

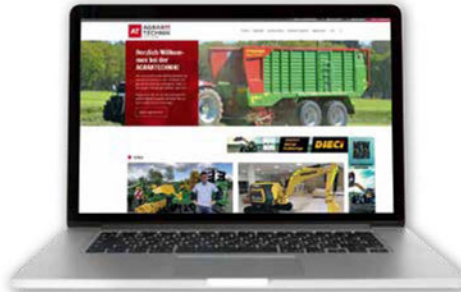
Digital output

9,895 recipients*



Specialist portal

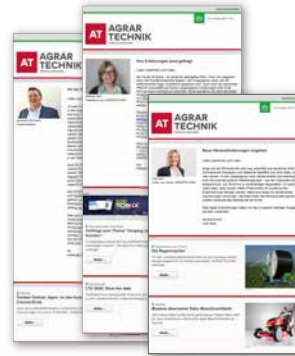
Ø 42,000 Pls per month**



Newsletter

+ 5,800 recipients**

50% opening rate**



Social Media

+ 33,000 facebook fans**

+ 25,500 Youtube Abonnenten**

+ 1,200 XING follower**

+ 750 LinkedIn follower**



AGRARTECHNIK is the **leading specialist medium for trade and industry** in the agricultural engineering business, with strong and growing digital channels. With the **new AGRARTECHNIK digital edition** and the daily updated specialist portal at www.agrartechnikonline.de/ advertisers can find reliable, planable brand channels for high quality specialists information and strong communication campaigns.

Full Page Layer

Space for maximum creative flow

The “Full Page Layer” offers space for maximum creative flow in the *AGRARTECHNIK* digital edition.

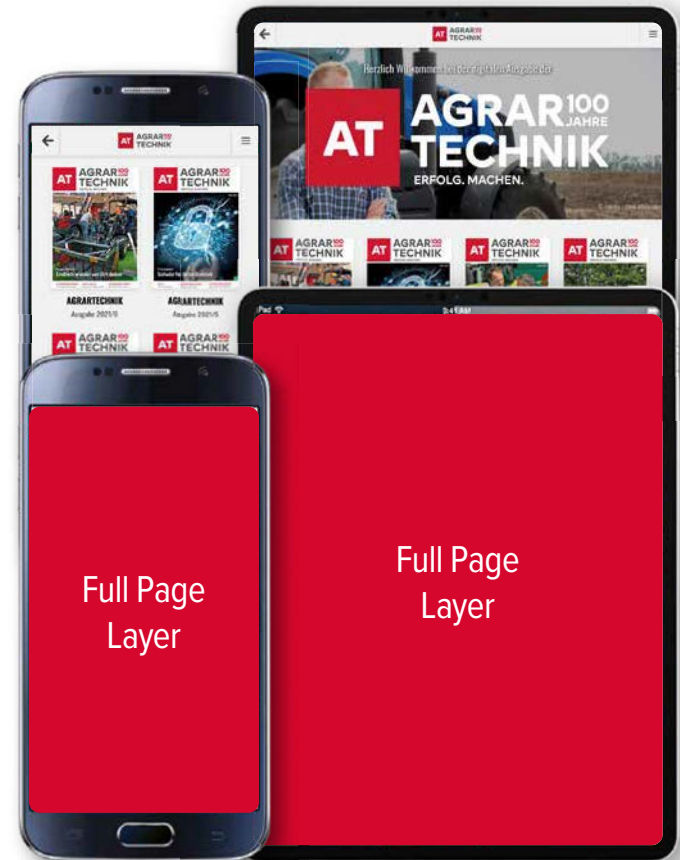
There is one thing that is particularly impressive on mobile devices: **His Size!**

The special form of advertising exclusively takes up the entire part of the visible area and thus ensures the attention for your advertising message, which impressed and remains in the memory!

Specification

- Full page portrait (2x3): 300x450 to 450x675 Pixel
- Full page landscape (3x2): 450x300 to 675x450 Pixel
- With the “Full Page-Banner” both animated and non-animated banners can be displayed
- Delivery at HTML5-banner or redirects (max. 500 KB)
- Maximum animation duration: 30 seconds
- Maximum 3 Loops
- Sound on user-interaction
- **Duration: 4 weeks**

Rate 1,250.– €



Medium Rectangle

Right in the middle instead of somewhere

Whether a conspicuous island-Ad or an exciting topic integration: The medium rectangle is always fascinating. Its format presence attracts attention and ensures successful brand communication as well as lasting advertising impact.

