

# Find out more about your customers' needs with *agri EXPERTS*.

*agri EXPERTS* is the market research unit of dlv Deutscher Landwirtschaftsverlag and was established in May 2015. Deutscher Landwirtschaftsverlag is the leading publishing house for the countryside and nature in Germany. It offers more than 40 publications. Print publications have a total monthly circulation of 1.5 million while the strongest website – *agrarheute.com* – generates more than 8.6 million page impressions per month. The company serves more than 400,000 customers (farmers) and more than 2,000 business clients. Together with 400 employees dlv produces an annual turnover of 70 million euros.



## *agri EXPERTS* is unique

Our USP lies in bringing market research and media reach together. Find out more about your customers' needs with *agri EXPERTS*.



## *agri EXPERTS* is precise

Our research methods depend on your goals. We offer quantitative and qualitative research.

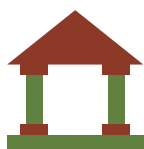
We can handle the conceptual design of your survey, the recruitment and offer (e.g.) research for brands, target groups or product test. The reporting can be uni-, bi- or multivariate.

Do not hesitate to talk with us, for example, about Structural Equation Models or Hierarchical Linear Models.



## *agri EXPERTS* is versatile

In line with your objectives we offer the following interviewing techniques: CAWI, paper and pencil, CATI and CAPI.



## *agri EXPERTS* is multi-channel

To reach the required target audience we rely on two strong pillars:

1. Our media reach – e.g. *agrarheute.com* – has 8.6 Mio page impressions per month.
2. Our Access Panel with more than 1,250 registered farmers.

During the registration process farmers have to complete a detailed questionnaire.

Therefore we are always able to screen extract information such as “size of farm”, “mainly activity”, “region” et cetera. Farmers are mostly located in Germany, Austria and Switzerland.

Our media reach allows us to operate time- and cost-efficiently.



## *agri EXPERTS* is professional

Our excellent internal and external references:



Our USP lies in bringing market research and media reach together. Get connected to your target group.

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