


Media Kit 2024

**The voice of
agriculture for
generations**

- Lower Saxony – agricultural state no. 1
- Agricultural weekly with the widest reach from 50 ha of agricultural land



The **voice of
agriculture.**
For generations.

Our **north.** Our agriculture. Our home.
We are **storm-proof.** We **stand up**
for farmers in Lower Saxony even in the
face of headwinds. Our **handshake**
counts and you can rely on our word.
With a clear view across the wide and,
LAND & Forst is a guide and support
in the field and in the barn. A
responsibility that we take seriously.
For **generations.**  LAND&FORST



Facts

Year: 19, 2024

Frequency of publication: weekly

Circulation area: Lower Saxony

Distributed circulation: 43,618 copies

Sold circulation: 43,156 copies

(IVW 2/2023)

ISSN: 1439-3239



Mitglied der Arbeitsgemeinschaft
Organisationsgebundene Landpresse

Publisher

Deutscher Landwirtschaftsverlag GmbH

Kabelkamp 6, 30179 Hannover, Germany

Mars-la-Tour-Str. 4, 26121 Oldenburg, Germany

Media Profile

LAND & FORST is the voice of agriculture. It is an integral part of farming families. It is a guide and support. In the field as well as in the stable.

Target Group

LAND & FORST is the weekly read by full-time and part-time farmers in Lower Saxony. It reaches 86,1% of agricultural businesses (source: MAagrar 2023) and is the basic medium of Lower Saxony's agriculture.

LAND & FORST Digital Channels

The direct way to the target group of farmers is via the digital channels of LAND & FORST. With over 31,353 Facebook fans and more than 13,200 Instagram-Followers, it is the leading agricultural weekly.

Payment terms

2% discount within 14 days following invoice date or 30 days net. 2% discount will automatically be deducted for direct debit.

Postal charges are not subject to discount.

The publisher is entitled to set a credit limit.

Payment options

DZ Bank AG München

IBAN DE50 7016 0000 0000 1525 73

BIC GENODEFF701

Postbank München

IBAN DE60 7001 0080 0646 5658 04

BIC PNBKDEFF

Terms and conditions of business

The terms and conditions of payment and business that may be obtained from the publisher or inspected on HYPERLINK „<http://www.dlv.de/AGB>“ **www.dlv.de/AGB** are applicable to the processing of orders.

Because of tax regulations, when placing an order please state your tax number and/or Value Added Tax ID number.

**Basic medium of
Lower Saxony's
agriculture**

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*Digital reaches are part of agrarheute.com
IVW June, 2023, publisher's details

Digital issue

1,700 subscribers

Newsletter

22,311 subscribers

32% opening rate

Facebook

31,353 Follower

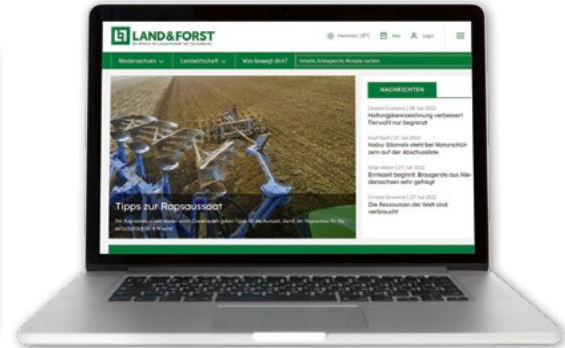
Instagram

13,200 Follower

Online

340,757 Visits / month

459,909 Page Impressions / month



Instagram ads are presented in a clear, linear format – at the centre of visual inspiration. Increase awareness or the number of your customers with your adverts and share your business story with a very attractive target group.

Coverage:
13,200 Follower

Photo Ad

- Presentation in a clear and informative format
- Link to your profile
- Photos in square or landscape format
- Unlimited availability in the feed
- Monday – Sunday

File specifications

- File type: JPG or PNG
- Aspect ratio: 1 x 1
- Resolution: 1080 x 1080 pixels
- Primary text: max. 125 characters with emojis
- Photos: min. 1 image, max. 10 images
- Hashtags: 10 – 20 suitable to the content
- Link: to your account

Price per entry 840.– €*



Video Ad / Reel

- Visual, immersive experience
- Extensive information transfer
- Unlimited available in feed Monday – Friday

File specifications

- MP4-format (H264 Codec, AAC Audio)
- Solution: max. 1080 x 1080 pixel (Square)
- Max. 1920 x 1080 pixel (Landscape)
- Video duration: max. 60 sec.
- Video size: max. 15 MB
- Frame rate: 30 FPS or less
- Primary text: max. 125 characters incl. emojis
- Hashtags: 10 – 20 suitable to the content
- Linking to your Instagram account

