

up-to-date • regional • competent



Media Information 2019

Advertising rate card no. 31, valid from 1 January 2019

Good reasons

2

BauernZeitung is the only agricultural weekly journal with a distribution over five German states:

Mecklenburg-West Pomerania, Brandenburg, Saxony-Anhalt, Saxony and Thuringia.

Reach 1/3 of the total agricultural area of Germany with only one weekly journal!

24,600 businesses are counted by the Federal Statistical Office

20,237 copies (IVW I/2018) is the paid circulation of BauernZeitung

Large farms with large livestock

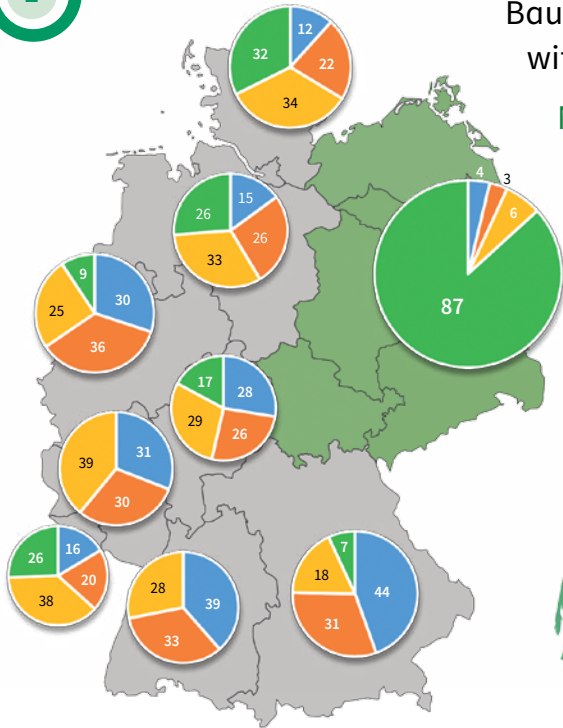
More than half of all large-scale farms in Germany with over 200 ha of agricultural land are in the distribution area of BauernZeitung.



2.3 million cattle are kept in the distribution area of BauernZeitung. These are 18% of all cattle in Germany. On average, there are 110 cattle and 190 dairy cows in a cowshed. This is far above the average of other federal states with 87 cattle and 59 dairy cows per cowshed.

More than four million pigs are also kept in the distribution area of the BauernZeitung. These are 18% of all pigs in Germany. On average, one farmer in the distribution area keeps more than 4,600 pigs in th sty. In other federal states, there are around 860 animals per pigsty.

Source: Statistical Yearbook 2017



Agricultural land according to farm sizes

Numbers in percent

- ▶ below 5 – 50 ha
- ▶ 50 – 100 ha
- ▶ 100 – 200 ha
- ▶ 200 ha and bigger

Contact: Elisa Pruckner, Phone +49 (0)30 464 06-368





The agricultural weekly journal for the five eastern German states

Every week the BauernZeitung reports on:

- Agricultural policy
- Agriculture and plant production
- Agricultural engineering
- Milk production
- Livestock husbandry
- Regional issues
- Village and family



BauernZeitung is the weekly journal for everyone living from and with agriculture in Mecklenburg-West Pomerania, Brandenburg, Saxony-Anhalt, Saxony and Thuringia.

Week by week, competent authors and journalists report on European, national and regional agricultural policies. They inform about all important developments in agriculture and crop production, in milk production, in animal husbandry, agricultural engineering, the energy industry and management as well as the various agricultural markets.

Furthermore, special guides with key topics are published as supplements to BauernZeitung several times a year.

Publisher

Deutscher Bauernverlag GmbH
Wilhelmsaue 37, 10713 Berlin

Postal address


Deutscher Bauernverlag GmbH
P.O. Box 31 04 48, D-10634 Berlin

Payment terms

3 % discount for advance payment, 2 % discount for payment within 14 days of invoice date, net payment within 30 days of invoice date. Discounts only apply for invoice amounts over 100 euros and only if there are no outstanding invoices.

Bank details

IBAN: DE61 1004 0000 0259 4646 00
BIC: COBADEFF (Commerzbank AG)

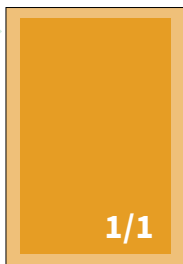
 up-to-date • regional • competent

4 Formats and prices ▶ Editorial section

Cover pages

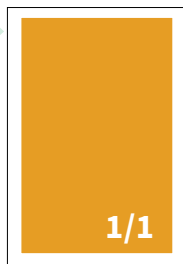
235 mm x 336 mm

bw 6,200 €
4c 9,610 €



202 mm x 310 mm

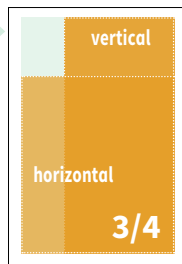
bw 6,200 €
4c 9,610 €



202 mm x 232 mm

150 mm x 310 mm

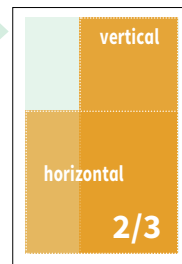
bw 4,650 €
4c 7,208 €



202 mm x 206 mm

132 mm x 310 mm

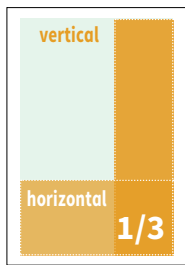
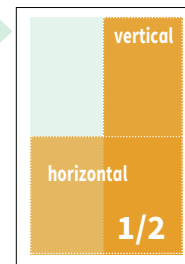
bw 4,133 €
4c 6,407 €



