



Media Kit 2026

Germany's strongest agricultural region

- average of 224 hectares of land per farm
- leading in the expansion of renewable energies





Facts

Year: 2, 2026

Frequency of publication: weekly (52 issues per year)

Circulation Area: Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt, Saxony, Thuringia, Berlin-Land

Distributed circulation: 14,204 copies

Sold circulton: 13,969 copies
(IVW 2/2025)

ISSN: 2194-2587



Mitglied der Arbeitsgemeinschaft
Organisationsgebundene Landpresse

Media Profile

BAUERNZEITUNG is the weekly newspaper for everyone who lives in and from agriculture in Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt, Saxony and Thuringia.

With high regional credibility, practical content and a loyal readership, the weekly newspaper offers a strong platform for targeted advertising in the agricultural sector. Whether it's agricultural technology, crop production, animal husbandry or farm-related services – here you can reach the decision-makers on the farms directly.

Target Group

- Full-time and part-time farmers
- Farm manager, farm successor
- Cooperatives, agricultural enterprises
- Those interested in agricultural policy, specialist advisors, contractors, government officials

Structure:

- Farms engaged in arable farming, dairy farming, pig and poultry production
- Part-time farmers with direct marketing, farm shops, renewable energies

Special Features

- Regional roots with a specific focus on East German agriculture
- High credibility and loyalty among the target group
- Platform for practical relevance, exchange of experience and further training
- Long-standing market presence with strong reader loyalty

Publisher

Deutscher Landwirtschaftsverlag GmbH

Friedrichstr. 115, 10117 Berlin

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.

Focus on agriculture in eastern Germany – with **BAUERNZEITUNG**

For over 60 years, **BAUERNZEITUNG** has been a source of information for farmers in the eastern German states and, at the same time, part of their own history.

With its specialist articles on agricultural policy, animal husbandry and technology, this is an independent and practical companion.

A total of around 16 million hectares of farmland are cultivated in Germany. Of this, 5.3 million hectares are located in eastern Germany.

This corresponds to one third of the agricultural land in Germany.

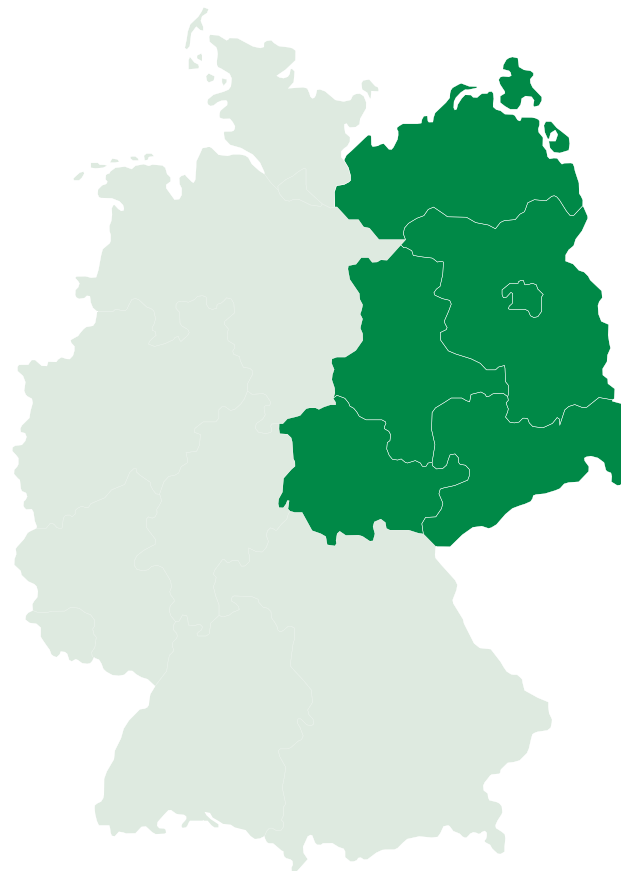
In eastern Germany, a farm cultivates significantly more land on average than the national average.

Eastern Germany approx. 224 hectares per farm vs. national average approx. 65 hectares

This above-average size speaks for a high level of professionalism and capital strength.

Targeted reach:

BAUERNZEITUNG reaches medium-sized and large companies with high decision-making authority – maximum advertising impact with minimum scatter.



