

Media Kit 2024

Germany's leading hunting publisher

- The largest reach in German-speaking countries
- The largest portfolio in the hunting sector
- Individual solutions for your marketing goals



Sustainable hunting,
family and career in
balance – with passion and
full commitment –
this is the **freedom**
we live.

We live in **nature**,
from nature and with
nature. We follow
our **instincts**.
Hunting teaches us
respect for nature
and its creatures.
We are hunters.



PIRSCH

RESPEKT VOR DEM WILDEN. SEIT 1879.*



**Our east.
Our territory.**

unsere Jagd. We love
hunting and **respect nature.**
Our goal is hunting success.
We don't talk, we tackle.
Hunting is not a hobby,
but a **way of life.**

unsere Jagd is us. *unsere Jagd*
is **by hunters for hunters.**
You can rely on our words.
No matter if day or night,
we are **at home in the
hunting ground.**

 **unsere
Jagd**
IM REVIER
ZUHAUSE



Lower Saxony.

The land of hunters. The most exciting
hunting ground
in the word.

Our community is **committed**.

Earthbound and with both **feet** firmly
on the **ground**. A straight face
and clear words. We don't have to
talk much, it's the
content that counts
and we understand each other.

We know how the **wind blows**.
Whether at the **hunt or after**.

We are just on **"on our toes"**.

That's how hunting with the

Niedersächsischer
Jäger works.



The World of Hunting in dlV

Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

Specifications and general data

Contacts



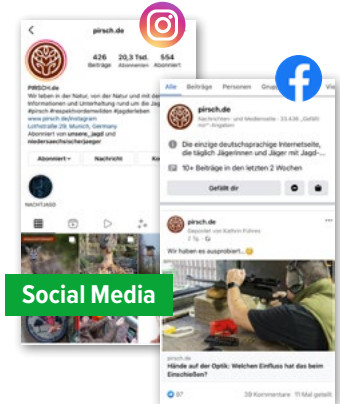
Digital issues



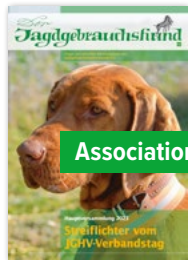
Print magazines



Video



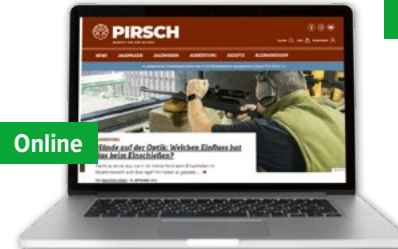
Social Media



Association organ



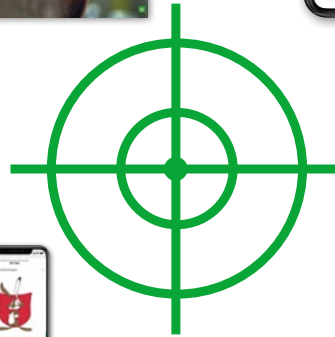
Specials



Online



Newsletter



Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

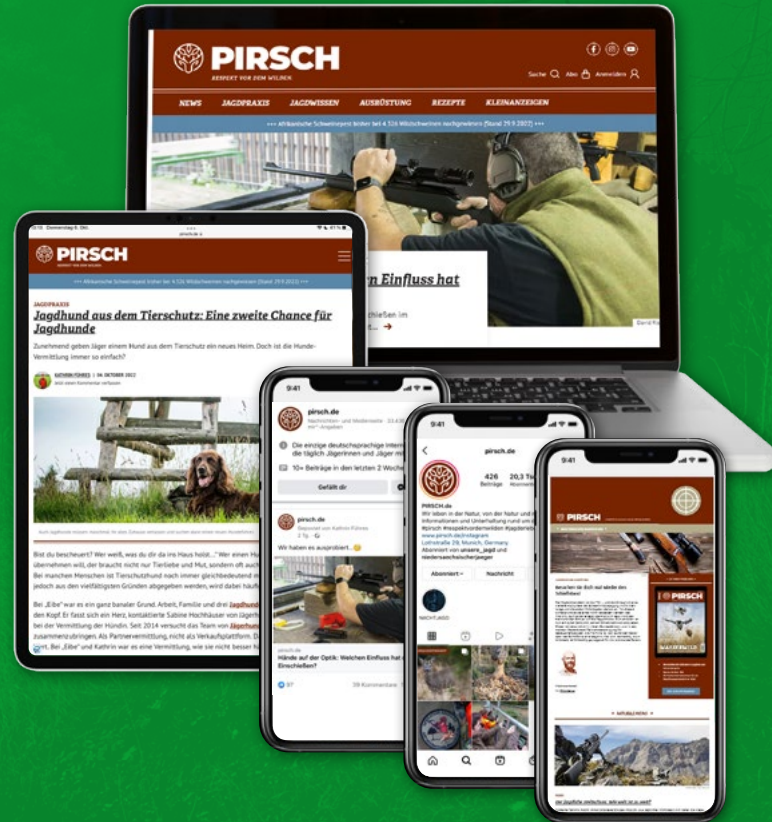
Specifications and general data

Contacts

Online, Social Media, Newsletter

www.pirsch.de is the reach portal of dlV Hunting media and provides you with an attractive platform for achieving your marketing goals.

Here, the user can find specialist information and news and can exchange ideas with other hunters and the editorial team via the social media channels Facebook and Instagram.



Online, Social media and newsletters

Video

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Newsletter



38,000 subscribers*

Opening rate 55 – 65 %

Facebook



41,600 fans*

Instagram



27,200 subscribers*

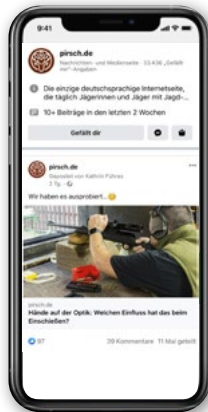
Online



2.0 Mio. page impressions
per month*



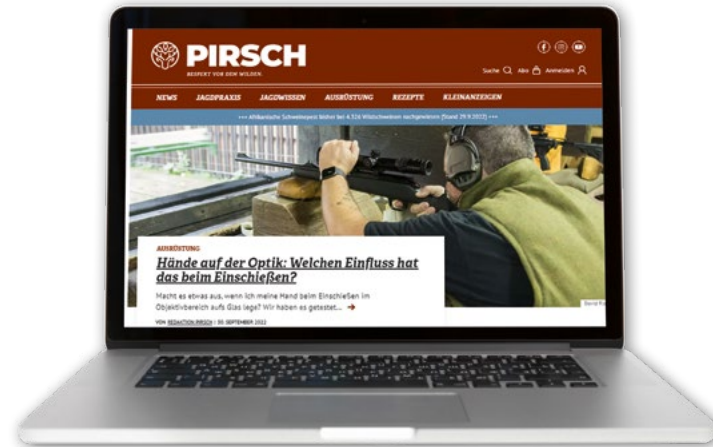
 Newsletter →



 Facebook →



 Instagram →



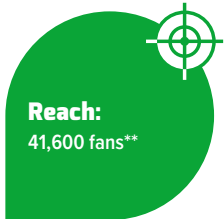
 Online →

pirsch.de is also a constant on Facebook when hunting-related content and target groups are the focus of you advertising activities. More than 41,600** fans follow our social media activities on Facebook.

