

Media-Data 2019

Advertisement price list no. 2 | valid from 1/2019



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f3.de
f3.de/mediacenter



f3 is the magazine for green innovation, entrepreneurial spirit and the start-up community.

We always focus on innovative concepts, trends and future topics – and put the man of action in the foreground. The topics agriculture, nutrition, forestry and energy are the priorities on our way to more entrepreneurship and a strong network between the (future) start-ups, investors and established farmers.

f3 is a digital platform, which is complemented by print magazines and network-events.

Publication:

Print: two times a year; website: daily; newsletter: once a fortnight

Copies sold:

35.000 copies

Place of publication:

48165 Münster, Germany

Publishing house/editor:

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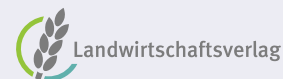
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Initiative of:



Payment terms:

Advance payment & direct debit: 3 % cash discount
14 days from date of invoice: 2 % cash discount
30 days from date of invoice: net

Bank details:

Volksbank Münster eG
IBAN: DE16 4016 0050 1004 0313 00
BIC/SWIFT: GENODEM1MSC

Österreichische Postsparkasse
IBAN: AT48 6000 0000 9001 6451

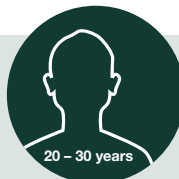
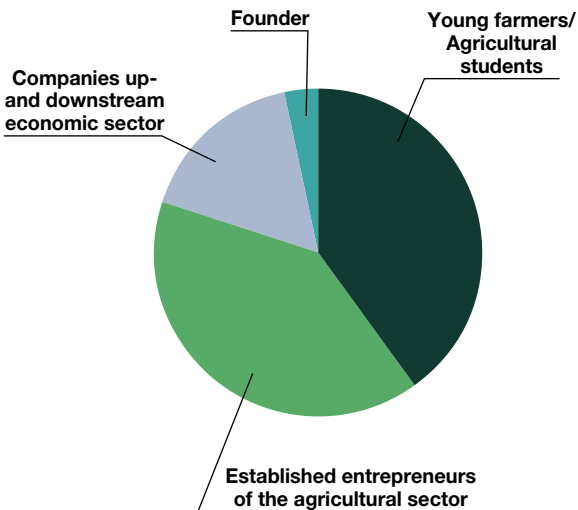
Postfinance
IBAN: CH48 0900 0000 4034 20827

AGB →

Terms and conditions: All orders are subject to our general terms and conditions which are available at www.lv.de/agn and can be supplied on request.

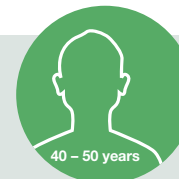


Target groups



Young farmers/Agriculture students

- Going to run the family business
- Looking for modification and solutions
- For him digitalization is a chance
- Looking for a trendsetting agriculture



Established entrepreneurs of the agricultural sector

- Management of a forward-looking company
- Ready to stay in the agricultural sector
- Looking for new investment opportunities and solutions
- Well networked and digitally affin



