




technikboerse is the right address if you want to present your products and services to interested parties from the fields of agricultural technology, construction technology, forestry technology or municipal technology. We offer you a perfect medium with great brand awareness, reach and a loyal user group.

The guiding principle of technikboerse is to maximize your added value and not to generate senseless visits or clicks without a final sales success. We therefore offer you precise targeting options for efficiently addressing your target group and we'll be happy to advise you on the selection. This is what distinguishes normal advertising portals from a service exchange like ours.

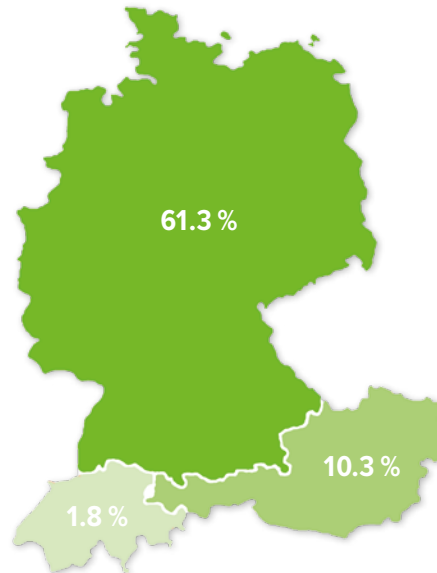
In addition, technikboerse and its cooperation partners are the first used machine exchange to offer 100 percent European coverage via the UsedTecWorld network ([www.usedtecworld.com](http://www.usedtecworld.com)).

With a stock of approx. 130,000 machines, technikboerse is the most widely used tool for the agricultural engineering trade and for farmers alike.

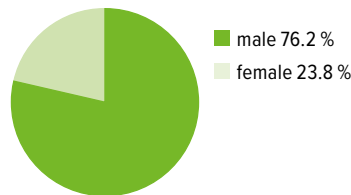
	16,640,000 Page Impressions per month* 1,957,000 Visits per month*
	118,000 Facebook-Fans **
	36,000 Instagram-Follower **

\* Source: Google Analytics / Monthly average Sept. 2019 to Aug. 2020  
\*\* August 2021

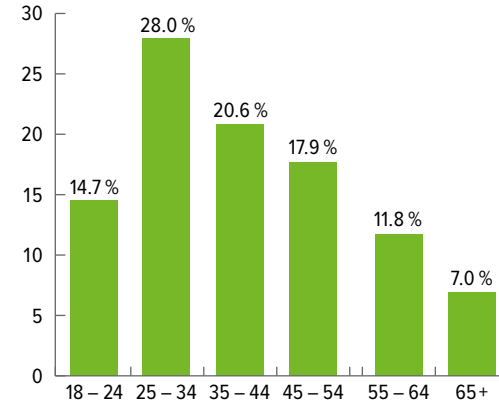
## Country breakdown\*



## Gender\*



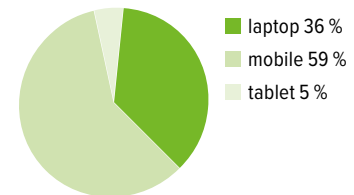
## Age (% distribution)\*

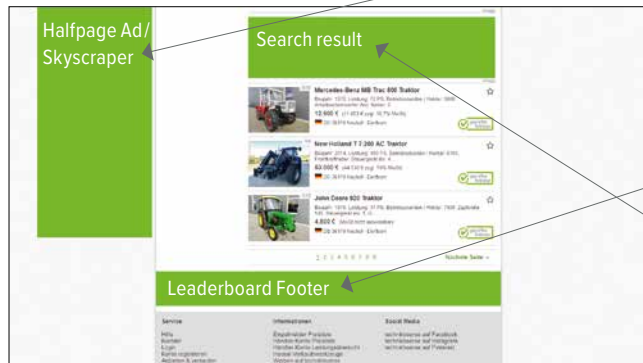
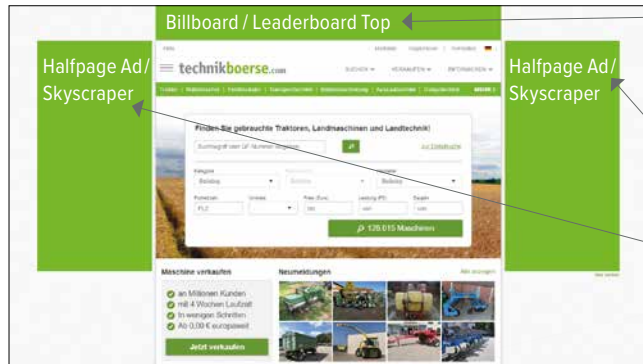


## Interests\*

Agriculture, forestry, construction machinery, commercial vehicles, Automobiles, Technology, Home & Garden, Online Shopping, Outdoor, DIY (Do-It-Yourself)

## Devices\*





Reach your tailor-made target group through the use of precise targeting criteria (inclusion or exclusion) and thus increase your conversion rate.

