Bayerisches Landwirtschaftliches Wochenblatt



Media Kit 2027

dlv

The no. 1 among weekly magazines

- The greatest reach with 1/3 of all farmers in Germany
- The largest proportion of active farmers
- Best thousand-contact price and insert price



Facts

Year: 217, 2027

Frequency of publication: weekly

Circulation Area: Bavaria

Distributed circulation: 70,963 copies

Sold circulaton: 69,763 copies
(IVW 2/2026)

Subscription price: €192*

ISSN: 0005-7169

Target Group

Agricultural businesses in Bavaria and neighboring Austria across all farm types:

- → Farmers and foresters
- → Agricultural trade and agricultural machinery trade
- → Agricultural schools and educational institutions
- → Agricultural industry
- → Contractors, machinery rings
- → Consultants, scientists
- → Breeding organizations
- → Veterinarians

Media Profile

The magazine *Bayerisches Landwirtschaftliches Wochenblatt* is a weekly specialist agricultural magazine, with the largest print run in Germany. For **217 years** the weekly publication has practically been part of the family and a nationwide standard in agricultural reporting.

The weekly magazine provides information on all topics in the countryside, that are important to farmers: from news about animal and plant production to agricultural technology and the section "Village and Family". With its wide variety of articles, the magazine is of inestimable value to all who live on the countryside. The magazine reaches nearly all agricultural businesses in Bavaria and therewith around one third of all agricultural businesses in Germany. Compared to the other regional weekly magazines it reaches with 70,963 distributed copies (IVW 2/2026) measured at 81,560 businesses (destatis 2023) – the biggest part of active farmer.

The magazine delivers news on agricultural policy and current trends in plant cultivation, animal production, agricultural technology, forestry and bio energy to all full-time, part-time and supplementary businesses. In addition it provides advice to its readers on modern business management, marketing, law, finances, and tax. The section "Village and Family" contains practical tips on health, gardening, nutrition, and leisure time.

Furthermore, the magazine is the weekly basic source of agricultural market prices. Regional pages are published weekly for the regions **Upper Bavaria/Swabia, Franconia, East Bavaria** and **Austria**, for the **Allgäu** the insert *Unser Allgäu*.

The latest news and reports appear on the BLW-Website **www.wochenblatt-dlv.de**.

Over 41,000 subscribers** to the *Bayerisches Landwirtschaftliches Wochenblatt* newsletter receive, on weekdays, the latest regional news on agriculture and country life straight into their inboxes.

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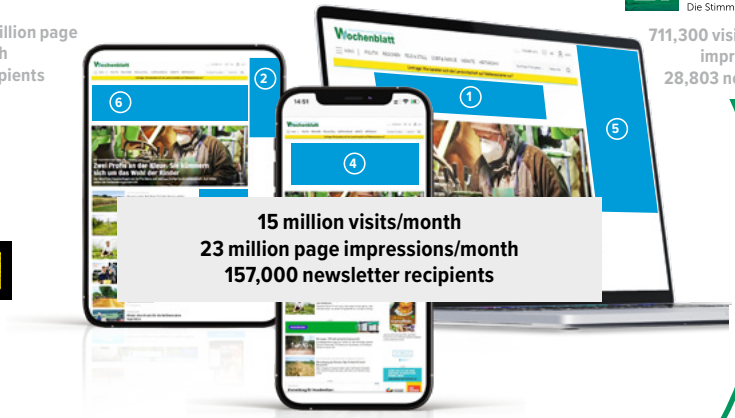
Bayerisches Landwirtschaftliches Wochenblatt
1.75 million visits & 2.09 million page impressions/month
41,225 newsletter recipients

agrarheute
12.2 million visits & 19.37 million page impressions/month
58,500 newsletter recipients

LAND&FORST
Die Stimme der Landwirtschaft. Seit Generationen.
711,300 visits & 1.09 million page impressions/month
28,803 newsletter recipients



15 million visits/month
23 million page impressions/month
157,000 newsletter recipients

TRACTION
15,791 newsletter recipients*

BAUERN ZEITUNG
376,812 visits & 479,799 page impressions/month
4,800 newsletter recipients

Use the power of the agricultural network
Reach your customers wherever they are on the road and use our digital reach to do so.
National – regional – thematically precise

AT AGRAR TECHNIK
ERFOLG. MACHEN.
67,041 visits & 126,306 page impressions/month
5,690 newsletter recipients

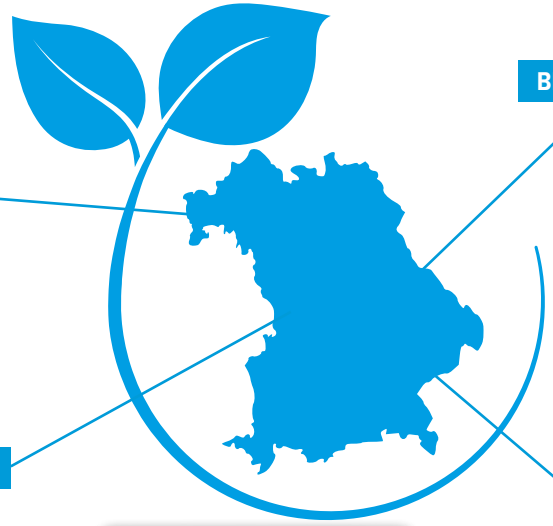
Rinderzucht Fleckvieh

Rinderzucht Braunvieh
2,591 newsletter recipients*

*Digital reach is part of agrarheute.com
IVW June, 2026, publisher's details.

