



Media Kit 2026

**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 price

Display Ads	Content Advertising and Social Media	Print Magazine	Specifications and General Data	Contacts
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Facts

Year: 216, 2026

Frequency of publication: weekly

Circulation Area: Bavaria

Distributed circulation: 74,155 copies

Sold circulation: 72,618 copies
(IVW 2/2025)

Subscription price: 184.– €*

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 **216 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 74,155 distributed copies (IVW 2/2025) measured at 81,560 businesses (destatis 2023) – 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.

Display Ads

Content Advertising and Social Media

Print Magazine

Specifications and General Data

Contacts

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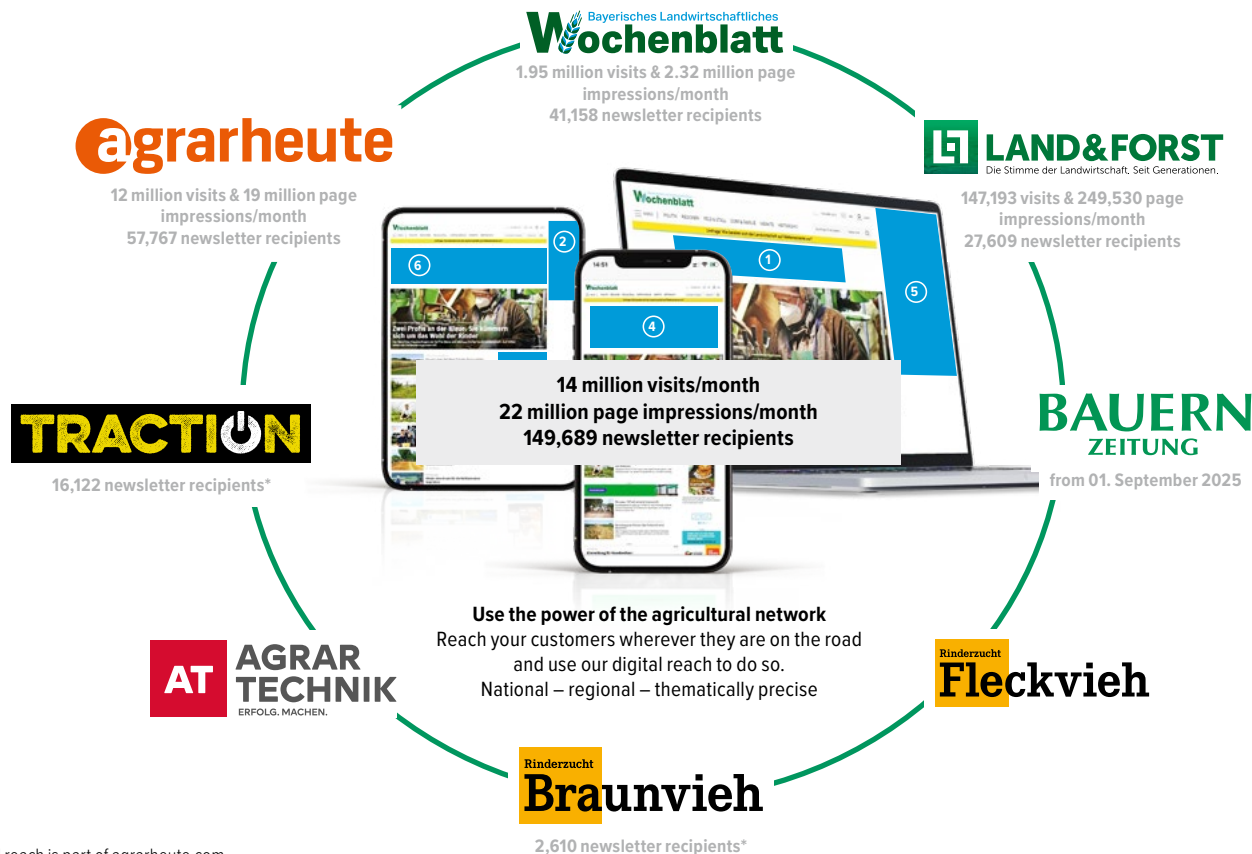
Display Ads

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Print Magazine

Specifications and General Data

Contacts



*Digital reach is part of agrarteute.com
IVW June, 2025, publisher's details.

