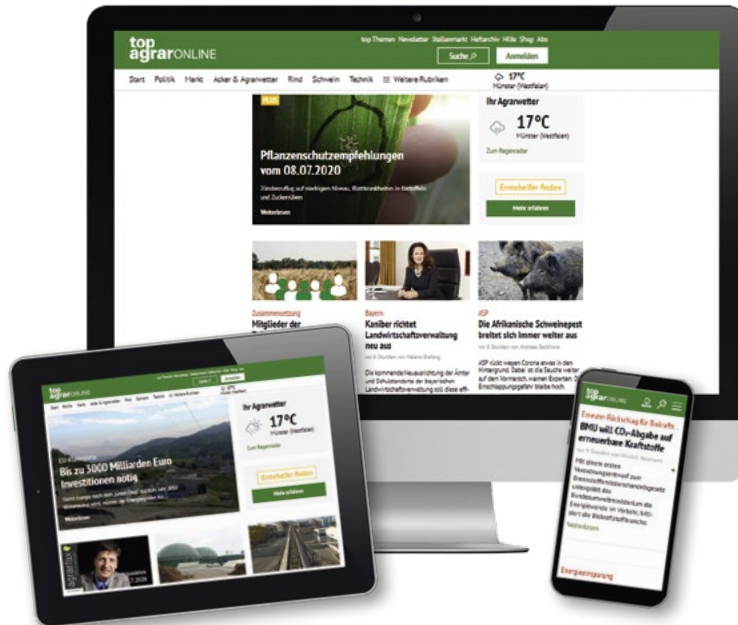


Media data 2021

top
agrar ONLINE

Advertisement price list | No. 5 | Prices effective from 01/2021



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www.topagrar.com



top agrar online – information for the agribusiness

top agrar online offers users added value on all digital channels. top agrar online operates websites in Germany, Austria and Switzerland: topagrar.com, topagrar.at and landfreund.ch. The sections 'Politik' and 'Markt' on these websites offer daily news updates with relevant information on markets and prices. Specific information on the individual topics of farming are provided in the sections 'Acker/Pflanze & Wetter', 'Rind', 'Schwein', 'Technik und Energie'.

top agrar is also a strong brand on Social Media.

More than 248.000 fans share their views on our Facebook page. More than 57.000 YouTube subscribers watch the top agrar machine videos and more than 236.000 fans view our photos on Instagram.

Newsletter:

Our users can choose from eight different newsletters, each covering a specific topic. In addition, the editorial team sends news flashes on important pieces of information. Advertisers can use the newsletter database for stand-alone mailings.

One of the partners within the LV network

The online services of Landwirtschaftsverlag GmbH are verified by Multi-Angebot iwv:
18.054.843 page impressions
3.162.364 visits (date: 06.2020)



The monthly evaluation is available at
<http://ausweisung.iwv-online.de/>

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



Digital readership top agrar Online


 **3.972.957**
Page Impressions
topagrar.com* 06.2020

 **2.066.903**
Online Visits
topagrar.com* 06.2020

 **985.916**
Unique User
topagrar.com* 06.2020

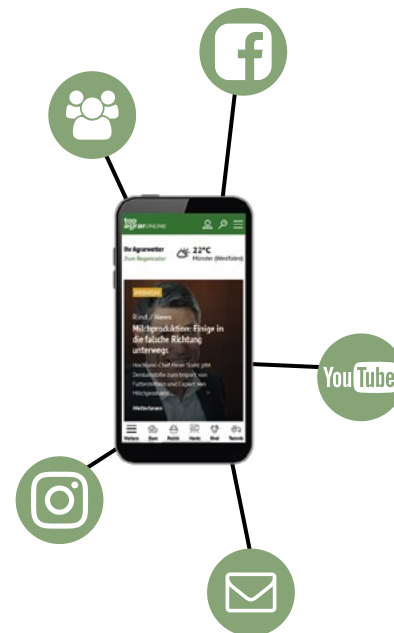
 **189.398**
Newsletter subscriptions

 **247.385**
Facebook fans
06.2020

 **236.755**
Instagram followers
06.2020

 **57.400**
youtube subscribers
06.2020

 **10128**
Twitter followers
06.2020



*Source: Google Analytics, date 06/2020

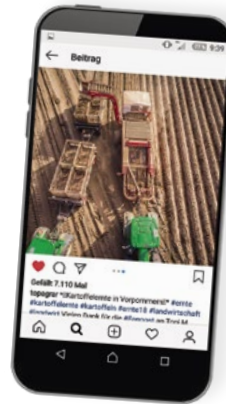
Advertising on Social Media

With 247.385* followers on Facebook and 236.755* followers on Instagram, top agrar enjoys a huge exposure on Social Media. We can leverage your online campaigns by reaching targeted audiences on Social Media. Reach target groups who have interacted with top agrar on Facebook or Instagram or who have visited our topagrar.com website and one of its specific sections.

