

Media data 2024

Publishing Division Industry & Trade

- Wide reach in the German-speaking region
- Top-rate media offer in B2C and B2B
- Customised solutions for your marketing goals



High-reach B2B brand channels are:

- The monthly magazine (print & digital)
- The online portal www.agrartechnikonline.de
- The B2B newsletters
- The social media platforms
- The "Industry Talk" podcast
- The News app
- The trade events and networking platforms (trade fairs)
- Recruiting and job offers

Title profile

AGRARTECHNIK is the leading specialist media brand and the high-circulation magazine for all decision-makers in the machinery trade and OEM sector. AGRARTECHNIK achieves almost 100% coverage in the agricultural machinery, forestry machinery and power equipment sectors in Germany, Austria and Switzerland.

AGRARTECHNIK has been on the market for over 103 years and is practically on every desk in companies in the industry. It offers detailed company reports as well as market observations for the industry, OEMs, component manufacturers and suppliers of these various sectors.

Target group Decision-makers

- Agricultural, forestry and construction machinery dealers, power equipment dealers
- Machinery manufacturers
- Supplier industry such as component, original and spare parts manufacturers
- Workshops
- Decision-makers and opinion leaders in the market from forestry and contracting businesses, associations, etc.
- Apprentices, trainees and employees seeking further professional qualifications

Publishing Division Industry & Trade

Strong industry expertise

The publishing house and editorial team are an integral part of the agricultural machinery industry and operate an active community management across all B2B channels.

First-rate reporting

The AGRARTECHNIK editorial team, headed by Alexander Bohnsack, produces exclusive, independent content, is rooted in the dlV network and maintains excellent contacts and close ties to key decision-makers and multipliers from trade, industry, service and institutions.

Optimal media mix

B2B marketing sees itself as a partner and consultant for cross-media communication solutions and campaigns. As a high-circulation specialist publication for the B2B trade level, AGRARTECHNIK offers its advertising partners maximum cost-effectiveness and planning efficiency for individual media planning. Its industry coverage and comprehensive appeal to target groups streamlines and strengthens the effectiveness of your modern marketing strategy.

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

Combination offers

Technical information

Contact

Details – Publishing Division Industry & Trade

Entity

LandBauTechnik-Verband, Essen

Publishing management

Stefan Doseth

Editorial management

Alexander Bohnsack

Sales management

Michael Mergenthal

Publisher

Deutscher Landwirtschaftsverlag

Street address

Atelierhaus 14, Frankfurter Str. 87, 97082 Würzburg,

tel.: +49 931 27997-0, fax +49 931 27997-77,

email: agrartechnik@dlv.de, www.dlv.de

Details AGRARTECHNIK scope analysis

Years of publication

103 years in 2024

Frequency of publication

11 x per year

Magazine format

DIN A4 210 mm wide x 297 mm high

Paid circulation

7,316 copies. (ø paid circulation 2022)*

Subscription price

“Fachkunde” (Technical Information) subscription**

Annual subscription (domestic)

Print incl. digital plus € 240.75

Annual subscription (international)

Print incl. digital plus € 273.85

incl. postage and VAT.

* incl. Europa Verlag “Fachkunde Land- und Baumaschinen-technik” (Technical Information: Agricultural and Construction Machinery Technology), ** Publisher’s information

Scope analysis

Scope analysis

Total length

11 issues in 2022

924 pages = 100 %

Editorial content

701 pages = 76 %

Total advertising content

223 pages = 24 %

of which

Special advertising formats

15 pages = 7 %

Bound inserts

44 pages = 20 %

Supplements

68 pages = 30 %

Own advertisements

65 pages = 29 %

Analysis of editorial contents

2022

701 pages = 100 %

1. Company & markets

219 pages = 31 %

2. Cover story

66 pages = 9 %

3. Management

109 pages = 16 %

of which recruiting

50 pages = 7 %

4. Magazine* (News)

88 pages = 13 %

5. Finance & law

67 pages = 10 %

6. Success on the ground

40 pages = 7 %

7. LandBauTechnik

48 pages = 7 %

8. Trade & commerce

7 pages = 1 %

9. After hours

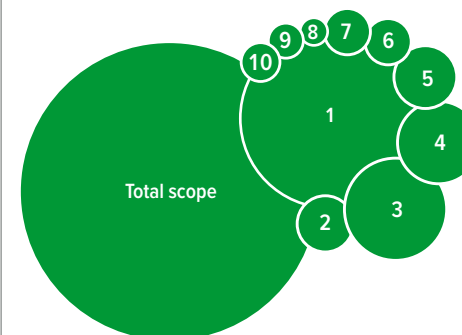
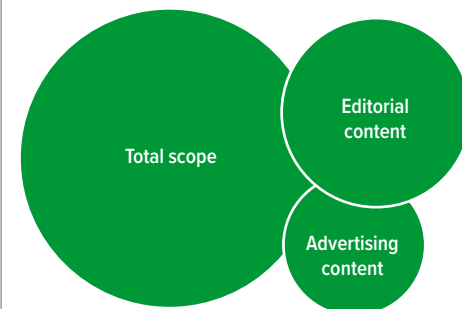
22 pages = 3 %

10. Other**

35 pages = 5 %

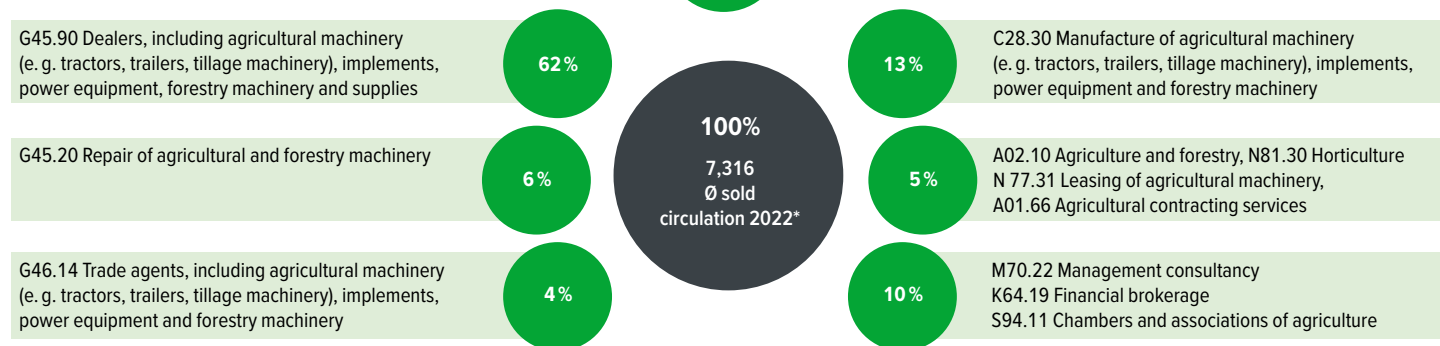
* Magazine (News) includes: Company news on dealers and manufacturers; product, people and industry news; anniversaries; events; awards; etc.