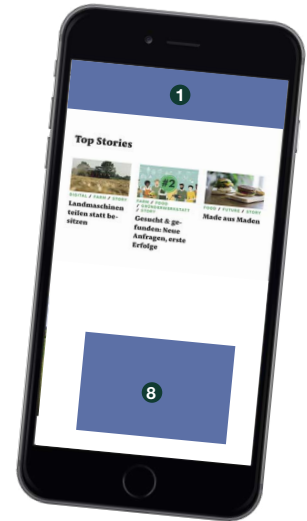
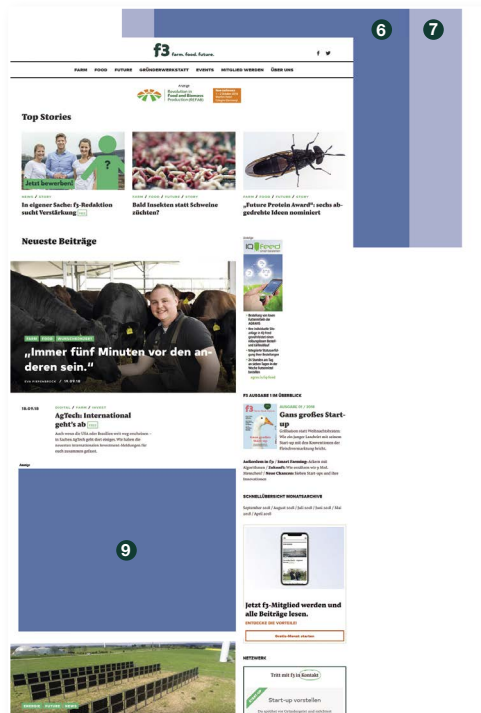
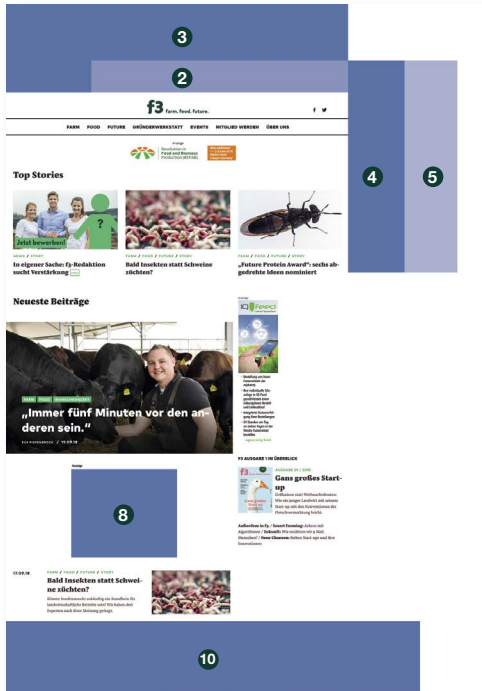
Companies up- and downstream economic sector

- With business relationships to the agricultural- and food-sector
- Looking for new products for the running company
- Looking for investment opportunities



Founder

- Realizes creative solutions
- Meets daily challenges of his company founding



Discounts

volume unit	discount
40 000 AdImpr.	5 %
80 000 AdImpr.	10 %
120 000 AdImpr.	15 %
200 000 AdImpr.	20 %

Valid for one insertion year

Display advertising on f3.de			CPM	visibility		
				Smartphone	Tablet	Desktop
1	mobile Leaderboard	320 x 50 px	30 €	X		
2	Leaderboard	728 x 90 px	25 €		X	X
3	Billboard	970 x 250 px	70 €			X
4	Skyscraper	160 x 600 px	35 €		X	X
4 + 5	HalfPage-AD	300 x 600 px	45 €			X
6	Hockey-Stick	728 x 90 px, 160 x 600 px	50 €		(X)	X
6 + 7	Wallpaper	970 x 90 px, 300 x 600 px + background color	85 €			X
8	Medium Rectangle	300 x 250 px	40 €	X	X	X
2, 4, 8	AdBundle (Leaderboard/ Skyscraper/Medium Rectangle)	728 x 90 px, 160 x 600 px, 300 x 250 px	30 €	(X)	X	X
9	Maxi Rectangle	620 x 465 px	47 €		X	X
9	Video 16:9	620 x 465 px max. 5 min/20 MB	47 €	X	X	X
10	Floor-AD	1200 x 200 px, FC 1/24 included	90 €	X	X	X
	Online-Advertorial		100 €	X	X	X

Responsive displaybundles						
1, 2, 3	head mobile Leaderboard, Leaderboard, Billboard	320 x 50 px, 728 x 90 px, 970 x 250 px	40 €	X	X	X
4, 5	page Wide Skyscraper, HalfpageAD	160 x 600 px, 300 x 600 px	31 €		(X)	X
8, 9	content Medium Rectangle, Maxi Rectangle	300 x 250 px, 620 x 465 px	42 €	X	X	X

Special formats and targeting-options on demand; all prices excl. VAT

f3 Newsletter

Once a fortnight the editorial newsletter is distributed to an exclusive receiver group. The average opening rate is more than 50 %.

