

# Media Kit 2024

**The no. 1 among  
weekly magazines**

- The greatest reach with 1/3 of all farmers in Germany
- The largest proportion of active farmers
- Best thousand-contact price and insert date



## Facts

**Year:** 214, 2024

**Frequency of publication:** weekly

**Circulation Area:** Bavaria

**Distributed circulation:** 80,094 copies

**Sold circulation:** 78,303 copies  
(IVW 2/2023)

**Subscription rate:** 169.– €\*

**ISSN:** 0005-7169



## Target Group

Agricultural businesses in Bavaria and neighboring Austria across all farm types:

- Farmers and foresters
- Agricultural trade and agricultural machinery trade
- Agricultural schools and educational institutions
- Agricultural industry
- Contractors, machinery rings
- Consultants, scientists
- Breeding organizations
- Veterinarians

## Media profile

The magazine *Bayerisches Landwirtschaftliches Wochenblatt* is a weekly specialist agricultural magazine, with the largest print run in Germany. For **214 years** the weekly publication has practically been part of the family and a nationwide standard in agricultural reporting.

The weekly magazine provides information on all topics in the countryside, that are important to farmers: from news about animal and plant production to agricultural technology and the section “Village and Family”. With its wide variety of articles, the magazine is of inestimable value to all who live on the countryside. The magazine reaches nearly all agricultural businesses in Bavaria and therewith around one third of all agricultural businesses in Germany. Compared to the other regional weekly magazines it reaches with 80,094 distributed copies (IVW 2/2023) measured at 83,830 businesses (destatis 2021) – the biggest part of active farmer.

The magazine delivers news on agricultural policy and current trends in plant cultivation, animal production, agricultural technology, forestry and bio energy to all full-time, part-time and supplementary businesses. In addition it provides advice to its readers on modern business management, marketing, law, finances, and tax. The section “Village and Family” contains practical tips on health, gardening, nutrition, and leisure time.

Furthermore, the magazine is the weekly basic source of agricultural market prices. Regional pages are published weekly for the regions **Upper Bavaria/Swabia, Franconia, East Bavaria** and **Austria**, for the **Allgäu** the insert *Unser Allgäu*.

The latest news and reports appear on the BLW-Website [www.wochenblatt-dlv.de](http://www.wochenblatt-dlv.de).

Display Ads

Content Advertising and Social Media

Print Magazine

Specifications and General Data

Contacts

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Display Ads

Content Advertising and Social Media

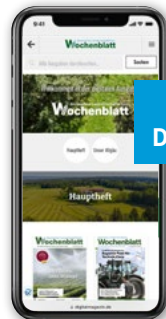
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Bayerisches Landwirtschaftliches Wochenblatt



