



kraut&rüben

Media Kit 2027

kraut&rüben

- The No. 1 choice for organic gardening and natural living
- Expertise, Inspiration and Passion



HUMAN, ANIMAL, PLANT.

In a healthy **BALANCE**, everyone finds his place in our organic garden.

In harmony with the mechanisms, no one gets a raw deal.

We want to **USE NATURE** without exploiting it.

And experience our organic garden from its most beautiful, its wild side.

Your organic garden starts where you want it to. On the windowsill or in a raised bed. Where nature begins for you. We are happy to share our

kraut&rüben KNOWLEDGE with all gardeners.

Everyone is welcome to join our **WILD GROWTH** family. Together we exemplify what we love.

kraut&rüben

Our **ORGANIC GARDEN WORLD** is a habitat for everyone.

Website | Newsletter | Social Media | Video | Print Magazine | Special Supplements | Special Editions / Garden Yearbook | Competitions | Reader Data | Specifications and General Data | Contacts



Website	Newsletter	Social Media	Video	Print Magazine	Special Supplements	Special Editions / Garden Yearbook	Competitions	Reader Data	Specifications and General Data	Contacts
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With its digital channels, *kraut&rüben* accompanies all those interested in gardening and nature on a daily basis. The relevant content and helpful tips on organic gardening promise clear added value for both experienced gardeners and beginners. The topics of “seasonal cooking” and „natural living“ complement the content on offer for a target group with a connection to nature.

As an advertiser, you have a wide range of opportunities to present your products and services to the kraut&rüben-community.

Website

352,249 visits per month

Newsletter

50,000 subscribers
opening rate Ø 45 %

Social Media

Facebook: 55,500 Follower
Instagram: 37,800 Follower

Video

41,200 YouTube-Subscribers

Website →

Newsletter →

Facebook →

Instagram →

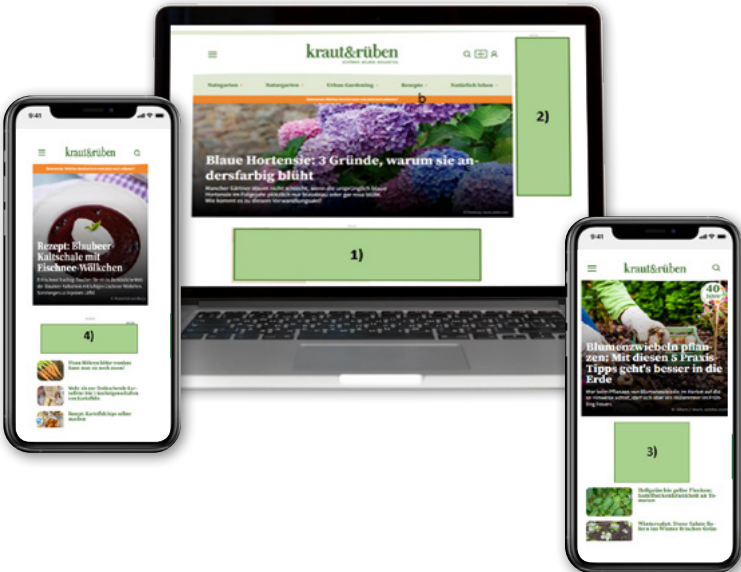
Video →



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

Standard formats also possible as Ad Bundle		Fixed price per month	Desktop	Mobile
1	Leaderboard (728 × 90 px)	€800	☒	–
2	Skyscraper (120 × 600 px)	€800	☒	–
3	Medium Rectangle (300 × 250 px)	€800	☒	☒
4	Mobile Ad (320 × 100 px)	€800	–	☒
Video				
Video-Ad (550 × 350 px)		€1,200	☒	☒

 Specifications →



The advertorial is used to present complex information. It is published in the look & feel of the editorial articles on www.krautundrueben.de.

Advertorial teasers are displayed on the homepage of the website as well as at all sections and article pages.

Advertorial	Price
4 weeks runtime	€1,300
Advertorial ad-on options*	
Integration in the weekly newsletter	€550
Facebook Ad	€550
Instagram Ad	€550

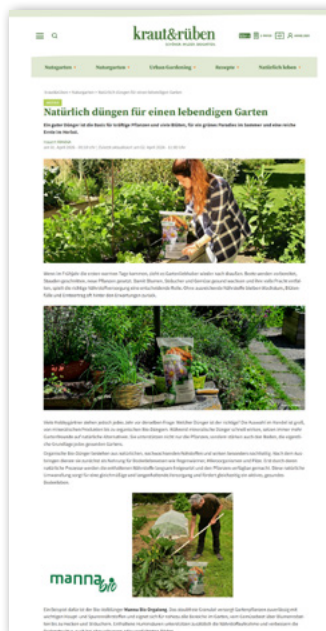
 Specifications →

We recommend our Advertorial-package*

Advertorial + Newsletter + Facebook or Instagram

€2,300

Advertorial Text:



