



Media Kit 2026



TRACTION – Agricultural technology that inspires

- Practical tests with depth
- The most innovative cross media mix in the industry
- Large fan potential



Facts

Year: 14, 2026

Frequency of publication: 6 issues per year

Circulation area:

Germany, Austria, Switzerland

Distributed circulation: 15,681 copies

Sold circulation: 15,221 copies
(IVW 1/2025)



Subscription rate: 49.50 €*

ISSN: 2196-6036

* Prices are subject to change

Target group

- Future-orientated operational managers
- Farmers interested in and fascinated by technology
- The agricultural machinery trade and craft and contractors and their opinion leaders
- Agricultural technology manufacturers and the supply industry
- Technically sophisticated vocational trainees and students in the agricultural sector
- Anyone thrilled by technology

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.

Deutscher Landwirtschaftsverlag GmbH

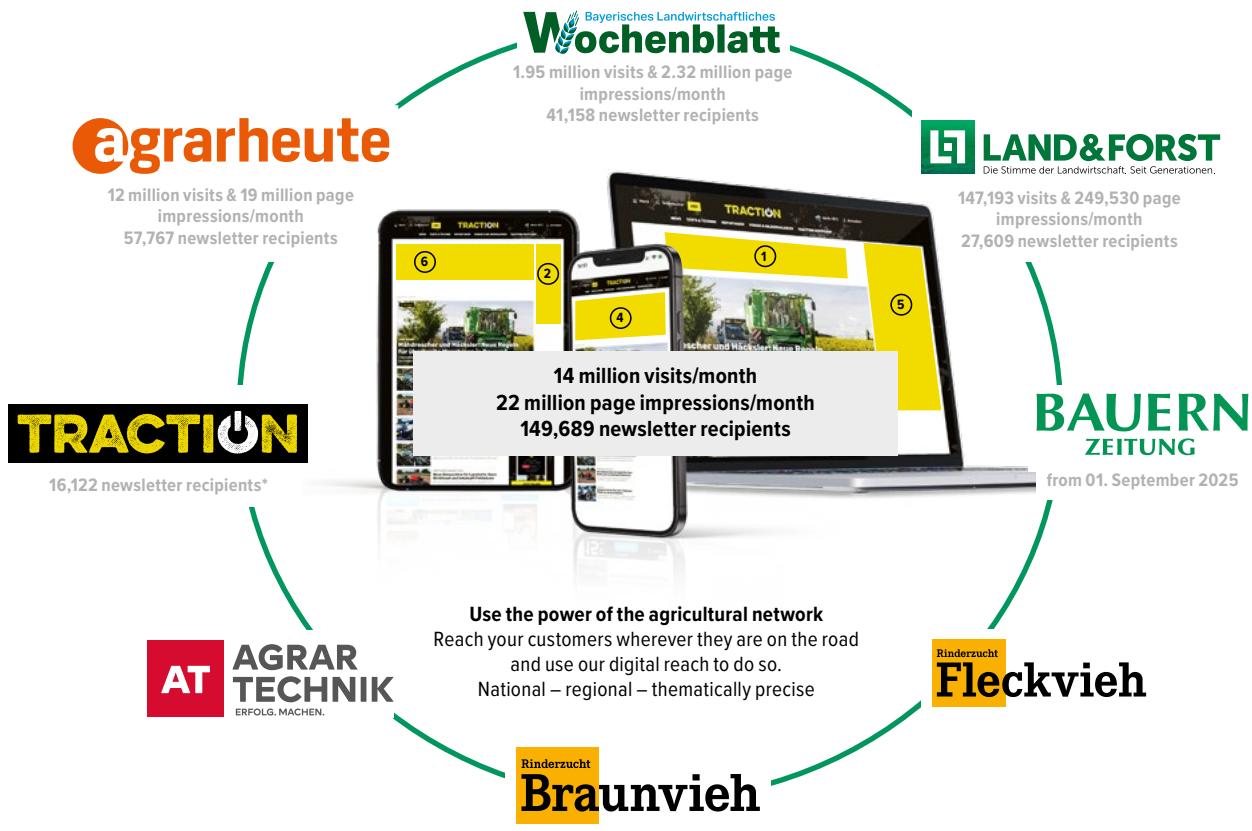
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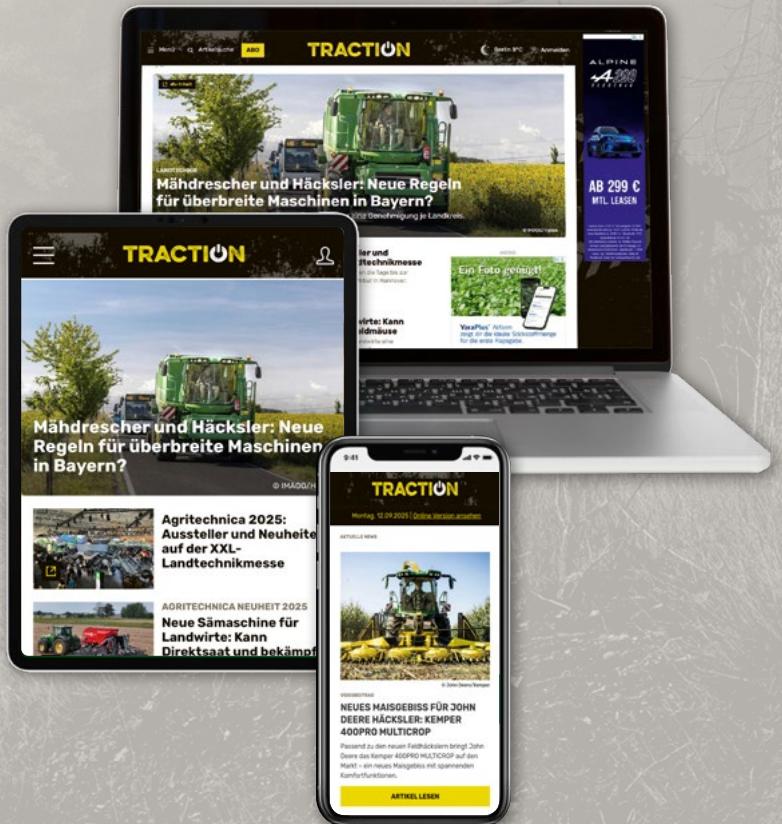