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

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

Rate 750.– €*



Reach:
41,600 fans**

Images

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

 Specifications →



Video

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

 Specifications →



* All rates in €, plus statutory VAT. ■ **Date: September 2023 ■ Rates excl. production costs and campaign budget. ■ Own Facebook page must be available.

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

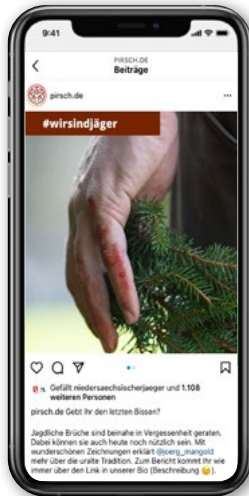
Rate 750.– €*

Reach:
27,200 subscribers**

Photo Ad

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

 Specifications →



Story Ad

Enhance your feed content with ads on Instagram Stories. Use the interactive possibilities of Stories for more attention in your target group.

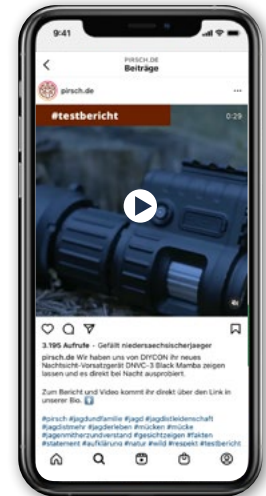
 Specifications →



Video Ad

A video is a visual, immersive experience on Instagram. Convince additionally with visual, acoustic and moving elements.

 Specifications →



* All rates in €, plus statutory VAT. ■ ** Date: September 2023 ■ Rates excl. production costs and campaign budget.

About 38,000 subscribers to the *pirsch.de* newsletter receive the latest hunting news directly to their inbox weekly.

With an average opening rate of 55 – 65%, the hunting newsletter is well above the standard values.

Newsletter/Topic Newsletter

Your ad can be placed in the form of a text article with photo and link or as a banner. Only a maximum of 3 ads will be published in the newsletter to increase the attention for you.

Our newsletters:

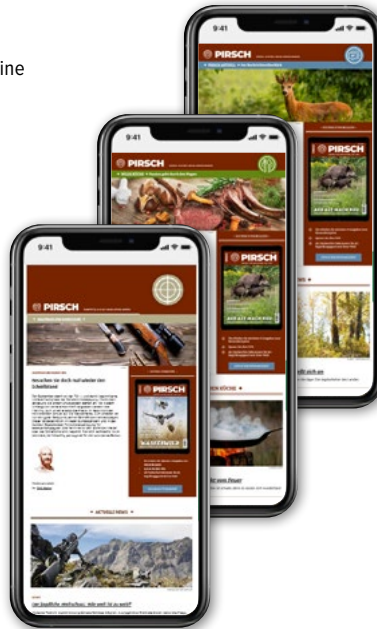
- PIRSCH Aktuell: The news revue
- Wilde Küche: Passion for game cuisine
- Jagdpraxis & f Ausrüstung: Here you can get all the tips you need.

Publication dates:

- PIRSCH aktuell: every 2nd and 4th Tuesday in the month
- Wilde Küche: every 1st Tuesday in the month
- Jagdpraxis & Ausrüstung: every 3rd Tuesday in the month

Rate 990.– €* (1st position)
Rate 850.– €* (2nd - 3rd position)

Specifications →



Stand Alone Newsletter


The Stand Alone Newsletter is an attention-grabbing form of advertising where we send your information to our newsletter subscribers in the *pirsch.de* layout.

Advantages:

- Optimal for complex topics and products in need of explanation, which can be presented in detail
- Exclusive use by you as a customer
- Only one newsletter per week possible

Rate 3,015.– €*

Specifications →



Performance:
 38,000 subscribers**
 Opening rate
 55 – 65%



* All rates in €, plus statutory VAT. ■ ** Date: September 2023 ■ Deutscher Landwirtschaftsverlag GmbH terms and conditions of business apply.



[Online, Social media and newsletters](#)

[Video](#)

[Print magazines](#)

[Association organ](#)

[Specials](#)

[Specifications and general data](#)

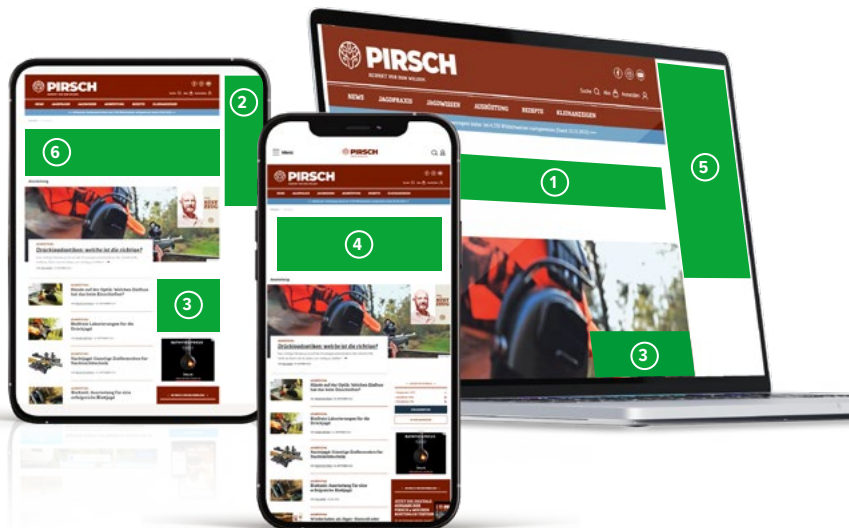
[Contacts](#)

Standard formats also possible as Ad Bundle		Rates per month	Rates per month targeting	Desktop	Tablet	Mobile
1	Leaderboard (728 x 90 px)	1,100.– €	1,650.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2	Skyscraper (120 x 600 px)	1,100.– €	1,650.– €	<input checked="" type="checkbox"/>	–	–
3	Medium Rectangle (300 x 250 px)	1,100.– €	1,650.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (300 x 100 px)	1,100.– €	1,650.– €	–	–	<input checked="" type="checkbox"/>
Large-size Image Banner						
5	Halfpage Ad (300 x 600 px)	1,450.– €	2,175.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
6	Billboard 900 x 250 px)	1,450.– €	2,175.– €	<input checked="" type="checkbox"/>	–	–
	Hockey Stick (728 x 90 + 160 x 600 px)	1,450.– €	2,175.– €	<input checked="" type="checkbox"/>	–	–
	Parallax (310 x 480 px)	on request	on request	–	–	<input checked="" type="checkbox"/>
Video						
	Video-Ad (468 x 263 px)	1,450.– €	2,175.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–

(☑) = depending on the device resolution

Other special formats available on request.

