



Media Kit 2026

Germany's leading hunting publisher

- The largest reach in German-speaking countries
- The largest portfolio in the hunting sector
- Individual solutions for your marketing goals



Sustainable hunting,
family and career in
balance – with passion and
full commitment –
this is the **freedom**
we live.

We live in **nature**,
from nature and with
nature. We follow
our **instincts**.
Hunting teaches us
respect for nature
and its creatures.
We are hunters.



PIRSCH

RESPEKT VOR DEM WILDEN. SEIT 1879.*



**Our east.
Our territory.**

unsere Jagd. We love
hunting and **respect nature.**
Our goal is hunting success.
We don't talk, we tackle.
Hunting is not a hobby,
but a **way of life.**

unsere Jagd is us. *unsere Jagd*
is **by hunters for hunters.**
You can rely on our words.
No matter if day or night,
we are **at home in the
hunting ground.**

 **unsere
Jagd**
IM REVIER
ZUHAUSE



Lower Saxony.

The land of hunters. The most exciting
hunting ground
in the word.

Our community is **committed.**

Earthbound and with both **feet** firmly
on the **ground.** A straight face
and clear words. We don't have to
talk much, it's the
content that counts
and we understand each other.

We know how the **wind blows.**
Whether at the **hunt or after.**
We are just on **"on our toes".**

That's how hunting with the

Niedersächsischer
Jäger works.



NIEDERSÄCHSISCHER

JÄGER

Meine Passion. Meine Heimat.

The World of Hunting in dlv

Online, Social Media and Newsletters

Video

Print Magazines

Association Organ

Specials

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Contacts



We cover various specialised hunting topics throughout the year. These are played out across all of our channels (print, online, newsletter, social media and video). You have the opportunity to reach our readers with your advertising messages on all channels – or select the channels that are relevant for your campaign.

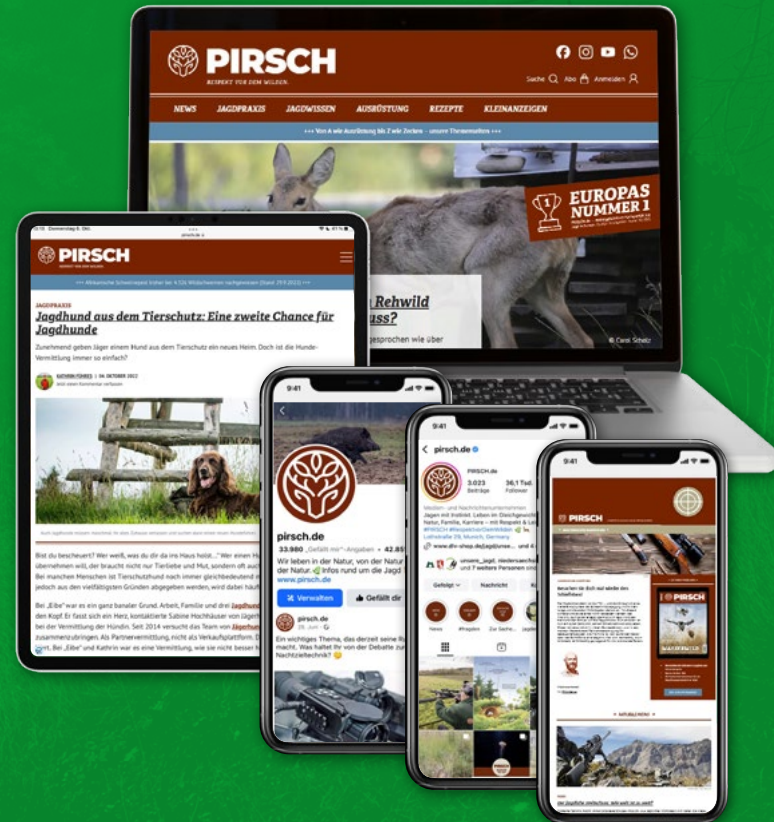
Month		Topics
January	1	Predator hunting
February	2	Hunting and firearms laws
March	3	Hunting training and further education for hunters Work safety (rescue points)
April	4	Deer hunting
May	5	Deer hunting
June	6	Wildlife damage, hunting wild boar in wheat fields

Month		Topics
July	7	Decoy and leaf hunting
August	8	Mobility in the hunting ground
September	9	Deer
October	10	Driven hunt
November	11	Game utilisation and marketing
December	12	Equipment and its maintenance

Online, Social Media, Newsletter

www.pirsch.de is the specialist media for hunters with the widest reach in Europe.

With an average of 3 million page impressions per month*, pirsch.de is with a large distance specialist hunting media – not only in Germany, but throughout Europe!



Newsletter



37.000 subscribers*

Opening rate > 50%

Facebook



43,000 follower*

Instagram



36,000 follower*

Online



Ø 3,0 m. page impressions
per month**



 Newsletter →

 Facebook →

 Instagram →

 Online →

pirsch.de is also a constant on Facebook when hunting-related content and target groups are the focus of your advertising activities. More than 43,000 fans* follow our social media activities on Facebook.

With a **sponsored post**, you can promote your business in almost any format.

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

Price 750.– €

Reach:
43,000 follower*

Images

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

 **Specifications →**



Video

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

 **Specifications →**



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

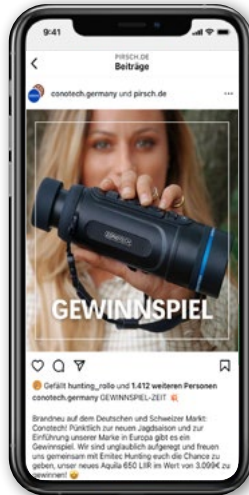
Price 750.– €

Reach:
36,000 follower*

Photo Ad

Present your content in a clear and simple format. Photos can be used in square or landscape format.

i Specifications →



Story Ad

Enhance your feed content with ads on Instagram stories. Use the interactive possibilities of stories for more attention in your target group.