Range and Structure	Display Ads	Print Magazine	Formats and Prices	Technical Specifications	Inserts and Bound-in booklets	Topics and Dates	Contacts
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Standard formats also possible as Ad Bundle		ROS-TKP (all users)	Targeting-CPM (target groups)	Desktop	Tablet	Mobile
1	Leaderboard (728 × 90 px)	29.– €	46.– €	☒	☒	–
2	Skyscraper (120 × 600 px)			☒	–	–
3	Medium Rectangle (300 × 250 px)			☒	☒	☒
4	Mobile Ad (320 × 100 px)			–	–	☒
Großformatige Image Banner						
5	Halfpage Ad (300 × 600 px)	38.– €	61.– €	☒	☒	–
6	Billboard (900 × 250 px)			☒	☒	–
	Hockey Stick (728 × 90 + 120 × 600 px)	89.– €	109.– €	☒	–	–
	Parallax (320 × 400 px)	89.– €	109.– €	–	–	☒

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
CPM: Cost mer Mille, Price for 1,000 Ad Impressions
Ad Impression: Insertion of advertising

All prices in €, plus statutory VAT, valid for campaigns starting on January 1, 2026



sample pages

Further digital channels under discussion –
information to follow

Print Magazine

3 good reasons for the *BAUERNZEITUNG*

1. *BAUERNZEITUNG* reaches one third of the total agricultural area in Germany.

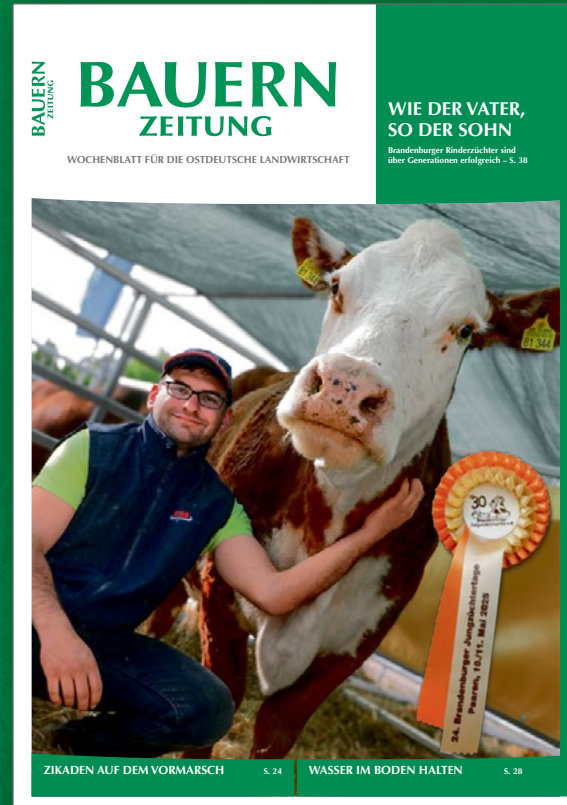
Source: MAAgrar2023

2. The average farm size in eastern Germany is 224 hectares, which is significantly larger than in western Germany (around 60 hectares).

Source: DESTATIS, April 2024

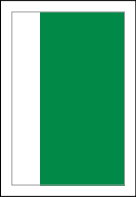
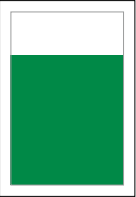
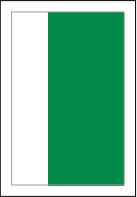
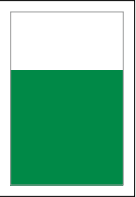
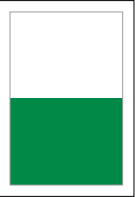
3. In eastern Germany, there continues to be a strong trend towards mechanisation and rationalisation, combined with high investment per farm.

Source: Heinrich Böll Foundation

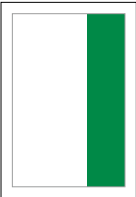
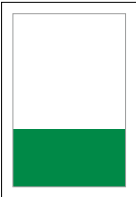
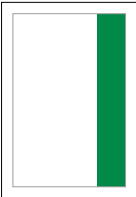
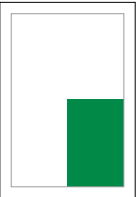
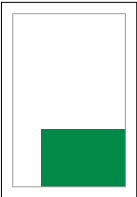
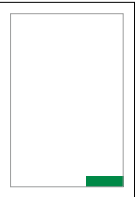
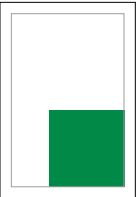
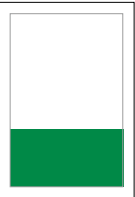