** Other includes: Editorial, table of contents, imprint, editorial directory, miscellaneous sections.



Online, social media and newsletter	Print magazines	Events	technikboerse machinery ads	Combination offers	Technical information	Contact
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Sectors/industries/fields/ occupational groups



Specialist target group structure analysis (subscription)

- 62 % specialist trade in agricultural, forestry and construction machinery and power equipment (including spare parts and after-sales)
- 6 % machinery workshops/repairs; wholesalers of tyres, lubricating greases and oils
- 4 % trade agents for agricultural machinery
- 13 % machine manufacturers and supplier industry such as component, original and spare parts manufacturers
- 5 % agriculture, forestry, horticulture, leasing of agricultural machinery, agricultural contractors, machinery cooperatives
- 10 % recruiting (HR consulting), agricultural consulting, financing brokerage, agricultural chambers and associations

According to a 2022 reader analysis, *AGRARTECHNIK* has a statistical number of 3.41 readers per company and magazine issue.

Every subscription sold is used very intensively by multiple readers. The total number of recipients of *AGRARTECHNIK* therefore adds up to around **25,000 readers** per issue from the specialist target groups of medium to large agricultural machinery industry and trade businesses. (Statistical data: 24,947 readers; source: The analysis was carried out using our own subscription database and through ongoing checks by the publisher or distributor respectively).

In terms of people, this group predominantly consists of senior professional and managerial staff.

The basis is the offer available to readers since 2022, incl. the newly introduced “Fachkunde” (Technical Information) subscription, which replaced the previous apprentice/trainee package incl. folder, supplementary pages and report booklet block.

Specialist target group structure analysis by interviews of subscriber samples in the period 22 August to 16 September 2022. Interviews were conducted with the primary subscriber or, where no primary subscriber was stated, the first reader in the company as the survey target group.

Further information is available from the publisher.

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

Combination offers

Technical information

Contact

Everything you need to know for your success – **AGRARTECHNIK Magazine**

AGRARTECHNIK is the leading publication for industry and trade in the agricultural machinery sector! High-quality, cutting-edge industry reports are what set us apart – we drive success!

All subscription models incl. access to the B2B trade portal, news app and digital edition!

**AGRARTECHNIK –
the leading business
medium on and
for agricultural
technology**



Our subscription models at a glance:

Trial subscription

- ✓ 3 issues at an introductory price
- ✓ Digital magazine included
- ✓ Free postage

€ 30.00
incl. VAT

Personal subscription

- ✓ 1 year subscription (11 issues)
- ✓ Digital magazine included
- ✓ Free postage

€ 240.75
incl. VAT

Gift subscription

- ✓ 1 year subscription (11 issues)
as a gift
- ✓ Ends automatically after 1 year
- ✓ Digital magazine included

€ 240.75
incl. VAT

“Fachkunde” (Technical Information) subscription

- ✓ 1 year subscription (11 issues)
- ✓ Digital magazine included
- ✓ Free postage
- ✓ Incl. “Fachkunde

Land- und Baumaschinentechnik”
(Technical Information: Agricultural and
Construction Machinery Technology)

€ 240.75
incl. VAT

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

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Technical information

Contact

AGRARTECHNIK, the **leading trade medium for industry and trade** in the agricultural machinery business, has very strong, growing digital channels.

The **new AGRARTECHNIK digital edition** and daily updated trade portal at www.agrartechnikonline.de/ provide advertisers with reliable, budgetable brand channels for expert, specialist information and effective communication campaigns.

Digital edition

7,316 subscribers

Trade portal

Ø 45,000 PIs per month

Podcast

25.000 listeners per year (12 episodes)

Newsletter

5,800+ recipients

Opening rate above 50 %

Social media

35,000+ Facebook followers

25,500+ YouTube subscribers

1,400+ XING followers

2,300 LinkedIn followers



Wide digital reach in B2B: Over 135,000 gross contacts per month!

"INDUSTRY TALK" podcast

Success is the only thing that counts in the agricultural machinery trade. **Our passion for the specialist trade** in the agricultural machinery sector makes the difference for your future and your profitability. **AGRARTECHNIK** helps to find and make the right decisions.

This makes us the **driver of success**. And to make sure that this won't get boring, Alexander Bohnsack and others from the **AGRARTECHNIK** editorial team chat about what's new, exciting, bizarre or plain funny, sometimes with invited guests. Conversations are factual and well informed as well as snappy and frank, fresh from the horse's mouth.

Your communication opportunity for planning specialist campaigns: Benefit and secure a target group-specific guest appearance in the **AGRARTECHNIK** podcast to achieve **maximum advertising impact, wide reach and exclusive visibility** in the industry community.

Your advertising message will be spoken **by the host** during the podcast episode with a running time of 15 seconds at the beginning and end or 30 seconds in the middle. Our experts will take care of the final production for you (incl. a correction run).

For best-practice examples of implemented advertising jingles with advertising partners please visit www.agrartechnik.de/podcast-media

Format:

Native audio ad (15 sec. as pre- & post-roll or 30 sec. mid-roll)

Distribution/runtime:

every third Wednesday of the month/runtime 4 weeks at www.agrartechnikonline.de/podcast and everywhere people access podcasts

Price: €1,690.00*

Technical information:



"For me, the most important thing with our podcast is to present listeners with interesting news from the agricultural machinery industry and to take them on a tour behind the scenes. I love an informative and challenging exchange with my interviewees."

Alexander Bohnsack, Editor-in-Chief



Podcast release dates 2024

17 January	19 June
21 February	24 July
20 March	18 September
17 April	16 October
15 May	20 November
18 December	



* All prices exclusive of VAT.

Full Page Layer

Space for maximum design freedom

A Full Page Layer offers space for maximum design freedom in the digital *AGRARTECHNIK* edition. Full page layers leave an impression, especially on mobile devices, thanks to one thing, above all: **their size!**

This special advertising format exclusively takes up the entire part of the visible surface and therefore ensures that your advertising message receives full attention, which creates a lasting impression!

