



Media Kit 2026

**Germany's leading
publisher for beekeeping**

- 2 high-circulation beekeeping magazines
- target group-specific digital channels



The bee colony –
a highly complex organism.
Real **swarm intelligence**.
We are always **fascinated by
the bees**, love and understand
them and yet are constantly
learning. We want to pass
on this **knowledge**: Hobby
beekeepers, expert advisors and bee
researchers report to us. In this way,
we can depict **beekeeping
in all its facets** and, together
with the associations, network our
beekeeping community. Using
bees and protecting bees – for us
this is not a contradiction but a
lived experience.
Beekeeping.
Understanding a world.

bienen & natur

DEUTSCHES
Bienen
JOURNAL

Printed Magazine

Special Edition

Website

Newsletter

Social Media

Podcast

Competitions

Specifications / Technical Data

Contacts





bienen&natur is the highest-circulation beekeeping magazine in Europe.

With the knowledge of hobby beekeepers, specialist advisors and bee researchers *bienen&natur* covers all facets of beekeeping and, together with the associations, networks the beekeeping community.

bienen&natur is the official organ of the state beekeeping associations of Baden, Bavaria, Hesse, Nassau, Rhineland, Rhineland-Palatinate, Saarland, Mecklenburg-Western Pomerania, Saxony, Saxony-Anhalt, and Thuringia

Publication frequency: monthly

Distribution area: German-speaking region

Distributed Circulation: 30,723 copies (IVW II/2025)

Sold Circulation: 29,173 copies



(IVW II/2025)

Subscription price: 6,40 € *

[Printed Magazine](#)

[Special Edition](#)

[Website](#)

[Newsletter](#)

[Social Media](#)

[Podcast](#)

[Competitions](#)

[Specifications/Technical Data](#)

[Contacts](#)



Deutsches Bienen-Journal sees itself as a guide for recreational and professional beekeepers and provides its readers with the latest specialist knowledge on the care and keeping of bees. In close cooperation with recognized scientists from international institutes for bee research, *Deutsches Bienen-Journal* presents itself month after month as a lively forum for science and practice.

Deutsches Bienen-Journal is the official organ of the beekeeping associations of Berlin, Brandenburg, Hamburg, Hanover, Mecklenburg-Western Pomerania, Saxony, Saxony-Anhalt, Thuringia, Weser-Ems, Westphalia-Lippe, and the German Professional and Commercial Beekeepers' Association (Deutscher Berufs- und Erwerbsimkerbund e.V.).

Publication frequency: monthly

Distribution area: German-speaking area

Distributed Circulation: 21,700 copies  (IVW II/2025)

Sold Circulation: 20,971 copies  (IVW II/2025)

Subscription price: 6.40 €*

*Prices are subject to change

Printed Magazine	Special Edition	Website	Newsletter	Social Media	Podcast	Competitions	Specifications/Technical Data	Contacts
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Issue	Date	Topic
January 1	P: 27.12.2025 A: 26.11.2025 C: 01.12.2025	School beekeeping
February 2	P: 28.01.2026 A: 07.01.2026 C: 08.01.2026	Bann comb method
March 3	P: 28.02.2026 A: 29.01.2026 C: 04.02.2026	Basic breeding
April 4	P: 28.03.2026 A: 26.02.2026 C: 04.03.2026	Set up honey rooms
May 5	P: 28.04.2026 A: 26.03.2026 C: 31.03.2026	Swarm prevention
June 6	P: 28.05.2026 A: 27.04.2026 C: 30.04.2026	Melezitose

Issue	Date	Topic
July 7	P: 27.06.2026 A: 28.05.2026 C: 02.06.2026	Beekeeping in the summer heat
August 8	P: 28.07.2026 A: 29.06.2026 C: 02.07.2026	Vespa velutina
September 9	P: 28.08.2026 A: 28.07.2026 C: 31.07.2026	Hive floors
October 10	P: 29.09.2026 A: 31.08.2026 C: 03.09.2026	Buckfast & Carnica
November 11	P: 28.10.2026 A: 29.09.2026 C: 02.10.2026	Starting a side job
December 12	P: 28.11.2026 A: 29.10.2026 C: 04.11.2026	To market honey

