Forst&Technik AFZ DerWALD Deutscher Waldbesitzer forst praxis



Media Kit 2027

dlv

The Number 1 in Forestry

- Maximum range in Germany, Austria, Switzerland
- Magazines with the highest circulation in forestry market
- Cross media market leader in forestry

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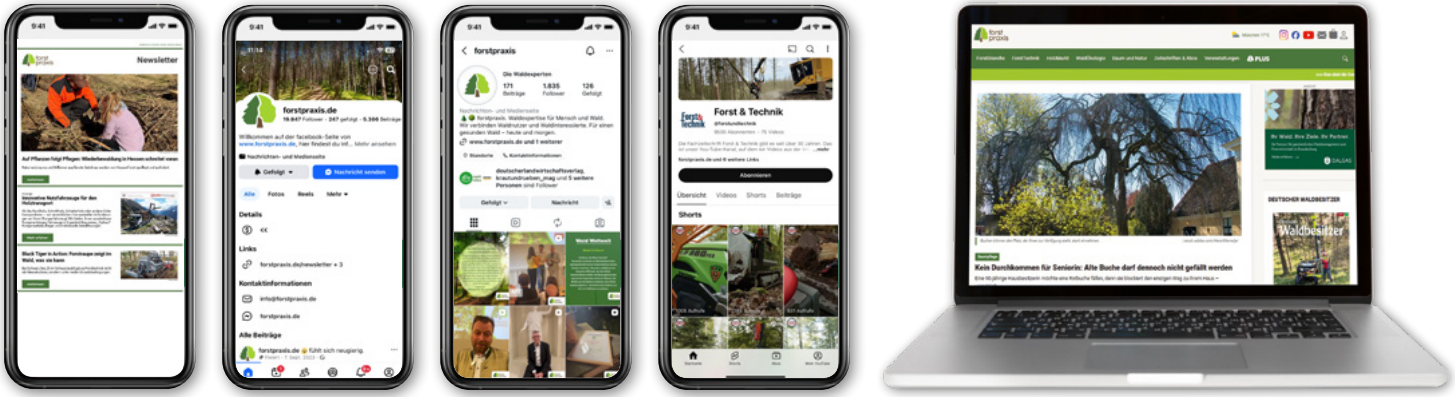
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Forst&Technik
AFZ-DerWald
Deutscher Waldbesitzer
Forst&Technik BOOTCAMP
"Timber trailer"
Event scheduled for:
July 2027
DEUTSCHER WALDPREIS
Forst Event
Forestry Social Media
Forestry – E-Paper
Forestry Newsletter
Forestry – Special Editions
Forestry Online www.forstpraxis.de
Easter Competition and Advent Calendar
WINDENERGIE
FORST HOLZ & TASCHENBUCH
BAUMPFLEGE KALENDER 2026
forstpraxis Adventskalender
forstpraxis Ostergewinnspiel

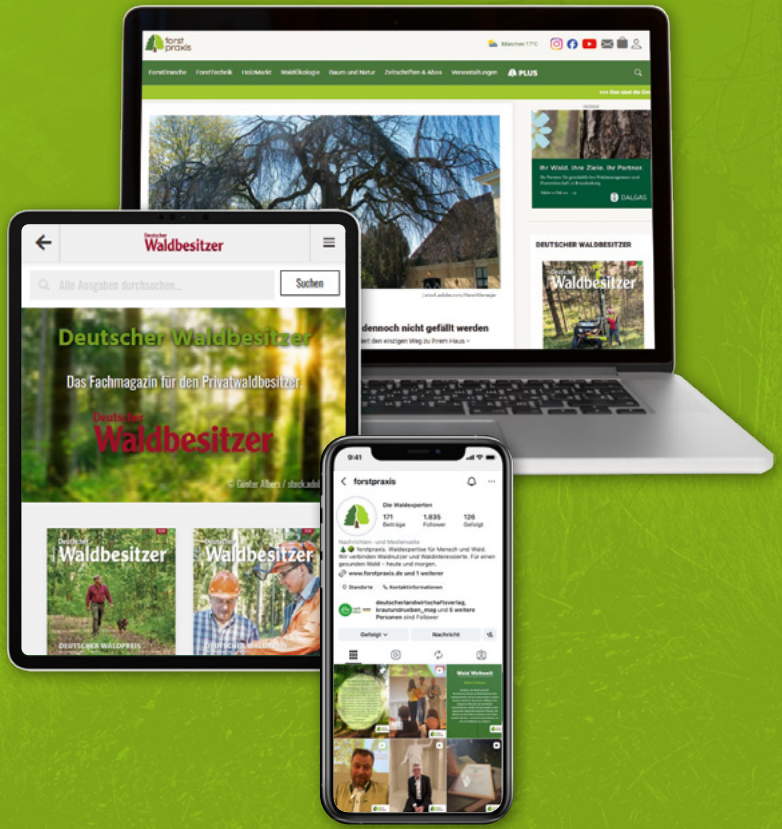
Newsletter	Facebook	Instagram	YouTube
26,159 subscribers*	19,847 follower*	new since April 2026	9,820 subscribers*
35 % opening rate			

Online
180,768 visits**
220,894 page impressions**
125,878 users**



*Publisher's statement ■ Date: July 2026 ■ **Average views for the period 01.01. until 09.07.2026; Google Analytics 4

Digital Channels



www.forstpraxis.de is the joint internet presence of the *dlv* forestry media and provides you with an attractive platform for achieving your marketing goals.