Digital Channels

The new *TRACTION* – now even closer to its target audience

Users can find attractive reports and the latest news about agricultural machinery on the interactive channels Facebook, Instagram and TikTok or directly as a newsletter for agricultural machinery fans in their inbox. The website *traction-magazin.de* rounds off the appearance.

Use the interactive possibilities here to reach your target group individually.



Website

13,549 visits

23.846 page impressions

Newsletter

16,334 subscribers

33% opening rate

Facebook

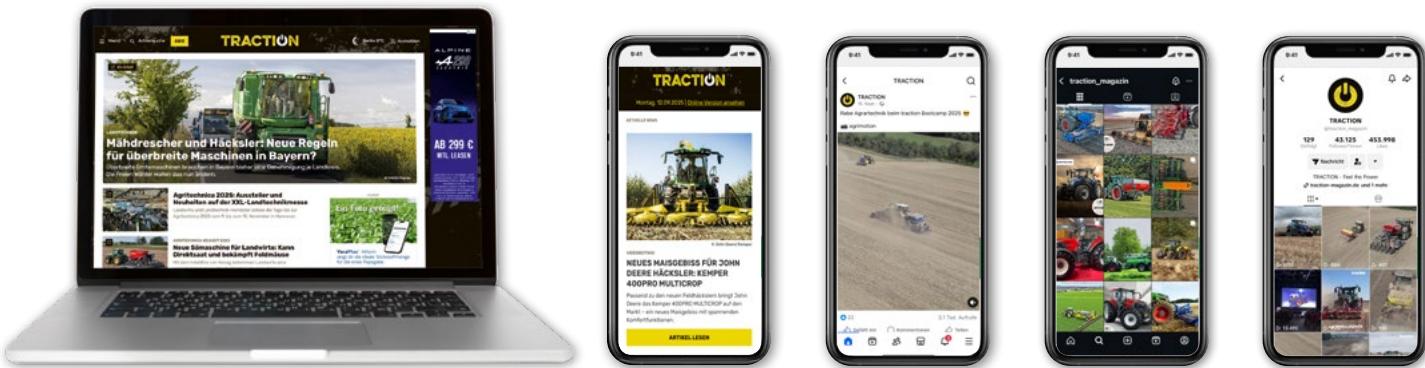
53,648 Follower

Instagram

43,900 Follower

TikTok

42,933 Follower



Standard formats also possible as Ad Bundle		Runtime 1 month	Desktop	Tablet	Mobile
1	Leaderboard (728 x 90 px)	825.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2	Skyscraper (1120 x 600 px)	825.– €	<input checked="" type="checkbox"/>	–	–
3	Medium Rectangle (300 x 250 px)	825.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (320 x 100 px)	825.– €	–	–	<input checked="" type="checkbox"/>
Large-size image banner					
5	Halfpage Ad (300 x 600 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
6	Billboard (900 x 250 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
	Hockey Stick (728 x 90 + 120 x 600 px)	1,250.– €	<input checked="" type="checkbox"/>	–	–
Bewegtbild					
	Video-Ad (550 x 350 px)	1,250.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