Price per entry 990.– €*



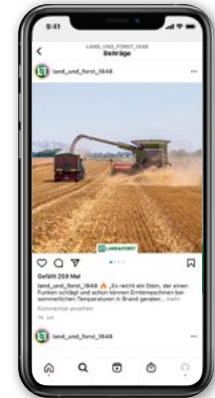
Story Ad

- Direct link to your website or product your product
- Direct interaction with users
- Online for 24 hours
- Monday – Friday

File specifications

- File type: JPG or PNG
- Aspect ratio: 9 x 16
- Resolution: 1080 x 1920 pixels
- Photo: min. 1 image, max. 3 images
- Link: to your account account + website/product

Price per entry 990.– €*



*Rates in € plus statutory VAT. ■ Rates without production costs and campaign budget. ■ July 2023

LAND & FORST is also a constant on Facebook when agricultural content and target groups are the focus of your advertising activities.

With a **sponsored post**, you can promote pretty much any format of your business:

- Text posts
- Images
- Videos
- Events
- Offers
- Linking to your website

Photo Ad

Direct viewers to your target website with high-quality visuals.

Specifications

- Solution: 1200x1200 Pixel, max 150 KB
- Link to the fanpage
- Primary text ideally 100 characters
- Requested Emojis
- Optional: Link to the product/website

Price per entry 440.– €*



Video Ad / Reel

Present product features and engage viewers with sound and moving images.

Spezifikationen

- MP4 or Mov, best max. 3 minutes duration
- Video title
- Video description, requested emojis
- Linking to the landing page, where applicable
- In addition to the video thumbnail in the same format

Price per entry 440.– €*



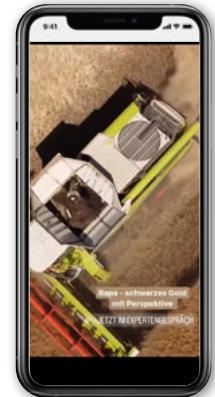
Story Ad

With Story Ads, you can offer your target audience a full-screen immersive format.

Specifications

- Direct link to your website or product
- Direct interaction with users
- Online for 24 hours

Price per entry 540.– €*



Coverage:
31,535 Follower

* All rates in € plus statutory VAT. ■ Prices without production costs and campaign budget ■ Own facebook page must exist.

More than 22,300 subscribers to the LAND & FORST newsletter receive the latest news from agriculture and rural life directly to their mailbox 3 times a week. With an average open rate of 32%, the LAND & FORST-newsletter is well above the standard values.

- Newsletter dispatch on Mondays with the most important news of the new week
- Newsletter dispatch on Wednesdays with the latest topics from the print and digital issue.
- Newsletter dispatch on Saturday with the latest news

Performance:
22,311 subscribers
Ø 32% opening rate

Image-text advert

Your ad is directly integrated and thus acts as a fixed editorial component of the newsletter.

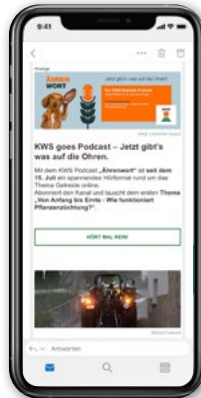
Specifications

- Topic: max 62 characters (incl. spaces)
- Teaser text: max. 250 characters (incl. spaces)
- Image as JPEG, 600x240 Pixel
- Image source/Copyright
- Call-to-Action Button: max. 25 characters (incl. spaces)

Rate 600.– €*

1st display position

Rate 660.– €*



Stand Alone Newsletter

This exclusive newsletter is an attention-grabbing form of advertising where we send your information in the LAND & FORST-presentation to our newsletter subscribers.

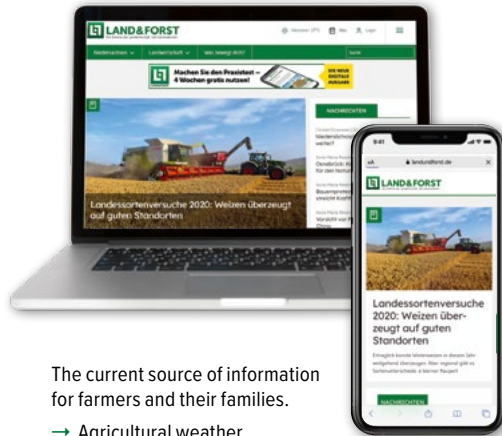
Specifications

- Newsletter subject
- Customers logo
- Graphic elements: max. 960 px width, height customizable
- Textual material
- Linking to the product/website

Rate 2,690.– €*



* All rates in € plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and conditions of business apply.