Format: Full Page Layer in the digital edition (special advertising format)

Distribution/runtime: 4 weeks

Specifications:

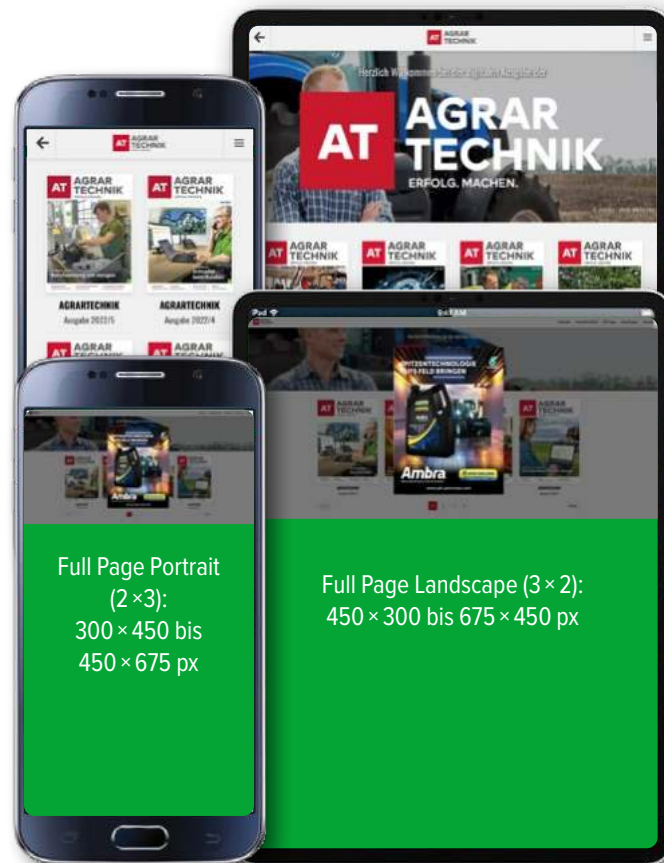
- Full Page Portrait (2 × 3): 300 × 450 bis 450 × 675 px
- Full Page Landscape (3 × 2): 450 × 300 bis 675 × 450 px
- A Full Page Banner allows both animated and non-animated banners to be displayed.
- Delivery as HTML5 banner or redirects (max. 500 KB)
- max. animation duration: 30 seconds, max. 3 loops
- Sound on user interaction

Price: € 1,390.00*

Technical information:



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



Full Page Portrait
(2 × 3):
300 × 450 bis
450 × 675 px

Full Page Landscape (3 × 2):
450 × 300 bis 675 × 450 px

Online reports, industry and people news, and exclusive reports from the AGRARTECHNIK editorial team provide the industry with up-to-the-minute, first-hand information.

Book an matching banner package with classic advertising formats in the editorial trade portal www.agrartechnikonline.de.

Standard formats also available as ad bundles		4 weeks runtime	Desktop	Tablet	Mobile
1	Leaderboard	€ 930.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	–
2	Skyscraper		<input checked="" type="checkbox"/>	–	–
3	Medium rectangle		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Large format image banners					
4	Hockey stick	€ 1,310.00	<input checked="" type="checkbox"/>	–	–

Other special formats are available on request.

(☑) = depending on the device resolution

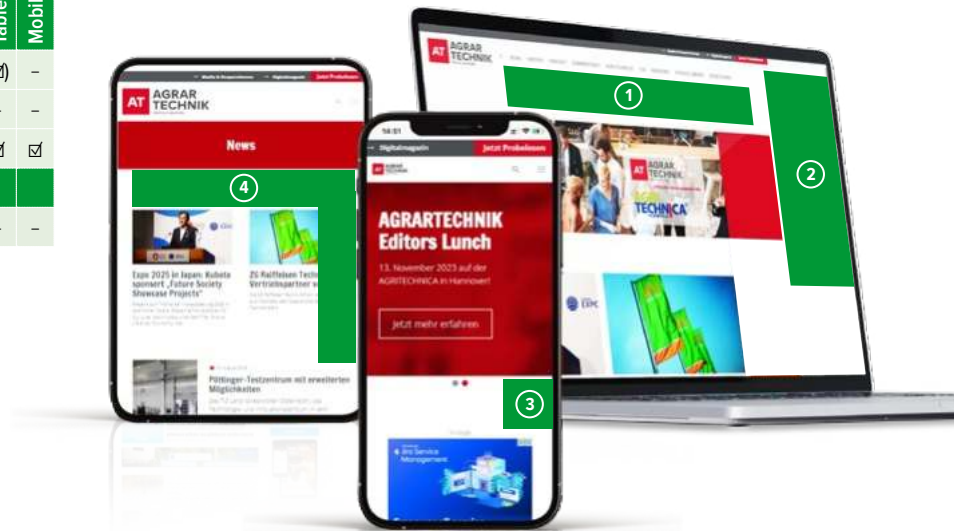
Size formats:

- Rectangle: 300 × 250 px
- Leaderboard: 728 × 90 px
- Skyscraper: 120 × 600 px
- Links to events or external websites, product presentations, etc.

Technical information:



[www.agrartechnikonline.de/
werbemittel-spezifikationen](http://www.agrartechnikonline.de/werbemittel-spezifikationen)



All prices in €, exclusive of VAT.

Online, social media and newsletter	Print magazines	Events	technikboerse machinery ads	Combination offers	Technical information	Contact
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The **AGRARTECHNIK B2B newsletter “News Update”** with reports on industry news, developments, insights, key people and events **is published every fortnight**.

Your placement for targeted corporate communication enjoys a wide reach and can be booked flexibly twice a month.

Dates: 1st six months 2024	Dates: 2nd six months 2024
11 & 25 January	11 & 25 July
15 & 29 February	07 & 22 August
14 & 28 March	12 & 26 September
11 & 25 April	10 & 24 October
08 & 23 May	14 & 28 November
13 & 27 June	12 & 19. December

Format: Newsletter banner
Frequency: Single placement per distribution
Recipients: 5,800+ recipients



Newsletter advertisement

Your advertisement can be placed in the form of a text/image contribution or a leaderboard banner including linking.

We integrate your ad appropriately in our News Update to draw more attention to your ad.

Specifications:

- Ad banner: Leaderboard
- Format: 728 × 90 px
- File: static JPG or GIF
- File size: max. 35 KB
- Image/text headline: max. 60 characters
- Ad: Teaser text: max. 250 characters
- Link to URL
- Image with 265 × 197 px resolution

Price: € 715.00*



* All prices exclusive of VAT.

In the digital age, **professional content marketing** is an essential part of the repertoire of corporate communications.

The **AGRARTECHNIK** digital advertorial is highly regarded by specialist target groups and offers **full-service implementation**. The customer provides text, images and links (to video, audio and websites), and the **AGRARTECHNIK communication professionals** showcase this content for maximum reach (placement on the homepage or in a section).

The editorial team of **AGRARTECHNIK** engages in active community management and currently reaches more than 33,000 Facebook fans with technical product and company information. As an **additional digital option**, content can be extended as branded content on Facebook.