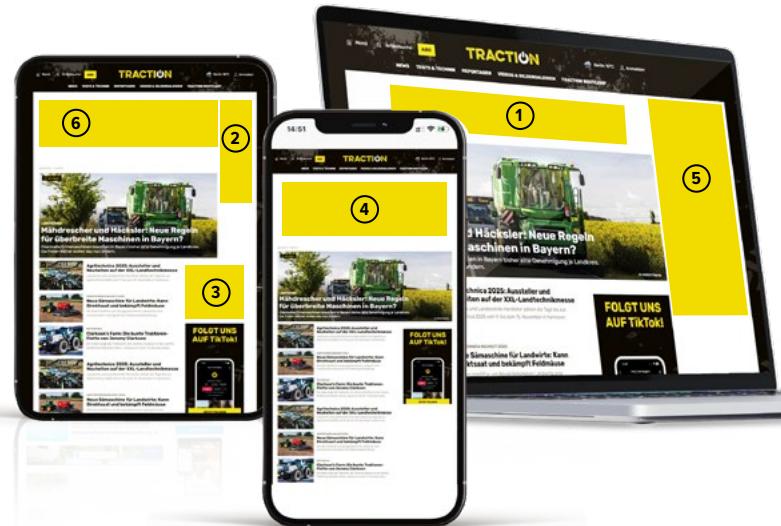
Other special formats on request.

(= 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:

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



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



Advertorial

The advertorial at *traction-magazin.de* is particularly suitable when complex information is to be provided 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	980.– €
Promotion (optional)	
as „Branded Content“ on Facebook	365.– €*
as image-text display in the <i>TRACTION</i> newsletter	365.– €*

Specifications:

Images

- Teaser: format 3:2 (2,000 x 1,333 pixel)
- Image broad top: format 5:2 (2,000 x 800 pixel)

Text (incl. spaces)

- Title: max. 60 characters
- Teaser text: max. 130 characters
- Advertorial text (recommendation):
3,500 – 4,000 characters

Optional

- Linking: 1–2 linkings
- Images in text: up to 3 images, format 3:2 (2,000 x 1,333 pixel)

We recommend our Advertorial Package*



Advertorial



Image-text display
in the newsletter



Facebook-Post



1,710.– €*



Example Advertorial Teaser:



Anzeige
#Roadshow Herbst 2021. Jetzt alle Termine
sichtchen und online anmelden.
Die Zeit ist reif! Sechs Wochen, 20 Standorte in ganz Deutschland und
Österreich. Seien Sie dabei und sichern Sie sich Ihren Einstieg in
Precision Farming.



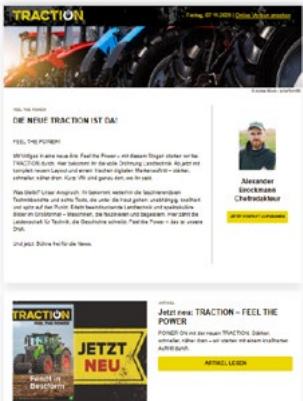
Example Facebook:



Example Newsletter:



Example Advertorial Text:





More than 16,000 subscribers to the *TRACTION* newsletter receive the latest news from the agricultural technology directly to their mailbox every week.

With an average opening rate of 33 %, the *TRACTION* newsletter is well above the standard values.

Coverage:

more than
16,000 recipients

TRACTION Newsletter

- Weekly dispatch
- Current news of *TRACTION*
- opening rate 33 %
(well above the standard values)

Specifications image-text display

- Text (incl. spaces):
- Topic: max. 60 characters
- Teaser-Text: max. 250 characters
- Image: 600x240 pixel
- Linking: max. 25 characters
- Copyright



Price 607.– €
1st display position, price 663.– €

Newsletter with your individual content

Standalone Newsletter

- Your contents (recommendation: 3 – 5)
- Individualizable
- In the *TRACTION* look-and-feel
- To all *TRACTION*-newsletter recipients

**Please reserve your
desired date early!**



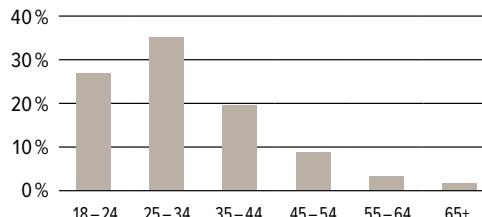
Price 2,677.– €



We provide you with our attractive advertising space on the *TRACTION* Instagram account.

