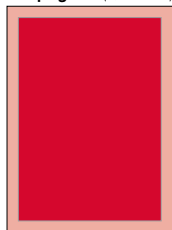


Placement: Optimum page layout standalone in the editorial environment

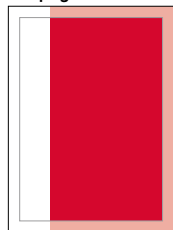
1/1 page (1,080 mm)



P: 184 × 270 mm
B: 210 × 297 mm

bw 4,579.– €
4-c 6,491.– €

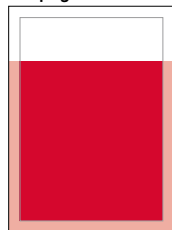
3/4 page vertical



P: 137 × 270 mm
B: 150 × 297 mm

bw 3,434.– €
4-c 4,868.– €

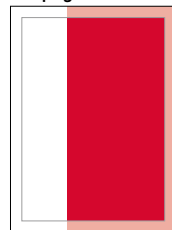
3/4 page horizontal



P: 184 × 202 mm
B: 210 × 217 mm

bw 3,434.– €
4-c 4,868.– €

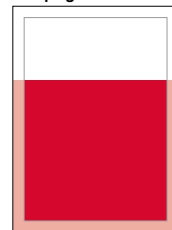
2/3 page vertical



P: 121 × 270 mm
B: 134 × 297 mm

bw 3,053.– €
4-c 4,327.– €

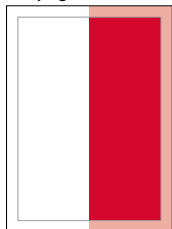
2/3 page horizontal



P: 184 × 180 mm
B: 210 × 195 mm

bw 3,053.– €
4-c 4,327.– €

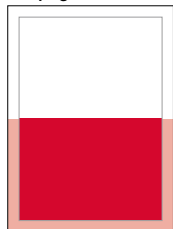
1/2 page vertical



P: 90 × 270 mm
B: 103 × 297 mm

bw 2,289.50 €
4-c 3,245.50 €

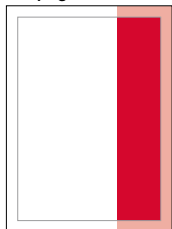
1/2 page horizontal



P: 184 × 135 mm
B: 210 × 150 mm

bw 2,289.50 €
4-c 3,245.50 €

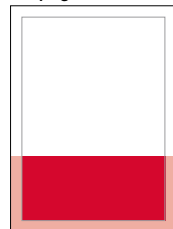
1/3 page vertical



P: 58 × 270 mm
B: 71 × 297 mm

bw 1,679.– €
4-c 2,380.– €

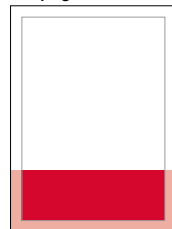
1/3 page horizontal



P: 184 × 90 mm
B: 210 × 105 mm

bw 1,679.– €
4-c 2,380.– €

1/4 page horizontal

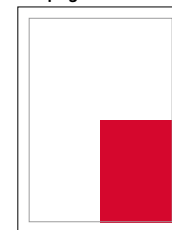


P: 184 × 67 mm
B: 210 × 82 mm

bw 1,374.– €
4-c 1,947.– €

Powerful content format

Product of the month – special publication
1/4 page 2 columns



P: 90 × 135 mm

4-c 2,160.– €

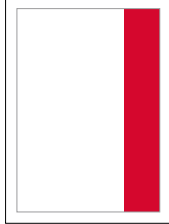
Best possible placement in the magazine news/notifications in the first third of the magazine (Details on p. 18).



Implementation example 2021

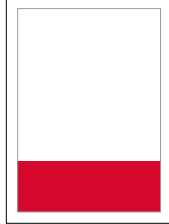
Placement: Optimum in collective ad section

