

**EUROPE'S
NUMBER 1** ★
agrarheute.com – the most clicked
portal for agriculture in Europe
Source: SimilarWeb 5/2024

Media Kit 2026

agrarheute

- Agricultural technology, plant, animal husbandry, energy ...
- National
- Cross-media strong

Display Ads

Content Advertising and Social Media

Video

Print Magazines

Specials

Specifications and General Data

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Facts

agrarheute Magazin

Year: 10, 2026

Frequency of circulation: monthly

Circulation area: Germany, Austria, Switzerland

Distributed circulation: 60,140

Sold circulation: 46,760

IVW 2/2025

Subscription price: Germany 125.90 €/Austria 126.90 €*

ISSN: 2568-1087



agrarheute Energie

Year: 10, 2026

Frequency of circulation: 4× per year

Circulation area: Germany, Austria, Switzerland

Distributed circulation: 11,500

Subscription price: incl. *agrarheute Magazin*

Germany 145.90 €/Austria 147.90 €*

ISSN: 2568-1133

agrarheute Rind

Year: 10, 2026

Frequency of circulation: monthly

Circulation area: Germany, Austria, Switzerland

Distributed circulation: 18,274

Subscription price: incl. *agrarheute Magazin*

Germany 145.90 €/Austria 147.90 €*

ISSN: 2568-1125

agrarheute Schwein

Year: 10, 2026

Frequency of circulation: monthly

Circulation area: Germany, Austria, Switzerland

Distributed circulation: 10,351

Subscription price: incl. *agrarheute Magazin*

Germany 145.90 €/Austria 147.90 €*

ISSN: 2568-1117

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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Postfach 40 05 80, 80705 Munich, Germany

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

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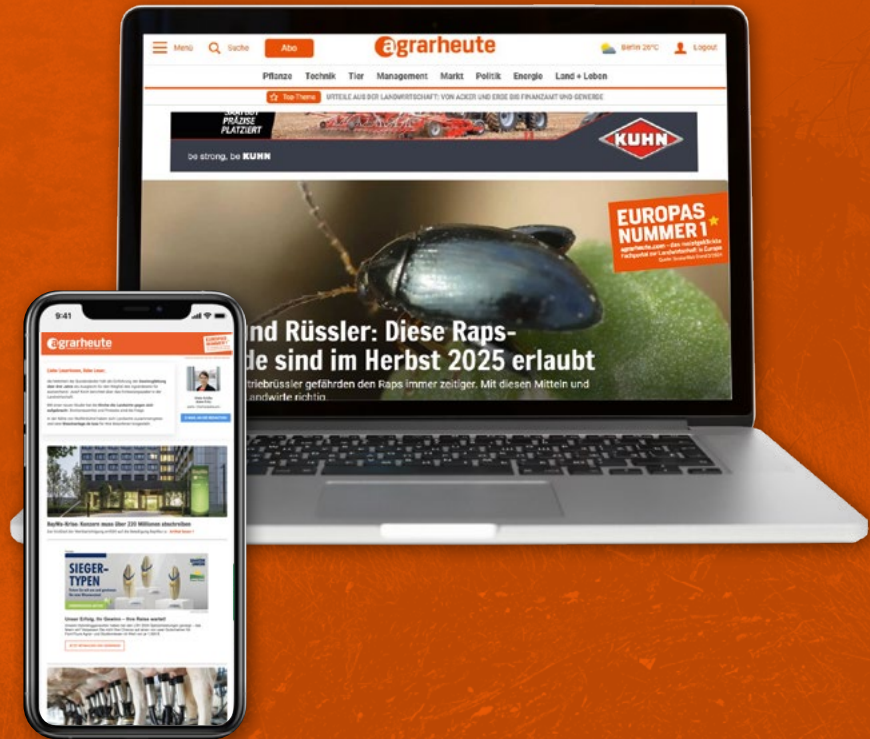


Digital Advertising

agrarheute.com is the widest-reaching news portal for agriculture!

Here farmers can find the latest news and technical articles on the topics of plants, animals, technology, operations and market data.

The communication is rounded off by regular newsletters and the exchange in Facebook and Instagram. Manufactures are offered a wide range of opportunities to reach their target group.



Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
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Online

12 million visits/month

19 million page impressions/month

Newsletter

57,767 subscribers

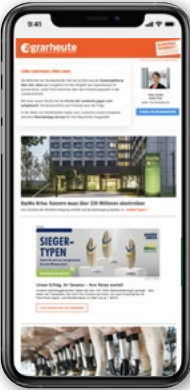
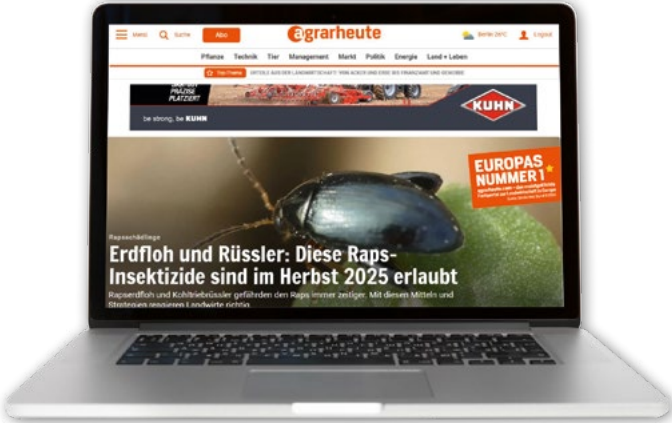
33 % opening rate

Facebook

more than 120,000 follower

Instagram

more than 116,00 follower



Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
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Standard formats also possible as Ad Bundle		ROS-CPM (all readers)	Targeting-CPM (target groups)	Desktop	Tablet	Mobile
1	Leaderboard (728 × 90 px)	29.– €	46.– €	☒	☒	-
2	Skyscraper (120 × 600 px)			☒	-	-
3	Medium Rectangle (300 × 250 px)			☒	☒	☒
4	Mobile Ad (320 × 100 px)			-	-	☒
Large-size Image Banner						
5	Halfpage Ad (300 × 600 px)	38.– €	61.– €	☒	☒	-
6	Billboard (900 × 250 px)			☒	☒	-
	Hockey Stick (728 × 90 + 120 × 600 px)	89.– €	109.– €	☒	-	-
	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 %