DIGITAL ADVERTORIAL

Runtime: 4 weeks at www.agrartechnikonline.de

Specifications:

- Images: Teaser: Format 3:2 (2,000 × 1,333 px);
Wide image on top: Format 5:2 (2,000 × 800 px)
- Headline text (incl. spaces): max. 60 characters
- Teaser text: max. 130 characters
- Advertorial text (recommendation): 1,500 to 2,000 characters
- Optional links: 1 to 2 links
- Images within text: Up to 3 images in
3:2 format (2,000 × 1,333 px)

Price: € 1,250.00*



SPONSORED POST

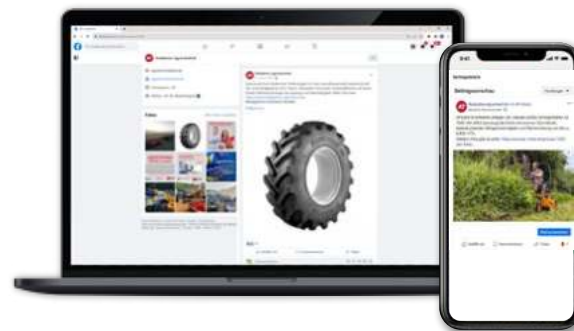
Runtime: One-off publication
on Xing, LinkedIn or Facebook



Specifications:

- Image gallery with up to 15 pictures in 1,200 × 1,200 px format
- Video integration with a max. total length of 3 minutes
- Links to events or external websites, product presentations, etc.

Price: € 550.00*



* All prices exclusive of VAT.

Online, social media and newsletter

Print magazines

Events

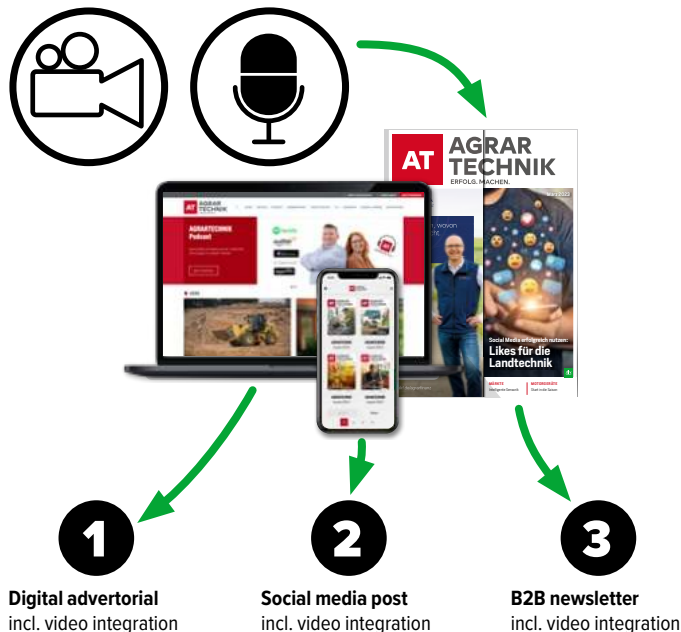
technikboerse machinery ads

Combination offers

Technical information

Contact

Partner content Business-Video Digital+



Promote your video content via the digital business channels of AGRARTECHNIK and reach a wide audience:

Integrated preferential services (5 digital frequencies with a gross volume of €3,780.00*)

- 1x** digital advertorial with 3 % promotional discount
with 4 weeks runtime in the trade portal (homepage)
(regular price: € 1,250.00*)
- 2x** social media posts;
2nd repeat post with 30 % promotional discount
(regular price: € 1,100.00*)
- 2x** B2B newsletter ads;
2nd repeat ad with 30 % promotional discount
(regular price: € 1,430.00*)

Your Mediainvest**:

One-off "Business Video Digital+" action package.
Publication subject to consultation and availability.

Package price: € 3,363.00*

→ www.agrartechnikonline.de
4 weeks runtime in the trade portal (homepage
integration) with 45,000 Pls (monthly)

→ Over 60,000 B2B contacts in industry
and trade via Facebook, Xing,
LinkedIn, YouTube

→ More than 5,800 decision-
makers per mailing!
Opening rate above 50 %

**Up to 24 %
total discount
advantage**

The aim of this **publishing and editorial initiative** is to generate strong content for and from the industry and to offer all readers and users exclusive and inspiring orientation in line with our guiding motive: “We understand specialist trade”



We are happy to offer you newsletter ads, banners in the digital edition, online display ads or an additional **digital advertorial with a runtime of 4 weeks from as little as € 715.00***



40

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

Combination offers

Technical information

Contact

We bring the agricultural machinery industry together – we present your products on site at events, in online and post-event coverage and visitor campaigns across all AGRARTECHNIK channels.

The AGRARTECHNIK Summer Meeting offers you the perfect conditions for fruitful talks and keynote presentations, accompanied by music and culinary delights. The Summer Meetings of 2022 and 2023 were held in the vineyards near Würzburg under the motto “Enjoy. Network. Exchange”, and they will again be a fixture in the industry’s diary in 2024!

The AGRARTECHNIK Summer Meetings are the perfect opportunity for you to showcase your products and services, because we offer individual sponsoring and cooperation packages!

Do you have questions about our events or sponsorship offers?

We are happy to help!



Plan of editorial topics 2024

Online, social media and newsletter	Print magazines	Events	technikboerse machinery ads	Combination offers	Technical information	Contact
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ISSUE	DATES	AGRARTECHNIK – planned, issue-specific key topics by departments				
		Main topic	MANAGEMENT, FINANCE, INSURANCE	PRACTICE & KNOWLEDGE	COMPANY & MARKETS	HORTICULTURE, FORESTRY & MUNICIPAL SERVICES
NR.	ET AS DUS	Trade fair reporting	Rolling cluster themes are: * Financial services * Insurance products * Dealer satisfaction barometer * New machine financing * Used machinery management * IT solutions for the industry * Sustainability, energy efficiency * Digitalisation in trade * After-sales market * Customer loyalty/acquisition * Online sales and marketing * Referral marketing * Training & personnel management * and many more	Rolling cluster themes are: * Suppliers, components * Spare parts industry, wholesale * Tyres & wheels * Lubricants & hydraulics * Service & diagnostics * Electrics & electronics * Automation & sensors * Maintenance & tools * Digital ecosystems (Farming 4.0) * Smart & precision farming * Field robotics * Driver assistance systems * Big Data, AI, data networks * Cloud solutions, 5G technologies * Industry & trade company portraits * and many more	Rolling cluster themes are: * Company reports * Industry reports * Trend reports by product groups * Technologies of the future * Digital innovations * Software and applications * Market developments * Start-ups * Industry & trade company portraits * and many more	Rolling cluster themes are: * Power equipment: motor-driven machines for municipal services * Horticultural, forestry & cleaning technology for professionals * Professional lawn care * Dealer satisfaction barometer * Trade fairs and exhibitions * and many more
		→ Still missing a preferred topic for 2024 here? Then contact us directly for planning future issues during the year: anzeigen.agrartechnik@dlv.de We look forward to hearing from you!				CONSTRUCTION MACHINERY TECHNOLOGY Rolling cluster themes are: * Developments, trends and product innovations * Trade fairs and exhibitions * and many more
JANUARY						
1	03.01.2024 07.12.2023 13.12.2023	Fruchtwelt Bodensee, Friedrichshafen, 23.06. to 25.06.			Trend report: Mineral fertiliser spreaders	
FEBRUARY						
2	07.02.2024 15.01.2024 19.01.2024	Tier & Technik, St. Gallen, 22.02. to 25.02.			Trend report: Tractors for construction site use	
MARCH						
3	06.03.2024 12.02.2024 16.02.2024	tire technology EXPO, Hanover, 19.03. to 21.03. Forst Live 2024, Offenburg, 12.04. to 14.04.	Finance – Insurance	Workshop equipment	Robotics	Start of the power equipment season