Discount scale		
Gross media value	> 5,000.– €	5%
	> 10,000.– €	10%
	> 25,000.– €	15%
	> 40,000.– €	20%



[i Specifications →](#)



Advertorial

The advertorial at *pirsch.de* is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

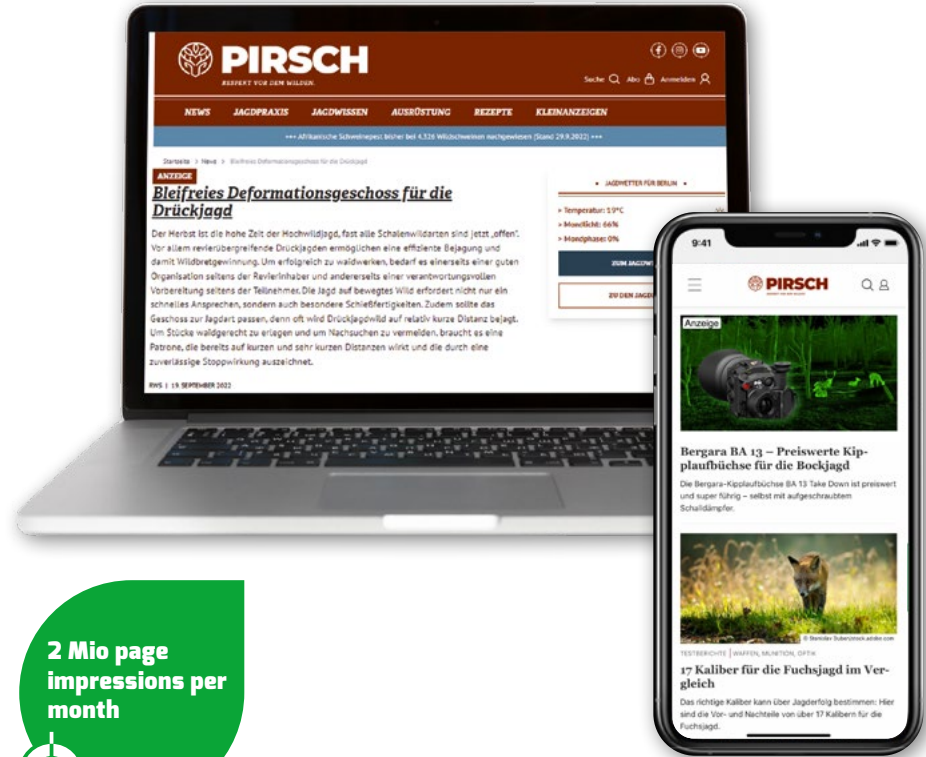
Advertorial teasers are displayed on the home page and in the appropriate sections.

The advertorials are published in the look and feel of the editorial articles on *pirsch.de*.

Advertorial	Rate
4 weeks runtime	1,280.– €
Advertorial additional options	
Creation by the editorial office, incl. images	1,500.– €
Banner in editorial newsletter	525.– €
Post on Facebook about the advertorial	525.– €
Instagram 24 h Swipe up	525.– €
Publication in the digital edition	950.– €

* Price only in combination with advertorial

i Specifications →



2 Mio page impressions per month



[Online, Social media and newsletters](#)

[Video](#)

[Print magazines](#)

[Association organ](#)

[Specials](#)

[Specifications and general data](#)

[Contacts](#)

With the advent calendar we offer you the chance to surprise our readers with a prize of your choice.

We will take care of the entire realisation. All you have to do is organise the dispatch of the prize.

This is what we offer you as a sponsor:

- Door with logo integration and adjustment of your price
- Online reach: promotion of the competition on *pirsch.de*
- Picture/text advert in the *pirsch.de* newsletter (38,000 recipients)
- Facebook post on the PIRSCH account

Package price: only 850.– €*

Specifications

Either quiz:

- short competition question (incl. 1 correct and 2 wrong answers)
- website link to the correct solution on your website

Or memory:

- 4 different picture motifs: JPG 200 x 200 pixels

Newsletter:

- picture of your daily prize: JPG 600 x 240 pixels (w x h)
- text max. 250 pages (incl. spaces)

Facebook:

- 1 picture of your daily prize: JPG 1,200 x 1,200 pixels (w x h), max. 150 KB
- text: max. 100 characters (incl. spaces)
- link to your Facebook account
- text max. 250 pages (incl. spaces)