The current source of information for farmers and their families.

- Agricultural weather at a glance
- Detailed information on agricultural policy, animals, plants, agricultural technology, etc.
- Top themes from 9 Lower Saxonia regions
- News, videos and image galleries

340,757 Visits / month
459,909 Page Impressions / month

Advertorial

The advertorial at LAND & FORST is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

You can place the advertorial on the start page or in one of the categories.

Advertorial	Rate
4 weeks runtime	990.- €*
Additional options	
as "Branded Content" at facebook	380.- €*
as Image-Text-Advert in the LAND & FORST-Newsletter	380.- €*

* Rate only in addition with an Advertorial. Linking on the advertorial.

Specifications:

Teaser

- Article teaser image: Format 5:2 (2000 x 800 Pixel)
- Title: max. 65 characters
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

- Image broad top: Format 5:2 (2000 x 800 Pixel)
- Images in text: Format 3:2 (2000 x 1333 Pixel)
- Advertorial text (Recommendation): 3,500 – 4,000 characters (incl. spaces)
- Linking

Example Advertorial-Teaser



Example Advertorial-Text

ADVERTORIAL | Michelin Reifenwerke | am Sonntag, 01.09.2019 - 07:55
Herbstaktion für KLEBER Landwirtschaftsreifen

Machen Sie mit bei der KLEBER Herbstaktion und sichern Sie sich starke Prämien und verlässliche neue KLEBER Landwirtschaftsreifen.

Der Prämienherbst nähert sich: die beste Zeit, KLEBER Reifen zu kaufen!

© Michelin Reifenwerke AG & Co. KGaA

Vom **01.09. bis 31.10.2019** erhalten Sie für je zwei KLEBER Landwirtschaftsreifen des gleichen Profils und der gleichen Dimension (außer Schläuche!) folgende Treueprämien:

- 200 € zzgl. Mehrwertsteuer für Dimensionen größer 30 Zoll (für je 2 Reifen, außer Schläuche)
- 100 € zzgl. Mehrwertsteuer für Dimensionen kleiner oder gleich 30 Zoll (für je 2 Reifen, außer Schläuche)

So einfach ist es, die Treueprämie zu erhalten:

Kaufen Sie mindestens zwei KLEBER Landwirtschaftsreifen (außer Schläuche!) im Aktionszeitraum

We recommend our Advertorial Package*

+
 +
 = 1,750.- €*

Advertorial Image-text-advert in the newsletter Facebook-Post

Standard formats also possible as Ad Bundle	ROS-CPM (all users)	Targeting-CPM (Target groups)	Desktop	Tablet	Mobile
1 Leaderboard (728 x 90 px)	26.– €	42.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
2 Skyscraper (120 x 600 px)			<input checked="" type="checkbox"/>	-	-
3 Medium Rectangle (300 x 250 px)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4 Mobile Ad (320 x 100 px)			-	-	<input checked="" type="checkbox"/>
Large-size Image Banners					
5 Halfpage Ad (300 x 600 px)	35.– €	57.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
6 Billboard (900 x 250 px)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Hockey Stick (728 x 90 + 120 x 600 px)	85.– €	105.– €	<input checked="" type="checkbox"/>	-	-
Video					
Video-Ad (550 x 350 px)	50.– €	75.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-

Other special formats available on request.

(☑) = depending on the device resolution

Scale of discount		
Gross amount	> 2,000.– €	5 %
	> 7,500.– €	10 %
	> 15,000.– €	15 %
	> 25,000.– €	20 %
	> 50,000.– €	25 %
	> 75,000.– €	30 %

Glossar:

ROS: Run of Site, campaign is delivered to all readers without target group selection

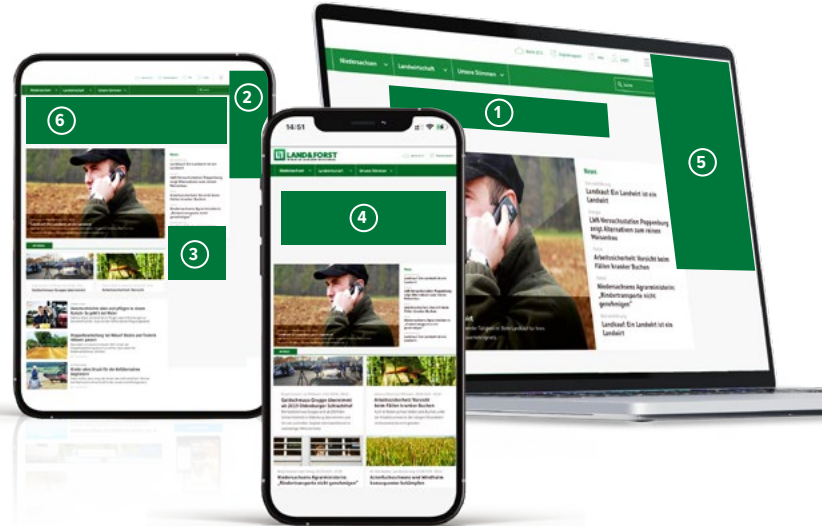
Targeting: Campaign is delivered in rubric to defined target group

