PIRSCH | unsere Jagd | Niedersächsischer Jäger | Der Jagdgebrauchshund



EUROPE'S NUMBER 1

PIRSCH.de – The most clicked specialist portal for hunting in Europe. Source: SimilarWeb 08/2026

Media Kit 2027

dlv

Germany's leading hunting publisher

- The largest reach in German-speaking countries
- The largest portfolio in the hunting sector
- Individual solutions for your marketing goals



Sustainable hunting,
family and career in
balance – with passion and
full commitment –
this is the **freedom**
we live.
We live in **nature**,
from nature and with
nature. We follow
our **instincts**.
Hunting teaches us
respect for nature
and its creatures.
We are hunters.

PIRSCH

RESPEKT VOR DEM WILDEN. SEIT 1879.*

* Together with the hunting magazine "Der Deutsche Jäger" taken over in 1973



Our east.
Our territory.

unsere Jagd. We **love hunting** and **respect nature**.
Our goal is hunting success.
We don't talk, we tackle.
Hunting is not a hobby,
but a **way of life**.
unsere Jagd is us. *unsere Jagd*
is **by hunters for hunters**.
You can rely on our words.
No matter if day or night,
we are **at home in the hunting ground**.

unsere Jagd
IM REVIER ZUHAUSE



Lower Saxony.

The land of hunters. The most exciting **hunting ground in the word.**

Our community is **committed.** Earthbound and with both **feet** firmly on the **ground.** A straight face and clear words. We don't have to **talk much,** it's the **content that counts** and we understand each other.

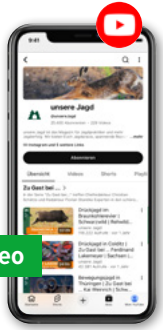
We know how the **wind blows.** Whether at the **hunt or after.** We are just on **"on our toes".**

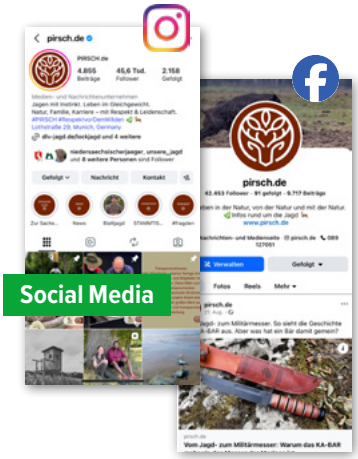
That's how hunting with the **Niedersächsischer Jäger** works.

NIEDERSÄCHSISCHER
JÄGER
Meine Passion. Meine Heimat.


E-Paper


PIRSCH
unsere Jagd
Print Magazines


Video


pirsch.de
Social Media


Jagdgebrauchshund
Association Organ
Die Nase unserer Jagdgebrauchshunde


PIRSCH
REHWILD
LOCK- UND REIZJAGD
JUNGJÄGER 4
Aufgespürt
Specials


PIRSCH
Online


PIRSCH
Newsletter

We cover various specialised hunting topics throughout the year. These are played out across all of our channels (print, online, newsletter, social media and video). You have the opportunity to reach our readers with your advertising messages on all channels – or select the channels that are relevant for your campaign.

Month		Topics
January	1	Predator hunting
February	2	Handguns
March	3	Territory work and territory establishment
April	4	Roe deer hunting
May	5	Establishing a small game hunting ground
June	6	Wildlife damage, hunting wild boar in wheat fields

Month		Topics
July	7	Lure and leaf hunting
August	8	First aid for dogs
September	9	Red deer/fallow deer
October	10	Driven hunt
November	11	Driven hunt
December	12	Hunting vehicles

We reserve the right to modify topics.

Online, Social Media, Newsletter



www.pirsch.de is the specialist media for hunters with the widest reach in Europe.

With an average of 3.2 million page impressions per month*, pirsch.de is with a large distance specialist hunting media – not only in Germany, but throughout Europe!**

* IVW verified 08/25-07/26, ** SimilarWeb 08/2026

Newsletter

36.000 subscribers*

Opening rate > 50 %

Facebook

42,500 follower*

Instagram

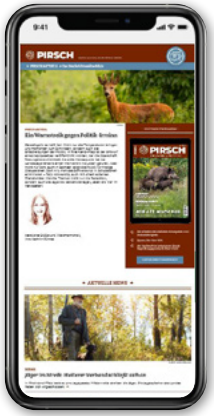
45,500 follower*

Engagement Rate
Ø 3.3 %***

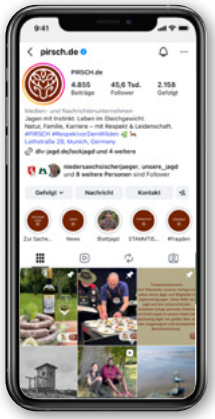
Online

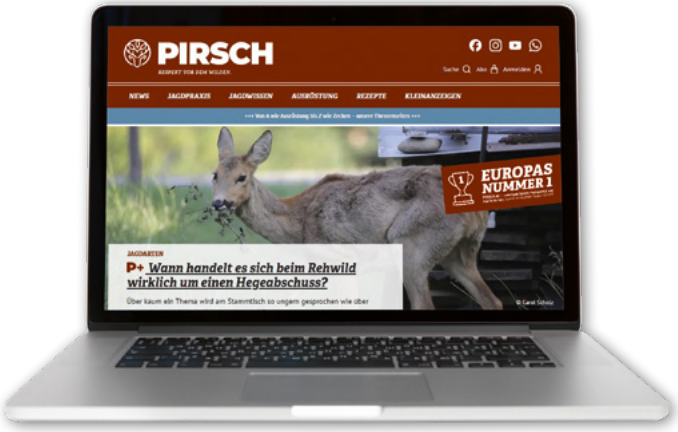
Ø 3.2 m. page impressions per month**

EUROPE'S NUMBER 1
PIRSCH.de – The most clicked specialist portal for hunting in Europe. Source: SimilarWeb 10/2025