Sample image

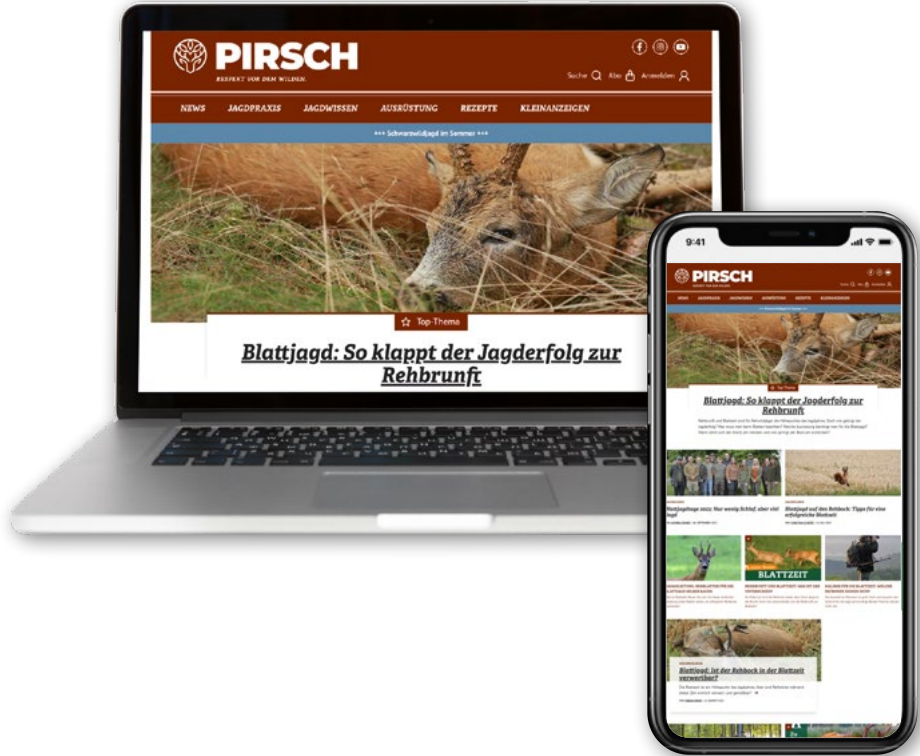
Content Hub

Content hubs offer you editorial environments on a specific practical hunting topic. These are linked on the homepage and give the user a comprehensive overview of all relevant articles on a topic.

Use this environment to specifically address your target group.

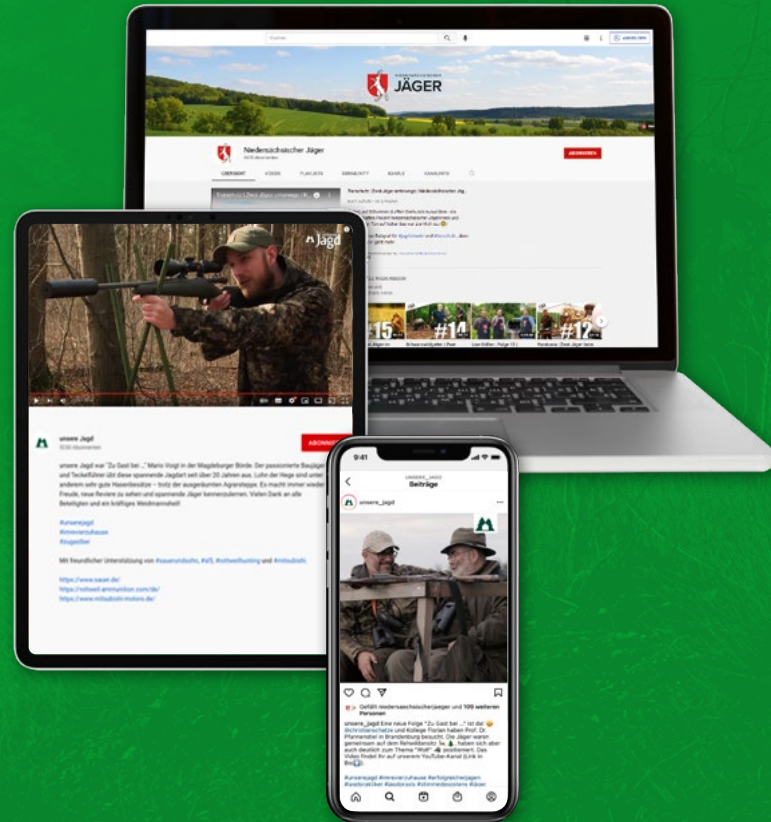
Advertorial	Rate
4 weeks runtime	1,280.– €
Online-Banner	
4 weeks runtime	1,100.– €
Annual partnership	3,950.– €

 Specifications →



Video-Formats

The dlV hunting media are also active in the field of moving images. Whether in their own hunting grounds or visiting experts, hunting rings and exciting personalities – in our various video series, the viewer is taken very closely hunting and everyday hunting life.



What makes Lower Saxony and its hunters special?

The video series of the *Niedersächsischer Jäger* is about about the hunters in Lower Saxony. Our editorial team is active in hunting grounds, hunting associations, at regional companies and extraordinary personalities.

What are the challenges facing hunters in Lower Saxony? What makes them special?

The focus is on our community, their everyday hunting everyday life and activities, their voluntary work.

Be present in our media with cross-media video series.

Video

20,000 YouTube-subscribers*

3.6 Mio Views*

i YouTube →

Online & Social Media

16,800 followers on Instar*

i Instagram →

i Online →

Premium Partnership

- Logo insertion or brand mention in the credits of the videos
- Mention in the video description on YouTube
- Product placement within the episodes
- One special episode included
- Integration into the cross-media advertising

The premium partnerships are limited. No advertising is shown in the videos, which is controlled by YouTube, but only focussed on the premium partnership.

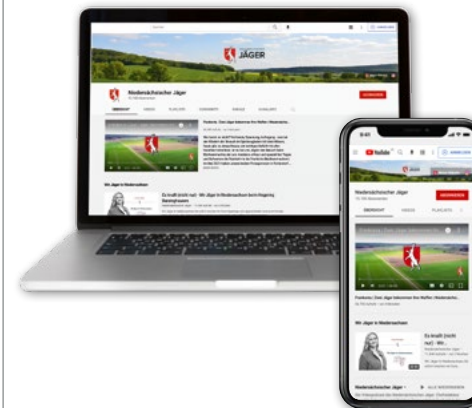
Special episode

- Conception of a video in coordination of editorial office and customer
- Product placements in the video
- Logo insertion in the credits, naming in the video description on YouTube
- Integration of the video into the YouTube channel
- Episode is branded as a special episode
- Cross-media advertising in the episode

Product placements

- Product placement in the video
- Logo insertion in the credits, mention of the video description on YouTube

Rates on demand



i Please order factsheets here →

How do I become even more successful in the hunt?

In **“Zu Gast bei...”** Florian Standke and Christian Schätze from *unsere Jagd* set off to foreign hunting grounds and go hunting with experts all over Germany. In this video series, you can follow the two on their adventures and get to know regional customs, hunting grounds and their peculiarities.

In **“Unser Revier”** everything revolves around the uJ's own hunting ground: How do you set it up, what peculiarities are to be observed in the hunting ground and what special features does the editorial hunting ground have?

Be present in our media with our hunting video series.