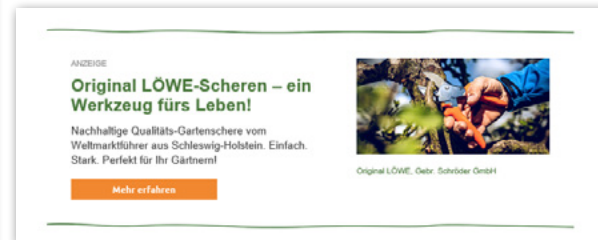
The screenshot shows a website article from 'kraut&rüben'. The title is 'Natürlich düngen für einen lebendigen Garten'. The article includes a photo of a person in a garden and text about natural fertilization. At the bottom, there is a small image of a person using a tool, with the 'manna' logo below it.

Advertorial Teaser:



The teaser features a photo of a garden and the text: 'Natürlich düngen für einen lebendigen Garten. Ein guter Dünger ist die Basis für kräftige Pflanzen und viele Blüten, für ein grünes Paradies im Sommer und eine reiche Ernte im Herbst.'

Additional option Newsletter-Integration:



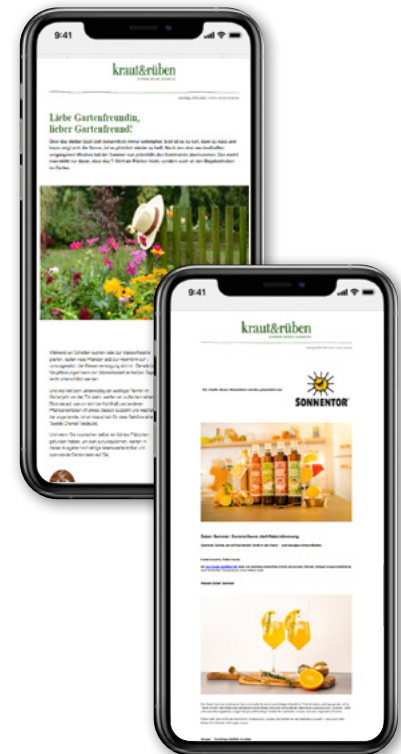
The newsletter integration features the text: 'ANZEIGE Original LÖWE-Scheren – ein Werkzeug fürs Leben! Nachhaltige Qualitäts-Gartenschere vom Weltmarktführer aus Schleswig-Holstein. Einfach. Stark. Perfekt für Ihr Gärtnern! Mehr erfahren'. It includes a photo of a person using a tool and the text 'Original LÖWE, Gehr. Schröder GmbH'.

With excellent reach and open rates, the *kraut&rüben* newsletters regularly reach a very interested and active readership.

Your advertisement fits harmoniously into the newsletter as an image/text advert with the look and feel of the editorial articles.

With the integrated link, you can generate direct traffic to your website or online shop

	Weekly Newsletter	Topic Newsletter	Seasonal cooking	Natural living	Standalone
Frequency	Once a week	Several times a year	Once a month	Once a month	Several times a year
Publication day	Thursday	Thursday	Every 1st Tuesday a month	Every last Thursday a month	Wednesday
Recipients	50,000	50,000	71,800	15,800	50,000
Concept	Current guides and information, focussed on weather, season, trends	Special topics for special editions	Recipes, advice and knowledge about seasonal food from the garden	Tips for a sustainable everyday life: DIY, decoration, natural cosmetics, medicine cabinet, nutrition	Customised contents
Price	€870	€870	€990	€490	€2,100



 Specifications →

Facebook

Price: €750 each

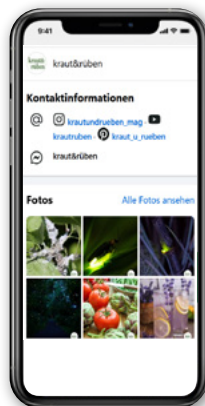
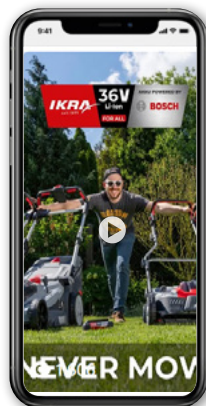