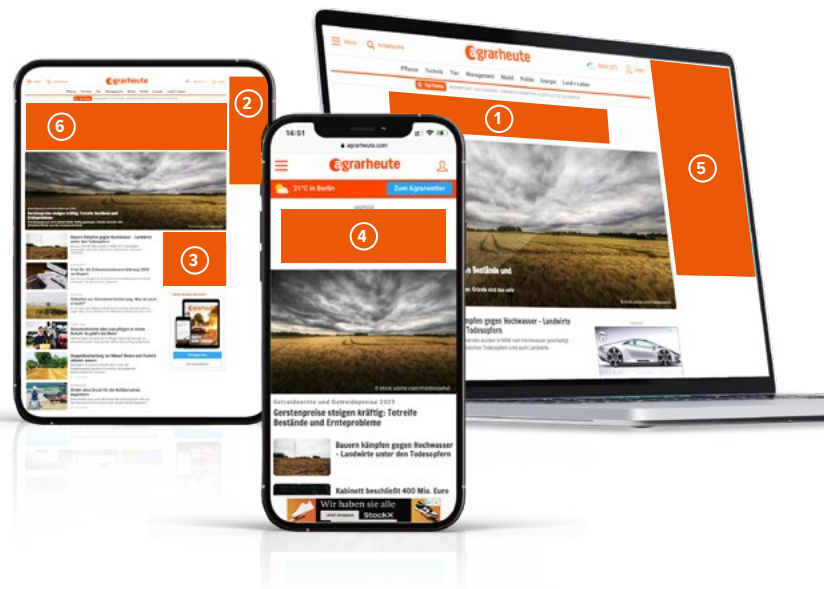
Glossar:

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 per mille, unit price for 1,000 Ad impressions





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Advertorial

The advertorial on *agrarheute.com* is particularly suitable for communicating complex information that cannot be displayed on a banner.

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

Advertorial	Price
2 weeks runtime	1,900.– €
4 weeks runtime	2,745.– €
Promotion (optional)	
as "Branded Content" on Facebook	625.– €*
as image-text advert in the <i>agrarheute</i> Newsletter	625.– €*

Specifications:

Images

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

Text (incl. spaces)

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

Optional

- Links: 1–2 links
- Images in text: up to 3 images, format 3:2 (2,000 x 1,333 px)

We recommend our advertorial package*



Advertorial



Image-text ad
in the newsletter



Facebook post



3,995.– €*



Example Advertorial teaser:



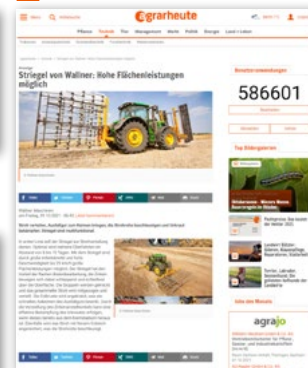
Example Facebook:



Example Newsletter:



Example Advertorial text:



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

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More than 57,000 subscribers to the agrarheute-newsletter receive the latest news from agriculture and rural life directly to their mailbox every working day.

With an average open rate of 33%, the *agrarheute*-newsletter is well above the standard values.

agrarheute Newsletter

- Newsletter dispatch every working day
- Current news of *agrarheute*
- Opening rate 33% (average)

Image-text display

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



Price 699.– €
1st display position, price 834.– €

Recipient profile



Ø 56 years old



85 % male



14 % female



75 % active in the agricultural sector

Coverage:
More than
57,000 recipients

Newsletter with your individual content

Stand-alone-Newsletter

- your contents
- individualizable
- in the *agrarheute* look-and-feel
- to all *agrarheute*-newsletter recipients

Please reserve your
desired date early.



Price 4,007.– €



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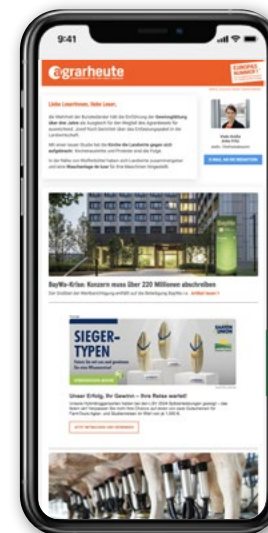
Topic Newsletter

- regular dispatch
- with editorial focus
- Advertising space limited to 3 positions

Price 999.– €
1st display position, price 1,193.– €

Month	Topics*	Date of dispatch
January	Heating	16.01.
	Slurry	30.01.
February	Machine maintenance/care/repair	13.02.
	Smart farming technology & animals	27.02.
March	Plant protection	20.03.
April	Grassland	17.04.
May	Plant protection	08.05.
	PV/Solar	22.05.
June	Preliminary report field days	05.06.
July	Stubble cultivation	17.07.
	Rapeseed	31.07.
August	Cereals	21.08.
September	Corn silage	11.09.
	Energy	25.09.
October	Pigs & cattle incl. preliminary report EuroTier	16.10.
		30.10.
November	Smart Farming – Technology & Animals	20.11.
December	Maize	11.12.

* We reserve the right to modify dates and/or topics. ■ All prices in € plus statutory VAT.



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

Social media at agrarheute

With our wide-reaching social media channels on **Facebook (over 120,000 subscribers)** and **Instagram (over 116,000 followers)**, you can reach the agricultural community in a targeted manner – directly, quickly and authentically. agrarheute offers you tailor-made formats such as **posts, stories and reels** to effectively convey your message.

Instagram

Story Ad

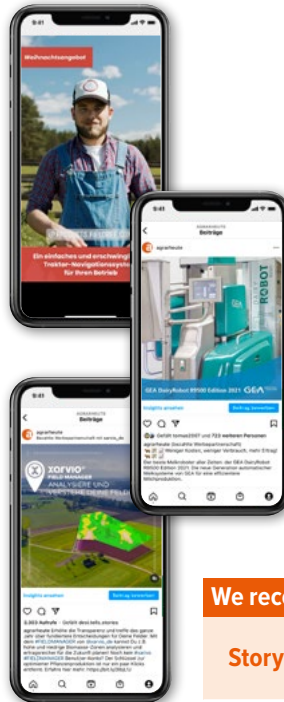
- Direct link to your website or product
- Direct interaction with users
- Online for 24 hours
- Monday to Friday

Feed 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

Reel

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



Facebook

Sponsored Post

- Image gallery (up to 15 images)
- Video (max. 3 min.)