ET: Publication date ■ AS: Advertising deadline ■ DUS: Deadline for print material
Scheduled topics may change for reasons of issue planning

APRIL 4 03.04.2024 08.03.2024 13.03.2024	Hanover Fair, Hanover, 22.04. to 26.04.			Trend report: Swathers & tedders	Tracked mowers
MAY 5 02.05.2024 08.04.2024 12.04.2024		Digitalisation of internal processes		Trend report: Pasture fence technology	Quads ATV
JUNE 6 05.06.2024 08.05.2024 15.05.2024	SPOGA+GAFA 2024, Cologne, 16 to 18.06. DLG Field Days, 11.06. to 13.06. AGRARTECHNIK Summer Meeting Save the date – 27.06.			Trend report: Stubble tillage Focus on DLG Days	Weed control
JULY / AUGUST 7-8 10.07.2024 17.06.2024 21.06.2024	Eco-Field Days 2024, Date and place tbc Tarmstedt Exhibition, Tarmstedt, 12.07. to 15.07. Intern. Forestry Fair 2024 Lucerne, 22.08. to 27.08.	Interim management		Trend report: Ploughing technology	Leaf blowers and vacuums
SEPTEMBER 9 04.09.2024 12.08.2024 16.08.2024		Career planning: How to prepare for a change	Focus: GalaBau 2024	Trend report: Silage spreaders / Silage rollers	Construction technology: Mini excavators
OCTOBER 10 02.10.2024 09.09.2024 13.09.2024	Parts & Service World, Kassel, 25.10. to 27.10.	Finance & insurance		Focus on tyres	Winter services
NOVEMBER 11 06.11.2024 11.10.2024 17.10.2024				EuroTier Trade fair focus EDP programmes for dealers	Wood splitters
DECEMBER 12 04.12.2024 11.11.2024 15.11.2024		Career review: Who went where?		Trend report: Lifting platforms	

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

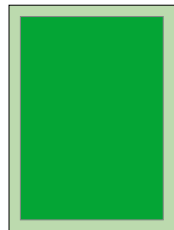
Combination offers

Technical information

Contact

Placement: If possible, stand-alone on a page in the editorial section

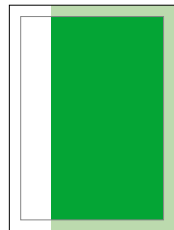
1/1 page (1,080 mm)



S: 184 × 270 mm
A: 210 × 297 mm

b/w € 4,918.00
4 colours € 6,995.00

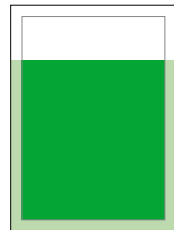
3/4 page portrait



S: 137 × 270 mm
A: 150 × 297 mm

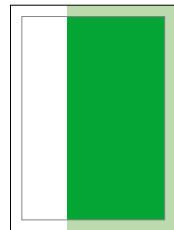
b/w € 3,688.50
4 colours € 5,246.00

3/4 page landscape



S: 184 × 202 mm
A: 210 × 217 mm

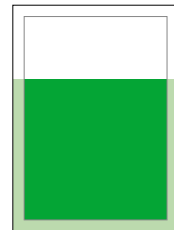
2/3 page portrait



S: 121 × 270 mm
A: 134 × 297 mm

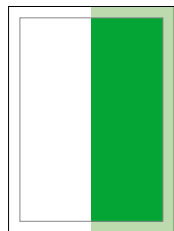
b/w € 3,279.00
4 colours € 4,663.00

2/3 page landscape



S: 184 × 180 mm
A: 210 × 195 mm

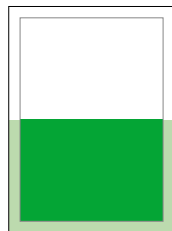
1/2 page portrait



S: 90 × 270 mm
A: 103 × 297 mm

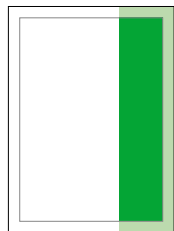
b/w € 2,459.00
4 colours € 3,497.50

1/2 page landscape



S: 184 × 135 mm
A: 210 × 150 mm

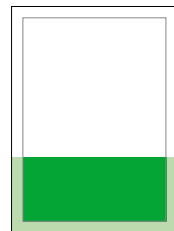
1/3 page portrait



S: 58 × 270 mm
A: 71 × 297 mm

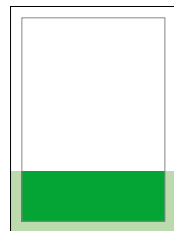
b/w € 1,803.00
4 colours € 2,565.00

1/3 page landscape



S: 184 × 90 mm
A: 210 × 105 mm

1/4 page landscape

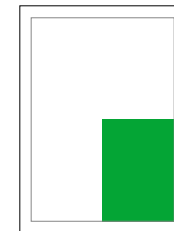


S: 184 × 67 mm
A: 210 × 82 mm

b/w € 1,475.00
4 colours € 2,098.50

Powerful content format!

Product of the month
(Publisher's special publication)
1/4 page 2 column



S: 90 × 135 mm

4 colours € 2,330.00

Best possible placement in the
News/Reports section in the
1st third of the magazine.



Implementation example 2023

S: Type area, **A:** Bleed: 3 mm bleed on all sides; keep at least 5 mm distance from text/images to the magazine edge. ■ All formats width × height
All prices excl. of VAT. ■ The terms and conditions of *Deutscher Landwirtschaftsverlag GmbH* apply. ■ Price list 75 valid from issue 1/2024

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

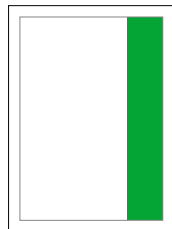
Combination offers

Technical information

Contact

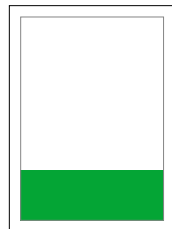
Placement: Best possible in grouped advertisements