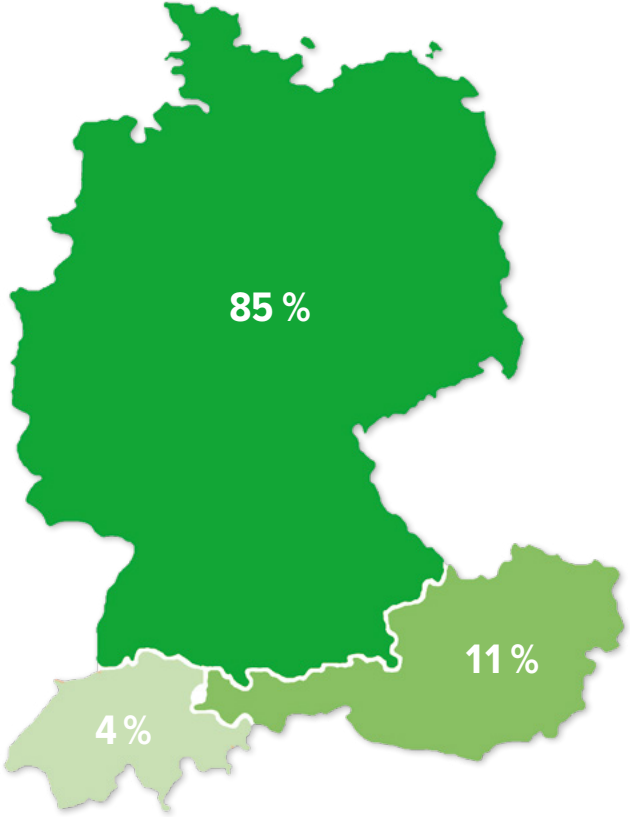




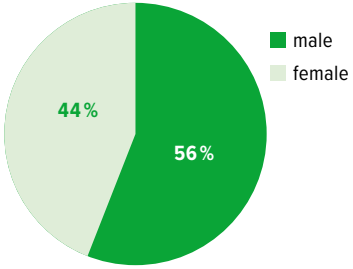
Newsletter → | Facebook → | Instagram → | Online →

* Date: September 2026, **according to IVW 08/25–07/26, *** According to Fanpage Karma, 07/2026

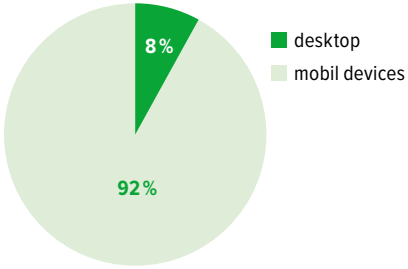
Country Breakdown DACH



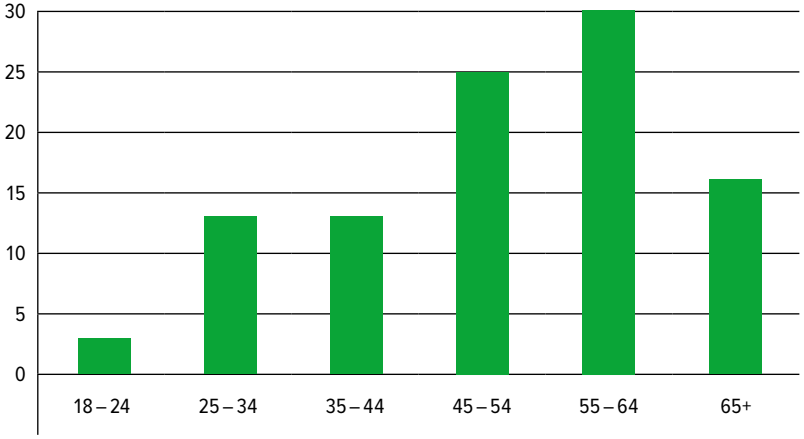
Gender



User Devices



Age (figures in %)



Source: Google Analytics, as at September 2026

Social media at PIRSCH

With our high-reach social media channels on **Facebook** (42,500 followers*) and **Instagram** (45,500 followers*) you can reach the hunting community in a targeted way – directly, quickly and authentically. In addition to the sheer number of followers, our channels are characterised in particular by their above-average level of community engagement.

Performance:
Instagram
45,500 followers*
Facebook
42,500 followers*

Instagram

Story Ad

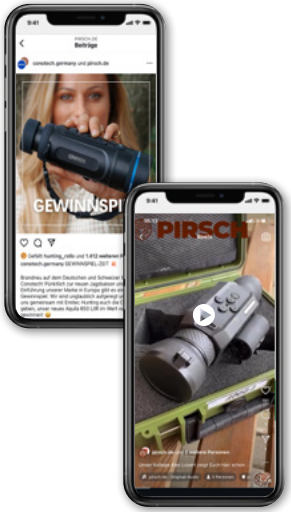
- → Direct link to your website or product
- → Direct interaction with users
- → Online for 24 hours
- → Monday to Friday

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

Video/Reel

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



Facebook

Photo Ad

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

Video/Reel

- → Direct link to your website or product
- → Direct interaction with users

Price per post: €750

Specifications →



We recommend our Instagram-package

Story Ad + Feed Ad for just €1,125

All prices in €, plus statutory VAT. ■ *Date: September 2026 ■ Prices excluding production costs ■ You will receive Meta's current technical specifications together with your order confirmation.

36,000 subscribers* to the *pirsch.de* newsletter receive the latest hunting news directly to their inbox weekly.

With an average opening rate > 50 %, the hunting newsletter is well above the standard values.

Performance:
36,000 subscribers*
Opening rate
> 50 %

Newsletter/Topic Newsletter
Your ad can be placed in the form of a text article with photo and link or as a banner. Only a maximum of 3 ads will be published in the newsletter to increase the attention for you.

Our newsletters:

→ PIRSCH Aktuell: The news revue

→ Jagdpraxis & Ausrüstung: Here you can get all the tips you need.

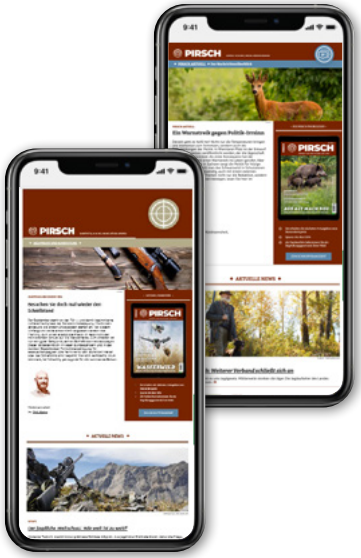
Publication dates:

→ PIRSCH aktuell: every 1st, 2nd and 4th Tuesday of the month

→ Jagdpraxis & Ausrüstung: every 3rd Tuesday of the month

Price €990 **(1st position)**
Price €875 **(2nd - 3rd position)**

Specifications →



Standalone Newsletter
The Standalone newsletter is an attention-grabbing form of advertising where we send your informations to our newsletter subscribers in the *pirsch.de* layout.