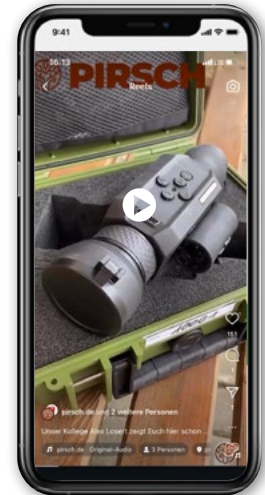
i Specifications →



Video Ad

A video is a visual, immersive experience on Instagram. Convince additionally with visual, acoustic and moving elements.

i Specifications →





37,000 subscribers* to the *pirsch.de* newsletter receive the latest hunting news directly to their inbox weekly.

With an average opening rate > 50 %, the hunting newsletter is well above the standard values.

Newsletter/Topic Newsletter

Your ad can be placed in the form of a text article with photo and link or as a banner. Only a maximum of 3 ads will be published in the newsletter to increase the attention for you.

Our newsletters:

- PIRSCH Aktuell: The news revue
- Wilde Küche: Passion for game cuisine
- Jagdpraxis & Ausrüstung:
Here you can get all the tips
you need.

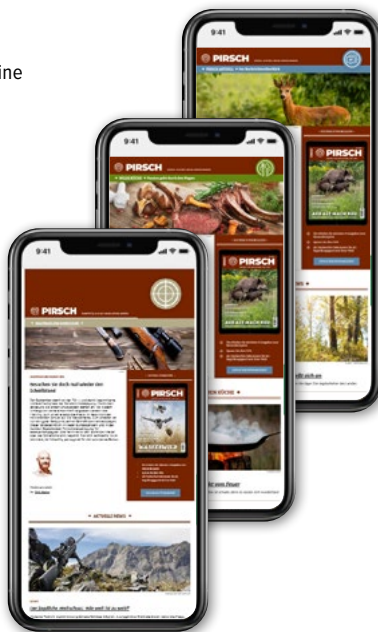
Publication dates:

- PIRSCH aktuell: every 2nd and
4th Tuesday of the month
- Wilde Küche: every 1st Tuesday
of the month
- Jagdpraxis & Ausrüstung:
every 3rd Tuesday of the month

Price 990.– € (1st position)

Price 850.– € (2nd - 3rd position)

i Specifications →



Standalone Newsletter

The Stand Alone Newsletter is an attention-grabbing form of advertising where we send your informations to our newsletter subscribers in the *pirsch.de* layout.

Advantages:

- Optimal for complex topics and products in need
of explanation, which can be presented in detail
- Exclusive use by you as a customer
- Only one newsletter per week possible

Price 3,075.– €

i Specifications →



Performance:

37,000 subscribers*
Opening rate
> 50 %





Standard formats also possible as Ad Bundle		Prices per month	Prices per month targeting	Desktop	Tablet	Mobile
1	Leaderboard (728 × 90 px)	1,200.– €	1,800.– €	☑	(☑)	–
2	Skyscraper (120 × 600 px)	1,200.– €	1,800.– €	☑	–	–
3	Medium Rectangle (300 × 250 px)	1,200.– €	1,800.– €	☑	☑	☑
4	Mobile Ad (320 × 100 px)	1,200.– €	1,800.– €	–	–	☑
Large-size Image Banner						
5	Halfpage Ad (300 × 600 px)	1,600.– €	2,350.– €	☑	(☑)	–
6	Billboard (900 × 250 px)	1,600.– €	2,350.– €	☑	–	–
	Hockey Stick (728 × 90 + 160 × 600 px)	1,600.– €	2,350.– €	☑	–	–
	Parallax (310 × 480 px)	on request	on request	–	–	☑
Video						
	Video-Ad (468 × 263 px)	1,600.– €	2,350.– €	☑	(☑)	☑

(☑) = depending on the device resolution

Other special formats available on request.

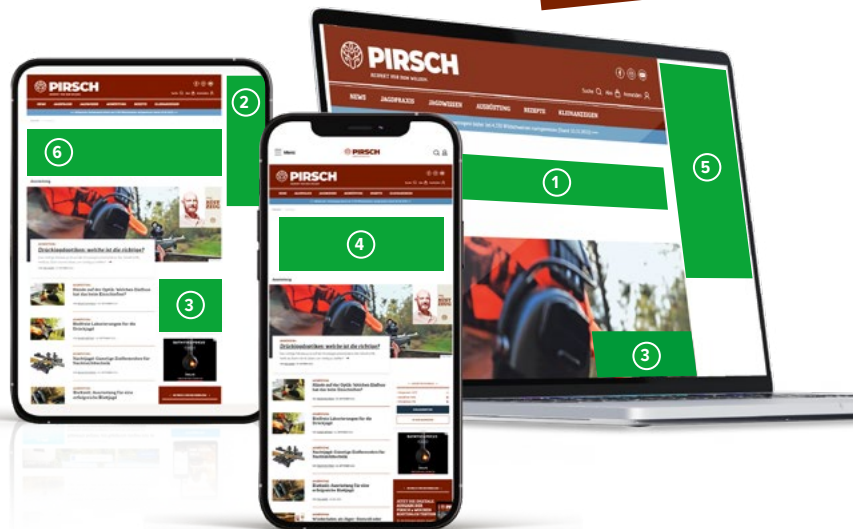
Discount scale		
Gross media value	> 5,000.– €	5 %
	> 10,000.– €	10 %
	> 25,000.– €	15 %
	> 40,000.– €	20 %

Glossary:

Targeting: Campaign is delivered in rubric to defined target group

Ad Bundle: Any combination of the standard formats, covers all devices

All prices in €, plus statutory VAT. ■ Valid for campaigns starting on 01.01.2026.





Advertorial

The advertorial at *pirsch.de* is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

Advertorial teasers are displayed on the home page and in the appropriate sections.