1/4 page portrait



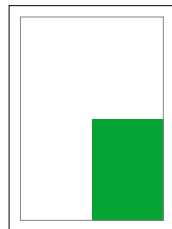
S: 43 × 270 mm

1/4 page landscape



S: 184 × 67 mm

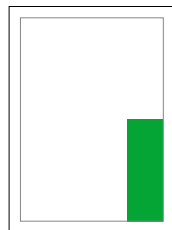
1/4 page 2 column



S: 90 × 135 mm

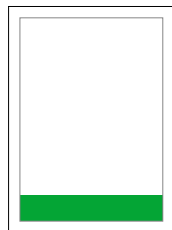
b/w € 1,229.50
4 colours € 1,749.00

1/8 page portrait



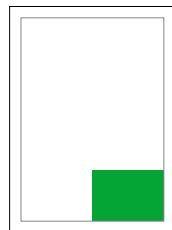
S: 43 × 135 mm

1/8 page landscape



S: 184 × 33 mm

1/8 page 2 column

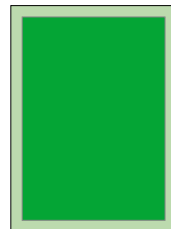


S: 90 × 67 mm

b/w € 615.00
4 colours € 874.00

Preferential placement: Limited premium ads

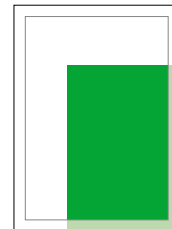
Cover pages



S: 184 × 270 mm
A: 210 × 297 mm

2nd/4th cover page
4 colours € 8,044.00
3rd cover page
4 colours € 7,695.00

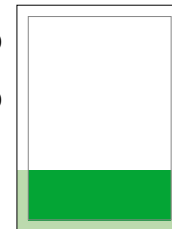
Junior page



S: 121 × 193 mm
A: 134 × 210 mm

b/w € 2,582.00
4 colours € 3,672.00

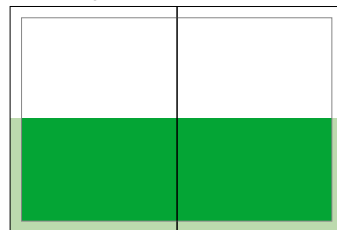
Editorial 1/4 page landscape



S: 184 × 67 mm
A: 210 × 82 mm

b/w € 1,770.00
4 colours € 2,518.00

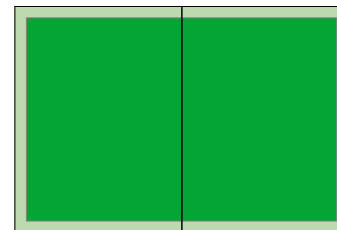
2 × 1/2 page, panorama ad



S: 394 × 135 mm A: 420 × 150 mm

b/w € 4,918.00
4 colours € 6,995.00

2 × 1/1 page, panorama ad



S: 394 × 270 mm A: 420 × 297 mm

b/w € 9,836.00
4 colours € 13,990.00

S: Type area, A: Bleed: 3 mm bleed on all sides; keep at least 5 mm distance from text/images to the magazine edge. ■ All formats width × height
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Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

Combination offers

Technical information

Contact

The special "Product of the Month" publication supports targeted product communication with prominent placement as a **new customised content format**.

This print format showcases your product or service in an eye-catching way in the **first third of the AGRARTECHNIK** magazine.

Our full-service offer for you: The publishing team takes care of implementing the editorially designed advertisement in keeping with customer input (text, image) and advertorial guidelines. Also available as digital advertorial with cross-media extension.

Format: 1/4 ad page 2 column (90 mm × 135 mm)

Placement: Magazine (1st third of the magazine, full issue)

Advertising deadline: 10 working days before publication

Price: € 2,330.00*

Technical information:



PRODUKT DES MONATS

Preisgekröntes Fluidmanagementsystem „TMS smart“

Mit dem neuen Fluidmanagementsystem „TMS smart“ haben Sie die Betriebsflüssigkeiten wie Öle und Kühlerfrostschutz in Ihrer Werkstatt im Griff! Kein Tropfen geht verloren, das System kann zudem an den gängigen Ölserviceanlagen aller Hersteller, ob stationär oder mobil, nachgerüstet werden und beeindruckt dabei durch geringe Amortisationszeiten. Alles in der gewohnt robusten und qualitativen TECALEMIT-Qualität. Ausgezeichnete Innovation – finden nicht nur wir: Der TMS smart wurde mit den Innovationspreis 2022 anlässlich der Messe PARTS AND SERVICE WORLD 2022 in Kassel in der Kategorie Werkstatt ausgezeichnet.

Interessiert? Unter sales@tecalemit.de erhalten Sie weitere Infos!



Implementation example 2023

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

Combination offers

Technical information

Contact

With print advertorials in **AGRARTECHNIK**, you present your **sales-promoting technical communications** effectively and credibly. Enrich your information with texts and infographics on products and services. Content is placed best possible in the editorial section, ideally in the first half of the issue.

Our full-service offer for you:

You provide the content (text, image, logo, etc.), and the **AGRARTECHNIK** team takes care of implementation on your behalf. When delivering your finished artwork, please observe the design guidelines for advertorials.

Media recommendation: Take advantage of cross-media extension via the **AGRARTECHNIK** trade portal with a B2B digital advertorial in the look & feel of the online news (see Digital Advertorial and Sponsored Post).

Format: From format size 1/3 ad page

Placement: Editorial section in the full issue

Advertising deadline: 10 working days before publication

Technical information:



Michael Holdenried
+49 (0) 202 287 27 2351
m.holdenried@akf.de

Angesichts des Klimawandels sind in der Landwirtschaft mehr Effizienz und bessere Energieausnutzung gefragt. Ziel ist ein resilientes Grünlandmanagement. Für Landwirte heißt das, sich an geänderte Bedingungen flexibel anzupassen, neuere Erkenntnisse aus Forschung und Praxis zu berücksichtigen und die Bewirtschaftung daran aus-

Außenwirtschaft gibt es dagegen noch einige Herausforderungen, doch auch hier eröffnen sich Chancen für autonome Anwendungen im Bereich der Futterernte. KI kann ebenfalls die Landwirtschaft unterstützen und beispielsweise automatisiert spezifische Empfehlungen für nutzungsabhängige Beerrungszeitpunkte von Grünland generieren.

akf bank. Starker Partner bei neuen Herausforderungen in der Landwirtschaft
Als Internetbank der mittelständischen akf bank | agrarfinanz

Maxam Reifen

Nachhaltige Performance

powered by EcoPoint³ technology

Die Sailun Group mit ihren Rotformeln Sailun und Maxam hat eine intelligente, nachhaltige und wirtschaftliche Lösung für Fahrzeughersteller und Verbraucher entwickelt. Die EcoPoint³-Reifen, die in allen Sicherheits- und Leistungsaspekten Premiumqualität bieten, bieten die Anforderungen an moderne Reifen sind heute komplexer als früher. Sie müssen höchste Sicherheitsstandards bei maximaler Leistung erfüllen, bei der Produktion umweltfreundlich sein, eine lange Lebensdauer garantieren und so effizient wie möglich sein. So senkt allein der geringere Rollwiderstand von

moderne Reifen sind mehr als nur Gummi – das unterstreicht die Sailun Group mit ihrer innovativen EcoPoint³-Technologie für die Maxam Sailun und Maxam. Bisher wurden die Füllstoffe rein mechanisch in den Gummi eingemischt – ein sehr energieaufwändiger Prozess, bei dem der Füllstoff oft nicht gut verteilt wurde. Im Vergleich zur konventionellen Streckmischung der Premium-Wettbewerber besitzt die einzigartige Flüssigphasen-Mischung der EcoPoint³-Reifen durch überlegene Qualität bei gleichzeitig hervorragenden dynamischen Eigenschaften, besserem Dämpfungseigenschaften, geringerem Rollwiderstand sowie Abrieb. Kurz: Die EcoPoint³-Technologie ist die wegweisende Kombination aus Leistung, Haltbarkeit und Energieeffizienz.

