



Media Kit 2026



**The voice of
agriculture for
generations**

- Lower Saxony – agricultural state no. 1
- Agricultural weekly with the widest reach from 50 ha of agricultural land



The **voice of** agriculture. For generations.

Our **north**. Our agriculture. Our home.
We are **storm-proof**. We **stand up**
for farmers in Lower Saxony even in the
face of headwinds. Our **handshake**
counts and you can rely on our word.
With a clear view across the wide and,
LAND & Forst is a guide and support
in the field and in the barn. A
responsibility that we take seriously.
For **generations.**  LAND & FORST



Facts

Year: 21, 2026

Frequency of publication: weekly

Circulation area: Lower Saxony

Distributed circulation: 40,251 copies

Sold circulation: 39,684 copies

(IVW 2/2025)

ISSN: 1439-3239



Mitglied der Arbeitsgemeinschaft
Organisationsgebundene Landpresse

Publisher

Deutscher Landwirtschaftsverlag GmbH

Kabelkamp 6, 30179 Hanover, Germany

Mars-la-Tour-Str. 4, 26121 Oldenburg, Germany

Media Profile

LAND & FORST is the voice of agriculture. It is an integral part of farming families. It is a guide and support. In the field as well as in the stable.

Target Group

LAND & FORST is the weekly read by full-time and part-time farmers in Lower Saxony. It reaches 86,1% of agricultural businesses (source: MAagrar 2023) and is the basic medium of Lower Saxony's agriculture.

LAND & FORST Digital Channels

The direct way to the target group of farmers is via the digital channels of LAND & FORST. With over 40,000 Facebook fans and more than 17,000 Instagram followers, it is the leading agricultural weekly.

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 PNBKDEFF

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.

**Basic medium of
Lower Saxony's
agriculture**

Digital Channels	Display Ads	Print Magazin	Formats and Prices	Regional Split	Inserts and Bound-in booklets	Dates and Topics	Contacts
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The World of LAND & FORST