Video

12,800 YouTube-subscribers*

2.7 Mio. Views*

[YouTube](#) →

Social Media

6,900 Follower on Instagram*

[Instagram](#) →

[Online](#) →

Premium Partnership

- Logo insertion or brand mention in the credits of the videos
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Rates on demand



[Please order factsheets here](#) →

Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

Specifications and general data

Contacts

Presenter-Ad



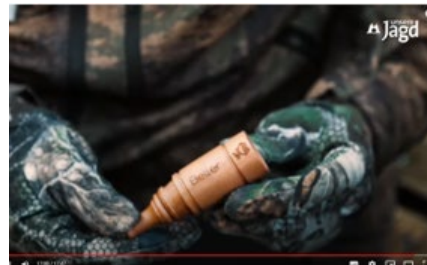
Instream-Banner

Rate 2,500.– €



Rate 1,500.– €

Example for product placement



Print Magazines

The hunting magazines *unsere Jagd* and *PIRSCH* are among the highest-circulation magazines in the special interest hunting sector.

Together with *Niedersächsischer Jäger*, they achieve a paid circulation of around 68,000 copies and cover the German-speaking region thanks to their different regionalities.



Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

Specifications and general data

Contacts



Hunting Magazine


PIRSCH

Year: 76, 2024

Frequency: 22 issues per year

Circulation area:

Southern and western Germany,
Switzerland, Austria

Distributed circulation: 25,793 copies  2/2023

Sold circulation: 25,461 copies

Subscription rate: 149.– €

ISSN: 1437-4420



Hunting Magazine


unsere Jagd

Year: 74, 2024

Frequency: monthly

Circulation area:

Eastern Germany

Distributed circulation: 29,401 copies  2/2023

Sold circulation: 28,810 copies

Subscription rate: 86.– €

ISSN: 0566-2621



Hunting Magazine


Niedersächsischer Jäger

Year: 69, 2024

Frequency: 22 issues per year

Circulation area:

Lower Saxonia and Bremen

Distributed circulation: 14,141 copies  2/2023

Sold circulation: 13,986 copies

Subscription rate: 129.– €

ISSN: 0048-0339

Publication Dates

Online, Social media and newsletters		Video		Print magazines		Association organ		Specials		Specifications and general data		Contacts	
PIRSCH				unsere Jagd			JÄGER						
Month	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline	
January	1	03.01.2024	11.12.2023	1	27.12.2023	27.11.2023	1	03.01.2024	11.12.2023	2	17.01.2024	21.12.2023	
	2	17.01.2024	21.12.2023				2	07.02.2024	16.01.2024	3	07.02.2024	16.01.2024	4
February	3	07.02.2024	16.01.2024	2	30.01.2024	02.01.2024	3	07.02.2024	16.01.2024	4	21.02.2024	30.01.2024	
	4	21.02.2024	30.01.2024				4	06.03.2024	13.02.2024	5	06.03.2024	13.02.2024	6
March	5	06.03.2024	13.02.2024	3	27.02.2024	29.01.2024	6	20.03.2024	27.02.2024	7	03.04.2024	11.03.2024	
	6	20.03.2024	27.02.2024				7	03.04.2024	11.03.2024	8	17.04.2024	21.03.2024	
April	7	03.04.2024	11.03.2024	4	26.03.2024	26.02.2024	8	17.04.2024	21.03.2024	9	08.05.2024	15.04.2024	
	8	17.04.2024	21.03.2024				9	08.05.2024	15.04.2024	10	29.05.2024	02.05.2024	11
May	9	08.05.2024	15.04.2024	5	30.04.2024	25.03.2024	10	29.05.2024	02.05.2024	11	12.06.2024	16.05.2024	
	10	29.05.2024	02.05.2024				11	12.06.2024	16.05.2024	12	03.07.2024	11.06.2024	13
June	11	12.06.2024	16.05.2024	6	28.05.2024	25.04.2024	12	03.07.2024	11.06.2024	13	17.07.2024	25.06.2024	
	12	03.07.2024	11.06.2024				13	17.07.2024	25.06.2024	14	07.08.2024	16.07.2024	15
July	13	17.07.2024	25.06.2024	7	25.06.2024	27.05.2024	14	07.08.2024	16.07.2024	15	21.08.2024	29.07.2024	
	14	07.08.2024	16.07.2024				15	21.08.2024	29.07.2024	16	11.09.2024	20.08.2024	17
August	15	21.08.2024	29.07.2024	8	30.07.2024	01.07.2024	16	11.09.2024	20.08.2024	17	02.10.2024	10.09.2024	
	16	11.09.2024	20.08.2024				17	02.10.2024	10.09.2024	18	16.10.2024	23.09.2024	19
September	17	02.10.2024	10.09.2024	9	27.08.2024	29.07.2024	18	16.10.2024	23.09.2024	19	06.11.2024	15.10.2024	
	18	16.10.2024	23.09.2024				19	06.11.2024	15.10.2024	20	20.11.2024	28.10.2024	21
October	19	06.11.2024	15.10.2024	10	24.09.2024	26.08.2024	20	20.11.2024	28.10.2024	21	04.12.2024	12.11.2024	
	20	20.11.2024	28.10.2024				21	04.12.2024	12.11.2024	22	18.12.2024	25.11.2024	
November	21	04.12.2024	12.11.2024	11	29.10.2024	30.09.2024	22	18.12.2024	25.11.2024				
	22	18.12.2024	25.11.2024										
December	21	04.12.2024	12.11.2024	12	26.11.2024	28.10.2024	21	04.12.2024	12.11.2024	22	18.12.2024	25.11.2024	
	22	18.12.2024	25.11.2024										

Online, Social media and newsletters

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Specifications and general data

Contacts

Standalone text elements

1/1 page



P: 184 × 270 mm
B: 210 × 297 mm

1/2 page horizontal



P: 184 × 135 mm
B: 210 × 150 mm

1/2 page vertical



S: 90 × 270 mm
B: 103 × 297 mm

1/3 page horizontal



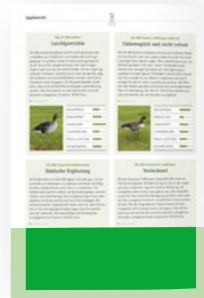
P: 184 × 90 mm
B: 210 × 105 mm

1/3 page vertical



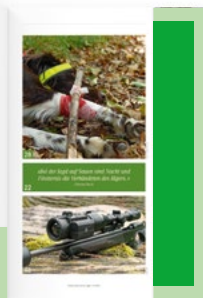
P: 58 × 270 mm
B: 71 × 297 mm

1/4 page horizontal



P: 184 × 67 mm
B: 210 × 82 mm

1/4 page vertical



S: 43 × 270 mm
B: 56 × 297 mm

1/4 page 2 columns



P: 90 × 135 mm

1/8 page 2 columns



P: 90 × 67 mm

[Online, Social media and newsletters](#)
[Video](#)
[Print magazines](#)
[Association organ](#)
[Specials](#)
[Specifications and general data](#)
[Contacts](#)
PIRSCH or unsere Jagd