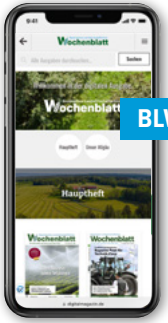


Bayerisches Landwirtschaftliches Wochenblatt

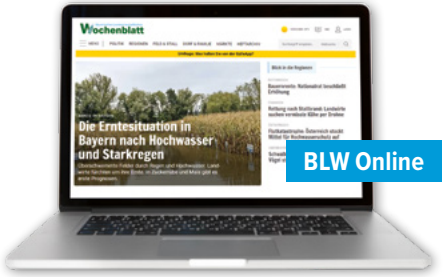


BLW Social Media





BLW E-Paper



BLW Online

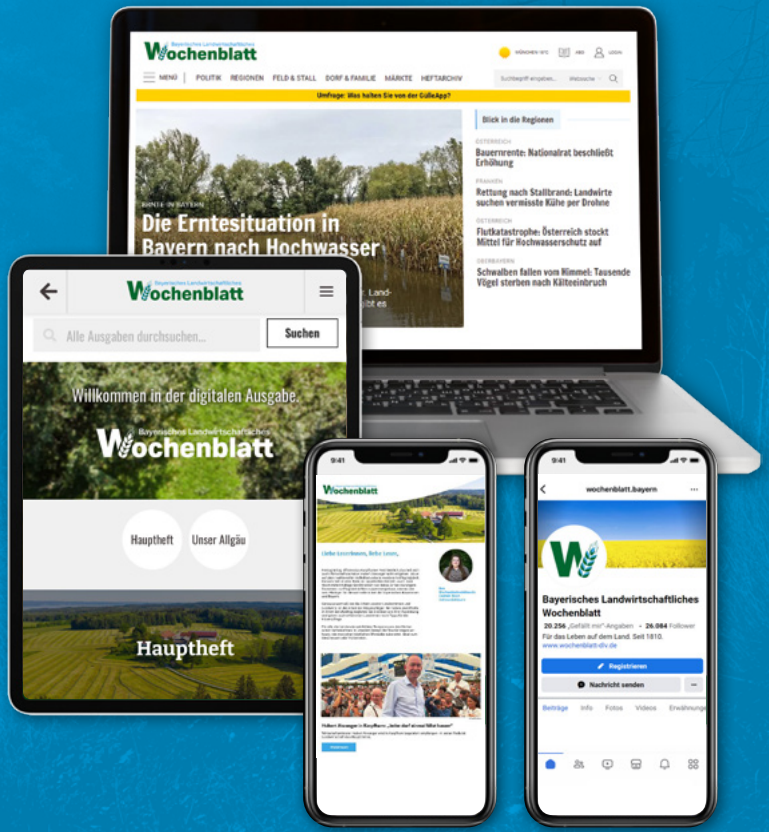
BLW Newsletter



Digital Channel

www.wochenblatt-dlv.de is the Website of the *Bayerisches Landwirtschaftliches Wochenblatt*. Farmers can find specialised information and news here and can exchange ideas with other farmers and the editorial team via Facebook.

We offer you various attractive options for reaching your target group with standard and native formats.



