



Media data 2025

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 104 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.

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

104 years in 2025

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 2023)*

Subscription price

“Fachkunde” (Technical Information) subscription**

Annual subscription (domestic)

Print incl. digital plus € 370.00

Annual subscription (international)

Print incl. digital plus € 400.00

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

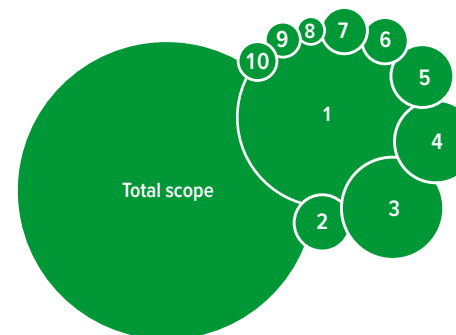
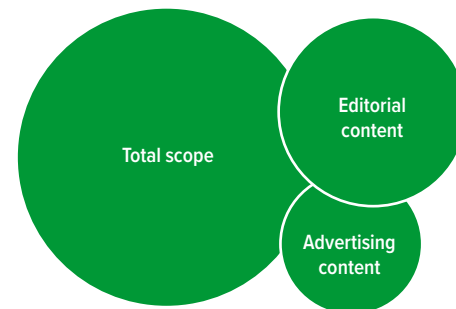
Total length	11 issues in 2023
Editorial content	924 pages = 100%
Total advertising content	701 pages = 76%
of which	223 pages = 24%
Special advertising formats	15 pages = 7%
Bound inserts	44 pages = 20%
Supplements	68 pages = 30%
Own advertisements	65 pages = 29%

Analysis of editorial contents

2023	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.



Target group profile: technical decision-makers (subscribers)

Online, social media and newsletter

Print magazines

Events

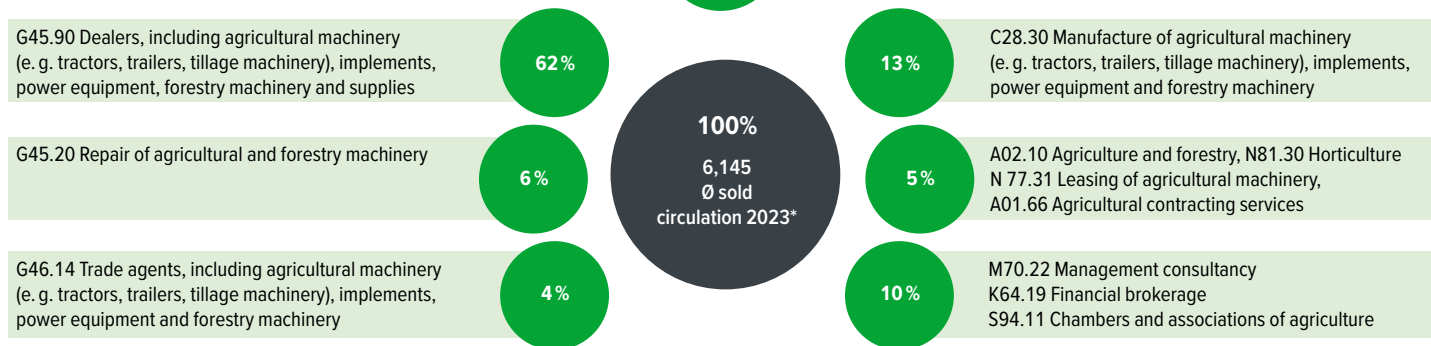
technikboerse machinery ads

Combination offers

Technical information

Contact

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.

* Publisher's information

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!



Our subscription models at a glance:

Trial subscription		Personal subscription		Gift subscription		Student subscription	
3 issues to an introductory price		1 year subscription (11 issues)		1 year subscription (11 issues)		1 year subscription (11 issues)	
Digital	€ 50.00	Digital	€ 350.00	Digital	€ 350.00	Digital	€ 262.50
Digital and print	€ 70.00	Digital and print	€ 370.00	Digital und Print	€ 370.00	Digital and print	€ 277.50
incl. VAT		incl. VAT		incl. VAT		incl. VAT	

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

Combination offers

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

6,145 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 %

New: WhatsApp News Channel

Social media

35,000+ Facebook followers

25,500+ YouTube subscribers

1,400+ XING followers

2,900+ LinkedIn followers



Wide digital reach in B2B: Over 145,000 gross contacts per month!