Foto Ad

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



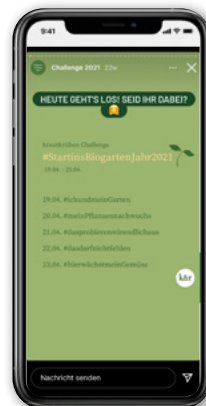
Video Ad

- visual, intensive experience
- extensive exchange of informations
- unlimited availability

i Specifications →

Instagram

Price: €750 each



Story Ad

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

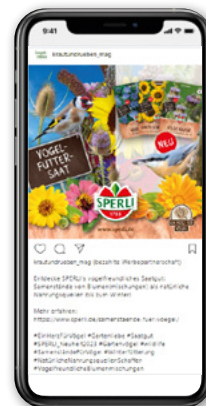
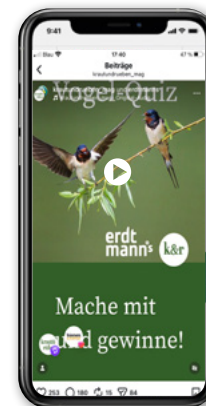


Foto Ad

- clear and informative format
- unlimited availability in the feed



Video Ad

- visual, intensive experience
- extensive exchange of informations
- unlimited in the feed available

i Specifications →

We recommend our Instagram-package

Story Ad + Foto Ad

only €950

With the *kraut&rüben* videos, the editorial team shares its knowledge directly and up close. The combination of sound, moving images and text is memorable.

As a video presenter, you benefit from the high level of attention. Your advert is permanently integrated into the video.

The videos are placed on *kraut&rüben*'s YouTube channel, integrated into a relevant top article on the *kraut&rüben* website, and are highly promoted and linked via the newsletter and all social media channels.

 Specifications →



Instream-Ad

- Advertising in the form of a belly band placed over the video
- Integration after approx. 20% of the video running time
- Visibility approx. 10 seconds



Presenter-Ad

- Full-screen advert that interrupts the video
- Integration after the introduction to the video theme
- Visibility approx. 3 seconds

Format	Instream-Ad	Presenter-Ad	Presenter-Package	VIP package with product integration
Instream-Ad	✓	–	✓	✓
Presenter-Ad	–	✓	✓	✓
Linking via video description	–	✓	✓	✓
Permanent integration	✓	✓	✓	✓
Exclusive integration	–	✓	✓	✓
Product integration	–	–	–	✓
Price	€1,000	€1,800	€2,200	€4,500



kraut&rüben is the unwavering organic gardening magazine for gardening with nature – for people, animals and plants. For 43 years, the *kraut&rüben* editorial team has been sharing its in-depth knowledge and providing practical inspiration for organic gardening and natural living.

With an average circulation of 72,247 copies, the print magazine *kraut&rüben* reaches 510,000 readers. Active hobby gardeners with their own house and garden who value organic farming and a sustainable lifestyle.

Year: 43, 2027

Frequency: monthly

Circulation area: Germany, Austria, Switzerland, Italy

Reach: 510,000 readers (AWA2025)

Sold circulation: 72,472 copies  (Ø IVW 2/26)

Subscription price: €79.90*

ISBN: 0178-0166

ISSN: 0178-0166

Categories:

-  Vegetables & herbs
-  Fruit & wild berries
-  Flowers & shrubs
-  Animals & nature
-  Practical tips and knowledge with the monthly work calendar Querbeet
-  Service with the product pages 'Discovered for you'

Series and regular features:

- Healthy Gardening
- DIY
- Recipes
- Kids' Garden Bed
- Knowledge Quiz

Columns:

- Garden People (Garden Influencers)
- Katja's Garden World
- Wiborg Column

Website	Newsletter	Social Media	Video	<u>Print Magazine</u>	Special Supplements	Special Editions / Garden Yearbook	Competitions	Reader Data	Specifications and General Data	Contacts
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Issue	Dates	Topics
January	1	P: 11.12.2026 A: 05.11.2026 C: 10.11.2026 Pruning techniques: Fruit trees Transportation/Containers Garden planning, vegetable gradening Recipes: Warming winter food
February	2	P: 15.01.2027 A: 03.12.2026 C: 08.12.2026 Raised bed First blooms, planting plans Recipes: Sweet potatoes, Jerusalem artichokes
March	3	P: 12.02.2027 A: 07.01.2027 C: 12.01.2027 Sowing in peat-free soil Observing wildlife and garden animals Plant protection, intercropping Recipes: Desserts with frozen fruit or preserves
April	4	P: 12.03.2027 A: 04.02.2027 C: 09.02.2027 Planters Fertilizing, shrubs, herbs Recipes: Spinach
May	5	P: 09.04.2027 A: 04.03.2027 C: 09.03.2027 Organic fertilization Safety and first aid in the garden Small gardens, self-sufficiency Recipes: Cooking with wild herbs Special supplement: natur&urlaub
June	6	P: 14.05.2027 A: 08.04.2027 C: 13.04.2027 Garden benches Roses, fruit trees, plant protection Recipes: Grated vegetables Special supplement: hund&katz

