bienen & natur

DEUTSCHES Bienen JOURNAL



Media Kit 2027

dlv

Germany's leading publisher for beekeeping

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

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

Beekeeping.
Understanding a world.

bienen & natur

DEUTSCHES Bienen JOURNAL


Printed Magazine
Special Edition
Website
Social Media
Deutscher Imkerkalender (Beekeeping Calendar)
Competitions
Podcast
Newsletter
Imkern in der Sommerhitze
Bienen-Fotografie
Biene&natur
Biene&natur
Biene&natur



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

bienen&natur provides in-depth practical knowledge for successful and sustainable beekeeping. Clear, step-by-step guides, the latest findings from research and practice, and analysis of industry developments help beekeepers to manage their bees sustainably and successfully. With a focus on bees, this specialist magazine covers trends and practical tips as well as controversial topics, offering guidance for the beekeeping of tomorrow.

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

Publication frequency: monthly

Distribution area: German-speaking region

Distributed Circulation: 28,477 copies (IVW II/2026)

Sold Circulation: 27,087 copies (IVW II/2026)

Subscription price: €69.90*

*Prices are subject to change



Deutsches Bienen-Journal is the central platform for beekeepers in the German-speaking world. The focus is on the people behind the bees: the magazine connects the beekeeping community, presents scientifically sound knowledge in an accessible way, and brings the latest research directly into practice. Through experience, discussion and inspiration, it supports both amateur and professional beekeepers alike and strengthens the sense of community within the beekeeping sector.

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

Publication frequency: monthly

Distribution area: German-speaking area

Distributed Circulation: 18,471 copies (IVW II/2026)

Sold Circulation: 17,649 copies (IVW II/2026)

Subscription price: €69.90*

*Prices are subject to change

Issue		Date	Topic
January	1	P: 29.12.2026 A: 26.11.2026 C: 01.12.2026	Workshop work
February	2	P: 28.01.2027 A: 22.12.2026 C: 29.12.2026	Two-queen system
March	3	P: 26.02.2027 A: 28.01.2027 C: 02.02.2027	Observation of flight holes
April	4	P: 27.03.2027 A: 25.02.2027 C: 01.03.2027	Natural honeycombs
May	5	P: 28.04.2027 A: 30.03.2027 C: 05.04.2027	Straining and clarifying honey
June	6	P: 28.05.2027 A: 22.04.2027 C: 27.04.2027	Beehive scale
July	7	P: 29.06.2027 A: 31.05.2027 C: 03.06.2027	Filling technology
August	8	P: 28.07.2027 A: 29.06.2027 C: 01.07.2027	Queen bee
September	9	P: 28.08.2027 A: 29.07.2027 C: 03.08.2027	Competition between wild bees and honey bees
October	10	P: 28.09.2027 A: 30.08.2027 C: 02.09.2027	Tax law
November	11	P: 28.10.2027 A: 28.09.2027 C: 04.10.2027	Find beehives
December	12	P: 27.11.2027 A: 27.10.2027 C: 02.11.2027	Apitherapie

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

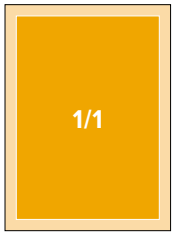
Issue		Date	Topics
January	1	P: 29.12.2026 A: 30.11.2026 C: 03.12.2026	Materials planning
February	2	P: 30.01.2027 A: 30.12.2026 C: 07.01.2027	Spring management
March	3	P: 27.02.2027 A: 01.02.2027 C: 04.02.2027	**Focus: Drones***
April	4	P: 27.03.2027 A: 25.02.2027 C: 02.03.2027	Swarms
May	5	P: 24.04.2027 A: 25.03.2027 C: 01.04.2027	**Focus: Dry honey***
June	6	P: 29.05.2027 A: 27.04.2027 C: 29.04.2027	Linden