BLW Digital Issue



BLW Special



BLW Online



BLW Social Media



BLW Newsletter





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

Display Ads

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## Online

1,679,888 Visits

2,038,009 Page Impressions\*



## Newsletter

35,433 Subscribers

32 % Opening rate



## Facebook

23,329 Follower



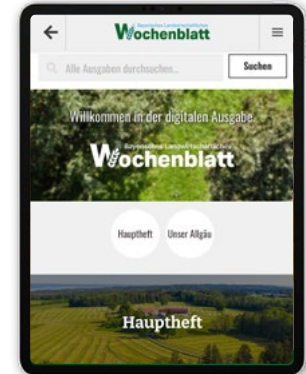
## Instagram

5,418 Follower



## Digitale Issue

1,531 Subscribers

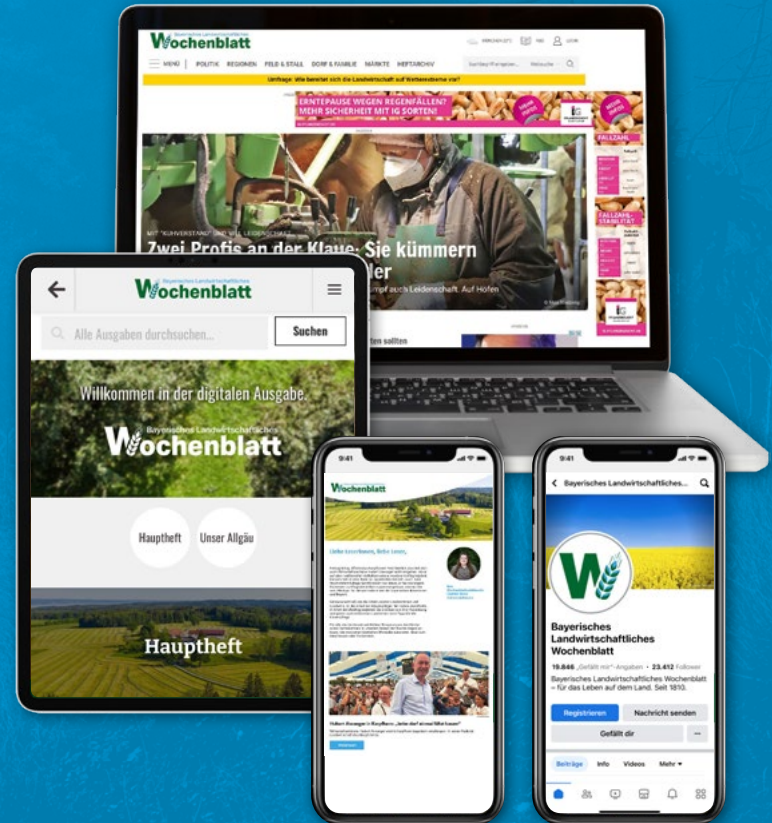


# Digital Channel

www.wochenblatt-dlv.de is the Website of the *Bayerisches Landwirtschaftliches Wochenblatt*.

Farmers can find specialised information and news her and can exchange ideas with other farmers and the editorial team via Facebook.

We offer you various attractive options for reaching your target group with standard and native formats.



## Display Ads

Content Advertising and Social Media

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Standard formats also possible as Ad Bundle	ROS-CPM (all readers)	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"/>
<b>Large-size Image Banner</b>					
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"/>	–	–
<b>Video</b>					
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.



[i Specifications →](#)





Display Ads

**Content Advertising and Social Media**

Print Magazine

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## Advertorial

The advertorial on *wochenblatt-dlv.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.– €*
<b>Promotion (optional)</b>	
as "Branded Content" on Facebook	380.– €*
as image-text advert in the <i>BLW</i> Newsletter	380.– €*

## 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 the 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



1,740.– €\*



### Example Advertorial teaser:



Anzeige

#### Mit raison geht's blattgesund durchs Rübenjahr

Landwirtin Veronika Hautsch wählt für Ihren Betrieb in Bayern den nematodentoleranteren N7Z-Typ raison.



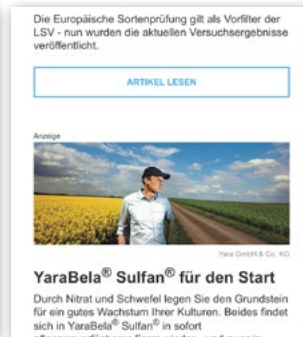
### Example Advertorial text:



### Example Facebook:



### Example Newsletter:



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

Display Ads

**Content Advertising and Social Media**

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More than 35,000 subscribers to the *Bayerisches Landwirtschaftliches Wochenblatt* newsletter receive the latest news from agriculture and rural life directly to their mailbox every working day.

With an average opening rate of 32 %, the *Bayerisches Landwirtschaftliches Wochenblatt* newsletter is well above the standard values.

## BLW Newsletter

- Current news
- Dispatch every working day

## Image-text display

- Text (incl. spaces):
- Topic: max 60 characters
- Teaser text: max. 250 characters
- Image: 600 x 240 px
- Link
- Copyright
- CTA button: max. 25 characters



Rate 600.– €\*  
1st display position, rate 660.– €\*

 [Specifications →](#)


All rates in € plus statutory VAT

## Recipient profile

 **Ø 56 years old**

 **85 % male**

 **14 % female**

 **70 % active in the agricultural sector**

**Coverage:**  
More than  
35,000 recipients

## Newsletter with your individual content

### Stand-alone newsletter

- your contents (recommendation: 3 – 5)
- individualizable
- in the *BLW* look-and-feel
- to all *BLW* newsletter recipients

**Please reserve your desired date early.**

 [Specifications →](#)



Rate 2,990.– €\*

Reach the agricultural target group in the *Bayerisches Landwirtschaftliches Wochenblatt* Facebook feed.

We share our information with over 23,000 fans.

### Sponsored post

- up to 15 images
- Video (max 3 min.)
- Events, product presentations

Rate 400.– €\*

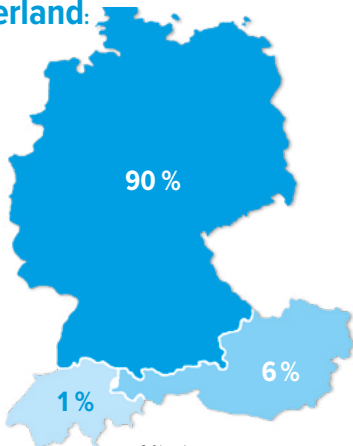
### Story Ad

- direct link to your website or product
- direct interaction with users
- online for 24 hours