Digital Channels

Display Ads

Print Magazin

Formats and Prices

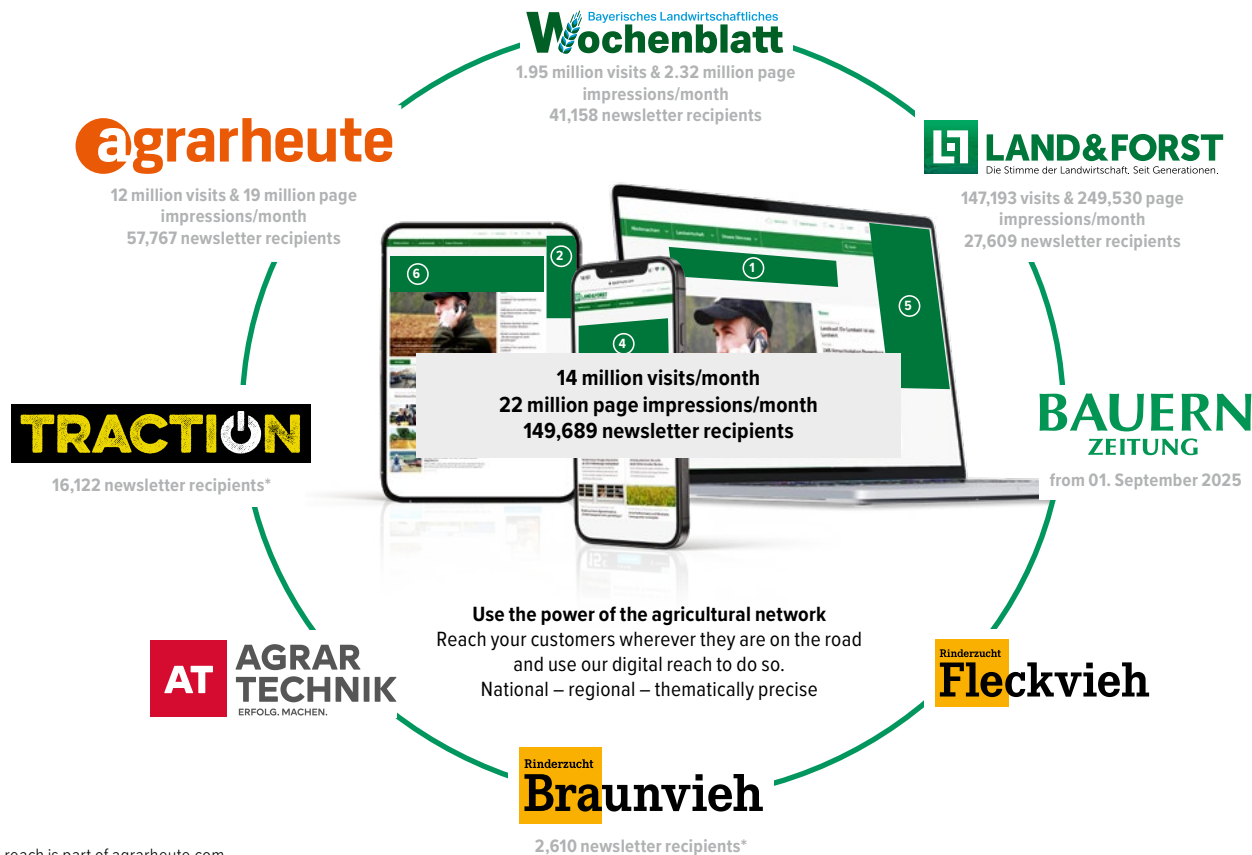
Regional Split

Inserts and Bound-in booklets

Dates and Topics

Contacts





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

Newsletter

27,609 subscribers

32% opening rate

Facebook

40,781 follower

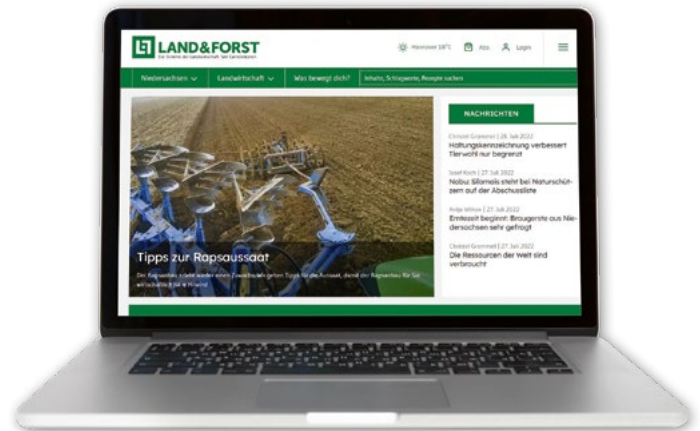
Instagram

17,500 follower

Online

147,193 visits/month

249,530 page impressions/month



Instagram ads are presented in a clear, linear format – at the centre of visual inspiration. Increase awareness or the number of your customers with your adverts and share your business story with a very attractive target group.

Coverage:
17,500 follower

Photo Ad

- Presentation in a clear and informative format
- Link to your profile
- Photos in square or landscape format
- Unlimited availability in the feed
- Monday – Sunday

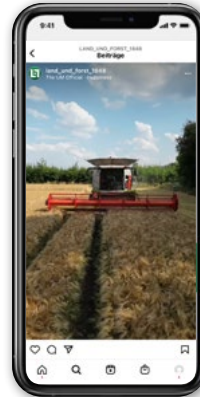
Price per post 840.– €



Video Ad / Reel

- Visual, immersive experience
- Extensive information transfer
- Unlimited available in feed
- Monday – Sunday

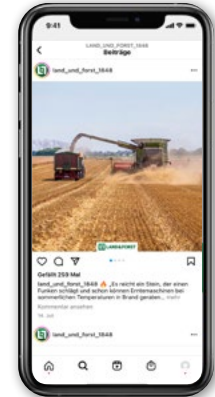
Price per post 840.– €



Story Ad

- Direct link to your website or product
- Direct interaction with users
- Online for 24 hours
- Monday – Friday

Price per post 840.– €



LAND & FORST is also a constant on Facebook when agricultural content and target groups are the focus of your advertising activities.

With a **sponsored post**, you can promote pretty much any format of your business:

- Text posts
- Images
- Videos
- Events
- Offers
- Linking to your website

Photo Ad

Direct viewers to your target website with high-quality visuals.

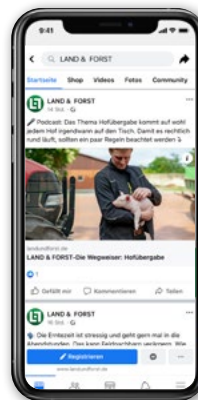
Price per post 850.– €



Video Ad / Reel

Present product features and engage viewers with sound and moving images.

Price per post 850.– €



Story Ad

With Story Ads, you can offer your target audience a full-screen immersive format.

Price per post 850.– €



Coverage:
40,781 follower

More than 27,000 subscribers to the LAND & FORST newsletter receive the latest news from agriculture and rural life directly to their mailbox 3 times a week. With an average open rate of 32 %, the LAND & FORST-newsletter is well above the standard values.

- Newsletter sent out on Mondays with the latest news, advice and reports
- Newsletter sent out on Wednesdays with the latest news, advice and reports
- Newsletter sent out on Saturdays with the most important news of the week

Performance:
27,000 subscribers
Ø 32 % opening rate

Image-text advert

Your ad is directly integrated and thus acts as a fixed editorial component of the newsletter.

