

**New editorial management
= New issue frequency**

Media Kit 2026



AGRARTECHNIK Sucess.Make.

- The success maker for specialist retailers
- First-class B2B advertising communication
- Highly effective cross-media performance



Facts:

Year: 105, 2026

Frequency of publication: 4 x a year

Circulation Area: Germany, Austria, Switzerland

Sold circulton: 5,407 copies (ø sold circulation 2025 according to publisher's information)

Subscription price: € 149.90*

High-reach B2B brand channels are:

- The monthly magazine (print & digital)
- The online portal www.agrartechnikonline.de
- The B2B newsletters
- The social media platforms
- Recruiting and job offers

Title profile

AGRARTECHNIK is the leading specialist media brand and the high-circulation magazine for all decision-makers in the machinery trade and OEM sector. *AGRARTECHNIK* achieves almost 100% coverage in the agricultural machinery, forestry machinery and power equipment sectors in Germany, Austria and Switzerland.

AGRARTECHNIK has been on the market for over 105 years and is practically on every desk in companies in the industry. It offers detailed company reports as well as market observations for the industry, OEMs, component manufacturers and suppliers of these various sectors.

Target group Decision-makers

- Agricultural, forestry and construction machinery dealers, power equipment dealers
- Machinery manufacturers
- Supplier industry such as component, original and spare parts manufacturers
- Workshops
- Decision-makers and opinion leaders in the market from forestry and contracting businesses, associations, etc.
- Apprentices, trainees and employees seeking further professional qualifications

Agriculture & Energy business unit

Strong industry expertise

The publishing house and editorial team are an integral part of the agricultural machinery industry and operate an active community management across all B2B channels.

First-rate reporting

The *AGRARTECHNIK* editorial team, headed by Alexander Brockmann, produces exclusive, independent content, is rooted in the dlV network and maintains excellent contacts and close ties to key decision-makers and multipliers from trade, industry, service and institutions.

Optimal media mix

B2B marketing sees itself as a partner and consultant for cross-media communication solutions and campaigns. As a high-circulation specialist publication for the B2B trade level, *AGRARTECHNIK* offers its advertising partners maximum cost-effectiveness and planning efficiency for individual media planning. Its industry coverage and comprehensive appeal to target groups streamlines and strengthens the effectiveness of your modern marketing strategy.

Dear partners and business associates,

Allow me to introduce myself as **the new editor-in-chief of AGRARTECHNIK.**

This is a role that fills me with great respect and genuine enthusiasm – because hardly any other area of agriculture is currently undergoing such rapid change, innovation and responsibility as agricultural technology.

AGRARTECHNIK has been accompanying this process for decades – **as a reliable partner, a critical observer and a link between trade, industry and practice.**

For me, this means above all **consistently driving forward the digital development of the AGRARTECHNIK.** We will expand our digital B2B channels, address current issues more quickly and combine our print edition with the possibilities of the online world.

At the same time, one thing will remain unchanged: **our proximity to you – the specialist dealers, workshop managers, manufacturers and industry experts. You are the backbone of the agricultural technology business, and your perspective remains central to our work.**

Together with my team and with the support of my colleagues at **TRACTION**, which I also manage, I would like to make the exchange between trade, industry and practice even more intensive.

Because only together can the agricultural technology industry successfully master the tasks ahead.

Best regards,

Alexander Brockmann

Editor-in-Chief AGRARTECHNIK and TRACTION





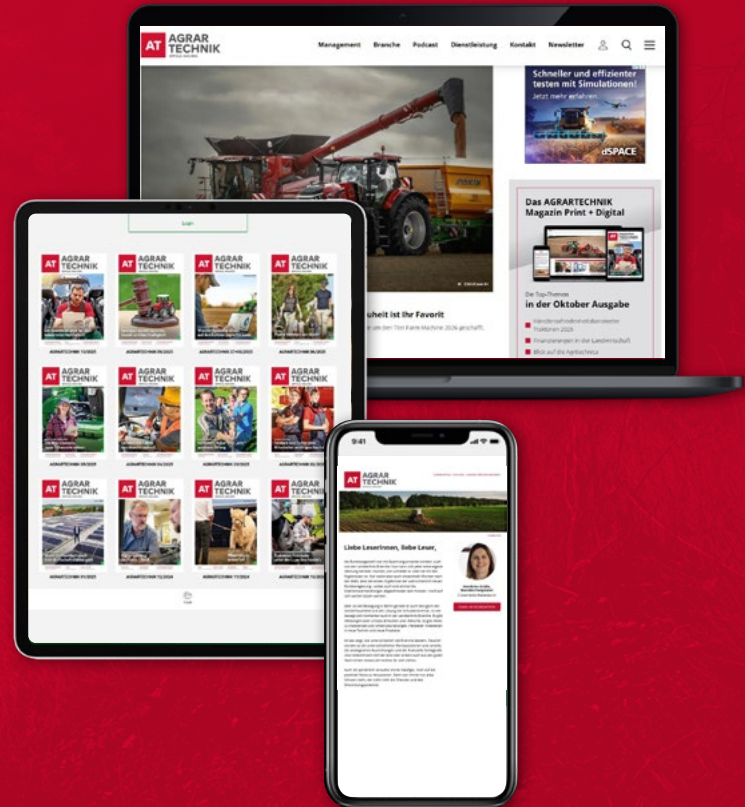
*Digital reach is part of agrartechnik.com
IVW June, 2025, publisher's details.