Targeting is available according to categories (e.g. harvesters), manufacturers (e.g. John Deere), languages (e.g. German) and regions (country, state, city) or any combination of the above mentioned options.

→ **“Billboard”** and **“Leaderboard Top”** are the most prominent ad slots right at the top of the page generating a lot of attention from a broad target group. You may also communicate longer advertising messages based on the larger ad slot size.

**Leaderboard Top**

**Dimensions:** 970 × 90 pixels or 728 × 90 pixels

**Pricing:** 29.00 € / 1,000 ad impressions (CPM)

**Billboard**

**Dimensions:** 970 × 250 pixels

**Pricing:** 39.00 € / 1,000 ad impressions (CPM)

→ **“Halfpage Ad”** and **“Skyscraper”** are located next to the content of the technikboerse. The left placement moves with the scrolling and is particularly suitable as a universal advertising space for your campaign.

**Skyscraper**

**Dimensions:** 120 × 600 or 160 × 600 pixels

**Pricing:** 29,00 € / 1,000 ad impressions (CPM)

**Halfpage Ad**

**Dimensions:** 300 × 600 pixels

**Pricing:** 39.00 € / 1,000 ad impressions (CPM)

→ The **“Leaderboard Footer”** offers plenty of space for your advertising message and, in the lower area of the page, attracts users who are in the orientation phase and are looking for an alternative to a certain product, for example.

**Dimensions:** 970 × 90 pixels or 728 × 90 pixels

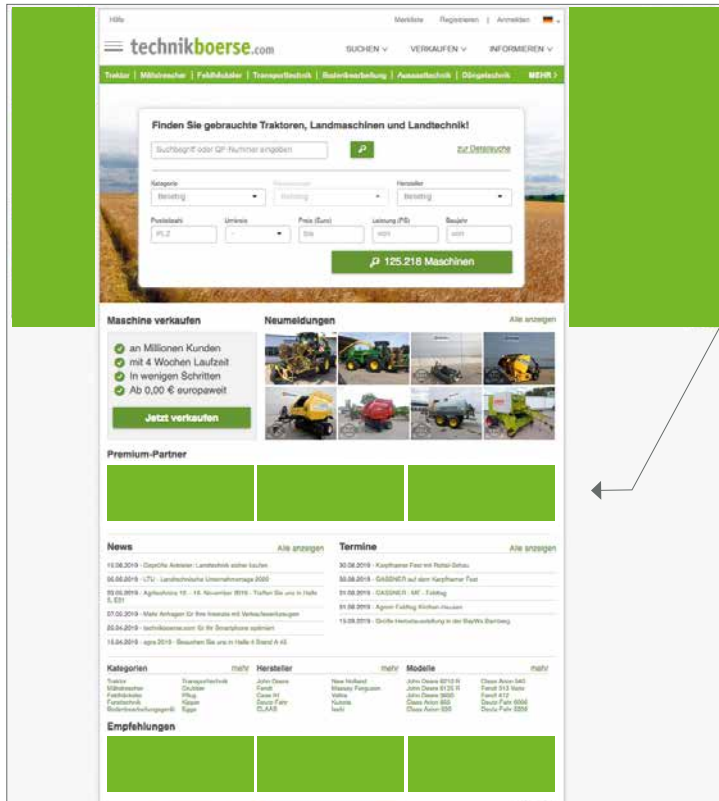
**Pricing:** 19.00 € / 1,000 ad impressions (CPM)

→ The **“Search result”** ad slot is located on the search results page directly between the machine advertisements. Address the users who are in the orientation phase here.

**Dimensions:** 728 × 160 pixels

**Pricing:** 29.00 € / 1,000 ad impressions (CPM)

**Supported file formats:** .gif, .jpg, HTML, Flash (max. 35 KB)



→ The ad slot “Homepage Premium Partner” module is located directly on the front page below the newest entries and offers you a very exclusive placement to present your offers.  
**Pricing:** 4,900.00 € per month

→ Specification:  
 Headline: maximum 25 characters,  
 Description: maximum 100 characters,  
 Targeting: Homepage,  
 Reach: approx. 900,000 impressions per month

→ Supported file formats: .gif, .jpg, HTML, Flash (max. 35 KB)

Reach out to your audience on the technikboerse front page



## Facebook Sponsored Machine Post

You would like to draw additional attention to your technikboerse.com ad? With our “Sponsored Machine Post” you can reach up to 118,000 technikboerse fans and their friends, relatives and acquaintances. Unless otherwise requested, the post is published on a Friday or Saturday at 9 p. m. and thus achieves the highest engagement rates.

