

traction



Media Kit 2024

**traction – Agricultural
technology that inspires**

- Practical tests with depth
- The most innovative cross media mix in the industry
- Large fan potential

Display Ads

Content Advertising and Social Media

Print Magazine

Special Publications

Events + Specials

Specifications and General Data

Contacts

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Facts

Year: 12, 2024

Frequency of publication: 6 issues per year

Circulation area:

Germany, Austria, Switzerland

Distributed circulation: 18,487 copies

Sold circulation: 16,979 copies
(IVW 1/2023)



Subscription rate: 45.90 €*

ISSN: 2196-6036

* Prices are subject to change

Target group

- Future-orientated operational managers
- Farmers interested in and fascinated by technology
- The agricultural machinery trade and craft and contractors and their opinion leaders
- Agricultural technology manufacturers and the supply industry
- Technically sophisticated vocational trainees and students in the agricultural sector
- Anyone thrilled by technology

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

Lothstr. 29, 80797 München, Germany
Postfach 40 05 80, 80705 München, Germany
Phone +49 89 12705-1, Fax -335
dlv.muenchen@dlv.de, www.dlv.de

Display Ads

Content Advertising and Social Media

Print Magazine

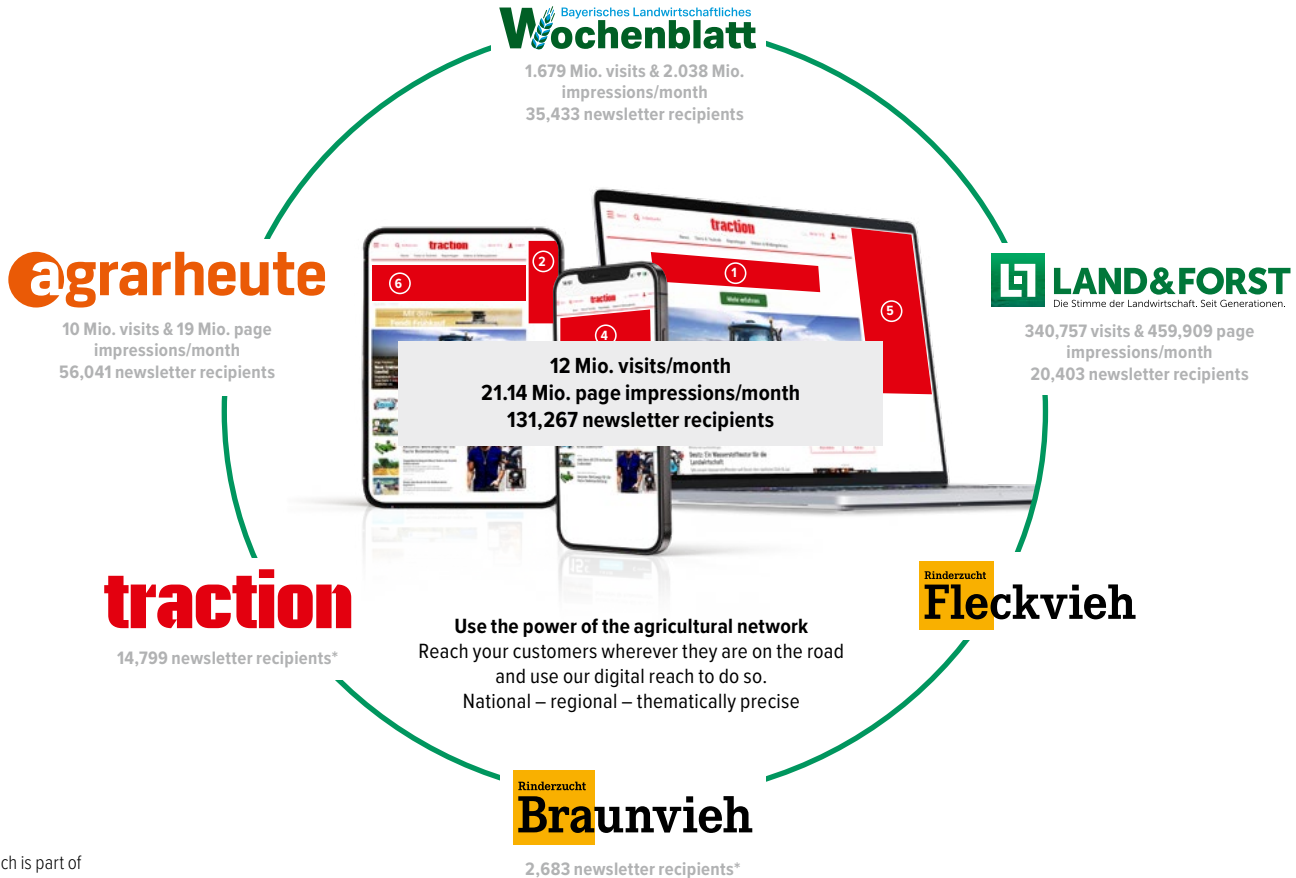
Special Publications

Events + Specials

Specifications and General Data

Contacts





*Digital reach is part of agrarheute.com – IVW June, 2023, publisher's details.