Advantages:

→ Optimal for complex topics and products in need of explanation, which can be presented in detail

→ Exclusive use by you as a custumer

→ Only one newsletter per week possible

Price €3,095

Specifications →

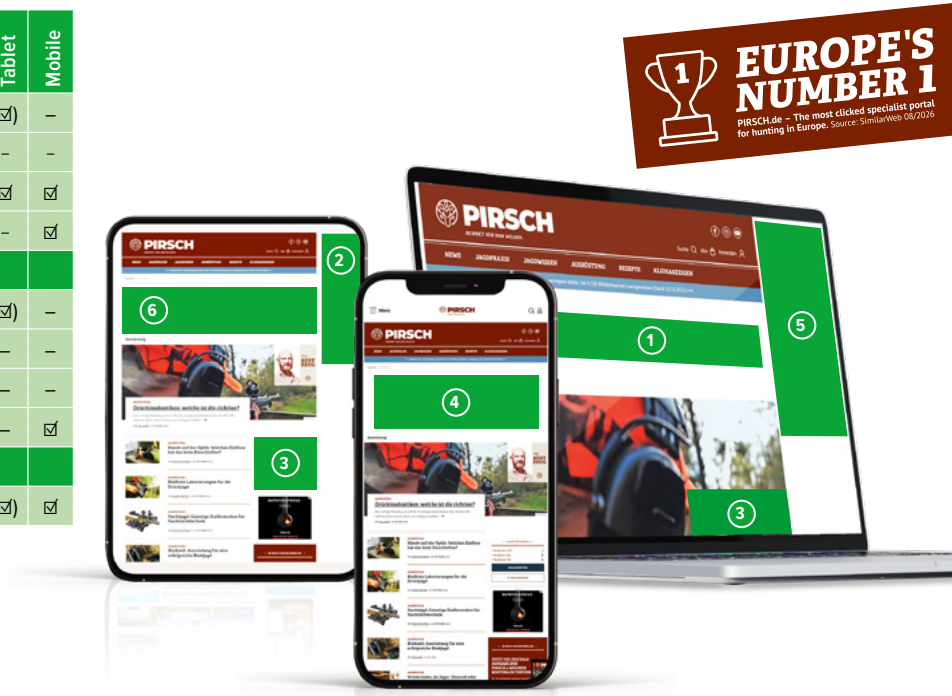


Standard formats also possible as Ad Bundle		Prices per month	Prices per month targeting	Desktop	Tablet	Mobile
1	Leaderboard (728 × 90 px)	€1,250	€1,875	☑	(☑)	–
2	Skyscraper (120 × 600 px)	€1,250	€1,875	☑	–	–
3	Medium Rectangle (300 × 250 px)	€1,250	€1,875	☑	☑	☑
4	Mobile Ad (320 × 100 px)	€1,250	€1,875	–	–	☑
Large-size Image Banner						
5	Halfpage Ad (300 × 600 px)	€1,675	€2,450	☑	(☑)	–
6	Billboard (900 × 250 px)	€1,675	€2,450	☑	–	–
	Hockey Stick (728 × 90 + 160 × 600 px)	€1,675	€2,450	☑	–	–
	Parallax (310 × 480 px)	on request	on request	–	–	☑
Video						
	Video-Ad (468 × 263 px)	€1,675	€2,450	☑	(☑)	☑

(☑) = depending on the device resolution

Other special formats available on request.

Glossary:
Targeting: Campaign is delivered in rubric to defined target group
Ad Bundle: Any combination of the standard formats, covers all devices



Advertorial

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

Advertorial teasers are displayed on the home page and in the appropriate sections.

The advertorials are published in the look and feel of the editorial articles on *pirsch.de*.

Advertorial	Price
4 weeks runtime	€1,350
Advertorial additional options	
Creation by the editorial office, incl. images	€1,500*
Banner in editorial newsletter	€550*
Post on Facebook about the advertorial	€550*
Instagram story (24h)	€550*

* Price only in combination with an advertorial

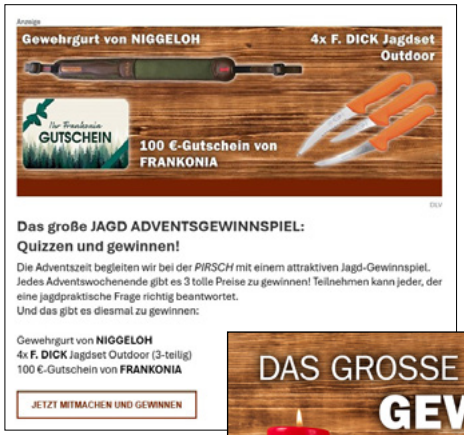
Specifications →



Ø 3.2 million page impressions per month**

With the Hunting Advent competition we offer you the chance 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:

- → Door with logo integration and adjustment of your price
- → Online reach: promotion of the competition on *pirsch.de*
- → Picture/text advert in the *pirsch.de* newsletter (36,000 recipients)
- → Facebook post on the PIRSCH account

Package price: only €850

Specifications:

- → You provide a prize worth at least €150
- → You also provide us with:
  - – Picture of your daily prize JPG 600 x 240 pixels (width x height)
  - – Short description text (max. 250 characters)
  - – Your logo
- → At the end of the promotion, you organise the shipping of the prize.

Newsletter:

- → Illustration of your daily prize.
- → Mention of your prize incl. sponsor integration.