Digital Channel

AGRARTECHNIK is the leading publication for trade and industry in the agricultural engineering sector, with very strong and growing digital channels.

With the **AGRARTECHNIK** e-paper and the daily updated specialist portal: agrartechnikonline.de, advertisers find reliably plannable brand channels for highly competent specialist information and effective communication campaigns.

Take advantage of the various options available here to reach your target group interactively and individually.



Our digital B2B channels connect decision-makers in the agricultural technology industry. Whether manufacturers, suppliers or service providers – this is where the players who are shaping the agriculture of tomorrow meet. Use our online platforms to position your brand, products and innovations in a targeted manner and reach decision-makers directly.

E-Paper

5,407 subscribers

Trade Portal

Ø 45,000 PIs per month

Newsletter

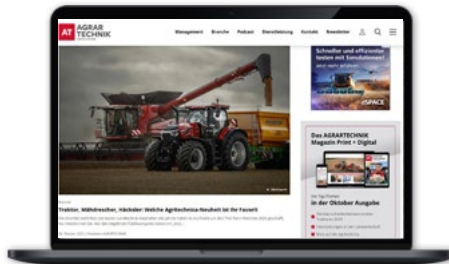
+ 5,800 recipients

Opening rate above 50 %

Social Media

+ 35,000 Facebook followers

+ 2,900 LinkedIn followers



Online reports, industry and people news, and exclusive reports from the *AGRARTECHNIK* editorial team provide the industry with up-to-the-minute, first-hand information. Book an matching banner package with classic advertising formats in the editorial trade portal www.agrartechnikonline.de.

Standard formats also available as ad bundles		4 weeks runtime	Desktop	Tablet	Mobile
1	Leaderboard	€ 1,070.–	☒	☒	–
2	Skyscraper		☒	–	–
3	Medium Rectangle		☒	☒	☒
Large-size Image Banner					
4	Hockey Stick*	€ 1,500.–	☒	–	–
5	Ad-Bundle*	€ 2,120.–			

* Hockey Stick = Leaderboard + Skyscraper

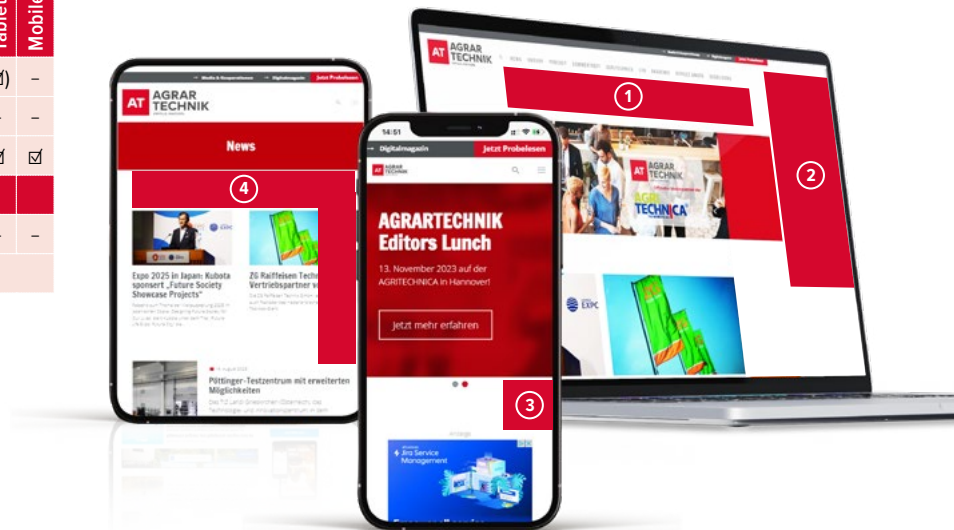
* Ad-Bundle = Leaderboard + Skyscraper + Medium Rectangle

Other special formats are available on request.

(☑) = depending on the device resolution

Größenformate:

- Rectangle: 300 × 250 px
- Leaderboard: 728 × 90 px
- Skyscraper: 120 × 600 px
- Links to events or external websites, product presentations, etc.



In the digital age, **professional content marketing** is an essential part of the repertoire of corporate communications.

The **AGRARTECHNIK** digital advertorial is highly regarded by specialist target groups and offers **full-service implementation**. The customer provides text, images and links (to video, audio and websites), and the **AGRARTECHNIK** communication professionals showcase this content for maximum reach (placement on the homepage or in a section).

The editorial team of **AGRARTECHNIK** engages in active community management and currently reaches more than 35,000 Facebook fans with technical product and company information. As an **additional digital option**, content can be extended as branded content on Facebook.