Online

1.75 million visits

2.09 million page impressions*

Newsletter

41,225 subscribers

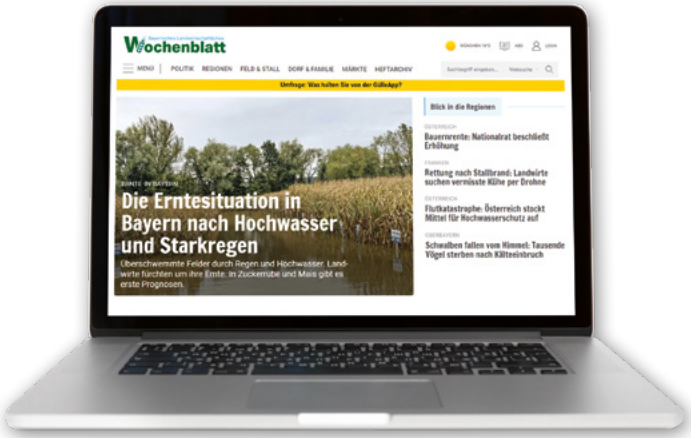
32 % opening rate

Facebook

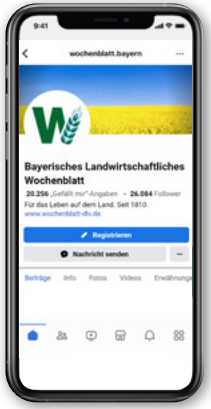
34,240 follower

Instagram

23,500 follower









*Publisher's statement/IVW online June 2026

Standard formats also possible as Ad Bundle		ROS-CPM (all readers)	Targeting-CPM (target groups)	Desktop	Tablet	Mobile
1	Leaderboard (728 × 90 px)	€30	€48	☑	(☑)	–
2	Skyscraper (120 × 600 px)			☑	–	–
3	Medium Rectangle (300 × 250 px)			☑	☑	☑
4	Mobile Ad (320 × 100 px)			–	–	☑
Large-size Image Banner						
5	Halfpage Ad (300 × 600 px)	€39	€63	☑	(☑)	–
6	Billboard (900 × 250 px)			☑	(☑)	–
	Hockey Stick (728 × 90 + 120 × 600 px)	€91	€112	☑	–	–
	Parallax (320 × 400 px)	€91	€112	–	–	☑

Other special formats available on request.

(☑) = Depending on the device resolution

Scale of Discount		
Gross amount	> 2,000.– €	5 %
	> 7,500.– €	10 %
	> 15,000.– €	15 %
	> 25,000.– €	20 %
	> 50,000.– €	25 %
	> 75,000.– €	30 %



Glossar:
ROS: Run of Site, campaign is delivered to all readers without target group selection
Targeting: Campaign is delivered in rubric to defined target group
Ad Bundle: Any combination of the standard formats, covers all devices
CPM: Cost per mille, unit price for 1,000 Ad impressions

Advertorial

The advertorial on *wochenblatt-dlv.de* is particulary suitable for communicating complex information that cannot be displayed on a banner.

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

Advertorial	Price
4 weeks runtime	€1,550
Promotion (optional)	
as “Branded Content” on Facebook	€385*
as image-text advert in the *BLW* Newsletter	€385*

Specifications:

Images

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

Text (incl. spaces)

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

Optional

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

We recommend our advertorial package*

Advertorial + Image-text ad in the newsletter + Facebook post = €2,320*

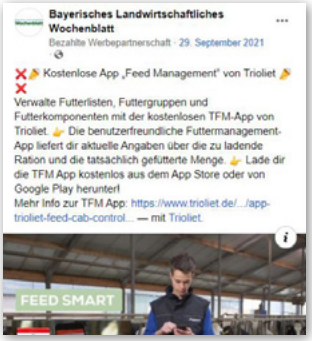
Example Advertorial teaser:



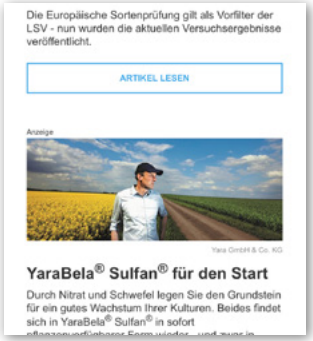
Example Advertorial text:



Example Facebook:



Example Newsletter:



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

More than 41,000 subscribers* to the *Bayerisches Landwirtschaftliches Wochenblatt* newsletter receive the latest news from agriculture and rural life directly to their mailbox every working day.

With an average opening rate of 32 %, the *Bayerisches Landwirtschaftliches Wochenblatt* newsletter is well above the standard values.

Recipient profile

- **Ø 56 years old**
- **85 % male**
- **14 % female**
- **70 % active in the agricultural sector**

Coverage:
More than
41,000 recipients*

BLW Newsletter

→ Current news
→ Dispatch every working day

Image-text display

→ Text (incl. spaces):
→ Topic: max 60 characters
→ Teaser text: max. 250 characters
→ Image: 600 x 240 px
→ Link
→ Copyright
→ CTA button: max. 25 characters



Price €637
1st display position, price €701

Newsletter with your individual content

Standalone Newsletter

→ your contents (recommendation: 3–5)
→ individualizable
→ in the *BLW* look-and-feel
→ to all *BLW* newsletter recipients

Please reserve your desired date early.



Price €3,111

*Date: June 2026 ■ All prices in € plus statutory VAT

Reach the agricultural target group in the *Bayerisches Landwirtschaftliches Wochenblatt* Facebook feed.
We share our information with 34,240 followers*.