Printed Magazine	Special Edition	Website	Newsletter	Social Media	Podcast	Competitions	Specifications / Technical Data	Contacts
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Issue	Date	Topics
January	1	P: 20.12.2025
		A: 25.11.2025
		C: 28.11.2025
February	2	P: 31.01.2026
		A: 07.01.2026
		C: 12.01.2026
March	3	P: 28.02.2026
		A: 02.02.2026
		C: 05.02.2026
April	4	P: 28.03.2026
		A: 02.03.2026
		C: 05.03.2026
May	5	P: 25.04.2026
		A: 30.03.2026
		C: 02.04.2026
June	6	P: 30.05.2026
		A: 30.04.2026
		C: 06.05.2026

Issue	Date	Topics
July	7	P: 27.06.2026
		A: 28.05.2026
		C: 03.06.2026
August	8	P: 25.07.2026
		A: 29.06.2026
		C: 02.07.2026
September	9	P: 29.08.2026
		A: 03.08.2026
		C: 06.08.2026
October	10	P: 26.09.2026
		A: 31.08.2026
		C: 03.09.2026
November	11	P: 24.10.2026
		A: 28.09.2026
		C: 01.10.2026
December	12	P: 28.11.2026
		A: 02.11.2026
		C: 05.11.2026

*The focus areas are special topics (10 to 14 pages).

Printed Magazine

Special Edition

Website

Newsletter

Social Media

Podcast

Competitions

Specifications / Technical Data

Contacts

Editorial Section



Cover page 2/4
6,510.– €

Cover page 3
6,230.– €



5,660.– €

1/1 Cover pages

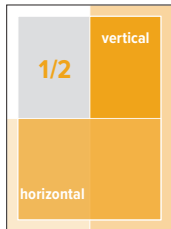
P: 184 × 270 mm

B: 210 × 297 mm

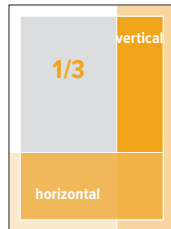
1/1 page

P: 184 × 270 mm

B: 210 × 297 mm



3,170.– €



2,110.– €

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

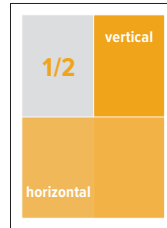
B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm

B: 210 × 105 mm

Advertising Section



4c
2,830.– €

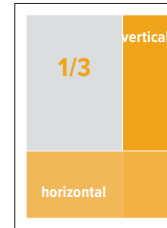
bw
1,675.– €

1/2 page vertical

P: 90 × 270 mm

1/2 page horizontal

P: 184 × 135 mm



4c
1,887.– €

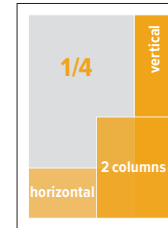
bw
1,117.– €

1/3 page vertical

P: 58 × 270 mm

1/3 page horizontal

P: 184 × 90 mm



4c
1,415.– €

bw
838.– €

1/4 page vertical

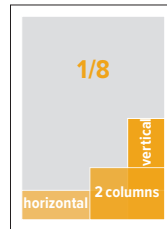
P: 43 × 270 mm

1/4 page horizontal

P: 184 × 67 mm

1/4 page 2 columns

P: 90 × 135 mm



4c
708.– €

bw
419.– €

1/8 page vertical

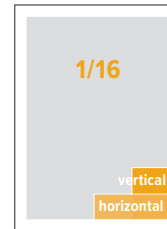
P: 43 × 135 mm

1/8 page horizontal

P: 184 × 33 mm

1/8 page 2 columns

P: 90 × 67 mm



4c
354.– €

bw
209.– €

1/16 page vertical

P: 43 × 67 mm

1/16 page 2 columns

P: 90 × 33 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 x height. ■ All prices in €, plus statutory VAT.

Printed Magazine	Special Edition	Website	Newsletter	Social Media	Podcast	Competitions	Specifications/Technical Data	Contacts
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Prices per mm Advertising section

bw per mm	3.28 €
4c per mm	5.71 €

Discount in the event of acceptance within a contract year

Frequency discount	Volumen discount	Discount
3 ads	1,000 mm	5 %
6 ads	3,000 mm	10 %
9 ads	6,000 mm	15 %
12 ads	10,000 mm	20 %

Inserts, glued-in booklets and classified business advertisements are billed without discount.