EcoPoint³-Reifen reduzieren CO₂, sowie Verbrauch und sparen zudem Geld.

EcoPoint³-Reifen den Verbrauch im Vergleich zu Wettbewerbern um etwa 20%, bei einer Umris zu 30% höheren Laufleistung. Zudem überzeugen EcoPoint³-Reifen in unabhängigen Tests mit Kraftstoffersparungen von 0,5 Liter bei Pkw und bis zu 2 Liter bei Lkw pro 100 Kilometer. Die Tests bestätigen im Vergleich zu den führenden Premium-Herstellern auch Vorteile beim Rollwiderstand im Einsatz an Industriearbeitsmätzen (z.B. Gabelstapler) von 9,8 bis 29,2%. Ferner sind die in EcoPoint³-Reifen verwendeten Materialien umweltfreundlich. So werden beispielsweise weniger fossile Rohstoffe verwendet. Kurz: Die Sailun Group schlägt mit den EcoPoint³-Reifen von Sailun und Maxam ein neues Kapitel auf und erfüllt auf innovative Weise gleich mehrere der Anforderungen der Fahrzeughersteller und Verbraucher an moderne und nachhaltige Premium-Hightech-Reifen.

Implementation examples 2022–2023

* All prices excl. of VAT.

Quoted prices incl. design costs for basic text and image editing, incl. one correction run if supplied by the customer (additional services available on request).

Discount scale for campaign bookings

Classified ads

b/w per mm, 1 column	€ 4.55
4-colour per mm 1 column	€ 6.48

Ad spreads*

2 pages (front/back)

b/w	€ 8,361.00
4-colours	€ 11,891.50

Ad spreads*

4 pages (consecutive)

b/w	€ 15,738.00
4-colours	€ 22,384.00

Text section advertisements

(58 mm × max. 100 mm format)

b/w per mm, 1 column	€ 12.54
4-colour per mm 1 column	€ 17.85

Box number fee in Germany and abroad
(incl. postage and VAT)

€ 12.00

Classified business ads

Agencies / Real Estate / Job Vacancies**

b/w per mm, 1 column	€ 3.71
4-colour per mm, 1 column	€ 4.25

Job searches

b/w per mm, 1 column	€ 3.10
----------------------	--------

** Job ads plus € 300.00 for 6 weeks online publication
at agrajo.com

Discounts for bookings within one order year

Frequency dis- count	Volume discount	Discount
	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, supplements and business classifieds are billed
without discount.

Michael Mergenthal

Sales Manager
Industry & Trade
Tel. +49 931 27997-60
michael.mergenthal@dlv.de



Magazine format

210 mm × 297 mm (width × height)

Type area

184 mm × 270 mm (width × height)

Column widths

Advertising section (4 column)	43 mm
Text section (3 column)	58 mm
Text section (4 column)	43 mm

* Discounts are available for ad spreads

Online, social media and newsletter

[Print magazines](#)

Events

technikboerse machinery ads

Combination offers

Technical information

Contact

Plan high-reach job ads and employer branding campaigns with **AGRARTECHNIK**:

Print

Placement in the editorial text section

Format	Orientation	Price
1/1 page b/w		€ 3,995.00
1/1 page 4 c		€ 4,600.00
3/4 page b/w	portrait/landscape	€ 2,996.00
3/4 page 4 c	portrait/landscape	€ 3,450.00
2/3 page b/w	portrait/landscape	€ 2,663.00
2/3 page 4 c	portrait/landscape	€ 3,067.00
1/2 page b/w	portrait/landscape	€ 1,997.50
1/2 page 4 c	portrait/landscape	€ 2,300.00
1/3 page b/w	portrait/landscape	€ 1,332.00
1/3 page 4 c	portrait/landscape	€ 1,553.00

Placement within grouped advertisements

Format	Orientation	Price
1/4 page b/w	portrait/2 column	€ 999.00
1/4 page 4 c	portrait/2 column	€ 1,150.00
1/8 page b/w	portrait/landscape/2 column	€ 499.00
1/8 page 4 c	portrait/landscape/2 column	€ 575.00
mm ads b/w		€ 3.71 per mm
mm ads 4 c		€ 4.25 per mm

Job ads (digital extension plus € 300.00* for eight weeks online publication at agrajo.com)

b/w per mm, 1 column € 3.71, 4-colour per mm 1 column € 4.25 *not eligible for contract or agency discount



Fachkräfte von morgen finden

ZUR VERSTÄRKUNG UNSERER TEAMS IN NORDNIEDERSACHSEN SUCHEN WIR PER SOFORT:

**WERKSTÄTTLER (M/W/D)
MECHATRONIKER/MECHANIKER (M/W/D)**

Die inhabergeführte Firmengruppe von der Wehl ist seit 56 Jahren als Vertragshändler für Baumaschinen, LKW-Ladestellen und Containerwechselsysteme sowie als LKW-Aufbaubauer erfolgreich tätig. An vier Standorten in Nordniedersachsen, Hamburg und Kiel werden 200 Mitarbeiter(innen) und ca. 30 Auszubildende im Fahrzeugbaubetrieb, Reparatur- und Ersatzservice sowie im Vertrieb und der Vermietung beschäftigt.

JETZT BEWERBEN
und von unseren Benefits profitieren

FIRMENFITNESS **SOCIALLEISTUNGEN** **SICHERER JOB**

ZUSATZZAHUNGEN **ENTWICKLUNG** **VERBIEFUNG**

MARTIN CDOSSER
04207 89-700
jobs@wehl.de

ATLAS **WEYCOF** **DOOSAN** **WIBELBUCH**

SOMAG **MULTITILT** **WACKER NEUSON** **WEIDEMANN**

More information
on our website
official website
find us online:
www.wehl.de

Implementation example 2021

S: Type area, A: Bleed: 3 mm bleed on all sides; keep at least 5 mm distance from text/images to the magazine edge. ■ All formats width × height

All prices excl. of VAT. ■ The terms and conditions of *Deutscher Landwirtschaftsverlag GmbH* apply. ■ Price list 75 valid from issue 1/2024

Recruitment and job advertisements in the B2B newsletter

[Online, social media and newsletter](#)

Print magazines

Events

technikboerse machinery ads

Combination offers

Technical information

Contact

The **AGRARTECHNIK B2B newsletter “News Update”** with reports on relevant topics, events, developments and people is published every fortnight. We place and extend your job advertisement and recruitment campaign as a banner or text-image advertisement synchronised in the newsletter.