Formats	bw	2-c/3-c	4-c
1/1 page	3,380.– €	5,173.– €	6,426.– €
1/2 page	1,690.– €	2,586.50 €	3,213.– €
1/3 page	1,127.– €	1,724.– €	2,142.– €
1/4 page	845.– €	1,293.– €	1,606.50 €
1/8 page	422.50 €	647.– €	803.– €
Cover page 2/4			7,069.– €

Niedersächsischer Jäger

Formats	bw	2-c/3-c	4-c
1/1 page	3,089.– €	3,704.– €	4,320.– €
1/2 page	1,544.50 €	1,852.– €	2,160.– €
1/3 page	1,030.– €	1,235.– €	1,440.– €
1/4 page	772.– €	926.– €	1,080.– €
1/8 page	386.– €	463.– €	540.– €
Cover page 2/4			4,752.– €

Classified business advertisement (minimum format 15 mm/1 column)

Formats	PIRSCH/unsere Jagd	Niedersächsischer Jäger
bw per mm 1 column	2.75 €	2.47 €
2-c/3-c per mm 1 column	3.03 €	2.72 €
4-c per mm 1 column	3.57 €	3.21 €

Discounts in the event of acceptance within one order year**PIRSCH, unsere Jagd, Niedersächsischer Jäger**

Frequency discount	Volume discount	Price reduction
–	1 page	3%
3 ads	3 pages	5%
6 ads	6 pages	10%
12 ads	9 pages	15%
22 ads	12 pages	20%

Less 15% combination discount
if you book at least two titles of **PIRSCH, unsere Jagd, Niedersächsischer Jäger, Der Jagdgebrauchshund:**

15% Combination discount**Magazine size:** 210 mm × 297 mm (width × height)**Print space:** 184 mm × 270 mm (width × height)**Print space advertising section:**
184 mm × 252 mm (width x height)**Column width**

Textual part (3 columns)	58 mm
Textual part (4 columns)	43 mm
Running text (4 columns)	43 mm

Box fee inland and overseas 12.– €

Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

Specifications and general data

Contacts

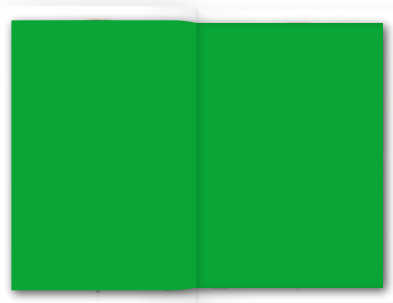
Bound-in booklets – PIRSCH, unsere Jagd

Format	Weight	Rate
2 pages (DINA4)	up to 10 g	5,408.– €
4 pages	up to 15 g	6,760.– €
8 pages	up to 20 g	9,295.– €
12 pages	up to 25 g	10,985.– €
16 pages	up to 30 g	12,675.– €

Bound-in booklets – Niedersächsischer Jäger

Format	Weight	Rate
4 pages	up to 15 g	4,320.– €

i Specifications →



Inserts – PIRSCH, unsere Jagd, Niedersächsischer Jäger

Weight	Rate per 1,000*
up to 25 g	143.– €
up to 30 g	163.– €
ea. additional 5 g	11.– €

*Postal distribution fees are included.
Changes within the scope of the Postgebührenordnung reserved.

i Specifications →



Tip-on advertisement – PIRSCH, unsere Jagd, Niedersächsischer Jäger

Format	Rate per 1,000*
Standard postcard	87.– €
Tip-on, booklet up to 25 g	97.– €

*Postal distribution fees are included.
Changes within the scope of the Postgebührenordnung reserved.

i Specifications →



Association Organ

Der Jagdgebrauchshund is the official newsletter of the German Hunting and Utility Dog Association (Jagdgebrauchshundverband e.V.). With more than 7,500 copies, it reaches the multipliers of the hunting scene.





Association organ
Der Jagdgebrauchshund
 Year: 60, 2024
 Frequency: monthly
 Circulation area:
 Germany

Distributed circulation: 7,723 copies
Sold circulation: 7,539 copies
 Distribution statistics 2/2023
Subscription rate: 52.– €
ISSN: 0021-3942

Der Jagdgebrauchshund

Format	bw	2-c/3-c	4-c
1/1 page	1,512.– €	1,922.– €	2,106.– €
1/2 page	756.– €	961.– €	1,053.– €
1/3 page	504.– €	641.– €	702.– €
1/4 page	378.– €	480.50 €	526.– €
Cover page 2/4			2,106.– €

Classified business advertisements

Format	Der Jagdgebrauchshund
bw per mm 1 column	1.40 €
2-c/3-c per mm 1 column	1.78 €
4-c per mm 1 column	1.95 €

Discounts in the event of acceptance within one order year

Frequency discount	Volume discount	Price reduction
–	1 page	3 %
3 ads	3 pages	5 %
6 ads	6 pages	10 %
12 ads	9 pages	15 %
–	12 pages	20 %

Inserts on demand

Magazine size: 204 mm × 292 mm (width × height)

Print space: 184 mm × 270 mm (width × height)

Column width: Textual part (4 columns)

Running text (4 columns)

Box fees inland and overseas 12.– €

43 mm
 43 mm

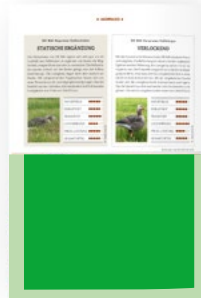
Standalone text elements

1/1 page



P: 184 × 270 mm
B: 210 × 297 mm

1/2 page horizontal



P: 184 × 135 mm
B: 210 × 150 mm

1/2 page vertical



S: 90 × 270 mm
B: 103 × 297 mm

1/3 page horizontal



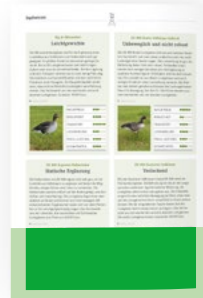
P: 184 × 90 mm
B: 210 × 105 mm

1/3 page vertical



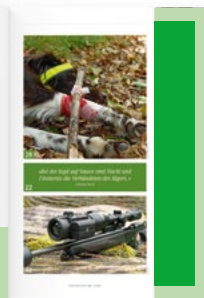
P: 58 × 270 mm
B: 71 × 297 mm

1/4 page horizontal



P: 184 × 67 mm
B: 210 × 82 mm

1/4 page vertical



P: 43 × 270 mm
B: 56 × 297 mm

1/4 page 2 columns



P: 90 × 135 mm

1/8 page 2 columns



P: 90 × 67 mm

[Online, Social media and newsletters](#)
[Video](#)
[Print magazines](#)
[Association organ](#)
[Specials](#)
[Specifications and general data](#)
[Contacts](#)


Month	Issue	Publication date	Advertising deadline
January	1	10.01.2024	11.12.2023
February	2	10.02.2024	10.01.2024
March	3	09.03.2024	09.02.2024
April	4	10.04.2024	11.03.2024
May	5	10.05.2024	10.04.2024
June	6	11.06.2024	10.05.2024
July	7	10.07.2024	10.06.2024
August	8	10.08.2024	10.07.2024
September	9	10.09.2024	09.08.2024
October	10	10.10.2024	10.09.2024
November	11	09.11.2024	10.10.2024
December	12	10.12.2024	11.11.2024

Specials

Our attractive special magazines on hunting topics are published at irregular intervals.