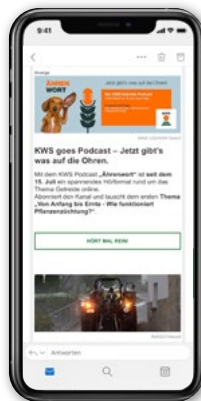
Specifications

- Topic: max 62 characters
- Text: max. 250 characters (incl. spaces)
- Image: JPEG, 600 x 240 pixel (width x height)
- Image source/copyright
- Call-to-Action Button: max. 25 characters (incl. spaces)

Price 612.– €

1st display position

Price 674.– €



Standalone Newsletter

This exclusive newsletter is an attention-grabbing form of advertising where we send your information in the LAND & FORST-presentation to our newsletter subscribers.

Specifications

- Newsletter subject
- Customers logo
- Graphic elements: max. 960 px width, height customizable
- Textual material
- Linking to the product/website

Price 2,778.– €



Topic-Newsletter

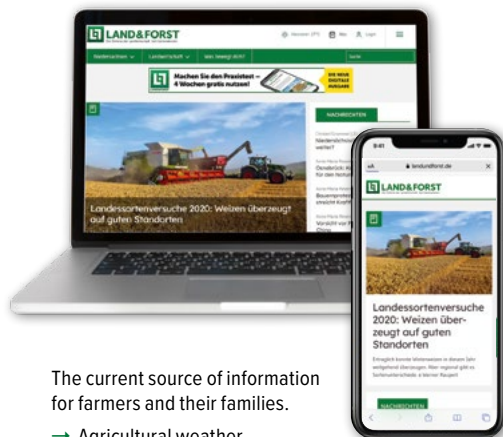
- 20 March 2026 Grassland
- 15 May 2026 Drought
- 19 June 2026 Sugar beet
- 3 July 2026 Catch crops
- 24 July 2026 Rapeseed
- 28 August 2026 Cereals
- 11 December 2026 Maize

1st position

Price 806.– €

2nd/3rd position

Price 734.– €



The current source of information for farmers and their families.

- Agricultural weather at a glance
- Detailed information on agricultural policy, animals, plants, agricultural technology, etc.
- Top themes from 9 Lower Saxonia regions
- News, videos and image galleries

147,193 visits / month
249,530 page impressions / month

Advertorial

The advertorial at LAND & FORST is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

You can place the advertorial on the start page or in one of the categories.

Advertorial	Price
4 weeks runtime	1,190.– €
Additional options	
as "Branded Content" at facebook	385.– €*
as Image-Text-Advert in the LAND & FORST-Newsletter	385.– €*

*Price only in addition with an Advertorial. Linking on the advertorial.

Specifications:

Teaser

- Article teaser image: Format 5:2 (2000 x 800 Pixel)
- Title: max. 65 characters
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

- Image broad top: Format 5:2 (2000 x 800 Pixel)
- Images in text: Format 3:2 (2000 x 1333 Pixel)
- Advertorial text (Recommendation): 3,500 – 4,000 characters (incl. spaces)
- Linking

Example Advertorial-Teaser



Example Advertorial-Text

ADVERTORIAL | Michelin Reifenwerke | am Sonntag, 01.09.2019 - 07:55

Herbstaktion für KLEBER Landwirtschaftsreifen

Machen Sie mit bei der KLEBER Herbstaktion und sichern Sie sich starke Prämien und verlässliche neue KLEBER Landwirtschaftsreifen.

Der Prämienherbst nähert sich: die beste Zeit, KLEBER Reifen zu kaufen!

e Michelin Reifenwerke AG & Co. KGaA

Vom 01.09. bis 31.10.2019 erhalten Sie für je zwei KLEBER Landwirtschaftsreifen des gleichen Profils und der gleichen Dimension (außer Schläuche) folgende Treueprämien:

- 200 € zzgl. Mehrwertsteuer für Dimensionen größer 30 Zoll (für je 2 Reifen, außer Schläuche)
- 100 € zzgl. Mehrwertsteuer für Dimensionen kleiner oder gleich 30 Zoll (für je 2 Reifen, außer Schläuche)

So einfach ist es, die Treueprämie zu erhalten:

Kaufen Sie mindestens zwei KLEBER Landwirtschaftsreifen (außer Schläuche) im Aktionszeitraum

We recommend our Advertorial Package*

= 1,960.– €

Advertorial Image-text-advert in the newsletter Facebook-Post

Digital Channels	Display Ads	Print Magazin	Formats and Prices	Regional Split	Inserts and Bound-in booklets	Dates and Topics	Contacts
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Standard formats also possible as Ad Bundle		ROS-CPM (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)			–	–	☒
Large-size Image Banners						
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