Issue		Date	Topics
July	7	P: 26.06.2027 A: 31.05.2027 C: 03.06.2027	Club life
August	8	P: 31.07.2027 A: 02.07.2027 C: 07.07.2027	Tropilaelaps
September	9	P: 28.08.2027 A: 09.08.2027 C: 12.08.2027	**Focus: Bee experts***
October	10	P: 25.09.2027 A: 30.08.2027 C: 02.09.2027	Bee-friendly trees and shrubs
November	11	P: 30.10.2027 A: 04.10.2027 C: 07.10.2027	Apimondia
December	12	P: 27.11.2027 A: 28.10.2027 C: 03.11.2027	Polystyrene hives

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

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

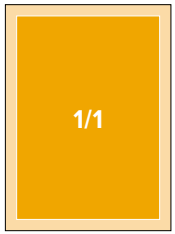
Editorial Section



Cover page 2/4 €6,510

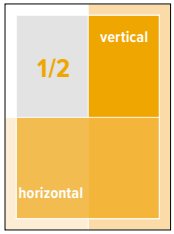
Cover page 3 €6,230

1/1 Cover pages
P: 184 × 270 mm
B: 210 × 297 mm



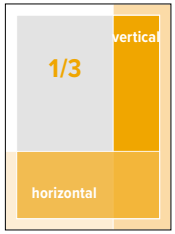
€5,660

1/1 page
P: 184 × 270 mm
B: 210 × 297 mm



€3,170

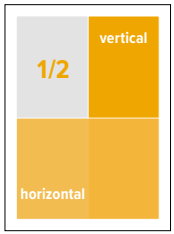
1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm
1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm



€2,110

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

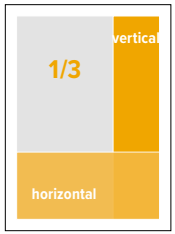
Advertising Section



4c €2,830

bw €1,695

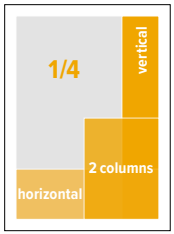
1/2 page vertical
P: 90 × 270 mm
1/2 page horizontal
P: 184 × 135 mm



4c €1,887

bw €1,130

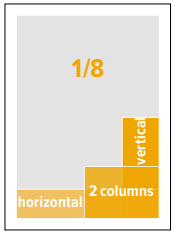
1/3 page vertical
P: 58 × 270 mm
1/3 page horizontal
P: 184 × 90 mm



4c €1,415

bw €848

1/4 page vertical
P: 43 × 270 mm
1/4 page horizontal
P: 184 × 67 mm
1/4 page 2 columns
P: 90 × 135 mm



4c €708

bw €424

1/8 page vertical
P: 43 × 135 mm
1/8 page horizontal
P: 184 × 33 mm
1/8 page 2 columns
P: 90 × 67 mm



4c €354

bw €212

1/16 page vertical
P: 43 × 67 mm
1/16 page 2 columns
P: 90 × 33 mm

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

Prices per mm Advertising section

bw per mm	€3.32
4c per mm	€5.71

Discount in the event of acceptance within a contract year

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

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

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

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

Column width

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

Inserts

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

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

Information on enclosure advertising in the retail sales section

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

Specifications →

Bound-in booklets

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

Specifications →

Glued-in inserts / Tip-on ads

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

Basis is a 1/1 page advertisement

Specifications →



Inserts

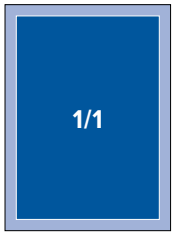


Bound-in booklets



Glued-in inserts / Tip-on ads

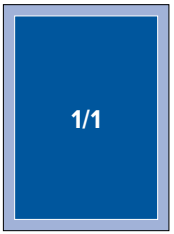
Editorial Section



Cover page 2/4 €5,470

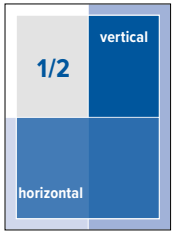
Cover page 3 €5,230

1/1 Cover pages
P: 184 × 270 mm
B: 210 × 297 mm



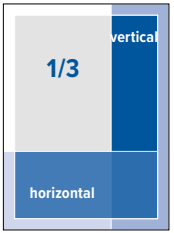
€4,750

1/1 page
P: 184 × 270 mm
B: 210 × 297 mm



€2,660

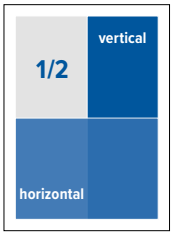
1/2 page vertical
P: 90 × 270 mm
B: 103 × 297 mm
1/2 page horizontal
P: 184 × 135 mm
B: 210 × 150 mm