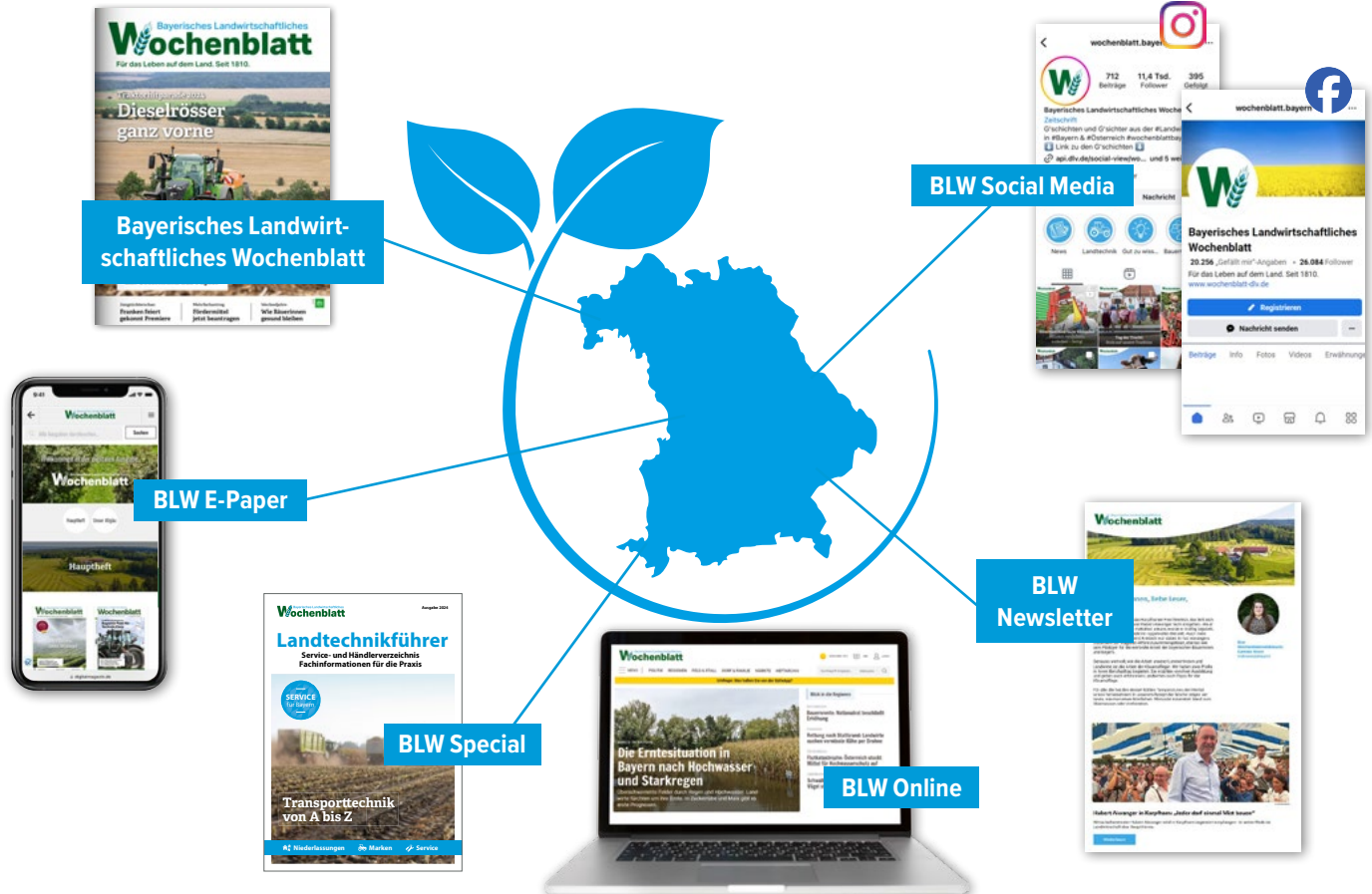
Display Ads

Content Advertising and Social Media

Print Magazine

Specifications and General Data

Contacts

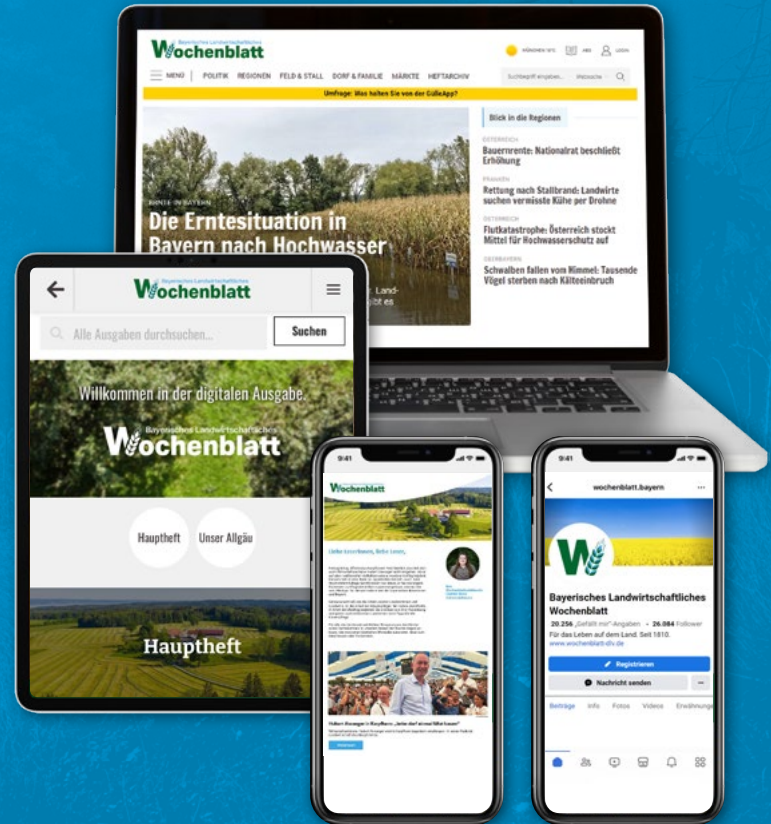


Digital Channel

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

Farmers can find specialised information and news here 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

Print Magazine

Specifications and General Data

Contacts

Online

1,959.979 visits

2,326,666 page impressions*

Newsletter

41,158 subscribers

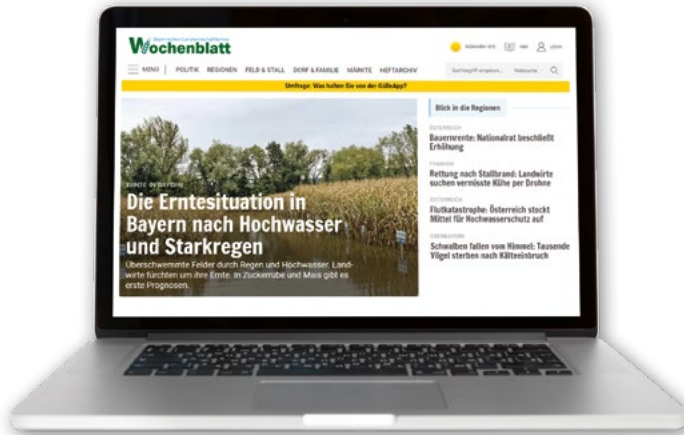
32 % opening rate

Facebook

30,577 follower

Instagram

17,300 follower



Display Ads

Content Advertising and Social Media

Print Magazine

Specifications and General Data

Contacts

Standard formats also possible as Ad Bundle		ROS-CPM (all readers)	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)			-	-	☒
Large-size Image Banner						
5	Halfpage Ad (300 × 600 px)	38.– €	61.– €	☒	☒	-
6	Billboard (900 × 250 px)			☒	☒	-
	Hockey Stick (728 × 90 + 120 × 600 px)	89.– €	109.– €	☒	-	-
	Parallex (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 per mille, unit price for 1,000 Ad impressions





Display Ads

Content Advertising and Social Media

Print Magazine

Specifications and General Data

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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 homepage or in one of the categories.

Advertorial	Price
4 weeks runtime	1,550.– €
Promotion (optional)	
as "Branded Content" on Facebook	385.– €*
as image-text advert in the BLW Newsletter	385.– €*

Specifications:

Images

- Teaser: format 3:2 (2,000 x 1,333 px)
- Top image: format 5:2 (2,000 x 800 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 (2,000 x 1,333 px)

We recommend our advertorial package*



Advertorial



Image-text ad
in the newsletter



Facebook post



2,320.– €*



Example Advertorial teaser:



Anzeige

Mit raison geht's blattgesund durchs Rübenjahr

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



Example Advertorial text:



Example Facebook:



Example Newsletter:



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

Display Ads

[Content Advertising and Social Media](#)

Print Magazine

Specifications and General Data

Contacts

More than 40,000 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.

Recipient profile



Ø 56 years old



85 % male



14 % female



70 % active in the agricultural sector

Coverage:

More than
40,000 recipients*

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



Price 624.– €
1st display position, price 687.– €

Newsletter with your individual content

Standalone Newsletter

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

Please reserve your
desired date early.