Display Ads

Content Advertising and Social Media

Print Magazine

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Online

15,843 visits

22,368 page impressions*

Newsletter

14,799 subscribers

Opening rate 33%

Facebook

45,767 follower

Instagram

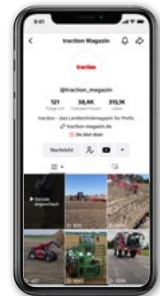
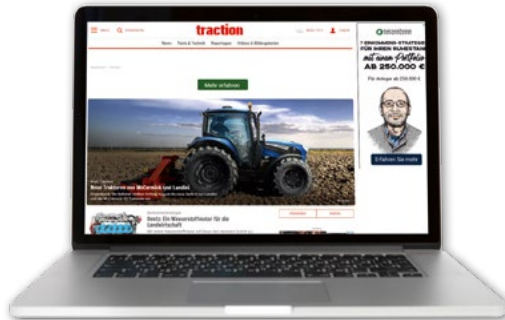
34,600 follower

Digital issue

1,000 subscribers

TikTok

38,000 follower



*Source: publisher's details, IVW June 2023

Digital Channels

Users can find attractive reports and the latest news about agricultural machinery on the interactive channels Facebook, Instagram and TikTok or directly as a newsletter for agricultural machinery fans in their inbox. The website *traction-magazin.de* rounds off the website.

Use the interactive possibilities here to reach your target group individually.



Display Ads	Content Advertising and Social Media	Print Magazine	Special Publications	Events + Specials	Specifications and General Data	Contacts
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Standard formats also possible as Ad Bundle	Runtime 1 month	Desktop	Tablet	Mobile
1 Leaderboard (728 × 90 px)	825.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2 Skyscraper (120 × 600 px)	825.– €	<input checked="" type="checkbox"/>	–	–
3 Medium Rectangle (300 × 250 px)	825.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4 Mobile Ad (320 × 100 px)	825.– €	–	–	<input checked="" type="checkbox"/>
Large-size image banner				
5 Halfpage Ad (300 × 600 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
6 Billboard (900 × 250 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
Hockey Stick (728 × 90 + 120 × 600 px)	1,250.– €	<input checked="" type="checkbox"/>	–	–
Video				
Video-Ad (550 × 350 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–

Other special formats on request.

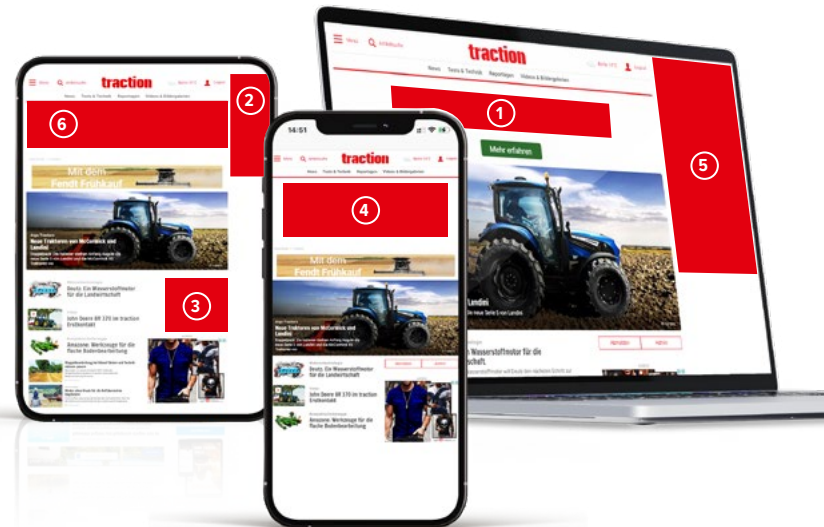
(☑) = depending on the device resolution

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

Glossar:

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

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



i Specifications →



Advertorial

The advertorial on traction-magazin.de is particularly suitable for communicating complex information that cannot be displayed on a banner.

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

Advertorial	Rate
4 weeks runtime	980.– €*
Promotion (optional)	
as “Branded Content” on Facebook	365.– €*
as image-text-display in the traction Newsletter	365.– €*

Specifications:

Images

- Teaser: format 3:2 (2,000x1,333 px)
- Top image: format 5:2 (2,000x800 px)

Text (incl. spaces)

- Title: max. 60 characters
- Teaser text: max. 130 characters
- Advertorial text (recommendation): 3,500 – 4,000 characters

Optional

- Links: 1 – 2 links
- Images in text: up to 3 images, format 3:2 (2,000x1,333 px)

We recommend our advertorial package*



Advertorial



Image-text ad
in the newsletter



Facebook post



1,710.– €*



Example Advertorial teaser:



Example Advertorial text:



Example Facebook:



Example Newsletter:

* Rates only in combination with an advertorial. Links only to advertorial. ■ All rates in € plus statutory VAT.

14,799 subscribers to the *traction*-newsletter receive the latest news from the agricultural technology directly to their mailbox every week.

With an average opening rate of 33 %, the *traction*-newsletter is well above the standard values.

Coverage:
14,799 recipients

traction Newsletter

- Weekly dispatch
- Current news of *traction*
- opening rate 33 %
(well above the standard values)

Specifications image-text display

- Text (incl. spaces):
- Topic: max. 60 characters
- Teaser-Text: max. 250 characters
- Image: 600 x 240 pixel
- Linking: max. 25 characters
- Copyright



Rate 595.– €*

 [Specifications →](#)

Newsletter with your individual content

Stand-alone-Newsletter

- Your contents (recommendation: 3 – 5)
- Individualizable
- In the *traction* look-and-feel
- To all *traction*-newsletter recipients

Please reserve your desired date early!