Use our special issues, booklets and product magazines in the practical pocket format to place your advertising on a topic-specific basis and precisely target your audience.



ÜSTUNG
besser: Nachtsicht-
wärmebildtechnik?

PRAXIS
& Tricks für
zwildjäger

Behutsam
trotzdem Stre...



WASSERWILDE
WERBAUF ES BEI DER
BEACHTUNG ANZUSICHTEN

SCHWARZWILD
GANZHEITLICH
VERWERTEN

HUNDE
JAGD IM WINTER

Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

Specifications and general data

Contacts



Aufgespürt is the product magazine for hunters and with an edition of 150,000 copies unique in Germany.

The magazine appears twice a year and is enclosed with the magazines *PIRSCH*, *unsere Jagd*, *Niedersächsischer Jäger*, *Der Jagdgebrauchshund* and *LAND & FORST*, as well as being published on pirsch.de and jagdundhund.de.

In parallel, we inform our readers about the highlights of the issue in our standalone newsletter.

With *Aufgespürt* we offer a tailor-made concept for your sales success in a practical poket format.

Product placement, advertisement or advertorial?
You decide!

Magazine format: 168 mm × 223 mm (W × H)

Type area: 143 mm × 193 mm (W × H)

Column width

Ad section (4 columns): 27 mm

Dates:

Spring/Summer:

Publication date: 17.04.2024

Advertising deadline: 15.02.2024

Fall/Winter:

Publication date: 16.10.2024

Advertising deadline: 21.08.2024

i Aufgespürt 2/2023 you can find here →

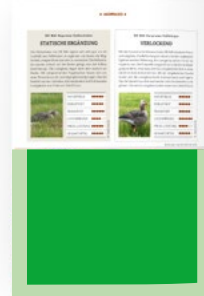
Standalone text elements

1/1 page



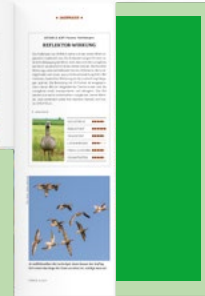
P: 143 × 193 mm
B: 168 × 223 mm

1/2 page horizontal



P: 143 × 96,5 mm
B: 168 × 111,5 mm

1/2 page vertical

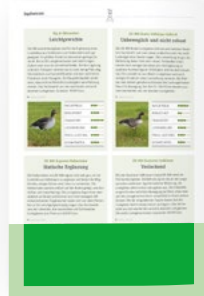


P: 69,5 × 193 mm
B: 84,5 × 223 mm

Formats/Rates:

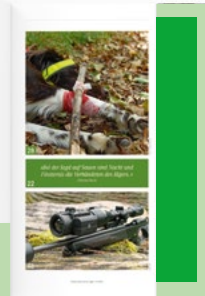
1/1 page 4-c	4,850.– €
1/2 page 4-c	2,425.– €
1/3 page 4-c	1,616.– €
1/4 page 4-c	1,215.50 €
1/8 page 4-c	606.25 €
Product placements	890.– €
Luxury foods	280.– €
Advertorials	on request

1/4 page horizontal



P: 143 × 40 mm
B: 168 × 55 mm

1/4 page vertical



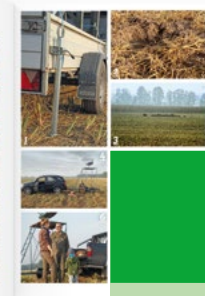
P: 27 × 193 mm
B: 42 × 223 mm

1/4 page 2 columns

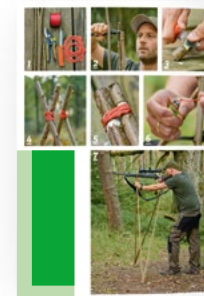


P: 69,5 × 96,5 mm
B: 84,5 × 111,5 mm

corner ad



1/8 page vertical



P: 27 × 96,5 mm
B: 42 × 111,5 mm

1/8 page



P: 69,5 × 40 mm
B: 84,5 × 55 mm

corner ad

What else do we have to offer?

Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

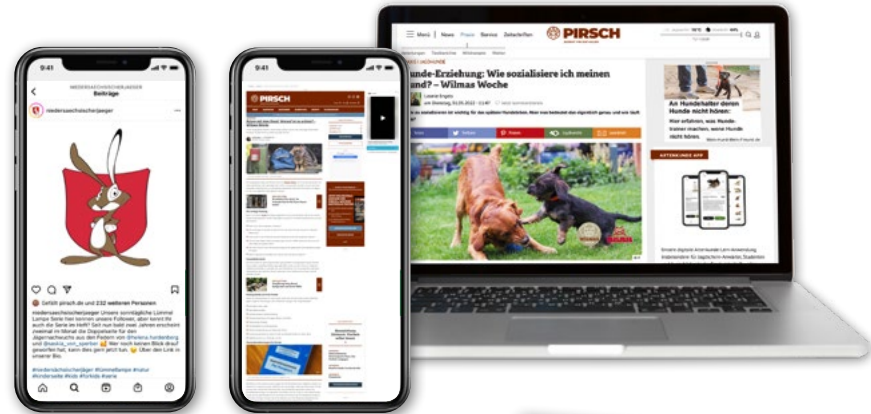
Specifications and general data

Contacts

Our attractive specials on hunting topics appear at irregular intervals.

- Specials
- Pocket and wall calendars for the hunting year
- Content series in the social media, such as “Lümmel Lampe” for the youngest and blogs on our range portal pirsch.de such as “Wilmas Woche”.

Through the respective thematic focus, we offer the ideal environment for your advertising with as little wastage as possible. More detailed information such as prices, publication dates and topics are available on request.