€1,770

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

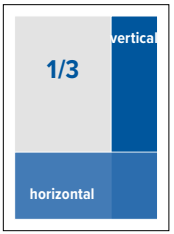
Advertising Section



4c €2,375

bw €1,750

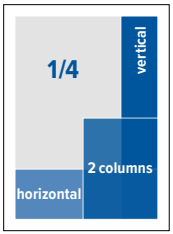
1/2 page vertical
P: 90 × 270 mm
1/2 page horizontal
P: 184 × 135 mm



4c €1,583

bw €1,167

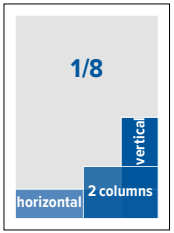
1/3 page vertical
P: 58 × 270 mm
1/3 page horizontal
P: 184 × 90 mm



4c €1,188

bw €875

1/4 page vertical
P: 43 × 270 mm
1/4 page horizontal
P: 184 × 67 mm
1/4 page 2 columns
P: 90 × 135 mm



4c €594

bw €438

1/8 page vertical
P: 43 × 135 mm
1/8 page horizontal
P: 184 × 33 mm
1/8 page 2 columns
P: 90 × 67 mm



4c €297

bw €219

1/16 page vertical
P: 43 × 67 mm
1/16 page 2 columns
P: 90 × 33 mm

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

Prices per mm Advertising section

bw per mm	€3.24
4c per mm	€4.40

Discount in the event of acceptance within a contract year

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

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

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

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

Column width

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

Inserts

Weight	Price per 1,000*
up to 25 g	€149
ea. additional 5 g	€21

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

Information on enclosure advertising in the retail sales section

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

Specifications →

Bound-in booklets

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

Specifications →

Glued-in inserts/Tip-on ads

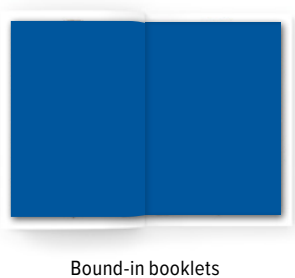
Format	Price per 1,000
Standard postcard	€120
Glued-in inserts, Booklet up to 25 g	€125

Basis is a 1/1 page advertisement

Specifications →



Inserts



Bound-in booklets



Glued-in inserts/ Tip-on ads

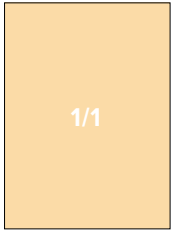


Circulation: 8,000 *(not a kiosk magazine)*
Magazine Format: 210 mm × 297 mm (W × H)
Type Area: 184 mm × 270 mm (W × H)

Publication date:	03.05.2027
Advertising deadline:	02.04.2027
Copy deadline:	07.04.2027

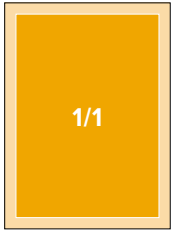
Beeswax

The bienen&natur special issue 2027 explores beeswax, from its formation within the bee colony to its processing at the apiary. It explains how high-quality beeswax is harvested, what risks are posed by adulteration and residues, and how beekeepers can establish their own wax cycle. A comprehensive guide to one of the most valuable raw materials from the bee colony.