Interact directly with your target group.

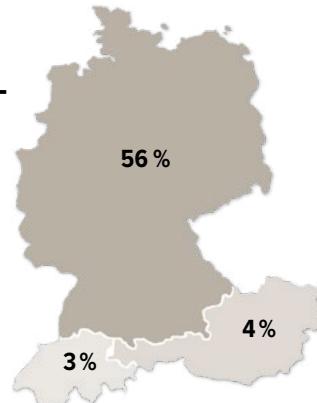
Reach digital
affine users in the
agricultural sector
aged
18 – 65+
years:



Spread
**Germany – Austria –
Switzerland:**

= 94 %

= 6 %



We recommend our Instagram Package

Story Ad



Feed Ad

only 1,960.– €

Story Ad

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

Price 1,275.– €

Foto Ad

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

Price 1,275.– €

Video Ad / Reel

- Visual, intense experience
- Extensive imparting of information
- Unlimited availability
- Monday to Sunday

Price 1,275.– €

Coverage:
more than
43,000 followers*



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

Reach the agricultural target group in the *TRACTION* Facebook feed.

We share our information with over 53,000 followers*.

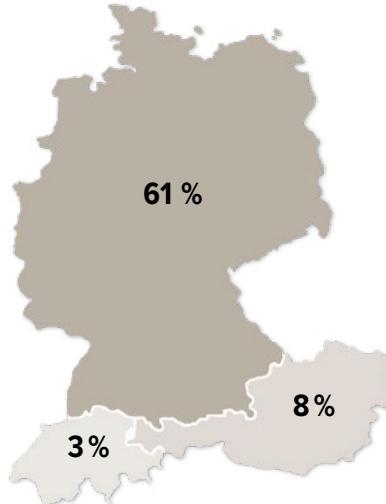
Sponsored post

- Image gallery (up to 15 images)
- Video (max. 3 minutes)
- Events, product presentations

Price 1,275.– €

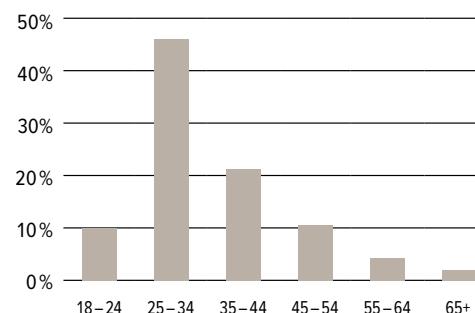
Spread

Germany – Austria – Switzerland:



Coverage:
more than
53,000 followers*

♂ = 96 % ♀ = 4 %



▶ **Example Video:**



📷 **Example Image:**



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

TikTok

Use TikTok as a new advertising platform. You benefit from direct interaction with a digitally savvy and international target group.

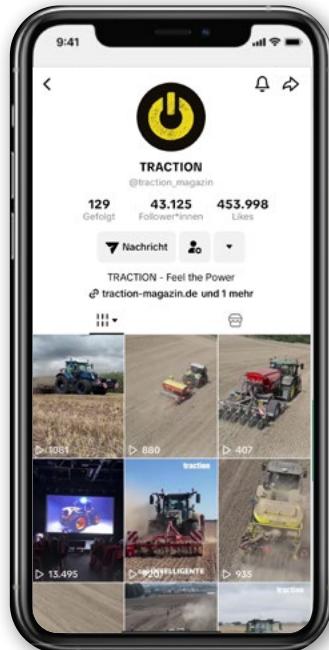
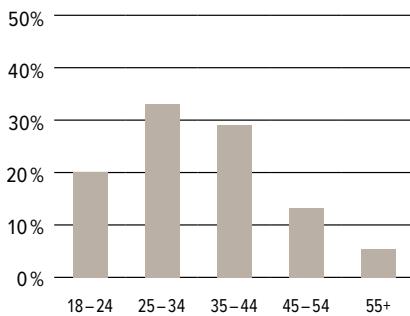
- Video ad
- Playout to an international audience
- Direct link to your fan account possible

Specifications

- File type: MP4, MOV, MPG, AVI, GIF
- Format: 1.080 x 1.920 pixel (16:9)
- Video length: 10 – 60 sec.
- Primary-text: 12 – 100 characters
- Hashtags: 10 – 20 matching the contents
- Optional: Link to your TikTok account

Price per post: 595.– €

 = 88 %  = 12 %



Coverage:
more than
42,000 followers

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

Print Magazine

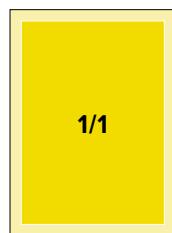
For over ten years, *TRACTION* has been synonymous with modern and practical agricultural technology reporting.