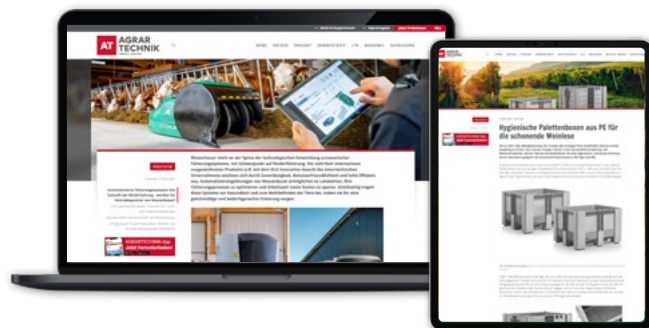
DIGITAL ADVERTORIAL

Runtime: 4 weeks at www.agrartechnikonline.de

Specifications:

- Images: Teaser: Format 3:2 (2,000 × 1,333 px);
Wide image on top: Format 5:2 (2,000 × 800 px)
- Headline text (incl. spaces): max. 60 characters
- Teaser text: max. 130 characters
- Advertorial text (recommendation): 1,500 to 2,000 characters
- Optional links: 1 to 2 links
- Images within text: Up to 3 images in
3:2 format (2,000 × 1,333 px)

Price: € 1,400.–



SPONSORED POST

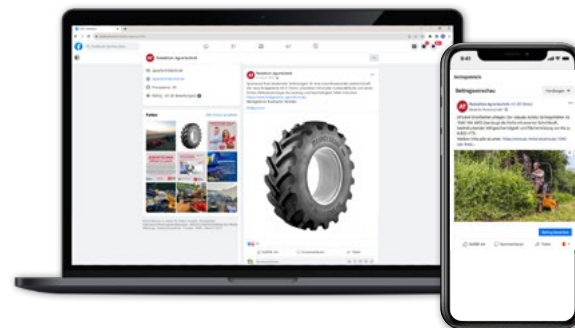
Runtime: One-off publication
on Xing, LinkedIn or Facebook



Specifications:

- Image gallery with up to 15 pictures in
1,200 × 1,200 px format
- Video integration with a max. total length of 3 minutes
- Links to events or external websites, product
presentations, etc.

Price: € 625.–



Online, Social Media and Newsletter	Digital Channels	Print Magazine	Technical Information	Contact
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The **AGRARTECHNIK B2B newsletter “News Update”** with reports on industry news, developments, insights, key people and events **is published every fortnight**.

Your placement for targeted corporate communication enjoys a wide reach and can be booked flexibly twice a month.

Dates: 1st six months 2026	Dates: 2nd six months 2026
8. & 22. January	9. & 23. July
12. & 26. February	13. & 27. August
12. & 26. March	10. & 24. September
9. & 23. April	8. & 22. October
13. & 28. May	12. & 26. November
11. & 25. June	10. & 17. December

Format: Newsletter banner

Frequency: Single placement per distribution

Recipients: +5,800 recipients

Newsletter advertisement

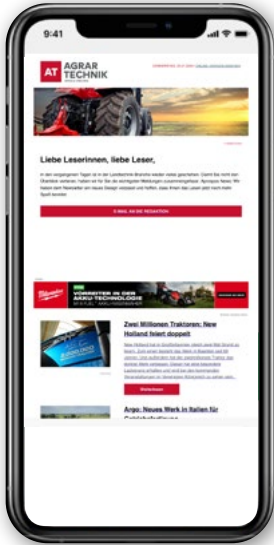
Your advertisement can be placed in the form of a text/image contribution or a leaderboard banner including linking.

We integrate your ad appropriately in our News Update to draw more attention to your ad.

Specifications:

- Ad banner: Leaderboard
- Format: 728 × 90 px
- File: static JPG or GIF
- File size: max. 35 KB
- Image/text headline: max. 60 characters
- Ad: Teaser text: max. 250 characters
- Link to URL
- Image with 265 × 197 px resolution

Price: € 810.–



Partner content Business Video Digital+



Promote your video content via the digital business channels of AGRARTECHNIK and reach a wide audience:

Integrated preferential services (5 digital frequencies with a gross volume of € 4.270.–*)

- 1x** digital advertorial with 3 % promotional discount with 4 weeks runtime in the trade portal (homepage) (regular price: € 1,400.–)
- 2x** social media posts;
2nd repeat post with 30 % promotional discount (regular price: € 1,250.–)
- 2x** B2B newsletter ads;
2nd repeat ad with 30 % promotional discount (regular price: € 1,620.–)

Your Mediainvest**:

EOne-off "Business Video Digital+" action package.
Publication subject to consultation and availability

Package price: € 3,797.50

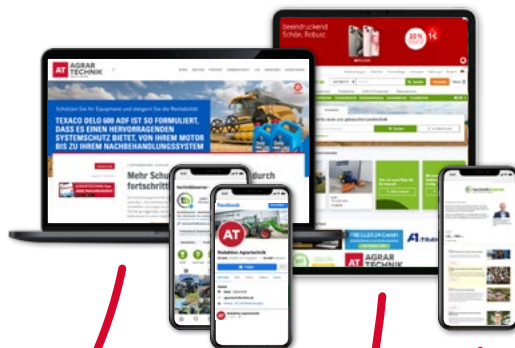
→ www.agrartechnikonline.de
4 weeks runtime in the trade portal (homepage integration) with 45,000 PIs (monthly)

→ Over 60,000 B2B contacts in industry and trade via Facebook, Xing, LinkedIn, YouTube

→ More than 5,800 decision-makers per mailing!
Opening rate above 50 %

**Up to 24 %
total discount
advantage**

NEW!