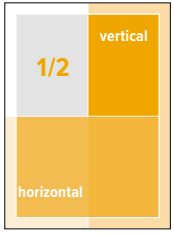
Cover page 2/4
€4,140
Cover page 3
€4,000

1/1 Cover pages
P: 184 × 270 mm
B: 210 × 297 mm



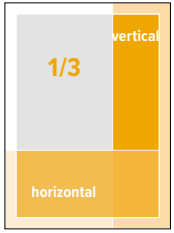
€3,600

1/1 page
P: 184 × 270 mm
B: 210 × 297 mm



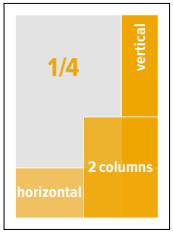
€1,800

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



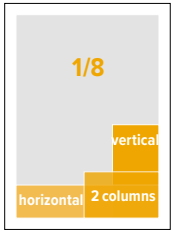
€1,340

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



€1,080

1/4 page vertical
P: 43 × 270 mm
B: 56 × 297 mm
1/4 page horizontal
P: 184 × 67 mm
B: 210 × 82 mm
1/4 page 2 columns
P: 90 × 135 mm



€675

1/8 page vertical
P: 43 × 135 mm
1/8 page horizontal
P: 184 × 33 mm
1/8 page 2 columns
P: 90 × 67 mm



€315

1/16 page
P: 43 × 67,5 mm

Specifications →

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



Circulation:
4,000 copies
Publication date:
14.10.2027
Advertising deadline:
19.08.2027
Copy deadline:
24.08.2027

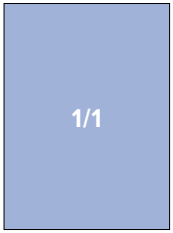
With its important dates and addresses, **the pocket calendar** is an indispensable companion for beekeepers. This popular calendar contains a wide range of information as well as monthly articles by various authors.

In use 366 days a year – informative – practical – subject-specific.

Your advantages:

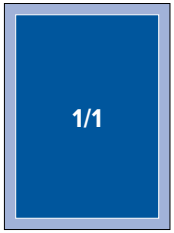
→ A reliable, high-quality environment for your advertising