Facebook:

- → Picture of your daily prize: JPG 1,200 x 1,200 pixels (width x height), max. 150 KB
- → Link to your Facebook account

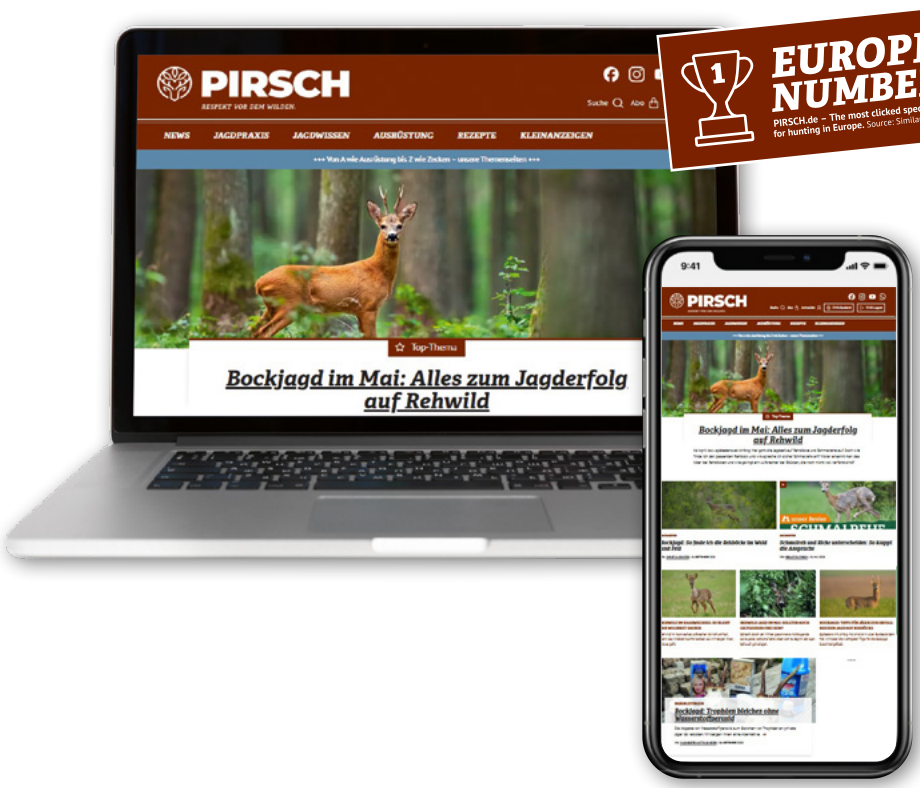
Content Hub

Content hubs offer you editorial environments on a specific practical hunting topic. These are linked on the homepage and give the user a comprehensive overview of all relevant articles on a topic.

Use this environment to specifically address your target group.

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

Current content hubs (selection)
Novice hunters: everything you need to know to start your hunting career
Roe deer hunting in May: everything you need to know to successfully hunt roe deer
Red deer: everything you need to know about red deer and the rutting season
Successful wild boar hunting and utilisation
Driven hunts: what hunters need to know
Hunting calibres: everything you need to know about ammunition
Knives for hunting
Ticks: a danger to humans and dogs
Hunting ground facilities



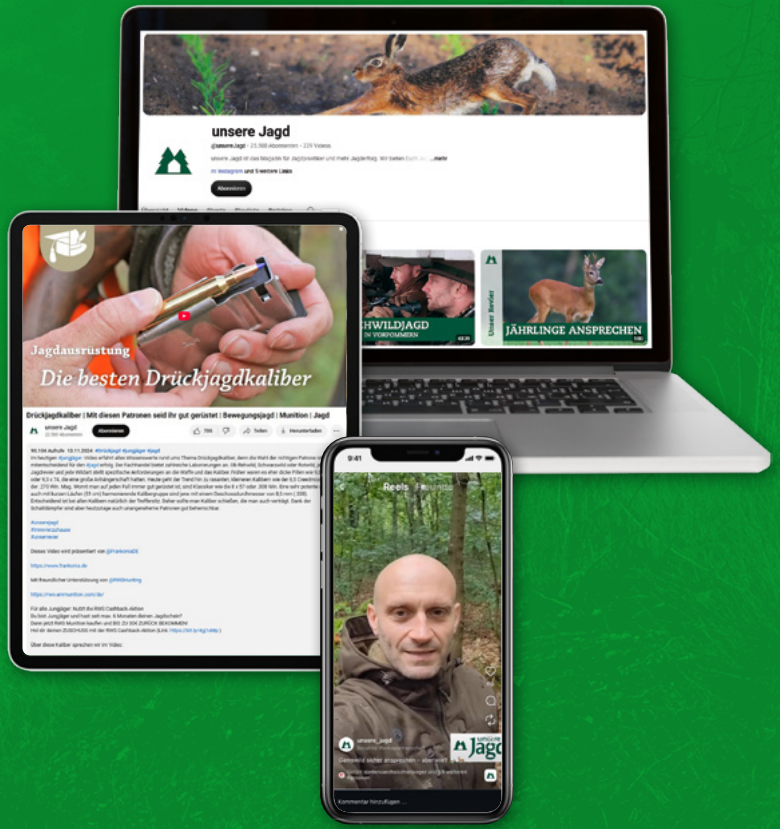
All prices plus statutory VAT

Video Formats

The dlv hunting media is also active in the field of moving images.

In over 230 episodes, our video series offers hunting tips, exciting reports and lots of tips and tricks for successful hunting.

Viewers are taken right up close to the hunt and in everyday hunting life.



unsere Jagd visits interesting hunters in special hunting grounds. We go hunting together and talk shop about game, weapons and the forest. Hunting practice always plays a major role.
But current political issues also receive attention. Respect for and love of nature are very important to us.
The series with its different format orientations is intended to entertain but also to impart specialist knowledge in an informal way.

Reach:
7.7 million views*

Standard format

In our regular hunting videos, we deal with many different practical hunting topics.
Viewers receive valuable tips and tricks that they can put into practice in their own hunting grounds.
In 'expert talks' we discuss current practical hunting topics with selected experts, hunting techniques and equipment as well as many other exciting topics relating to hunting.





Premium format

In addition to our standard videos, we produce several more productions every year. Here, our specialist editors go hunting with experts and invite viewers to join them on their adventures, learn about local customs and discover new hunting grounds and their special features.



*Date: September 2026

With the videos on the unsere Jagd YouTube channel, the editorial team shares its knowledge directly and closely. The combination of sound, moving images and text is memorable.

Benefit from the high reach of our video formats and present your company in the form of a video presenter or instream ad. Your advert will be permanently integrated into the video.

Video
25,400 YouTube subscribers*
7.7 million views*

YouTube →

Spezifikationen →



Presenter Ad

- → Full screen advert that interrupts the video
- → Integration after video topic introduction
- → Visible for approx. 3 seconds



Instream Ad

- → Advertising in the form of lower third that is placed over the video
- → Integration after approx. 20 % of video duration
- → Visible for approx. 10 seconds

Format	Instream Ad	Presenter Ad	Combi package	Partner Premium Episode
Instream Ad	✓	–	✓	–
Presenter Ad	–	✓	✓	✓
Linking via video description	–	✓	✓	✓
Permanent integration	✓	✓	✓	✓
Product placement	–	–	–	✓
Price Standard format	**€1,500**	**€2,500**	**€3,400**	–
Price Premium format	**€2,000**	**€3,000**	**€4,000**	**€6,500**

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

Print Magazines

The hunting magazines *unsere Jagd* and *PIRSCH* are among the highest-circulation magazines in the special interest hunting sector.