Ad Bundle: Any combination of the standard formats, covers all devices.

CPM: Cost per Mille, Price for 1,000 Ad Impressions

Ad Impression: Insertion of advertising

All rates in €, plus statutory VAT, valid for campaigns starting on January 1, 2024





With a clear view over the vast countryside, LAND & FORST is a guide and support in the field and in the stable. A responsibility we take seriously. Since generations. For generations. Our handshake counts and you can rely on our word. In terms of topicality and regionality, LAND & FORST is unbeatable: more than 148,000 readers (source: MAgar 2023) find out everything important about agricultural practice and its environment week after week.

LAND & FORST is Germany's widest-reach agricultural weekly on 50 hectares of agricultural land.

- It reaches **86,1 %** of all farms in Lower Saxony
- Reach of **over 85 %** each for maize and rye farms
- **1st place** in a national comparison for potato and sugar beet farms
- LAND & FORST reaches **80 %** of all poultry farms
- **Leading** in maize
- **Strong** in rape seed and triticale

**LAND & FORST –
The voice of
agriculture.
Since generations.
For generations.**

Cover page

Cover page 2

1/1 page, 4-c	13,694.40 €
1/2 page, 4-c	6,847.20 €
1/3 page, 4-c	5,850.– €

Cover page 3

Classified ads reserved

Cover page 4

1/1 page, 4-c	13,694.40 €
Deadline for advertisements and printing material for cover pages always on Thursdays of the previous week.	

Ads by the millimetre

bw per mm 1 column	8.45 €
2-c per mm 1 column	10.56 €
3-c per mm 1 column	11.58 €
4-c per mm 1 column	12.68 €

Colour impact in the text section under 1/2 page (discountable)

2-c	735.– €
3-c	1,470.– €
4-c	2,205.– €

Deviating prices (no intermediary remuneration)

Ads from agricultural machinery manufacturers

bw per mm 1 column	6.55 €
2-c per mm 1 column	8.19 €
3-c per mm 1 column	8.97 €
4-c per mm 1 column	9.83 €

Box fee Inland and Overseas

(including postage and tax) 12.– €

Mandatory placement requirement 10% premium on the gross advertisement price (discountable)

Discounts in the event of acceptance within one order year

Frequency discount	Volume discount	Price reduction	Bonus
6 ads	1,000 mm	5 %	
12 ads	3,000 mm	10 %	
24 ads	5,000 mm	15 %	
52 ads	8,000 mm	20 %	
	10,000 mm	20 %	1 %
	15,000 mm	20 %	2 %
	20,000 mm	20 %	3 %
	25,000 mm	20 %	4 %
	30,000 mm	20 %	5 %

Inserts, glued-in booklets and bound-in inserts are billed without discount.

Contracts/Discounts

- If a contract exists for a partial issue, this discount is also taken into account for acceptance in the other partial issue.
- If there is a contract for the entire issue, this discount will also be taken into account if it is purchased in both issues.
- The purchase quantities in the various regional sections are not added together to form an overall contract.
- Discounts from the partial issues cannot be taken over for the total issue.

The prerequisite for billing within the framework of an overall allocation (combined rate) is that the formats, motifs, colours and deadlines are identical.

Bonus: From net sales at the end of the contract

Magazine size

220 mm x 300 mm (width x height)

Print space

190 mm x 270 mm (width x height)

Column width


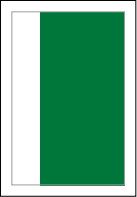
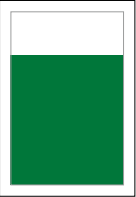
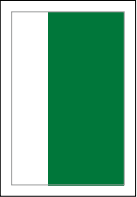
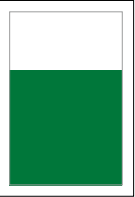