→ Year-round visibility in an actively used product



2. + 4. Cover page
€600

1/1 page
B: 102 × 146 mm



Inner section
€500

1/1 page
P: 83 × 126 mm
B: 102 × 146 mm



€300

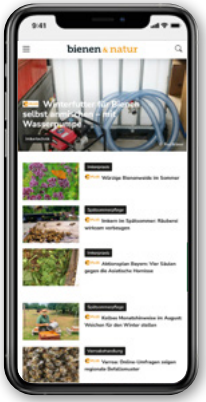
1/2 page horizontal
P: 83 × 62 mm

*** 3 mm bleed margin on all sides.**
Text should be at least 5 mm away from the trim edge (trim tolerances).

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

Website

Ø 72,740 visits/month

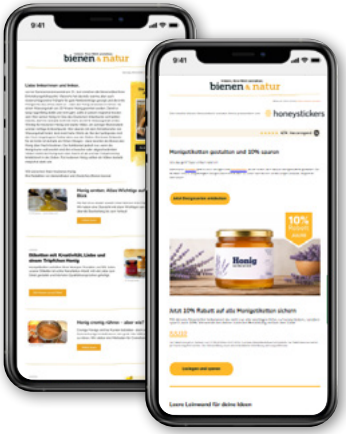


Website →

Newsletter

31,000 subscribers

Opening rate Ø 61 %

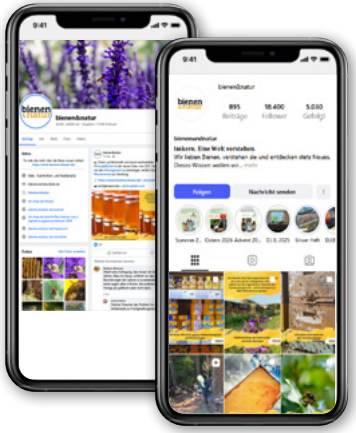


Newsletter →

Social Media

Facebook: 18,100 follower

Instagram: 18,400 follower



Facebook → Instagram →

Podcast

Ø Audio Impressions: 36,500 per month



Podcast →

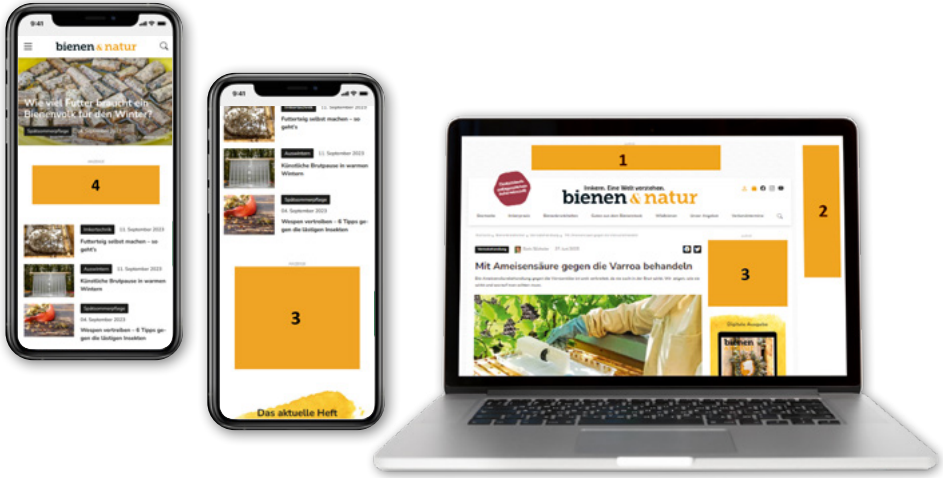
Google-Analytics Q2/2026 as well as publisher's details

Display Ads

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

Specifications →

Standard formats also possible as Ad Bundle		Fixed price per month	Desktop	Mobile
1	Leaderboard (728 × 90 px)	€750	☑	–
2	Skyscraper (120 × 600 px)	€750	☑	–
3	Medium Rectangle (300 × 250 px)	€750	☑	☑
4	Mobile Ad (320 × 100 px)	€750	–	☑
Video				
	Video-Ad (550 × 350 px)	€1,200	☑	☑



Digital-Advertorial

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

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

Specifications →

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

* Link to the advertorial included

Over 31,000 subscribers to the *bienen&natur* and the *Deutschen Bienen-Journal* newsletter receive the latest news about beekeeping and apiculture direct to their inbox every month. The newsletter has an excellent open rate of 61 % on average.

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

Editorial newsletter
Your image/text advertisement is designed to match the look and feel of the editorial content, blending seamlessly into the newsletter.

Price €770

Specifications →

Publication date / Topic:

- → **07.01.27:** Melting wax and preparing foundation sheets
- → **04.02.27:** Emergency feeding – when does it become critical?
- → **04.03.27:** First spring inspection – when is the right time?
- → **01.04.27:** Adding the honey super – when is the right time?
- → **06.05.27:** Swarm control – how to do it right
- → **03.06.27:** When is the honey ready for harvest?
- → **01.07.27:** Biotechnical Varroa control
- → **05.08.27:** Raising healthy winter bees
- → **02.09.27:** Checking winter stores – is there enough food??
- → **07.10.27:** Final colony inspection before winter
- → **04.11.27:** Hive maintenance – making the most of winter
- → **02.12.27:** Winter Varroa treatment – time to treat



Standalone Newsletter

- → **Information about your products and/or services is sent exclusively to newsletter subscribers in the style of *bienen&natur*.**
- → **You can choose the mailing date**

Price €1,690

Specifications →



Facebook

Price each €550



Foto Ad

- → direct linking to your website
- → direct interaction
- → unlimited availabilty



Video Ad

- → visual, intense experience
- → comprehensive communication of information

Specifications →

Instagram

Price each €550



Story Ad

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

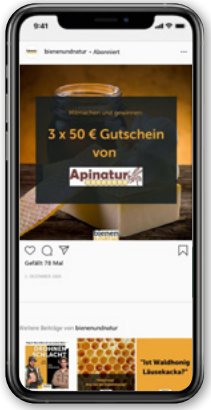
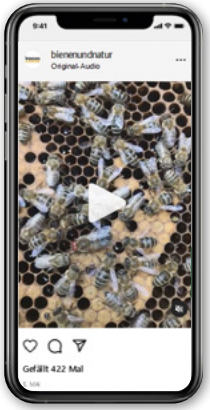