	advertising form	format (pixel) amount of text	fixed price per sending out
1	Medium Rectangle	300 x 250	200 €
2	Text	300 characters	225 €
3	Image and text	140 x 120 300 characters	300 €
	Pole position placement – first advertisement in newsletter		+ 100 €

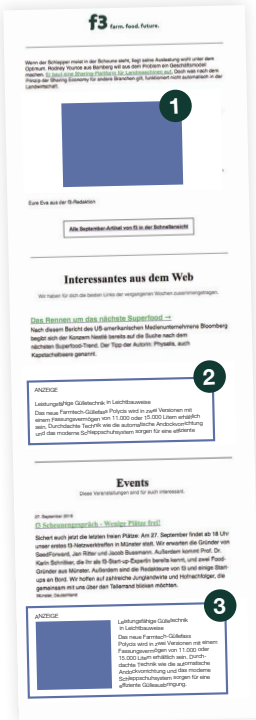
all prices excl. VAT

Order deadline and delivery

Please send your data at least 3 days before appearance to onlinevermarktung@lv.de

Technical specifications

Please observe the technical specifications on: <https://www.lv.de/technische-spezifikationen>



Start up – Yes we can!

Does the technology out of your company shape the future? You develop apps and new products, you are looking for innovative partners and creative solutions?

In this case you can present the latest developments of your company as an advertorial or microsite on f3.de. We would be pleased to advise you concerning conception and development of your contributions. The dissemination of your content is targeted to the network of the Landwirtschaftsverlag. Please contact us, we would be pleased to advise you.

Advice and contact:

If you have any questions about the online advertising opportunities, please contact:

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Phone: +49(0)25 01/8 01 20 60

Stefan Ettmann, stefan.ettmann@lv.de,
Phone: +49(0)25 01/8 01 17 70

Social Media

Do not hesitate to ask for our social media advertising possibilities on facebook, instagram and twitter.



Format	Width x height in mm + bleed (3 mm)	Base price in Euro
1/1 page	215 x 290 mm	3500 €
1/2 page vertical	104 x 290 mm	1850 €
1/2 page horizontal	215 x 145 mm	1850 €
1/3 page vertical	72 x 290 mm	1300 €
1/3 page horizontal	215 x 97 mm	1300 €
1/4 page horizontal	215 x 73 mm	1025 €
1/4 page 2 rows	104 x 145 mm	1025 €
1/8 page in typing area	90 x 64 mm	615 €

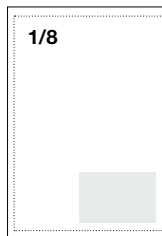
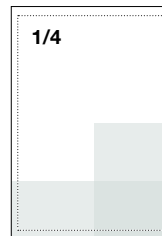
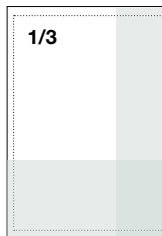
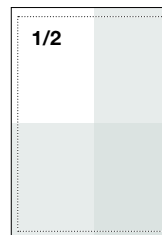
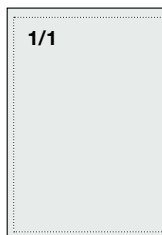
Special supplements

inserts, up to 25 grams	up to 25 gr.	3500 €
bounds, 4 parts	4 pages	3900 €

Inserts & bounds

Inserts & bounds may only contain the sales program of an advertiser. Shipping address and delivery date are available on request. Inserts and bounds are not discountable but commissionable.

Print-formats



Technical specifications print

Magazine format:

215 (w) x 290 (h) mm

Bleed:

plus 3 mm in addition to trim size

Printing process:

offset

Processing:

adhesive binding

Formats:

PDF to PDF/X-4:2010_CMYK
optimized for printing.
Please vectorize fonts!

Advertisement copies/proofs:

Proofs according to PSO uncoated
ISO 12647 (Fogra 47)

Dates 2019

Version 01/2019

Order deadline for advertisements and printing material:
11th March, publication date: 16th April

Version 2/2019

Order deadline for advertisements and printing material:
16th September, publication date: 22th October



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