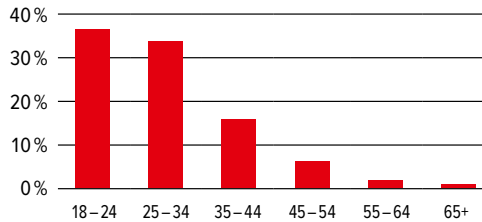


Rate 2,590.– €*

 [Specifications →](#)


We provide you with our attractive advertising space on the agrarheute Instagram account. Interact directly with your target group.

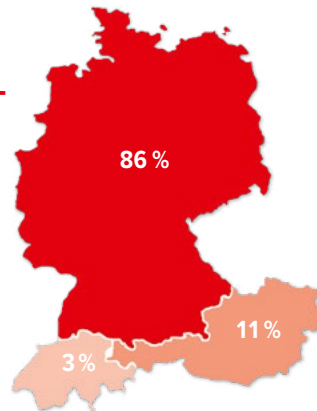
Reach digitally savvy users in the agricultural sector aged **18 – 65+** years:



Allocation: **Germany – Austria – Switzerland:**

 = **93.0%**

 = **7.0%**



We recommend our Instagram Package

Story Ad



Feed Ad

only 1,300.– €*

Story Ad

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

Rate 950.– €*

Foto Ad

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

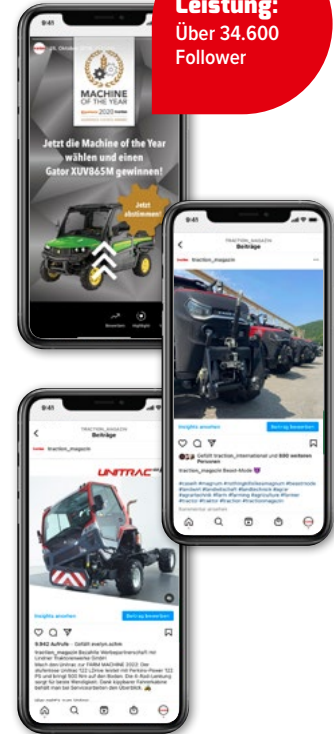
Rate 850.– €*

Video Ad / Reel

- Visual, intense experience
- Extensive imparting of information
- Unlimited availability Monday – Sunday

Rate 850.– €*

Leistung:
Über 34.600
Follower



You will receive Meta's current technical specifications together with the order confirmation.

Reach the agricultural target group in the *traction* Facebook feed.
We share our information with over 45,000 fans.

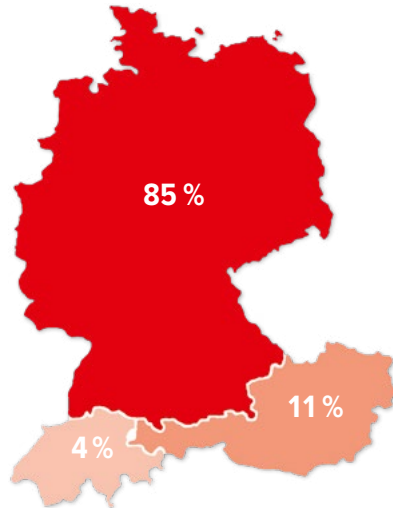
Sponsored post

- Image gallery (up to 15 images)
- Video (max. 3 minutes)
- Events, product presentations

Rate 595.– €*

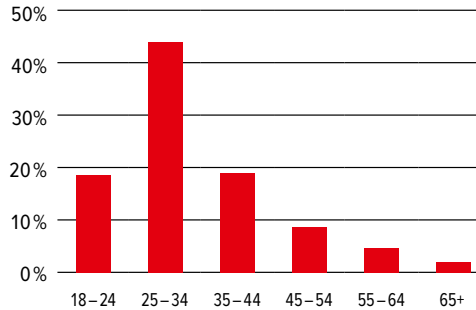
Allocation:

**Germany – Austria –
Switzerland:**

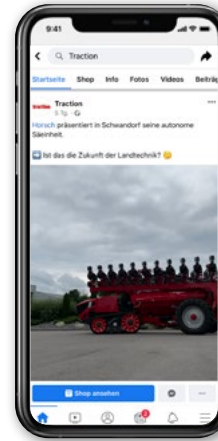


Coverage:
more than 45,000 fans

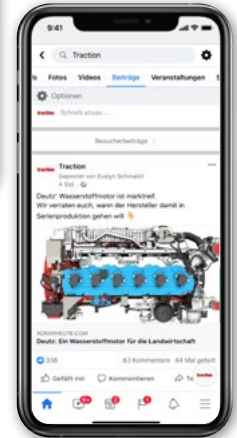
 = 96%  = 4%



 **Example Video:**



 **Example image:**



You will receive Meta's current technical specifications together with the order confirmation.

* All rates in €, plus statutory VAT.

TikTok

Use TikTok as a new advertising platform. You benefit from direct interaction with a digitally savvy and international target group.