Price 3.081.– €

Display Ads	Content Advertising and Social Media	Print Magazine	Specifications and General Data	Contacts
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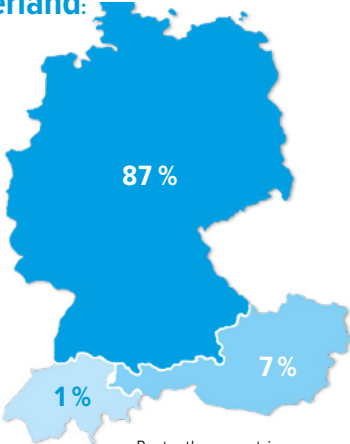
Reach the agricultural target group in the *Bayerisches Landwirtschaftliches Wochenblatt* Facebook feed.
We share our information with 30,577 followers*.

Choose from the following options:

- **Sponsored Post:** 850.– €
- **Story Ad:** 850.– €
- **Reel:** 850.– €

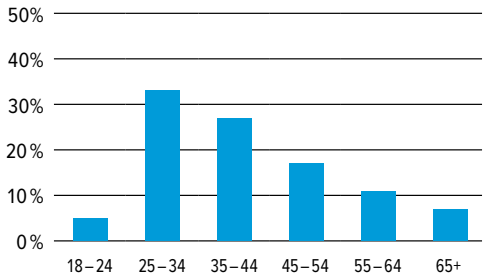
Allocation:

Germany – Austria – Switzerland:



Rest: other countries

 = 59%  = 41%



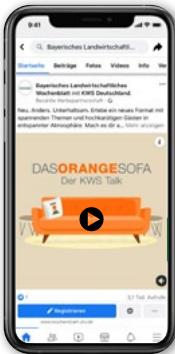
* Date: June 2025 ■ All prices in € plus statutory VAT.



Example image:



Example video:



Example story ad:



Coverage:
more than
30,000 followers*

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



Display Ads	Content Advertising and Social Media	Print Magazine	Specifications and General Data	Contacts
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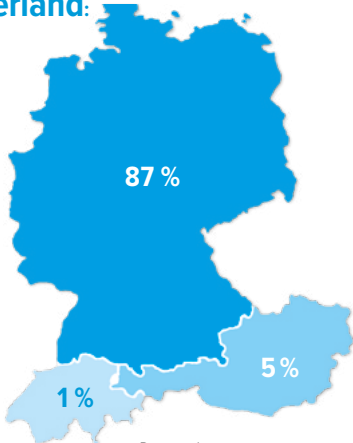
Reach the agricultural target group in the *Bayerisches Landwirtschaftliches Wochenblatt* news feed on Instagram.

Please choose here:

- **Sponsored Post:** 840.– €
- **Story Ad:** 840.– €
- **Reel:** 840.– €

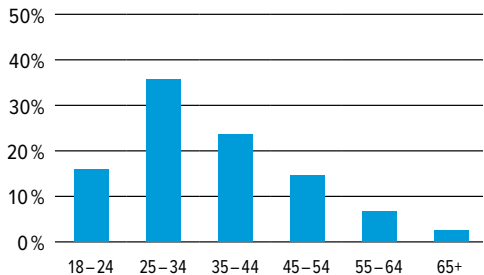
Allocation:

**Germany – Austria –
Switzerland:**



Rest: other countries

♂ = 65 % ♀ = 35 %



* Date: June 2025 ■ All prices in € plus statutory VAT



Example image:



Example video:



Example story ad:



Coverage:
more than
17,300 followers*

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

Print Magazine

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.