Magazine size

210 mm × 297 mm (width x height)

Print space

184 mm × 270 mm (width x height)

Column width

Advertising section (3 columns)	43 mm
Textual advertisement (3 columns)	58 mm

Inserts

Weight	Price per 1,000*
up to 25 g	169.– €
ea. additional 5 g	21.– €

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

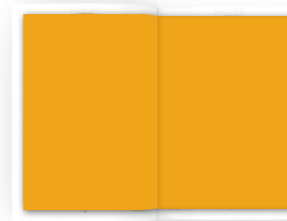
Information on enclosure advertising in the retail sales section

Special formats for enclosures in retail/trade section are available on request. Requirement: Binding samples must be provided well before the advertisement deadline in order to clarify technical processing options and deadlines.

i Specifications →



Inserts



Bound-in booklets



Glued-in inserts/Tip-on ads

Bound-in booklets

Size	Weight	Prices
4-pages	up to 30 g	8,490.– €
8-pages	up to 50 g	14,150.– €

i Specifications →

Glued-in inserts/Tip-on ads

Format	Price per 1,000
Standard postcard	120.– €
Glued-in inserts, Booklet up to 25 g	125.– €

Basis is a 1/1 page advertisement

i Specifications →

Printed Magazine

Special Edition

Website

Newsletter

Social Media

Podcast

Competitions

Specifications / Technical Data

Contacts

Editorial Section



Cover page 2/4
5,470.- €
Cover page 3
5,230.- €



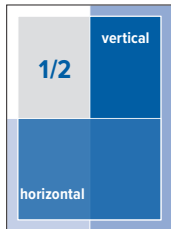
4,750.- €

1/1 Cover pages

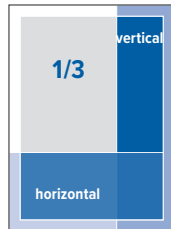
P: 184 × 270 mm
B: 210 × 297 mm

1/1 page

P: 184 × 270 mm
B: 210 × 297 mm



2,660.- €



1,770.- €

1/2 page vertical

P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal

P: 184 × 135 mm
B: 210 × 150 mm

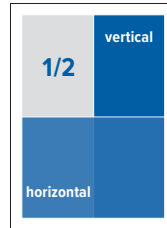
1/3 page vertical

P: 58 × 270 mm
B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm
B: 210 × 105 mm

Advertising Section



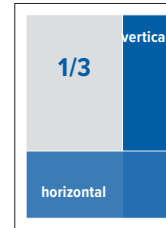
4c
2,375.- €
bw
1,750.- €

1/2 page vertical

P: 90 × 270 mm

1/2 page horizontal

P: 184 × 135 mm



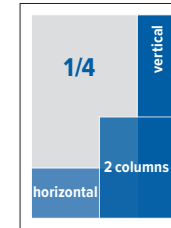
4c
1,583.- €
bw
1,167.- €

1/3 page vertical

P: 58 × 270 mm

1/3 page horizontal

P: 184 × 90 mm



4c
1,188.- €
bw
875.- €

1/4 page vertical

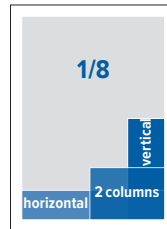
P: 43 × 270 mm

1/4 page horizontal

P: 184 × 67 mm

1/4 page 2 columns

P: 90 × 135 mm



4c
594.- €
bw
438.- €

1/8 page vertical

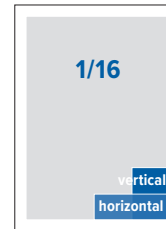
P: 43 × 135 mm

1/8 page horizontal

P: 184 × 33 mm

1/8 page 2 columns

P: 90 × 67 mm



4c
297.- €
bw
219.- €

1/16 page vertical

P: 43 × 67 mm

1/16 page 2 columns

P: 90 × 33 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 x height. ■ All prices in €, plus statutory VAT.

Printed Magazine	Special Edition	Website	Newsletter	Social Media	Podcast	Competitions	Specifications / Technical Data	Contacts
----------------------------------	-----------------	---------	------------	--------------	---------	--------------	---------------------------------	----------

Prices per mm Advertising section

bw per mm	3.24 €
4c per mm	4.40 €

Discount in the event of acceptance within a contract year

Frequency discount	Volume discount	Discount
3 ads	1,000 mm	5 %
6 ads	3,000 mm	10 %
9 ads	6,000 mm	15 %
12 ads	10.000 mm	20 %

Inserts, glued-in booklets and classified business advertisements are billed without discount.