Rate 400.– €\*

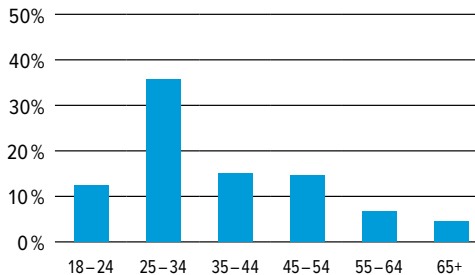
### Allocation:

**Germany – Austria – Switzerland:**



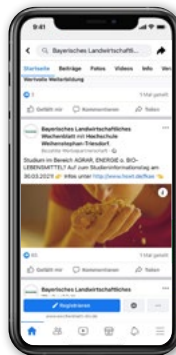
3% other countries

 = 59%     = 41%

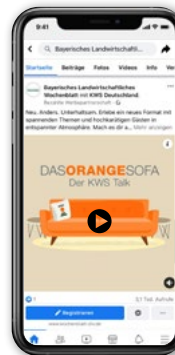


\* All rates in € plus statutory VAT.

### Example image:



### Example video:



### Example story ad:



**Coverage:**  
more than  
23,000 fans

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

Display Ads

**Content Advertising and Social Media**

Print Magazine

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Reach the agricultural target group in the *Bayerisches Landwirtschaftliches Wochenblatt* news feed on Instagram.

## Sponsored post

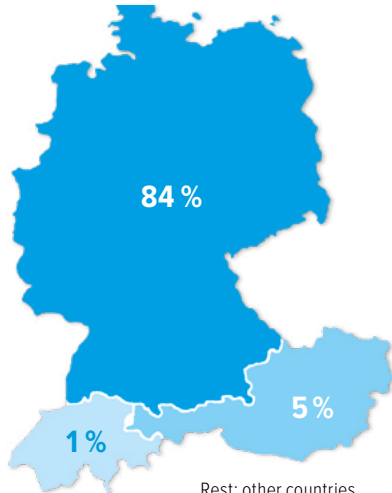
Choose between:

- Sponsored Post
- Video Ad
- Reel
- Story Ad

Rate 400.– €\*

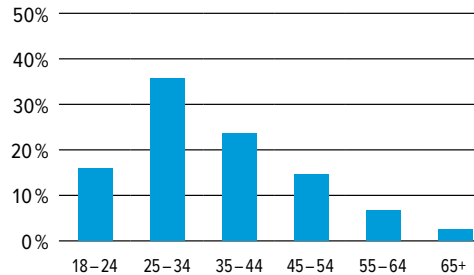
Allocation:

**D-A-CH:**



Rest: other countries

 = 78%     = 22%



\* All rates in € plus statutory VAT



**Coverage:**  
more than  
5,000 subscribers

You will receive the current technical specifications from Meta together with the order confirmation

# Print Magazine

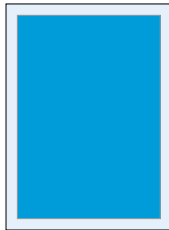
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The magazine *Bayerisches Landwirtschaftliches Wochenblatt* is Germany's highest-circulation weekly agricultural magazine.

It reaches almost all farms in Bavaria and provides information on all relevant topics that are important for farmers.



## Cover pages



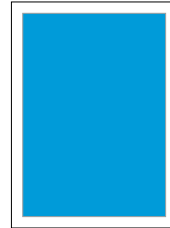
**Cover page 2/4**  
**2-c** 14,361.– €  
**3-c** 16,497.– €  
**4-c** 19,624.50 €

**Cover page 3**  
**2-c** 13,677.– €  
**3-c** 15,711.– €  
**4-c** 18,690.– €

**P:** 212 × 310 mm  
**B:** 238 × 335 mm

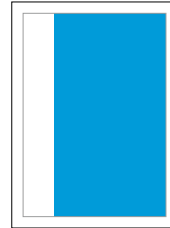
## Standalone text element

### 1/1 page (1,240 mm)



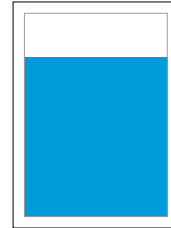
**P:** 212 × 310 mm  
**bw** 11,420.– €  
**2-c** 13,677.– €  
**3-c** 15,711.– €  
**4-c** 18,690.– €

### 3/4 page vertical



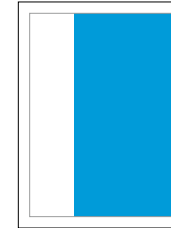
**P:** 158 × 310 mm  
**bw** 8,565.– €  
**2-c** 10,258.– €  
**3-c** 11,783.– €  
**4-c** 14,017.50 €