Display Ads

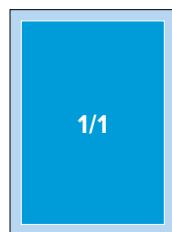
Content Advertising and Social Media

Print Magazine

Specifications and General Data

Contacts

Cover pages



Cover page 2/4

2c 14,619.– €
3c 16,797.– €
4c 19,981.50 €

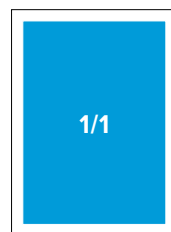
Cover page 3

2c 13,923.– €
3c 15,997.– €
4c 19,030.– €

1/1 page

P: 190 × 270 mm
B: 220 × 300 mm

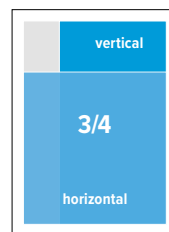
Standalone text element



1/1 page

P: 190 × 270 mm

bw 11,623.– €
2c 13,923.– €
3c 15,997.– €
4c 19,030.– €



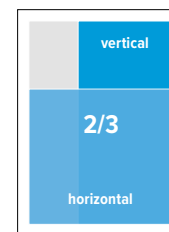
3/4 page vertical

P: 142 × 270 mm

3/4 page horizontal

P: 190 × 202 mm

bw 8,717.– €
2c 10,442.– €
3c 11,998.– €
4c 14,272,50 €



2/3 page vertical

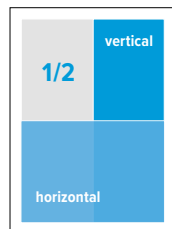
P: 125 × 270 mm

2/3 page horizontal

P: 190 × 180 mm

vertical
bw 8,911.– €
2c 10,674.– €
3c 12,265.– €
4c 14,590.– €

horizontal
bw 7,749.– €
2c 9,282.– €
3c 10,665.– €
4c 12,687.– €



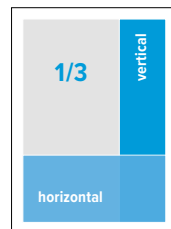
bw 5,811.50 €
2c 6,961.50 €
3c 7,998.50 €
4c 9,515.– €

1/2 page vertical

P: 93 × 270 mm

1/2 page horizontal

P: 190 × 135 mm



1/3 page vertical

P: 61 × 270 mm

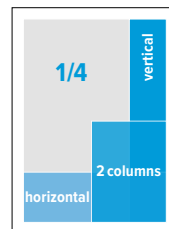
1/3 page horizontal

P: 190 × 90 mm

vertical
bw 4,678.– €
2c 5,711.– €
3c 6,991.– €
4c 8,389.– €

horizontal

bw 4,068.– €
2c 4,966.– €
3c 6,079.– €
4c 7,295.– €



1/4 page vertical

P: 45 × 270 mm

1/4 page horizontal

S: 190 × 68 mm

1/4 page 2 columns

P: 93 × 135 mm

bw 3,196.– €
2c 4,003.– €
3c 5,119.– €
4c 6,232.– €

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 prices in € plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and conditions of business apply. ■ Pricelist 79 valid from issue 01/2026

Display Ads

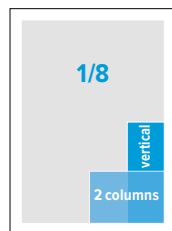
Content Advertising and Social Media

[Print Magazine](#)

Specifications and General Data

Contacts

Advertising section



bw	1,452.90 €
2c	1,740.40 €
3c	1,999.60 €
4c	2,378.80 €

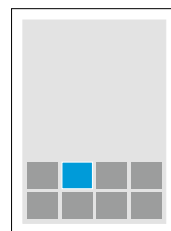
1/8 page 2 columns

P: 93 × 68 mm

1/8 page 1 column

P: 45 × 135 mm

Construction in agriculture*

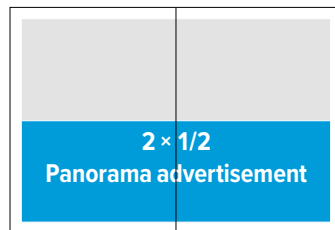


bw	375.20 €
2c	449.20 €
4c	614.– €

P: 45 × 40 mm

Minimum format (1 block)

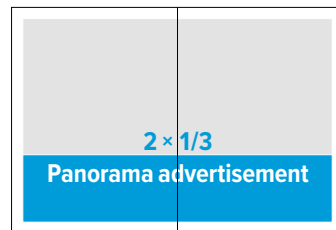
Preferred positionings



2 x 1/2 panorama advertisement

P: 400 × 135 mm

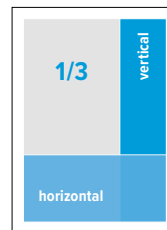
bw	11,623.– €
2c	13,923.– €
3c	15,997.– €
4c	19,030.– €



2 x 1/3 panorama advertisement

P: 400 × 90 mm

bw	8,136.– €
2c	9,932.– €
3c	12,158.– €
4c	14,590.– €



1/3 page vertical

next to editorial p. 3

P: 61 × 270 mm

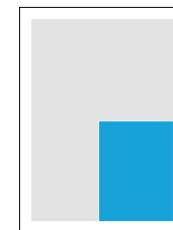
1/3 page horizontal

below editorial p. 3

P: 190 × 90 mm

vertical	
bw	4,912.– €
2c	5,996.– €
3c	7,340.– €
4c	8,809.– €
horizontal	
bw	4,678.– €
2c	5,711.– €
3c	6,991.– €
4c	8,389.– €

Corner space ad/text parts



P: 93 × 125 mm

bw	3,675.– €
2c	4,603.– €
3c	5,938.– €
4c	7,229.– €

P: Print space, ■ All formats of width × height. ■ *every 4 weeks from issue 3/2026 ■ All prices in € plus statutory VAT.