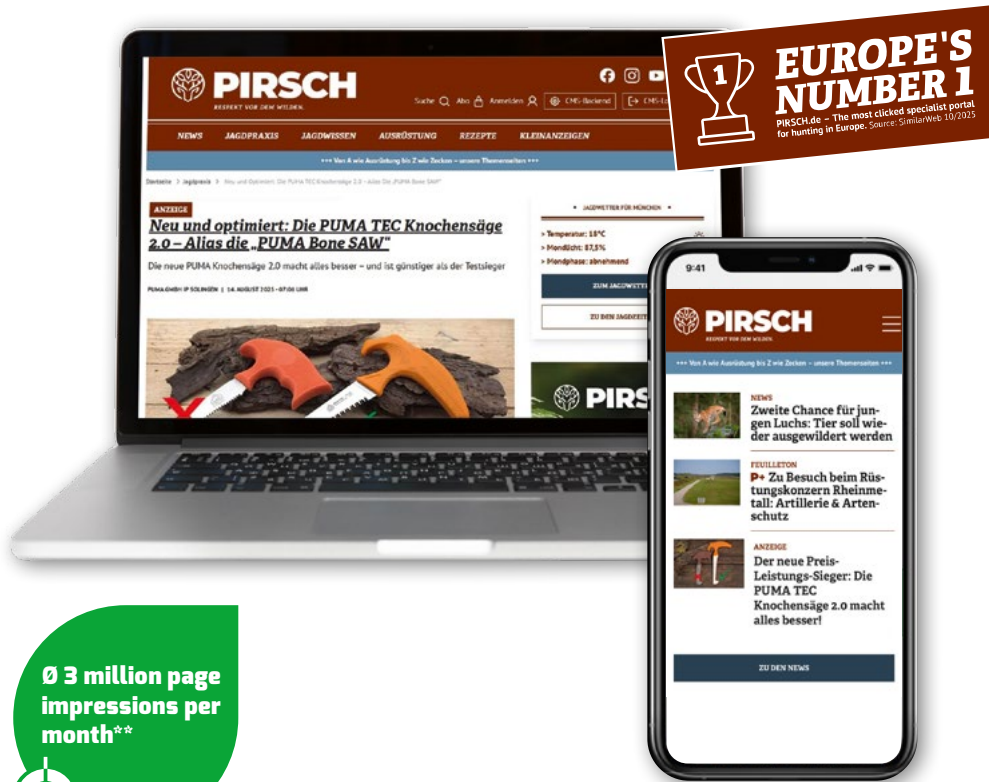
The advertorials are published in the look and feel of the editorial articles on *pirsch.de*.

Advertorial	Price
4 weeks runtime	1,350.– €
Advertorial additional options	
Creation by the editorial office, incl. images	1,500.– €*
Banner in editorial newsletter	550.– €*
Post on Facebook about the advertorial	550.– €*
Instagram story (24h)	550.– €*

* Price only in combination with an advertorial

Specifications →

0 3 million page impressions per month**



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With the Hunting Advent competition we offer you the chance to surprise our readers with a prize of your choice.

We will take care of the entire realisation. All you have to do is organise the dispatch of the prize.

This is what we offer you as a sponsor:

- Door with logo integration and adjustment of your price
- Online reach: promotion of the competition on *pirsch.de*
- Picture/text advert in the *pirsch.de* newsletter (39,000 recipients)
- Facebook post on the PIRSCH account

Package price: only 850.– €

Specifications:

- You provide a prize worth at least 150.– €
- You also provide us with:
 - Picture of your daily prize JPG 600 x 240 pixels (width x height)
 - Short description text (max. 250 characters)
 - Your logo
- At the end of the promotion, you organise the shipping of the prize.

Newsletter:

- Illustration of your daily prize.
- Mention of your prize incl. sponsor integration.

Facebook:

- Picture of your daily prize: JPG 1,200 x 1,200 pixels (width x height), max. 150 KB
- Link to your Facebook account

Gewehrgrut von NIGGELOH
4x F. DICK Jagdset Outdoor

100 €-Gutschein von FRANKONIA

Das große JAGD ADVENTSGEWINNSPIEL: Quizzen und gewinnen!

Die Adventszeit begleiten wir bei der PIRSCH mit einem attraktiven Jagd-Gewinnspiel. Jedes Adventswochenende gibt es 3 tolle Preise zu gewinnen! Teilnehmen kann jeder, der eine jagdpraktische Frage richtig beantwortet. Und das gibt es diesmal zu gewinnen:

Gewehrgrut von NIGGELOH
4x F. DICK Jagdset Outdoor (3-teilig)
100 €-Gutschein von FRANKONIA

JETZT MITMACHEN UND GEWINNEN

DAS GROSSE JAGD ADVENTSGEWINNSPIEL

KERZE KLICKEN & GEWINNEN

PIRSCH



Content Hub

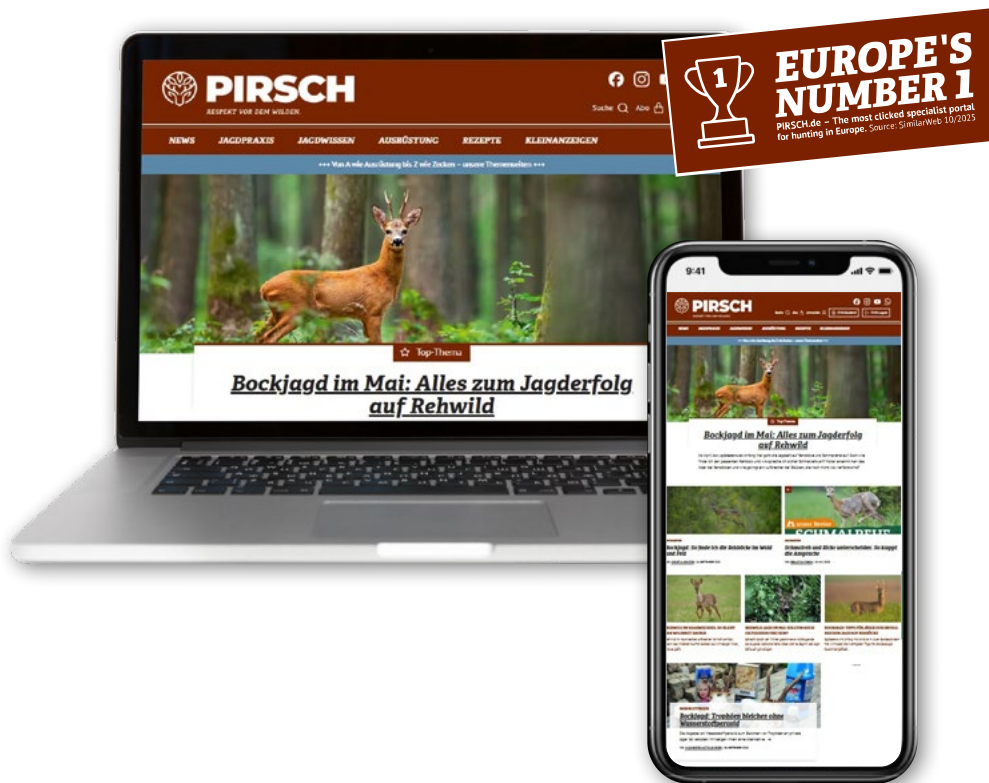
Content hubs offer you editorial environments on a specific practical hunting topic. These are linked on the homepage and give the user a comprehensive overview of all relevant articles on a topic.