Story Ad oder Reel

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

Price per post 1,275.– €

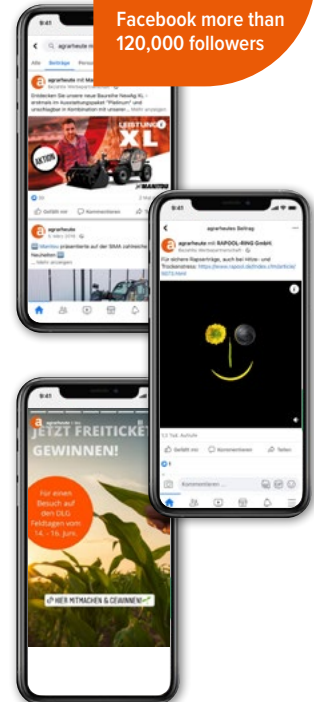
We recommend our Instagram-package

Story Ad + Feed Ad for just 1,960.– €

Coverage:

Instagram more than 116,000 followers

Facebook more than 120,000 followers



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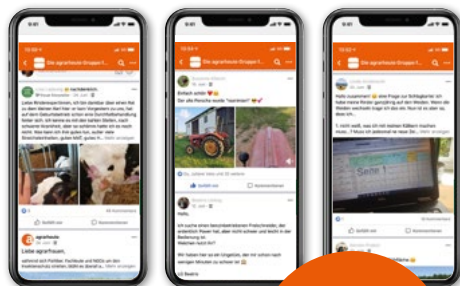
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agrarfrauen Facebook

Founded on 8 March 2019, the Facebook group **agrarfrauen** of **agrarheute** offers entrepreneurial women in agriculture a platform for exchange, networking and mutual support.



Sponsored Post

Your options

- Image gallery (up to 15 images)
- Video (max. 3 minutes)
- Events, product presentations, etc.
- Ad slot: once per week

Price per post 357.– €

Coverage:
over 4,300 active members

agrarfrauen Newsletter

The newsletter regularly compiles technical articles and is sent to 3,000 recipients. The open rate is over 33%.

Dispatch Dates

- 08. March
- 18. June
- 16. September
- 16. December

Price per dispatch 357.– €

Coverage:
approx. 3,000 recipients

 **Example newsletter:**

Sponsorship available on request.



agrarheute pig farmer

Take advantage of the agrarheute Facebook group for **pig farmers** and present your products and solutions here, or become an active part of the group with your company.

→ Advertisement slot: once a week

Price per post 365.– €

Coverage:
over 2,600 active members



Moving images create trust, attention and reach. agrarheute offers you powerful opportunities to place your message directly in front of your agricultural target group via video: **video sponsorship** and **video production at trade fairs**.

Thanks to **permanent manufacturer** integration, your brand messages remain visible in the long term – for a lasting impact in the relevant environment.

Video sponsorship (editorial formats)

Place your brand in high-quality, editorial video formats on relevant agricultural topics such as plant protection, animal health or arable farming.

- Fixed banner and presenter ads
- Content-independent editorial team with thematic proximity
- Distribution via website, YouTube and social media
- Permanent visibility of your brand in the video
- Ideal for sustainable brand presence

Package price: starting at 1,200.– €



Video production at the DLG Feldtage (Field Days) & EuroTier

Use the exhibition stage for a professionally produced interview video (max. 3 minutes).

- moderated video interview with editing, sound and branding
- wide reach: promotion of the video via agrarheute and social media
- rights of use for your own channels

Package price: on request



You can obtain details and timings directly from your media consultant.

Print Magazines

Agriculture in a nutshell. *agrarheute* is the national trade magazine for modern agriculture.

Every month we provide you with information on politics, technology, animal husbandry and arable farming – both in print and as a digital edition.

Producers are offered attractive opportunities to reach their target group.



agrarheute **Agriculture in a nutshell**

agrarheute reports on

- Technology and animal husbandry
- Crop production
- Politics and society

agrarheute analyses

- Markets
- Trends
- Market niches

agrarheute conveys

- Practical knowledge

Qualified – entertaining – versatile

agrarheute Magazin

For every type of production

Reports, tests, analyses, knowledge for:

- Fascination agriculture in all its forms
- Best practice examples
- Test reports based on heavy-duty use
- Operations management/controlling
- Markets and trends
- Agricultural management
- Optimal operations management
- Agricultural software
- Technology highlights/technology trends
- Animal husbandry
- Tips and trends for crop production
- Plant protection products
- Cultivation methods
- Staff management
- Tax advice/agricultural policy
- Variety selection

In a wide format with striking images, emotional and entertaining!



Target group:

Farmers with medium to large farms, their families and employees

agrarheute Energie

The key medium for energy crop farmers

Focus Points:

- Biogas
- Technology trends
- Solar energy
- Wood use
- Energy crops
- Wind energy
- Bio fuels
- Business ideas
- Management
- Legal questions
- Practical examples

Target group:

Active and potential energy crop farmers.



agrarheute Rind



The key medium for beef cattle and dairy farms.

Topics:

- Production
- Animal health
- Management
- Market information
- Case examples
- Practical tips

Target group:

Growing beef cattle farms in the German-speaking regions.

agrarheute Sortenfürher



The essential, highly-respected reference work.

Topics:

- Regional market overviews and quality standards
- Crops: Cereals, oilseed rape, maize, sugar beets, soy, catch crops

The **Sortenfürher** is relevant for all crops and sowing dates throughout the whole year.

Target group:

Arable and grassland farmers.

agrarheute Schwein



The key medium for pig farms.

Topics:

- Production
- Animal health
- Management
- Market information
- Case examples
- Practical tips

Target group:

Growing pigs holder farms in the German-speaking regions.

agrarheute Lohnunternehmer



For farms with high machine usage times and short restocking intervals.

Topics:

- New trends
- Cost control using modern software
- Technical equipment
- New threshing methods
- Insurance policies
- Reports
- Best practice examples
- Communal services

Target group:

Around 4,000 professional contractors plus approx. 6,000 large and growing agricultural businesses.

agrarheute Traktoren



Complete market overview of all tractors distributed to the German market.