Online, social media and newsletter	Print magazines	Events	technikboerse machinery ads	Combination offers	Technical information	Contact
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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	€ 990.00	<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	€ 1,390.00	<input checked="" type="checkbox"/>	-	-
5	Ad-Bundle*	€ 1,965.00			

* Hockey Stick = Leaderboard + Skyscraper
 * Ad-Bundle = Leaderboard + Skyscraper + Medium Rectangle

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:



All prices in €, 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: € 1,300.00*



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: € 580.00*



* All prices exclusive of VAT.

"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: € 1,750.00*

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 2025

08 January	11 June
12 February	16 July
12 March	10 September
09 April	08 October
14 May	12 November
10 December	



Implementation example 2022

* 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:

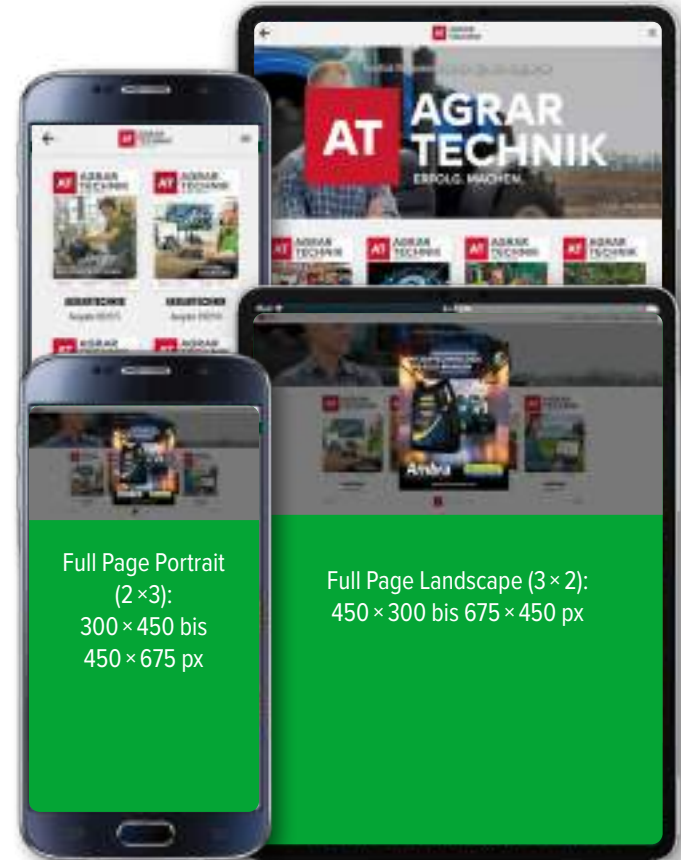
- Full Page Portrait (2×3): 300×450 bis 450×675 px
- Full Page Landscape (3×2): 450×300 bis 675×450 px
- A Full Page Banner allows both animated and non-animated banners to be displayed.
- Delivery as HTML5 banner or redirects (max. 500 KB)
- max. animation duration: 30 seconds, max. 3 loops
- Sound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

Price: € 1,430.00*

Technical Information:



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



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 2025	Dates: 2nd six months 2025
09 & 23 January	10 & 24 July
13 & 27 February	14 & 28 August
13 & 27 March	11 & 25 September
10 & 24 April	09 & 23 October
15 & 28 May	13 & 27 November
12 & 26 June	11 & 18. 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: € 750.00*



* All prices exclusive of VAT.