Foto Ad

- → clear and informative format
- → unlimited availability in the feed



Video Ad

- → visual, intense experience
- → comprehensive communication of information

Specifications →

We recommend our Instagram-package	
Story Ad + Foto Ad	**only €850**

The editorial concept

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

The podcasters

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

The podcast listeners

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

Facts

- Start: May 2021
- Number: 26 episodes (until September 2026)
- Reach: 2,300,000 views (until September 2026)
- Ø audio impressions: 36,500 views per month
- Length: 60 to 150 min.
- Distribution: on all channels of *bienen&natur* and on all other platforms where podcasts are available (Spotify, Apple, YouTube etc.)
- Advertising integration: Native audio spot

Your advertising message in the podcast

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

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



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

Your placement in the competition / advent calendar:

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

Your placement on Instagram:

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

Numerous marketing measures ensure high reach:

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

Price per competition: €770



Easter competition 2027:

Switching period:
01.03.2027
up to and including
29.03.2027.



Advent calendar 2027:

Switching period:
01.12.2027
up to and including
24.12.2027.



Summer competition 2027:

Switching period:
1 – 30 June 2027

Display Ads *(page 15)*

Standard advertising formats Digital:

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

All common file formats

Digital-Advertorial *(page 15)*

Teaser

- Image for article teaser: 850 x 467 pixel
- Topic: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

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

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

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

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

Newsletter *(page 16)*

Editorial Newsletter

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

Standalone Newsletter

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

Delivery of advertising material:

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

Facebook *(page 17)*

Foto Ad

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

Video Ad

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

Instagram *(page 17)*

Foto Ad

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

Story Ad

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

Video Ad

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

Inserts *(page 9)*

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

Bound-in booklets *(page 9)*

- Bound-in booklets are to be delivered folded and uncut.
- Booking only total circulation, circulation upon request
- Under certain technical production circumstances we reserve the right to postpone.
- Glued insert on the bound-in booklet: Upon request with sample.

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

- The basis for a tip-on advertisement is a 1/1 page carrier advertisement.
- 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 rates, placements and all other details. Simply call us.

Information on insert advertising in the retail circulation

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

Samples for inserts, bound-in booklets, glued-in inserts

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

Deutscher Landwirtschaftsverlag GmbH
Anzeigen *bienen&natur*
Lothstr. 29, 80797 Munich, Germany

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

Shipping notification *bienen&natur*:

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

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

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

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

Shipping notification *Deutsches Bienen-Journal*

Deutscher Landwirtschaftsverlag GmbH
Anzeigenabteilung Deutsches Bienen-Journal
Phone: +49 89 12705-369

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

Delivery address for inserts, bound-in booklets, glued-in inserts:
"Deutsches Bienen-Journal" to:
Möller Pro Media GmbH
Zeppelinstraße 6, 16356 Ahrensfelde, Germany
Phone: 030-41909-238

Printing process

Cover: Sheetfed offset
Inside part: Sheetfed offset

Print profile
www.dlv.de/bienennatur

Processing
Wire stitching

Data transmission
Email

Electronic Data transmission

nicole.cantoni@dlv.de
Transfer of the data only with accurate statements of the customer's name, property, issue no. and content of the print material transfer

File formats

Print-optimised PDF (Standard X1a)

Other file formats or open files available on request only.

Colour images always in CMYK mode (4c)

Resolution at least 300 dpi (600 dpi for ads in bw)

Proof

A colour-true proof is essential and must be sent to the publishers' or printers' before the print run. Without this, we cannot guarantee the quality of printing and accuracy of the advertisement's motif.
Where no proof has been provided, we cannot accept complaints.

Payment terms

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

Postal charges are not subject to discount.

The publisher is entitled to set a credit limit.

Payment options

DZ Bank AG München
IBAN DE50 7016 0000 0000 1525 73, BIC GENODEFF701
Postbank München
IBAN DE60 7001 0080 0646 5658 04, BIC PBNKDEFF

Terms and conditions of business

The terms and conditions of payment and business that may be obtained from the publisher or inspected on **www.dlv.de/AGB** are applicable to the processing of orders.
Because of tax regulations, when placing an order please state your tax number and/or Value Added Tax ID number.

Deutscher Landwirtschaftsverlag GmbH

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Postfach 40 05 80, 80705 Munich, Germany
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