Magazine size

210 mm × 297 mm (width x height)

Print space

184 mm × 270 mm (width x height)

Column width

Advertising section (4 columns)	43 mm
Textual advertisement (3 columns)	58 mm

Inserts

Weight	Price per 1,000*
up to 25 g	144.– €
ea. additional 5 g	21.– €

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

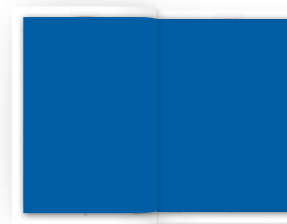
Information on enclosure advertising in the retail sales section

Special formats for enclosures in retail/trade section are available on request. Requirement: Binding samples must be provided well before the advertisement deadline in order to clarify technical processing options and deadlines.

[i Specifications →](#)



Inserts



Bound-in booklets



Glued-in inserts/ Tip-on ads

Bound-in booklets

Size	Weight	Prices
4 pages	up to 30 g	5,481.– €
over 4 pages or 20 g		on request

[i Specifications →](#)

Glued-in inserts/Tip-on ads

Format	Price per 1,000
Standard postcard	120.– €
Glued-in inserts, Booklet up to 25 g	125.– €

Basis is a 1/1 page advertisement

[i Specifications →](#)



Varroa resistance

For around three decades, the Varroa mite has been the most significant pest affecting honey bees and is therefore one of the major issues in beekeeping. Every beekeeper has to deal with it and treat their colonies. It is no surprise that efforts have long been underway to breed Varroa-resistant or at least Varroa-tolerant bees. The bienen&natur special edition 2026 describes the state of research, both at scientific institutes and in private initiatives, and provides beekeepers with guidance on when they can expect genuine resistance and how they can already deal with the issue now.

Circulation: 8,000 (*not a kiosk magazine*)

Magazine Format: 210 mm × 297 mm (W × H)

Type area: 184 mm × 270 mm (W × H)

Dates:

Publication date: 21.04.2026

Advertising deadline: 16.03.2026

Copy deadline: 18.03.2026

From the content:

- Short story of the Varroa mite in Germany
- Biology of the Varroa mite
- Mechanisms of Varroa resistance
- Report: infecting, counting, breeding
- Paul Jungels a Luxembourg beekeeper and his path to Varroa resistance
- How hobby beekeepers can breed Varroa-resistant colonies
- Instrumental insemination for Varroa resistance
- Report: our own mating zone
- Glossary of technical terms

Printed Magazine

Special Edition

Website

Newsletter

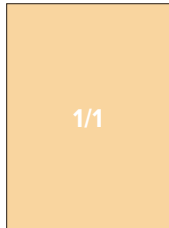
Social Media

Podcast

Competitions

Specifications / Technical Data

Contacts



Cover page 2/4
4,140.- €

Cover page 3
4,000.- €

1/1

1/1 Cover pages

P: 184 × 270 mm

B: 210 × 297 mm



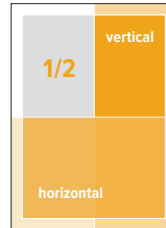
3,600.- €

1/1

1/1 page

P: 184 × 270 mm

B: 210 × 297 mm



1,800.- €

1/2

vertical

horizontal

1/2 page vertical

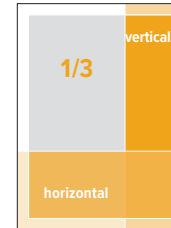
P: 90 × 270 mm

B: 103 × 297 mm

1/2 page horizontal

P: 184 × 135 mm

B: 210 × 150 mm



1,340.- €

1/3

vertical

horizontal

1/3 page vertical

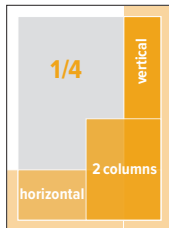
P: 58 × 270 mm

B: 71 × 297 mm

1/3 page horizontal

P: 184 × 90 mm

B: 210 × 105 mm



1,080.- €

1/4

vertical

horizontal

2 columns

1/4 page vertical

P: 43 × 270 mm

B: 56 × 297 mm

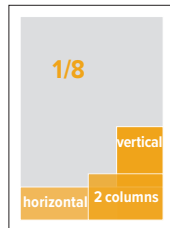
1/4 page horizontal

P: 184 × 67 mm

A: 210 × 82 mm

1/4 page 2 columns

P: 90 × 135 mm



675.- €

1/8

vertical

horizontal

2 columns

1/8 page vertical

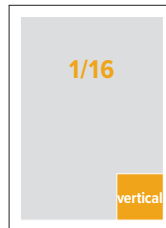
P: 43 × 135 mm

1/8 page horizontal

P: 184 × 33 mm

1/8 page 2 columns

P: 90 × 67 mm



315.- €

1/16

vertical

1/16 page

P: 43 × 67,5 mm

i Specifications →

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 x height.
All prices in €, plus statutory VAT.