Online, social media and newsletter

[Print magazines](#)

Events

technikboerse machinery ads

Combination offers

Technical information

Contact

		AGRARTECHNIK – planned, issue-specific key topics by departments				
ISSUE	DATES	Main topic	MANAGEMENT, FINANCE, INSURANCE	PRACTICE & KNOWLEDGE	COMPANY & MARKETS	HORTICULTURE, FORESTRY & MUNICIPAL SERVICES
		NR.	ET AS DUS	<p>Trade fair reporting</p> <p>→ <i>Still missing a preferred topic for 2025 here? Then contact us directly for planning future issues during the year: anzeigen.agrartechnik@dlv.de</i></p> <p><i>We look forward to hearing from you!</i></p>	<p>Rolling cluster themes are:</p> <ul style="list-style-type: none"> * 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 	<p>Rolling cluster themes are:</p> <ul style="list-style-type: none"> * 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
JANUARY						
1	02.01.2025 04.12.2024 11.12.2024			Sustainability, CSR & Co.	Plant protection technology	
FEBRUARY						
2	05.02.2025 13.01.2025 17.01.2025	Tier & Technik , St. Gallen, 20.02 up to 23.02.		Trends network expansion and cellular	Robotics	
MARCH						
3	05.03.2025 10.02.2025 14.02.2025	tire technology EXPO , Hannover, 04.03. up to 06.03. Hannover Fair , 31.03. up to 04.04.	Finance – Insurance	Workshop equipment	Mechanical weed control	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

4 APRIL 02.04.2025 10.03.2025 14.03.2025	bauma, Munich, 07.04. up to 13.04. Forst Live Offenburg, 11.04. up to 13.04.			Digitalization transport	Tracked mowers
5 MAY 07.05.2025 14.04.2025 17.04.2025		Women and agricultural technology		Grassland technology	Quads ATV
6 JUNE 04.06.2025 08.05.2025 13.05.2025	DLG Field Days, Date not fixed Eco Field Days, 18.06. up to 19.06. DEMOPARK, Hürselberg, 22.06. up to 24.06. SPOGA+GAFA 2025, Cologne, 24.06. up to 26.06.		High pressure cleaner	Tillage	Weed control
7-8 JULY / AUGUST 09.07.2025 12.06.2025 18.06.2025	Karpfhamer Fest & Rottal Festival, 28.08. up to 02.09. Tarmstedter Exhibition, 11.07. up to 14.07. Intern. Forestry Fair 2025 Luzern, 21.08. up to 24.08.	Interim management	Energy Efficiency	Seeding technology	Leaf blowers and vacuums
9 SEPTEMBER 03.09.2025 11.08.2025 14.08.2025		Career planning: How to prepare for a change	Protective clothing	Oganic fertilization	Construction technology: Mini excavators
10 OCTOBER 01.10.2025 08.09.2025 12.09.2025	Preliminary report Agritechnica	Finance & insurance		tractors	Winter services
11 NOVEMBER 05.11.2025 13.10.2025 17.10.2025	Agritechnica Hannover, 09.11. up to 15.11.			Tyres and cable winches	Wood splitters
12 DECEMBER 03.12.2025 10.11.2025 14.11.2025		Career review: Who went where?		Municipal technology	

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

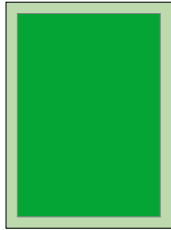
Combination offers

Technical information

Contact

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

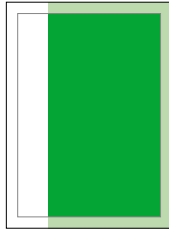
1/1 page (1,080 mm)