Use this environment to specifically address your target group.

Advertorial	Price
4 weeks runtime	1,350.– €
Online-Banner	
4 weeks runtime	1,175.– €
Annual partnership	3,975.– €

Current content hubs (selection)

- Novice hunters: everything you need to know to start your hunting career
- Roe deer hunting in May: everything you need to know to successfully hunt roe deer
- Red deer: everything you need to know about red deer and the rutting season
- Successful wild boar hunting and utilisation
- Driven hunts: what hunters need to know
- Hunting calibres: everything you need to know about ammunition
- Knives for hunting
- Ticks: a danger to humans and dogs
- Hunting ground facilities

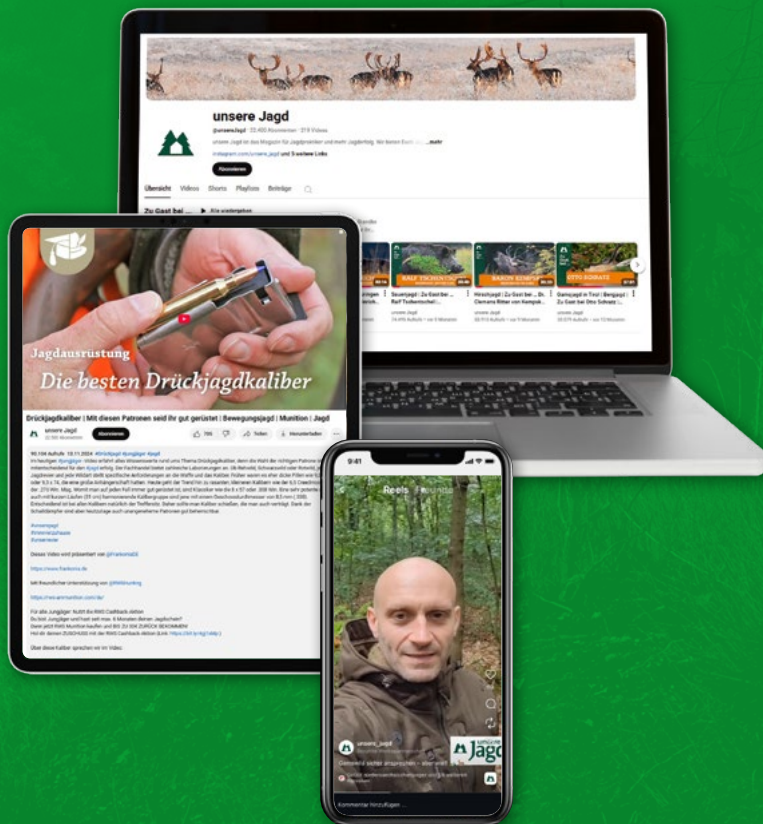


Video Formats

The dlV hunting media is also active in the field of moving images.

In over 220 episodes, our video series offers hunting tips, exciting reports and lots of tips and tricks for successful hunting.

Viewers are taken right up close to the hunt and in everyday hunting life.



unsere Jagd visits interesting hunters in special hunting grounds. We go hunting together and talk shop about game, weapons and the forest. Hunting practice always plays a major role. But current political issues also receive attention. Respect for and love of nature are very important to us. The series with its different format orientations is intended to entertain but also to impart specialist knowledge in an informal way.

Reach:
6.4 million views*

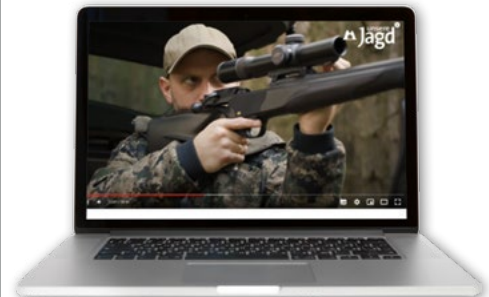
Standard format

In our regular hunting videos, we deal with many different practical hunting topics. Viewers receive valuable tips and tricks that they can put into practice in their own hunting grounds. In 'expert talks' we discuss current practical hunting topics with selected experts, hunting techniques and equipment as well as many other exciting topics relating to hunting.



Premium format

In addition to our standard videos, we produce several more productions every year. Here, our specialist editors go hunting with experts and invite viewers to join them on their adventures, learn about local customs and discover new hunting grounds and their special features.



With the videos on the unsere Jagd YouTube channel, the editorial team shares its knowledge directly and closely. The combination of sound, moving images and text is memorable.

Benefit from the high reach of our video formats and present your company in the form of a video presenter or instream ad. Your advert will be permanently integrated into the video.

Video

22,700 YouTube subscribers*

6.4 million views*

[YouTube →](#)

[Spezifikationen →](#)



Presenter Ad

- Full screen advert that interrupts the video
- Integration after video topic introduction
- Visible for approx. 3 seconds



Instream Ad

- Advertising in the form of lower third that is placed over the video
- Integration after approx. 20 % of video duration
- Visible for approx. 10 seconds

Format	Instream Ad	Presenter Ad	Combi package	Partner Premium Episode
Instream Ad	✓	–	✓	–
Presenter Ad	–	✓	✓	✓
Linking via video description	–	✓	✓	✓
Permanent integration	✓	✓	✓	✓
Product placement	–	–	–	✓
Price Standard format	1,500.– €	2,500.– €	3,400.– €	–
Price Premium format	2,000.– €	3,000.– €	4,000.– €	6,500.– €

Print Magazines

The hunting magazines *unsere Jagd* and *PIRSCH* are among the highest-circulation magazines in the special interest hunting sector.