Range and Structure	Display Ads	Print Magazine	Formats and Prices	Technical Specifications	Inserts and Bound-in booklets	Topics and Dates	Contacts
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Standalone text elements

1/1 page  bw 2c/3c 4c P: 190 × 270 mm	8,060.– € 9,796.– € 12,276.– €	3/4 page vertical  P: 142 × 270 mm	3/4 page horizontal  P: 190 × 202 mm	2/3 page vertical  P: 125 × 270 mm	2/3 page horizontal  P: 190 × 180 mm	1/2 page vertical  P: 93 × 270 mm	1/2 page horizontal  P: 190 × 135 mm
		bw 2c/3c 4c	6,045.– € 7,347.– € 9,207.– €	bw 2c/3c 4c	5,200.– € 6,320.– € 7,920.– €	bw 2c/3c 4c	4,030.– € 4,898.– € 6,138.– €

Preferred positionings

1/3 page vertical  P: 61 × 270 mm	1/3 page horizontal  P: 190 × 90 mm	1/4 page 1 column  P: 45 × 270 mm	1/4 page 2 columns  P: 93 × 135 mm	1/4 page 3 columns  P: 142 × 90 mm	Textual advertisement  61 mm width	Corner ad  125 mm width	Banner  190 mm width
bw 2c/3c 4c	3,953.– € 4,740.– € 5,879.– €	bw 2c/3c 4c	2,714.– € 3,305.– € 4,162.– €		bw 14.64 € 2c/3c 17.55 € 4c 21.77 € (price per millimetre)	bw 29.28 € 2c/3c 35.10 € 4c 43.54 € (price per millimetre)	bw 43.92 € 2c/3c 52.66 € 4c 65.32 € (price per millimetre)

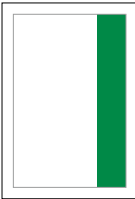
P: Print space ■ All formats of width × height. ■ Bleed advertising is possible only on the cover pages with special production restrictions (technical details on request)

All prices in € plus statutory VAT. ■ Deutscher Landwirtschaftsverlag GmbH terms and conditions of business apply. ■ Pricelist 2 valid from issue 1/2026

Range and Structure	Display Ads	Print Magazine	Formats and Prices	Technical Specifications	Inserts and Bound-in booklets	Topics and Dates	Contacts
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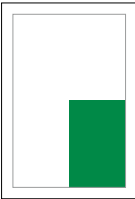
Ad section

1/4 page 1 column



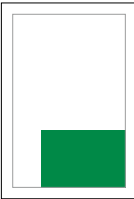
P: 45 × 270 mm

1/4 page 2 columns



P: 93 × 135 mm

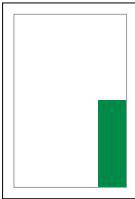
1/4 page 3 columns



P: 142 × 90 mm

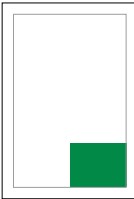
bw 1,755.– €
2c/3c 2,133.– €
4c 2,673.– €

1/8 page 1 column



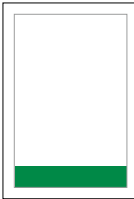
P: 45 × 135 mm

1/8 page 2 columns



P: 93 × 68 mm

1/8 page 4 columns



P: 190 × 34 mm

bw 877.50 €
2c/3c 1,066.50 €
4c 1,336.50 €

1/16 page 2 columns



P: 93 × 34 mm

s/w 442.– €
2/3-farbig 537,20 €
4-farbig 673,20 €

Range and Structure	Display Ads	Print Magazine	Formats and Prices	Technical Specifications	Inserts and Bound-in booklets	Topics and Dates	Contacts
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Cover page

Cover page 2

1/1 page, 4c 12,276.– €

Cover page 3

Classified ads reserved

Cover page 4

1/1 page, 4c 12,276.– €

Deadline for advertisements and printing material for cover pages always on Thursdays of the previous week.

Trimmed ads

Only possible on the cover pages

Ads by the millimetre

bw per mm 1 column 6.50 €

2c/3c per mm 1 column 7.90 €

4c per mm 1 column 9.90 €

Mandatory placement requirement 10% premium on the gross advertisement price (discountable)

Magazine size

220 mm × 300 mm (width × height)

Print space

190 mm × 270 mm (width × height)

Column width

Advertising section (4 columns) 45 mm

Running text (4 columns) 45 mm

Running text (3 columns) 61 mm

Column width (4 column-part of the magazine)

1 column 45 mm

2 columns 93 mm

3 columns 142 mm

4 columns 190 mm

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 bound-in inserts are billed without discount.