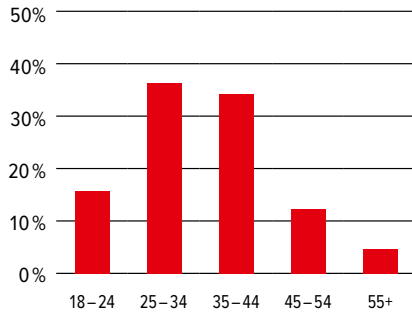
- Video ad
- Playout to an international audience
- Direct link to your fan account possible

Specifications

- File type: MP4, MOV, MPG, AVI, GIF
- Format: 1.080 x 1.920 pixel (16:9)
- Video length: 10 – 60 sec.
- Primary-text: 12 – 100 characters
- Hashtags: 10 – 20 matching the contents
- Optional: Link to your TikTok account

Rate 595.– €*

 = 92%  = 8%



Coverage:
More than
38,000 subscribers

* All rates in €, plus statutory VAT.

Print Magazine

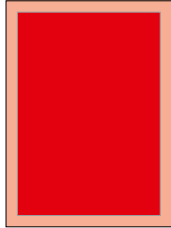
traction has been the benchmark for over 10 years for modern, practice-orientated reporting that inspires! Great pictures, a fresh and understandable writing style, detailed market overviews and up-to-date and up-to-date cross-media coverage are convincing and reach a wide range of young, tech-infected readers.

With your marketing activities at *traction* that these professionally active, technically savvy generations of and successor generations are precisely your target group for your company!



Standalone text elements

1/1 page (1,080 mm)

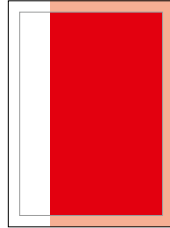


P: 184 × 270 mm

B: 210 × 297 mm

4-c 7,106.– €

3/4 page vertical

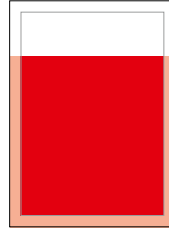


P: 137 × 270 mm

B: 150 × 297 mm

4-c 5,329.50 €

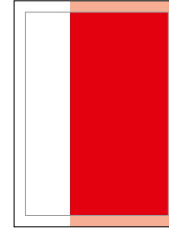
3/4 page horizontal



P: 184 × 202 mm

B: 210 × 217 mm

2/3 page vertical

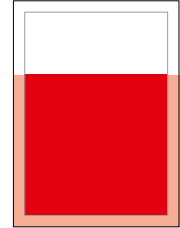


P: 121 × 270 mm

B: 134 × 297 mm

4-c 4,737.– €

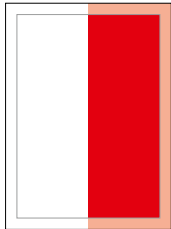
2/3 page horizontal



P: 184 × 180 mm

B: 210 × 195 mm

1/2 page vertical

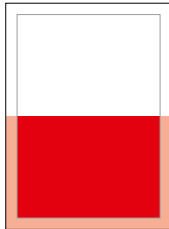


P: 90 × 270 mm

B: 103 × 297 mm

4-c 3,553.– €

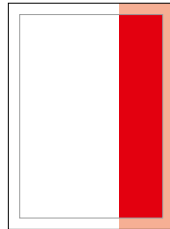
1/2 page horizontal



P: 184 × 135 mm

B: 210 × 150 mm

1/3 page vertical

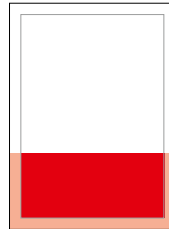


P: 58 × 270 mm

B: 71 × 297 mm

4-c 2,606.– €

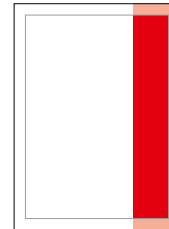
1/3 page horizontal



P: 184 × 90 mm

B: 210 × 105 mm

1/4 page vertical

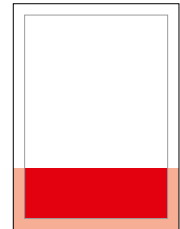


P: 43 × 270 mm

B: 56 × 297 mm

4-c 2,132.– €

1/4 page horizontal



P: 184 × 67 mm

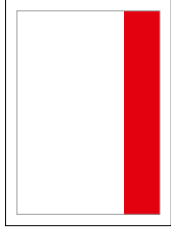
B: 210 × 82 mm

P: Print space, **B:** Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height

■ All rates plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 12 valid from issue 1/2024.