Here, the user can find specialist information and news from associations, research institutions and the forestry companies, and can exchange information with other forest owners and entrepreneurs as well as the editorial teams via the social media channel Facebook and Instagram. At regular intervals we also publish latest forestry machine videos on the YouTube channel of *Forst&Technik*.

Standard formats also possible as AdBundle		Runtime 1 month	Desktop	Tablet	Mobile
1	Leaderboard (728 × 90 px)	€895	☑	(☑)	–
2	Skyscraper (120 × 600 px)	€895	☑	–	–
3	Medium Rectangle (300 × 250 px)	€895	☑	☑	☑
4	Mobile Ad (320 × 100 px)	€895	–	–	☑
Large size Image Banner					
5	Halfpage Ad (300 × 600 px)	€1,310	☑	(☑)	–
6	Billboard (900 × 250 px)	€1,310	☑	(☑)	–
	Hockey Stick (728 × 90 + 120 × 600 px)	€1,310	☑	–	–
Video					
	Video-Ad	€1,310	☑	(☑)	(☑)

Specifications Video-Ad

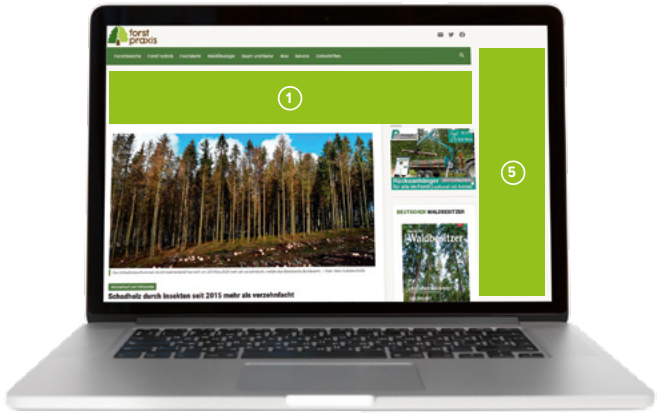
→ Link of the video to a video player (e.g. YouTube) or physical video delivery

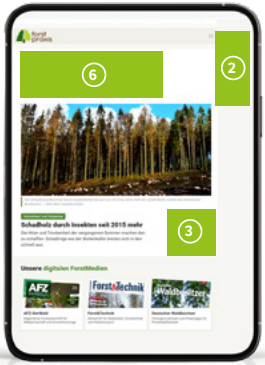
→ Link to the product/website

Other special formats 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 %







All prices in €, plus statutory VAT, valid for campaigns starting on January 1, 2026



... **the** current source of information for the forest.

- → News from the forestry industry
- → Forest technology informations
- → The latest news on the timber market
- → Forest ecology

Ø 180,768 visits per month*
220,894 page impressions*
125,878 user*

Advertorial

The advertorial at forstpraxis.de is particularly suitable when complex information is to be provided that cannot be displayed on a banner.

The advertorial teasers are played out on the homepage and in the appropriate sections.

Advertorial	Price
4 weeks runtime	€1,160
Advertorial-Zusatzoptionen	
as "Branded Content" at Facebook	€420*
as an image-text ad in the forestry newsletter	€420*

* Price only in combination with an advertorial

Specifications

Teaser

- → Article teaser image: 850 x 420 pixel
- → Title: max. 65 characters
- → Teaser-Text: max. 130 characters (incl. spaces)

Long text

- → Images in text: 850 x 420 pixel
- → Advertorial text (recommendation): 1,500 – 2,000 characters (incl. spaces)
- → Linking
- → Image source/Copyright

Content Hub

Content hubs provide you with editorial sections dedicated to a specific forestry topic.

These are linked from the homepage and give users a comprehensive overview of all relevant articles on a particular topic.

Make use of this platform to specifically target your audience.

Advertorial	Price
4 weeks runtime	€1,350
Online-Banner	
4 weeks runtime	€1,250
Annual partnership	€3,975

Topic selection
Tree care
Income from the forest
Forestry tracks
Forestry software
Wood energy
Wind energy

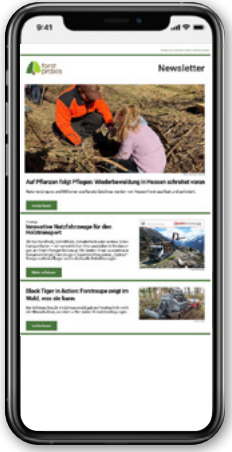
Additional topics are available upon request.

*Average views for the period 01.01. until 09.07.2026; Google Analytics 4 ■ All prices in €, plus statutory VAT, valid for campaigns starting on January 1, 2027

Currently 26,159 subscribers* receive the latest forestry news once a week via the forstpraxis newsletter.
With an average open rate of 35 %, the *forstpraxis*-newsletter is well above the standard values.

