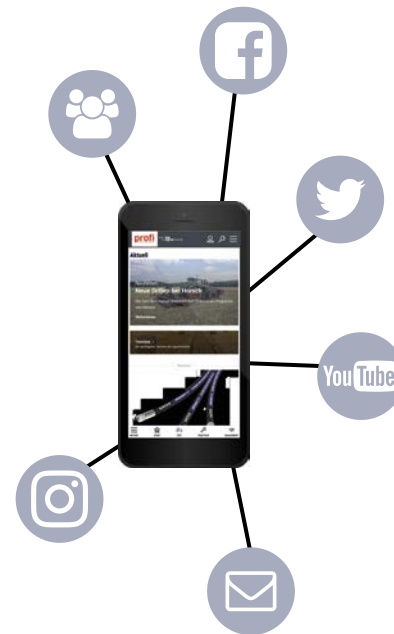
We will be pleased to provide you with updates on your current rankings.



Digital readership

-  **276.489**
Page Impressions
profi.de* 06.2020
-  **164.406**
Online Visits
profi.de* 06.2020
-  **101.546**
Unique Users
profi.de* 06.2020
-  **23.437**
Newsletter subscribers,
06.2020

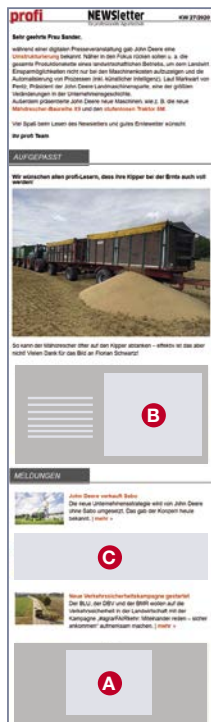
-  **299.426**
Facebook fans, 06.2020
-  **210.823**
Instagram followers,
06.2020
-  **74.200**
Youtube subscribers,
06.2020
-  **2.322**
Twitter followers,
06.2020



*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: weekly
 Distribution List: 23.437 mailing addresses
 Opening rate: average of 32%

Advertising opportunities (Fixed price per mailing excl. VAT)

Type of advertising	Format (Width x height in pixels)	Price
A Medium Rectangle	300 x 250	€ 650
B Text display & image	300 characters, 354 x 265*	€ 750
C Large Image	615 x 250*	€ 700
D Stand-Alone Newsletter	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.	€6.222

*Pictures will be scaled.
 Pole position (first ad in the newsletter) + 150 €.

All prices excl. VAT

Online Advertorial

We can help you expand your online campaign to the Social Media and connect with your target groups among the profi followers on Facebook (299.426 followers) and Instagram (210.823 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.

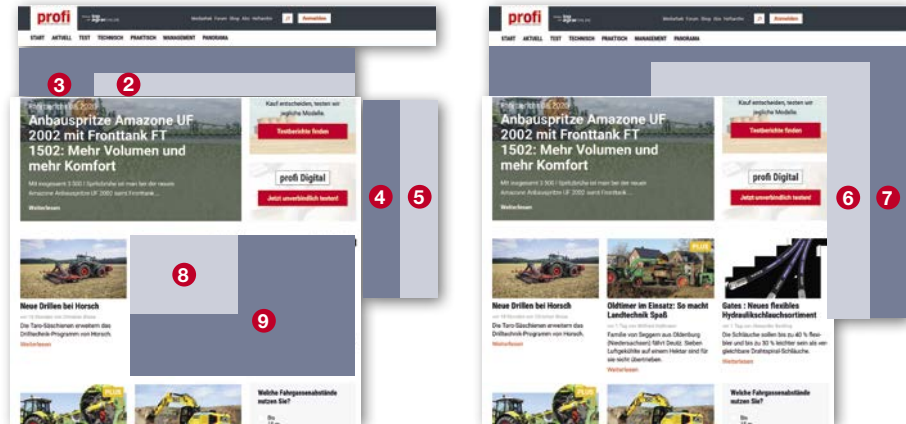


<https://www.instagram.com/profigmagazin>
<https://www.facebook.com/profiMagazin>

Online Advertorial

Publish your content in the profi.de editorial design and have a teaser on the profi.de homepage **10** draw the attention of users to your page. The teaser is linked to an editorial page **11** at profi.de. Utilise this exciting tool to present your product in a high-quality editorial environment. **CPM: € 139**

Display advertising



Skyscraper or better a Native-AD?

Many questions arise when planning an online-campaign. Which format is the best? What about the duration of my online campaign? Where to place my ad to reach the best results? Benefit from our expertise. We support you in planning and implementation of your campaign.

Give us a call. We will be happy to advise you.