Together with *Niedersächsischer Jäger*, they cover the entire German-speaking region due to their different regional orientations.



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Hunting Magazine

PIRSCH

Year: 78, 2026

Frequency: 22 issues per year

Circulation area:

Southern and western Germany,
Switzerland, Austria

Distributed circulation: 23,750 copies  2/2025

Sold circulation: 22,830 copies

Subscription price: 164.– €*

ISSN: 1437-4420



Hunting Magazine

unsere Jagd

Year: 76, 2026

Frequency: monthly

Circulation area:

Eastern Germany

Distributed circulation: 24,249 copies  2/2025

Sold circulation: 23,385 copies

Subscription price: 93.– €*

ISSN: 0566-2621



Hunting Magazine

Niedersächsischer Jäger

Year: 71, 2026

Frequency: 22 issues per year

Circulation area:

Lower Saxonia and Bremen

Distributed circulation: 11,731 copies  2/2025

Sold circulation: 11,566 copies

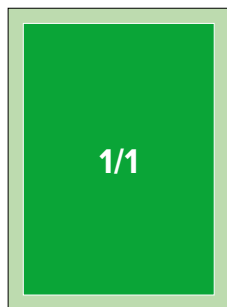
Subscription price: 144.– €*

ISSN: 0048-0339

Publication Dates

Online, Social Media and Newsletters				Video		Print Magazines		Association Organ		Specials		Specifications and General Data		Contacts	
															
Month	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline						
January	1	31.12.2025	05.12.2025	1	30.12.2025	25.11.2025	1	31.12.2025	05.12.2025						
	2	14.01.2026	15.12.2025				2	14.01.2026	15.12.2025						
February	3	04.02.2026	13.01.2026	2	27.01.2026	29.12.2025	3	04.02.2026	13.01.2026						
	4	18.02.2026	27.01.2026				4	18.02.2026	27.01.2026						
March	5	04.03.2026	10.02.2026	3	24.02.2026	27.01.2026	5	04.03.2026	10.02.2026						
	6	18.03.2026	24.02.2026				6	18.03.2026	24.02.2026						
April	7	01.04.2026	10.03.2026	4	31.03.2026	03.03.2026	7	01.04.2026	10.03.2026						
	8	15.04.2026	19.03.2026				8	15.04.2026	19.03.2026						
May	9	06.05.2026	13.04.2026	5	28.04.2026	26.03.2026	9	06.05.2026	13.04.2026						
	10	27.05.2026	30.04.2026				10	27.05.2026	30.04.2026						
June	11	10.06.2026	18.05.2026	6	26.05.2026	22.04.2026	11	10.06.2026	18.05.2026						
July	12	01.07.2026	09.06.2026	7	30.06.2026	28.05.2026	12	01.07.2026	09.06.2026						
	13	15.07.2026	23.06.2026				13	15.07.2026	23.06.2026						
August	14	05.08.2026	14.07.2026	8	28.07.2026	30.06.2026	14	05.08.2026	14.07.2026						
	15	19.08.2026	27.07.2026				15	19.08.2026	27.07.2026						
September	16	09.09.2026	18.08.2026	9	25.08.2026	28.07.2026	16	09.09.2026	18.08.2026						
October	17	30.09.2026	08.09.2026	10	29.09.2026	01.09.2026	17	30.09.2026	08.09.2026						
	18	14.10.2026	22.09.2026				18	14.10.2026	22.09.2026						
November	19	04.11.2026	13.10.2026	11	27.10.2026	29.09.2026	19	04.11.2026	13.10.2026						
	20	18.11.2026	27.10.2026				20	18.11.2026	27.10.2026						
December	21	02.12.2026	10.11.2026	12	24.11.2026	27.10.2026	21	02.12.2026	10.11.2026						
	22	16.12.2026	24.11.2026				22	16.12.2026	24.11.2026						

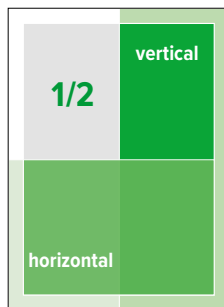
Editorial Section



1/1 page

P: 184 × 270 mm

B: 210 × 297 mm



1/2 page vertical

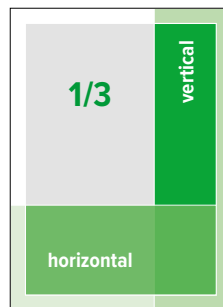
P: 90 × 270 mm

B: 103 × 297 mm

1/2 page horizontal

P: 184 × 135 mm

B: 210 × 150 mm



1/3 page vertical

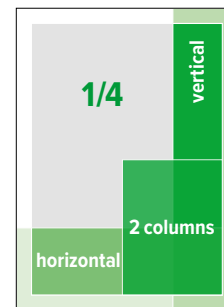
P: 58 × 270 mm

B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm

B: 210 × 105 mm



1/4 page vertical

P: 43 × 270 mm

B: 56 × 297 mm

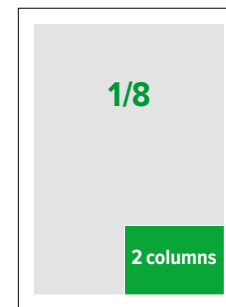
1/4 page horizontal

P: 184 × 67 mm

B: 210 × 82 mm

1/4 page 2 columns

P: 90 × 135 mm



1/8 page 2 columns

P: 90 × 67 mm

PIRSCH or unsere Jagd

Formats	bw	2c/3c	4c
1/1 page	3,499.– €	5,346.– €	6,653.– €
1/2 page	1,749.50 €	2,673.– €	3,326.50 €
1/3 page	1,166.– €	1,782.– €	2,218.– €
1/4 page	875.– €	1,336.50 €	1,663.– €
1/8 page	437.– €	668.– €	832.– €
Cover page 2/4			7,318.– €