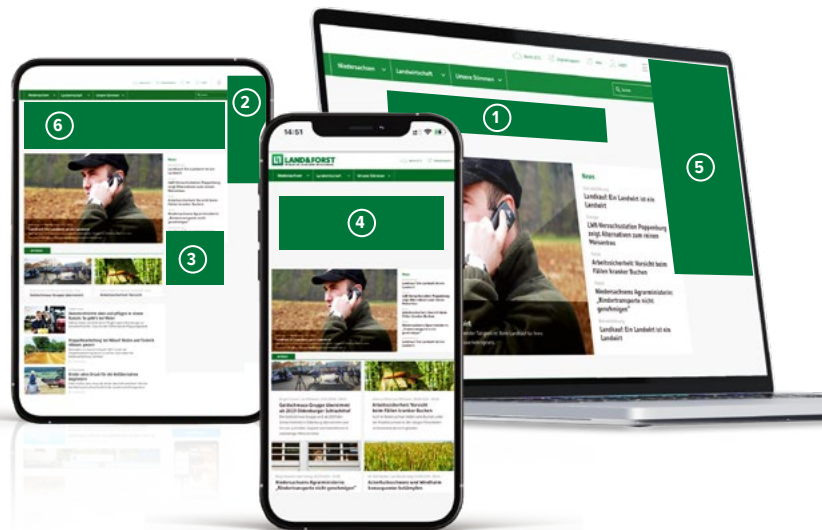
Targeting: Campaign is delivered in rubric to defined target group

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



Digital Channels

Display Ads

Print Magazin

Formats and Prices

Regional Split

Inserts and Bound-in booklets

Dates and Topics

Contacts

Print Magazin

With a clear view over the vast countryside, *LAND & FORST* is a guide and support in the field and in the stable. A responsibility we take seriously.

Since generations. For generations. Our handshake counts and you can rely on our word.

In terms of topicality and regionality, *LAND & FORST* is unbeatable: more than 140,000 readers (source: MAgar 2023) find out everything important about agricultural practice and its environment week after week.



The magazine cover features a green tractor with a red and white striped implement plowing a field. The tractor has the number '50' on its side. The background shows a line of trees under a clear sky.

LAND & FORST
Die Stimme der Landwirtschaft. Seit Generationen.

Tipps zu Aussaat, Düngung und Pflanzenschutz

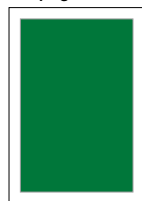
So werden aus kleinen Pillen stattliche Rüben

+++ Treibhausgasbilanzen sollen künftig einheitlich berechnet werden +++

Digital Channels	Display Ads	Print Magazin	Formats and Prices	Regional Split	Inserts and Bound-in booklets	Dates and Topics	Contacts																																								
Cover page			Discounts in the event of acceptance within one order year		Magazine size																																										
Cover page 2			<table><tr><th>Frequency discount</th><th>Volume discount</th><th>Price reduction</th><th>Bonus</th></tr><tr><td>6 ads</td><td>1,000 mm</td><td>5 %</td><td></td></tr><tr><td>12 ads</td><td>3,000 mm</td><td>10 %</td><td></td></tr><tr><td>24 ads</td><td>5,000 mm</td><td>15 %</td><td></td></tr><tr><td>52 ads</td><td>8,000 mm</td><td>20 %</td><td></td></tr><tr><td></td><td>10,000 mm</td><td>20 %</td><td>1 %</td></tr><tr><td></td><td>15,000 mm</td><td>20 %</td><td>2 %</td></tr><tr><td></td><td>20,000 mm</td><td>20 %</td><td>3 %</td></tr><tr><td></td><td>25,000 mm</td><td>20 %</td><td>4 %</td></tr><tr><td></td><td>30,000 mm</td><td>20 %</td><td>5 %</td></tr></table>		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 %	Print space		
Frequency discount	Volume discount	Price reduction	Bonus																																												
6 ads	1,000 mm	5 %																																													
12 ads	3,000 mm	10 %																																													
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	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 %																																												
1/1 page, 4c14,018.40 €			Inserts, glued-in booklets and bound-in inserts are billed without discount.		220 mm x 300 mm (width x height)																																										
1/2 page, 4c7,009.20 €			Contracts/Discounts		Column width																																										
1/3 page, 4c5,971.80 €			→ If a contract exists for a partial issue, this discount is also taken into account for acceptance in the other partial issue.		Advertising section (4 columns)45 mm																																										
Cover page 3			→ If there is a contract for the entire issue, this discount will also be taken into account if it is purchased in both issues.		Running text (4 columns)45 mm																																										
Classified ads reserved			→ The purchase quantities in the various regional sections are not added together to form an overall contract.		Running text (3 columns)61 mm																																										
Cover page 4			→ Discounts from the partial issues cannot be taken over for the total issue.		Column width (4 column-part of the magazine)																																										
1/1 page, 4c14,018.40 €			The prerequisite for billing within the framework of an overall allocation (combined rate) is that the formats, motifs, colours and deadlines are identical.		1 column45 mm																																										
Deadline for advertisements and printing material for cover pages always on Thursdays of the previous week.			Bonus: From net sales at the end of the contract		2 columns93 mm																																										
Ads by the millimetre					3 columns142 mm																																										
bw per mm 1 column8.65 €					4 columns190 mm																																										
2c/3c per mm 1 column10.81 €					Technical Specifications																																										
4c per mm 1 column12.98 €					Printing process																																										
Colour impact in the text section under 1/2 page (discountable)					Cover: Sheetfed offset, Inside part: Rotary printing																																										
2c/3c745.– €					Processing																																										
4c2,235.– €					Wire stitching																																										
Cipher fee Inland and Overseas (including postage and tax)14.– €					Data transmission																																										
Mandatory placement requirement					Email, FTP possible on request																																										
10% premium on the gross advertisement price (discountable)					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																																										
					→ Minimum image resolution of 300 dpi																																										
					→ Texts and geometric design features must be created as paths																																										