1

Digital Advertorial

2

Social Media Post

3

B2B Display Ads

4

B2B Newsletter

Integrated preferential services

- 1x** digital advertorial with 7% promotional discount
with 4 weeks runtime in the trade portal (homepage) agrartechnikonline.de
(regular price: € 1,400.–*)
- 3x** newsletter ads
Integration of an advertisement (banner or text/image) in our B2B newsletters
technikboerse.com and *Agrartechnik* with more than 7,000 B2B decision-makers
(regular price: € 3,119.–*)
- 1x** B2B display ads
Delivery of more than 100,000 ad impressions as editorial teasers and display
ads with B2B targeting on technikboerse.com
(regular price: € 4,890.–*)
- 3x** social media posts
Reach more than 60,000 *Agrartechnik* B2B decision-makers on our
social media channels on Facebook, LinkedIn and Xing
(regular price: € 2,249.–*)

Your Mediainvest**:

One-off "B2B Digital Package Trade & Industry" action package.
Publication subject to consultation and
availability.

Package price: € 8,597.–*

→ Editorial integration
in the trade portal
agrartechnikonline.de

→ Over 100,000 ad impres-
sions, editorial teasers and
display ads with pure B2B
targeting

→ Over 60,000 B2B contacts
in industry and trade via
Facebook, Xing, LinkedIn,
YouTube

→ Over 7,000 decision-makers
in our B2B newsletters with
an open rate of more than
50%

**More than 25%
total discount
advantage**

Print- Magazine

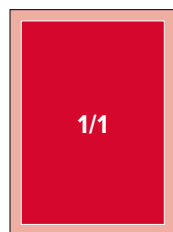
AGRARTECHNIK is the high-circulation decision-maker magazine for the agricultural engineering industry. For over 105 years, it has stood for well-founded, well-researched journalism at the heart of the industry.

With detailed company reports, market analyses and relevant information, *AGRARTECHNIK* supports decision-makers from industry, OEMs, component manufacturers and suppliers in successfully shaping their business.



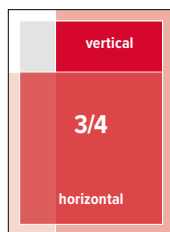
Online, Social Media and Newsletter		Digital Channels	Print Magazine	Technical Information		Contact	
ISSUE	DATES	Main topic	MANAGEMENT, FINANCE, INSURANCE	PRACTICE & KNOWLEDGE	COMPANY & MARKETS	HORTICULTURE, FORESTRY & MUNICIPAL SERVICES	
		Trade fair reporting	Rolling cluster themes are: * Financial services * Insurance products * Dealer satisfaction barometer * New machine financing * Used machinery management * IT solutions for the industry * Sustainability, energy efficiency * Digitalisation in trade * After-sales market * Customer loyalty/acquisition * Online sales and marketing * Referral marketing * Training & personnel management * and many more	Rolling cluster themes are: * Suppliers, components * Spare parts industry, wholesale * Tyres & wheels * Lubricants & hydraulics * Service & diagnostics * Electrics & electronics * Automation & sensors * Maintenance & tools * Digital ecosystems (Farming 4.0) * Smart & precision farming * Field robotics * Driver assistance systems * Big Data, AI, data networks * Cloud solutions, 5G technologies * Industry & trade company portraits * and many more	Rolling cluster themes are: * Company reports * Industry reports * Trend reports by product groups * Technologies of the future * Digital innovations * Software and applications * Market developments * Start-ups * Industry & trade company portraits * and many more	Rolling cluster themes are: * Power equipment: motor-driven machines for municipal services * Horticultural, forestry & cleaning technology for professionals * Professional lawn care * Dealer satisfaction barometer * Trade fairs and exhibitions * and many more	
NO.		→ Still missing a preferred topic for 2026 here? Then contact us directly for planning future issues during the year: anzeigen.agrartechnik@dlv.de We look forward to hearing from you!				CONSTRUCTION MACHINERY TECHNOLOGY	
1	February	P: 19.02.2026 A: 27.01.2026 C: 02.02.2026	tire TECHNOLOGY EXPO Hanover, 03. – 05.03.2026 trade fair highlight	Finance & Insurance	Workshop equipment Oils and lubricants	Soil cultivation Seeding technology	Start of the power equipment season
2	May	P: 21.05.2026 A: 24.04.2026 C: 30.04.2026	DLG-Feldtage Bernburg, 16. – 18.06.2026 trade fair highlight	Digitalisation of internal processes	Plant protection technology	Tractors	Municipal technology Weed control
3	August	P: 20.08.2026 A: 28.07.2026 C: 03.08.2026	GaLaBau Nürnberg, 15. – 18.09.2026 trade fair highlight	Finance & Insurance	Workshop equipment Hydraulics	Precision farming Robotics	Winter service
4	November	P: 05.11.2026 A: 13.10.2026 C: 19.10.2026	Parts & Service World Kassel, 06. – 08.11.2026 EuroTier Hanover, 10. – 13.11.2026 trade fair highlight	IT programmes Cloud solutions for retail	Tyres	Farm loader	bauma technology