### Specifications:

Text: up to 300 characters

Visual: picture series (1 – 5 pictures)  
or video (max. 5 minutes)

**Pricing: 499.00 €**



## Facebook Sponsored Post

technikboerse.com is also a good choice on facebook, the largest social media platform worldwide. Consider this ad format if you want to reach out to people with a background in agricultural engineering, construction engineering, forest engineering, etc. Your “Sponsored Post” will create an impact on technikboerse fans and their friends, relatives and acquaintances. Unless otherwise requested, the post is published promptly on a Friday or Saturday at 9 p. m. and thus achieves the highest reach.

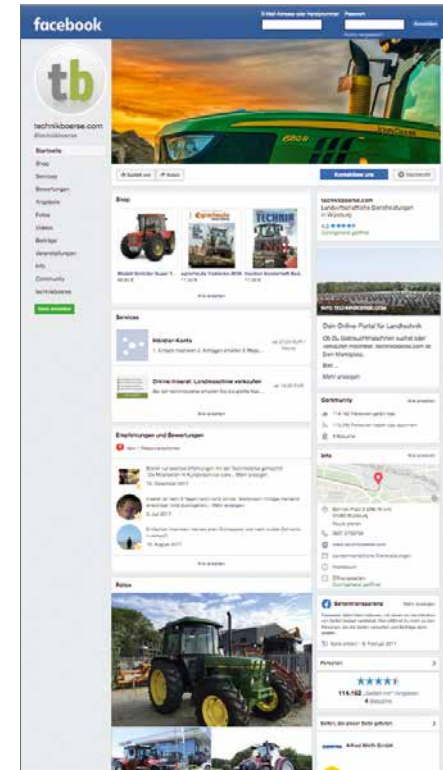
### Specifications:

Text: up to 1,000 characters

Visual: picture series (1 – 15 pictures)  
or video (max. 5 minutes)

**Pricing: 999.00 €**

Let us create a  
tailor-made offer for  
you and benefit from  
volume discounts.



Exclusive newsletter



Exclusive B2C newsletter for farmers	Exclusive B2B newsletter to agricultural engineering dealers
<p>With the B2C newsletter, we send your information or product recommendations with the look and feel of the technikboerse to all private end users (providers and inquirers) who have subscribed to the technikboerse newsletter.</p>	<p>The exclusive B2B newsletter is an eye-catching form of advertising in which we send your mailing in the look and feel of technikboerse to all commercial dealers who have subscribed to the technikboerse newsletter.</p>
<p>The landing page is an editorial topic special on technikboerse.com with a presentation of your product and external links.</p>	
<p><b>Specifications:</b> Exclusivity: max. 2 B2C mailings / month to private end users (approx 27.000 subscribers)</p>	<p><b>Specifications:</b> Exclusivity: max. 1 B2B mailing / month to agricultural engineering dealers (approx 1.500 subscribers)</p>
<p><b>Newsletter:</b> Title: up to 60 characters / text: up to 300 characters / image format 2:1 (min. 600 × 300 pixels)</p>	
<p><b>Topic special:</b> Text: up to 2,000 characters / external links: 1× / images in text: up to 3 / image format: 3: 1 (1,200 × 400 pixels)</p>	
<p><b>Pricing:</b> 4,900.00 €</p>	<p><b>Pricing:</b> 4,900.00 €</p>

Advertorial

An advertorial is particularly suitable if you want to provide your target group with complex information. The advertorial is identified as such in the news area and in the technikboerse user account for two or four weeks.

Specifications:

Teaser

→ Title: up to 90 characters / text: up to 300 characters / image format 4:3 (min. 400 × 300 pixels)



Advertorial:

→ Text: up to 2,000 characters / external links: 1× / images in text: up to 3 / image format: 3:1 (1,200 × 400 pixels)



**Pricing:** 1,499.00 € (2 weeks) or 2,749.00 € (4 weeks)

kostenloses Exemplar

**technikboerse** 

powered by *UsedTecWorld*

Das Landtechnik-Magazin von technikboerse.com



**Sie sind offen für Neues?  
Testen Sie uns.**



**ERLEBEN SIE JETZT UNSER KOMPLETTES  
TRAKTORENPROGRAMM VON  
43 BIS 310 PS.**



**MCCORMICK**  
Power Technology

■ MB-Trac 1300 und U 1500  
**Des Trecker Babes  
Oldies**

■ MF 6200er Serie  
**Ackerbüffel sucht  
neuen Job**



## Print and digital combined for maximum benefit

Content: Editorial contributions combined with image advertisements and offers from the extensive new and used machine market from technikboerse.com

Print circulation: 260,000 – 280,000.