Printed Magazine

Special Edition

Website

Newsletter

Social Media

Podcast

Competitions

Specifications / Technical Data

Contacts

On the digital channels of *bienen&natur*, the editorial team provides the latest practical tips, always in line with the respective season. Beekeepers can find current topics on social media, but also surprising facts and humour. The *bienen&natur* community can exchange ideas and report on their own beekeeping experiences.

Website



Ø 84,000 visits/month

Newsletter



30,000 subscribers

Opening rate Ø 54 %

Social Media



Facebook: 17,800 follower

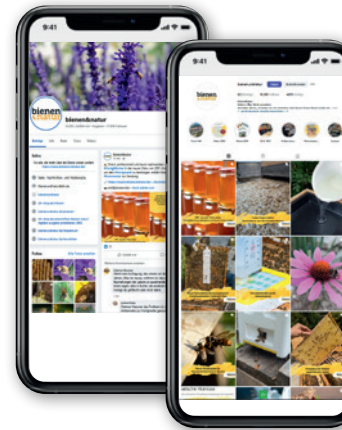
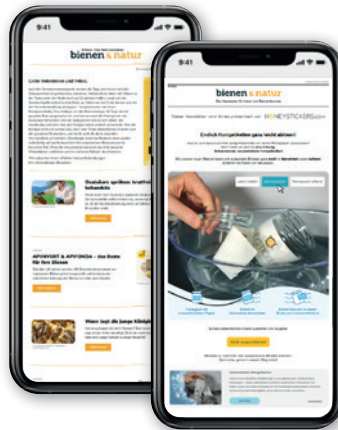
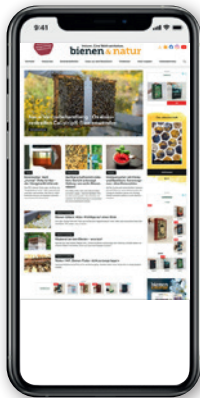
Instagram: 16,700 follower

Podcast



Ø 80,000 Audience

per episode



Website →

Newsletter →

Facebook → Instagram →

Podcast →



Printed Magazine	Special Edition	<u>Website</u>	Newsletter	Social Media	Podcast	Competitions	Specifications / Technical Data	Contacts
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Display Ads

The display ads offer you visibility and high reach for your advertising message in the reliable editorial environment of the *bienen&natur* website.

i Specifications →

Standard formats also possible as Ad Bundle		Fixed price per month	Desktop	Mobile
1	Leaderboard (728 x 90 px)	750.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	Skyscraper (120 x 600 px)	750.– €	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Medium Rectangle (300 x 250 px)	750.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Mobile Ad (320 x 100 px)	750.– €	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Video				
	Video-Ad (550 x 350 px)	1,150.– €	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Digital-Advertorial

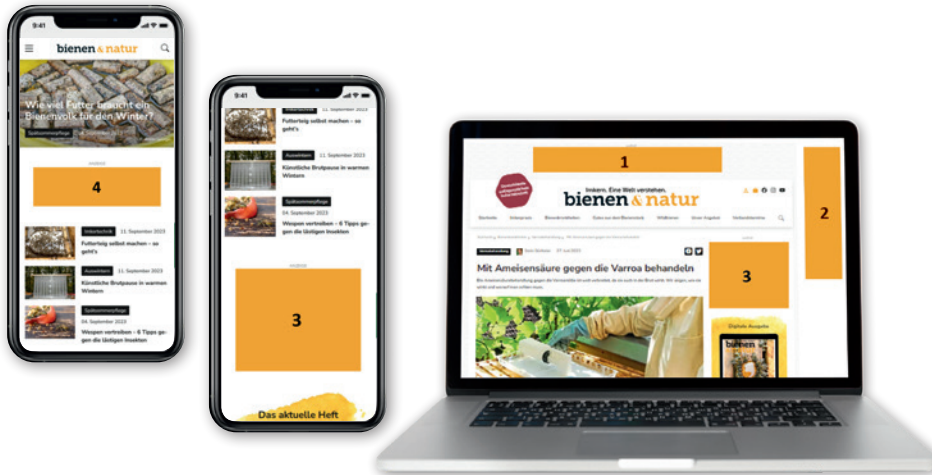
The advertorial is used to present complex information. It is published in the look & feel of the editorial articles on www.bienenundnatur.de. Advertorial teasers are displayed on the homepage of the website as well as at all sections and article pages.