Issue	Dates	Topics
July	7	P: 11.06.2027 A: 05.05.2027 C: 11.05.2027 Vegetables for the final planting Fire pits Natural garden, harvest Recipes: Grilled dishes, crumbles, fruit clafoutis
August	8	P: 09.07.2027 A: 03.06.2027 C: 08.06.2027 Water as a resource Vegetable garden, herbs Recipes: Zucchini
September	9	P: 13.08.2027 A: 08.07.2027 C: 13.07.2027 Heat damage Garden bed planning, planting time Recipes: Bell peppers, chili peppers
October	10	P: 10.09.2027 A: 05.08.2027 C: 10.08.2027 Garden equipment and structures Cordless hedge trimmer test Perennials, harvest Recipes: Using up fruit Special supplement: hund&katz
November	11	P: 08.10.2027 A: 02.09.2027 C: 07.09.2027 Compost Late blooms, plant protection Recipes: Vegetable recipes for the Air Fryer Special supplement: natur&urlaub
December	12	P: 12.11.2027 A: 07.10.2027 C: 12.10.2027 Annual garden checkup Landscaping, natural garden Recipes: Cookies

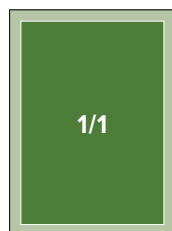
Website	Newsletter	Social Media	Video	Print Magazine	Special Supplements	Special Editions / Garden Yearbook	Competitions	Reader Data	Specifications and General Data	Contacts
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2/4. CP €13,230

1/1 Cover pages

B: 210 × 297 mm

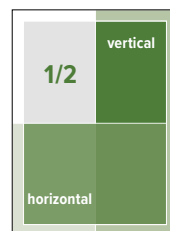


€11,500

1/1 page

P: 176 × 252 mm

B: 210 × 297 mm



€5,750

1/2 page vertical

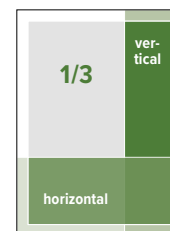
P: 84 × 252 mm

B: 101 × 297 mm

1/2 page horizontal

P: 176 × 123 mm

B: 210 × 144 mm



€4,220

1/3 page vertical

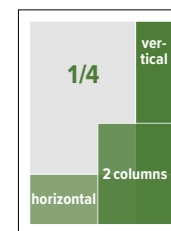
P: 55 × 252 mm

B: 72 × 297 mm

1/3 page horizontal

P: 176 × 80 mm

B: 210 × 101 mm



€3,310

1/4 page vertical

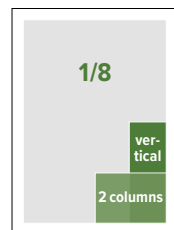
P: 40 × 252 mm

1/4 page horizontal

P: 176 × 59 mm

1/4 page 2 columns

P: 84 × 123 mm



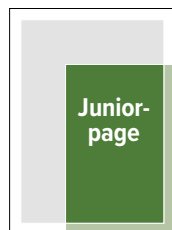
€1,650

1/8 page vertical

P: 40 × 123 mm

1/8 page 2 columns

P: 84 × 59 mm

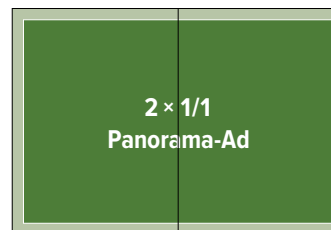


€6,040

Juniorpage

P: 115 × 163 mm

B: 132 × 186 mm

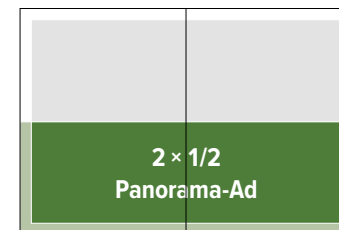


€23,000

2 × 1/1 Panorama-Ad

P: 386 × 252 mm

B: 420 × 297 mm



€11,500

2 × 1/1 Panorama-Ad

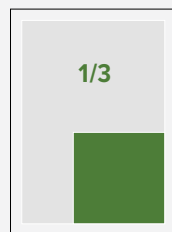
P: 386 × 123 mm

B: 420 × 144 mm

P: Print space, **B:** Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin.

All formats of width × height. ■ All prices in €, plus statutory VAT.