Together with *Niedersächsischer Jäger*, they cover the entire German-speaking region due to their different regional orientations.





Hunting Magazine
PIRSCH
Year: 79, 2027
Frequency: 22 issues per year
Circulation area:
Southern and western Germany, Switzerland, Austria
Distributed circulation: 23,045 copies 2/2026
Sold circulation: 22,260 copies
Subscription price: €172*
ISSN: 1437-4420



Hunting Magazine
unsere Jagd
Year: 77, 2027
Frequency: monthly
Circulation area:
Eastern Germany
Distributed circulation: 24,107 copies 2/2026
Sold circulation: 23,421 copies
Subscription price: €97*
ISSN: 0566-2621

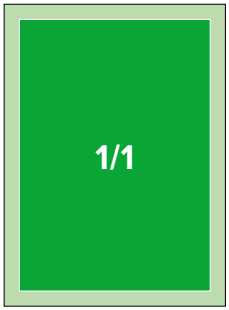


Hunting Magazine
Niedersächsischer Jäger
Year: 72, 2027
Frequency: 22 issues per year
Circulation area:
Lower Saxonia and Bremen
Distributed circulation: 10,697 copies 2/2026
Sold circulation: 10,611 copies
Subscription price: €149*
ISSN: 0048-0339

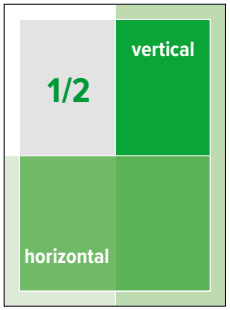
*Prices are subjects to change

	PIRSCH			unsere Jagd			JÄGER		
Month	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline	Issue	Publication Date	Advertising Deadline
January	1	30.12.2026	04.12.2026	1	29.12.2026	25.11.2026	1	30.12.2026	04.12.2026
	2	20.01.2027	21.12.2026				2	20.01.2027	21.12.2026
February	3	03.02.2027	12.01.2027	2	26.01.2027	28.12.2026	3	03.02.2027	12.01.2027
	4	17.02.2027	26.01.2027				4	17.02.2027	26.01.2027
March	5	03.03.2027	09.02.2027	3	23.02.2027	27.01.2027	5	03.03.2027	09.02.2027
	6	17.03.2027	23.02.2027				6	17.03.2027	23.02.2027
April	7	07.04.2027	11.03.2027	4	30.03.2027	01.03.2027	7	07.04.2027	11.03.2027
	8	21.04.2027	30.03.2027				8	21.04.2027	30.03.2027
May	9	12.05.2027	19.04.2027	5	27.04.2027	30.03.2027	9	12.05.2027	19.04.2027
June	10	02.06.2027	05.05.2027	6	25.05.2027	26.04.2027	10	02.06.2027	05.05.2027
	11	16.06.2027	20.05.2027				11	16.06.2027	20.05.2027
July	12	07.07.2027	15.06.2027	7	29.06.2027	02.06.2027	12	07.07.2027	15.06.2027
	13	21.07.2027	29.06.2027				13	21.07.2027	29.06.2027
August	14	11.08.2027	20.07.2027	8	27.07.2027	29.06.2027	14	11.08.2027	20.07.2027
	15	25.08.2027	03.08.2027				15	25.08.2027	03.08.2027
September	16	15.09.2027	24.08.2027	9	31.08.2027	03.08.2027	16	15.09.2027	24.08.2027
October	17	06.10.2027	14.09.2027	10	28.09.2027	31.08.2027	17	06.10.2027	14.09.2027
	18	20.10.2027	28.09.2027				18	20.10.2027	28.09.2027
November	19	03.11.2027	11.10.2027	11	26.10.2027	29.09.2027	19	03.11.2027	11.10.2027
	20	17.11.2027	25.10.2027				20	17.11.2027	25.10.2027
December	21	01.12.2027	09.11.2027	12	30.11.2027	02.11.2027	21	01.12.2027	09.11.2027
	22	15.12.2027	23.11.2027				22	15.12.2027	23.11.2027

Editorial Section



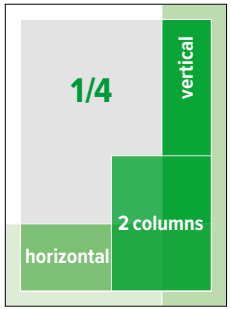
1/1 page
P: 184 × 270 mm
B: 210 × 297 mm



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



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



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



1/8 page 2 columns
P: 90 × 67 mm

P: Print Space, **B:** Bleed: 3 mm bleed margin on all sides; retail at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height.

PIRSCH* or *unsere Jagd

Formats	bw	2c/3c	4c
1/1 page	€3,542	€5,400	€6,728
1/2 page	€1,771	€2,700	€3,364
1/3 page	€1,181	€1,800	€2,243
1/4 page	€886	€1,350	€1,682
1/8 page	€443	€675	€841
Cover page 2/4			€7,401

Niedersächsischer Jäger

Formats	bw	2c/3c	4c
1/1 page	€3,218	€3,845	€4,493
1/2 page	€1,609	€1,923	€2,247
1/3 page	€1,073	€1,282	€1,498
1/4 page	€805	€961	€1,123
1/8 page	€402	€481	€562
Cover page 2/4			€4,942

Classified business advertisement (minimum format 15 mm/1 column)

Formats	*PIRSCH/unsere Jagd*	*Niedersächsischer Jäger*
bw per mm 1 column	€2.87	€2.57
2c/3c per mm 1 column	€3.18	€2.82
4c per mm 1 column	€3.73	€3.33

Discounts in the event of acceptance within one order year

PIRSCH, unsere Jagd, Niedersächsischer Jäger

Frequency discount	Volume discount	Price reduction
–	1 page	3 %
3 ads	3 pages	5 %
6 ads	6 pages	10 %
12 ads	9 pages	15 %
22 ads	12 pages	20 %

Less 15 % combination discount if you book at least two titles of *PIRSCH, unsere Jagd, Niedersächsischer Jäger, Der Jagdgebrauchshund:*