S: 184 × 270 mm
A: 210 × 297 mm

b/w €5,020.00
4 colours €7,135.00

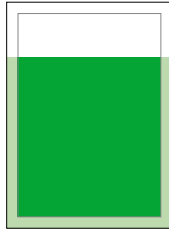
3/4 page portrait



S: 137 × 270 mm
A: 150 × 297 mm

b/w €3,765.00
4 colours €5,351.00

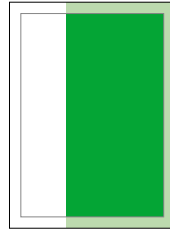
3/4 page landscape



S: 184 × 202 mm
A: 210 × 217 mm

b/w €3,765.00
4 colours €5,351.00

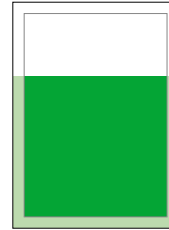
2/3 page portrait



S: 121 × 270 mm
A: 134 × 297 mm

b/w €3,347.00
4 colours €4,757.00

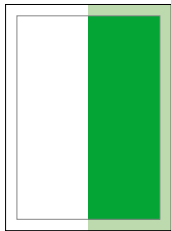
2/3 page landscape



S: 184 × 180 mm
A: 210 × 195 mm

b/w €3,347.00
4 colours €4,757.00

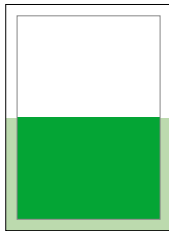
1/2 page portrait



S: 90 × 270 mm
A: 103 × 297 mm

b/w €2,510.00
4 colours €3,567.50

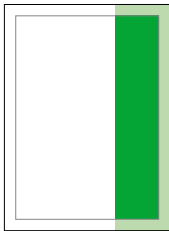
1/2 page landscape



S: 184 × 135 mm
A: 210 × 150 mm

b/w €2,510.00
4 colours €3,567.50

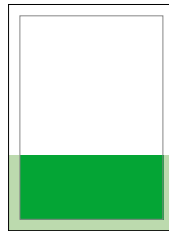
1/3 page portrait



S: 58 × 270 mm
A: 71 × 297 mm

b/w €1,841.00
4 colours €2,616.00

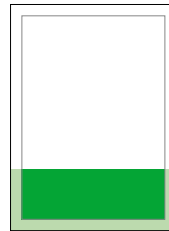
1/3 page landscape



S: 184 × 90 mm
A: 210 × 105 mm

b/w €1,841.00
4 colours €2,616.00

1/4 page landscape

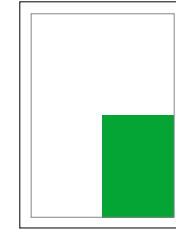


S: 184 × 67 mm
A: 210 × 82 mm

b/w €1,506.00
4 colours €2,140.50

Powerful content format!

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



S: 90 × 135 mm

4 colours €2,380.00

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 76 valid from issue 01/2025

Online, social media and newsletter

Print magazines

Events

technikboerse machinery ads

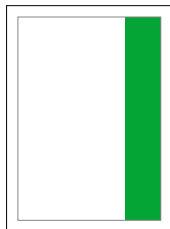
Combination offers

Technical information

Contact

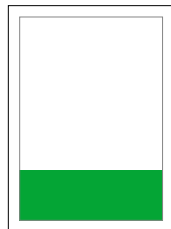
Placement: Best possible in grouped advertisements