Deutscher Landwirtschaftsverlag GmbH terms and conditions of business apply. ■ Pricelist 79 valid from issue 01/2026

Ads by the millimetre

bw per mm 1 column	9.38 €
2c per mm 1 column	11.23 €
3c per mm 1 column	12.90 €
4c per mm 1 column	15.35 €

Ads next-to-matter

(Format 45 mm × max. 100 mm/4 column-part)

bw per mm 1 column	21.11 €
2c per mm 1 column	25.27 €
3c per mm 1 column	29.03 €
4c per mm 1 column	34.54 €

Further preferential placements on request.

Cipher fee in Germany and abroad
(including postage and tax)

14.– €

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

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

Andreas Heidemann

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Postcode area Bayern 80 + 81 + 82 + 85 + 90 + 91
+ Mecklenburg-Vorpommern + Brandenburg
+ Sachsen-Anhalt + Nordrhein-Westfalen
+ Hessen + Rheinland-Pfalz + Saarland
+ Postcode area AT 4xxx + PL



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+ Berlin + Schleswig-Holstein + Hamburg
+ Niedersachsen + Bremen + Netherlands



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+ 95 + 96 + 97 + Baden-Württemberg
+ Thüringen + Sachsen + foreign countries
all expect: AT postcode 4xxx, NL, PL



Inserts

Weight	Price per 1,000*
up to 25 g	195.– €
ea. additional 5 g	33.– €

*Post distribution fees are included. Subject to change within the framework of the Post Distribution Fee Ordinance.

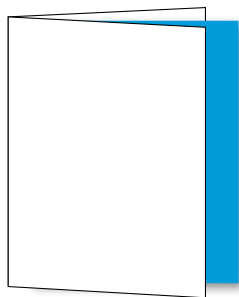
**Your insert
now digital
in e-paper**

Technical information

- Inserts must not be larger than the format 210 × 297 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.
- Partial bookings of regions are possible.
- Digital inserts: PDF file with individual pages in the correct page order and in the final insert format, without print-specific elements (trim, crop marks etc.), resolution at least 200 dpi

Please also note our information for inserts and bound-in-booklets on page 24.

[i Specifications →](#)



Bound-in booklets

Size	Weight	Price
4 pages	up to 25 g	20,340.– €
8 pages	up to 50 g	26,152.– €
more than 8 pages	more than 50 g	on request

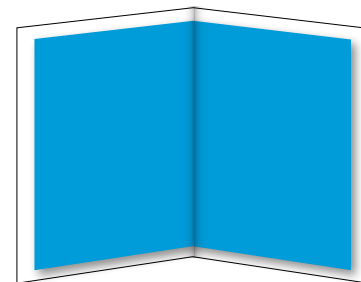
Bound insert in the magazine or on cover pages are not possible.
Bound inserts on supplements and booklets only upon request with sample.

Technical information

- Bound-in booklets are to be delivered folded and uncut. Occupancy only total circulation.
- 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)

Please also note our information for inserts and bound-in-booklets on page 24.

[i Specifications →](#)



HalfCover

Size	Price
2 × ca. 1/2 page	31,590.– €

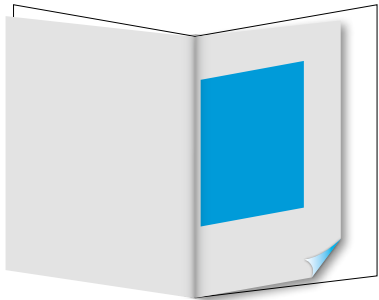
Cover type paper will be used.

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

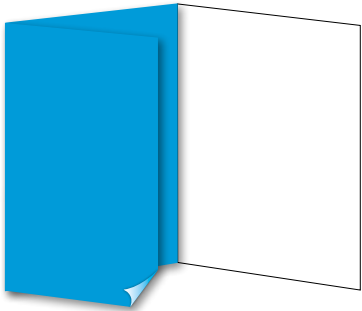
Size	Price
3 × 1/1 page cover	64,702.– €
3 × 1/1 page back	64,702.– €

Cover type paper will be used.