15 % Combination discount

Magazine size: 210 mm × 297 mm (width × height)
Print space: 184 mm × 270 mm (width × height)
Print space advertising section:
184 mm × 252 mm (width x height)

Column width

Textual part (3 columns)	58 mm
Textual part (4 columns)	43 mm
Running text (4 columns)	43 mm
Cipher fee in Germany and abroad (including postage and VAT)	€14

Price lists and their validity: see p. 35

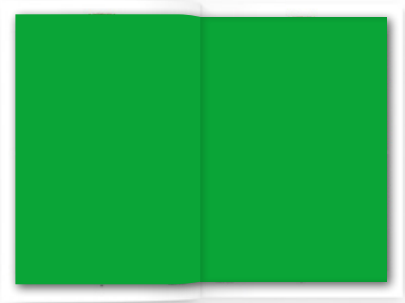
Bound-in booklets –
PIRSCH, unsere Jagd

Format	Weight	Price
2 pages (DINA4)	up to 10 g	€5,667
4 pages	up to 15 g	€7,084
8 pages	up to 20 g	€9,741
12 pages	up to 25 g	€11,512
16 pages	up to 30 g	€13,283

Bound-in booklets –
Niedersächsischer Jäger

Format	Weight	Price
4 pages	up to 15 g	€4,493

Specifications →



Inserts –
PIRSCH, unsere Jagd, Niedersächsischer Jäger

Weight	Price per 1,000*
up to 25 g	€145
up to 30 g	€165
ea. additional 5 g	€12

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

Specifications →



Tip-on advertisement –
PIRSCH, unsere Jagd, Niedersächsischer Jäger

Format	Price per 1,000*
Standard postcard	€88.50
Tip-on, booklet up to 25 g	€98.50

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

Specifications →



Association Organ

Der Jagdgebrauchshund is the official newsletter of the German Hunting and Utility Dog Association (Jagdgebrauchshundverband e.V.). With more than 7,500 copies, it reaches the multipliers of the hunting scene.





Discount when booking at least two titles of: *PIRSCH, unsere Jagd, Niedersächsischer Jäger, Der Jagdgebrauchshund:*

15 % Combination discount

Association organ
Der Jagdgebrauchshund
Year: 63, 2027
Frequency: monthly
Circulation area:
Germany

Distributed circulation: 7,716 copies
Sold circulation: 7,555 copies
Distribution statistics 2/2026
Subscription price: €57*
ISSN: 0021-3942

Der Jagdgebrauchshund

Format	bw	2c/3c	4c
1/1 page	€1,588	€2,009	€2,214
1/2 page	€794	€1,005	€1,107
1/3 page	€529	€670	€738
1/4 page	€397	€502	€554
Cover page 2/4			€2,214

Classified business advertiisements

Format	*Der Jagdgebrauchshund*
bw per mm 1 column	€1.47
2c/3c per mm 1 column	€1.86
4c per mm 1 column	€2.05

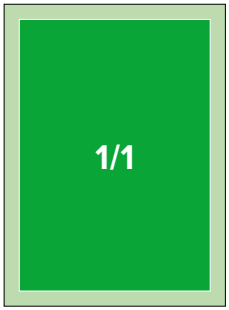
Discounts in the event of acceptance within one order year

Frequency discount	Volume discount	Price reduction
–	1 page	3 %
3 ads	3 pages	5 %
6 ads	6 pages	10 %
12 ads	9 pages	15 %
–	12 pages	20 %

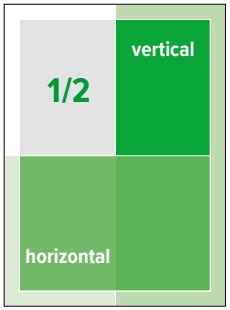
Inserts on demand
Magazine size: 204 mm × 292 mm (width × height)
Print space: 184 mm × 270 mm (width × height)
Column width: Textual part (4 columns) 43 mm
Running text (4 columns) 43 mm
Cipher fee in Germany and abroad (including postage and VAT) €14

*Prices are subjects to change ■ All prices in €, plus statutory VAT (excluding subscription price). ■ *Deutscher Landwirtschaftsverlag GmbH* terms and conditions of business apply. price lists and their validity, as well as technical information on inserts and supplements, see page 35.

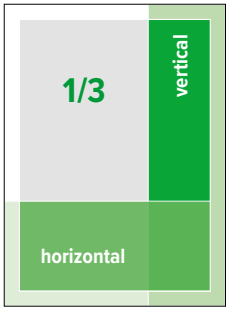
Editorial section



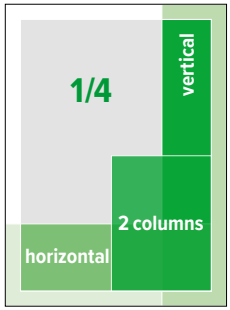
1/1 page
P: 184 × 270 mm
B: 210 × 297 mm



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



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



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



1/8 page 2 columns
P: 90 × 67 mm

P: Print Space, **B:** Bleed: 3 mm bleed margin on all sides; retail at least 5 mm distance from text/pictures to the binding margin. ■ All formats of width × height.

Der Jagdgebrauchshund

Month	Issue	Publication Date	Advertising Deadline
January	1	09.01.2027	01.12.2026
February	2	10.02.2027	12.01.2027
March	3	10.03.2027	09.02.2027
April	4	10.04.2027	09.03.2027
May	5	11.05.2027	08.04.2027
June	6	10.06.2027	10.05.2027
July	7	10.07.2027	10.06.2027
August	8	10.08.2027	09.07.2027
September	9	10.09.2027	11.08.2027
October	10	09.10.2027	09.09.2027
November	11	10.11.2027	08.10.2027
December	12	10.12.2027	10.11.2027

Specials

Every year we publish attractive specials on hunting topics.

The cross-media presentation of the topics in magazine form and on our digital channels gives you the opportunity to place your advertising in a topic-specific manner tailored to your target group.





***Aufgespürt* is the product magazine for hunters and nature lovers. With an edition of 150,000 copies, it is unique in Germany.**

The magazine appears twice a year and is enclosed with the magazines *PIRSCH*, *unsere Jagd*, *Niedersächsischer Jäger*, *Der Jagdgebrauchshund* and *LAND & FORST*, as well as being published on pirsch.de.