Advertorial	Prices
4 weeks runtime	950.– €
Ad-on options*	
Integration in the weekly newsletter	250.– €
Facebook Ad	250.– €
Instagram Ad	250.– €

i Specifications →

We recommend our Advertorial-package*	
Advertorial	
+ Newsletter	1,350.– €*
+ Facebook or Instagram	

* Link to the advertorial included





Printed Magazine	Special Edition	Website	Newsletter	Social Media	Podcast	Competitions	Specifications / Technical Data	Contacts
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Over 30,000 subscribers to the *bienen&natur* and the *Deutschen Bienen-Journal* newsletter receive the latest news about beekeeping and apiculture direct to their inbox every month. The newsletter has an excellent open rate of 54% on average.

Your advert in the newsletter drives traffic directly to your website or online shop, and you provide us with the image and text. We take care of the design.

Editorial newsletter

Your advert is directly integrated and thus becomes a fixed editorial component of the newsletter.

Price 770.– €

i Specifications →

Publication date / Topic:

- **01.01.26:** Make your own ointments with wax and propolis
- **05.02.26:** First inspection at the apiary
- **05.03.26:** Bringing bees out of hibernation – this is important
- **02.04.26:** Putting on the honey super: the right time
- **07.05.26:** Bees in swarming mood
- **04.06.26:** Is the honey ready yet?
- **02.07.26:** Overview of varroa treatment
- **06.08.26:** Prevent robbery
- **03.09.26:** Replace the old queen
- **01.10.26:** Ready for winter?
- **05.11.26:** Melt wax correctly
- **03.12.26:** Winter treatment – treat bees for mites now

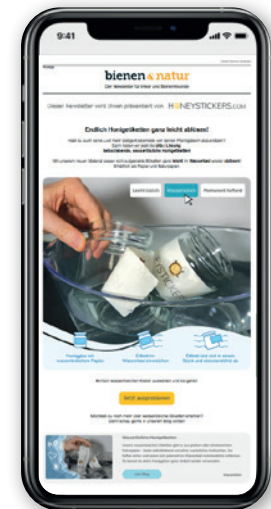


Standalone Newsletter

- Your information about your products and/or services will be sent exclusively and in the look of *bienen&natur* to newsletter subscribers.
- You are free to choose the day of dispatch

Price 1,690.– €

i Specifications →



Facebook

Price each 550,- €



Foto Ad

- direct linking to your website
- direct interaction
- unlimited availability

i Specifications →

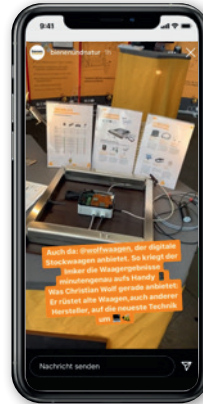


Video Ad

- visual, intense experience
- comprehensive communication of information

Instagram

Price each 550,- €



Story Ad

- high attention for 24 hours
- direct linking to your website

i Specifications →

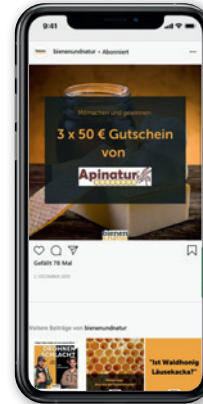
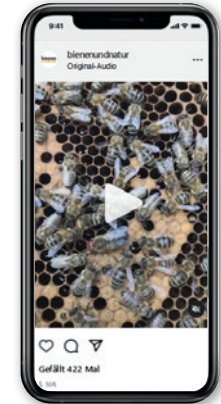


Foto Ad

- clear and informative format
- unlimited availability in the feed



Video Ad

- visual, intense experience
- comprehensive communication of information

We recommend our Instagram-package

Story Ad + Foto Ad 900,- €

Printed Magazine

Special Edition

Website

Newsletter

Social Media

Podcast

Competitions

Specifications / Technical Data

Contacts

The editorial concept

How do you beekeep correctly? This is a question that even professionals. In the **bienen&natur** podcast **Drone Battle – Two beekeepers, three opinions** discuss Boris and Eddie discuss practical beekeeping topics and talk about their moments of happiness with bees.

The podcasters

Boris Bücheler is editor-in-chief of *bienen&natur*, Edward Obika is a master beekeeper. Both have a beekeeping business on the side, have plenty of experience with bees – and yet and yet they don't always agree.

The podcast listeners

All beekeepers and bee lovers. Boris and Eddie give tips for young beekeepers, but also tell you how you can beekeeping can be continuously improved.