Choose from the following options:

- → **Sponsored Post:** €859
- → **Story Ad:** €859
- → **Reel:** €859

Example image:



Example video:



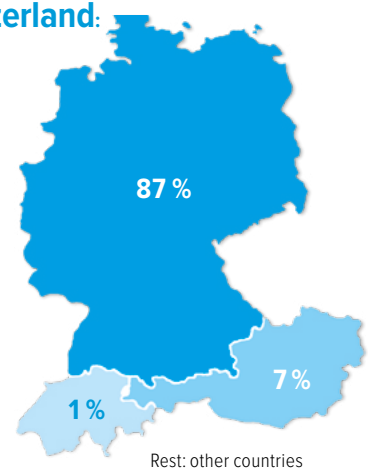
Example story ad:



Coverage:
more than 34,000 followers*

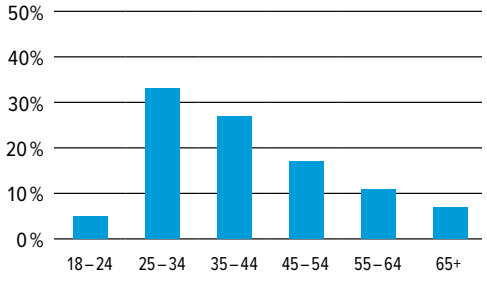
Allocation:

Germany – Austria – Switzerland:



Rest: other countries

= 59 % = 41 %



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

* Date: June 2026 ■ All prices in € plus statutory VAT.

Reach the agricultural target group in the *Bayerisches Landwirtschaftliches Wochenblatt* news feed on Instagram.

Please choose here:

- → **Sponsored Post:** €859
- → **Story Ad:** €859
- → **Reel:** €859

Example image:



Example video:



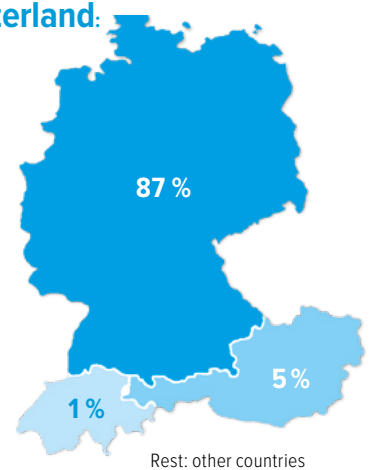
Example story ad:



Coverage:
more than
23,000 followers*

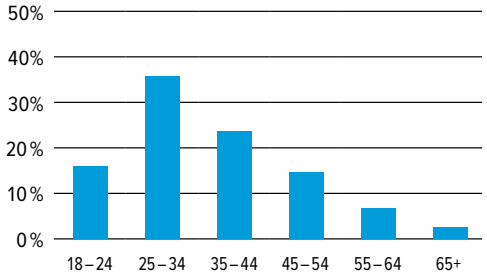
Allocation:

Germany – Austria – Switzerland:



Rest: other countries

= 65 % = 35 %



You will receive the current technical specifications from Meta together with the order confirmation

* Date: June 2026 ■ All prices in € plus statutory VAT

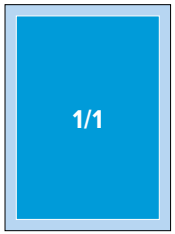
Print Magazine

The magazine *Bayerisches Landwirtschaftliches Wochenblatt* is Germany's highest-circulation weekly agricultural magazine.

It reaches almost all farms in Bavaria and provides information on all relevant topics that are important for farmers.



Cover pages



Cover page 2/4

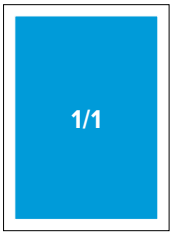
2c	€14,692
3c	€16,881
4c	€20,081

Cover page 3

2c	€13,992
3c	€16,077
4c	€19,125

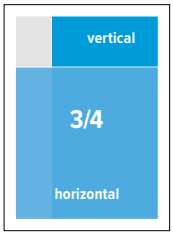
1/1 page
P: 190 × 270 mm
B: 220 × 300 mm

Standalone text element



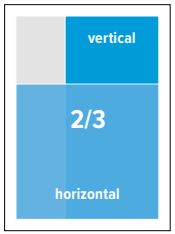
bw	€11,681
2c	€13,992
3c	€16,077
4c	€19,125

1/1 page
P: 190 × 270 mm



bw	€8,761
2c	€10,494
3c	€12,058
4c	€14,344

3/4 page vertical
P: 142 × 270 mm
3/4 page horizontal
P: 190 × 202 mm



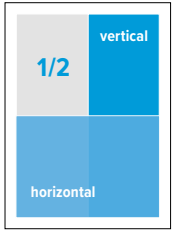
vertical

bw	€8,955
2c	€10,727
3c	€12,326
4c	€14,663

horizontal

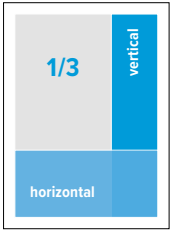
bw	€7,787
2c	€9,328
3c	€10,718
4c	€12,750