Standalone text elements

1/1 page

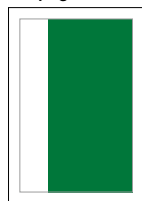


P: 190 × 270 mm

bw
2c/3c
4c

9,342.– €
11,674.80 €
14,018.40 €

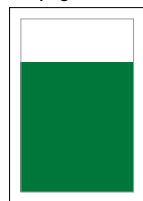
3/4 page vertical



P: 142 × 270 mm

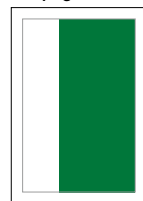
bw 7,006.50 €
2c/3c 8,756.10 €
4c 10,513.80 €

3/4 page horizontal



P: 190 × 202 mm

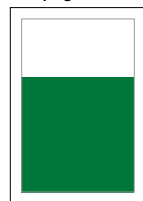
2/3 page vertical



P: 125 × 270 mm

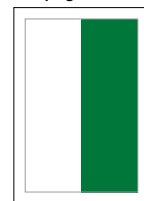
bw 6,228.– €
2c/3c 7,783.20 €
4c 9,345.60 €

2/3 page horizontal



P: 190 × 180 mm

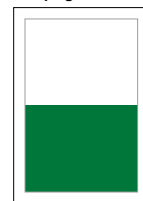
1/2 page vertical



P: 93 × 270 mm

bw 4,671.– €
2c/3c 5,837.40 €
4c 7,009.20 €

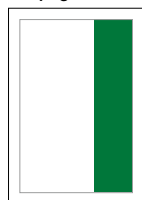
1/2 page horizontal



P: 190 × 135 mm

**High reach, strong
target group,
simply convincing!**

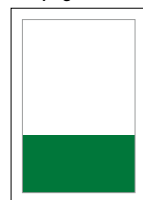
1/3 page vertical



P: 61 × 270 mm

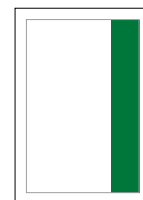
bw 3,736.80 €
2c/3c 4,481.80 €
4c 5,971.80 €