Facebook (page 8)

Image

- Image: 1200 x 1200 Pixel; max. 150 KB
- Link to the fanpage
- Text: the shorter the better, ideal 100 characters
- Requested Emojis
- Optional: Linking to the landing page

Video

- MP4 or Mov, 3 min. optimal
- Video title
- Video description, requested Emojis
- Linking to the landing page, where applicable
- In addition to the video thumbnail in the same format

Instagram (page 9)

Photo Ad

- File type JPG or PNG
- Aspect ratio 1x1
- Resolution: 1080x 1080 Pixel
- Primary text max. 125 characters
- Link to your Instagram Profile
- Min. 1 image, max. 10 images
- Requested hashtags

Story Ad

- File type JPG or PNG
- Aspect ratio 9 x 16
- Resolution 1080 x 1920 Pixel
- Min. 1 image, max 3 images

Video Ad

- 9:16 (vertical video) or 16:9 (horizontal video)
- MP4-Format, max. 1 min. duration
- Video title
- Video description, requested Emojis
- In addition to the video thumbnail in the same format

Newsletter (page 10)

Newsletter/Topic newsletter

- Topic: max 60 characters (incl. spaces)
- Teaser text: max. 250 characters (incl. spaces)
- Call-to-Action Button: max. 25 characters (incl. spaces)
- Image source/Copyright
- Image as JPEG, 600 x 200 Pixel
- Link to the website

Stand Alone Newsletter

- Newsletter subject
- Customers logo
- Graphic elements: max. 690 px width, height customizable
- Textual material
- Link to the product/website

Advertorial (page 12)

Teaser

- Article teaser image: Format 3:2, (354 x 177 pixel)
- Title: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

- Article image wide top: Format 5:2 (735 x 360 pixel)
- Images in the text: Format 3:2 (900 x 360 pixel)
- Advertorial text (Recommendation): 1,500 – 2,000 characters (incl. spaces)
- Link to the product/website
- Image source/Copyright

Deutscher Landwirtschaftsverlag GmbH

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Postfach 40 05 80, 80705 München, Germany
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Kabelkamp 6, 30179 Hannover, Germany
Postfach 14 40, 30014 Hannover, Germany
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dlv.hannover@dlv.de, www.dlv.de

Online, Social media and newsletters

Video

Print magazines

Association organ

Specials

Specifications and general data

Contacts

Printing process

PIRSCH, unsere Jagd, Niedersächsischer Jäger

Cover: Sheet-fed offset

Inside section: Web-fed offset

Der Jagdgebrauchshund: Sheet-fed offset

Print profile

www.dlv.de/pirsch

www.dlv.de/Niedersächsischer Jäger

www.dlv.de/unsere Jagd

www.dlv.de/Jagdgebrauchshund

Processing

PIRSCH, unsere Jagd: Adhesive binding

Der Jagdgebrauchshund, Niedersächsischer Jäger:

Wire stitching

Grid

Der Jagdgebrauchshund

The grid width for b/w and 4-c is at max. 60 lines per centimeter

Data transmission

E-mail

File formats

Print-optimised PDF (Standard X1a)

Other file formats or open files available on request only.

Colour images always in CMYK mode (4c)

Resolution at least 300 dpi (600 dpi for ads in bw)

Proof

A colour-true proof is essential and must be sent to the publishers' or printers' before the print run. Without this, we cannot guarantee the quality of printing and accuracy of the advertisement's motif.

Where no proof has been provided, we cannot accept complaints.

Samples for inserts, bound-in booklets, glued-in inserts

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

Deutscher Landwirtschaftsverlag GmbH,
PIRSCH, unsere Jagd, Der Jagdgebrauchshund
Lothstr. 29, 80797 München, Germany

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

Dispatch advice

Deutscher Landwirtschaftsverlag GmbH

Anzeigenabteilung Jagdmedien,

Phone +49 89 12705-367

Delivery date

Inserts, bound-in booklets and glued-in inserts must be delivered by the advertisement deadline of the relevant issue at the least.

Volume of the issue required upon request.

Delivery of the print run plus 3% surcharge.

Delivery address for inserts, bound-in booklets, glued-in inserts

Free delivery with appropriate labelling

“PIRSCH”, “unsere Jagd”, “Niedersächsischer Jäger”:

Vogel Druck und Medienservice GmbH
Leibnizstr. 5, 97204 Höchberg, Germany

Der Jagdgebrauchshund

Free delivery with appropriate labelling

„Der Jagdgebrauchshund“:

Aumüller Druck GmbH & Co. KG,
Hofer Str. 17, Tor 7, 93057 Regensburg, Germany

Technical information Bound-in booklets (page 24)

- Bound-in booklets are to be delivered folded and uncut on PEFC certified paper.
- Format *PIRSCH, unsere Jagd* max. 310 mm height; Magazine format: 210 mm width × 297 mm height
- Head trim 6 mm, tail trim 5 mm, outside trim 5 mm, milled edge 3 mm (Niedersächsischer Jäger upon request)
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone publication.
- Glued insert on the bound-in booklet: Upon request with sample

Technical information Inserts (page 24)

- Inserts must not be larger than the format 200 mm × 287 mm (width × height) in *PIRSCH* or *unsere Jagd* and 202 mm × 292 mm (width × height) in *Niedersächsischer Jäger* and must not have a zigzag fold.
- The long side of the insert must always be closed.
- With special formats, folds or paper weights, it is always necessary to consult the publisher with authentic samples before production.
- Inserts must not contain any advertisements by other firms.
- Partial inserts upon request.

Technical information tip-on advertisement

(page 24)

- Use our tip-on advertisements to make postcards, booklets, product samples, advertisements, CDs or DVDs readily available to your customers.
- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- DVs and CDs require labelling where applicable in accordance with the Jugendschutzgesetz (Young People's Protection Act).
- We will be happy to inform you of placements and all other details. Simply call us.

Pricelists and validity:

PIRSCH:

Pricelist 65, valid from issue 1/2024

unsere Jagd:

Pricelist 36, valid from issue 1/2024

Niedersächsischer Jäger:

Pricelist 61, valid from issue 1/2024

Der Jagdgebrauchshund:

Pricelist 55, valid from issue 1/2024

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 PBNKDEFF

Terms and conditions of business

The terms and conditions of payment and business that may be obtained from the publisher or inspected on 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.

Deutscher Landwirtschaftsverlag GmbH

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 Phone +49 89 12705-1, Fax -335
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[Online, Social media and newsletters](#)

[Video](#)

[Print magazines](#)

[Association organ](#)

[Specials](#)

[Specifications and general data](#)

[Contacts](#)

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