2/3 page vertical
P: 125 × 270 mm
2/3 page horizontal
P: 190 × 180 mm



bw	€5,840.50
2c	€6,996
3c	€8,038.50
4c	€9,562.50

1/2 page vertical
P: 93 × 270 mm
1/2 page horizontal
P: 190 × 135 mm



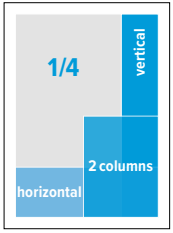
vertical

bw	€4,701
2c	€5,738.50
3c	€7,025
4c	€8,431

horizontal

bw	€4,088
2c	€4,990
3c	€6,109
4c	€7,331

1/3 page vertical
P: 61 × 270 mm
1/3 page horizontal
P: 190 × 90 mm

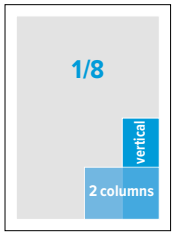


bw	€3,212
2c	€4,023
3c	€5,145
4c	€6,263

1/4 page vertical
P: 45 × 270 mm
1/4 page horizontal
S: 190 × 68 mm
1/4 page 2 columns
P: 93 × 135 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. ■ Bleed advertising is possible only on the cover pages with special production restrictions (technical details on request)
All prices in € plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and conditions of business apply. ■ Pricelist 80 valid from issue 01/2027

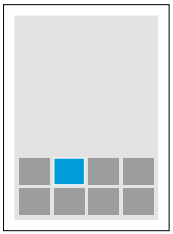
Advertising section



bw	€1,460.10
2c	€1,749
3c	€2,009.60
4c	€2,390.60

1/8 page 2 columns
P: 93 × 68 mm
1/8 page 1 column
P: 45 × 135 mm

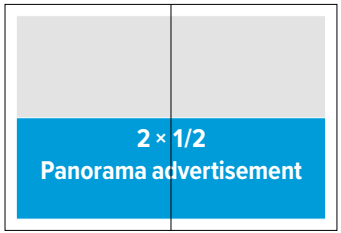
Construction in agriculture*



bw	€377.20
2c	€451.60
4c	€617.20

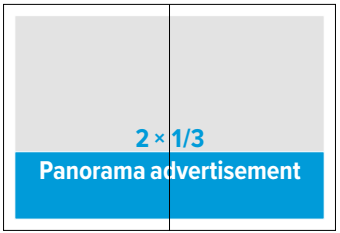
P: 45 × 40 mm
Minimum format (1 block)

Preferred positionings



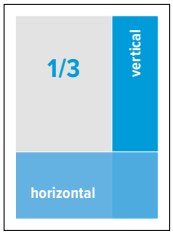
2 × 1/2 panorama advertisment
P: 400 × 135 mm

bw	€11,681
2c	€13,992
3c	€16,077
4c	€19,125



2 × 1/3 panorama advertisment
P: 400 × 90 mm

bw	€8,176
2c	€9,980
3c	€12,218
4c	€14,662



vertical

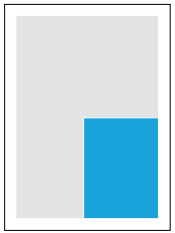
bw	€4,936
2c	€6,025
3c	€7,377
4c	€8,852

horizontal

bw	€4,701
2c	€5,738.50
3c	€7,025
4c	€8,431

1/3 page vertical
next to editorial p. 3
P: 61 × 270 mm
1/3 page horizontal
below editorial p. 3
P: 190 × 90 mm

Corner space ad/text parts



bw	€3,694
2c	€4,626
3c	€5,968
4c	€7,265

P: 93 × 125 mm

P: Print space, ■ All formats of width × height. ■ *every 4 weeks from issue 3/2027 ■ All prices in € plus statutory VAT.
Deutscher Landwirtschaftsverlag GmbH terms and conditions of business apply. ■ Pricelist 80 valid from issue 01/2027

Ads by the millimetre

bw per mm 1 column	€9.43
2c per mm 1 column	€11.29
3c per mm 1 column	€12.97
4c per mm 1 column	€15.43

Ads next-to-matter
(Format 45 mm × max. 100 mm/4 column-part)

bw per mm 1 column	€21.22
2c per mm 1 column	€25.40
3c per mm 1 column	€29.18
4c per mm 1 column	€34.72

Further preferential placements on request.

Cipher fee in Germany and abroad (including postage and tax) €14

Discounts in the event of acceptance within one order year

Frequency discount	Volume discount	Price reduction	Bonus
6 ads	1,000 mm	5 %	
12 ads	3,000 mm	10 %	
24 ads	5,000 mm	15 %	
52 ads	8,000 mm	20 %	
	10,000 mm	20 %	1 %
	15,000 mm	20 %	2 %
	20,000 mm	20 %	3 %
	25,000 mm	20 %	4 %
	30,000 mm	20 %	5 %

Inserts, glued-in booklets and classified advertisements are billed without discount. Bonus from net sales at the end.