1/3 page horizontal



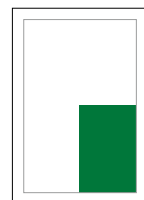
P: 190 × 90 mm

1/4 page 1 column



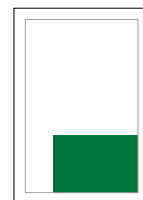
P: 45 × 270 mm

1/4 page 2 columns



P: 93 × 135 mm

1/4 page 3 columns



P: 142 × 90 mm

bw 2,335.50 €
2c/3c 3,080.50 €
4c 4,570.50 €

Preferred positionings

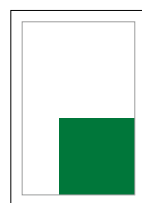
Textual advertisement



P: 61 × 15 mm*

bw 13.84 €***

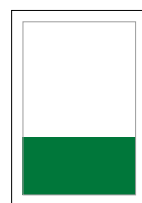
Corner ad



P: 125 × 100 mm*

bw 27.68 €***

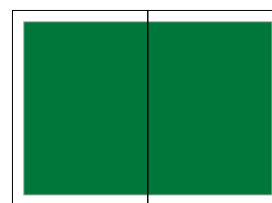
Banner



P: 190 × 90 mm**

bw 41.52 €***

2 × 1/1 Panorama advertisement



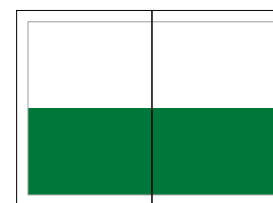
P: 400 × 270 mm

bw 18,684.– €

2c/3c 23,349.60 €

4c 28,036.80 €

2 × 1/2 Panorama advertisement



P: 400 × 135 mm

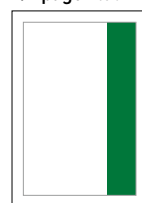
bw 9,342.– €

2c/3c 11,674.80 €

4c 14,018.40 €

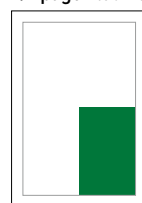
Ad section

1/4 page 1 column



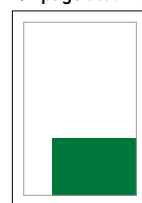
P: 45 × 270 mm

1/4 page 2 columns



P: 93 × 135 mm

1/4 page 3 columns



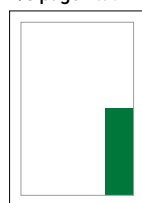
P: 142 × 90 mm

bw 2,335.50 €

2c/3c 2,918.70 €

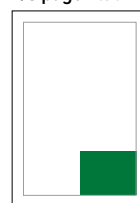
4c 3,504.60 €

1/8 page 1 column



P: 45 × 135 mm

1/8 page 2 columns



P: 93 × 68 mm

1/8 page 4 columns



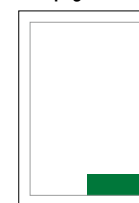
P: 190 × 34 mm

bw 1,167.75 €

2c/3c 1,459.35 €

4c 1,752.30 €

1/16 page 2 columns



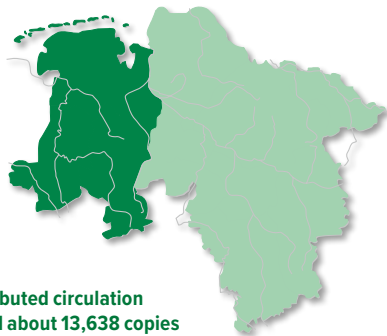
P: 93 × 34 mm

bw 588.20 €

2c/3c 735.08 €

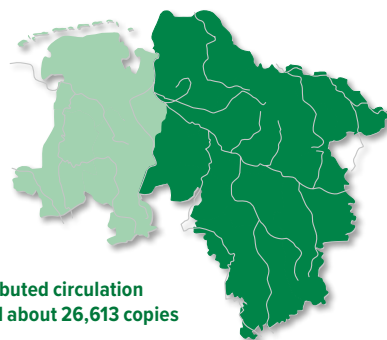
4c 882.64 €

Weser-Ems



**Distributed circulation
round about 13,638 copies**

Hanover, Lüneburg, Braunschweig



**Distributed circulation
round about 26,613 copies**

	Size/Format	Format (print space)		€ bw	€ 2c/3c	€ 4c
		Width in mm	Height in mm			
Cover page	Cover page 2					
	1/1 page	190	270	4,136.40	5,173.20	6,210.–
	1/2 page vertical	93	270			
	horizontal	190	135	2,068.20	2,589.60	3,105.–
	1/3 page vertical	61	270			
	horizontal	190	90	1,655.10	2,015.10	2,735.10
Ad section	Cover page 4					
	1/1 page	190	270	4,136.40	5,173.20	6,210.–
	1/4 page 1 column	45	270			
	2 columns	93	135	1,034.10	1,293.30	1,552.50
	4 columns	190	68			
	1/8 page 1 column	45	135			
	2 columns	93	68	517.05	646.65	776.25
	4 columns	190	34			

Ads by the millimetre: per mm 1-column: bw 3.83 €; 2c/3c 4.79 €; 4c 5.75 €

	Size/Format	Format (print space)		€ bw	€ 2c/3c	€ 4c
		Width in mm	Height in mm			
Cover page	Cover page 2					
	1/1 page	190	270	6,426.–	8,035.20	9,644.40
	1/2 page vertical	93	270			
	horizontal	190	135	3,213.–	4,017.60	4,822.20
	1/3 page vertical	61	270			
	horizontal	190	90	2,570.40	3,085.40	4,115.40
Ad section	Cover page 4					
	1/1 page	190	270	6,425.–	8,035.20	9,644.40
	1/4 page 1 column	45	270			
	2 columns	93	135	1,606.50	2,008.80	2,411.40
	4 columns	190	68			
	1/8 page 1 column	45	135			
	2 columns	93	68	803.25	1,004.40	1,205.55
	4 columns	190	34			

Ads by the millimetre: per mm 1-column: bw 5.95 €; 2c/3c: 7.44 €; 4c 8.93 €

Digital Channels	Display Ads	Print Magazin	Formats and Prices	Regional Split	Inserts and Bound-in booklets	Dates and Topics	Contacts
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Inserts total circulation 41,000 copies

Weight	Price per 1,000
up to 25 g	255.– €
ea. additional 5 g	33.– €
Partial insert surcharge	33.– €

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.
- 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 "LAND&FORST"

Kabelkamp 6, 30719 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 "LAND&FORST"

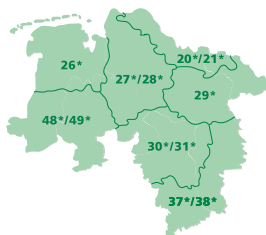
C. Beckers Buchdruckerei GmbH & Co. KG
Groß Liederner Str. 34, 29525 Uelzen
GERMANY
Phone +49 581 808-0

Delivery date for inserts, bound-in booklets

Free delivery, at least 7 days before publication date.