1/4 page vertical



P: 43 × 270 mm

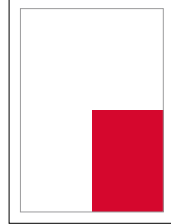
1/4 page horizontal



P: 184 × 67 mm

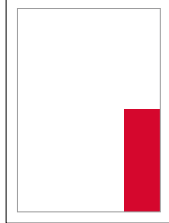
bw 1,145.- €
4-c 1,623.- €

1/4 page 2 columns



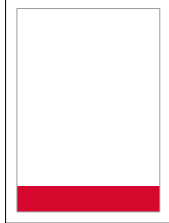
P: 90 × 135 mm

1/8 page vertical



P: 43 × 135 mm

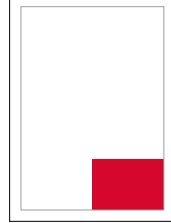
1/8 page horizontal



P: 184 × 33 mm

bw 572.- €
4-c 811.- €

1/8 page 2 columns



P: 90 × 67 mm

Preferential placement: Limited premium ads

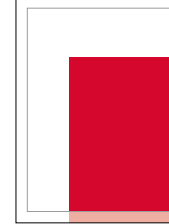
Cover pages



P: 184 × 270 mm
B: 210 × 297 mm

Cover page 2/4
4-c 7,465.- €
Cover page 3
4-c 7,140.- €

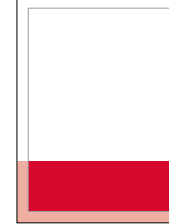
Junior Page



P: 121 × 193 mm
B: 134 × 210 mm

bw 2,404.- €
4-c 3,408.- €

Editorial 1/4 page horizontal



P: 184 × 67 mm
B: 210 × 82 mm

bw 1,649.- €
4-c 2,336.- €

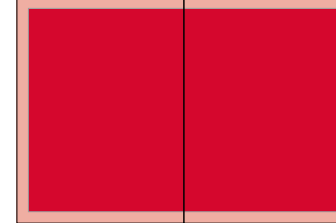
2 × 1/2 page, Panorama ad



P: 394 × 135 mm B: 420 × 150 mm

bw 4,579.- €
4-c 6,491.- €

2 × 1/1 page, Panorama ad



P: 394 × 270 mm B: 420 × 297 mm

bw 9,158.- €
4-c 12,982.- €

New exclusive preferential placement under the editorial directly on page 3!

As a new customer-specific content format, the special publication “Product of the Month” supports **targeted product communication** with prominent placement.

The print format presents your product or service in an eye-catching way **in the first third of the AGRARTECHNIK.**

Full service offer for you: The publishing team takes over the realisation of the editorially designed advertisement publication along the customer input – text, images and the advertorial guidelines. On request with cross-media extension as digital advertorial.

Format: 1/4 page 2 columns (90 mm x 135 mm)

Placement: Magazine (1st third of issue, total run)

Rate: € 2,160.–

Quotation price includes design costs for text and image editing upon delivery by the customer including one correction run.

Specifications:

Text	up to 500 characters; with your company-URL on request
Image	for integration of an image as Image as JPG, BMP or PDF 300 dpi minimum; on request: Logo, QR-Code, etc.

Advertising deadline: 10 working days before publication

PRODUKT DES MONATS

FRANZEN F 33“ – Wellness für Ihre Messer

Mit der F 33“ ist Franzen wieder eine Problemlösung gelungen. Ein Messerschärfautomat, der alle Arten von Rasenmähermessern schärfen kann, vor allem Mulchmesser.

Die F 33“ schärft und vermisst nicht nur automatisch, sondern auch die Messer dabei auch aus. Ein schlüssiges Bedienkonzept garantiert einfachste Handhabung und optimale Ergonomie. Ein moderner Werkstattkonzept. Zur Einstellung auf ein bestimmtes Messer muss nur die Teilenummer aus der laufenden Datenbank mit bereits rund 800 Modellen angegeben werden. Die Rezepte können einfach eingestellt und/oder per Touchscreen gepflegt werden. Dies ist ein Schritt, den schon

bei den bekannten Kettenschärfautomaten SA 6 spielt hier die Zeitersparnis und kurze Rüstzeit (ca. 30 Sekunden) bei hohen Standards und ständiger Qualitätskontrolle eine große Rolle, um das Schärfen und die Integration in den Servicealltag so einfach wie möglich zu machen.

www.messerschärfautomat.de



Digital extension as advertorial possible (see page 10)

Implementation example 2021

Advertisements by the millimetre

bw per mm, single column	4.24 €
4-c per mm, single column	6.01 €

Serial advertisement*

2 pages front packe/back page

bw	7,784.– €
4-c	11,035.– €

Series of advertisements*

4 pages consecutive

bw	14,653.– €
4-c	20,771.– €

Full-position advertisements

(Format 58 mm × max. 100 mm)

bw per mm, single column	11.68 €
4-c per mm, single column	16.56 €

Box fee inland and overseas

(including postage and tax) 12.50 €

Classified business advertisements

bw per mm, single column	3.45 €
4-c per mm, single column	3.95 €

Job application

bw per mm, single column	3.05 €
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** Job advertisements plus € 100 for 6 weeks online publication on agrajo.com

Discounts in the event of acceptance within one order year

Frequency discount	Volume discount	Price reduction
	540 mm	3 %
3 ads	1,000 mm	5 %
6 ads	2,000 mm	10 %
9 ads	5,000 mm	15 %
11 ads	8,000 mm	20 %
20 ads	16,000 mm	22 %

Inserts, tip-ons, bound inserts and business Occasional advertisements are billed without a discount.

More information about inserts and bound-in booklets on page 21
****Information on job market on page 20**

Michael Mergenthal

Head of Sales
 Trade and Industry
 Phone +49 931 27997-60
 michael.mergenthal@dlv.de



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

* Ad series are discountable