Performance:
26,159 subscribers*
35 % opening rate

Standard Newsletter (Image text advert)
Your ad is directly integrated and thus acts as a fixed editorial component of the newsletter.



Specifications

- → Topic: max 60 characters (incl. spaces)
- → Text: max. 250 characters (incl. spaces)
- → Image as jpg, 265 x 197 Pixel
- → Image source/Copyright
- → Link to the product/website

Price €780 (1st position)
Price €735 (2nd/3rd position)

Topic Newsletter
Dispatch with a thematic focus of the editorial team. The advertising spaces are limited to 3 positions with image/text adverts.

Price per position €880

Month	Theme
04.02.2027	Wind energy
16.02.2027	Timber market
04.03.2027	Forestry crops
08.04.2027	Trade fair: German Tree Care Conference
15.04.2027	Trade fair: FORST live
05.05.2027	Wind energy
18.05.2027	Timber market

Month	Theme
03.06.2027	Forestry software
17.08.2027	Timber market
02.09.2027	Wind energy
04.11.2027	Trade fair: AGRITECHNICA
16.11.2027	Timber market
02.12.2027	Wind energy

Standalone Newsletter
This exclusive newsletter is an attention-grabbing form of advertising where we send your information in the *forstpraxis*-presentation to our newsletter subscribers.

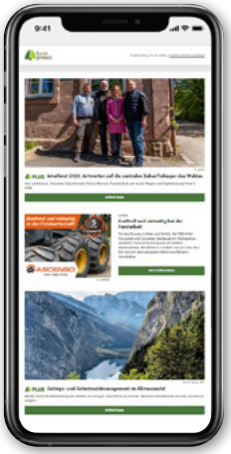
Advantages

- → Editorial look and feel
- → Complex topics/products in need of explanation can be presented in detail
- → Exclusive use
- → You determine the shipping date

Specifications

- → Newsletter subject
- → Customers logo
- → Graphic elements: max. 690 px width, height customizable
- → Textual material
- → Linking to the product/website

Price €3,095



*Date: July 2026 ■ All prices in €, plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and conditions of business apply.

forstpraxis, the joint platform of our forestry media, is also a constant on **Facebook** and **Instagram** (since April 2026) when forestry content and target groups are the focus of your advertising activities. *forstpraxis* offers you customized formats such as posts,stories and reels to effectively convey your message

Facebook Follower:
19.847

Instagram

Story Ad

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

Price: €710



Feed Ad

- → Presentation in a clear and informative format
- → Link to your profile
- → Photos in square format or landscape format
- → Unlimited availability in the feed
- → Monday to Sunday

Price: €655

Reel

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

Price: €710

Facebook

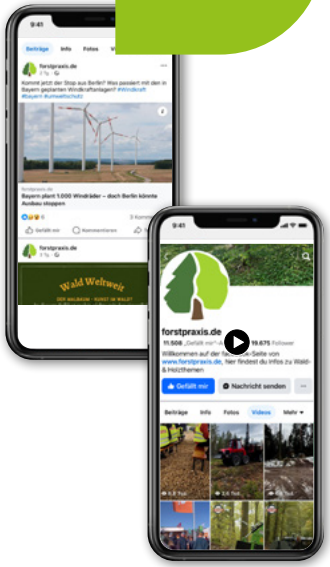
Sponsored Post

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

Story Ad or Reel

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

Price per post: €710



We recommend our Instagram-package

Story Ad + Feed Ad for just €1,090

*Date: July 2026 ■ All prices in €, plus statutory VAT. ■ Prices without production costs and campaign budget. ■ Own facebook page must exist.

With the **Easter competition** and the **Advent calendar** we offer you the opportunity to surprise our readers with a prize of your choice.

We will take care of the entire realisation. All you have to do is organise the dispatch of the prize.

This is what we offer you as a sponsor:

- Promotion of the competition on *forstpraxis.de* and in all three forestry magazines *Forst&Technik*, *AFZ-DerWald* and *Deutscher Waldbesitzer*
- A digital door in our *forstpraxis* Easter/Advent competition
- Announcement in the forstpraxis newsletter (26,159 subscribers)
- Posts on Instagram and Facebook (19,847 follower)
- Presentation of your daily prize in our three forestry magazines *Forst&Technik*, *AFZ-DerWald*, *Deutscher Waldbesitzer*
- Announcement on our website www.forstpraxis.de (220,897 PI)

Price (Easter or Advent): €820*

Special price for both competitions: €1,450*

Secure one of our coveted places early:



Easter competition 2027

10 sponsored doors
(Duration 20.03. to 29.03.2027)

Advent calendar 2027

24 sponsored doors
(Duration 01.12. to 24.12.2027)



* Customer net plus statutory VAT, agency compensation possible

Print Magazines

The forestry magazines *Forst&Technik*, *AFZ-DerWald* and *Deutscher Waldbesitzer* are the highest-circulation magazines on the market.

Together, they account for a paid circulation of around 20,000 copies and reach all the different reader target groups in German-speaking countries almost nationwide.



Forst&Technik

The highest-circulation trade and association magazine for the forestry contractors, timber transporters and forestry machine drivers.