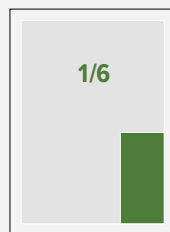
Website	Newsletter	Social Media	Video	Print Magazine	Special Supplements	Special Editions / Garden Yearbook	Competitions	Reader Data	Specifications and General Data	Contacts
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€1,840

1/3 page

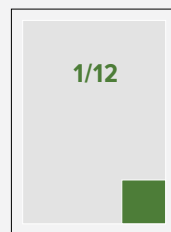
P: 120 × 120 mm



€950

1/6 page

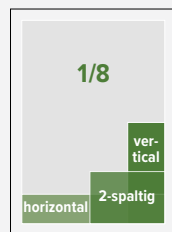
P: 58 × 120 mm



€600

1/12 page

P: 58 × 58 mm



€890

1/8 page vertical

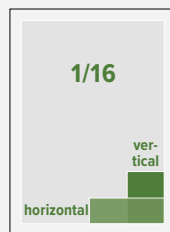
P: 43 × 124 mm

1/8 page horizontal

P: 184 × 30 mm

1/8 page 2 columns

P: 90 × 61 mm



€550

1/16 page vertical

P: 43 × 61 mm

1/16 page 2 columns

P: 90 × 30 mm



€405

1/32 page

P: 43 × 30 mm

mm-price coloured for advertisements in the editorial section Minimum format 1/8 page €13.70

Business occasional adverts

in continuous type (not discountable) per line, minimum 3 lines €9.25

Cipher fee in Germany and abroad (incl. postage and VAT) €14

Discount in the event of acceptance within a contract year

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

Magazine size

210 mm × 297 mm (width × height)

Print space

176 mm × 252 mm (width × height)

Column width

Advertising section (3 columns)	43 mm
Textual advertisement (3 columns)	55 mm
Textual advertisement (4 columns)	40 mm

P: Print space, B: Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height. ■ All prices in €, plus statutory VAT.

Inserts

Weight	Price per 1,000*
up to 25 g	€169
ea. additional 5 g	€22

* Postal distribution fees are included in the price. Possible changes within the framework of the Postal Delivery Charges Ordinance.

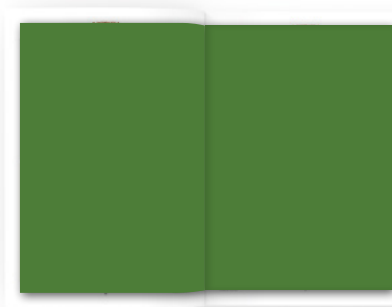
Specifications →



Bound-In booklet

Size	Weight	Prices
2 pages	up to 30 g	€11,780
4 pages	up to 30 g	€15,240
6 pages	up to 40 g	€18,700
8 pages	up to 50 g	€22,860

Specifications →



Glued-in inserts/Tip-on ads

Format	Price per 1,000
Standard postcard	€113
Glued-in inserts, Booklet up to 25 g	€123

Basis is a 1/1 page carrier advert

Specifications →



Samples and delivery dates for inserts, bound-in booklets and glued-in inserts: Before accepting an order, the publisher requires five authentic samples by the deadline for advertisements in the relevant issue. A final decision on whether to proceed with the order can only be made once the samples have been received.

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.

Shipping notification: Deutscher Landwirtschaftsverlag GmbH, Anzeigenabteilung krout&rüben, Lothstraße 29, 80797 Munich, Tel. +49 89 12705-318

Website	Newsletter	Social Media	Video	Print Magazine	Special Supplements	Special Editions / Garden Yearbook	Competitions	Reader Data	Specifications and General Data	Contacts
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Frequency: 2x per year
Circulation: 125,000 copies
Format: 175 mm × 223 mm (W × H)

hund&katz

- ... is the pet magazine from *kraut&rüben*.
- ... inspires people to live naturally and sustainably with their pets.
- ... shows how to live in harmony with nature with dogs, cats & co.
- ... gives valuable tips on nutrition, health and activity for dogs and cats.
- ... is integrated as a magazine supplement in the print edition of *kraut&rüben* and placed as a digital magazine on the website.

hund&katz 01/2027

- Publication date: 14.05.2027
- Advertising deadline: 24.03.2027
- Copy deadline: 01.04.2027

hund&katz 02/2027

- Publication date: 10.09.2027
- Advertising deadline: 26.07.2027
- Copy deadline: 29.07.2027