Powerful imagery, clear and understandable content, and well-founded tests and market overviews make *TRACTION* a relevant medium for the tech-savvy generation in agriculture. Cross-media distribution via magazine, website and social media ensures continuous reach and genuine proximity to the target group.

With a placement in *TRACTION*, you will reach professionally active, technically savvy operations managers and young professionals who are shaping the future of agricultural technology – and for whom technologies, innovations and brand decisions play a central role today and tomorrow.

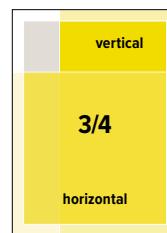


Standalone text elements



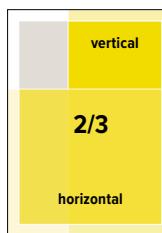
7,398.– €

1/1 page
P: 184 × 270 mm
B: 210 × 297 mm



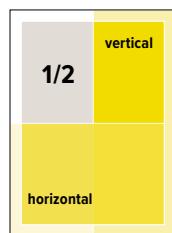
5,548.50 €

3/4 page vertical
P: 137 × 270 mm
B: 150 × 297 mm
3/4 page horizontal
P: 184 × 202 mm
B: 210 × 217 mm



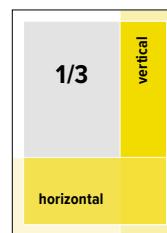
4,932.– €

2/3 page vertical
P: 121 × 270 mm
B: 134 × 297 mm
2/3 page horizontal
P: 184 × 180 mm
B: 210 × 195 mm



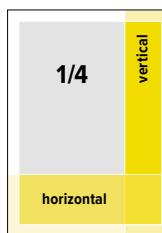
3,699.– €

1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm



2,713.– €

1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm



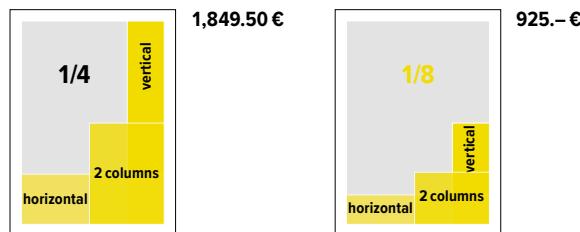
2,219.– €

1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm
1/4 page horizontal
P: 184 × 90 mm
B: 210 × 105 mm

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

■ All prices plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 14 valid from issue 1/2026.