Topics:

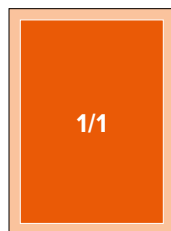
- Performance data
- Equipment versions

Clear and comparable in 70 pages of table.

Target group:

Farmers with medium to large farms, their families and employees.

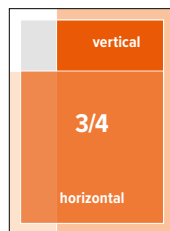
Editorial section



1/1 page (1.080 mm)

P: 184 × 270 mm

B: 210 × 297 mm



3/4 page vertical

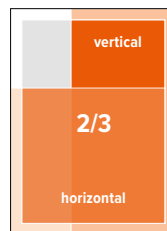
P: 137 × 270 mm

B: 150 × 297 mm

3/4 page horizontal

P: 184 × 202 mm

B: 210 × 217 mm



2/3 page vertical

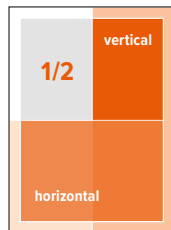
P: 121 × 270 mm

B: 134 × 297 mm

2/3 page horizontal

P: 184 × 180 mm

B: 210 × 195 mm



1/2 page vertical

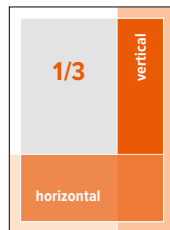
P: 90 × 270 mm

B: 103 × 297 mm

1/2 page horizontal

P: 184 × 135 mm

B: 210 × 150 mm



1/3 page vertical

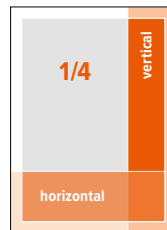
P: 58 × 270 mm

B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm

B: 210 × 105 mm



1/4 page vertical

P: 43 × 270 mm

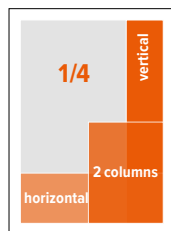
B: 56 × 297 mm

1/4 page horizontal

P: 184 × 67 mm

B: 210 × 82 mm

Advertising section



1/4 page vertical

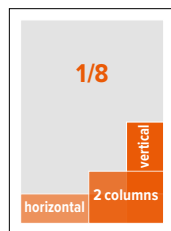
P: 43 × 270 mm

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

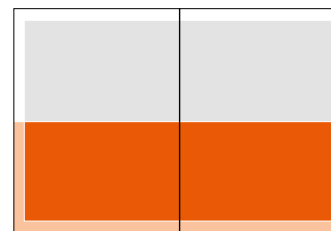
Preferred positionings



1/1 Cover pages

P: 184 × 270 mm

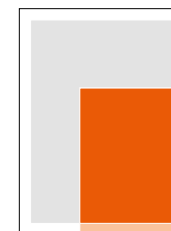
B: 210 × 297 mm



2 x 1/2 page, panorama advertisement

P: 394 × 135 mm

B: 420 × 150 mm



Juniorpage

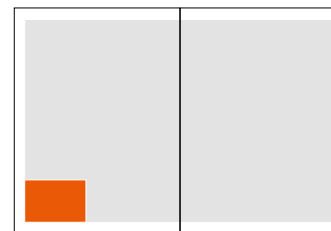
P: 121 × 193 mm

B: 134 × 210 mm



Corner section advertisement

P: 121 × 100 mm



Tile next to contents

P: 58 × 63 mm



agrارheute – agriculture in a nutshell.

agrارheute – Reports, tests, analyses, knowledge on

- Fascination agriculture in all its forms
- Best practice examples
- Test reports based on heavy-duty use
- Technology highlights/technology trends
- Tips and trends for crop production
- Plant protection products
- Cultivation methods
- Variety selection
- Optimal operations management
- Animal husbandry
- Markets and trends
- Agricultural management
- Operations management/controlling
- Tax advice/agricultural policy
- Staff management
- Agricultural software

**agrارheute –
agriculture in a
nutshell!**

Also available as e-paper!

Editorial section	
1/1 page 4c	9,970.– €
3/4 page 4c	7,477.50 €
2/3 page 4c	6,647.– €
Juniorpage 4c	5,234.– €
1/2 page 4c	4,985.– €
1/3 page 4c	3,988.– €
1/4 page 4c	2,991.– €
Tile next to contents	
58 mm × 63 mm (width × height)	1,454.– €
Corner section ad (2 columns)	
Minimum format 100 mm	3,415.– €
Advertisement next to contents	
1/2 page vertical 4c	5,733.– €
Advertisement next to editorial	
1/3 page vertical 4c	4,586.20 €
Panorama ad	
2 × 1/2 page 4c	9,970.– €
Cover pages	
Cover page 2/4: 1/1 page 4c	11,465.50 €
Cover page 3: 1/1 page 4c	10,967.– €
Advertising section	
1/4 page 4c	2,492.50 €
1/8 page 4c	1,246.– €

Editorial section ad (Format 58 mm x max. 100 mm)	
4c per mm 1 column	23.08 €
Advertisement by the millimetre	
4c per mm 1 column	9.23 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	3.75 €
4c per mm 1 column	6.– €

Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

Minimum format for panorama advertisement

2 × 1/4 page horizontal

Cipher fee in Germany and abroad

(including postage and tax)

14.– €

Magazine size

210 mm × 297 mm (width × height)

Print space

184 mm × 270 mm (width × height)

Column width

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

Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	1,080 mm	5 %	
6 ads	3,240 mm	10 %	
9 ads	5,400 mm	15 %	
12 ads	8,640 mm	20 %	
	10,000 mm	20 %	1 %
	12,000 mm	20 %	2 %
	16,000 mm	20 %	3 %
	18,000 mm	20 %	4 %
	20,000 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

→ Your media consultant will be happy to advise you in detail.