- CPM € 40 (impressions)
plus € 500 set-up fee.

Please enquire for further campaign goals (e.g. number of persons reached or videos viewed). In order to conduct the campaign, it is necessary to provide us with the access data for your Facebook fan page Business Manager.

*date: 06/2020



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



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

Digital events

The Landwirtschaftsverlag GmbH has extensive expertise in the conception, realization and target group oriented communication of digital events.

Enquiries and
contact information
Myles Sutholt

Tel: +49 2501/801 11 55
myles.sutholt@lv.de

We offer banners, videos and advertorials as well as various placement options that help you achieve your campaign goals.

Skyscraper or rather a Native-AD?

Many questions arise around the planning of an online campaign. Which advertising media are suitable? How long should my campaign be online? Where do I place my adverts to get the best possible result? Benefit from our expertise for the agricultural online media. We support you in the planning and implementation of your campaign.

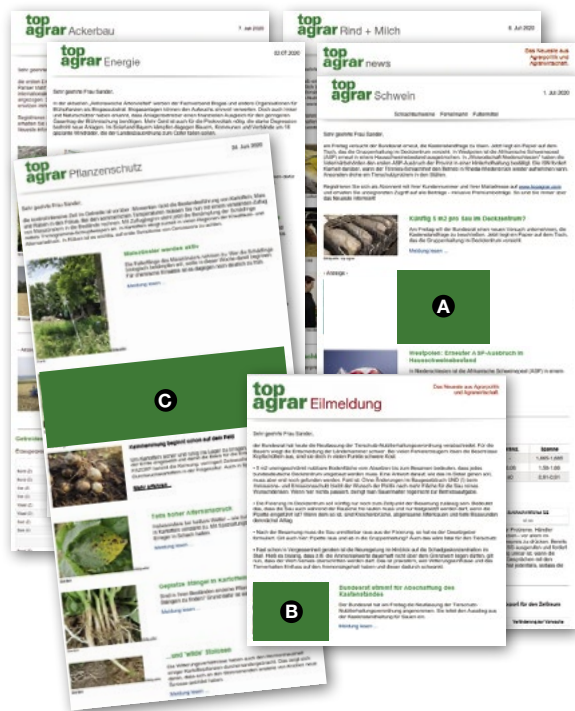
Please contact us, we will be pleased to advise you.

Stefan Ettmann
Tel: +49 2501/80117 70
stefan.ettmann@lv.de

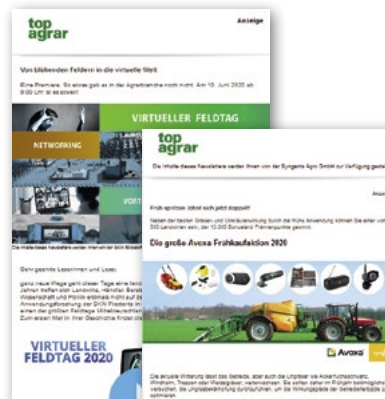
Sibylle Sander
Tel: +49 2501/801 20 60
sibylle.sander@lv.de