Specification

- Medium Rectangle 300x250 Pixel
- Animated GIF, JPEG or HTML5 as a finished product-Container (only with integrated clicktag)
- Individual advertising material no larger than 150 KB
- Include a link to the website/deliver the product
- max. animation duration: 30 seconds
- max. 3 Loops
- **Duration: 4 weeks**

Rate 795.– €

Video-Ad

Eye-catching and user friendly

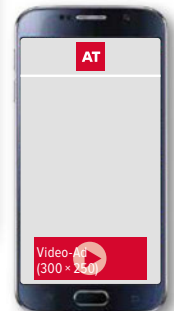
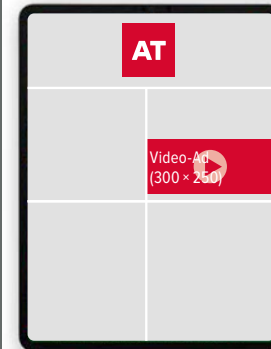
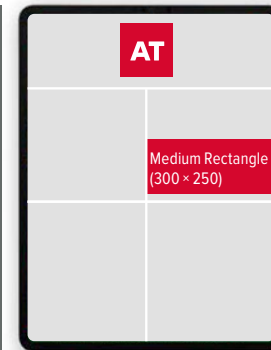
The HTML 5 Inpage Player enables the integration of moving images for this particular format. Your video message is played in the best quality. This enables you to reach the user on any device regardless of his particular situation. In the mobile environment starts the video as well as the sound via click-2-play.

Specification

- File formats: .mp4, .mov, .wmv, .mpg
- Delivery of an embedding code or physical video delivery is possible
- max. 3 minutes running time
- **Duration: 4 weeks**

Rate 795.– €

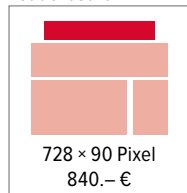
**All
subscribers
have access
to the digital
edition**



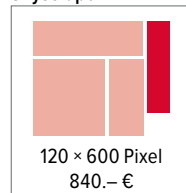
Online news, industry news, personnel particulars and exclusive reports from the *AGRARTECHNIK* editorial team provide the specialist industry with first-hand, up-to-date information.

Book an accompanying banner package on the editorial specialist portal www.agrartechnikonline.de with classic advertising formats.

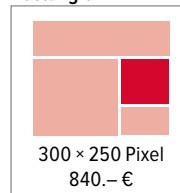
Leaderboard



Skyscraper



Rectangle



Hockey Stick



Format 1: Leaderboard, Skyscraper, Rectangle

Format 2: Hockey Stick

Running time: 4 weeks

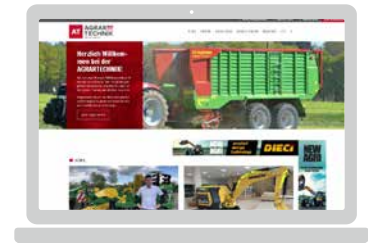
Rate 1: € 840.–

Rate 2: € 1,183.–

Technical Specifications:

Format:	Rectangle: 300x250 P; Leaderboard: 728x90 P; Skyscraper: 120x600 P
Linking:	Events, links to the external website, presentation of products, etc.

Choose your desired format!



Other formats and prices on request.

Advertising deadline: 5 working days before publication

B2B-Newsletter for brands and corporate advertising

The **AGRARTECHNIK B2B-Newsletter** “News-Update” appears every fortnight and reports on industry news, developments, insights, personnel particulars and events.