Stefan Ettmann
Tel.: 02501/801-1770
stefan.ettmann@lv.de

Sibylle Sander
Tel.: 02501/801-2060
sibylle.sander@lv.de

Display advertising profi.de		Format (Width x height in pixels)	Price per thousand hits ¹	Visibility		
				Smart- phone	Tablet	Desktop
	mobile Leaderboard	320 x 50 px	€ 40	x		
2	Leaderboard	728 x 90 px	€ 36		x	x
2 + 3	Billboard	970 x 250 px	€ 83			x
4	Skyscraper	160 x 600 px	€ 49		(x)	x
4 + 5	HalfPage-Ad	300 x 600 px	€ 59			x
6	Hockey-Stick	728 x 90 px, 160 x 600 px	€ 62		(x)	x
6 + 7	Wallpaper	970 x 90 px, 300 x 600 px + background color	€ 97			x
8	Medium Rectangle	300 x 250 px	€ 60	x	x	x
8 + 9	Maxi Rectangle	620 x 465 px	€ 65		x	x
8 + 9	Video 16:9	scaled	€ 65	x	x	x
10, 11	Native-Ad	Online Advertorial	€ 139	x	x	x
Responsive Bundles						
2, 3	Head Mobile Leaderboard, Leaderboard, Billboard	320 x 50 px, 728 x 90 px, 970 x 250 px	50 €	x	x	x
4, 5	Page Skyscraper, HalfPage-Ad	160 x 600 px, 300 x 600 px	61 €		(x)	x
2, 4, 8	AdBundle Leaderboard, Skyscraper, Medium Rectangle	728 x 90 px, 160 x 600 px, 300 x 250 px	45 €	x	x	x
3, 5, 8, 9	XXL-AdBundle Billboard, HalfPage-Ad, Medium Rectangle Maxi Rectangle	970 x 250 px, 300 x 600 px, 300 x 250 px, 620 x 465 px	66 €	x	x	x

All prices excl. VAT

Discounts for display and newsletter advertising*

50.000 AdImpressions	3 %
100.000 AdImpressions	5 %
200.000 AdImpressions	7 %
300.000 AdImpressions	10 %
500.000 AdImpressions	15 %

* 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.

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.

Digital events

Landwirtschaftsverlag has extensive skills in conception, realization and target group oriented communication concerning digital events.

Enquiries and contact information
Myles Sutholt
Tel.: 02501/801-1155
myles.sutholt@lv.de

Editorial articles will be published in the print magazine and as well online. Your online Ads will be placed closed to your best fitting article. Duration four weeks. 10.000 AdImpressions and an order in the profi-Newsletter.

*Rotation is possible



We inform you about actual news by our profi Media Briefing. If you want to receive this Media Briefing, please send us an email or give us a call:

Jonas Patzelt
 Mail: jonas.patzelt@lv.de
 Tel.: 02501/801 1790

Package Online Only

- + AdBundle placed in an online-article by your choice (Duration four weeks)
- + AdBundle 10.000 AdImpressions Run of Site
- + Ad in the profi Newsletter with about 23.437 personal email adresses (June 2020)

1.220,- €*

If you place an ad parallel**

in the print magazine to the same article:
999,- €*

* All prices excl. VAT. Eligible for discounts and agency commission.
 **Ads will be estimated to valid conditions.

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>



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 Tel.: 02501/801 1710

profi International

profi Poland

profi Estonia, Latvia,
Lithuania

profi Russia

profi Turkey

profi Hungary

profi Greece



International (in English)	Poland	Estonia, Latvia, Lithuania	Russia	Turkey	Hungary	Greece
Distribution						
10.009 (ABC tested)	17.000	4.000, 3.500, 5.000	8.000	10.000	3.000	12.000
Contact						
www.profi.co.uk/ Mark Brazier Tel.: + 44 (0) 78 13 6 714 84 mark.brazier@kelsey.co.uk	www.profittechnika.pl Anna Różycka Tel.: + 48 61 8 86 29 64 marketing@profittechnika.pl redakcja@profittechnika.pl	www.profilatvija.lv Karlis Auza Tel.: + 3 71 29 21 21 27 karlis.auza@profilatvija.lv	www.agroreport.ru/ Elena Yudina Tel.: + 7 (495) 7 81 37 56 redactor@agroreport.ru	www.profitraktor.com Melih Apa Tel.: + 90 532 213 01 93 melih.apa@apayajincilik.com.tr	Hamvas Atanáz Tel.: + 36 3 09 37 57 66 hamvas.atanaz@agronline.hu	www.agronews.gr Giannis Panagos Tel.: + 30 (0) 2 10 3 23 29 05 info@agronews.gr

In addition, profi articles are regularly reprinted in the following five countries: Denmark, The Netherlands, Austria, Norway, Sweden, Czech Republic.

For information on magazine publishing licenses please contact Stefanie Bürger Tel. + 49 2501 801 2810, Email: stefanie.buerger@lv.de

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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.