Forst&Technik offers a comprehensive range of topics with up-to-date reports on the economy, the timber market, trade fairs, association work and operational practice and is therefore the source of information not only for forestry practitioners but also for forestry machinery manufacturers, forestry equipment suppliers and outfitters.

Target group

→ Forestry businesses, timber transporters, small private wood owners, forestry technicians, managers and master craftsmen in state machine businesses and in local authority businesses and also landscaping firms.



AFZ-DerWald

AFZ-DerWald is the only informative and specialist magazine independent of any association through which all state and local forestry businesses and private forests can be reached nationwide.

AFZ-DerWald is also an important information medium for forestry research and development institutes and training establishments.

With practical articles on subjects such as the use of machinery, forestry work, forestry policy and the timber market, *AFZ-DerWald* serves as an intermediary between research, teaching and forestry practice.

Target group

→ Decision-makers in forest management authorities of the Federation, the states and local authorities, private forests and research and teaching establishments.



Deutscher Waldbesitzer

As an official association body, it offers readers from the forestry associations of Hessen, Lower Saxony, Schleswig-Holstein, Mecklenburg-Vorpommern, Brandenburg and Saxony Anhalt as well as the AGDW current association news and background reports on the wood market, silviculture, forestry technology and forestry policy. The professional presentation of topics had led to a continual increase in readership, particulary in Southern Germany.

Target group

→ Decision-makers in forest management authorities of the Federation, the states and local authorities, private forests and research and teaching establishments.



Facts

Forst&Technik

Year: 39, 2027
Frequency of publication: monthly
Circulation area: Germany, Austria, Switzerland, Benelux
Distributed circulation: 7,378 copies
Sold circulation: 6,569 copies
(IVW 2/2026)
Subscription price: €124*
ISSN: 1435-1013

AFZ-DerWald

Year: 82, 2027
Frequency of publication: 2x per month
Circulation area: Germany, Austria, Switzerland
Distributed circulation: 5,603 copies
Sold circulation: 4,755 copies
(IVW 2/2026)
Subscription price: €298*
ISSN: 1430-2713

Deutscher Waldbesitzer

Year: 27, 2027
Frequency of publication: 4x per year
Circulation area: Lower Saxony, Brandenburg, Hessen, Mecklenburg-Vorpommern, Saxony-Anhalt, Schleswig Holstein
Distributed circulation: 9,364 copies
Sold circulation: 9,140 copies
(IVW 2/2026)
Subscription price: €56*
ISSN: 1866-5039

Payment terms

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

The publisher is entitled to set a credit limit.

Payment options

DZ Bank AG München
IBAN DE50 7016 0000 0000 1525 73
BIC GENODEFF701

Postbank München
IBAN DE60 7001 0080 0646 5658 04
BIC PBNKDEFF

Terms and conditions of business

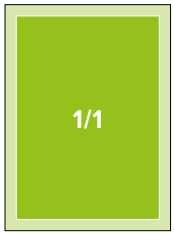
The terms and conditions of payment and business that may be obtained from the publisher or inspected on **www.dlv.de/AGB** are applicable to the processing of orders.

Because of tax regulations, when placing an order please state your tax number and/or Value Added Tax ID number.

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Phone +49 89 12705-1, Fax -335
dlv.muenchen@dlv.de, www.dlv.de

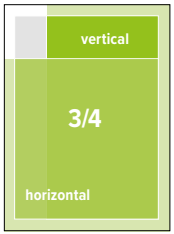
* Prices are subject to change

Editorial section



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B: 210 × 297 mm

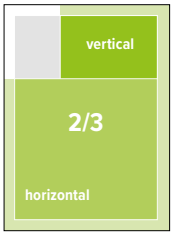
bw €2,344
4-c €3,596



3/4 page vertical
P: 137 × 270 mm
B: 150 × 297 mm

3/4 page horizontal
P: 184 × 202 mm
B: 210 × 217 mm

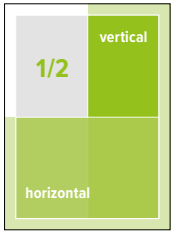
bw €1,758
4-c €2,697



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 €1,563
4-c €2,397



1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm

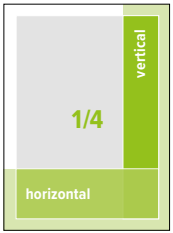
bw €1,172
4-c €1,798



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 €820
4-c €1,259



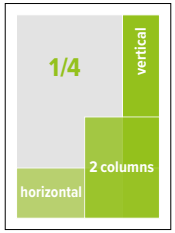
1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm

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

bw €615
4-c €944

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 plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 39 valid from issue 1/2027.