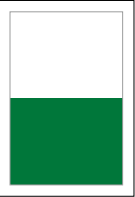
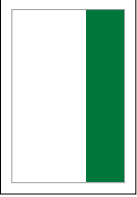
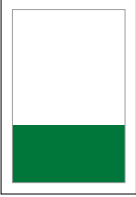
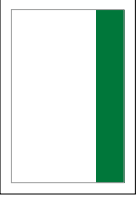
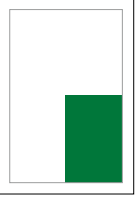
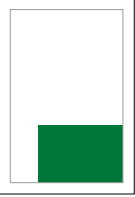
Advertising section (4 columns)	45 mm
Running text (4 columns)	45 mm
Running text (3 columns)	61 mm

Column width (4 column-part of the magazine)

1 column	45 mm
2 columns	93 mm
3 columns	142 mm
4 columns	190 mm

Trimmed ads are only possible on the cover pages.

Standalone text elements

1/1 page  P: 190 × 270 mm	bw 9,126.– € 2-c 11,404.80 € 3-c 12,506.40 € 4-c 13,694.40 €	3/4 page vertical  P: 142 × 270 mm	3/4 page horizontal  P: 190 × 202 mm	2/3 page vertical  P: 125 × 270 mm	2/3 page horizontal  P: 190 × 180 mm	1/2 page vertical  P: 93 × 270 mm	1/2 page horizontal  P: 190 × 135 mm
	bw 6,844.50 € 2-c 8,553.60 € 3-c 9,379.80 € 4-c 10,270.80 €	bw 6,084.– € 2-c 7,603.20 € 3-c 8,337.60 € 4-c 9,129.60 €	bw 4,563.– € 2-c 5,702.40 € 3-c 6,253.20 € 4-c 6,847.20 €				
 P: 61 × 270 mm	1/3 page horizontal  P: 190 × 90 mm	1/4 page 1 column  P: 45 × 270 mm	1/4 page 2 columns  P: 93 × 135 mm	1/4 page 3 columns  P: 142 × 90 mm			
	bw 3,645.– € 2-c 4,380.– € 3-c 5,115.– € 4-c 5,850.– €	bw 2,281.50 € 2-c 3,016.50 € 3-c 3,751.50 € 4-c 4,486.50 €					



P: Print space ■ all formats of width x height. ■ Bleed advertising is possible only on the cover pages with special production reductions (technical details on request) ■ All rates in € plus statutory VAT ■ *Deutscher Landwirtschaftsverlag GmbH* terms and conditions of business apply.