1/4 page portrait



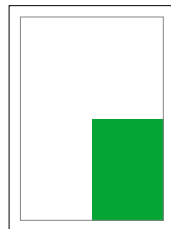
S: 43 × 270 mm

1/4 page landscape



S: 184 × 67 mm

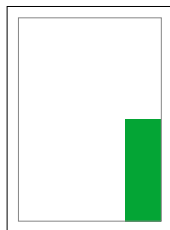
1/4 page 2 column



S: 90 × 135 mm

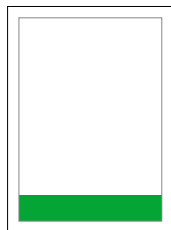
b/w € 1,255.00
4 colours € 1,784.00

1/8 page portrait



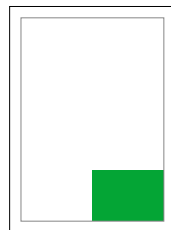
S: 43 × 135 mm

1/8 page landscape



S: 184 × 33 mm

1/8 page 2 column

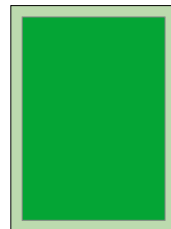


S: 90 × 67 mm

b/w € 627.50
4 colours € 892.00

Preferential placement: Limited premium ads

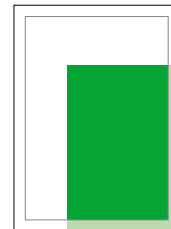
Cover pages



S: 184 × 270 mm
A: 210 × 297 mm

2nd/4th cover page
4 colours
€ 8,205.00
3rd cover page
4 colours
€ 7,849.00

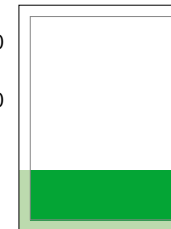
Junior page



S: 121 × 193 mm
A: 134 × 210 mm

b/w € 2,635.50
4 colours € 3,746.00

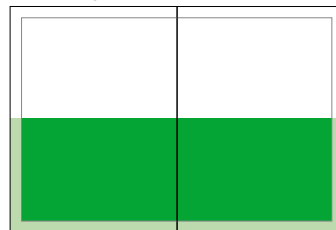
Editorial 1/4 page landscape



S: 184 × 67 mm
A: 210 × 82 mm

b/w € 1,807.00
4 colours € 2,569.00

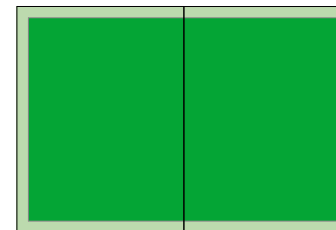
2 × 1/2 page, panorama ad



S: 394 × 135 mm A: 420 × 150 mm

b/w € 5,020.00
4 colours € 7,135.00

2 × 1/1 page, panorama ad



S: 394 × 270 mm A: 420 × 297 mm

b/w € 10,040.00
4 colours € 14,270.00

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
All prices excl. of VAT. ■ The terms and conditions of *Deutscher Landwirtschaftsverlag GmbH* apply. ■ Price list 76 valid from issue 01/2025

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: € 2,380.00*

Technical Information:



PRODUKT DES MONATS



UFI – FPT F28 FILTER JETZT AUCH IM AFTERMARKET

UFI Filters, führendes Unternehmen in der Filtrationstechnik für die Erstausrüstung und den Ersatzteilmarkt, ergänzt sein Aftermarket-Sortiment um den Hauptfilter seines multifunktionalen Dieselfiltermoduls für die neueste Generation des FPT F28 Stage V-Motors.

Im Filter wird das von UFI entwickelte Medium FormulaUFI.H2O verwendet, ein Mix aus Cellulose und Synthetik. Es weist eine Feinfiltrationsfunktion mit einer Abscheideleistung von mehr als 95 % für Partikel bis zu 4 µm gemäß ISO 19438 auf.

Der Austauschfilter ist im Katalog unter Code 24.062.00 gelistet und kann über Ipsa-Autoteile, Elsässer Filtertechnik und Prillinger bezogen werden.



Mehr Info: www.ufi-aftermarket.com

Implementation example 2023

Online, social media and newsletter	Print magazines	Events	technikboerse machinery ads	Combination offers	Technical information	Contact
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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

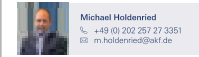
Advertising deadline: 10 working days before publication

Technical Information:

akf bank
Finanzkolumne

Die Grünlandbewirtschaftung ist im Umbruch, die Landwirtschaft muss flexibel agieren. Der Mittelstandsfinanzierer akf hilft.

akf bank agrarfinanz



Michael Holdernied
+49 (0) 202 287 2361
m.holdernied@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 nutzungssabhängige Beerrungszeitpunkte von Grünland generieren.

akf bank: Starker Partner bei neuen Herausforderungen in der Landwirtschaft

Maxam Reifen
Nachhaltige Performance
powered by EcoPoint³ technology

Die Sallun Group mit ihren Rollenmarken Salin 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. Denn 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 setzt allein der geringere Rollwiderstand von EcoPoint³-Reifen reduzierten CO₂- sowie Verbrauch und sparen zudem Geld.

Moderne Reifen sind mehr als nur Gummi – das unterschätzt die Sallun Group mit ihrer innovativen EcoPoint³-Technologie für die Marken Salin 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 Trockenmischung der Premium-Wettbewerber besitzt die ein-zigartige Flüssigzwecken-Mischung der EcoPoint³-Reifen durch überlegene Qualität bei gleichzeitig hervorragenden, dynamischen Eigenschaften, besseren Dämpfungseigenschaften, geringerem Rollwiderstand sowie Abrieb. Kurz: Die EcoPoint³-Technologie ist die wegweisende Kombination aus Leistung, Haltbarkeit und Energieeffizienz.