Placement: If possible, stand-alone on a page in the editorial section



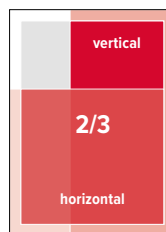
bw
€ 5,090.–
4c
€ 7,235.–

1/1 page (1,080 mm)
P: 184 × 270 mm
B: 210 × 297 mm



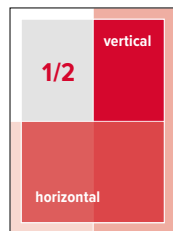
bw
€ 3,817.50
4c
€ 5,426.–

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



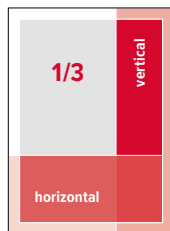
bw
€ 3,393.–
4c
€ 4,823.–

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



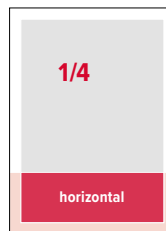
bw
€ 2,545.–
4c
€ 3,617.50

1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm
1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm



bw
€ 1,866.–
4c
€ 2,653.–

1/3 page vertical
P: 58 × 270 mm
B: 71 × 297 mm
1/3 page horizontal
P: 184 × 90 mm
B: 210 × 105 mm

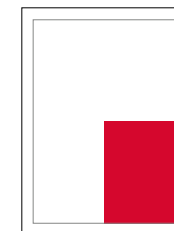


bw
€ 1,527.–
4c
€ 2,170.50

1/4 page horizontal
P: 184 × 67 mm
B: 210 × 82 mm

Powerful content format!

Product of the month
(Publisher's special publication)
1/4 page 2 column



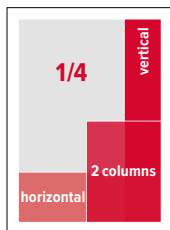
P: 90 × 135 mm
4c € 2,415.–

Best possible placement in the
News/Reports section in the
1st third of the magazine.

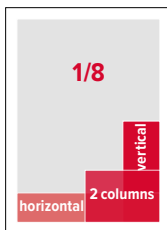


Implementation example 2023

Placement: Best possible in grouped advertisements



bw
€ 1,272.50
4c
€ 1,809.–



bw
€ 636.–
4c
€ 904.–

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

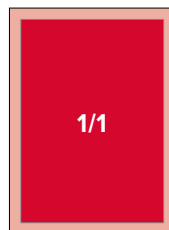
1/8 page horizontal

P: 184 × 33 mm

1/8 page 2 columns

P: 90 × 67 mm

Preferential placement: Limited premium ads

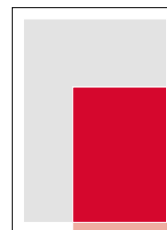


Cover
page 2/4
4c
€ 8,320.–
Cover
page 3
4c
€ 7,959.–

1/1 Cover page

P: 184 × 270 mm

B: 210 × 297 mm

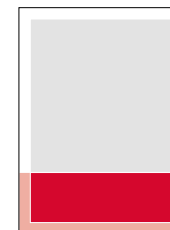


bw
€ 2,672.–
4c
€ 3,798.–

Junior Page

P: 121 × 193 mm

B: 134 × 210 mm

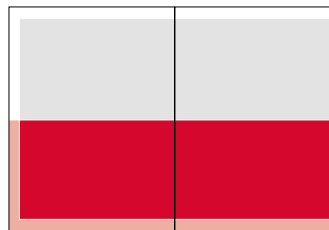


bw
€ 1,832.–
4c
€ 2,605.–

Editorial 1/4 page vertical

P: 184 × 67 mm

B: 210 × 82 mm

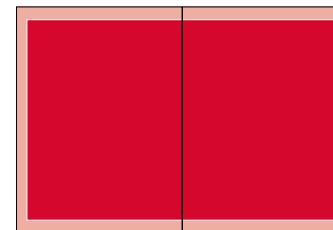


bw
€ 5,090.–
4c
€ 7,235.–

2 x 1/2 panorama advertisement

P: 394 × 135 mm

B: 420 × 150 mm



bw
€ 10,180.–
4c
€ 14,470.–

2 x 1/1 panorama advertisement

P: 394 × 270 mm

B: 420 × 297 mm

Ads by the millimetre

bw per mm 1 column	€ 4.71
4c per mm 1 column	€ 6.70

Ad spreads*

2 pages (front/back)

bw	€ 8,653.–
4c	€ 12,229.50

Ad spreads*

4 pages (consecutive)

bw	€ 16,288.–
4c	€ 23,152.–

Text section advertisements

(58 mm × max. 100 mm format)

bw per mm, 1 column	€ 12.98
4c per mm 1 column	€ 18.46

Cipher fee in Germany and abroad

(including postage and tax) € 14.–

Classified business ads

Agencies / Real Estate / Job Vacancies**

bw per mm, 1 column	€ 3.84
4c per mm, 1 column	€ 4.40

Job searches

bw per mm 1 column	€ 3.21
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Job ads plus € 350 also appear for 8 weeks online publication as text advertisement CORE at agrajo.com