Preferred positionings

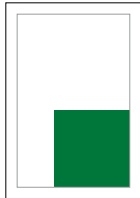
Textual advertisement



P: 61 × 15 mm*

bw 13.50 €***

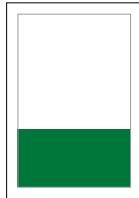
Corner ad



P: 125 × 100 mm*

bw 27.– €***

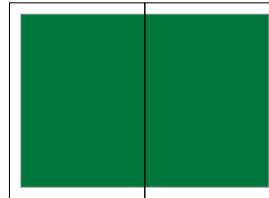
Banner



P: 190 × 90 mm**

bw 40.50 €***

2 × 1/1 Panorama advertisement



P: 400 × 270 mm

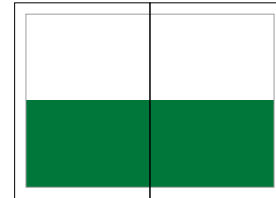
bw 18,252.– €

2-c 22,809.60 €

3-c 25,012.80 €

4-c 27,388.80 €

2 × 1/2 Panorama advertisement



P: 400 × 135 mm

bw 9,126.– €

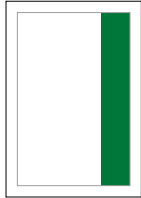
2-c 11,404.80 €

3-c 12,506.40 €

4-c 13,694.40 €

Ad section

1/4 page 1 column



P: 45 × 270 mm

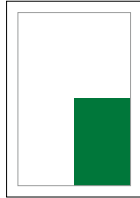
bw 2,281.50 €

2-c 2,851.20 €

3-c 3,126.60 €

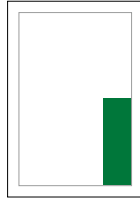
4-c 3,423.60 €

1/4 page 2 columns



P: 93 × 135 mm

1/8 page 1 column



P: 45 × 135 mm

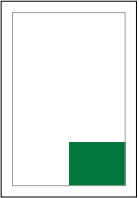
bw 1,140.75 €

2-c 1,425.60 €

3-c 1,563.30 €

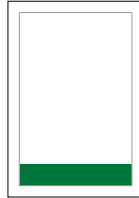
4-c 1,711.80 €

1/8 page 2 columns



P: 93 × 68 mm

1/8 page 4 columns



P: 190 × 34 mm

1/16 page 2 columns



P: 93 × 34 mm

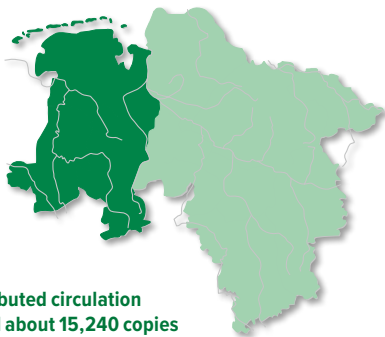
bw 574.60 €

2-c 718.08 €

3-c 787.44 €

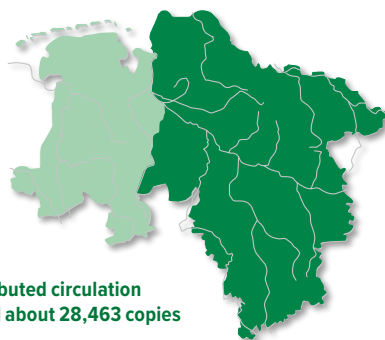
4-c 862.24 €

Weser-Ems



Distributed circulation
round about 15,240 copies

Hannover, Lüneburg, Braunschweig



Distributed circulation
round about 28,463 copies

	Size/Format	Format (print space)		€ bw	€ 2-c	€ 3-c	€ 4-c
		Width in mm	Height in mm				
Cover page	Cover page 2						
	1/1 page	190	270	4,017.60	5,022.–	5,508.–	6,026.40
	1/2 page vertical	93	270				
	horizontal	190	135	2,008.80	2,511.–	2,754.–	3,013.20
	1/3 page vertical	61	270				
	horizontal	190	90	1,606.50	1,961.50	2,316.50	2,671.50
Ad section	Cover page 4						
	1/1 page	190	270	4,017.60	5,022.–	5,508.–	6,026.40
	1/4 page 1 column	45	270				
	2 columns	93	135	1,004.40	1,255.50	1,377.–	1,506.60
	4 columns	190	68				
	1/8 page 1 column	45	135				
	2 columns	93	68	502.20	627.75	688.50	753.30
	4 columns	190	34				

Ads by the millimetre: per mm 1-column: bw: 3.72 €, 2-c: 4.65 €, 3-c: 5.10 €, 4-c: 5.58 €

	Size/Format	Format (print space)		€ bw	€ 2-c	€ 3-c	€ 4-c
		Width in mm	Height in mm				
Cover page	Cover page 2						
	1/1 page	190	270	6,264.–	7,830.–	8,586.–	9,396.–
	1/2 page vertical	93	270				
	horizontal	190	135	3,132.–	3,915.–	4,293.–	4,698.–
	1/3 page vertical	61	270				
	horizontal	190	90	2,502.90	3,012.90	3,522.90	4,032.90
Ad section	Cover page 4						
	1/1 page	190	270	6,264.–	7,830.–	8,586.–	9,396.–
	1/4 page 1 column	45	270				
	2 columns	93	135	1,566.–	1,957.50	2,146.50	2,349.–
	4 columns	190	68				
	1/8 page 1 column	45	135				
	2 columns	93	68	783.–	978.75	1,073.25	1,174.50
	4 columns	190	34				

Ads by the millimetre: per mm 1-column: bw: 5.80 €, 2-c: 7.25 €, 3-c: 7.95 €, 4-c: 8.70 €

Deviating prices (no intermediary remuneration) Ads from agricultural machinery manufacturers per mm 1-column: bw: 4.20, 2-c: 5.25 €, 3-c: 5.75 €, 4-c: 6.30 €

Inserts total circulation 44,000 copies

Weight	Rate per 1,000
up to 25 g	235,- €
ea. additional 5 g	30,- €
Partial insert surcharge	30,- €

Technical information

- Inserts must not be larger than the format 297 × 210 mm and must not have a zigzag fold.
- Inserts must not contain any advertisements by other firms.
- The long side of the insert must always be closed.

Samples for Inserts, bound-in booklets

Before accepting an order, the publisher requires five authentic samples by the deadline for advertisements in the relevant issue.

Deutscher Landwirtschaftsverlag GmbH

Anzeigen "LAND&FORST"
Kabelkamp 6, 30719 Hannover
GERMANY

The authenticity of fulfilment of an order cannot be finally decided upon until the samples have been submitted.