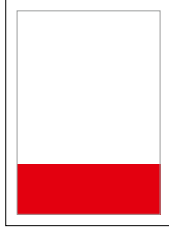
Textual part – collective

1/4 page vertical



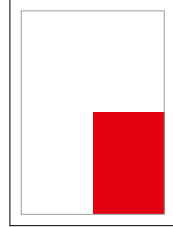
P: 43 × 270 mm

1/4 page horizontal



P: 184 × 67 mm

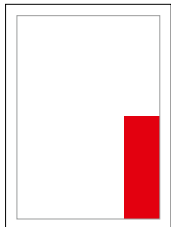
1/4 page, 2 columns



P: 90 × 135 mm

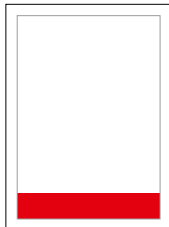
4-c 1,776.50 €

1/8 page vertical



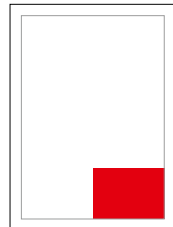
P: 43 × 135 mm

1/8 page horizontal



P: 184 × 33 mm

1/8 page, 2 columns

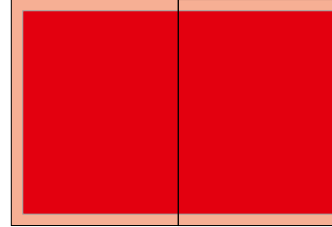


P: 90 × 67 mm

4-c 888.– €

Preferred positioning

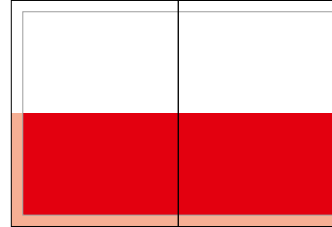
2× 1/1 page, panorama advertisement



P: 394 × 270 mm B: 420 × 297 mm

4-c 12,791.– €

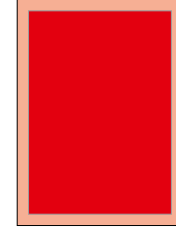
2× 1/2 page, panorama advertisement



P: 394 × 135 mm B: 420 × 150 mm

4-c 7,106.– €

Cover pages

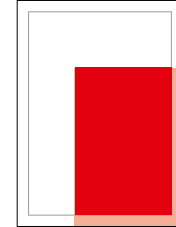


P: 184 × 270 mm

B: 210 × 297 mm

Cover page 3
4-c
7,817.– €
Cover page 2/4
4-c
8,172.– €

Junior Page



P: 121 × 193 mm

A: 134 × 210 mm

4-c 3,731.– €

P: Print space, B: Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height

■ All rates plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and condition of business apply. ■ Pricelist 12 valid from issue 1/2024.

Advertisement by the millimete

4-c per mm, single column 6.58 €*

Classified business advertisements

4-c per mm, single column 6.58 €*

Panorama advertisements

Minimum format
2 × 1/4 page horizontal (Prices on request)

Discounts in the event of acceptance within one order year

Frequency discount	Volume discount	Price reduction
2 ads	540 mm	5 %
3 ads	2,160 mm	10 %
4 ads	3,240 mm	15 %
6 ads	4,320 mm	20 %

Inserts, bound-in booklets, tip-on-advertisements, posters and classified business advertisements are billed without discount.

Magazine Size

210 mm × 297 mm (width × height)

Print space

184 mm × 270 mm (width × height)

Column width

Advertising section (4 columns)	43 mm
Running text (3 columns)	58 mm
Running text (4 columns)	43 mm

Thorsten Krull

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Media Consultant
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stefan.appenowitz@dlv.de



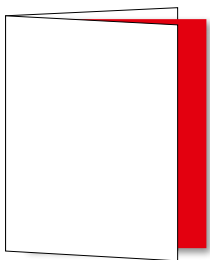
Inserts

Weight	Rate per 1,000*
up to 25 g	240.– €
ea. additional 5 g	25.– €

* Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

Technical information

- Inserts must not be larger than the format 205 mm × 290 mm (width × height) 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.



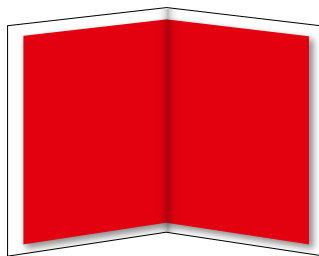
i Specifications →

Bound-in booklets

Size	Weight	Rate
2 pages	up to 30 g	12,435.50 €
4 pages	up to 30 g	17,765.– €
6 pages	up to 30 g	24,871.– €
8 pages	up to 50 g	30,200.50 €

Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format (folded and uncut): 218 mm width 306 mm height (head trim 3 mm, tail trim 4 mm, outside trim 4 mm, milled edge 3 mm)
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone.
- Glued insert on the bound-in booklet: Upon request with sample.



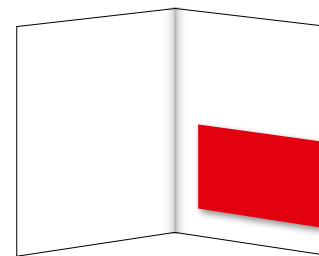
i Specifications →

Tip-on-advertisement

Format	Rate per 1,000 glued inserts
Standard postcard	110.– €
Tip-on-ad, Booklet (up to 25 g)	on request
Glued-in CD-Rom	on request

Technical information

- 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.



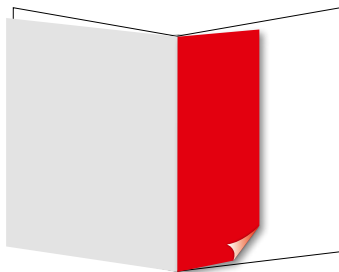
i Specifications →

HalfCover

Size	Rate
2 × 1/2 page	11,796.– €
Cover page paper will be used	

The half cover offers you an attractive advertising space which is placed on the front page where it cannot be missed.