Technical Specifications

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.

Inserts total circulation 15,000 copies

Weight	Price per 1,000
up to 25 g	266.– €
ea. additional 5 g	21.– €
partial insert surcharge	20.20 €

Calculation per 1,000 copies or part thereof

Technical information

- Inserts must not be larger than the format 297 × 210 mm and must not have a zigzag fold.
- Inserts must not contain any advertisements by other firms and the long side of the insert must always be closed.

Samples for Inserts, bound-in booklets

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

Deutscher Landwirtschaftsverlag GmbH

Anzeigen „Bauernzeitung“
Kabelkamp 6, 30179 Hanover
GERMANY

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

Delivery address for inserts, bound-in booklets

Labelling “Bauernzeitung”:
Druckzentrum Penzberg GmbH & Co. KG
Robert-Koch-Str. 1, 82377 Penzberg
GERMANY

Delivery date for inserts, bound-in booklets

Free delivery, at least 7 days before publication date.

Partial Inserts

State	Circulation
Mecklenburg-Western Pomerania	2.302
Brandenburg/Berlin	2.968
Saxony-Anhalt	2.718
Thuringia	2.423
Saxony	3.783

Partial insertion is possible in the following federal states.

Calculation per 1,000 copies or part thereof.

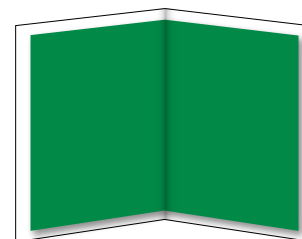


Bound-in Booklets

Size	Weight	Price
4 pages	up to 20 g	12,090.– €
8 pages	up to 40 g	16,120.– €
More than 8 pages, more than 40 g: price on request.		

Technical information

- Bound-in booklets have to be delivered folded and uncut
- Booklet format (= final format): 220 mm × 300 mm
Folder incl. bleed (folded) 230 mm × 313 mm
Folder incl. bleed 455 mm × 313 mm
 - 7 mm head trim
 - 5 mm foot trim
 - 5 mm outside trim (5 mm trim page 1+2, 10 mm trim page 3+4)
- Delivery in print run plus 4 % subsidy
- Occupancy only total circulation
- Under certain production-related conditions, the right to publication in a subsequent issue is reserved
- Adhesive on bound-in insert: on request with sample



Range and Structure	Display Ads	Print Magazine	Formats and Prices	Technical Specifications	Inserts and Bound-in booklets	Topics and Dates	Contacts
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Issue		Publication date	Advertising deadline	Topic	Trade fair/Events	Country variety trials, Crop protection
January	1	02.01.2026	19.12.2025			Variety trials winter durum
	2	09.01.2026	02.01.2026	Grain drying and storage	Internationale Grüne Woche Berlin 16. – 25.01.2026	Variety trials summer oats
	3	16.01.2026	09.01.2026	Manure technology		
	4	23.01.2026	16.01.2026	Agricultural photovoltaics		
	5	30.01.2026	23.01.2026			Variety trials sunflowers
February	6	06.02.2026	30.01.2026	Drainage		Weed control in winter cereals, variety trials ecological grain legumes/ summer cereals
	7	13.02.2026	06.02.2026	Organic farming, pigs, animal health poultry		Pickling potatoes
	8	20.02.2026	13.02.2026	Dairy cattle feeding, grassland maintenance		Guide to plant protection Variety trials organic potatoes
	9	27.02.2026	20.02.2026	Tractors & accessories, renewable energies (solar energy)		
March	10	06.03.2026	27.02.2026	Potato cultivation, sows		Use of insecticides in winter rapeseed, variety trials summer durum
	11	13.03.2026	06.03.2026	Sugar beet cultivation		Weed control in sugar beet, variety trials table potatoes RG3
	12	20.03.2026	13.03.2026	Maize cultivation, stable climate and stable hygiene		Growth regulator in wheat
	13	27.03.2026	20.03.2026	Well construction		Use of insecticides in sugar beet