Ad section

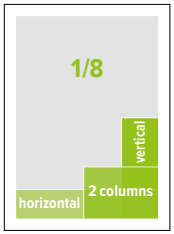


1/4 page vertical
P: 43 × 270 mm

1/4 page horizontal
P: 184 × 67 mm

1/4 page 2 columns
P: 90 × 135 mm

bw €586
4-c €899



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

bw €293
4-c €449.50

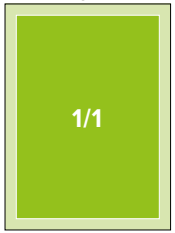


1/16 page vertical
P: 43 × 67 mm

bw €146.50
4-c €255

Preferred positionings

Cover page

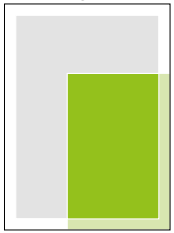


Cover page 2/4
4-c
€4,135

Cover page 3
4-c
€3,956

P: 184 × 270 mm
B: 210 × 297 mm

Juniorpage



bw
€1,231

4-c
€1,888

P: 121 × 193 mm
B: 134 × 210 mm

Advertisement by the millimetre

bw per mm, single column	€2.17
4-c per mm, single column	€3.33

Used machinery offers, search

bw per mm, single column	€1.55
4-c per mm, single column	€2.64
solid matter up to 10 lines	€19.82
additional line	€4.12

Classified business advertisement

Job offers**	
bw per mm, single column	€2.17
4-c per mm, single column	€3.33
Job application	
bw per mm, single column	€1.74

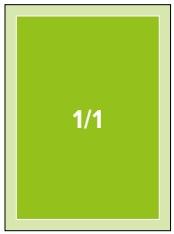
Combo discount* 10 % with publication in at least 2 titles

*Month of issue, format and type of advertisement must be identical but the motif may vary. Minimum format 1/8 page.

**** For a surcharge of 350.– € your job ad will appear as a text ad CORE online for 8 weeks on *www.agrajo.com***

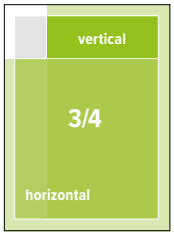
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Editorial section



1/1 page (1.080 mm)
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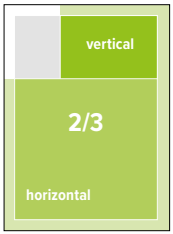
bw €2,419
4-c €3,650



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B: 150 × 297 mm

3/4 page horizontal
P: 184 × 202 mm
B: 210 × 217 mm

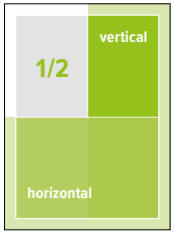
bw €1,814
4-c €2,737.50



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 €1,613
4-c €2,433



1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm

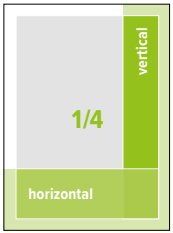
bw €1,209.50
4-c €1,825



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 €847
4-c €1,277.50



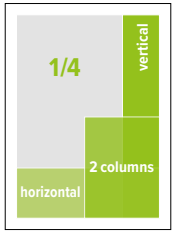
1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm

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

bw €635
4-c €958

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 plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 68 valid from issue 1/2027.

Ad section



1/4 page vertical
P: 43 × 270 mm

1/4 page horizontal
P: 184 × 67 mm

1/4 page 2 columns
P: 90 × 135 mm

bw €605
4-c €912.50



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

bw €302
4-c €456

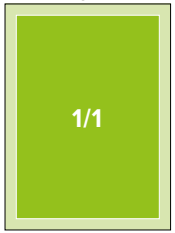


1/16 page vertical
P: 43 × 67 mm

bw €151
4-c €228

Preferrred positionings

Cover page

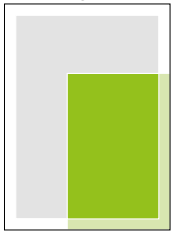


Cover page 2/4 4-c
€4,197.50

Cover page 3 4-c
€4,015

P: 184 × 270 mm
B: 210 × 297 mm

Juniorpage



bw
€1,270

4-c
€1,916

P: 121 × 193 mm
B: 134 × 210 mm

Advertisement by the millimetre

bw per mm, single column	€2.24
4-c per mm, single column	€3.38

Classified business advertisement
Job offers**

bw per mm, single column	€2.41
4-c per mm, single column	€3.61

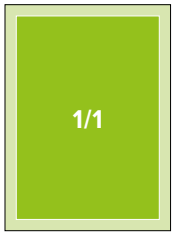
Combo discount* 10 % with publication in at least 2 titles

*Month of issue, format and type of advertisement must be identical but the motif may vary. Minimum format 1/8 page.

**** For a surcharge of 350.– € your job ad will appear as a text ad CORE online for 8 weeks on *www.agrajo.com***

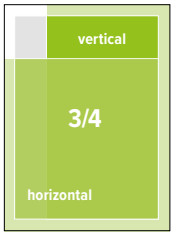
P: Print space, **B:** Bleed: 3 mm bleed margin on all sides; retain at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height. All prices plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 68 valid from issue 1/2027.