Niedersächsischer Jäger

Formats	bw	2c/3c	4c
1/1 page	3,175.– €	3,802.– €	4,439.– €
1/2 page	1,587.50 €	1,901.– €	2,219.50 €
1/3 page	1,058.– €	1,267.– €	1,480.– €
1/4 page	794.– €	950.50 €	1,110.– €
1/8 page	397.– €	475.– €	555.– €
Cover page 2/4			4,882.90 €

Classified business advertisement (minimum format 15 mm/1 column)

Formats	PIRSCH/unsere Jagd	Niedersächsischer Jäger
bw per mm 1 column	2.84 €	2.54 €
2c/3c per mm 1 column	3.14 €	2.79 €
4c per mm 1 column	3.69 €	3.29 €

Discounts in the event of acceptance within one order year

PIRSCH, unsere Jagd, Niedersächsischer Jäger

Frequency discount	Volume discount	Price reduction
–	1 page	3 %
3 ads	3 pages	5 %
6 ads	6 pages	10 %
12 ads	9 pages	15 %
22 ads	12 pages	20 %

Less 15% combination discount
if you book at least two titles of **PIRSCH, unsere Jagd, Niedersächsischer Jäger, Der Jagdgebrauchshund:**

15% Combination discount

Magazine size: 210 mm × 297 mm (width × height)

Print space: 184 mm × 270 mm (width × height)

Print space advertising section:

184 mm × 252 mm (width × height)

Column width

Textual part (3 columns)	58 mm
Textual part (4 columns)	43 mm
Running text (4 columns)	43 mm
Cipher fee in Germany and abroad (including postage and VAT)	14.– €

Price lists and their validity: see p. 35

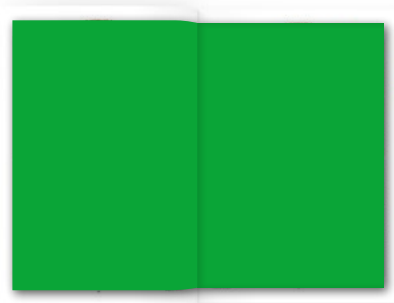
Bound-in booklets – PIRSCH, unsere Jagd

Format	Weight	Price
2 pages (DINA4)	up to 10 g	5,598.– €
4 pages	up to 15 g	6,998.– €
8 pages	up to 20 g	9,622.– €
12 pages	up to 25 g	11,372.– €
16 pages	up to 30 g	13,121.– €

Bound-in booklets – Niedersächsischer Jäger

Format	Weight	Price
4 pages	up to 15 g	4,439.– €

Specifications →



Inserts – PIRSCH, unsere Jagd, Niedersächsischer Jäger

Weight	Price per 1,000*
up to 25 g	145.– €
up to 30 g	165.– €
ea. additional 5 g	12.– €

*Postal distribution fees are included.
Changes within the scope of the postal distribution fees reserved.

Specifications →



Tip-on advertisement – PIRSCH, unsere Jagd, Niedersächsischer Jäger

Format	Price per 1,000*
Standard postcard	88.50 €
Tip-on, booklet up to 25 g	98.50 €

*Postal distribution fees are included.
Changes within the scope of the postal distribution fees reserved.

Specifications →



Association Organ

Der Jagdgebrauchshund is the official newsletter of the German Hunting and Utility Dog Association (Jagdgebrauchshundverband e.V.). With more than 7,500 copies, it reaches the multipliers of the hunting scene.





Discount when booking at least two titles of:
PIRSCH, unsere Jagd, Niedersächsischer Jäger, Der Jagdgebrauchshund:

15 % Combination discount

Association organ
Der Jagdgebrauchshund
Year: 62, 2026
Frequency: monthly
Circulation area:
Germany

Distributed circulation: 7,755 copies
Sold circulation: 7,587 copies
Distribution statistics 2/2025
Subscription price: 57.– €*
ISSN: 0021-3942

Der Jagdgebrauchshund

Format	bw	2c/3c	4c
1/1 page	1,566.– €	1,976.– €	2,182.– €
1/2 page	783.– €	988.– €	1,091.– €
1/3 page	522.– €	659.– €	727.– €
1/4 page	391.50 €	494.– €	545.50 €
Cover page 2/4			2,182.– €

Classified business advertisements

Format	Der Jagdgebrauchshund
bw per mm 1 column	1.45 €
2c/3c per mm 1 column	1.83 €
4c per mm 1 column	2.02 €

Discounts in the event of acceptance within one order year

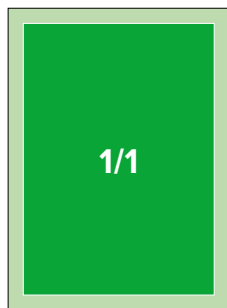
Frequency discount	Volume discount	Price reduction
–	1 page	3 %
3 ads	3 pages	5 %
6 ads	6 pages	10 %
12 ads	9 pages	15 %
–	12 pages	20 %

Inserts on demand
Magazine size: 204 mm × 292 mm (width × height)
Print space: 184 mm × 270 mm (width × height)
Column width: Textual part (4 columns)
Running text (4 columns)
Cipher fee in Germany and abroad (including postage and VAT)

43 mm
43 mm
14.– €

*Prices are subjects to change ■ All prices in €, plus statutory VAT (excluding subscription price). ■ Deutscher Landwirtschaftsverlag GmbH terms and conditions of business apply.
Price lists and their validity: see p. 35