Inserts

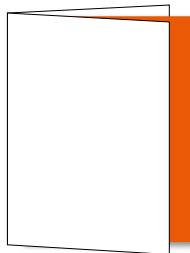
Weight	Price per 1,000*
up to 25 g	245.– €
ea. additional 5 g	27.– €

*Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

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

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.
- Digital inserts: PDF file with individual pages in the correct page order and in the final insert format, without print-specific elements (trim, crop marks etc.), resolution at least 200 dpi



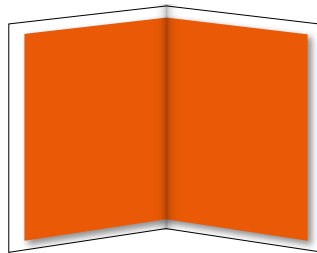
i Specifications →

Bound-in booklets

Size	Weight	Price
2 pages	up to 30 g	11,964.– €
4 pages	up to 30 g	17,946.– €
6 pages	up to 40 g	23,928.– €
8 pages	up to 50 g	30,907.– €

Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 210 × 297 mm (width × height), plus 4 mm head trim, 2.5 mm milled edge, 4mm 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 →

Cross-media at agrarheute –

Take advantage of the strengths of both worlds

By combining print advertisements with digital formats in agrarheute's channels, you can achieve maximum visibility and impact among your target group.

Whether it's eye-catching placements in the magazine, targeted online campaigns or customised newsletter solutions – cross-media measurably increases the reach, relevance and resonance of your message. Thematically tailored, e.g. in the areas of technology, plants or the market.

For more information, please contact your media consultant directly.



Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
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Issue	Dates	Topics	Trade fairs
January	1 P: 31.12.2025 A: 25.11.2025 C: 02.12.2025	Plant protection season in the starting blocks: strategies and resources Self-scanning checkouts: an innovative solution for farm shops too? Variety selection maize Plant protection technology: ready for the season	Internationale Grüne Woche, Berlin 16. – 25.01.2026
February	2 P: 30.01.2026 A: 22.12.2026 C: 07.01.2026	Strategies against fungal diseases in winter cereals Fertiliser market and fertiliser prices Smart farming Variety selection for summer crops; fertilisation	Biofach, Nürnberg 10. – 13.02.2026 AgriSIMA, Paris 22. – 25.02.2026
March	3 P: 27.02.2026 A: 27.01.2026 C: 04.02.2026	Slurry fertilisation; slurry technology Start of the grassland season Sowing root crops Plant protection prices 2026	
April	4 P: 27.03.2026 A: 24.02.2026 C: 04.03.2026	Weed control in maize Beets and potatoes Software solutions for online shops Weed control technology	agra 2026, Leipzig 9. – 12.04.2026
May	5 P: 24.04.2026 A: 20.03.2026 C: 01.04.2026	Leaf diseases in potatoes and beet Grassland; grassland technology: ready for the first cut	
June	6 P: 29.05.2026 A: 27.04.2026 C: 05.05.2026	Intermediate crops; harvest Market analysis: cereal and oilseed harvest 2026 Technology for cereal harvesting	

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
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Issue	Dates	Topics	Trade fairs
July	7 P: 26.06.2026 A: 26.05.2026 C: 03.06.2026	Intercropping; variety selection and sowing rapeseed Economical storage of grain Stubble cultivation	
August	8 P: 31.07.2026 A: 30.06.2026 C: 08.07.2026	Weed control in rapeseed; most commonly grown cereal varieties; liming AMI annual milk price comparison Sowing technology	
September	9 P: 28.08.2026 A: 28.07.2026 C: 05.08.2026	Variety selection for winter cereals Cereal herbicides Trade fair: Potato Europe Soil cultivation technology	
October	10 P: 25.09.2026 A: 25.08.2026 C: 02.09.2026	Variety trials; crop rotation Security cameras in farm shops: what is permitted? Logistics	
November	11 P: 30.10.2026 A: 28.09.2026 C: 07.10.2026	Soil knowledge Agroforestry and energy wood Machinery purchase: warranty and compensation for defects Tractor technology	EuroTier / energy decentral 2026, Hanover 10. – 13.11.2026 agromek, Herning Danemark, 24. – 27.11.2026
December	12 P: 27.11.2026 A: 27.10.2026 C: 04.11.2026	New plant protection products 2026 Maize sowing Equipment and technology for the forest	



agrarheute Rind

The key medium for growing cattle-raising farms.

Focuses:

- Production
- Animal Health
- Management
- Market information
- Case studies
- Tips for use in practice

Target group:

Cattle and dairy farms in German-speaking countries

Also available as e-paper!

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
-------------	--------------------------------------	-------	------------------------	----------	---------------------------------	----------

Editorial section	
1/1 page 4c	4,650.– €
3/4 page 4c	3,487.50 €
2/3 page 4c	3,100.– €
Juniorpage 4c	2,441.– €
1/2 page 4c	2,325.– €
1/3 page 4c	1,860.– €
1/4 page 4c	1,395.– €
Tile next to contents	
58 mm × 63 mm (width × height)	679.– €
Corner section ad (2 columns)	
Minimum format 100 mm	1,595.– €
Advertisement next to contents	
1/2 page vertical 4c	2,674.– €
Advertisement next to editorial	
1/3 page vertical 4c	2,139.– €
Panorama ad	
2 × 1/2 page 4c	4,650.– €
Cover pages	
Cover page 2/4: 1/1 page 4c	5,347.50 €
Cover page 3: 1/1 page 4c	5,115.– €
Advertising section	
1/4 page 4c	1,162.50 €
1/8 page 4c	581.– €

Editorial section ad (Format 58 mm × max. 100 mm)	
4c per mm 1 column	10.78 €
Advertisement by the millimetre	
4c per mm 1 column	4.31 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	1.75 €
4c per mm 1 column	2.80 €

Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

Minimum format for panorama advertisement

2 × 1/4 page horizontal

Chiffre toll inland and overseas

(including postage and tax)

14.– €

Magazine size

210 mm × 297 mm (width × height)

Print space

184 mm × 270 mm (width × height)

Column width

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

Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	1,080 mm	5 %	
6 ads	3,240 mm	10 %	
9 ads	5,400 mm	15 %	
12 ads	8,640 mm	20 %	
	10,000 mm	20 %	1 %
	12,000 mm	20 %	2 %
	16,000 mm	20 %	3 %
	18,000 mm	20 %	4 %
	20,000 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