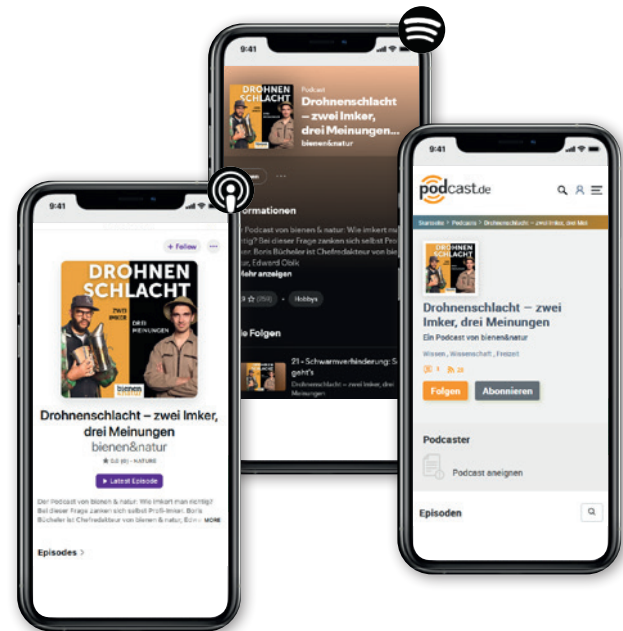
Facts

- Start: May 2021
- Number: 23 episodes (until December 2025)
- Reach: 2,200,000 views (until December 2025)
- Ø audio impressions: 80,000 views per episode
- Frequency: approx. one episode every two months
- Length: 60 to 150 min.
- Distribution: on all channels of *bienen&natur* and on all other platforms where podcasts are available (Spotify, Apple, YouTube etc.)
- Advertising integration: Native audio spot

Your advertising message in the podcast

- recorded by podcaster/editor-in-chief Boris Bücheler
- exclusively and eye-catsching, integrated after the editorial intro
- is perceived as an informative component of the podcast
- benefits from the trusting relationship between podcaster and listener
- placed in the show notes
- remains permanently involved

Single episode 1,200.– €
3 episodes 2,880.– €



With the Easter competition, summer competition and the Advent calendar from *bienen&natur* and *kraut&rüben*, we offer you the opportunity to present your product to our readers via an entertaining quiz and lead them directly to your website. As a prize sponsor, you benefit from the wide reach of the popular online competitions, which are organised on the portals www.krautundrueben.de and www.bienenundnatur.de and the Instagram channels of both magazines.

Your placement in the competition / advent calendar:

- The prize you provide (minimum value € 50) is presented in an eye-catching way with a picture and text
- You formulate a competition question relating to your product or company with 3 possible answers. Participants will find the correct answer on your website.
- The integrated company logo and your website link take participants directly from the competition to your website

Your placement on Instagram:

- Each daily prize is presented with a post on the Instagram channels of *bienen&natur* and *kraut&rüben*

Numerous marketing measures ensure high reach:

- Promotion of the competition/Advent calendar on the *bienen&natur* and *kraut&rüben* websites
- Promotion and announcement in the *bienen&natur* and *kraut&rüben* newsletters
- Advert in the dlV print media *kraut&rüben*, *Deutsches Bienen-Journal*, *bienen&natur*, *Land&Forst*, *Bauernzeitung* and *Bayerisches Landwirtschaftliches Wochenblatt*

Price per competition: 770.– €



Easter competition 2026:

Switching period:
09.03.2026
up to and including
06.04.2026.



Advent calendar 2026:

Switching period:
01.12.2026
up to and including
24.12.2026.



Summer competition 2026:

Switching period:
1 – 30 June 2026

Display Ads *(page 15)*

Standard advertising formats Digital:

- Format: GIF (static or animated) / JPG / PNG
- 1 Limit: max. 150 KB
- Redirects or third party advertising media in one day
- Delivery time for standard advertising material: five working days
- Delivery time for special advertising formats: five working days
- Data only in packed form (.zip) as an attachment
- Animation should not last longer than eight seconds on the page
- Sound is possible on user interaction

All common file formats

Digital-Advertorial *(page 15)*

Teaser

- Image for article teaser: 850 x 420 pixel
- Topic: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

- Images in the text: 1200 x 675 pixel
- Advertorial Text (Recommendation): 1,500 – 2,000 characters (incl. spaces)
- Links
- Image sources/copyright

Please ensure SSL compatibility for all advertising material delivered via the following variants are delivered:

- Redirect (Javascript / HTML / HTML5 / IFRAME)
- Internal redirects
- Third-party provider

All URLs (including ClickCommands) may have a maximum of 250 characters. „ClickCommand“ is a link and not a complete 3rd party tag.