Editorial section



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

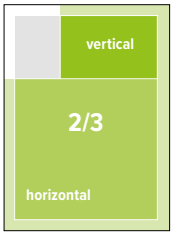
bw €2,419
4-c €3,650



3/4 page vertical
P: 137 × 270 mm
B: 150 × 297 mm

3/4 page horizontal
P: 184 × 202 mm
B: 210 × 217 mm

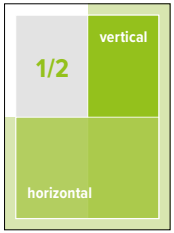
bw €1,814
4-c €2,737.50



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 €1,613
4-c €2,433



1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm

1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm

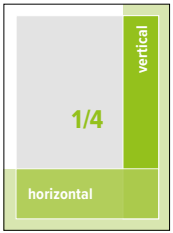
bw €1,209.50
4-c €1,825



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 €847
4-c €1,277.50



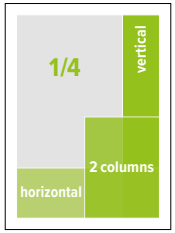
1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm

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

bw €635
4-c €958

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 plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 27 valid from issue 1/2027.

Ad section



1/4 page vertical
P: 43 × 270 mm

1/4 page horizontal
P: 184 × 67 mm

1/4 Seite 2 columns
P: 90 × 135 mm

bw €605
4-c €912.50



1/8 page vertical
P: 43 × 135 mm

1/8 page horizontal
P: 184 × 33 mm

1/8 Seite 2 columns
P: 90 × 67 mm

bw €302
4-c €456

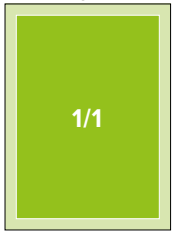


1/16 page vertical
P: 43 × 67 mm

bw €151
4-c €228

Preferred positionings

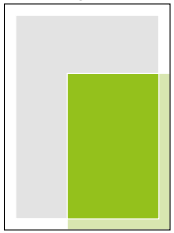
Cover page



Cover page 2/4 4-c €4,197.50
Cover page 3 4-c €4,015

P: 184 × 270 mm
B: 210 × 297 mm

Juniorpage



bw €1,270
4-c €1,916

P: 121 × 193 mm
B: 134 × 210 mm

Advertisement by the millimetre

bw per mm, single column	€2.24
4-c per mm, single column	€3.38

Classified business advertisement
Job offers**

bw per mm, single column	€2.24
4-c per mm, single column	€3.38

Combo discount* 10 % with publication in at least 2 titles

*Month of issue, format and type of advertisement must be identical but the motif may vary. Minimum format 1/8 page.

**** For a surcharge of 350.– € your job ad will appear as a text ad CORE online for 8 weeks on *www.agrajo.com***

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 plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply. ■ Pricelist 27 valid from issue 1/2027.

Discounts in the event of acceptance within one order year

Forst&Technik

Frequency discount	Volume discount	Price reduction
	540 mm	3 %
3 ads	1,080 mm	5 %
6 ads	3,240 mm	10 %
9 ads	5,400 mm	15 %
12 ads	8,640 mm	20 %

AFZ-DerWald

Frequency discount	Volume discount	Price reduction
3 ads	540 mm	3 %
6 ads	1,080 mm	5 %
9 ads	3,240 mm	10 %
12 ads	5,400 mm	15 %
18 ads	8,640 mm	20 %

Deutscher Waldbesitzer

Frequency discount	Volume discount	Price reduction
2 ads	540 mm	5 %
3 ads	1,080 mm	10 %
4 ads	2,160 mm	15 %
6 ads	3,240 mm	20 %

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

Spread bleed
Minimum format 2 × 1/2 page

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

Combo discount
10 % with publication in at least 2 titles. Month of issue, format and type of the advertisement must be identical but the motif may vary.

Magazine size
210 mm × 297 mm (width × height)

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

Column width

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

Column width 4-column staple section

1 column	43 mm
2 columns	90 mm
3 columns	137 mm
4 columns	184 mm

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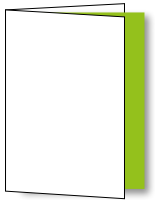
Inserts *F&T, AFZ, DW*

Weight	Prices per 1,000*
up to 25 g	€249
ea. additional 5 g	€27

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

Technical information

- → Inserts must not be larger than the format 205 mm x 290 mm (width x 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.



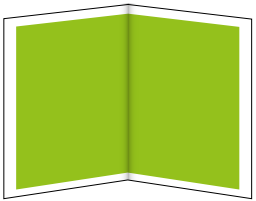
Specifications →

Bound-in booklets

Size/Weight	*F&T*	*AFZ*	*DW*
4 pages, up to 30 g	€5,860	€6,047.50	€6,047.50
8 pages, up to 50 g	€9,962	€10,281	€10,281

Technical information

- → Bound-in booklets are to be delivered folded and uncut.
- → Format of the insert for F&T: 218 mm x 315 mm (width x high), (incl. 6 mm head trim, 12 mm tail trim; 8 mm side bleed) plus 9 mm high lap
- → Format of the insert for AFZ: 221 mm x 320 mm (width x high), (incl. 6 mm head trim, 17 mm tail trim; 11 mm side bleed) plus 8 mm high lap
- → Format of the insert for DW: 214 x 315 mm (width x high), (incl. 14 mm head trim, 4 mm tail trim, high lap at least 7 mm)
- → Under certain technical production circumstances we reserve the right to postpone.