Magazine size
220 mm × 300 mm (width × height)

Print space
190 mm × 270 mm (width × height)

Column width

Advertising section	(4 columns)	45 mm
Running text	(4 columns)	45 mm
Running text	(3 columns)	61 mm

Column width (4 column-part of the magazine)

1 column	45 mm
2 columns	93 mm
3 columns	142 mm
4 columns	190 mm

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Inserts

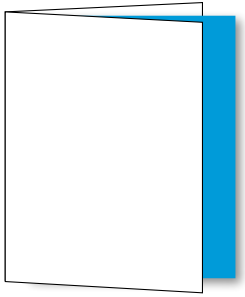
Weight	Price per 1,000*
up to 25 g	€200
ea. additional 5 g	€35

*Post distribution fees are included. Subject to change within the framework of the Post Distribution Fee Ordinance.

Your insert now digital in e-paper

Technical information

- → Inserts must not be larger than the format 210 × 297 mm (width × height) and must not have a zigzag fold.
- → The long side of the insert must always be closed.
- → With special formats, folds or paper weights, it is always necessary to consult the publisher with authentic samples before production.
- → Inserts must not contain any advertisements by other firms.
- → Partial bookings of regions are possible.
- → Digital inserts: PDF file with individual pages in the correct page order and in the final insert format, without print-specific elements (trim, crop marks etc.), resolution at least 200 dpi



Please also note our information for inserts and bound-in-booklets on page 24.

Specifications →

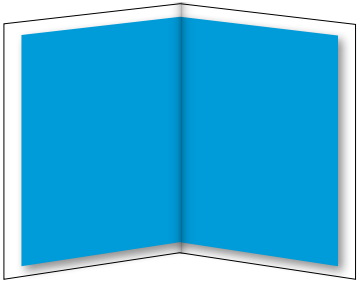
Bound-in booklets

Size	Weight	Price
4 pages	up to 25 g	€20,442
8 pages	up to 50 g	€26,282
more than 8 pages	more than 50 g	on request

Bound insert in the magazine or on cover pages are not possible.
Bound inserts on supplements and booklets only upon request with sample.

Technical information

- → Bound-in booklets are to be delivered folded and uncut. Occupancy only total circulation.
- → Booklet format (= final format): 220 mm × 300 mm
  Bound-in booklets incl. bleed (folded): 242.5 mm × 315 mm
  Bound-in booklets incl. bleed (unfolded): 470 mm × 315 mm
  – 7.5 mm head trim
  – 7.5 mm foot trim
  – 15 mm high lap (7.5 mm bleed cover pages 1+2, 22.5 mm bleed cover pages 3+4)



Please also note our information for inserts and bound-in-booklets on page 24.

Specifications →

Cover flap / Gate folder

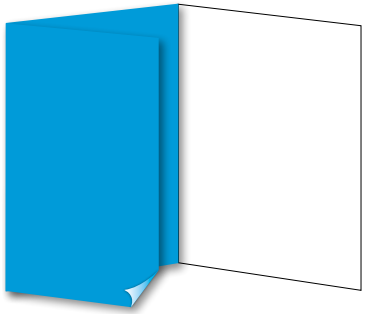
Size	Price
3 × 1/1 page cover	€65,025
3 × 1/1 page back	€65,025

Cover type paper will be used.

Suprise your customers with a fold-out cover flap.

Readers will notice your advertisement as soon as the leaf through the magazine for the first time.

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



Specifications →

Issue		Dates	Topics	Specials	Trade Fairs
January	1	P: 08.01.2027 A: 29.12.2026	Year-end tax tips/Changes to the law		Grüne Woche, Berlin 15. – 24.01.2027
	2	P: 15.01.2027 A: 07.01.2027	**Country variety trials: organic spring barley and organic oats** Latest news on calf rearing		
	3	P: 22.01.2027 A: 14.01.2027	Specialist Law on Plant Protection Preliminary coverage: Biogas Infotage, Ulm	Ad platform **"Building in agriculture"**	Biogas Infotage, Ulm 27. – 28.01.2027
	4	P: 29.01.2027 A: 21.01.2027	Current breeding programme for Fleckvieh cattle	**Specialized part: Forest**	
February	5	P: 05.02.2027 A: 28.01.2027	**Rapeseed insecticides;** Latest compound feed test; follow-up report: Biogas Infotage, Ulm		
	6	P: 12.02.2027 A: 04.02.2027	Eco-legumes German Sport Horse Stallion Show		
	7	P 19.02.2027 A: 11.02.2027	**Preview of the Regio Agrar Bayern trade fair** Growth regulators and fungicides for rapeseed Heating with wood	Ad platform **"Building in agriculture"**	Regio Agrar Bayern, Augsburg 23. – 25.02.2027 BIOFACH, Nürnberg 16. – 19.02.2027
	8	P: 26.02.2027 A: 18.02.2027	**Cereal herbicides;** new sources of income on the farm; pig health; annual milk price comparison – what were milk prices like in 2026?	**Specialized part: Forest**	Energiesparmesse, Wels 03. – 07.03.2027
March	9	P: 05.03.2027 A: 25.02.2027	**Weed control for grain legumes** Tips on spraying and equipment checks; crop insurance	**Sprayer inspection:** Advertising groups in the regional sections in issues 9 and 12	
	10	P: 12.03.2027 A: 04.03.2027	**Getting grassland ready after winter** Inoculating grain legumes; the latest on turning out livestock to pasture; weed control in sugar beet		
	11	P: 19.03.2027 A: 11.03.2027	Nitrogen fertilisation – Nmin values for winter cereals and winter rapeseed; Call for grassland monitoring; latest compound feed test; potato herbicides, Triesdorf Biogas Day	Ad platform **"Building in agriculture"**	
	12	P: 25.03.2027 A: 16.03.2027	**Growth regulators in cereals;** Wind energy; grassland maintenance equipment	**PR special publication "Made for Bavaria" spring issue** (A: 18.02.2027) **Specialized part: Forest**	