### 3/4 page horizontal



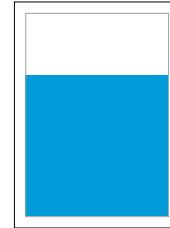
**P:** 212 × 232 mm  
**bw** 8,565.– €  
**2-c** 10,258.– €  
**3-c** 11,783.– €  
**4-c** 14,017.50 €

### 2/3 page vertical



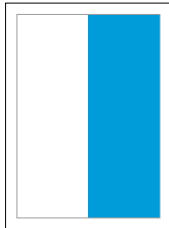
**P:** 140 × 310 mm  
**bw** 8,755.– €  
**2-c** 10,486.– €  
**3-c** 12,045.– €  
**4-c** 14,329.– €

### 2/3 page horizontal



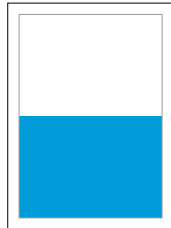
**P:** 212 × 206 mm  
**bw** 7,613.– €  
**2-c** 9,118.– €  
**3-c** 10,474.– €  
**4-c** 12,460.– €

### 1/2 page vertical



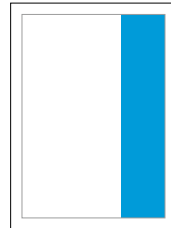
**P:** 104 × 310 mm  
**bw** 5,710.– €  
**2-c** 6,836.50 €  
**3-c** 7,855.50 €  
**4-c** 9,345.– €

### 1/2 page horizontal



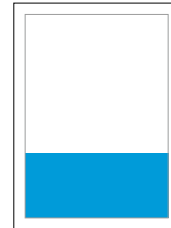
**P:** 212 × 155 mm  
**bw** 5,710.– €  
**2-c** 6,836.50 €  
**3-c** 7,855.50 €  
**4-c** 9,345.– €

### 1/3 page vertical



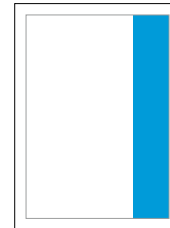
**P:** 68 × 310 mm  
**bw** 4,597.– €  
**2-c** 5,610.– €  
**3-c** 6,866.– €  
**4-c** 8,239.– €

### 1/3 page horizontal



**P:** 212 × 103 mm  
**bw** 3,997.– €  
**2-c** 4,878.– €  
**3-c** 5,970.– €  
**4-c** 7,164.50 €

### 1/4 page vertical



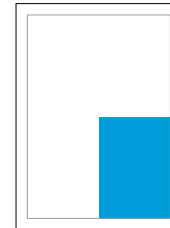
**P:** 50 × 310 mm  
**bw** 3,140.50 €  
**2-c** 3,932.– €  
**3-c** 5,028.– €  
**4-c** 6,121.– €

### 1/4 page horizontal



**P:** 212 × 74 mm  
**bw** 3,140.50 €  
**2-c** 3,932.– €  
**3-c** 5,028.– €  
**4-c** 6,121.– €

### 1/4 page 2 columns



**P:** 104 × 155 mm  
**bw** 3,140.50 €  
**2-c** 3,932.– €  
**3-c** 5,028.– €  
**4-c** 6,121.– €

**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. ■ Bleed advertising is possible only on the cover pages with special production restrictions (technical details on request)

All rates in € plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and conditions of business apply. ■ Pricelist 76 valid from issue 1/2024

Display Ads

Content Advertising and Social Media

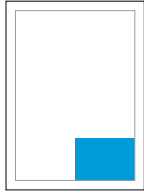
[Print Magazine](#)

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## Advertising section

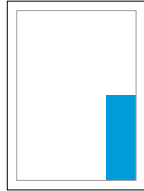
1/8 page 2 columns



P: 104 × 77 mm

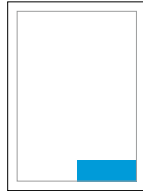
<b>bw</b>	1,427.55 €
<b>2-c</b>	1,709.65 €
<b>3-c</b>	1,963.85 €
<b>4-c</b>	2,377.40 €

1/8 page 1 columns



P: 50 × 155 mm

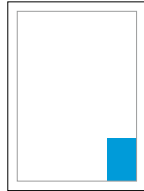
1/16 page 2 columns



P: 104 × 39 mm

<b>bw</b>	709.17 €
<b>2-c</b>	849.31 €
<b>3-c</b>	975.59 €
<b>4-c</b>	1,151.16 €

1/16 page 1 columns



P: 50 × 77 mm

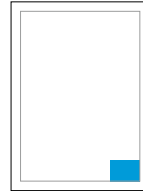
1/32 page 2 columns



P: 104 × 19 mm

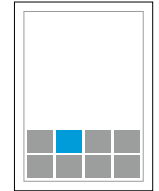
<b>bw</b>	359.19 €
<b>2-c</b>	430.17 €
<b>3-c</b>	494.13 €
<b>4-c</b>	588.12 €