Michael Dirl

Media Consultant

Phone +49 89 12705-306

michael.dirl@dlv.de



Georg Schrade

Media Consultant

Phone +49 89 12705-346

georg.schrade@dlv.de



Inserts

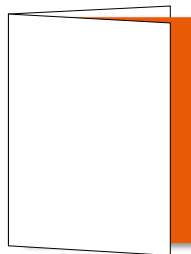
Weight	Price per 1,000*
up to 25 g	245.– €
ea. additional 5 g	27.– €

*Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

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

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.
- Digital inserts: PDF file with individual pages in the correct page order and in the final insert format, without print-specific elements (trim, crop marks etc.), resolution at least 200 dpi



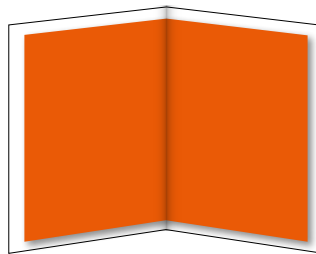
i Specifications →

Bound-in booklets

Size	Weight	Price
4 pages	up to 30 g	8,370.– €
8 pages	up to 50 g	14,415.– €

Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 214 mm × 315 mm (width × high) (incl. head trim 14 mm, tail trim 4 mm, after fold 7 mm minimum).
- 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 →

Cross-media at agrarheute –

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Whether it's eye-catching placements in the magazine, targeted online campaigns or customised newsletter solutions – cross-media measurably increases the reach, relevance and resonance of your message. Thematically tailored, e.g. in the areas of technology, plants or the market.

For more information, please contact your media consultant directly.



**Get started
with cross-media
now**

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
-------------	--------------------------------------	-------	---------------------------------	----------	---------------------------------	----------

Issue		Dates		Topics	Trade fairs
January	1	P:	31.12.2025	Metabolism	Internationale Grüne Woche, Berlin 16. – 25.01.2026
		A:	25.11.2025		
		C:	01.12.2025		
February	2	P:	30.01.2026	Calf rearing	BIOFACH, Nürnberg 10. – 13.02.2026 AgriSIMA, Paris 22. – 25.02.2026
		A:	22.12.2025		
		C:	07.01.2026		
March	3	P:	27.02.2026	Grass silage	
		A:	27.01.2026		
		C:	04.02.2026		
April	4	P:	27.03.2026	Stable construction	Agra, Leipzig 09. – 12.04.2026
		A:	24.02.2026		
		C:	04.03.2026		
May	5	P:	24.04.2026	Udder health	
		A:	23.03.2026		
		C:	01.04.2026		
June	6	P:	29.05.2026	Fertility	DLG Feldtage, Bernburg 16. – 18.06.2026
		A:	27.04.2026		
		C:	05.05.2026		

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
-------------	--------------------------------------	-------	---------------------------------	----------	---------------------------------	----------

Issue	Dates	Topics	Trade fairs
July	7 P: 26.06.2026 A: 26.05.2026 C: 03.06.2026	Milking technology	
August	8 P: 31.07.2026 A: 30.06.2026 C: 08.07.2026	Maize silage	
September	9 P: 28.08.2026 A: 28.07.2026 C: 05.08.2026	Calf rearing	
October	10 P: 25.09.2026 A: 25.08.2026 C: 02.09.2026	Dry cows	
November	11 P: 30.10.2026 A: 28.09.2026 C: 07.10.2026	EuroTier	EuroTier, Hanover 10. – 13.11.2026
December	12 P: 27.11.2026 A: 27.10.2026 C: 04.11.2026	Hoof health	

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.



agrarheute Schwein

The key medium for growing pig farmers.

Focuses:

- Production
- Animal Health
- Management
- Market information
- Case studies
- Tips for use in practice

Target group:

Pig farms in German-speaking countries

Also available as e-paper!

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
-------------	--------------------------------------	-------	------------------------	----------	---------------------------------	----------

Editorial section	
1/1 page 4c	4,650.– €
3/4 page 4c	3,487.50 €
2/3 page 4c	3,100.– €
Juniorpage 4c	2,411.– €
1/2 page 4c	2,325.– €
1/3 page 4c	1,860.– €
1/4 page 4c	1,395.– €
Tile next to contents	
58 mm × 63 mm (width × height)	679.– €
Corner section ad (2 columns)	
Minimum format 100 mm	1,595.– €
Advertisement next to contents	
1/2 page vertical 4c	2,674.– €
Advertisement next to editorial	
1/3 page vertical 4c	2,139.– €
Panorama ad	
2 × 1/2 page 4c	4,650.– €
Cover pages	
Cover page 2/4: 1/1 page 4c	5,347.50 €
Cover page 3: 1/1 page 4c	5,115.– €
Advertising section	
1/4 page 4c	1,162.50 €
1/8 page 4c	581.– €

Editorial section ad (Format 58 mm × max. 100 mm)	
4c per mm 1 column	10.78 €
Advertisement by the millimetre	
4c per mm 1 column	4.31 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	1.75 €
4c per mm 1 column	2.80 €

Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

Minimum format for panorama advertisement

2 × 1/4 page horizontal

Chiffre toll inland and overseas

(including postage and tax)

14.– €

Magazine size

210 mm × 297 mm (width × height)

Print space

184 mm × 270 mm (width × height)

Column width

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

Frequency discount within a contract year

Frequency discount	Volume discount	Discount	Bonus
3 ads	1,080 mm	5 %	
6 ads	3,240 mm	10 %	
9 ads	5,400 mm	15 %	
12 ads	8,640 mm	20 %	
	10,000 mm	20 %	1 %
	12,000 mm	20 %	2 %
	16,000 mm	20 %	3 %
	18,000 mm	20 %	4 %
	20,200 mm	20 %	5 %

Inserts, tip-ons and occasional business advertisements are charged without discount. Bonus from net sales at the end of the contract.