Delivery address for inserts, bound-in booklets

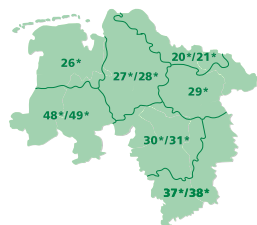
Labelling "LAND&FORST"
C. Beckers Buchdruckerei GmbH & Co. KG
Groß Liederner Str. 34, 29525 Uelzen
GERMANY
Phone +49 581 808-0

Delivery date for inserts, bound-in booklets

Free delivery, at least 7 days before publication date.

Partial Inserts

Postcode area	Circulation
20*/21*	
20001-20779, 21001-21037, 21039-21170, 21202-21449, 21522-21522, 21601-21789	3,700
26*	
26001-26969	6,381
27*/28*	
27201-27478, 27499-27499, 27501-27580, 27607-27809, 28001-28779, 28784-28879	8,156
29*	
29201-29399, 29431-29699	4,448
30*/31*	
30001-30989, 31002-31868	6,878
37*/38*	
37001-37194, 37197-37199, 37401-37649, 37689-37691, 37697-37699, 38001-38479, 38501-38729	5,281
48*/49*	
48442-48465, 48478-48480, 48486-48488, 48497-48531, 49001-49459, 49551-49849	8,859



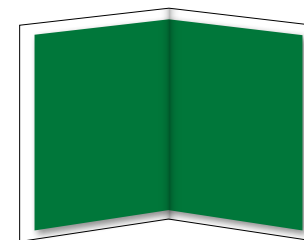
Partial insertion is possible in the following postcode areas (Lower Saxony).
Calculation per 1000 copies started.

Bound-in Booklets

Size	Weight	Rate
4 pages	up to 20 g	13,689,- €
8 pages	up to 40 g	18,252,- €
More than 8 pages, more than 40 g: Rates on request		

Technical information

- Bound-in booklets have to be delivered folded and uncut
- Booklet format (= final format): 220 mm × 300 mm
Folder incl. bleed (folded) 230 mm × 313 mm
Folder incl. bleed 455 mm × 313 mm
 - 7 mm head trim
 - 5 mm foot trim
 - 5 mm outside trim (5 mm trim page 1+2, 10 mm trim page 3+4)
- Delivery in print run plus 4% subsidy
- Occupancy only total circulation
- Under certain production-related conditions, the right to publication in a subsequent issue is reserved
- Adhesive on bound-in insert: On request with sample



Issue	Publication date	Advertising deadline	Topic	Country variety trials	Crop protection	
January	1	05.01.2024			Variety trials sugar beet + organic sugar beet	
	2	11.01.2024	05.01.2024	Grain drying and storage	Internationale Grüne Woche Berlin 19. – 28.01.2024	Variety trials grain legumes, organic oats
	3	18.01.2024	12.01.2024	Manure technology	Landwirtschaftsmesse Ostfriesland in Aurich 24. – 26.01.2024	Variety trials oats, organic lupines
	4	25.01.2024	19.01.2024	Cattle		Variety trials Organic summer wheat, summer feed barley, energy beets
February	5	01.02.2024	26.01.2024	Special: Contractors	AGRAR Unternehmertage Münster 06. – 09.02.2024	Variety trials table potatoes, variety trials summer malting barley
	6	08.02.2024	02.02.2024	Drainage		Weed control in winter cereals, Variety trials organic soy
	7	15.02.2024	09.02.2024	Organic farming, pigs, animal health poultry		Variety trials starch potatoes, potato dressing
	8	22.02.2024	16.02.2024	Dairy cattle feeding, grassland maintenance		Crop protection grassland
	9	29.02.2024	23.02.2024	Tractors and accessories		
March	10	07.03.2024	01.03.2024	Potatoe cultivation, piglets		Insecticide use in winter rape
	11	14.03.2024	08.03.2024	Sugarbeet cultivation		Weed control in sugar beet, growth regulator in wheat
	12	21.03.2024	15.03.2024	Maize cultivation, stable climate and stable hygiene, Special edition „Made for Niedersachsen“		Growth regulator in winter barley, winter rye and triticale
	13	28.03.2024	22.03.2024	Well construction		Insecticide use in sugar beets