1/32 page 1 columns



P: 50 × 39 mm

## Construction in agriculture\*



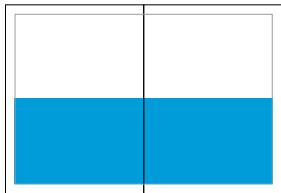
P: 50 × 40 mm  
Minimum format (1 block)

<b>bw</b>	368.40 €
<b>2-c</b>	441.20 €
<b>4-c</b>	603.20 €

## Preferred positionings

### Panorama advertisement

1/2 page transverse across the spread



P: 450 × 155 mm

<b>bw</b>	11,420.– €
<b>2-c</b>	13,677.– €
<b>3-c</b>	15,711.– €
<b>4-c</b>	18,690.– €

### Panorama advertisement

1/3 page transverse across the spread

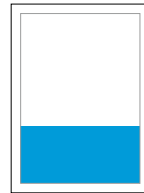


P: 450 × 103 mm

<b>bw</b>	7,994.– €
<b>2-c</b>	9,756.– €
<b>3-c</b>	11,940.– €
<b>4-c</b>	14,329.– €

### 1/3 page horizontal

next to editorial

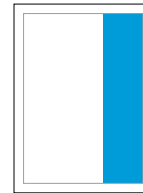


P: 212 × 103 mm

<b>bw</b>	4,597.– €
<b>2-c</b>	5,610.– €
<b>3-c</b>	6,866.– €
<b>4-c</b>	8,239.– €

### 1/3 page vertical

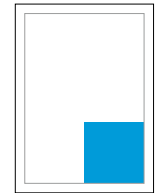
next to table of contents



P: 68 × 310 mm

<b>bw</b>	4,826.– €
<b>2-c</b>	5,890.– €
<b>3-c</b>	7,209.– €
<b>4-c</b>	8,651.– €

### Corner space ad/ text parts



P: 104 × 125 mm

<b>bw</b>	3,612.– €
<b>2-c</b>	4,522.– €
<b>3-c</b>	5,832.– €
<b>4-c</b>	7,100.– €

P: Print space, ■ All formats of width × height. ■ \*alle 4 Wochen ab Ausgabe 3/2024 ■ All rates in € plus statutory VAT.  
Deutscher Landwirtschaftsverlag GmbH terms and conditions of business apply. ■ Pricelist 76 valid from issue 1/2024

### Ads by the millimetre

bw per mm 1 column	9.21 €
2-c per mm 1 column	11.03 €
3-c per mm 1 column	12.67 €
4-c per mm 1 column	15.08 €

### Ads next-to-matter (Format 50 mm × max. 100 mm)

bw per mm 1 column	20.72 €
2-c per mm 1 column	24.82 €
3-c per mm 1 column	28.51 €
4-c per mm 1 column	33.91 €

### Further preferential placements on request.

<b>Box fee</b> Inland and Overseas (including postage and tax)	12.– €
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### 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 classified advertisements are billed without discount. Bonus from net sales at the end.

### Magazine size

238 mm × 335 mm (width × height)

### Print space

212 mm × 310 mm (width × height)

### Column width

Advertising section (4 columns)	50 mm
Running text (4 columns)	50 mm
Running text (3 columns)	68 mm

### Column width (4 column-part of the magazine)

1 column	50 mm
2 columns	104 mm
3 columns	158 mm
4 columns	212 mm

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96 + 97 + Berlin + Mecklenburg-Vorpommern  
+ Brandenburg + Sachsen-Anhalt + Thüringen  
+ Sachsen + all countries except CH, AT, NL





## Inserts

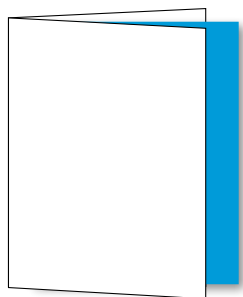
Weight	Rate per 1,000*
up to 25 g	185.– €
ea. additional 5 g	30.– €

\*Post distribution fees are included.

Subject to change within the framework of the Post Distribution Fee Ordinance.

## Technical information

- Inserts must not be larger than the format 226 × 311 mm (width × height) and must not have a gatefold, leporello or 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 bookings of regions are possible.



[i Specifications →](#)

## Bound-in booklets

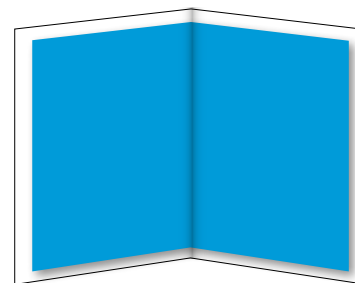
Size	Weight	Rate
4 pages	up to 25 g	19,985.– €
8 pages	up to 50 g	25,695.– €
more than 8 pages	more than 50 g	on request

Bound insert in the magazine or on cover pages are not possible.