Editorial section – collective



1/4 page vertical

P: 43 × 270 mm

1/4 page horizontal

P: 184 × 67 mm

1/4 page, 2 columns

P: 90 × 135 mm

1/8 page vertical

P: 43 × 135 mm

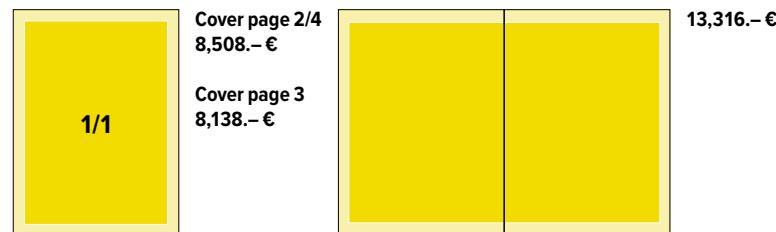
1/8 page horizontal

P: 184 × 33 mm

1/8 page, 2 columns

P: 90 × 67 mm

Preferred positionings



1/1 Cover pages

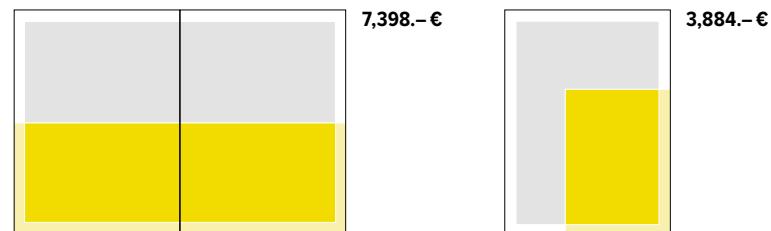
P: 184 × 270 mm

B: 210 × 297 mm

2 x 1/1 page, panorama advertisement

P: 394 × 270 mm

B: 420 × 297 mm



2 x 1/2 page, panorama advertisement

P: 394 × 135 mm

B: 420 × 150 mm

Juniorpage

P: 121 × 193 mm

B: 134 × 210 mm

Advertisement by the millimetre

4c per mm, single column 6.85 €

Classified business advertisements

Agencies / Real Estate / Job Vacancies*

4c per mm, single column 6.85 €*

Panorama advertisements Minimum format

2 x 1/4 page horizontal (prices on request)

Discounts in the event of acceptance within one order year

Frequency discount	Volume discount	Price reduction
2 ads	540 mm	5 %
3 ads	2,160 mm	10 %
4 ads	3,240 mm	15 %
6 ads	4,320 mm	20 %

Inserts, bound-in booklets, tip-on-advertisements, posters and classified business advertisements are billed without discount.

Magazine Size

210 mm x 297 mm (width x height)

Print space

184 mm x 270 mm (width x height)

Column width

Advertising section (4 columns)	43 mm
Running text (3 columns)	58 mm
Running text (4 columns)	43 mm

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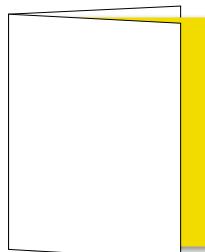
Inserts*

Weight	Price per 1,000*
up to 25 g	247.– €
ea. additional 5 g	27.– €

* Special distribution fees are included in the price.

Technical information

- Inserts must not be larger than the format 205 mm × 290 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.



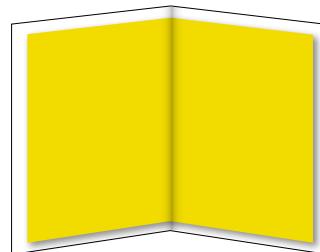
i [Specifications →](#)

Bound-in booklets*

Size	Weight	Price
2 pages	up to 30 g	12,946.50 €
4 pages	up to 30 g	18,495.– €
6 pages	up to 30 g	25,893.– €
8 pages	up to 50 g	31,411.50 €

Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 210 × 297 (width × high), plus 4 mm head trim, 2.5 mm milled edge, 4 mm outside trim, tail trim at least 6 mm/ maximum 14 mm.
- Circulation upon request
- Under certain technical production circumstances we reserve the right to postpone.
- Glued insert on the bound-in booklet: Upon request with sample.



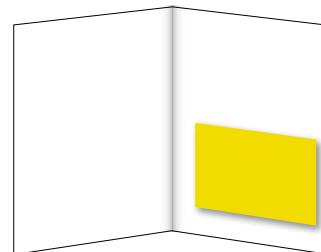
i [Specifications →](#)

Tip-on-advertisement*

Format	Price per 1,000 glued inserts
Standard postcard	110.– €
Tip-on-ad, Booklet (up to 25 g)	on request
Glued-in CD-Rom	on request

Technical information

- 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 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.



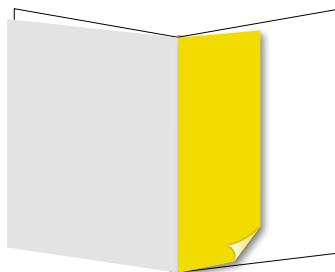
i [Specifications →](#)

HalfCover

Size	Price
2 x 1/2 page	12,281.– €
Cover page paper will be used	

The half cover offers you an attractive advertising space which is placed on the front page where it cannot be missed.

- The half cover covers half the front page of the magazine.
- Printed on both sides.
- Front side with a gap for the title logo.



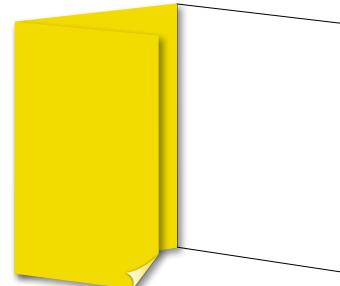
i [Specifications →](#)

3-page advertisement by cover flap/gatefolder

Size	Price
3 x 1/1 page outside front cover	25,153.– €
3 x 1/1 page back page	25,153.– €
Cover page paper will be used	

Surprise your customers with a fold-out cover flap. Readers will notice your advertisement as soon as they leaf through the magazine for the first time.