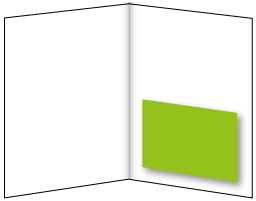


Specifications →

Glued-in inserts, tip-on-ads

- → Use our tip-on advertisements to make postcards, booklets, product samples, advertisements, CDs or DVDs readily available to your customers.
- → The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- → DVDs and CDs require labelling where applicalbe in accordance with the Jugendschutzgesetz (Young People's Protection Act).

We will be happy to inform you of prices, placements and all other details. Simply call us.

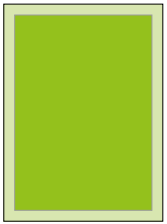


Specifications →

Company portraits

F&T	*AFZ*	*DW*
€3,596	€3,650	€3,650

- → The dlv-editorial department designs and creates the advert format
- → This advert format is considerably more effetcive due to the editorial appearance
- → No extra charge for this special advertising
- → Format: 1/1 page 4-c



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

Specifications →

F&T: Pricelist 39, valid from issue 1/2027 ■ ***AFZ:*** Pricelist 68, valid from issue 1/2027 ■ ***DW:*** Pricelist 27, valid from issue 1/2027
All prices plus statutory VAT. ■ *Deutscher Landwirtschaftsverlag GmbH* terms and condition of business apply.

Issue		Dates	Topics	Specials	Trade Fairs
January	1	P: 30.12.2026 A: 01.12.2026 C: 08.12.2026	Market overview: Path maintenance equipment		
February	2	P: 02.02.2027 A: 07.01.2027 C: 13.01.2027	Forestry culture		Jagd&Hund, Dortmund 02. – 07.02.2027
March	3	P: 02.03.2027 A: 03.02.2027 C: 10.02.2027	Timber transport		Forst[3], Erfurt 19. – 21.03.2027
April	4	P: 01.04.2027 A: 03.03.2027 C: 10.03.2027	Cordless saws for forestry work	Preview FORST live	German Tree Care Conference, Augsburg 20. – 22.04.2027 FORST live, Offenburg 23. – 25.04.2027
May	5	P: 30.04.2027 A: 05.04.2027 C: 09.04.2027	Digitalisation of timber harvesting: Follow-up report SmartForest 2027		LIGNA, Hanover 10. – 14.05.2027 Elmia Wood, Jönköping (SE) 20. – 22.05.2027
June	6	P: 01.06.2027 A: 03.05.2027 C: 10.05.2027	Market report: forest tyres	Follow-up report FORST live	Swedish Forestry Expo, Solvalla, Stockholm (SE) 03. – 05.06.2027 Euroforest, Saint-Bonnet-de-Joux (FR) 16. – 19.06.2027 demopark, Horselberg-Hainich 20. – 22.06.2027
July	7	P: 01.07.2027 A: 03.06.2027 C: 10.06.2027	Mobile sawmills		Foire de Libramont, Libramont (BE), 23. – 26.07.2027
August	8	P: 31.07.2027 A: 05.07.2027 C: 12.07.2027	Buying Guide: Personal Protective Equipment in forestry	Follow-up report Elmia Wood	Forstmesse Luzern, Luzern 26. – 29.08.2027
September	9	P: 01.09.2027 A: 03.08.2027 C: 10.08.2027	Logging techniques for sustainable forestry	Preview AUSTROFOMA	AUSTROFOMA, Stift Schlägl – Hochficht (AT) 21. – 23.09.2027
October	10	P: 01.10.2027 A: 02.09.2027 C: 09.09.2027	Market overview: Gripper saws		bauma, Munich 04. – 10.10.2027
November	11	P: 30.10.2027 A: 07.10.2027 C: 14.10.2027	Combined machines for timber harvesting	Follow-up report AUSTROFOMA	AGRITECHNICA, Hanover 14. – 20.11.2027
December	12	P: 01.12.2027 A: 04.11.2027 C: 11.11.2027	Highly mechanised timber harvesting		

Issue		Dates	Topics	Specials	Trade Fairs
January	1	P: 05.01.2027 A: 10.12.2026 C: 11.12.2026	FWZ-Private Forest		Grüne Woche, Berlin 15. – 24.01.2027
	2	P: 20.01.2027 A: 29.12.2026 C: 30.12.2026	Forest ecology		Jagd&Hund, Dortmund 02. – 07.02.2027
February	3	P: 03.02.2027 A: 12.01.2027 C: 15.01.2027	Silviculture		
	4	P: 17.02.2027 A: 26.01.2027 C: 29.01.2027	Tree care		
March	5	P: 03.03.2027 A: 09.02.2027 C: 12.02.2027	Forest cultures		
	6	P: 17.03.2027 A: 23.02.2027 C: 26.02.2027	Forest and game		FORST^3, Erfurt 19. – 21.03.2027
April	7	P: 31.03.2027 A: 09.03.2027 C: 12.03.2027	Windenergy in the forest		
	8	P: 14.04.2027 A: 22.03.2027 C: 25.03.2027	German Tree Care Conference		German Tree Care Conference, Augsburg 20. – 22.04.2027 FORST live, Offenburg 23. – 25.04.2027
May	9	P: 05.05.2027 A: 12.04.2027 C: 15.04.2027	Forest Conservation Situation 2026/2027		LIGNA, Hanover 10. – 14.05.2027
	10	P: 19.05.2027 A: 22.04.2027 C: 27.04.2027	Silviculture		Elmia Wood, Jönköping (SE) 20. – 22.05.2027
June	11	P: 02.06.2027 A: 05.05.2027 C: 12.05.2027	Forestry software		Euroforest, Saint-Bonnet-de-Joux (FR) 16. – 19.06.2027
	12	P: 16.06.2027 A: 24.05.2027 C: 26.05.2027	Tree care		demopark, Horselberg-Hainich 20. – 22.06.2027