Suprise 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		Print Magazine	Specifications and General Data	Contacts
Issue		Dates	Topics	Specials	Trade Fairs	
January	1	P: 02.01.2026 A: 18.12.2025	Red clover propagation and the danger posed by clover silk			
	2	P: 09.01.2026 A: 30.12.2025	Country variety trials: organic summer barley and oats; heating with wood; calf rearing		Grüne Woche, Berlin 16. – 25.01.2026	
	3	P: 16.01.2026 A: 08.01.2026		Ad platform “Building in agriculture”		
	4	P: 23.01.2026 A: 15.01.2026	Current breeding programme for Fleckvieh		Biogas Infotage, Ulm 28. – 29.01.2026	
	5	P: 30.01.2026 A: 22.01.2026	Insecticide use in oilseed rape; AGRITECHNICA review: future agricultural technology tractors	Specialized part Forest		
February	6	P: 06.02.2026 A: 29.01.2026	Country variety trails: legumes; follow-up report Biogas Info Days in Ulm; calf pens; German Sport Horse Stallion Days		BIOFACH, Nürnberg 10. – 13.02.2026	
	7	P: 13.02.2026 A: 05.02.2026	Growth regulators and fungicides for rapeseed; current compound feed test	Ad platform “Building in agriculture”		
	8	P: 20.02.2026 A: 12.02.2026	Cereal herbicides (excluding summer cereals); pig health		Regio Agrar Bayern, Augsburg 24. – 26.02.2026 Energiesparmesse, Wels (AT) 27.02. – 01.03.2026	
	9	P: 27.02.2026 A: 19.02.2026	Country variety trials: millet; weed control grain legumes including inoculation; new products and trends in plant protection technology; injection inspection; tips for grazing	Specialized part Forest		
March	10	P: 06.03.2026 A: 26.02.2026	Preparing grassland for spring; weed control in sugar beet			
	11	P: 13.03.2026 A: 05.03.2026	Potato herbicides; current compound feed test	Ad platform “Building in agriculture”		
	12	P: 20.03.2026 A: 12.03.2026	Growth regulators in cereals; calf rearing feed	PR special publication “Made for Bavaria” (closing date: 19.02.2026)		
	13	P: 27.03.2026 A: 19.03.2026	Fungicides winter barley + note on spring barley; sheep and goats	Specialized part Forest		

Display Ads		Content Advertising and Social Media		Print Magazine	Specifications and General Data	Contacts
Issue	Dates	Topics		Specials	Trade Fairs	
April	14	P: 02.04.2026 A: 24.03.2026	Corn herbicides; insecticides for potatoes; battery storage; tractor hit parade 2025: analysis of tractor registrations			
	15	P: 10.04.2026 A: 31.04.2026	Fungicides for wheat; herbicides for summer cereals + root weeds; breeding value estimation; preview: Agrarschau Allgäu	Ad platform “Building in agriculture”	Agrarschau Allgäu, Dietmannsried 16. – 20.04.2026	
	16	P: 17.04.2026 A: 09.04.2026	Fungicides for rye and triticale; insecticide use in sugar beet; pig feed			
	17	P: 24.04.2026 A: 16.04.2026	Growth monitoring for the first cut	Specialized part Forest		
	18	P: 30.04.2026 A: 21.04.2026	Trends and innovations for grassland harvesting; farm succession: tax tips, legal and social issues;			
May	19	P: 08.05.2026 A: 28.04.2026	Grassland monitoring	Ad platform “Building in agriculture”		
	20	P: 15.05.2026 A: 05.05.2026	Fusarium head blight; poultry housing construction			
	21	P: 22.05.2026 A: 12.05.2026	Late blight and alternaria in potatoes; Stopping the spread of weeds and grasses during the grain harvest: causes and solutions;solar thermal energy			
	22	P: 29.05.2026 A: 19.05.2026	Preview: of the DLG-Feldtage; Triesdorfer Gülletag	Specialized part Forest		
June	23	P: 05.06.2026 A: 26.05.2026	Intermediate crops in feed rations; avoiding heat stress in pigs	Ad platform “Building in agriculture”		
	24	P: 12.06.2026 A: 02.06.2026	Corn borers and root borers; poultry feeding		DLG-Feldtage, Bernburg 16. – 18.06.2026	
	25	P: 19.06.2026 A: 11.06.2026	Current compound feed test		Intersolar Europe, München 23. – 25.06.2026 Johannitag, Triesdorf 28.06.2026	
	26	P: 26.06.2026 A: 18.06.2026	Leaf diseases in sugar beet; piglet rearing	Specialized part Forest		