Your placement for targeted corporate communication has a broad reach and can be flexibly booked twice a month

Dates 1st Halfyear	Dates 2nd Halfyear
13. & 27. January	07. & 21. July
10. & 24. February	11. & 25. August
10. & 24. March	15. & 29. September
14. & 28. April	13. & 27. October
12. & 25. May	10. & 24. November
09. & 23. June	08. & 22. December

More than 50% opening rate

Format: Ad banner or image/text display integrated in the B2B newsletter

Frequency: One-time placement per dispatch

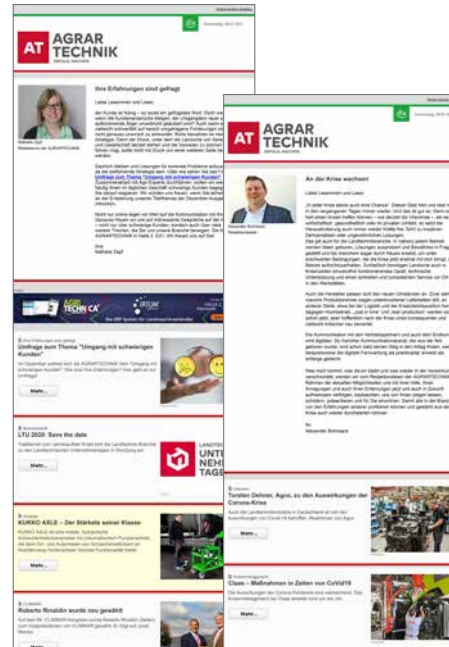
Recipients: Over 5,800 recipients

Rate: € 625.–

Specification:

- Ad-Banner: leaderboard
- Format: 728 x 90 pixels
- File: static JPG or GIF
- Size: max. 35 KB
- Image-Text-Headline: max. 60 characters
- Ad: Teaser text: max. 250 characters
- Link to URL
- Image resolution 1868 x 1400 pixels

Advertising Deadline: 5 working days before publication



In the digital age, **professionelles content marketing** is indispensable in the repertoire of corporate communications.

The digital advertorial scores points with specialist target groups and offers **full service in its implementation**. The customer provides text, images and links (to video, audio, websites) and the communication professionals from AGRARTECHNIK stage the content in the limelight (placement on the website homepage or in a section).

The editorial team operates active community management and currently addresses more than 33,000 fans via Facebook with technical product and company information.

As an **additional digital option**, content can be renewed as branded content on Facebook.

DIGITAL-ADVERTORIAL

Running time: 4 weeks on www.agrartechnikonline.de

Rate: € 1,100.–

Specifications:
(according to advertorial guidelines)

Images:	Teaser: Format 3:2 (2,000 x 1,333 pixels); Image wide top: Format 5:2 (2,000 x 800 pixels)
Text (incl. blanks):	Headline: max. 60 characters Teaser text: max. 130 characters; Advertorial text (recommended): 1,500 to 2,000 characters
Optional:	Linkings: 1 to 2 linkings Images on text: up to 3 images, format 3:2 (2,000 x 1,333 pixels)

SPONSORED POST

Frequency: one-time publication

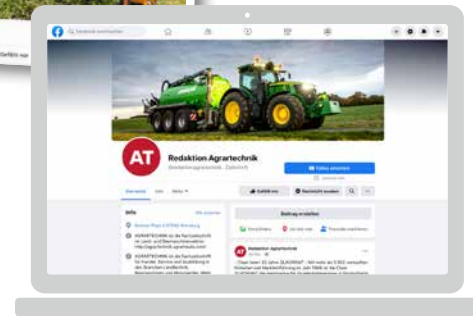
Rate: € 475.–

Services:

Image gallery:	up to 15 images
Video-integration:	max. 3 min total length
Linking:	Events, links to the external website, presentation of products, etc.

Advertising Deadline: 10 working days before publication

More than
33,000
Facebook
Fans!



Partner-Content



Advertise your video content with high coverage in the digital AGRARTECHNIK business channels:

Integrated preferential services (5 digital frequencies)

- 1x** Digital advertorial:
with a running time of 4 weeks in the specialist portal (homepage)
(regular price: **1,100.– €**)
- 2x** Social media posts:
second repeat-post with 30% promotional discount
(regular price: **950.– €**)
- 2x** B2B newsletter ads:
second repeat-ad with 30% promotional discount
(regular price: **1,250.– €**)

Your mediainvest*:

Unique “Business-Video Digital+” campaign package. Publication by coordination.

Package rate: 2,937.– €

→ www.agrartechnikonline.de
4 weeks running time in the new specialist portal
42,000 Pls (monthly); 30,000 visits (monthly)

→ Over 60,000 B2B contacts in trade and industry via facebook, xing, linkedIn, youtube.

→ Over 5,800 decision-makers per broadcast!
Over 50% open rate.

Total discount advantage of up to 24%

*package is ae capable; no further discountable.