2./4. US €5,200

1/1 Cover pages

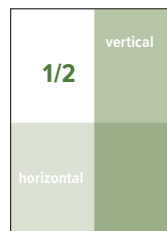
B: 175 × 223 mm



€4,900

1/1 page

B: 175 × 223 mm



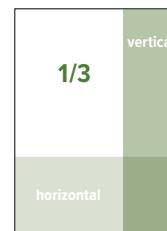
€2,600

1/2 page vertical

B: 84 × 223 mm

1/2 page horizontal

B: 175 × 111 mm



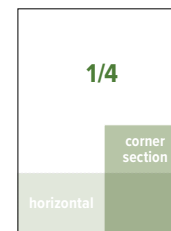
€1,800

1/3 page vertical

B: 58 × 223 mm

1/3 page horizontal

B: 175 × 74 mm



€1,300

1/4 page corner section

B: 84 × 109 mm

1/4 page horizontal

B: 175 × 55 mm



Frequency: 2x per year
Circulation: 100,000 copies
Format: 175 mm × 223 mm (W × H)

natur&urlaub

... is the travel magazine from *kraut&rüben*
... offers valuable tips for a holiday in harmony with nature
... inspires readers to travel mindfully
... is integrated as a magazine supplement in the print edition of *kraut&rüben* and placed as a digital magazine on the website

natur&urlaub 01/2027

- Publication date: 09.04.2027
- Advertising deadline: 22.02.2027
- Copy deadline: 25.02.2027

natur&urlaub 02/2027

- Publication date: 08.10.2027
- Advertising deadline: 19.08.2027
- Copy deadline: 25.08.2027

Travel Prices*



2./4. US €2,800*

1/1 Umschlagseiten

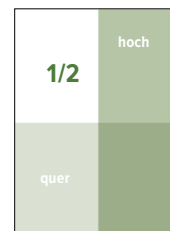
A: 175 × 223 mm



€2,600*

1/1 Seite

A: 175 × 223 mm



€1,350*

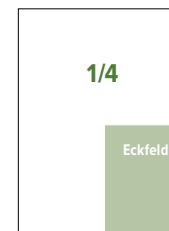
1/2 Seite hoch

A: 84 × 223 mm

1/2 Seite quer

A: 175 × 111 mm

Marktplatz



€590*

1/4 Seite Eckfeld

P: 67 × 90 mm

*The prices apply to tourist information centres, tour operators, spa authorities, hotels, guesthouses, holiday flats, tourist boards and commercial providers of holiday homes and flats.



Dates:

Hochbeet*
(Raised bed)

P: 26.02.2027
A: 21.01.2027
C: 26.01.2027

Ein Garten für Kinder*
(A garden for children)

P: 16.04.2027
A: 11.03.2027
C: 16.03.2027

Wasser im Garten*
(Water in the garden)

P: 18.06.2027
A: 13.05.2027
C: 18.05.2027

Garten der Sinne*
(Garden of the Senses)

P: 17.09.2027
A: 12.08.2027
C: 17.08.2027

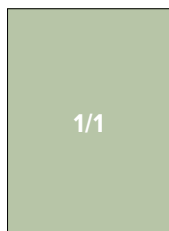
* Working title

Circulation:
50,000 each issue

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

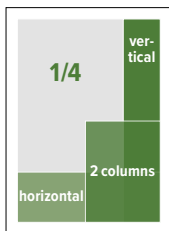
Print space:
176 mm × 252 mm
(W × H)

Editorial section



2./4. CP €9,750

1/1 Cover pages
B: 210 × 297 mm



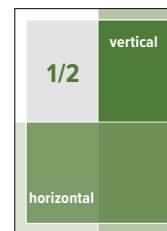
€2,120

1/4 page vertical
P: 40 × 252 mm
1/4 page horizontal
P: 176 × 59 mm
1/4 page 2 columns
P: 84 × 123 mm



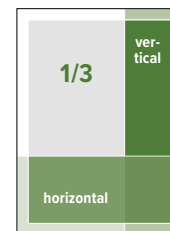
€8,470

1/1 page
P: 176 × 252 mm
B: 210 × 297 mm



€4,240

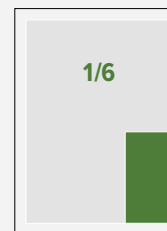
1/2 page vertical
P: 84 × 252 mm
B: 101 × 297 mm
1/2 page horizontal
P: 176 × 123 mm
B: 210 × 144 mm



€2,830

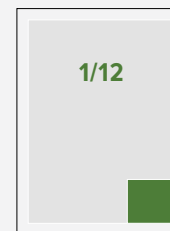
1/3 page vertical
P: 55 × 252 mm
B: 72 × 297 mm
1/3 page horizontal
P: 176 × 80 mm
B: 210 × 101 mm

MARKET PLACE



€690

1/6 page
P: 58 × 120 mm



€430

1/12 page
P: 58 × 58 mm

**Circulation:**

11,500 copies

Publication date:

13.08.2027

Advertising deadline:

20.05.2027

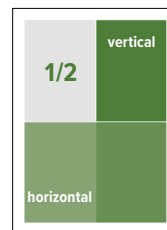
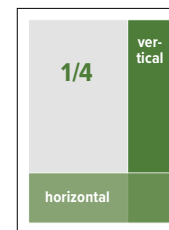
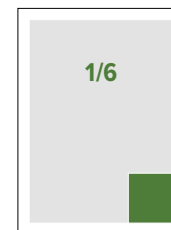
Copy deadline:

02.06.2027

The popular *kraut&rüben* garden yearbook is a practical and helpful work calendar for all active hobby gardeners. Beautifully designed and with lots of helpful tips and valuable information on planting, tending, fertilising and harvesting, the work calendar is used almost every day.

Your advantages:

- Reliable and high-quality environment for your advertising
- Year-round presence in an actively used product
- Placement of your advertising in a suitable seasonal environment
- Nature-conscious and active target group

**€1,760****1/1 page****P:** 124 × 188 mm**B:** 148 × 210 mm**€880****1/2 page vertical****P:** 60 × 188 mm**1/2 page horizontal****P:** 124 × 92 mm**€440****1/4 page vertical****P:** 60 × 92 mm**1/4 page horizontal****P:** 124 × 44 mm**€293****1/6 page****P:** 60 × 60 mm

Digital competitions:

As a price sponsor, benefit from the high reach of the popular online competitions that are played out on the website and on Instagram. You provide us with a daily prize that can be won by readers via a quiz question. With the quiz question, which deals with your products or your company, we lead the readers directly to your website.

Easter competition 2027:

Placement period: 01.03.2027 up to and including 29.03.2027

Advent calendar 2027:

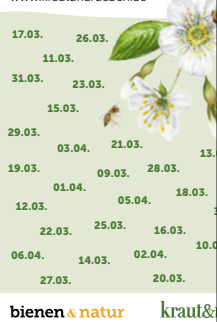
Placement period: 01.12.2027 up to and including 31.12.2027

Summer competition 2027:

Placement period: 01.06. – 30.06.2027

Oster-Gewinnspiel 2026!

Gewinnen Sie tolle Preise vom 09.03.2026 bis 06.04.2026 auf www.bienenundnatur.de und www.krautundrueben.de



**Gewinnen Sie tolle Preise
beim Adventskalender 2025!**

Vom 01. bis 31.12.2025 auf www.bienenundnatur.de
und www.krautundrueben.de



Machen Sie mit beim großen Sommer-Gewinnspiel 2026!

Gewinnen Sie tolle Preise
ab dem 01.06. – 30.06.2026 auf
www.bienenundnatur.de und
www.krautundrueben.de

**Price per competition: €770**

Print competitions:

As a price sponsor of the popular puzzles that appear in every issue of *kraut&rüben*, you will be placed exclusively with a product description and logo.

Puzzle “Test your knowledge”

Children's bed puzzle with the green frog Fridolin, who teaches children about gardening and nature.

Price per sponsorship: €770



Website	Newsletter	Social Media	Video	Print Magazine	Special Supplements	Special Editions / Garden Yearbook	Competitions	Reader Data	Specifications and General Data	Contacts
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The readers of *kraut&rüben* are active hobby gardeners with houses and gardens. They are well educated, have high purchasing power and have a wide range of interests. Their lifestyle is characterised by sustainability. They attach particular importance to health, the environment and social issues. Their consumption style is linked to values and quality, but also to enjoyment. Their willingness to spend is above average in many areas.

kraut&rüben reaches 510,000 readers per issue.

Sociodemographics

- **Gender:** 65 % woman, 35 % men
- **Average age:** 54 years
- **Average household net income:** 4,151.– €
- **Education:** 54 % with A-levels/technical college entrance qualification

Typology

- **Sustainable consumers:** 49 % / Index 395
- **LOHAS*:** 45 % / Index 343
- **Strong personalities with influence:** 43 % / Index 172
- **Active environmentalists:** 42 % / Index 308
- **Trendsetters:** 21 % / Index 204
- **Innovators:** 16 % / Index 331