Display Ads		Content Advertising and Social Media		Print Magazine	Specifications and General Data	Contacts
Issue	Dates	Topics	Specials	Trade Fairs		
July	27	P: 03.07.2026 A: 25.06.2026	Germ inhibition in potatoes; new products from Intersolar; investing tax reserves correctly; money & credit	Ad platform “Building in agriculture”		
	28	P: 10.07.2026 A: 02.07.2026	Varieties and production technology for winter malting barley; weed control for potatoes; water supply in pigsties			
	29	P: 17.07.2026 A: 09.07.2026	Safety on the farm and in the field during harvest season; national mare show; grass silage quality ‘1st cut’			
	30	P: 24.07.2026 A: 16.07.2026	Pest control in rapeseed; report on the field days of Demonet KleeLuzPlus; tips for the poultry house			
	31	P: 31.07.2026 A: 23.07.2026	Country variety trials: winter rapeseed;rapeseed herbicides; leasing and letting; suckler cow husbandry	Ad platform “Building in agriculture”	Ostbayernschau, Straubing 08. – 16.08.2026 Allg. Festwoche, Kempten 08. – 16.08.2025	
August	32	P: 07.08.2026 A: 30.07.2026	Variety trials: green rye; report on horse husbandry			
	33	P: 14.08.2026 A: 06.08.2026	Determining the ripeness of maize and starting harvest monitoring; breeding value estimation	Karpfhamer Fest/Rottalschau: large trade fair special publication in the complete edition		
	34	P: 21.08.2026 A: 13.08.2026	Country variety trials: winter barley; energy efficiency; laying hen feeding;		Karpfhamer Fest/Rottalschau, Karpfham 28.08. – 01.09.2026	
	35	P: 28.08.2026 A: 20.08.2026	Country variety trials: rye and triticale; How much does corn cost from the field?; latest information for pig farmers	Ad platform “Building in agriculture” Specialized part Forest		
September	36	P: 04.09.2026 A: 27.08.2026	Country variety trials: winter wheat; country variety trials: organic rye and organic spelt; cereal herbicides; latest news from seed testing			
	37	P: 11.09.2026 A: 03.09.2026	Fungicides and growth regulators in rapeseed; country variety trials: organic wheat; grassland maintenance before winter; poultry farming			
	38	P: 18.09.2026 A: 10.09.2026	AOL tractor test part 1; biogas technology; drinking hygiene; stable construction and climate			
	39	P: 25.09.2026 A: 17.09.2026	AOL tractor test part 2; report by a pig farmer	Ad platform “Building in agriculture” Specialized part Forest		

Display Ads			Content Advertising and Social Media		Print Magazine	Specifications and General Data		Contacts	
Issue		Dates		Topics		Specials		Trade Fairs	
October	40	P: 02.10.2026 A: 24.09.2026	Vector control overview monitoring; money & credit						
	41	P: 09.10.2026 A: 01.10.2026	Grass silage quality of subsequent cuts; protein from insect farming						
	42	P: 16.10.2026 A: 08.10.2026	Current compound feed test						
	43	P: 23.10.2026 A: 15.10.2026	EuroTier: preliminary report part 1; solid fuels; Southern German Coldblood licensing		Ad platform “Building in agriculture”				
	44	P: 30.10.2026 A: 22.10.2026	EuroTier: preliminary report part 2; Feed quality hay, cobs, lucerne		PR special publication “Made for Bavaria” (closing date: 08.10.2026). Specialized part Forest				
November	45	P: 06.11.2026 A: 29.10.2026	EuroTier: main exhibition catalogue				EuroTier, Hannover 10. – 13.11.2026		
	46	P: 13.11.2026 A: 05.11.2026	Haflinger and Edelbluthaflinger licensing						
	47	P: 20.11.2026 A: 12.11.2026	EuroTier: follow-up report part 1		Ad platform “Building in agriculture”		agraria, Wels (AT) 25. – 28.11.2026		
	48	P: 27.11.2026 A: 19.11.2026	EuroTier: follow-up report part 2; country variety trials: oats and spring wheat; corn silage quality		Specialized part Forest				
December	49	P: 04.12.2026 A: 26.11.2026	Country variety trials: spring barley; breeding value estimation Fleckvieh/Braunvieh; tax tips for the end of the year						
	50	P: 11.12.2026 A: 03.12.2026	Country variety trials: soya; current compound feed test						
	51/ 52	P: 18.12.2026 A: 10.12.2026	Country variety trials: silage maize and grain maize; pig feeding		Ad platform “Building in agriculture”				



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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.

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www.dlv.de/blw

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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.

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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!

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

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Inserts also digital 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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