In parallel, we inform our readers about the highlights of the issue in our standalone newsletter.

With *Aufgespürt* we offer a customised concept for your sales success in a practical poket format.

Product placement, advertisement or advertorial? You decide!

Magazine format:	168 mm × 223 mm (W × H)
Type area:	143 mm × 193 mm (W × H)
Column width	
Ad section (4 columns):	27 mm

Dates:

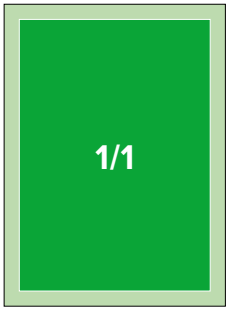
Spring/Summer:

Publication date:	21.04.2027
Advertising deadline:	16.02.2027

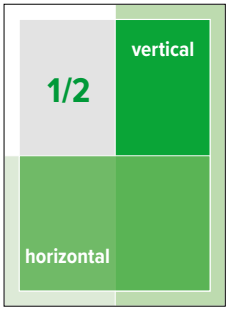
Fall/Winter:

Publication date:	20.10.2027
Advertising deadline:	17.08.2027

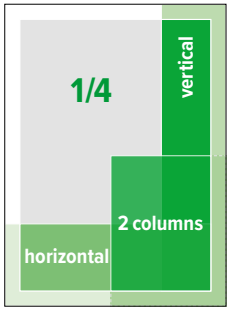
Editorial section



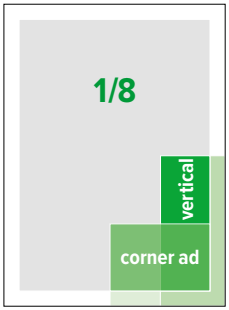
1/1 page
S: 143 × 193 mm
A: 168 × 223 mm



1/2 page vertical
S: 70 × 193 mm
A: 85 × 223 mm
1/2 page horizontal
S: 143 × 97 mm
A: 168 × 112 mm



1/4 page vertical
S: 27 × 193 mm
A: 42 × 223 mm
1/4 page horizontal
S: 143 × 40 mm
A: 168 × 55 mm
1/4 page 2 columns
S: 70 × 97 mm
A: 85 × 112 mm



1/8 page vertical
S: 27 × 97 mm
A: 42 × 112 mm
1/8 page corner ad
S: 70 × 40 mm
A: 85 × 55 mm

Formats / Prices:

1/1 page, 4c	€4,850
1/2 page, 4c	€2,425
1/3 page, 4c	€1,616
1/4 page, 4c	€1,215.50
1/8 page, 4c	€606.25
Product placement	€890
Luxury foods	€280
Advertorials	on request

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

Each year we publish several attractive specials on various hunting topics.

→ Special issues, such as 'Roe Deer', 'Calling and Decoy Hunting'

→ Pocket and wall calendars for the hunting year

By focusing on the relevant themes, we provide the ideal environment for your advertising with as little wastage as possible. We will provide details of publication dates, prices and advert deadline in good time.



SKADI AWARD

With the new SKADI AWARD, dlv Deutscher Landwirtschaftsverlag and its hunting media brand *PIRSCH* have launched a new award to recognise exceptional commitment to wildlife, habitats and hunting.

The focus is on people and projects that take responsibility and help to further develop hunting through knowledge, skill and dedication. The prize will be presented for the first time on 4 February 2027 in Dortmund.

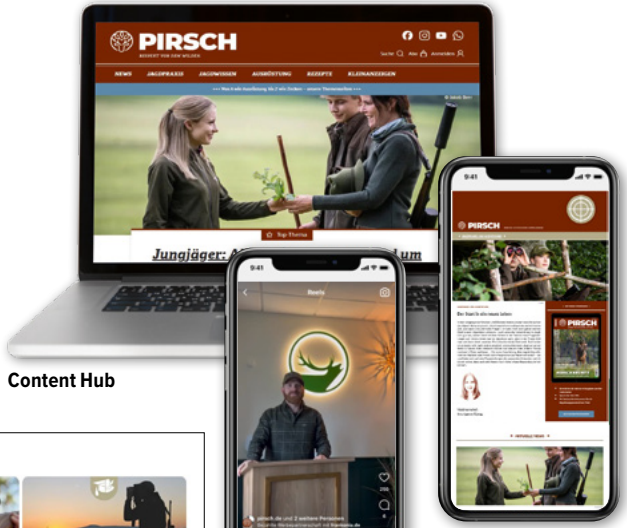
Target novice hunters!

Reach the exciting target group of novice hunters with our media. Embed your brand messages in this formative phase of the hunter's life! Our novice hunters series provides novice hunters with guidance and answers all the important questions about getting started in hunting – across all relevant channels!

We would be delighted to put together a customised novice hunter package for you!

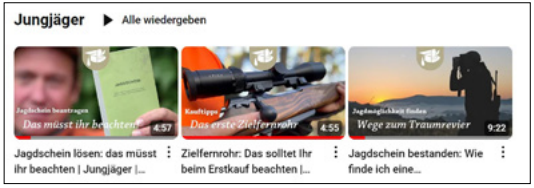


Special Edition



Content Hub

Newsletter



Video

Social Media

Facebook *(page 9)*

Image

- Image: 1200 x 630 pixels; max. 150 KB
- Link to the fanpage
- Text: the shorter the better, ideal 100 characters
- Requested Emojis
- Optional: Linking to the landing page

Video/Reel

- MP4 or mov, 3 min. optimal
- Video title
- Video description, requested emojis
- Linking to the landing page, where applicable
- In addition to the video thumbnail in the same format

Instagram *(page 10)*

Photo Ad

- File type JPG or PNG
- Aspect ratio 1x1
- Resolution: 1080 x 1350 pixels
- Primary text max. 125 characters
- Link to your Instagram profile
- Min. 1 image, max. 10 images
- Requested hashtags

Story Ad

- File type JPG or PNG
- Aspect ratio 9 x 16
- Resolution 1080 x 1920 pixels
- Min. 1 image, max 3 images

Video/Reel

- 9:16 (vertical video)
- MP4-Format, max. 1 min. duration
- Video title
- Video description, requested emojis
- In addition to the video thumbnail in the same format

Newsletter *(page 11)*

Newsletter/Topic Newsletter

- Topic: max 60 characters (incl. spaces)
- Teaser text: max. 250 characters (incl. spaces)
- Image as JPEG, 600 x 240 pixels
- Image source/copyright
- Call-to-Action Button: max. 25 characters (incl. spaces)
- Link to the product / website