Bound inserts on supplements and booklets only upon request with sample.

## Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format (folded and uncut): 243 mm width plus 15 mm overlap on 3rd/4th or 7th/8th page, 350 mm height, head trim 9 mm, tail trim 6 mm, outside trim 5 mm
- Bound-in booklets with a height smaller than magazine format: Minimum size 202 mm incl. bleed.



[i Specifications →](#)

## HalfCover

Size	Rate
2 × ca. 1/2 page	31,025.– €

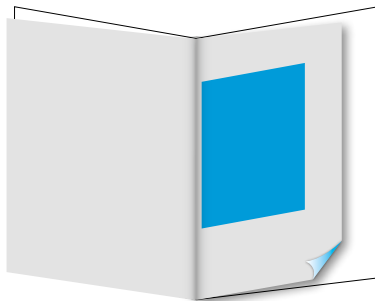
Cover type paper will be used.

### Take off in the pole position!

Attract reader's attention by your advertisement on the cover page.

- The halfcover (printed on both sides) covers more than half of the magazine
- Front page with a recess for header and footer (advertising format 120 mm × 190 mm)
- Advertising format on the back: 170 mm × 335 mm + 3 mm bleed margin on top, left and bottom

Attention! Only on request. Subject to technical availability. Longer production lead time!



[i Specifications →](#)

## Cover flap / Gate folder

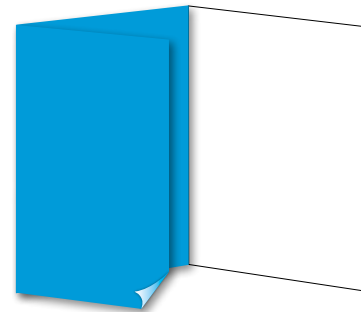
Size	Rate
3 × 1/1 page cover	63,546.– €
3 × 1/1 page back	63,546.– €

Cover type paper will be used.

### Surprise your customers with a fold-out cover flap.

Readers will notice your advertisement as soon as the leaf through the magazine for the first time.

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



[i Specifications →](#)

Display Ads

Content Advertising and Social Media

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Specifications and General Data

Contacts

Issue	Dates	Topics	Specials	Trade Fairs
January	1 P: 05.01.2024 A: 21.12.2023	What will the new cultural agriculture programme bring		
	2 P: 12.01.2024 A: 04.01.2024	<b>Country variety trials: Organic oats</b> ; Bavaria: field trials, varieties, yields; <b>Country variety trials: Organic spring barley</b> ; barley from Bavaria: field trials, variety selection, yields		Internationale Grüne Woche, Berlin 19. – 28.01.2024
	3 P: 19.01.2024 A: 11.01.2024	Current judgements from agricultural law	Ad platform <b>“Building in agriculture”</b>	
	4 P: 26.01.2024 A: 18.01.2024	Farm workshop	<b>Specialized part Forest</b>	
February	5 P: 02.02.2024 A: 25.01.2024	Biogas		
	6 P: 09.02.2024 S: 01.02.2024	Fiscal changes in 2024		Biofach, Nürnberg 13. – 16.02.2024
	7 P: 16.02.2024 A: 08.02.2024	<b>Country variety trials: Legumes</b> ; benefit of legumes, variety trials, yields	Ad platform <b>“Building in agriculture”</b>	RegioAgrar Bayern, Augsburg 20. – 22.02.2024
	8 P: 23.02.2024 A: 15.02.2024	Cereal herbicides	<b>Specialized part Forest</b>	
March	9 P: 01.03.2024 A: 22.02.2024	Plant protection technology; heating with wood; tips on the Spraying MOT		Energiesparmesse, Wels (AT) 06. – 10.03.2024
	10 P: 08.03.2024 A: 29.02.2024	Herbicides in sugar beet		
	11 P: 15.03.2024 A: 07.03.2024	Multiple applications	Ad platform <b>“Building in agriculture”</b>	
	12 P: 22.03.2024 A: 14.03.2024	Analysis of tractor registration statistics	<b>PR special publication “Made for Bavaria”</b> (closing date: 21.02.2024)	
	13 P: 28.03.2024 A: 19.03.2024	<b>Fungicides winter barley</b>	<b>Specialized part Forest</b>	