EcoPoint³-Reifen den Verbrauch im Vergleich zu Wettbewerbern um etwa 20%, bei einer um bis 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 Industrie- und Baustellen (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 Sallun Group schlägt mit den EcoPoint³-Reifen von Salin und Maxam ein neues Kapitel auf und erfüllt auf innovative Weise gleichzeitig alle Anforderungen der Fahrzeughersteller und Verbraucher an moderne und nachhaltige Premium-Hightech-Reifen.

akf bank Agrarfinanz

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).

Special advertising format: Title presence

Online, social media and newsletter

Print magazines

Events

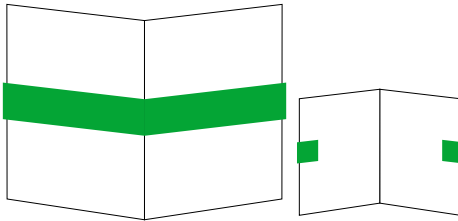
technikboerse machinery ads

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).

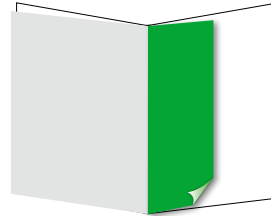
Technical notes

- 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	€10,820.00

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

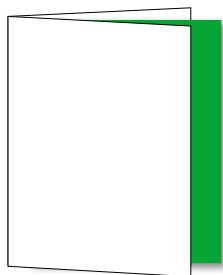
Scope	Price
2 × 1/2 page	€ 9,850.00

Use of standard cover page paper



Implementation example 2021

Inserts



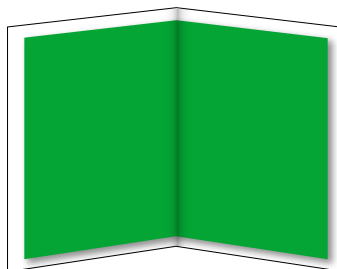
Technical notes

- 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	€ 292.50
each additional 5 g	€ 29.15

* 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	€ 8,785.00
4-sided	up to 30 g	€ 12,550.00
6-sided	up to 30 g	€ 17,570.00
8-sided	up to 50 g	€ 21,335.00



Implementation example 2021

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		€ 4,075.00
1/1 page 4 c		€ 4,695.00
3/4 page b/w	portrait/landscape	€ 3,056.00
3/4 page 4 c	portrait/landscape	€ 3,521.00
2/3 page b/w	portrait/landscape	€ 2,717.00
2/3 page 4 c	portrait/landscape	€ 3,130.00
1/2 page b/w	portrait/landscape	€ 2,037.50
1/2 page 4 c	portrait/landscape	€ 2,347.50
1/3 page b/w	portrait/landscape	€ 1,358.00
1/3 page 4 c	portrait/landscape	€ 1,656.00

Placement within grouped advertisements

Format	Orientation	Price
1/4 page b/w	portrait/2 column	€ 1,019.00
1/4 page 4 c	portrait/2 column	€ 1,174.00
1/8 page b/w	portrait/landscape/2 column	€ 509.00
1/8 page 4 c	portrait/landscape/2 column	€ 587.00
mm ads b/w		€ 3.79 per mm
mm ads 4 c		€ 4.34 per mm

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

b/w per mm, 1 column € 3.79, 4-colour per mm 1 column € 4.34 *not eligible for contract or agency discount

Fachkräfte von morgen finden

ZUR VERSTÄRKUNG UNSERER TEAMS IN NORDDEUTSCHLAND SUCHEN WIR PER SOFORT:

VON DER WEHL UNTERNEHMENSGRUPPE

JETZT BEWERBEN
und von unseren Benefits profitieren!

WERKSTÄTTLLEITER (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-Aufbaubehalter erfolgreich tätig. An vier Standorten in Nordniedersachsen, Hamburg und Kiel werden 200 Mitarbeiter(innen) und ca. 30 Auszubildende im Fahrzeugbaubetrieb, Reparatur- und Ersatzteilservice sowie im Vertrieb und der Vermietung beschäftigt.