Discounts in the event of acceptance within one order year

Frequency discount	Volumne discount	Discount
	540 mm	3 %
2 Ads	1,000 mm	5 %
4 Ads	2,000 mm	10 %
	5,000 mm	15 %
	8,000 mm	20 %

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

Michael Mergenthal

Sales Manager Agricultural
Key Account Agricultural
Phone +49 931 27997-60
michael.mergenthal@dlv.de



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

* Discounts are available for ad spreads

Online, Social Media and Newsletter

Digital Channels

Print Magazine

Technical Information

Contact

The special "Product of the Month" publication supports targeted product communication with prominent placement as a **new customised content format**.

This print format showcases your product or service in an eye-catching way **in the first third of the AGRARTECHNIK** magazine.

Our full-service offer for you: The publishing team takes care of implementing the editorially designed advertisement in keeping with customer input (text, image) and advertorial guidelines. Also available as digital advertorial with cross-media extension.

Format: 1/4 ad page 2 column (90 mm × 135 mm)

Placement: Magazine (1st third of the magazine, full issue)

Advertising deadline: 10 working days before publication

Price: € 2,415.–

PRODUKT DES MONATS



UFI – FPT F28 FILTER JETZT AUCH IM AFTERMARKET

UFI Filters, führendes Unternehmen in der Filtrationstechnik für die Erstausrüstung und den Ersatzteilmarkt, ergänzt sein Aftermarket-Sortiment um den Hauptfilter seines multifunktionalen Dieselfiltermoduls für die neueste Generation des FPT F28 Stage V-Motors.

Im Filter wird das von UFI entwickelte Medium FormulaUFI.H2O verwendet, ein Mix aus Cellulose und Synthetik. Es weist eine Feinfiltrationsfunktion mit einer Abscheideleistung von mehr als 95 % für Partikel bis zu 4 µm gemäß ISO 19438 auf.

Der Austauschfilter ist im Katalog unter Code 24.062.00 gelistet und kann über Ipsa-Autoteile, Elsässer Filtertechnik und Prillinger bezogen werden.



Mehr Info: www.ufi-aftermarket.com

Implementation example 2024

With print advertorials in **AGRARTECHNIK**, you present your **sales-promoting technical communications** effectively and credibly. Enrich your information with texts and infographics on products and services. Content is placed best possible in the editorial section, ideally in the first half of the issue.

Our full-service offer for you:

You provide the content (text, image, logo, etc.), and the **AGRARTECHNIK** team takes care of implementation on your behalf. When delivering your finished artwork, please observe the design guidelines for advertorials.

Media recommendation: Take advantage of cross-media extension via the **AGRARTECHNIK** trade portal with a B2B digital advertorial in the look & feel of the online news (see Digital Advertorial and Sponsored Post).

Format: From format size 1/3 ad page

Placement: Editorial section in the full issue

Advertising deadline: 10 working days before publication



Michael Holdenried
+49 (0) 202 267 27 2351
m.holdenried@akf.de

Angesichts des Klimawandels sind in der Landwirtschaft mehr Effizienz und bessere Energieausnutzung gefragt. Ziel ist ein resilientes Grünlandmanagement. Für Landwirte heißt das, sich an geänderte Bedingungen flexibel anzupassen, neuere Erkenntnisse aus Forschung und Praxis zu berücksichtigen und die Bewirtschaftung daran aus-

Außenwirtschaft gibt es dagegen noch einige Herausforderungen, doch auch hier eröffnen sich Chancen für autonome Anwendungen im Bereich der Futterernte. KI kann ebenfalls die Landwirtschaft unterstützen und beispielsweise automatisiert treffsichere Empfehlungen für nutzungsbabhängige Beerrungszeitpunkte von Grünland generieren.

akf bank. Starker Partner bei neuen Herausforderungen in der Landwirtschaft

Als **Internetbank** der **mittelständischen** **akf bank** **agrarinanz** **finanzierungs-** **anforderungen** **finanzierungs-** **Für steigende** **erstellenseite,** **sowie eine** **ität hat sich** **positionalen** **ngslösungen** **Spezialisten** **bank stets auf** **verschaft mit**

el/agrarinanz

Maxam Reifen
Nachhaltige Performance
powered by EcoPoint³ technology

Die Saillon Group mit ihren Reifenmarken Sai Lun und Maxam hat eine intelligente, nachhaltige und wirtschaftliche Lösung für Fahrzeughersteller und Verbraucher entwickelt: Die EcoPoint³-Reifen, die in allen Sicherheits- und Leistungsaspekten Premiumqualität bieten. Denn die Anforderungen an moderne Reifen sind heute komplexer als früher. Sie müssen höchste Sicherheitsstandards bei maximaler Leistung erfüllen, bei der Produktion umweltfreundlich sein, eine lange Lebensdauer garantieren und so effizient wie möglich sein. So setzt allein der geringere Rollwiderstand von EcoPoint³-Reifen reduzieren CO₂, sowie Verbrauch und sparen zudem Geld.