Copy deadline: 1 day after advertising deadline ■ **P:** Publication date ■ **A:** Advertising deadline ■ We reserve the right to modify topics.

Issue		Dates	Topics	Specials	Trade Fairs
April	13	P: 02.04.2027 A: 23.03.2027	Nitrogen fertilisation for summer cereals – summer crops, Nmin values from the LfL; fungicides for winter barley + note on summer barley; tips on animal health for sheep and goats		
	14	P: 09.04.2027 A: 01.04.2027	**Insecticides for sugar beet; maize herbicides;** latest breeding value estimates for Fleckvieh and Braunvieh cattle; pigsties in line with the latest trends; preview: Agrarschau Allgäu		Agrarschau Allgäu, Dietmannsried 15. – 19.04.2027
	15	P: 16.04.2027 A: 08.04.2027	**Herbicides for summer cereals;** nitrogen fertilisation for maize – Nmin values from the LfL; farm shops, vending machines and direct sales; wheat fungicides; biogas; crop growth monitoring for the first cut	Ad platform **“Building in agriculture”**	
	16	P: 23.04.2027 A: 15.04.2027	Follow-up report: Agrarschau Allgäu Pig feeding		
	17	P: 30.04.2027 A: 22.04.2027	Leaf diseases in cereals: Monitoring of wheat and barley – fungicide recommendations	**Specialized part: Forest**	
May	18	P: 07.05.2027 A: 27.04.2027	Forage harvesting: a focus on mowers		
	19	P: 14.05.2027 A: 04.05.2027	Potatoes treated with insecticides – Focus on the cicada	Ad platform **“Building in agriculture”**	
	20	P: 21.05.2027 A: 11.05.2027	**Cereal fungicides for the control of ear fusariosis** Biogas Innovation Congress Building poultry houses in line with the latest trends		
	21	P: 28.05.2027 A: 18.05.2027	**Fungicide-treated potatoes – late blight and Alternaria** Holidays, camping and overnight stays on the farm Latest news on bull fattening	**Specialized part: Forest**	
June	22	P: 04.06.2027 A: 25.05.2027	Advance notice: Ökofeldtage in Lower Saxony Watering systems in pigsties		Intersolar Europe, München 08. – 10.06.2027
	23	P: 11.06.2027 A: 03.06.2027	Photovoltaics; catch crops in the feed ration Preventing heat stress in pigs	Ad platform **“Building in agriculture”**	
	24	P: 18.06.2027 A: 10.06.2027	Corn borer, root borer; poultry feed Preliminary report on demopark		demopark, Flugplatz Eisenach-Kindel 20. – 22.06.2027
	25	P: 25.06.2027 A: 17.06.2027	Horses: Latest compound feed test	**Specialized part: Forest**	Johannitag, Triesdorf 27.06.2027

Issue		Dates	Topics	Specials	Trade Fairs
July	26	P: 02.07.2027 A: 24.06.2027	**Fungicides for sugar beet** Rearing piglets; follow-up report: demopark		
	27	P: 09.07.2027 A 01.07.2027	Farm experiences / summer activities; A report on a sheep farm; tips on udder health	Ad platform **“Building in agriculture”**	
	28	P: 16.07.2027 A: 08.07.2027	Drying potatoes; electricity supply Water supply in the mobile livestock shed		
	29	P: 23.07.2027 A: 15.07.2027	Regional Stud Show Grass silage quality – first cut		
	30	P: 30.07.2027 A: 22.07.2027	**Rapeseed insecticides** CARMEN Symposium	**Specialized part: Forest**	
August	31	P: 06.08.2027 A: 29.07.2027	**Country variety trials: winter rapeseed; rapeseed herbicides** Cereal storage/cereal marketing; suckler cow farming	Ad platform **“Building in agriculture”**	Allgäuer Festwoche, Kempten 07. – 15.08.2027
	32	P: 13.08.2027 A: 05.08.2027	Report on a horse keeper Tips for the poultry house		Ostbayernschau, Straubing 14. – 22.08.2027
	33	P: 20.08.2027 A: 12.08.2027	**Pre-fair report on the Karpfhamer Fest:** Bavaria’s largest annual agricultural fair; silage maize harvest forecast; breeding value estimation for Fleckvieh and Braunvieh cattle	**Karpfhamer Fest/Rottalschau:** Major special exhibition publication in the complete issue	Karpfhamer Fest/Rottalschau, Karpfham 27. – 31.08.2027
	34	P: 27.08.2027 A: 19.08.2027	**Country variety trails: Winter barley** Feeding laying hens; tips and information for pig farmers		
September	35	P: 03.09.2027 A: 26.08.2027	**Country variety trails: Winter barley;** Country variety trails of organic rye and organic spelt; battery storage; Latest compound feed test	Ad platform **“Building in agriculture”**	
	36	P: 10.09.2027 A: 02.09.2027	**Herbicides for winter cereals;Country variety trails winter wheat;** Follow-up report: Karpfhamer Fest; Digitalisation in pigsties; Tips on maize silage		
	37	P: 17.09.2027 A: 09.09.2027	**Country variety trails: Organic wheat** Rapeseed fungicides/growth regulators; poultry fattening		
	38	P: 24.09.2027 A: 16.09.2027	Grassland management before winter; AOL tractor test part 1; Watering point hygiene; Careers and training: jobs in agriculture	**Specialized part: Forest**	