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Issue		Publication date	Advertising deadline	Topic	Trade fair/Events	Country variety trials, Crop protection		
April	14	02.04.2026	26.03.2026	Renewable energies (biogas)	AGRA Leipzig (09. – 12.04.2026)	Weed control in potatoes, fungicide use in winter wheat, guide to pig farming		
	15	10.04.2026	01.04.2026	Sweepers, cattle stalls		Weed control in maize		
	16	17.04.2026	10.04.2026	Feeding technology for pigs		Plant protection equipment technology		
	17	24.04.2026	17.04.2026	Sprinkling		Use of insecticides in potatoes		
	18	30.04.2026	23.04.2026	Piglets, use of silage additives	BraLa, Schönwalde-Glien (08. – 10.05.2026)	Insecticides in cereals		
May	19	08.05.2026	30.04.2026	Organic farming, hall construction, feeding in pig farming				
	20	15.05.2026	07.05.2026	High-pressure cleaner		Controlling late blight in potatoes		
	21	22.05.2026	13.05.2026	Animal health Pig				
	22	29.05.2026	21.05.2026	Milking technology, rye in pig feed				
June	23	05.06.2026	28.05.2026	Combine harvester		Combating Alternaria in potatoes, variety trials winter rapeseed		
	24	12.06.2026	03.06.2026	Poultry Organic farming	DLG Feldtage, Bernburg 16. – 18.06.2026			
	25	19.06.2026	12.06.2026	Digitisation in plant production/technology: trends and practice				
	26	26.06.2026	19.06.2026	Cultivation of catch crops				

Range and Structure	Display Ads	Print Magazine	Formats and Prices	Technical Specifications	Inserts and Bound-in booklets	Topics and Dates	Contacts
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Issue	Publication date	Advertising deadline	Topic	Trade fair/Events	Country variety trials, Crop protection
July	27	03.07.2026	26.06.2026	Wheel loaders and telescopic handlers	
	28	10.07.2026	03.07.2026	Manure technology, dairy farming	Fungicide use in sugar beet
	29	17.07.2026	10.07.2026	Rapeseed sowing, fattening pigs	Weed killing in potatoes
	30	24.07.2026	17.07.2026	Cyber security	Weed control in winter rape
	31	31.07.2026	24.07.2026	Autumn sowing of cereals	
August	32	07.08.2026	31.07.2026	Animal health Cattle	Pest control in rapeseed
	33	14.08.2026	07.08.2026	Potato harvesting and storage, energy guide	Slug control
	34	21.08.2026	14.08.2026	Rodent control, energy crops (cereals GPS)	
	35	28.08.2026	21.08.2026	Renewable energies (wind energy)	Weed control in winter cereals, variety trials winter malting barley
September	36	04.09.2026	28.08.2026	Organic farming, sows	MeLa, Mühlengeez (10. – 13.09.2026)
	37	11.09.2026	04.09.2026	Animal digitisation: trends and practice, career and education	Grüne Tage Thuringia, Erfurt (25. – 27.09.2026)
	38	18.09.2026	11.09.2026	Animal health: pigs and poultry	WindEnergy, Hamburg 22. – 25.09.2026
	39	25.09.2026	18.09.2026	Cattle fattening	Variety trails organic wheat, winter wheat

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Issue	Publication date	Advertising deadline	Topic	Trade fair/Events	Country variety trials, Crop protection
October	40	02.10.2026	25.09.2026	Feed mixer, milking technology	Variety trials silage maize, variety trials grain maize
	41	09.10.2026	02.10.2026	Digitisation in plant production/technology: trends and practice	Variety trials EU maize
	42	16.10.2026	09.10.2026	Municipal technology, renewable energies (wood energy)	Aphid and vector control in cereals
	43	23.10.2026	16.10.2026	Wind energy	Preview EuroTier
	44	30.10.2026	23.10.2026	Piglet health	Preview EuroTier
November	45	06.11.2026	30.10.2026	EuroTier, Hanover (10. – 13.11.2026)	
	46	13.11.2026	06.11.2026	Organic farming	
	47	20.11.2026	13.11.2026	Trailers and tippers	
	48	27.11.2026	20.11.2026	Forestry technology	
December	49	04.12.2026	27.11.2026	Hall construction	Variety trails early potatoes RG1
	50	11.12.2026	04.12.2026	Calves, milk production	Early potatoes RG2
	51/52	18.12.2026	11.12.2026	Christmas issue/ Year-end issue	

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