Moderne Reifen sind mehr als nur Gummi – das unterstreicht die Saillon Group mit ihrer innovativen EcoPoint³-Technologie für die Marken Sai Lun und Maxam: Bisher wurden die Füllstoffe rein mechanisch in den Gummi eingemischt – ein sehr energieaufwändiger Prozess, bei dem der Füllstoff oft nicht gut verteilt wurde. Im Vergleich zur konventionellen Trockenmischung der Premium-Wettbewerber besitzt die einzigartige Flüssigphasen-Mischung der EcoPoint³-Reifen durch überlegene Qualität bei gleichzeitig hervorragenden, dynamischen Eigenschaften, besseren Dämpfungseigenschaften, geringerem Rollwiderstand sowie Abrieb. Kurz: Die EcoPoint³-Technologie ist die wegweisende Kombination aus Leistung, Haltbarkeit und Energieeffizienz.

EcoPoint³-Reifen den Verbrauch im Vergleich zu Wettbewerbern um etwa 20%, bei einer Um bis zu 30 % höheren Laufleistung. Zudem überzeugen EcoPoint³-Reifen in unabhängigen Tests mit Kraftstoffersparungen von 0,5 Liter bei Pkw und bis zu 2 Liter bei Lkw pro 100 Kilometer. Die Tests bestätigen im Vergleich zu den führenden Premium-Herstellern auch Vorteile beim Rollwiderstand im Einsatz an Industriearbeitsplätzen (z.B. Gabelstapler) von 3,8 bis 39,2 %.

Ferner sind die in EcoPoint³-Reifen verwendeten Materialien umweltfreundlich. So werden beispielsweise weniger fossile Rohstoffe verwendet. Kurz: Die Saillon Group schlägt mit den EcoPoint³-Reifen von Sai Lun und Maxam ein neues Kapitel auf und erfüllt auf innovative Weise gleich mehrere der Anforderungen der Fahrzeughersteller und Verbraucher an moderne und nachhaltige Premium-Hightech-Reifen.

Implementation examples 2022 – 2023

All prices plus statutory VAT.

Quoted prices incl. design costs for basic text and image editing, incl. one correction run if supplied by the customer (additional services available on request).

Special Advertising Format: Title Presence

Online, Social Media and Newsletter

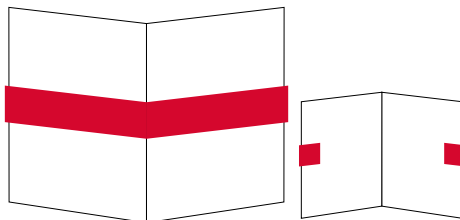
Digital Channels

Print Magazine

Technical Information

Contact

Title page banderole



This premium placement guarantees 100 % attention and ensures maximum contact quality as a cover page ad format for the full print run (partial print runs for sampling campaigns are also available on request).

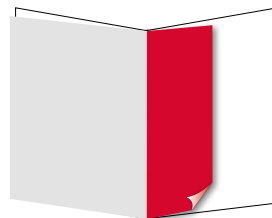
Technical notes

- Paper or plastic strip placed around the business magazine
- Workmanship: Manual assembly
- Custom printed on front (4c, bw)
- Banderole dimensions: 52 cm wide × 8 cm high
- Can be optionally combined with a 1/1 cover page 4 subject to availability
- Lead time: 10 weeks before publication

Scope	Price
Front/back page banderole	€ 10,960.–

Use of standard cover page paper

Premium sleeve / Half Cover



A Half Cover offers you an attractive advertising space with unmissable placement on the cover page.

- A Half Cover covers half of the magazine front.
- Custom printed on both sides (4 c, bw)
- Classic advertising format 1/2 page portrait
- Cover dimensions: 10.5 cm wide × 29.7 cm high
- Distribution with the full print run
- Can be optionally combined with a 1/1 cover page 4 subject to availability
- Lead time: 10 weeks before publication

Scope	Price
2 × 1/2 page	€ 9,980.–

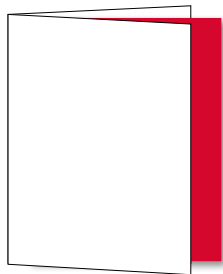
Use of standard cover page paper



Special
advertising
formats

Implementation example 2021 up to 2023

Inserts



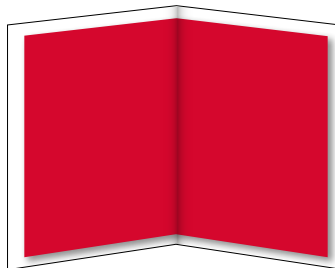
Technical notes

- Inserts must not exceed the format 205 mm × 290 mm (width × height) and must not be zigzag folded.
- The long side of an insert must always be closed.
- Special formats, folds or paper weights are subject to consultation with the publisher before binding samples can be produced.
- Inserts must not contain advertising from other companies.