Michael Dirl

Media Consultant

Phone +49 89 12705-306

michael.dirl@dlv.de



Georg Schrade

Media Consultant

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georg.schrade@dlv.de



Inserts

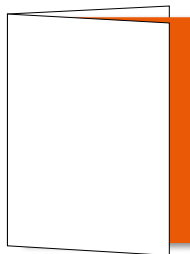
Weight	Price per 1,000*
up to 25 g	245.– €
ea. additional 5 g	27.– €

*Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

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

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.
- Digital inserts: PDF file with individual pages in the correct page order and in the final insert format, without print-specific elements (trim, crop marks etc.), resolution at least 200 dpi



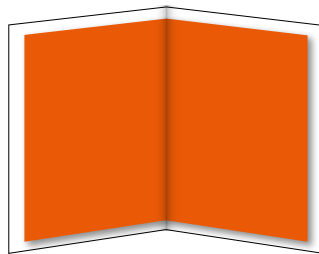
i Specifications →

Bound-in booklets

Size	Weight	Price
4 pages	up to 30 g	8,370.– €
8 pages	up to 50 g	14,415.– €

Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 214 mm × 315 mm (width × high) (incl. head trim 14 mm, tail trim 4 mm, after fold 7 mm minimum).
- 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 →

Cross-media at agrarheute –

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For more information, please contact your media consultant directly.



Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
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Issue	Dates	Topics	Trade fairs
January/ February	1 + 2 P: 31.12.2025 A: 25.11.2025 C: 01.12.2025	Breeding Renewable energies	Internationale Grüne Woche, Berlin 16. – 25.01.2026 BIOFACH, Nürnberg 10. – 13.02.2026 AgriSIMA, Paris 22. – 25.02.2026
March	3 P: 27.02.2026 A: 27.01.2026 C: 04.02.2026	Animal health	
April	4 P: 27.03.2026 A: 24.02.2026 C: 04.03.2026	Breeding Renewable energies	Agra, Leipzig 09. – 12.04.2026
May	5 P: 24.04.2026 A: 23.03.2026 C: 01.04.2026	Fertility management	
June	6 P: 29.05.2026 A: 27.04.2026 C: 05.05.2026	Animal welfare Renewable energies	DLG Feldtage, Bernburg 16. – 18.06.2026

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
-------------	--------------------------------------	-------	---------------------------------	----------	---------------------------------	----------

Issue	Dates		Topics	Trade fairs
July / August	7	P: 26.06.2026	Stable construction Renewable energies	
	+ 8	A: 26.05.2026 C: 03.06.2026		
September	9	P: 28.08.2026	Animal health	
		A: 28.07.2026 C: 05.08.2026		
October	10	P: 25.09.2026	Feeding technology Renewable energies	
		A: 25.08.2026 C: 02.09.2026		
November	11	P: 30.10.2026	EuroTier	EuroTier, Hanover 10. – 13.11.2026
		A: 28.09.2026 C: 07.10.2026		
December	12	P: 27.11.2026	Piglet husbandry	
		A: 27.10.2026 C: 04.11.2026		

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.



agrarheute Energie

The key medium for energy farmers.

Focuses:

- Biogas
- Solar energy
- Timber use
- Energy crops
- Wind energy
- Bio fuels
- Business ideas
- Technology trends
- Management
- Legal issues
- Practical examples

Target group:

Active and potential energy farmers.

Also available as e-paper!

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
-------------	--------------------------------------	-------	------------------------	----------	---------------------------------	----------

Editorial section	
1/1 page 4c	2,128.– €
3/4 page 4c	1,596.– €
2/3 page 4c	1,419.– €
Juniorpage 4c	1,117.– €
1/2 page 4c	1,064.– €
1/3 page 4c	851.– €
1/4 page 4c	638.– €
Tile next to contents	
58 mm × 63 mm (width × height)	311.– €
Corner section ad (2 columns)	
Minimum format 100 mm	729.– €
Advertisement next to contents	
1/2 page vertical 4c	1,224.– €
Advertisement next to editorial	
1/3 page vertical 4c	979.– €
Panorama ad	
2 × 1/2 page 4c	2,128.– €
Cover pages	
Cover page 2/4: 1/1 page 4c	2,447.– €
Cover page 3: 1/1 page 4c	2,341.– €
Advertising section	
1/4 page 4c	532.– €
1/8 page 4c	266.– €

Editorial section ad (Format 58 mm × max. 100 mm)	
4c per mm 1 column	4.93 €
Advertisement by the millimetre	
4c per mm 1 column	1.97 €
Job offer, job applications, obituaries, real estate ads	
bw per mm 1 column	0.81 €
4c per mm 1 column	1.28 €

Corner section ad in the 3-column part:

Up to 200 mm the minimum price is valid

Minimum format for panorama advertisement

2 × 1/4 page horizontal

Chiffre toll inland and overseas

(including postage and tax)

14.– €

Magazine size

210 mm × 297 mm (width × height)

Print space

184 mm × 270 mm (width × height)

Column width

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

Frequency discount within a contract year

Frequency discount	Volume discount	Discount
2 ads	1,080 mm	5 %
3 ads	2,160 mm	10 %
4 ads	3,240 mm	15 %
–	4,320 mm	20 %

Inserts, tip-ons and occasional business advertisements are charged without discount.

Johann Entner

Dipl. Betriebswirt (FH)

Mediaberatung

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johann.entner@dlv.de



Bärbel Huber

Mediaberatung

Tel. +49 89 12705-339

baerbel.huber@dlv.de



Inserts

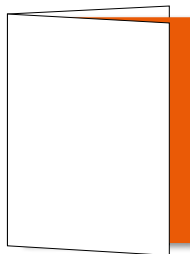
Weight	Price per 1,000*
up to 25 g	245.– €
ea. additional 5 g	27.– €

*Postal distribution fees are included in the price. Changes within the scope of the Postvertriebsgebührenverordnung reserved.