Display advertising at top agrar online*			Sections and regions				Visibility		
			Home page, Acker/ Pflanze & Wetter	Rind, Schwein, Technik, Energie	Others, Switzerland, Austria, Südlus	Run of Site	Smart-phone	Tablet	Desktop
1	Mobile Leaderboard	320 x 50 px	€ 40	€ 35	€ 30	€ 25	x		
2	Leaderboard	728 x 90 px	€ 36	€ 30	€ 25	€ 20		x	x
2+3	Billboard	970 x 250 px	€ 83	€ 79	€ 70	€ 65			x
4	Skyscraper	160 x 600 px	€ 49	€ 44	€ 37	€ 27		(x)	x
4+5	HalfPage-Ad	300 x 600 px	€ 59	€ 54	€ 47	€ 37			x
6	Hockey-Stick	728 x 90 px + 160 x 600 px	€ 62	€ 55	€ 50	€ 40		(x)	x
6+7	Wallpaper	970 x 90 px + 300 x 600 px + background colour	€ 97	€ 90	€ 85	€ 75			x
8	Medium Rectangle	300 x 250 px	€ 60	€ 52	€ 40	€ 30	x	x	x
8+9	Maxi Rectangle	620 x 465 px	€ 65	€ 56	€ 47	€ 37		x	x
8+9	Video 16:9	scaled	€ 65	€ 56	€ 47	€ 37	x	x	x
10,11	Native-Ad	Online advertorial	€ 139	€ 139	€ 100	€ 90	x	x	x
Responsive Bundles									
Head 1, 2, 3	Mobile Leaderboard	320 x 50 px	€ 50	€ 45	€ 40	€ 30	x	x	x
	Leaderboard	728 x 90 px							
	Billboard	970 x 250 px							
Page 4, 5	Skyscraper	160 x 600 px	€ 53	€ 47	€ 41	€ 31		(x)	x
	HalfPage-Ad	300 x 600 px							
Content 8, 9	Medium Rectangle	300 x 250 px	€ 61	€ 51	€ 42	€ 32	x	x	x
	Maxi Rectangle	620 x 465 px							
XXL-Bundle 3, 5, 8, 9	Billboard, Halfpage-Ad, Medium Rectangle, Maxi Rectangle	970 x 250 px, 300 x 600 px, 300 x 250 px, 620 x 465 px	€ 66	€ 57	€ 50	€ 43	x	x	x
AdBundle 2, 4, 8	Medium Rectangle, Leaderboard, Skyscraper	300 x 250 px, 728 x 90 px, 160 x 600 px	€ 45	€ 38	€ 32	€ 24	x	x	x
* Applies to all cross media campaigns			Please enquire for further special formats and targeting options				All prices excl. VAT		

The **top agrar Newsletter-Family** serves the various interests of farmers with regular mailings. Subscribers are able to compose the desired mix individually.



Stand Alone-Newsletter



Use the distribution lists of top agrar newsletter for an exclusive mailing. A **stand alone newsletter** ensures maximum attention. The number of possible mailings is limited. Please secure your preferred date early.

top agrar	distribution list/ e-mail- addresses	prices/Euro
News	49.643	8.990
Ackerbau	20.203	6.290
Pflanzenschutz	19.456	6.290
Schwein	19.396	4.490
Rind	17.374	4.490
Energie	36.314	2.950
Austria	12.174	2.490
Südplus	15.136	2.490

All prices excl. VAT

date of dispatch	newsletter	format	A	B	C	Pole position Your ad is placed first
			Medium Rectangle 300 x 250 px	photo and text 300 characters, 354 x 265 px*	Large Image 615 x 250 px*	
Monday and Thursday	top agrar News	A news update on current events in politics and the agri business (45.000 mail addresses, opening rate unique 33 %*).	€ 555	€ 855	€ 755	+ € 150
Tuesday	top agrar Ackerbau	Update on wheat, cereals, fertiliser and rapeseed prices, stock exchange and market information (21.000 mail addresses, opening rate unique approx. 31 %*).	€ 470	€ 670	€ 580	
Wednesday	top agrar Pflanzenschutzempfehlungen	Reserved to registered top agrar subscribers (20.000 mail addresses, opening rate unique approx. 29 %*). Mailings during the vegetation period March-Oct	€ 470	€ 670	€ 580	
	top agrar Rind + Milch	Prices, forecasts, industry news (18.000 mail addresses, opening rate unique approx. 28 %*).	€ 405	€ 615	€ 490	
	top agrar Schwein	Prices, forecasts, industry news (17.000 mail addresses, opening rate unique approx. 28 %*).	€ 405	€ 615	€ 490	
Thursday (bi-weekly):	top agrar Energie	News update on wind, solar power, photovoltaics, biogas etc. (37.000 mail addresses, opening rate unique approx. 27 %*).	€ 430	€ 630	€ 530	
Friday	top agrar südplus	News update for Bavaria and Baden-Württemberg (15.000 mail addresses, opening rate unique approx. 30%*).	€ 200	€ 300	€ 250	
	top agrar Austria	A news update for Austria (12.000 mail addresses, opening rate unique 23 %*).	€ 200	€ 300	€ 250	
Any time	News flash	News flashes by the editors inform of important and newsworthy items (45.000 addresses, opening rate unique approx. 35 %*).	€ 890		€ 890	Exclusive placement, only one ad per mailing/sending

*pictures scale

All prices excl. VAT

Closing date for orders and advertisement copy deadline:

Please send the finished files no later than three 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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