Partial Inserts

Postcode area	Circulation
20*/21*	
20001-20779, 21001-21037, 21039-21170, 21202-21449, 21522-21522, 21601-21789	3,486
26*	
26001-26969	5,676
27*/28*	
27201-27478, 27499-27499, 27501-27580, 27607-27809, 28001-28779, 28784-28879	7,457
29*	
29201-29399, 29431-29699	4,223
30*/31*	
30001-30989, 31002-31868	6,491
37*/38*	
37001-37194, 37197-37199, 37401-37649, 37689-37691, 37697-37699, 38001-38479, 38501-38729	4,954
48*/49*	
48442-48465, 48478-48480, 48486-48488, 48497-48531, 49001-49459, 49551-49849	7,962



Partial insertion is possible in the following postcode areas (Lower Saxony).

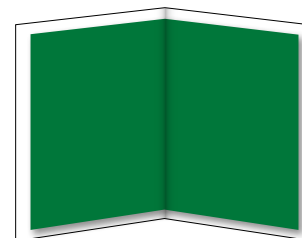
Calculation per 1,000 copies started.

Bound-in Booklets

Size	Weight	Price
4 pages	up to 20 g	14,013.– €
8 pages	up to 40 g	18,684.– €
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



Digital Channels		Display Ads	Print Magazin	Formats and Prices	Regional Split	Inserts and Bound-in booklets	Dates and Topics	Contacts
Issue	Publication date	Advertising deadline	Topic	Country variety trials		Crop protection		
January	1	02.01.2026	19.12.2025			Variety trials sugar beet + organic sugar beet		
	2	08.01.2026	02.01.2026	Grain drying and storage	Internationale Grüne Woche Berlin 16. – 25.01.2026	Variety trials grain legumes, variety trials organic oats		
	3	15.01.2026	09.01.2026	Manure technology	Landwirtschaftsmesse Ostfriesland, Aurich 21. – 23.01.2026	Variety trials oats, variety trials organic lupines		
	4	22.01.2026	16.01.2026	Cattle		Variety trials organic summer wheat, variety trials summer feed barley, variety trials energy beets		
	5	29.01.2026	23.01.2026	Special: contractors	Agrar Unternehmertage, Münster 03. – 06.02.2026	Variety trials table potatoes, variety trials summer malting barley		
February	6	05.02.2026	30.01.2026	Drainage		Weed control in winter cereals, variety trials organic lupins, organic soy		
	7	12.02.2026	06.02.2026	Organic farming, pigs, animal health poultry		Variety trials starch potatoes, pickling potatoes		
	8	19.02.2026	13.02.2026	Dairy cattle feeding, grassland maintenance		Crop protection grassland		
	9	26.02.2026	20.02.2026	Tractors & accessories, renewable energies (solar energy)				
March	10	05.03.2026	27.02.2026	Potatoe cultivation, piglets		Insecticide use in winter rape		
	11	12.03.2026	06.03.2026	Sugarbeet cultivation		Weed control in sugar beet, growth regulator in wheat		
	12	19.03.2026	13.03.2025	Maize cultivation, stable climate and stable hygiene, special edition „Made for Niedersachsen“		Growth regulator in winter barley, winter rye and triticale		
	13	26.03.2026	20.03.2026	Well construction		Insecticide use in sugar beets		

Digital Channels		Display Ads	Print Magazin	Formats and Prices	Regional Split	Inserts and Bound-in booklets	Dates and Topics	Contacts
Issue		Publication date	Advertising deadline	Topic	Country variety trials		Crop protection	
April	14	02.04.2026	27.03.2026	Renewable energies: wood energy			Weed control in potatoes, fungicide use in winter wheat	
	15	10.04.2026	02.04.2026	Sweepers, cattle stalls			Fungicide use in spring barley, weed control in maize, growth regulators in spring cereals	
	16	16.04.2026	10.04.2026	Feeding technology for pigs			Plant protection equipment technology	
	17	23.04.2026	17.04.2026	Sprinkling			Insecticide use in potatoes	
	18	30.04.2026	24.04.2026	Piglets, use of silage additives			Insecticides in grains	
May	19	07.05.2026	30.04.2026	Organic farming, hall construction, feeding in pig farming			Insecticides in asparagus	
	20	15.05.2026	08.05.2026	High pressure cleaner			Leaf blight control in potatoes	
	21	21.05.2026	15.05.2026	Animal health pigs				
	22	29.05.2026	22.05.2026	Milking technology, rye in pig feed			Herbicide use in asparagus	
June	23	04.06.2026	29.05.2026	Combine harvesters	Preview "Open Farm Day in Lower Saxony", 07.06.2026		Alternaria control in potatoes	
	24	11.06.2026	05.06.2026	Sugar beet early harvest, poultry	DLG Feldtage, Bernburg 16. – 18.06.2026			
	25	18.06.2026	12.06.2026	Digitisation plant cultivation/technics: trends and practice			Fungicide use in asparagus	
	26	25.06.2026	19.06.2026	Cultivation of catch crops			Hygiene in grain storage	