Standalone Newsletter

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

Advertorial *(page 13)*

Teaser

- Article teaser image: Format 3:2, (354 x 236 pixels)
- Title: max. 65 characters (incl. spaces)
- Teaser-Text: max. 130 characters (incl. spaces)

Long text

- Article image wide top: Format 5:2 (900 x 360 pixels)
- Images in the text: Format 3:2 (900 x 360 pixels)
- Advertorial text (recommendation): 1,500 – 2,000 characters (incl. spaces)
- Link to the product/website
- Image source/copyright

Video *(from page 18)*

Presenter Ad

- Logo: 1920 x 1080 pixels (RGB)
- Link to the website

Instream Ad

- Complete advertising
- mov. format, 16:9, max. 15 sec. long
- Codec Apple Prores 422 HQ
- 1920 x 240 pixels

or:

- Image material (logo / product image): 1920 x 1080 pixels (RGB)
- Text 150 characters
- Link to website

Printing process
PIRSCH, *unsere Jagd*, *Niedersächsischer Jäger*
Cover: Sheet-fed offset
Inside section: Web-fed offset

Der Jagdgebrauchshund: Sheet-fed offset

Print profile
www.dlv.de/pirsch
www.dlv.de/niedersaechsischer-jaeger
www.dlv.de/unsere-jagd
www.dlv.de/Jagdgebrauchshund

Processing
PIRSCH, unsere Jagd: Adhesive binding
Der Jagdgebrauchshund, Niedersächsischer Jäger: Wire stitching

Grid
Der Jagdgebrauchshund
The grid width for bw and 4c is at max. 60 lines per centimeter

Data transmission
Email

File formats
Print-optimised PDF (Standard X1a)
Other file formats or open files available on request only.
Colour images always in CMYK mode (4c)
Resolution at least 300 dpi (600 dpi for ads in bw)

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.

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,
PIRSCH, *unsere Jagd*, *Der Jagdgebrauchshund*
Lothstr. 29, 80797 Munich, Germany
The authenticity of fulfilment of an order cannot be finally decided upon until the samples have been submitted.

Dispatch advice
Deutscher Landwirtschaftsverlag GmbH
Ad Management Print,
Phone +49 89 12705-367/-369

Delivery date
Inserts, bound-in booklets and glued-in inserts must be delivered by the advertisement deadline of the relevant issue at the least.
Volume of the issue required upon request.
Delivery of the print run plus 3 % surcharge.

Delivery address for inserts, bound-in booklets, glued-in inserts
Free delivery with appropriate labelling
"PIRSCH", "unsere Jagd", "Niedersächsischer Jäger":
Vogel Druck und Medienservice GmbH
Leibnizstr. 5, 97204 Höchberg, Germany

Der Jagdgebrauchshund
Free delivery with appropriate labelling
„Der Jagdgebrauchshund":
Aumüller Druck GmbH & Co. KG,
Hofer Str. 17, Tor 7, 93057 Regensburg, Germany

Technical information Bound-in booklets
(page 24 & 26)

- Bound-in booklets are to be delivered folded and uncut on PEFC certified paper.
- Format *PIRSCH, unsere Jagd:* max. 310 mm height; Magazine format: 210 mm width × 297 mm height (Head trim 6 mm, tail trim 5 mm, outside trim 5 mm, milled edge 3 mm)
- *Niedersächsischer Jäger:* Magazine format: 210 mm x 297 mm, saddle-stitched; (Head trim: 6 mm; side trim: 3 mm; high lap: 8 mm); minimum weight for a 4-page spread: 90 g/m^2
- *Der Jagdgebrauchshund:* Magazine format: 204 mm × 292 mm (tail trim: 5 mm; head trim: 13 mm; side bleed: 5 mm; plus 8 mm high lap)
- Full run only, circulation upon request
- Under certain technical production circumstances we reserve the right to postpone publication.
- Glued insert on the bound-in booklet: Upon request with sample

Technical information Inserts
(page 24 & 26)

- Inserts must not must not exceed the specified size and must not have a zigzag fold max. format *PIRSCH, unsere Jagd, Der Jagdgebrauchshund:* 200 mm x 287 mm (width x hight); *Niersächsischer Jäger:* 202 mm x 292 mm (width x hight)
- 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 inserts upon request.

Technical information tip-on advertisement
(page 24)

- 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 applicable in accordance with the Jugendschutzgesetz (Young People's Protection Act).
- We will be happy to inform you of placements and all other details. Simply call us.

Pricelists and validity:

PIRSCH:
Pricelist 68, valid from issue 1/2027
unsere Jagd:
Pricelist 39, valid from issue 1/2027
Niedersächsischer Jäger:
Pricelist 64, valid from issue 1/2027
Der Jagdgebrauchshund:
Pricelist 58, valid from issue 1/2027

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.

Deutscher Landwirtschaftsverlag GmbH
Lothstr. 29, 80797 Munich, Germany
Postfach 40 05 80, 80705 Munich, Germany
Phone +49 89 12705-1, Fax -335
dlv.muenchen@dlv.de, www.dlv.de

Kabelkamp 6, 30179 Hanover, Germany
Postfach 14 40, 30014 Hanover, Germany
Phone +49 511 67806-0, Fax -168
dlv.hannover@dlv.de, www.dlv.de

Business Unit Manager, Hunting



Philipp Eisele
+49 89 12705-261
philipp.eisele@dlv.de

Head of Advertising



Verena Nolten
+49 89 12705-257
verena.nolten@dlv.de

Sales Manager Hunting Media



Thorsten Radermacher
+49 511 67806-173
thorsten.radermacher@dlv.de

Media Consulting



Claudia Fick
+49 89 12705-266
claudia.fick@dlv.de



Susanne Seuffert
+49 89 12705-247
susanne.seuffert@dlv.de

Ad Management Print



Nicole Cantoni
+49 89 12705-369
nicole.cantoni@dlv.de



Gabriele Lorenz
+49 89 12705-365
gabriele.lorenz@dlv.de



Karin Schwaiger
+49 89 12705-367
karin.schwaiger@dlv.de

Ad Management Online



Leonhard Mayr
+49 89 12705-319
leonhard.mayr@dlv.de



Maria Sedlmair
+49 89 12705-370
maria.sedlmair@dlv.de