Newsletter *(page 16)*

Editorial Newsletter

- Topic: max. 62 characters
- Text (incl. spaces): max. 250 characters
- Image: JPEG, 265x197 pixel (WxH)
- Image source/copyright
- Call-To-Action-Button: max. 25 characters incl. spaces

Standalone Newsletter

- Newsletter-subject
- Customer logo
- Graphical elements: 730 px wide, height can be customised
- Textual material
- Link to the product/website

Delivery of advertising material:

- Customer/agency:
- Campaign name:
- Special features:
Set up clicktags, frequency capping, targeting
- Contact person:
Contact person from your company
- Delivery address:
maria.sedlmair@dlv.de + media consultant

Facebook *(page 17)*

Foto Ad

- Image: 1,200 x 630 pixel; max. 150 KB
- Link to the customer fanpage
- 1-Text (the shorter the better – ideal 100 characters)
- Desired emojis
- Optional: Link to the product/website

Video Ad

- MP4- or MOV-Format, best max. 3 min. long
- Title of the video
- Video description, desired emojis
- Link to the target page, if applicable
- In addition to the video: a preview image in the same format

Instagram *(page 17)*

Foto Ad

- File type JPG or PNG
- Side ratio 1x1
- Solution 1080 x 1350 pixel
- Primary text max. 125 characters
- Link to your Instagram account
- min. 1 image, max. 10 images
- Desired hashtags

Story Ad

- File type JPG or PNG
- Side ratio 9 x 16
- Solution 1080 x 1920 pixel
- min. 1 image, max. 3 images

Video Ad

- Videoformat MP4 (H.264 Codec, AAC Audio)
- max. video solution 1080 x 1080 pixel (Square), 1920 x 1080 pixel (Landscape)
- Video duration: max. 60 sec.
- Video size: max. 15 MB
- Frame Rate 30 FPS or less

Inserts (page 9)

- Inserts must not be larger than the format 190 mm x 277 mm (width x height) and must not have a zigzag fold.
- Minimum format of the insert: 105 mm x 148 mm (width x height)
- The long side of the insert must always be closed.
- With special formats, folds oder paper weights, it is always necessary to consult the publisher with authentic samples before production.
- Inserts must not contain advertising from other companies
- Partial inserts according to Nielsen possible on request

Bound-in booklets (page 9)

- Bound-in booklets are to be delivered folded and uncut.
- Booking only total circulation, 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.

Glued-in inserts, tip-on-ads (page 9)

- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- DVs and CDs require labelling where applicable in accordance with the Jugendschutzgesetz (Young People's Protection Act).
- We will be happy to inform you of rates, placements and all other details. Simply call us.

Information on insert advertising in the retail circulation

Special formats for inserts in the trade/retail circulation are available on request. Prerequisite: Binding samples to clarify the technical processing options and the deadline are required well in advance of the advertising deadline.

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 *bienen&natur*
Lothstr. 29, 80797 Munich, Germany

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

Shipping notification:

Deutscher Landwirtschaftsverlag GmbH
Anzeigenabteilung *bienen&natur*
Phone +49 89 12705-369

Delivery Date:

Inserts, bound-in booklets and glued-in inserts must be delivered by 21 days before the publication of the magazine. Volume of the issue required upon request, plus 3 % surcharge.

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

“*bienen&natur*” to:

Dierichs Druck + Media GmbH & Co. KG
Frankfurter Str. 168, 34121 Kassel, Germany

Printed Magazine	Special Edition	Website	Newsletter	Social Media	Podcast	Competitions	Specifications / Technical Data	Contacts
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Printing process

Cover: Sheetfed offset

Inside part: Sheetfed offset

Print profile

www.dlv.de/bienennatur

Processing

Wire stitching

Data transmission

Email

Electronic Data transmission

nicole.cantoni@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

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.

Payment terms

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

Postal charges are not subject to discount.

The publisher is entitled to set a credit limit.

Payment options

DZ Bank AG München

IBAN DE50 7016 0000 0000 1525 73, BIC GENODEFF701

Postbank München

IBAN DE60 7001 0080 0646 5658 04, BIC 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

Lothstr. 29, 80797 Munich, Germany

Postfach 40 05 80, 80705 Munich, Germany

Phone +49 89 12705-1, Fax -335

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