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

ZUSATZLEHRLINGEN **ENTWICKLUNG** **VERPFLEGUNG**

WE AG/AGRI-TECHNIK
MARTIN CDSOSSE
04287 89-700
jobs@wehl.de

ATLAS | MARESCOT | DODSON | "BIK-BILCH" | **AGRITECHNIK**

SOMAG | MULTILIFT | WACKER NEUSON | WEIDEMANN

More information? Send a WhatsApp message to +49 4287 89-700
Finden Sie 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 76 valid from issue 01/2025

Discount scale for campaign bookings

Classified ads

b/w per mm, 1 column	€ 4.65
4-colour per mm 1 column	€ 6.61

Ad spreads*

2 pages (front/back)

b/w	€ 8,534.00
4-colours	€ 12,129.50

Ad spreads*

4 pages (consecutive)

b/w	€ 16,064.00
4-colours	€ 22,832.00

Text section advertisements

(58 mm × max. 100 mm format)

b/w per mm, 1 column	€ 12.81
4-colour per mm 1 column	€ 18.21

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	€ 3.79
4-colour per mm, 1 column	€ 4.34

Job searches

b/w per mm, 1 column	€ 3.17
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** Job ads plus € 300.00 for 6 weeks online publication at agrajo.com

Discounts for bookings within one order year

Frequency discount	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

Background information, expert knowledge and new insights are the focus of **AGRARTECHNIK ONTOUR**'s editorial on-site reporting from companies and institutions.

As the leading expert medium for the industry and trade target group, **AGRARTECHNIK** is further expanding its brand offering for professionals with the newly established “**AGRARTECHNIK ONTOUR**”, an **editorial forum** and showcase for the global and networked agricultural machinery industry.

This Europe-wide editorial roadshow visits companies and institutions on site to examine current developments, innovations and issues that will affect us in the future. It looks at strategies, products and services in personal discussions with key minds in this successful industry.

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”.



Sponsorship package “AGRARTECHNIK ONTOUR 2025”:

Full package with 3 partial services and a term of 12 months from conclusion

- 1 ONTOUR digital sponsor** (permanent digital advertising presence in the trade portal, 12-month term)
- 2 ONTOUR podcast advertising** (one-off podcast presentation as per offer and subject to monthly availability)
- 3 ONTOUR advertising seal** (sales-supporting use of the campaign logo/seal)

Sponsor-Invest (package price): € 5,990.00*

We are happy to offer you design, layout and implementation as a full-service package. Sponsorship services are eligible for commission but not for further discounts.

Optional digital extensions:

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 € 750.00***.

Information + sponsorship package: www.agrartechnikonline.de/ontour



* All prices exclusive of VAT.

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 €3,960.00*)

- 1x** digital advertorial with 3% promotional discount with 4 weeks runtime in the trade portal (homepage) (regular price: € 1,300.00*)
- 2x** social media posts; 2nd repeat post with 30% promotional discount (regular price: € 1,160.00*)
- 2x** B2B newsletter ads; 2nd repeat ad with 30% promotional discount (regular price: € 1,500.00*)

Your Mediainvest:**

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

Package price: € 3,522.00*

Up to 24% total discount advantage

→ 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%

* All prices exclusive of VAT. ■ ** Package price eligible for commission but not for further discounts.

Online, social media and newsletter	Print magazines	Events	technikboerse machinery ads	Combination offers	Technical information	Contact
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Partner content **AGRARTECHNIK** “Employer Branding” action package



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 € 5,007.50*)

- 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: € 2,347.50*)
- 2x** social media posts;
2nd repeat post with 100% promotional discount
(regular price: € 1,160.00*)
- 2x** B2B newsletter ads;
2nd repeat ad with 100% promotional discount
(regular price: € 1,500.00*)

Your Mediainvest**:

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

Package price: € 3,442.75*

→ **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**

* All prices exclusive of VAT. ■ ** Package price eligible for commission but not for further discounts.

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

Werbemittel-Spezifikationen



ab Seite 6

Seite 2-5

Werbemittel-Spezifikationen – Stand: 09/2024

Jessica Hauke

Media Planning Print
Tel. +49 511 67806-161
jessica.hauke@dlv.de



Technical Information:



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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Head of Sales Industry & Trade



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