Dates: 1st six months 2024	Dates: 2nd six months 2024
11 & 25 January	11 & 25 July
15 & 29 February	07 & 22 August
14 & 28 March	12 & 26 September
11 & 25 April	10 & 24 October
08 & 23 May	14 & 28 November
13 & 27 June	12 & 19 December

Format: Newsletter banner

Frequency: Single placement per distribution

Recipients: 5,800+ recipients

Price: from €715.00*

**Opening rate
above 50 %**

Technical information:



* All prices exclusive of VAT.

Implementation example 2022

Partner content **AGRARTECHNIK** "Employer Branding" action package

NEW!



1

Print recruitment ad
in 1/2-page format
4 c portrait or landscape

2

Social media posts
with link to your recruitment/
job advertisement

3

B2B newsletter ads
Your recruitment/job ad as a teas-
er and full-format ad

Benefit from a new bundled offer in your next recruiting campaign.
Cross-media impact with maximum planning efficiency with **AGRARTECHNIK**:

Integrated preferential services

(1 print frequency + 4 digital frequencies with a gross volume of € 4,830.00*)

1x print recruitment ad placed in the best possible editorial environment
in 1/2-page 4 c portrait or landscape format with 10 % promotional discount
(regular price: € 2,300.00*)

2x social media posts;
2nd repeat post with 100 % promotional discount
(regular price: € 1,100.00*)

2x B2B newsletter ads;
2nd repeat ad with 100 % promotional discount
(regular price: € 1,430.00*)

Your Mediainvest**:

One-off "Employer Branding" action package.
Publication subject to consultation and availability.

Package price: € 3,335.00*

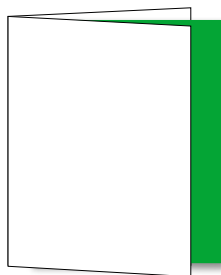
→ **AGRARTECHNIK** monthly business magazine:
No trade medium publishes more editorial
content on personnel and recruiting topics.

→ Over 60,000 B2B contacts in industry
and trade via Facebook, Xing,
LinkedIn, YouTube

→ More than 5,800 decision-
makers per mailing!
Opening rate above 50 %

**More than 30 %
total discount
advantage**

Inserts



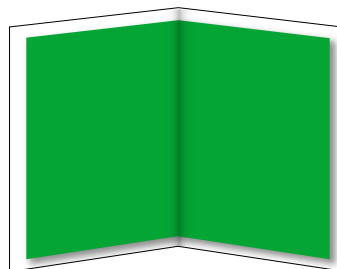
Technical notes

- Inserts must not exceed the format 205 mm × 290 mm (width × height) and must not be zigzag folded.
- The long side of an insert must always be closed.
- Special formats, folds or paper weights are subject to consultation with the publisher before binding samples can be produced.
- Inserts must not contain advertising from other companies.

Weight	Price per 1,000*
up to 25 g	€286.50
each additional 5 g	€28.55

* Special distribution fees are included in the price.

Supplements



Technical notes

- Supplements must be delivered folded and uncut.
- Format: 218 mm × 306 mm (width × height), (incl. 3 mm top trim, 4 mm bottom trim, 4 mm outside trim and 3 mm inside trim)
- Print run on request
- Under certain production-related conditions, we reserve the right to postpone.
- Tip-ons on inserts: on request with sample

Scope	Weight	Price
2-sided	up to 30 g	€8,606.50
4-sided	up to 30 g	€12,295.00
6-sided	up to 30 g	€17,213.00
8-sided	up to 50 g	€20,901.50

including
integration in
the e-paper



Implementation example 2021

Special advertising format: Title presence

Online, social media and newsletter

Print magazines

Events

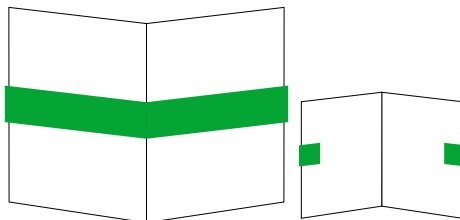
technikboerse machinery ads

Combination offers

Technical information

Contact

Title page banderole



This premium placement guarantees 100% attention and ensures maximum contact quality as a cover page ad format for the full print run (partial print runs for sampling campaigns are also available on request).

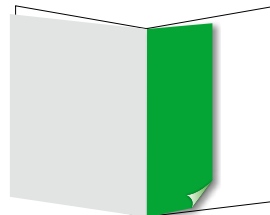
Technical notes

- Paper or plastic strip placed around the business magazine
- Workmanship: Manual assembly
- Custom printed on front (4 c, b/w)
- Banderole dimensions: 52 cm wide × 8 cm high
- Can be optionally combined with a 1/1 cover page 4 subject to availability
- Lead time: 10 weeks before publication

Scope	Price
Front/back page banderole	€10,600.00

Use of standard cover page paper

Premium sleeve / Half Cover



A Half Cover offers you an attractive advertising space with unmissable placement on the cover page.

- A Half Cover covers half of the magazine front.
- Custom printed on both sides (4 c, b/w)
- Classic advertising format 1/2 page portrait
- Cover dimensions: 10.5 cm wide × 29.7 cm high
- Distribution with the full print run
- Can be optionally combined with a 1/1 cover page 4 subject to availability
- Lead time: 10 weeks before publication

Scope	Price
2 × 1/2 page	€9,650.00

Use of standard cover page paper



Special
advertising
formats

Implementation example 2021

Simply scan the QR code and view all information about how to supply your data correctly at a glance:

Werbemittel-Spezifikationen



Elektronische Datenübermittlung | E-Mail: aus.werbungsmittel.at@technikboerse.com

Display Standard

Größen

- Billboard: 970 x 250 Pixel
- Leaderboard: 970 x 90 Pixel oder 728 x 90 Pixel
- Medium Rectangle: 300 x 250 Pixel
- Halfpage Ad: 300 x 600 Pixel
- Skyscraper: 120 x 600 oder 330 x 600 Pixel
- Mobile Banner 320 x 100 Pixel
- Suchergebnis: 728 x 100 Pixel

Typen
Gif (statisch bzw. animiert), JPG, PNG, HTML5, Redirect

Gewicht
Max. 120 KB

Vorlaufzeit
Spätestens 5 Werktage vor Veröffentlichung

Anlieferung

Technical information:



Jessica Hauke

Media Planning Print

Tel. +49 511 67806-161

jessica.hauke@dlv.de



Do you have questions about supplying your data? We are happy to help!
You will find our contact information on the following page.

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