- The half-cover covers half the front page of the magazine.
- Printed on both sides.
- Front side with a gap for the title logo.



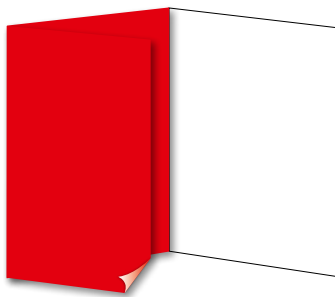
i Specifications →

3-page advertisement by cover flap/gatefolder

Size	Rate
3 × 1/1 page outside front cover	24,160.– €
3 × 1/1 page back page	24,160.– €
Cover page paper will be used	

Surprise your customers with a fold-out cover flap. Readers will notice your advertisement as soon as they leaf through the magazine for the first time.

- The gate folder offers an opportunity to extend the inside cover pages 2 or 3 to 3 advertisements with a cover flap.



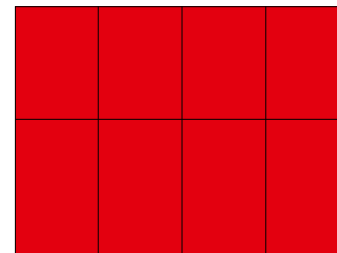
i Specifications →

Poster

Size	Rate
1 one-sided 4-c	16,100.– €
2 two-sided 4-c	18,200.– €
Costs for inserts included, not eligible for discount	

Format

Final format: 800 × 576 mm (width × height)
 Folded format: 200 × 288 mm (width × height)



i Specifications →

Display Ads	Content Advertising and Social Media	Print Magazine	Special Publications	Events + Specials	Specifications and General Data	Contacts
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Ausgabe	Termine	Themen	Specials	Messen
Jan./Febr.	1 P: 04.01.2024 A: 20.11.2023 C: 27.11.2023	Market overview: Front/rear mulchers Technology: Slurry booms (distributor, hose and shoes)		
March/April	2 P: 07.03.2024 A: 22.01.2024 C: 29.01.2024	Market overview: Front packers (incl. tyre packers) for soil cultivation Trend: Financing	Mid of March: <i>traction BOOTCAMP 1</i> Mid of April: Special publication <i>Lohnunternehmen 1</i>	agra, Leipzig 11. – 14.04.2024
May/June	3 P: 02.05.2024 A: 18.03.2024 C: 25.03.2024	Market overview of large square balers Technology: Grain cutters Follow-up report <i>traction BOOTCAMP 1</i>		DLG Feldtage, Erwitte 11. – 13.06.2024
July/Aug.	4 P: 04.07.2024 A: 20.05.2024 C: 27.05.2024	Market overview of trailers (multi-sided/tipper trailers) Technology: Sensors in agricultural technology (camera, plant scanner etc.)		
Sept./Oct.	5 P: 05.09.2024 A: 22.07.2024 C: 29.07.2024	Market overview of seed drills Technology: Pickups (passenger cars)	Mid of September: <i>traction BOOTCAMP 2</i>	
Nov./Dec.	6 P: 07.11.2024 A: 23.09.2024 C: 30.09.2024	Market overview: Solid manure universal spreader Technology: Tracks and chains Review <i>traction BOOTCAMP 2</i>	Mid of December: Special publication <i>Lohnunternehmen 2</i> TESTJAHRBUCH 2025	EIMA International, IT-Bologna 06. – 10.11.2024 EuroTier, Hannover 12. – 15.11.2024 DeLuTa, Bremen 04. – 05.12.2024

**Directly to the target group:
2 Special publications per year for the contractors.**



What technology is in demand now? What is new? Where are the innovations that will further the farm? Where do I, as a contractor, perhaps still need to upgrade? Our two special *traction* **TECHNIK Lohnunternehmen** magazines provide practical answers to all these questions, with purchase recommendations depending on the product application.

**The current overview of newly tested agricultural technology:
TESTJAHRBUCH 2025 for all farmers who want to invest or simply stay up to date!**



Once a year in November, the test compendium of our editorial team is published with all tested machines of the last 15 months! The latest trailed and self-propelled agricultural technology is put through its paces, explained in detail and illuminated. Here you can find out all about it as if you were there yourself. Highly interesting reading material and the optimal environment for your product offers.



2 Magazines for contractors and their employees!

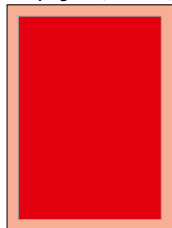
- Published in April and December.
- The latest technical topics – specially prepared.
- The purchasing guide for readers with a strong investment and innovation drive.