- The gate folder offers an opportunity to extend the inside cover pages 2 or 3 to 3 advertisements with a cover flap.



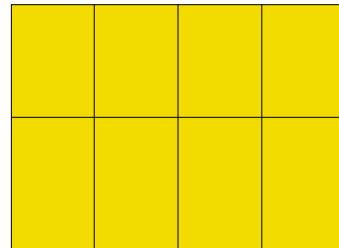
i [Specifications →](#)

Poster

Size	Price
1 one-sided 4c	16,100.– €
2 two-sided 4c	18,200.– €
Costs for inserts included, not eligible for discount	

Format

Final format: 800 × 576 mm (width × height)
 Folded format: 200 × 288 mm (width × height)



i [Specifications →](#)

Display Ads	Content Advertising and Social Media	Print Magazine	Special Publications	Events + Specials	Specifications and General Data	Contacts
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Issue	Dates	Themes	Specials	Topics
Jan./Febr.	1 P: 08.01.2026 A: 24.11.2025 C: 01.12.2025	Market overview: technology for winter road maintenance Technology: hose system control for slurry		
March/April	2 P: 05.03.2026 A: 27.01.2026 C: 03.02.2026	Market overview: front loaders Technology: lorry trailer		
May/June	3 P: 07.05.2026 A: 31.03.2026 C: 07.04.2026	Market overview: combine harvesters Technology: steering systems for retrofitting	BOOTCAMP 1 Mowing 2nd cut – rear mower possibly with conditioner (end of June 2026)	DLG Feldtage, Bernburg 16. – 18. June 2026
July/Aug.	4 P: 02.07.2026 A: 22.05.2026 C: 01.06.2026	Market overview: bale transport and bale collection trailers Technology: drones in agricultural technology		
Sept./Oct.	5 P: 03.09.2026 A: 28.07.2026 C: 04.08.2026	Market overview: rotary harrows & rotary cultivators Technology: front tanks	BOOTCAMP 2 Cultivators from 6 m (mid/end of October 2026)	Innov-Agri, F-Ondes 09. – 10. September 2026 Potato Europe, Rittergut Gestorf 09. – 10. October 2026
Nov./Dec.	6 P: 05.11.2026 A: 29.09.2026 C: 06.10.2026	Market overview: sweepers Technology: telemetry software		EuroTier 2026, Hanover 10. – 13. November 2026

Directly to the target group:
2 Special publications per year for the contractors.



What technology is in demand now? What is new? Where are the innovations that will further the farm? Where do I, as a contractor, perhaps still need to upgrade?

Our two special *TRACTION TECHNIK Lohnunternehmen* magazines provide practical answers to all these questions, with purchase recommendations depending on the product application.

The current overview of newly tested agricultural technology: *TESTJAHRBUCH 2027* for all farmers who want to invest or simply stay up to date!



Once a year in November, the test compendium of our editorial team is published with all tested machines of the last 15 months!

The latest trailed and self-propelled agricultural technology is put through its paces, explained in detail and illuminated. Here you can find out all about it as if you were there yourself. Highly interesting reading material and the optimal environment for your product offers.



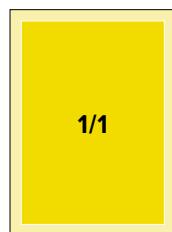
2 magazines for contractors and their employees!

- Published in April and December.
- The latest technical topics – specially prepared.
- The purchasing guide for readers with a strong investment and innovation drive.



Distribution	5,500 copies in each issue – direct mailing to the target group
Publication date	13.04.2026/30.11.2026
Advertising deadline	16.03.2026/30.10.2026
Copy deadline	19.03.2026/05.11.2026
Format	210 mm × 297 mm (width × height)
Size	ca. 68 pages incl. cover per magazine

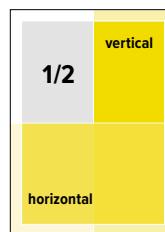
Standalone text elements



3,721.– €

1/1 page

P: 184 × 270 mm
B: 210 × 297 mm



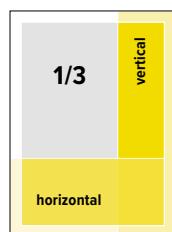
1,860.50 €

1/2 page vertical

P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal

P: 184 × 135 mm
B: 210 × 150 mm



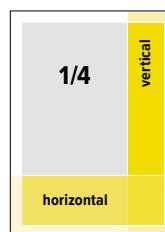
1,364.– €

1/3 page vertical

P: 58 × 270 mm
B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm
B: 210 × 105 mm