Digital Channels		Display Ads	Print Magazin	Formats and Prices	Regional Split	Inserts and Bound-in booklets	Dates and Topics	Contacts
Issue	Publication date	Advertising deadline	Topic	Country variety trials		Crop protection		
July	27	02.07.2026	26.06.2026	Wheel and telescopic loaders	76. Tarmstedter Ausstellung 10. – 13.07.2026			
	28	09.07.2026	03.07.2026	Manure technology, dairy cattle farming			Fungicide use in sugar beet	
	29	16.07.2026	10.07.2026	Rapeseed sowing, fattening pigs			Weed killing in potatoes	
	30	23.07.2026	17.07.2026	Milk price comparison			Weed control in winter rape	
	31	30.08.2026	24.07.2026	Autumn sowing cereals			Cereal dressing, variety trials winter barley	
August	32	06.08.2026	31.07.2026	Animal health cattle			Variety trials organic winter barley, pest control in oilseed rape	
	33	13.08.2026	07.08.2026	Potato harvest and storage	LandTageNord, Wüstring 21. – 24.08.2026		Variety trials winter rape, variety trials organic triticale, slug control	
	34	20.08.2026	14.08.2026	Rodent control, energy crops			Variety trials winter rye, variety trials organic winter rye	
	35	27.08.2026	21.08.2026	Renewable energies: wind energy	NORLA, Rendsburg 03. – 06.09.2026		Variety trials winter wheat (yields), weed control in winter cereals	
September	36	03.09.2026	28.08.2026	Organic farming, sows			Variety trials organic winter wheat, variety trials winter triticale	
	37	10.09.2026	04.09.2026	Animal digitalisation: trends and practice,			Variety trials winter wheat (qualities), fungicide use in rape, variety trials organic spelt	
	38	17.09.2026	11.09.2026	Animal health: pigs and poultry	WindEnergy, Hamburg 22. – 25.09.2026		Variety trials organic winter wheat (qualities)	
	39	24.09.2026	18.09.2026	Cattle fattening				

Digital Channels		Display Ads	Print Magazin	Formats and Prices	Regional Split	Inserts and Bound-in booklets	Dates and Topics	Contacts
Issue		Publication date	Advertising deadline	Topic	Country variety trials		Crop protection	
October	40	01.10.2026	25.09.2026	Feed mixer wagon, milking technology				
	41	08.10.2026	02.10.2026	Digitisation in crop production/technology: trends and practice				
	42	15.10.2026	09.10.2026	Municipal technology, renewable energies: wood energy	Landwirtschaftsmesse Osnabrück, Osnabrück 20. – 22.10.2026 Land.Leben.Leeese/Heizen mit Holz, Leese 24. – 25.10.2026		Aphid and vector control in grain	
	43	22.10.2026	16.10.2026	Tractor test part (topic follows) part 1, udder health	Preview: EuroTier Brockumer Großmarkt, Brockum 31.10. – 03.11.2026		Variety trials silage maize/energy maize (early)	
	44	29.10.2026	23.10.2026	Tractor test part (topic follows) part 2, piglet health	Preview: EuroTier		Variety trials corn maize	
November	45	05.11.2026	30.10.2026	Tractor test part (topic follows) part 3	EuroTier, Hanover 10. – 13.11.2026		Variety trials silage maize/energy maize (late)	
	46	12.11.2026	06.11.2026	Organic farming				
	47	19.11.2026	13.11.2026	Trailers and tippers			Variety trials organic corn maize	
	48	26.11.2026	20.11.2026	Special edition „Made for Niedersachsen“ machinery rings special	Passion Pferd, Hannover 04. – 05.12.2026		Variety trials organic silage maize	
December	49	03.12.2026	27.11.2026	Hall construction				
	50	10.12.2026	04.12.2026	Calves			Variety trials organic table potatoes	
	51/52	17.12.2026	11.12.2026	Christmas issue/ Year-end issue			Variety trials spring wheat	

Digital Channels

Display Ads

Print Magazin

Formats and Prices

Regional Split

Inserts and Bound-in booklets

Dates and Topics

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