Distribution	5,500 copies in each issue – direct mailing to the target group
Publication date	(P) 15.04.2024/02.12.2024
Advertising deadline	(A) 18.03.2024/04.11.2024
Copy deadline	(C) 25.03.2024/11.11.2024
Format	210 mm × 297 mm (width × height)
Size	ca. 68 pages incl. cover per magazine

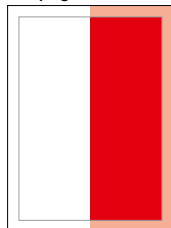
Standalone text elements

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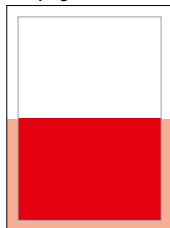
P: 184 × 270 mm
B: 210 × 297 mm
4-c 3,576.– €

1/2 page vertical



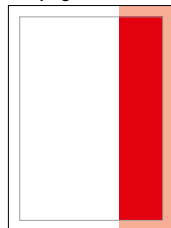
P: 90 × 270 mm
B: 103 × 297 mm
4-c

1/2 page horizontal



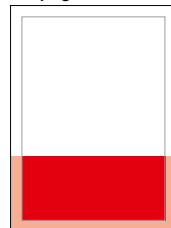
P: 184 × 135 mm
B: 210 × 150 mm
4-c 1,788.– €

1/3 page vertical



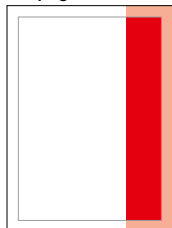
P: 58 × 270 mm
B: 71 × 297 mm
4-c

1/3 page horizontal



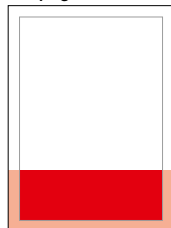
P: 184 × 90 mm
B: 210 × 105 mm
4-c 1,311.– €

1/4 page vertical



P: 43 × 270 mm
B: 56 × 297 mm
4-c

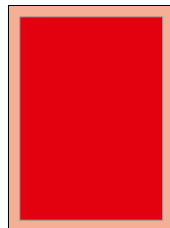
1/4 page horizontal



P: 184 × 67 mm
B: 210 × 82 mm
4-c 983.– €

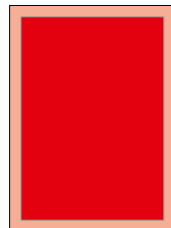
Preferred placements

Cover page 2/4



P: 184 × 270 mm
B: 210 × 297 mm
4-c 4,112.– €

Cover page 3



P: 184 × 270 mm
B: 210 × 297 mm
4-c 3,934.– €

Please contact

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Stefan Appenowitz

Media Consultant
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traction offprints (created, printed & enclosed) DIN A4 format

6 pages	8 pages	12 pages
5,006.– €	6,079.– €	8,761.– €

More than 12 pages on request.



The current test compendium for agricultural technology with the most important test innovations in one magazine!

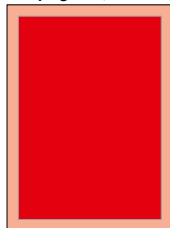
- Published annually
- Unique test overview of the most important agricultural machinery on the market
- The buying guide for all those interested in machinery

Increase your sales and your image with our readers!

Distribution	18,000 copies (incl. kiosk)
Publication date	(P) 14.11.2024
Advertising deadline	(A) 14.10.2024
Copy deadline	(C) 21.10.2024
Format	210 mm × 297 mm (width × height)
Size	ca. 196 pages incl. cover

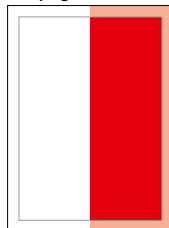
Standalone text elements

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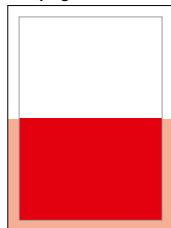
P: 184 × 270 mm
B: 210 × 297 mm
4-c 5,685.– €

1/2 page vertical



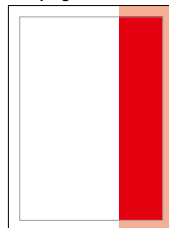
P: 90 × 270 mm
B: 103 × 297 mm
4-c

1/2 page horizontal



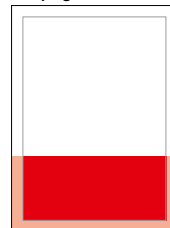
P: 184 × 135 mm
B: 210 × 150 mm
4-c 2,842.– €

1/3 page vertical



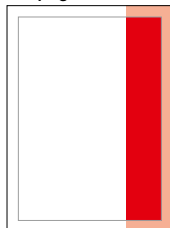
P: 58 × 270 mm
B: 71 × 297 mm
4-c

1/3 page horizontal



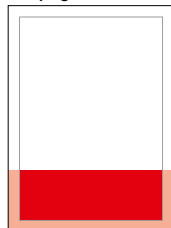
P: 184 × 90 mm
B: 210 × 105 mm
4-c 1,895.– €

1/4 page vertical



P: 43 × 270 mm
B: 56 × 297 mm
4-c

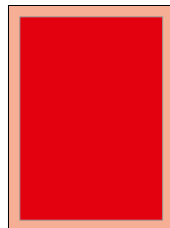
1/4 page horizontal



P: 184 × 67 mm
B: 210 × 82 mm
4-c 1,705.– €

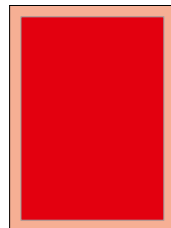
Preferred placements

Cover page 2/4



P: 184 × 270 mm
B: 210 × 297 mm
4-c 6,026.– €

Cover page 3



P: 184 × 270 mm
B: 210 × 297 mm
4-c 5,856.– €

Wir beraten Sie gerne

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Display Ads	Content Advertising and Social Media	Print Magazine	Special Publications	Events + Specials	Specifications and General Data	Contacts
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Our **traction BOOTCAMPs** will take place again in 2023. Present your machines and product directly in the field to **farmers, contractors** and **influencers** as part of this series of events. Contact your media advisor for dates and topics.