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.
- Digital inserts: PDF file with individual pages in the correct page order and in the final insert format, without print-specific elements (trim, crop marks etc.), resolution at least 200 dpi

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



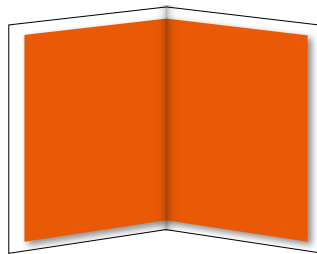
i Specifications →

Bound-in booklets

Size	Weight	Price
4 pages	up to 30 g	3,830.– €
8 pages	up to 50 g	6,597.– €

Technical information

- Bound-in booklets are to be delivered folded and uncut.
- Format: 214 mm × 315 mm (width × high) (incl. head trim 14 mm, tail trim 4 mm, after fold 7 mm minimum).
- 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 →

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**Get started
with cross-media
now**

[Display Ads](#)
[Content Advertising and Social Media](#)
[Video](#)
[Print Magazines](#)
[Specials](#)
[Specifications and General Data](#)
[Contacts](#)

Issue		Dates	Topics	Trade fairs
March	1	P: 27.02.2026 A: 26.01.2026 C: 04.02.2026	Spring cleaning: Cleaning PV panels correctly Activated carbon filters in biogas plants – market overview	
May	2	P: 24.04.2026 A: 23.03.2026 C: 01.04.2026	Charging technology for biogas plants Battery storage: revenue models for farmers	Intersolar Europe, Munich 23. – 25.06.2026
August	3	P: 31.07.2026 A: 30.06.2026 C: 08.07.2026	Wind energy: Secure your stake in good time Biomethane: Refuel from your own field	
November	4	P: 30.10.2026 A: 28.09.2026 C: 07.10.2026	Wood chip heating: emissions under control Small-scale manure systems: energy from the stable	energy decentral, Hanover 10. – 13.11.2026

P: Publication date ■ A: Advertising deadline ■ C: Copy deadline ■ We reserve the right to modify topics.

Display Ads

Content Advertising and Social Media

Video

Print Magazines

Specials

Specifications and General Data

Contacts



agrarheute Sortenfürer

Circulation: 60,140

Publication date: 29.05.2026

Advertising deadline: 15.04.2026

Copy deadline: 20.04.2026

ISSN: 2568-1184



agrarheute Traktoren

Circulation: 60,140

Publication date: 27.11.2026

Advertising deadline: 14.10.2026

Copy deadline: 16.10.2026

ISSN: 2568-115X



agrarheute Lohnunternehmer

Circulation: 10,500

Publication date: 31.07.2026

Advertising deadline: 12.06.2026

Copy deadline: 16.06.2026

ISSN: 2568-1141

1 year advertising effect in your target group with only 1 ad!

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
-------------	--------------------------------------	-------	-----------------	-----------------	---------------------------------	----------

Editorial section	Sortenführer	Traktorenheft	Lohnunternehmer
1/1 page 4c	9,970.– €	9,970.– €	3,820.– €
3/4 page 4c	7,477.50 €	7,477.50 €	2,865.– €
2/3 page 4c	6,647.– €	6,647.– €	2,547.– €
Juniorpage 4c	5,234.– €	5,234.– €	2,005.50 €
1/2 page 4c	4,985.– €	4,985.– €	1,910.– €
1/3 page 4c	3,988.– €	3,988.– €	1,528.– €
1/4 page 4c	2,991.– €	2,991.– €	1,146.– €
mm 4c	23.08 €	23.08 €	8.85 €
Panorama ad			
2 × 1/2 page 4c	9,970.– €	9,970.– €	3,820.– €
Cover pages			
Cover page 2: 1/1 page 4c + flap	– €	19,109.– €	– €
Cover page 2/4: 1/1 page 4c	11,465.50 €	11,465.50 €	4,393.– €
Cover page 3: 1/1 page 4c	10,967.– €	10,967.– €	4,202.– €
Corner section ad			
Minimum format 100 mm	3,415.– €	3,415.– €	1,310.– €
Advertisement next to contents			
1/2 page vertical 4c	5,733.– €	5,733.– €	2,196.50 €
Advertisement next to editorial			
1/3 page vertical 4c	4,586.– €	4,586.– €	1,757.– €
Advertising section			
1/4 page 4c	2,492.50 €	2,492.50 €	955.– €
1/8 page 4c	1,246.– €	1,246.– €	477.50 €
mm 4c	9.23 €	9.23 €	3.54 €

Display Ads	Content Advertising and Social Media	Video	Print Magazines	Specials	Specifications and General Data	Contacts
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Special advertisements	<i>agrarheute Magazin</i>	<i>agrarheute Rind</i>	<i>agrarheute Schwein</i>	<i>agrarheute Energie</i>
Tip-on advertisement per 1,000 + 1/1 page carrier display				
	115.– €	115.– €	115.– €	115.– €
Halfcover				
	16,550.20 €	7,719.– €	7,719.– €	3,532.– €
Gate fold				
	37,886.– €	17,670.– €	17,670.– €	8,086.– €
Flap				
	33,898.– €	15,810.– €	15,810.– €	7,235.– €
Tile next to contents				
	1,454.– €	679.– €	679.– €	311.– €
Split banderole always + Cover page 4				
	30,523.– €	15,570.– €	15,570.– €	4,617.– €

Printing process

Cover: Sheetfed offset

Inside part: webfed offset

Processing

Adhesive binding: *agrarheute Magazin/Pflanze + Technik*,
agrarheute Traktoren

Wire stitching: *agrarheute Rind/Schwein/Energie*,
agrarheute Sortenführer, *agrarheute* Lohnunternehmer

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
(600 dpi for ads in bw)

Print profile

www.dlv.de/agrarheute

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 – additional costing!

Samples for (digital) inserts, bound-in booklets, glued-in inserts

Before accepting an order, the publisher requires five authentic samples (printed inserts) or one sample PDF (digital inserts) by the deadline for advertisements of the respective issue:

Deutscher Landwirtschaftsverlag GmbH
Anzeigen *agrarheute Magazin*
Lothstr. 29, 80797 Munich, Germany
E-Mail: sabine.billes@dlv.de

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

Delivery Date

Inserts, also digital inserts, bound-in booklets and glued-in inserts must be delivered by 10 days before the publication of the magazine.

Volume of the issue required upon request, plus 3 % surcharge.

Sabine Billes

Mediadisposition

Tel. +49 89 12705-353

sabine.billes@dlv.de



Vanessa Kayser-Lührs

Mediadisposition

Tel. +49 89 12705-250

vanessa.kayser-luehrs@dlv.de



Electronic Data transmission

sabine.billes@dlv.de

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

"*agrarheute*" to:

Dierichs Druck+Media GmbH & Co. KG
Frankfurter Str. 168, 34121 Kassel, Germany
Phone: +49 561 60280-158, Fax: -199

Sales Management / Key Accounting



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Georg Schrade
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Ad Management Print

Ad Management Print



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Head of Advertising