Weight	Price per 1,000*
up to 25 g	€ 296.50
each additional 5 g	€ 29.55

* Special distribution fees are included in the price.

Supplements



Technical notes

- Supplements must be delivered folded and uncut.
- Format: 218 mm × 306 mm (width × height), (incl. 3 mm top trim, 4 mm bottom trim, 4 mm outside trim and 3 mm inside trim)
- Print run on request
- Under certain production-related conditions, we reserve the right to postpone.
- Tip-ons on inserts: on request with sample

Scope	Weight	Price
2 sided	up to 30 g	€ 8,907.50
4 sided	up to 30 g	€ 12,275.–
6 sided	up to 30 g	€ 17,815.–
8 sided	up to 50 g	€ 21,632.50

including
integration
in the e-paper



Implementation example 2021

Online, Social Media and Newsletter

Digital Channels

Print Magazine

Technical Information

Contact

Plan high-reach job ads and employer branding campaigns with **AGRARTECHNIK**:

Print

Placement in the editorial text section

Format	Orientation	Price
1/1 page bw		€ 4,130.–
1/1 page 4c		€ 4,760.–
3/4 page bw	vertical / horizontal	€ 3,097.50
3/4 page 4c	vertical / horizontal	€ 3,570.–
2/3 page bw	vertical / horizontal	€ 2,753.–
2/3 page 4c	vertical / horizontal	€ 3,173.–
1/2 page bw	vertical / horizontal	€ 2,065.–
1/2 page 4c	vertical / horizontal	€ 2,380.–
1/3 page bw	vertical / horizontal	€ 1,377.–
1/3 page 4c	vertical / horizontal	€ 1,587.–

Placement within grouped advertisements

Format	Orientation	Price
1/4 page bw	vertical / 2 columns	€ 1,032.50
1/4 page 4c	vertical / 2 columns	€ 1,190.–
1/8 page bw	vertical / horizontal / 2 columns	€ 516.–
1/8 page 4c	vertical / horizontal / 2 columns	€ 595.–
mm ads bw		€ 3.84 per mm
mm ads 4c		€ 4.40 per mm

For € 350.–, job advertisements will also appear as text advertisements CORE on agrajo.com for 8 weeks. Job ads are not eligible for contract or agency discount.

Fachkräfte von morgen finden

Aus- und Weiterbildungsstellenanzeigen | Die Entwicklung des Auszubildenden ist ein zentraler Bestandteil der Unternehmensstrategie. Um den besten Talentpool zu finden, ist die Ausbildung ein zentraler Bestandteil der Unternehmensstrategie.

AUF DEN PUNKT

- Die Ausbildung ist ein zentraler Bestandteil der Unternehmensstrategie.
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ZUR VERSTÄRKUNG UNSERER TEAMS IN NORDDEUTSCHLAND SUCHEN WIR PER SOFORT:

WERKSTÄTTL EITER (M/W/D) MECHATRONIKER/MECHANIKER (M/W/D)

Die inhabergeführte Firmengruppe von der Wehl ist seit 56 Jahren als Vertragshändler für Baumaschinen, LKW-Ladestellen und Containerwechselsysteme sowie als LKW-Aufbausteller erfolgreich tätig. An vier Standorten in Nordniedersachsen, Hamburg und Kiel werden 200 Mitarbeiter(innen) und ca. 30 Auszubildende im Fahrzeugbetrieb, Reparatur- und Ersatzservice sowie im Vertrieb und der Vermietung beschäftigt.

FIRMENFITNESS

SOCIALLEISTUNGEN

SICHERER JOB

ZUSATZBEZÜHLUNGEN

ENTWICKLUNG

VERPFLICHTUNG

JETZT BEWERBEN
und von unseren Benefits profitieren!

Mehr Informationen sowie weitere offene Stellen finden Sie online: www.wehl.de

Implementation example 2021

Printing process

Cover: Sheetfed offset,
Print color profile: ISO_Coated_V2_cci

Inside part: webfed offset,
Print color profile: PSO_LWC_Standard

Processing

Adhesive binding

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/agrartechnik

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 inserts, supplements, glued-in inserts

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

Deutscher Landwirtschaftsverlag GmbH
Anzeigen *AGRARTECHNIK*
Lothstr. 29, 80797 Munich, Germany

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

Delivery Date

Inserts, supplements 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.

Jessica Hauke

Ad Management

Phone +49 511 67806-161

jessica.hauke@dlv.de



Electronic Data transmission

jessica.hauke@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

Labelling „*AGRARTECHNIK*“ to:

Silber Druck oHG

Otto-Hahn-Str. 25, 34253 Lohfelden, Germany

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