Package

- Mention of the name and logo on the invitation
- Mention in all promotional measures
- Device is demonstrated and explained to practitioners during the walkaround
- Catering for the crew on site
- Participation in networking
- Production of a reel + distribution on Instagram feed, Facebook, YouTube shots and on TikTok
- Live reporting on Instagram from the event



To the Video



To the report



Our Package for companies without machine participation

- Mention of the name and logo on the invitation
- Mention of all promotional measures
- Opportunity to give a 15-minute presentation on your own product
- Possibility for product presentation + setting up your own tent (max. 5 m x 5 m)
- Catering for the crew on site
- Participation in networking

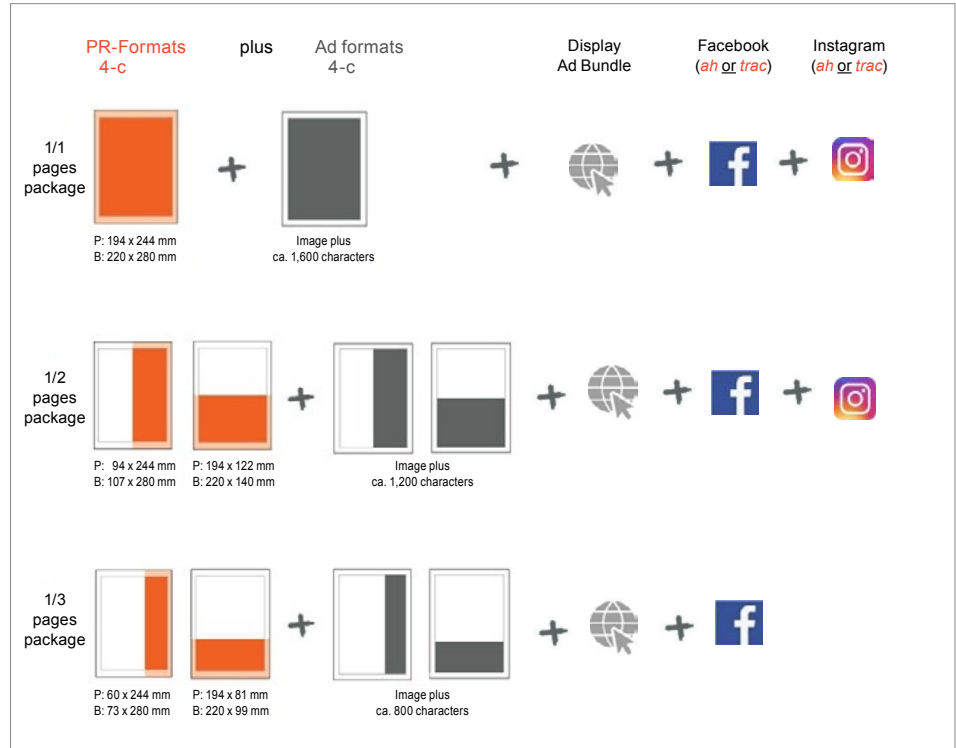
Impressions of traction BOOTCAMP 2023 – a complete success!



2024 will also be a year of news and highlights. These should not remain undiscovered: With our brands *traction* (05/2024) and *agrarheute* (10/2024), we offer you the stage for optimal information.

With our cross-media power packages, you can reach farmers, contractors and people interested in agricultural technology at the right time on all channels.

Examples for Packages



You can obtain the exact dates and package descriptions from your media consultant.

Printing process

Cover: Sheetfed offset

Inside part: webfed offset

Processing

Adhesive binding

(For insert planning please enquire in advance)

Data transmission

Email

File formats

Print-optimised PDF (Standard X1a)

Other file formats or open files available on request only.

Colour images always in CMYK mode (4-c)

Resolution at least 300 dpi

Print profile

www.dlv.de/traction

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.

Colour advertisement production

Euroscale printing: Colour shades are achieved through combination printing. Deviations in the range of toleration correspond with the current status of offset printing technology. Special colours are only possible on the cover pages! Shades that cannot be created from the Euroscale (HKS special colours) are possible on request – separate costing!!

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

Anzeigen *traction*

Lothstr. 29, 80797 München, Germany

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

Electronic Data transmission

hermann.messmer@dlv.de

Transfer of the data only with accurate statements of the customer's name, property, issue no. and content of the print material transfer.

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

with marking "*traction*" to::

Dierichs Druck+Media GmbH & Co. KG

Frankfurter Str. 168, 34121 Kassel, Germany

Phone +49 561 60280-168, Fax -199

Delivery Date

Inserts, bound-in booklets and glued-in inserts must be delivered by 14 days before the publication of the magazine. Volume of the issue required upon request, plus 3% surcharge.

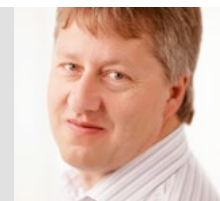
Hermann Messmer

Ad Management

Phone +49 89 12705-250

Fax +49 89 12705-264

hermann.messmer@dlv.de



Display Ads

Content Advertising and Social Media

Print Magazine

Special Publications

Events + Specials

Specifications and General Data

Contacts

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