Issue	Publication date	Advertising deadline	Topic	Country variety trials	Crop protection	
April	14	05.04.2024	27.03.2024	Renewable energies		Weed control in potatoes, fungicide use in winter wheat
	15	11.04.2024	05.04.2024	Sweepers, cattle stalls		Fungicide use in spring barley, weed control in maize, growth regulators in spring cereals
	16	18.04.2024	12.04.2024	Feeding technology for pigs		Plant protection equipment technology
	17	25.04.2024	19.04.2024	Sprinkling		Insecticide use in potatoes
May	18	03.05.2024	26.04.2024	Piglets, use of silage additives		Insecticides in grains
	19	10.05.2024	03.05.2024	Organic farming, shed construction		Insecticides in asparagus
	20	16.05.2024	10.05.2024	High pressure cleaner		Leaf blight control in potatoes
	21	24.05.2024	17.05.2024	Animal health pigs		
	22	30.05.2024	24.05.2024	Milking technology	Landwirtschaftsmesse Aurich 07. – 09.06.2024	Herbicide use in asparagus
June	23	06.06.2024	31.05.2024	Combine harvesters	DLG-Feldtage, Gut Brockhof, Erwitte/Lippstadt (NRW) 11. – 13.06.2024	Alternaria control in potatoes
	24	13.06.2024	07.06.2024	Sugar beet early harvest, poultry		
	25	20.06.2024	14.06.2024	Digitalisation plant cultivation/technics: trends and practice		Fungicide use in asparagus
	26	27.06.2024	21.06.2024	Cultivation of catch crops		Hygiene in grain storage

Issue	Publication date	Advertising deadline	Topic	Country variety trials	Crop protection	
July	27	04.07.2024	28.06.2024	Wheel and telescopic loaders	74. Tarmstedter Ausstellung 12. – 15.07.2024	
	28	11.07.2024	05.07.2024	Manure technolog, dairy cattle farming		Fungicide use in sugar beet
	29	18.07.2024	12.07.2024	Rapeseed sowing, fattening pigs		Weedkilling in potatoes, maize leaf diseases
	30	25.07.2024	19.07.2024	Milk price comparison		Weed control in winter rape
August	31	01.08.2024	26.07.2024	Autumn sowing cereals		Cereal dressing, variety trials winter barley
	32	08.08.2024	02.08.2024	Animal health cattle		Variety trials organic winter barley, pest control in oilseed rape
	33	15.08.2024	09.08.2024	Potato harvest and storage	LandTageNord, Wüstring 23. – 26.08.2024	Variety trials winter rape, organic triticale, slug control
	34	22.08.2024	16.08.2024	Rodent control, energy crops	NORLA, Rendsburg 29.08. – 01.09.2024	Variety trials winter rye, organic winter rye
	35	29.08.2024	23.08.2024	Renewal energies		Variety trials winter wheat (yields), weed control in winter cereals
September	36	05.09.2024	30.08.2024	Organic farming, sows	Landwirtschaftsmesse Osnabrück 11. – 13.09.2024	Variety trials organic winter wheat, organic winter triticale
	37	12.09.2024	06.09.2024	Animal digitalisation: trends and practice, career and education		Variety trials winter wheat (qualities), fungicide use in rape, variety trials organic spelt
	38	19.09.2024	13.09.2024	Animal health: pigs and poultry	WindEnergy Hamburg 24. – 27.09.2024	Variety trials organic winter wheat (qualities)
	39	26.09.2024	20.09.2024	Cattle fattening		

Issue		Publication date	Advertising deadline	Topic	Country variety trials	Crop protection
October	40	04.10.2024	27.09.2024	Feed mixer wagon, milking technology		
	41	10.10.2024	04.10.2024	Loading trailer, tractor test part 1		
	42	17.10.2024	11.10.2024	Tractor test part 2	Energiemesse Heizen mit Holz, Leese 26. – 27.10.2024 Brockumer Großmarkt 26. – 29.10.2024	Aphid and vector control in grain
	43	24.10.2024	18.10.2024	Tractor test part 3	Vorbericht EuroTier	Variety trials silage maize/energy maize (early)
November	44	01.11.2024	25.10.2024	Municipal technology	Vorbericht EuroTier	Variety trials corn maize
	45	07.11.2024	01.11.2024		EuroTier, Hannover 12. – 15.11.2024	Variety trials silage maize/energy maize (late)
	46	14.11.2024	08.11.2024	Organic farming		
	47	21.11.2024	15.11.2024	Trailers and tippers		Variety trials organic corn maize
	48	28.11.2024	22.11.2024	Special edition „Made for Niedersachsen“	Pferd & Jagd, Hannover 06. – 09.12.2024	Variety trials organic silage maize
December	49	05.12.2024	29.11.2024	Hall construction		
	50	12.12.2024	06.12.2024	Calves		Variety trials organic table potatoes
	51/52	19.12.2024	13.12.2024	Christmas issue/ Year-end issue		Variety trials spring wheat

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