High willingness to spend

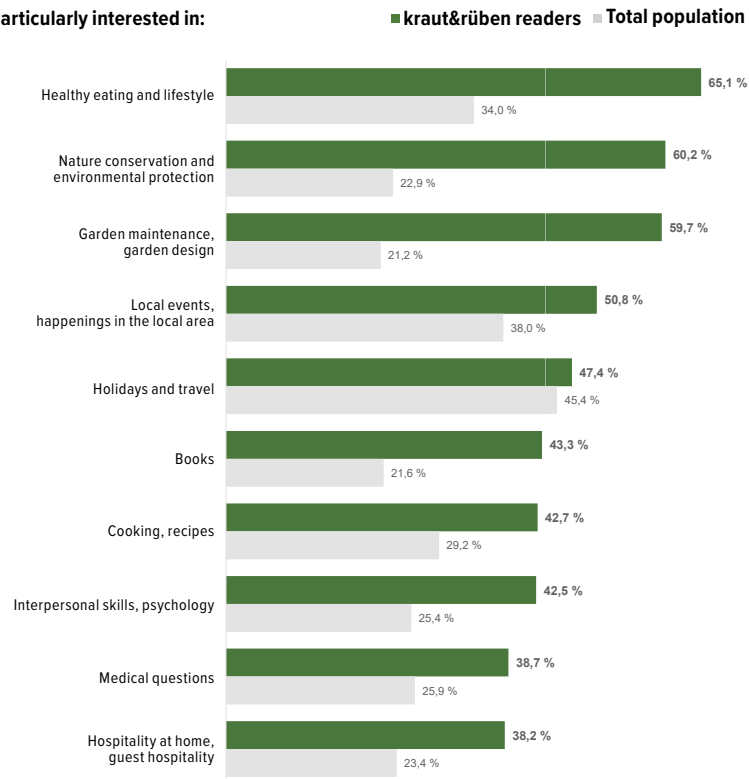
- **Garden:** 57 % / Index 232
- **Organic food:** 50 % / Index 333
- **Sustainable products** 45 % / Index 415

Source: AWA Allensbacher Werbeträger-Analyse 2025

Index 100 = total population aged 14 and over

* LOHAS: Lifestyle of health and sustainability

Particularly interested in:



Website	Newsletter	Social Media	Video	Print Magazine	Special Supplements	Special Editions / Garden Yearbook	Competitions	Reader Data	Specifications and General Data	Contacts
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Display Ads (page 5)

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
- Animation should not last longer than eight seconds on the page
- Sound is possible on user interaction

All common file formats

Digital-Advertorial (page 6)

Teaser

- Image for article teaser: 850 x 567 pixel
- Topic: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

- Images in the text: 1200 x 480 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 7)

Weekly-,Topic-,Seasonal cooking-, Natural living-Newsletter

- Topic: max. 62 characters
- Text (incl. spaces): max. 250 characters
- Image: JPEG, min. 450 x 337 pixel (WxH)
- Image source/copyright
- Call-To-Action-Button: max. 25 characters incl. spaces

Stand Alone-Newsletter

- Newsletter-subject
- Customer logo
- Graphical elements: max 590 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 8)

Foto Ad

- Image: 1,200 x 630 pixel; max. 150 KB
- Link to the customer fanpage
- 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 8)

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 1920 pixel
- Video duration: max. 60 sec.
- Video size: max. 15 MB
- Frame Rate 30 FPS or less

Material specifications for Presenter & Instream Ad in the k&r videos (page 9)

Presenter Ad

Logo Integration

- Resolution min. 1920 x 1080 px, max. 3840 x 2160 px.
- RGB colour space
- 72 dpi
- Formats: PSD, PNG, open files, cropped
- Gladly in several colour variations, as provided in the CI intended

Linking

- Short URL for the YouTube video description

Instream Ad

Finished banner

- Resolution: 3840 x 332 pixels, 72 dpi
- Format: PSD, PNG, open files
- RGB colour space
- Optional animations are possible
- Formats: .mov & .mp4; frame rate min. 25 FPS

or: The instream ad is created by us with your material created by us:

- Logo and images (resolution/formats as for Presenter Ad)
- Wording of the text / call to action
- Info about desired colour scheme/colour code
- Info about desired fonts

Website	Newsletter	Social Media	Video	Print Magazine	Special Supplements	Special Editions / Garden Yearbook	Competitions	Reader Data	Specifications and General Data	Contacts
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Inserts (page 14)

- Inserts must not be larger than the format 190 mm × 277 mm (width × height) and must not have a zigzag fold
- Minimum format of the insert: 105 mm × 148 mm (width × 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 14)

- 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 14)

- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- We will be happy to inform you of prices, placements and all other details. Simply call us.

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

"kraut&rüben" to:

Dierichs Druck + Media GmbH & Co. KG
Frankfurter Str. 168, 34121 Kassel, Germany
Goods Receipt / Gate 2
Goods Receipt: Tel. +49 561 60280-362

Printing process

Cover: Sheetfed offset

Inside part: Webfed offset

Print profile

www.dlv.de/kur

Processing

Adhesive binding

Data transmission

Email

Electronic Data transmission

silke.breuherr@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.

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