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Issue		Dates	Topics	Specials	Trade Fairs
October	39	P: 01.10.2027 A: 23.09.2027	Wood Energy Conference; AOL tractor test part 2 Report by a poultry farmer	Ad platform **"Building in agriculture"**	
	40	P: 08.10.2027 A: 30.09.2027	Winter barley viruses – vector control Repurposing of disused farm buildings		
	41	P: 15.10.2027 A: 07.10.2027	Green heat Grass silage quality of subsequent cuts		
	42	P: 22.10.2027 A: 14.10.2027	Pigs: Latest compound feed test Free-range rearing		
	43	P: 29.10.2027 A: 21.10.2027	**Preview: AGRITECHNICA, part 1** South German Coldblood Stallion Licensing Feed quality of hay, cobs and lucerne	Ad platform **"Building in agriculture"**; **Specialized part: Forest**	
November	44	P: 05.11.2027 A: 26.10.2027	**Preview: AGRITECHNICA, part 2** Latest news on stable construction	**PR special publication "Made for Bavaria" autuum issue** (A: 07.10.2027)	
	45	P: 12.11.2027 A: 04.11.2027	**AGRITECHNICA main exhibition catalogue;** Farm-direct Christmas sales - Creative and culinary farm produce		AGRITECHNICA, Hannover 14. – 20.11.2027
	46	P: 19.11.2027 A: 11.11.2027	Latest news on AGRITECHNICA Stallion Licensing for Haflingers and Edelbluthaflingers		
	47	P: 26.11.2027 A: 18.11.2027	Follow-up Report: AGRITECHNICA Pig Health	Ad platform **"Building in agriculture"**; **Specialized part: Forest**	
December	48	P: 03.12.2027 A: 25.11.2027	**Country variety trials: oats** Wood chips; maize silage grade		BIOGAS Convention & Trade Fair, Nürnberg 07. – 09.12.2027
	49	P: 10.12.2027 A: 02.12.2027	**Country variety trials: spring barley** Breeding value estimation for Fleckvieh and Braunvieh		
	50	P: 17.12.2027 A: 09.12.2027	**Country variety trials: soya** Latest compound feed test		
	51/ 52	P: 23.12.2027 A: 14.12.2027	**Country variety trials: silage maize;** Follow-up report: Biogas Convention; pig feeding; results of the LKV milk yield test	Ad platform **"Building in agriculture"**; **Specialized part: Forest**	

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The publisher is entitled to set a credit limit.

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Printing process
Cover: Sheetfed offset
Inside part: Rotary printing

Processing
Wire stitching,
trimmed half Rhenish newspaper format

Data transmission
Email, FTP possible on request

File formats
Print-optimised PDF (IsoCoated v2, X4)

- → Embedded fonts and images
- → Defined page geometry (final format and bleed frames)
- → Maximum ink application of 320 %
- → Colour space: CMYK
- → No OPI information
- → Reduced transparencies
- → Clear definition of overprint/cutout
- → Minimum image resolution of 300 dpi
- → Texts and geometric design features must be created as paths

Other file formats or open files available on request.

Print profile
www.dlv.de/blw

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.

Minimum line width
Positive 0.15 mm, negative 0.20 mm, screened 0.70 mm.

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!

Samples for (digital) inserts, bound-in booklets, glued-in inserts
Before accepting an order, the publisher requires five authentic samples (printed inserts) or one sample PDF (digital inserts) by the deadline for advertisements of the respective issue:
Deutscher Landwirtschaftsverlag GmbH
Anzeigen *Bayerisches Landwirtschaftliches Wochenblatt,* 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 also digital inserts, bound-in booklets and glued-in inserts must be delivered by 7 days before the publication of the magazine. Volume of the issue required upon request, plus 3 % surcharge.

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Miscellaneous
Under certain production-related conditions, the right to publication in a subsequent issue is reserved.

Electronic data transmission
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