Display Ads	Content Advertising and Social Media	<a href="#">Print Magazine</a>	Specifications and General Data	Contacts
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Issue	Dates	Topics	Specials	Trade Fairs
April	14 P: 05.04.2024 A: 26.03.2024	<b>Maize herbicides;</b> farm handover; preliminary report on the Agrarschau Allgäu		
	15 P: 12.04.2024 A: 04.04.2024	<b>Herbicides in spring cereals; Agrarschau Allgäu:</b> Preliminary report	Ad platform "Building in agriculture"	Agrarschau Allgäu, Dietmannsried 18. – 22.04.2024
	16 P: 19.04.2024 A: 11.04.2024	<b>Fungicides rye and triticale;</b> breeding value estimation Fleckvieh/Braunvieh		
	17 P: 26.04.2024 A: 18.04.2024	<b>Fungicides in wheat;</b> green fodder harvest trends	<b>Specialized part Forest</b>	
May	18 P: 03.05.2024 A: 25.04.2024	Farm handover		
	19 P: 10.05.2024 A: 30.04.2024	Money + Credit	Ad platform "Building in agriculture"	
	20 P: 17.05.2024 A: 07.05.2024	Heat stress in the cowshed; photovoltaics in agriculture		
	21 P: 24.05.2024 A: 14.05.2024	Fungicides against Alternaria; resistance management	<b>Specialized part Forest</b>	
	22 P: 31.05.2024 A: 21.05.2024	Slurry day		
June	23 P: 07.06.2024 A: 28.05.2024	Reinvesting tax returns correctly; report on the slurry day	Ad platform "Building in agriculture"	
	24 P: 14.06.2024 A: 06.06.2024	Use of catch crops in the ration		Intersolar, München 19. – 21.06.2024
	25 P: 21.06.2024 A: 13.06.2024	<b>Pests in maize:</b> European corn borer and corn rootworm		Johannitag, Triesdorf 30.06.2024
	26 P: 28.06.2024 A: 20.06.2024	<b>Leaf diseases in sugar beet</b>	<b>Specialized part Forest</b>	

Display Ads

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Specifications and General Data

Contacts

Issue	Dates	Topics	Specials	Trade Fairs
July	27 P: 05.07.2024 A: 27.06.2024	Renting an leasing	Ad platform "Building in agriculture"	
	28 P: 12.07.2024 A: 04.07.2024	<b>Desiccation potatoes</b>		
	29 P: 19.07.2024 A: 11.07.2024	<b>Grass silage quality (1st cut)</b>		
	30 P: 26.07.2024 A: 18.07.2024	Soil cultivation	<b>Specialized part Forest</b>	
August	31 P: 02.08.2024 A: 25.07.2024	Oilseed rape herbicides; sprout inhibition in potatoes	Ad platform "Building in agriculture"	Ostbayernschau, Straubing 10. – 18.08.2024 Allgäuer Festwoche, Kempten 10. – 18.08.2024
	32 P: 09.08.2024 A: 01.08.2024	<b>Country variety trials: Winter oilseed rape;</b> pest control in oilseed rape; breeding value estimation for Fleckvieh/Braunvieh cattle		
	33 P: 16.08.2024 A: 06.08.2024	<b>Country variety trials: Cereals, winter triticale,</b> <b>winter rye; GPS</b>		
	34 P: 23.08.2024 A: 13.08.2024	<b>Country variety trials: Winter barley;</b> current tax tips	<b>Karpfhamer Fest/Rottalschau:</b> Big trade fair special publication	Karpfhamer Fest/Rottalschau, Karpfham 30.08. – 04.09.2024
	35 P: 30.08.2024 A: 22.08.2024	<b>Country variety trials: Organic rye and organic spelt;</b> <b>Country variety trials: Rye and triticale</b>	Ad platform "Building in agriculture" <b>Specialized part Forest</b>	
September	36 P: 06.09.2024 A: 29.08.2024	<b>Country variety trials: Winter wheat;</b> What does maize cost ex field?		
	37 P: 13.09.2024 A: 05.09.2024	<b>Country variety trials: Organic wheat;</b> fungicides and growth regulators oilseed rape		
	38 P: 20.09.2024 A: 12.09.2024			
	39 P: 27.09.2024 A: 19.09.2024	<b>AOL-tractor-test (Part 1)</b>	Ad platform "Building in agriculture" <b>Specialized part Forest</b>	

Display Ads

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Specifications and General Data