1,023.– €

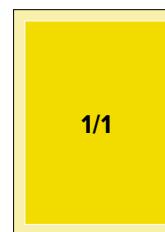
1/4 page vertical

P: 43 × 270 mm
B: 56 × 297 mm

1/4 page horizontal

P: 184 × 67 mm
B: 210 × 82 mm

Preferred placements



Cover page 2/4
4,279.– €

Cover page 3
4,093.– €

1/1 cover page

P: 184 × 270 mm
B: 210 × 297 mm

Please contact

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traction offprints

(created, printed & enclosed)

DIN A4 format

6 pages	8 pages	12 pages
5,209.– €	6,326.– €	9,116.– €

More than 12 pages on request.



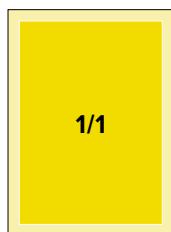
The current test compendium for agricultural technology with the most important test innovations in one magazine!

- Published annually
- Unique test overview of the most important agricultural machinery on the market
- The buying guide for all those interested in machinery

Increase your sales and your image with our readers!

Distribution	16,500 copies (incl. kiosk)
Publication date	26.11.2026
Advertising deadline	02.10.2026
Copy deadline	08.10.2026
Format	210 mm × 297 mm (width × height)
Size	ca. 164 pages incl. cover

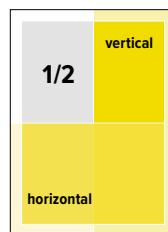
Standalone text elements



5,918.– €

1/1 page

P: 184 × 270 mm
B: 210 × 297 mm



2,959.– €

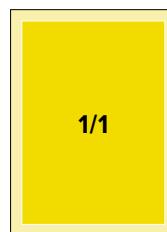
1/2 page vertical

P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal

S: 184 × 135 mm
B: 210 × 150 mm

Preferred placements



Cover page 2/4
6,273.– €

Cover page 3
6,096.– €

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1/1 cover page

P: 184 × 270 mm
B: 210 × 297 mm



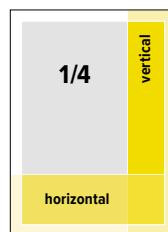
1,973.– €

1/3 page vertical

P: 58 × 270 mm
B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm
B: 210 × 105 mm



1,776.– €

1/4 page vertical

P: 43 × 270 mm
B: 56 × 297 mm

1/4 page horizontal

P: 184 × 67 mm
B: 210 × 82 mm

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Our **TRACTION BOOTCAMPs** will also take place again in 2026. Present your machines and products directly in the field to **farmers, contractors and influencers** as part of this series of events. Contact your media advisor for dates and topics.

Package Machine

- Mention of the name and logo on the invitation
- Mention in all promotional measures
- Device is demonstrated and explained to practitioners during the walkaround
- Catering for the crew on site
- Participation in networking
- Production of a reel + distribution on Instagram, Facebook, YouTubeShots and on TikTok
- Live reporting on Instagram from the event

[to the report](#)

without machine participation

- Mention of the name and logo on the invitation
- Mention of the sponsor in all promotional measures
- Opportunity of product presentation + setting up your own tent (max. 5 m x 5 m)
- Catering for the crew on site
- Participation in networking

Impressions of **TRACTION BOOTCAMPs 2023 & 2024 – a complete sucess!**



Printing process

Cover: Sheetfed offset

Inside part: webfed offset

Processing

Adhesive binding

(For insert planning please enquire in advance)

Data transmission

Email

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

Print profile

www.dlv.de/traction

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.

Colour advertisement production

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! Shades that cannot be created from the Euroscale (HKS special colours) are possible on request – separate costing!!

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

Anzeigen *TRACTION*

Lothstr. 29, 80797 Munich, Germany

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

Electronic Data transmission

vanessa.kayser-luehrs@dlv.de

Transfer of the data only with accurate statements of the customer's name, property, issue no. and content of the print material transfer.

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

with marking "TRACTION" to:

Dierichs Druck+Media GmbH & Co. KG

Frankfurter Str. 168, 34121 Kassel, Germany

Phone +49 561 60280-158, Fax -199

Delivery Date

Inserts, bound-in booklets and glued-in inserts must be delivered by 14 days before the publication of the magazine. Volume of the issue required upon request, plus 3% surcharge.

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**Vanessa Kayser-Lührs**

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