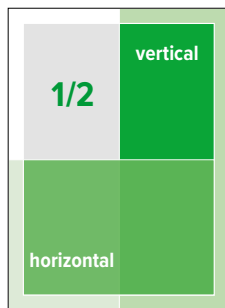
Editorial section



1/1 page

P: 184 × 270 mm

B: 210 × 297 mm



1/2 page vertical

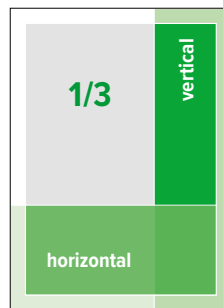
P: 90 × 270 mm

B: 103 × 297 mm

1/2 page horizontal

P: 184 × 135 mm

B: 210 × 150 mm



1/3 page vertical

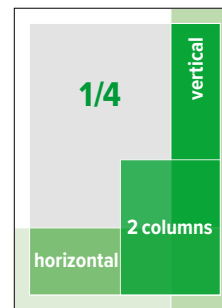
P: 58 × 270 mm

B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm

B: 210 × 105 mm



1/4 page vertical

P: 43 × 270 mm

B: 56 × 297 mm

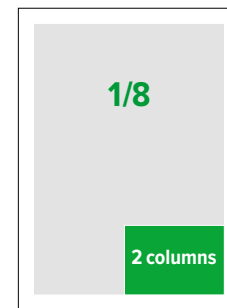
1/4 page horizontal

P: 184 × 67 mm

B: 210 × 82 mm

1/4 page 2 columns

P: 90 × 135 mm



1/8 page 2 columns

P: 90 × 67 mm

Online, Social Media and Newsletters	Video	Print Magazines	Association Organ	Specials	Specifications and General Data	Contacts
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Month	Issue	Publication Date	Advertising Deadline
January	1	10.01.2026	11.12.2025
February	2	10.02.2026	12.01.2026
March	3	10.03.2026	09.02.2026
April	4	10.04.2026	10.03.2026
May	5	09.05.2026	08.04.2026
June	6	10.06.2026	07.05.2026
July	7	10.07.2026	10.06.2026
August	8	11.08.2026	13.07.2026
September	9	10.09.2026	10.08.2026
October	10	10.10.2026	09.09.2026
November	11	10.11.2026	12.10.2026
December	12	10.12.2026	11.11.2026

Online, Social Media and Newsletters

Video

Print Magazines

Association Organ

Specials

Specifications and General Data

Contacts

Specials

Every year we publish attractive specials on hunting topics.

The cross-media presentation of the topics in magazine form and on our digital channels gives you the opportunity to place your advertising in a topic-specific manner tailored to your target group.



Online, Social Media and Newsletters	Video	Print Magazines	Association Organ	Specials	Specifications and General Data	Contacts
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Aufgespürt is the product magazine for hunters and nature lovers. With an edition of 150,000 copies, it is unique in Germany.

The magazine appears twice a year and is enclosed with the magazines *PIRSCH*, *unsere Jagd*, *Niedersächsischer Jäger*, *Der Jagdgebrauchshund* and *LAND & FORST*, as well as being published on pirsch.de.

In parallel, we inform our readers about the highlights of the issue in our standalone newsletter.

With *Aufgespürt* we offer a customised concept for your sales success in a practical poket format.

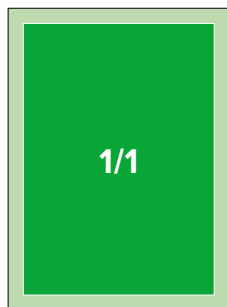
Product placement, advertisement or advertorial?
You decide!

Magazine format: 168 mm × 223 mm (W × H)
Type area: 143 mm × 193 mm (W × H)
Column width
Ad section (4 columns): 27 mm

Dates:
Spring/Summer:
Publication date: 15.04.2026
Advertising deadline: 18.02.2026

Fall/Winter:
Publication date: 14.10.2026
Advertising deadline: 19.08.2026

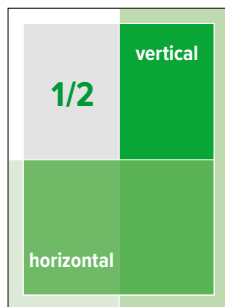
Editorial section



1/1 page

S: 143 × 193 mm

A: 168 × 223 mm



1/2 page vertical

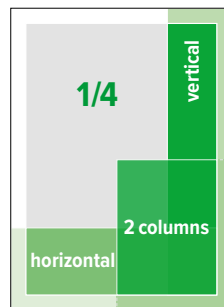
S: 69.5 × 193 mm

A: 84.5 × 223 mm

1/2 page horizontal

S: 143 × 96.5 mm

A: 168 × 111.5 mm



1/4 page vertical

S: 27 × 193 mm

A: 42 × 223 mm

1/4 page horizontal

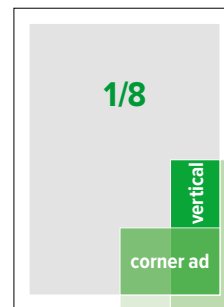
S: 143 × 40 mm

A: 168 × 55 mm

1/4 page 2 columns

S: 69.5 × 96.5 mm

A: 84.5 × 111.5 mm



1/8 page vertical

S: 27 × 96.5 mm

A: 42 × 111.5 mm

1/8 page corner ad

S: 69.5 × 40 mm

A: 84.5 × 55 mm

Formats / Prices:

1/1 page, 4c 4,850.– €

1/2 page, 4c 2,425.– €

1/3 page, 4c 1,616.– €

1/4 page, 4c 1,215.50 €

1/8 page, 4c 606.25 €

Product placement 890.– €

Luxury foods 280.– €

Advertorials on request

What else do we offer?

Online, Social Media and Newsletters

Video

Print Magazines

Association Organ

Specials

Specifications and General Data

Contacts

Each year we publish several attractive specials on various hunting topics.

- Special editions, such as internal organs, fox hunting, deer or night hunting
- Pocket and wall calendars for the hunting year

By focusing on the relevant themes, we provide the ideal environment for your advertising with as little wastage as possible. See page 6 for this year's selection of topics. We will provide details of publication dates, prices and advertising deadlines in time.



Target novice hunters!

Reach the exciting target group of novice hunters with our media. Embed your brand messages in this formative phase of the hunter's life! Our novice hunters series provides novice hunters with guidance and answers all the important questions about getting started in hunting – across all relevant channels!

We would be delighted to put together a customised novice hunter package for you!