Frequency of publication: twice a year - spring (March/April) and autumn (October/November)

Distribution: Free of charge in Germany / Austria / Switzerland as a supplement via the following print media:

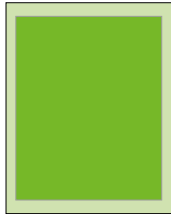
- Bayerisches Landwirtschaftliches Wochenblatt, Land & Forst
- Agrarheute, Agrartechnik, traction und Forst & Technik
- Lohnunternehmer aktuell (Zeitschrift des VLÖ - Verband der Lohnunternehmer Österreich)
- Verteilung auf relevanten Agrarmessen

Download as PDF file from technikboerse.com

Digital application via the technikboerse.com social media channels

**Let us create a  
tailor-made offer for  
you and benefit from  
volume discounts.**

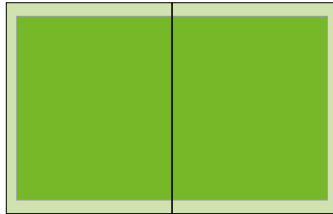
1/1 page



**S:** 169 × 249 mm  
**A:** 195 × 275 mm

**4-colours:** 4.860,-

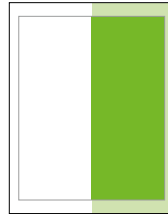
1/1 Double-page spread



**S:** 364 × 249 mm  
**A:** 390 × 275 mm

**4-colours:** upon request

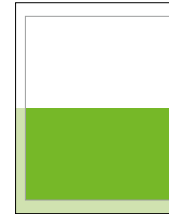
1/2 page vertical



**S:** 82 × 249 mm  
**A:** 95 × 275 mm

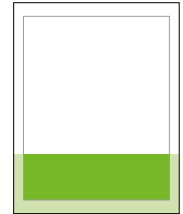
**4-colours:** upon request

1/2 page landscape



**S:** 169 × 122 mm  
**A:** 195 × 135 mm

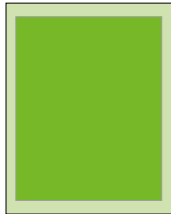
1/4 page landscape



**S:** 169 × 58 mm  
**A:** 195 × 65 mm

**4-colours:** 1.590,-

Cover pages

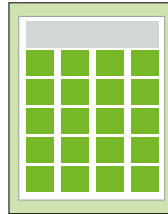


**A:** 210 × 297 mm

- 1. US
- 4-colours: 7,800,-
- 2./3. US
- 4-colours: 5,250,-
- 4. US
- 4-colours: 6,630,-

Machine ads

20 – 1/1 page



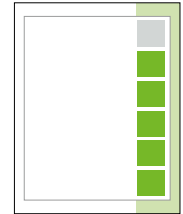
**4-colours:** 1,998,-

10 – 1/2 page vertical



**4-colours:** 1.290,-

5 – 1/4 Page vertical



**4-colours:** 840,-

S: Print space, A: Trim: 3 mm trim on all sides; leave at least 5 mm space between text/images and the edge of the booklet. ■ All formats width × height  
All prices plus statutory VAT. The terms and conditions of Deutscher Landwirtschaftsverlag GmbH apply.



## Contact



**Bianca Hilgenberg**

Sales & Marketing

Phone +49 (0) 931 / 27997-47

bianca.hilgenberg@technikboerse.com



**Frauke Strübig**

Sales & Marketing Magazine

Phone +49 (0) 931 / 27997-48

frauke.struebig@technikboerse.com



**Max von der Nahmer**

Online Marketing & Cooperations

Phone +49 (0) 179 111 4026

max.vondernahmer-ext@technikboerse.com

## Terms of payment

Net immediately after receipt of the invoice.

The invoice amount is not discountable.

Postage is not discountable.

The publisher is entitled to set a credit limit.

### Payment options

**DZ Bank AG Munich**

IBAN DE50 7016 0000 0000 1525 73

BIC GENODEFF701

**Postbank Munich**

IBAN DE60 7001 0080 0646 5658 04

BIC PBNKDEFF

## Terms and Conditions

The terms and conditions of payment and business conditions can be obtained from dlv or can be viewed at [www.dlv.de/AGB](http://www.dlv.de/AGB).

Due to tax regulations, we ask you to give your tax number and / or sales tax ID when placing your order.

**Deutscher Landwirtschaftsverlag GmbH**

Lothstrasse 29, 80797 München

technikboerse.com

Berliner Platz 9, 97080 Würzburg

Phone +49(0)931 27997-99,

Fax +49(0)931 27997-84-4099

Mail: [office@technikboerse.com](mailto:office@technikboerse.com)

web: [www.technikboerse.com](http://www.technikboerse.com)

You want to reach out to our audience?

We are be happy to assist you!

You have questions regarding technikboerse?

We are looking forward to your call!