Contacts

Issue	Dates	Topics	Specials	Trade Fairs	
October	40	P: 04.10.2024 A: 26.09.2024	<b>AOL-tractor-test (Part 2)</b>		
	41	P: 11.10.2024 A: 01.10.2024	Grass silage quality of the following cuts		
	42	P: 18.10.2024 A: 10.10.2024	Biosecurity in animal husbandry; money + credit		
	43	P: 25.10.2024 A: 17.10.2024	<b>EuroTier: Preliminary report part 1;</b> Feed quality hay, cobs and lucerne; biogas	Ad platform <b>“Building in agriculture” Specialized part Forest</b>	
	44	P: 31.10.2024 A: 22.10.2024	<b>EuroTier: Preliminary report part 2;</b> Financing of investments	<b>PR special publication “Made for Bavaria”</b> (closing date: 07.10.2024)	
November	45	P: 08.11.2024 A: 29.10.2024	<b>EuroTier: Trade fair main issue</b> Animal health in horses		EuroTier, Hannover 12. – 15.11.2024
	46	P: 15.11.2024 A: 07.11.2024	Financing of investments		
	47	P: 22.11.2024 A: 14.11.2024	<b>EuroTier: Trade fair report/News</b>	Ad platform <b>“Building in agriculture”</b>	
	48	P: 29.11.2024 A: 21.11.2024	Heating with wood	<b>Specialized part Forest</b>	
December	49	P: 06.12.2024 A: 28.11.2024	<b>Country variety trials: Spring barley; tax tips for the end of the year;</b> breeding value estimation Fleckvieh/ Braunvieh cattle		
	50	P: 13.12.2024 A: 05.12.2024	<b>Country variety trials: Soy</b>		
	51/ 52	P: 20.12.2024 A: 12.12.2024	<b>Country variety trials: Silage maize</b>	Ad platform <b>“Building in agriculture” Specialized part Forest</b>	

Display Ads

Content Advertising and Social Media

Print Magazine

[Specifications and General Data](#)

Contacts



## 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](http://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.

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+ Brandenburg + Sachsen-Anhalt + Thüringen  
+ Sachsen + all countries except AT, CH, NL



## Standard advertising formats digital

Medium Rectangle 300 × 250 px

Leaderboard 728 × 90 px

Skyscraper 120 × 600 px

Halfpage Ad 300 × 600 px

Billboard 900 × 250 px

Mobile Banner 320 × 100 px

Format: GIF (static or animated) / JPG / PNG

Limit: max. 150 KB

Redirects or Third Party advertising media in one tag

Delivery time standard advertising media: 3 working days

Delivery time special advertising forms: 5 working days

Data only in packed form (.zip) as attachment

Animation should not be longer than 8 sec. on the page

Sound is possible on interaction of the user

All common file formats

Please store an SSL compatibility for all advertising media that are delivered via the following variants:

→ Redirect (Javascript/ HTML/ HTML5/ IFRAME)

→ Internal Redirects

→ Third-party Providers

All URL's (also ClickCommands) may have max. 250 characters  
"ClickCommand" is a link and not a complete 3rd-party tag

The retrieval or collection of user data, keywords and the setting of cookies within advertising materials is not permitted. In the event of improper delivery or delivery of advertising media that does not comply with the technical specifications, no guarantee is assumed for the agreed delivery to the advertising media and Deutscher Landwirtschaftsverlag GmbH is released from the obligation to perform.



## Printing process

Cover: Sheetfed offset  
Inside part: Rotary printing

## Processing

Wire stitching,  
trimmed half Rhenish newspaper format

## Data transmission

Email, FTP possible on request

## File formats

Print-optimised PDF (IsoCoated v2, X4)

- Embedded fonts and images
- Defined page geometry (final format and bleed frames)
- Maximum ink application of 320 %
- Colour space: CMYK
- No OPI information
- Reduced transparencies
- Clear definition of overprint/cutout
- Minimum image resolution of 300 dpi
- Texts and geometric design features must be created as paths

Other file formats or open files available on request.

## Print profile

[www.dlv.de/blw](http://www.dlv.de/blw)

## 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.

## Minimum line width

Positive 0.15 mm, negative 0.20 mm, screened 0.70 mm.

## 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!

## 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 *Bayerisches Landwirtschaftliches*

*Wochenblatt*, Lothstr. 29, 80797 München, Germany

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

## Delivery date

Inserts, bound-in booklets and glued-in inserts must be delivered by 7 days before the publication of the magazine. Volume of the issue required upon request, plus 3% surcharge.

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## Miscellaneous

Under certain production-related conditions, the right to publication in a subsequent issue is reserved.

## Electronic data transmission

[doris.guschl@dlv.de](mailto:doris.guschl@dlv.de)

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

## Deliver address for inserts, bound-in booklets, glued-in inserts:

Labelling „*Bayerisches Landwirtschaftliches Wochenblatt*“ to:

Druckhaus Dessauerstrasse GmbH & Co. Betriebs KG,  
Dessauer Str. 10, 80992 München, Germany

Shipping notification:

*Deutscher Landwirtschaftsverlag GmbH*,  
Anzeigenabteilung *BLW*, Phone +49 89 12705-246

Display Ads

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