Special Edition



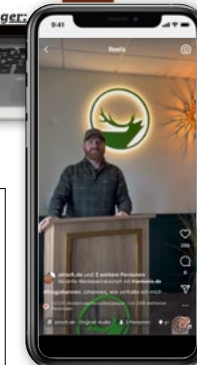
Content Hub



Video



Newsletter



Social Media

Facebook (page 9)

Image

- Image: 1200 x 1200 pixels; max. 150 KB
- Link to the fanpage
- Text: the shorter the better, ideal 100 characters
- Requested Emojis
- Optional: Linking to the landing page

Video

- MP4 or mov, 3 min. optimal
- Video title
- Video description, requested emojis
- Linking to the landing page, where applicable
- In addition to the video thumbnail in the same format

Instagram (page 10)

Photo Ad

- File type JPG or PNG
- Aspect ratio 1x1
- Resolution: 1080 x 1350 pixels
- Primary text max. 125 characters
- Link to your Instagram profile
- Min. 1 image, max. 10 images
- Requested hashtags

Story Ad

- File type JPG or PNG
- Aspect ratio 9 x 16
- Resolution 1080 x 1920 pixels
- Min. 1 image, max 3 images

Video Ad

- 9:16 (vertical video) or 16:9 (horizontal video)
- MP4-Format, max. 1 min. duration
- Video title
- Video description, requested emojis
- In addition to the video thumbnail in the same format

Newsletter (page 11)

Newsletter/Topic Newsletter

- Topic: max 60 characters (incl. spaces)
- Teaser text: max. 250 characters (incl. spaces)
- Image as JPEG, 600 x 240 pixels
- Image source/copyright
- Call-to-Action Button: max. 25 characters (incl. spaces)
- Link to the product / website

Standalone Newsletter

- Newsletter subject
- Customers logo
- Graphic elements: max. 690 pixels width, height customizable
- Textual material
- Link to the product/website

Advertorial (page 13)

Teaser

- Article teaser image: Format 3:2, (354 x 177 pixels)
- Title: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

- Article image wide top: Format 5:2 (735 x 360 pixels)
- Images in the text: Format 3:2 (900 x 360 pixels)
- Advertorial text (recommendation): 1,500 – 2,000 characters (incl. spaces)
- Link to the product/website
- Image source/copyright

Video (from page 18)

Presenter Ad

- Logo: 1920 x 1080 pixels (RGB)
- Link to the website

Instream Ad

- Complete advertising
- mov. format, 16:9, max. 15 sec. long
- Codec Apple Prores 422 HQ
- Width 3840 pixels

or:

- Image material (logo / product image): 1980 x 1080 pixels (RGB)
- Text 150 characters
- Link to website

Online, Social Media and Newsletters

Video

Print Magazines

Association Organ

Specials

Specifications and General Data

Contacts

Printing process

PIRSCH, unsere Jagd, Niedersächsischer Jäger

Cover: Sheet-fed offset

Inside section: Web-fed offset

Der Jagdgebrauchshund: Sheet-fed offset

Print profile

www.dlv.de/pirsch

www.dlv.de/niedersaechsischer-jaeger

www.dlv.de/unsere-jagd

www.dlv.de/Jagdgebrauchshund

Processing

PIRSCH, unsere Jagd: Adhesive binding

Der Jagdgebrauchshund, Niedersächsischer Jäger:
Wire stitching

Grid

Der Jagdgebrauchshund

The grid width for bw and 4c is at max. 60 lines per centimeter

Data transmission

E-mail

File formats

Print-optimised PDF (Standard X1a)

Other file formats or open files available on request only.

Colour images always in CMYK mode (4c)

Resolution at least 300 dpi (600 dpi for ads in bw)

Proof

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.

Samples for inserts, bound-in booklets, glued-in inserts

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

Deutscher Landwirtschaftsverlag GmbH,
PIRSCH, unsere Jagd, Der Jagdgebrauchshund
Lothstr. 29, 80797 Munich, Germany

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

Dispatch advice

Deutscher Landwirtschaftsverlag GmbH

Ad Management Print,

Phone +49 89 12705-367/-369

Delivery date

Inserts, bound-in booklets and glued-in inserts must be delivered by the advertisement deadline of the relevant issue at the least.

Volume of the issue required upon request.

Delivery of the print run plus 3 % surcharge.

Delivery address for inserts, bound-in booklets, glued-in inserts

Free delivery with appropriate labelling

“PIRSCH”, “unsere Jagd”, “Niedersächsischer Jäger”:

Vogel Druck und Medienservice GmbH

Leibnizstr. 5, 97204 Höchberg, Germany

Der Jagdgebrauchshund

Free delivery with appropriate labelling

„Der Jagdgebrauchshund“:

Aumüller Druck GmbH & Co. KG,

Hofer Str. 17, Tor 7, 93057 Regensburg, Germany

Technical information Bound-in booklets (page 24)

- Bound-in booklets are to be delivered folded and uncut on PEFC certified paper.
- Format *PIRSCH*, *unsere Jagd* max. 310 mm height; Magazine format: 210 mm width × 297 mm height
- Head trim 6 mm, tail trim 5 mm, outside trim 5 mm, milled edge 3 mm (Niedersächsischer Jäger upon request)
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone publication.
- Glued insert on the bound-in booklet: Upon request with sample

Technical information Inserts (page 24)

- Inserts must not be larger than the format 200 mm × 287 mm (width × height) in *PIRSCH* or *unsere Jagd* and 202 mm × 292 mm (width × height) in *Niedersächsischer Jäger* 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 inserts upon request.

Technical information tip-on advertisement (page 24)

- Use our tip-on advertisements to make postcards, booklets, product samples, advertisements, CDs or DVDs readily available to your customers.
- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- DVDs and CDs require labelling where applicable in accordance with the Jugendschutzgesetz (Young People's Protection Act).
- We will be happy to inform you of placements and all other details. Simply call us.

Pricelists and validity:

PIRSCH:
Pricelist 67, valid from issue 1/2026
unsere Jagd:
Pricelist 38, valid from issue 1/2026
Niedersächsischer Jäger:
Pricelist 63, valid from issue 1/2026
Der Jagdgebrauchshund:
Pricelist 57, valid from issue 1/2026

Payment terms

2 % discount within 14 days following invoice date or 30 days net. 2% discount will automatically be deducted for direct debit.

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.

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Phone +49 89 12705-1, Fax -335
dlv.muenchen@dlv.de, www.dlv.de

Kabelkamp 6, 30179 Hanover, Germany
Postfach 14 40, 30014 Hanover, Germany
Phone +49 511 67806-0, Fax -168
dlv.hannover@dlv.de, www.dlv.de

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