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

Issue		Dates	Topics	Specials	Trade Fairs
July	13	P: 07.07.2027 A: 15.06.2027 C: 18.06.2027	Forest management		Foire de Libramont, Libramont (BE), 23. – 26.07.2027
	14	P: 21.07.2027 A: 29.06.2027 C: 02.07.2027	Forest nature conservation		
August	15	P: 04.08.2027 A: 13.07.2027 C: 16.07.2027	Forest ecology		
	16	P: 18.08.2027 A: 27.07.2027 C: 30.07.2027	Tree care		
September	17	P: 01.09.2027 A: 10.08.2027 C: 13.08.2027	Forestry policy		
	18	P: 15.09.2027 A: 24.08.2027 C: 27.08.2027	Forest education		bauma, Munich 04. – 10.10.2027
October	19	P: 06.10.2027 A: 14.09.2027 C: 17.09.2027	Forest cultures		
	20	P: 20.10.2027 A: 28.09.2027 C: 01.10.2027	Tree care		
November	21	P: 03.11.2027 A: 11.10.2027 C: 14.10.2027	Forest planning, forestry software		AGRITECHNICA, Hanover 14. – 20.11.2027
	22	P: 17.11.2027 A: 25.10.2027 C: 28.10.2027	Forest and game		
December	23	P: 01.12.2027 A: 09.11.2027 C: 12.11.2027	Business management		
	24	P: 15.12.2027 A: 23.11.2027 C: 26.11.2027	Tree care		

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

Issue		Dates	Topics	Specials	Trade Fairs
Jan./Feb./March	1	P: 26.02.2027 A: 28.01.2027 C: 04.02.2027	Forest cultures, forest protection		Forst3, Erfurt 19. – 21.03.2027 FORST live, Offenburg 23. – 25.04.2027 LIGNA, Hanover 10. – 14.05.2027 Elmia Wood, Jonkoping (SE) 20. – 22.05.2027
April/May/June	2	P: 28.05.2027 A: 26.04.2027 C: 03.05.2027	Forest fire, cultural maintenance, forest stand maintenance		Euroforest, Saint-Bonnet-de-Joux (FR) 16. – 19.06.2027 demopark, Hörselberg-Hainich 20. – 22.06.2027 Foire de Libramont, Libramont (BE), 23. – 26.07.2027
July/Aug./Sep.	3	P: 27.08.2027 A: 29.07.2027 C: 05.08.2027	Forest cultures, forestry software, wood energy		AGRITECHNICA, Hanover 14. – 20.11.2027
Oct./Nov./Dec.	4	P: 26.11.2027 A: 28.10.2027 C: 04.11.2027	Timber harvesting, wind energy		

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

Printing process
Forst&Technik: Sheetfed offset
AFZ-DerWald: Sheetfed offset
Deutscher Waldbesitzer: Webfed offset

Processing
Stich binding

Data transmission
Email
FTP/ISDN on request

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/forsttechnik
www.dlv.de/afz-derwald
www.dlv.de/deutscher-waldbesitzer

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 – separate costing!

Samples for inserts, bound-in booklets, glued-in inserts
Before accepting an order, the publisher requires five authentic samples by the deadline for advertisements in the relevant issue:

Deutscher Landwirtschaftsverlag GmbH
Anzeigen
Forst&Technik or
AFZ-DerWald or
Deutscher Waldbesitzer
Lothstr. 29, 80797 Munich, Germany
The authenticity of fulfilment of an order cannot be finally decided upon until the samples have been submitted.

Electronic Data transmission
gabriele.lorenz@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 date
Inserts, bound-in booklets and glued-in inserts must be delivered 10 days before the issue of the magazine at the least.
Volume of the issue required upon request.

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

Forst&Technik
Free delivery with appropriate labelling "*Forst&Technik*" to:
PASSAVIA Druckservice GmbH + Co.KG
Medienstr. 5b, 94036 Passau, Germany
Phone +49 851 966180-779, Fax -680

AFZ-DerWald
Free delivery with appropriate labelling "*AFZ-DerWald*" to:
Silber Druck GmbH & Co. KG
Otto-Hahn-Straße 25, 34253 Lohfelden, Germany
Phone: +49 0561-52007-31

Deutscher Waldbesitzer
Free delivery with appropriate labelling "*Deutscher Waldbesitzer*" to:
Dierichs Druck + Media GmbH & Co KG
Frankfurter Str. 168, 34121 Kassel, Germany
Phone +49 561 60280-158, Fax -199

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