202 mm x 155 mm

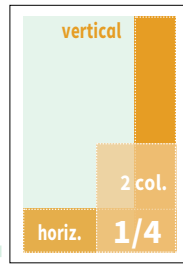
98 mm x 310 mm

bw 3,100 €
4c 4,805 €



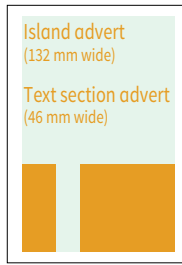
202 mm x 103 mm
63 mm x 310 mm

bw 3,086 €
4c 4,591 €



202 mm x 77 mm
98 mm x 155 mm
46 mm x 310 mm

bw 2,120 €
4c 3,250 €



each mm height

bw 21 €
4c 32 €

Technical specifications

Magazine format

235 mm wide x 336 mm high

Type area

202 mm wide x 310 mm high
1,240 mm total content

Bleed advertisements

Cover pages (2nd, 3rd, 4th):
Magazine format plus 6 mm
trim on all sides

Printing process

Content: offset rotary printing
Cover: sheet-fed offset printing

Screen

Cover pages: 60 screen,
Colour profile: ISO coated v2,
Total ink coverage up to 340 %
Inner pages: 40 screen,
Colour profile: ISO Newspaper 26v4,
Total ink coverage up to 240 %

Ads placed in regional or key topic sections must have a minimum format of 100 mm content.

Additional formats are possible, we will be pleased to advise you in detail.

Stefan Graf, Phone +49 (0)30 464 06 - 367
Stefan Möllers, Phone +49 (0)30 464 06 - 311



Advertorials for publication in our editorial section

Our aim at the BauernZeitung is to achieve intensive, mutually beneficial cooperation with companies producing agricultural capital goods and with the various service providers in this sector. This cooperation includes the publication of advertisements in an effective setting with high circulation and professional journalistic collaboration.

This comprehensive approach requires a clear separation of advertising and journalistic content. This is the only way that we can protect the interests of a professional discerning readership and at the same time ensure the effectiveness of advertising within a high-quality publication.

In the interest of the clear identification of advertising, the publisher and editorship request that advertisements be designed in a way that clearly distinguishes them from the journalistic layout so that a confusion with editorial content is safely excluded.

Design specifications for advertorials

- In cases where ads are not designed as a block, they should at least be framed by a hairline or set in colours not used in the journalistic layout.
- In advertorials only sans-serif typefaces should be used for running text. Headings and lead texts must be italicized in a serif font.
- Typesetting is limited to a maximum of three columns
- Identification of the block with the word "advertisement" in at least 14-pt block letters is obligatory.

We always try to place advertisements in an appropriate editorial content, but ask for your understanding that we do not permit advertising in the section of economic reporting and avoid product promotion in articles on the corresponding product category.

Editor-in-chief

Dr. Thomas Tanneberger, Phone +49 (0)30 464 06-301
E-Mail: thomas.tanneberger@bauernverlag.de

Advertising director

Frank Middendorf, Phone +49 (0)30 464 06-298
E-Mail: frank.middendorf@bauernverlag.de



Do you have any questions? We are happy to advise you and work with you to find the appropriate solution.

6 Formats and prices ▶ Advertising section



Type area

202 mm wide x 310 mm high
4 columns, each 46 mm wide
1,240 mm total content

Prices €/mm

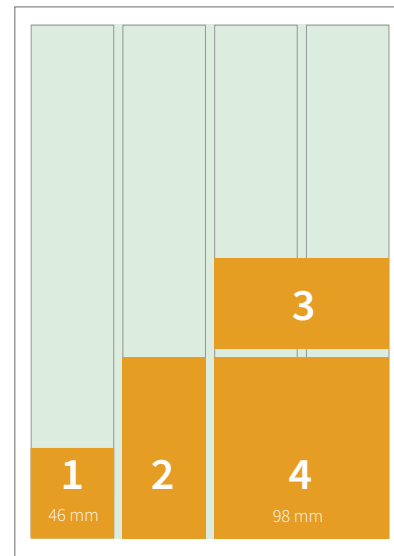
bw	5.00 €
4c	7.75 €

Discounts

Frequency scale		Volume scale	
6 adverts	5 %	1,000 mm	5 %
12 adverts	10 %	2,000 mm	10 %
24 adverts	15 %	5,000 mm	15 %
52 adverts	20 %	8,000 mm	20 %

Contact for commercial and private lineage adverts

Ines Lucas
Phone +49 (0)30 464 06 - 308



Format examples

1	1 col./50 mm	2	1 col./100 mm
b/w	250 €	b/w	500 €
4c	388 €	4c	775 €
3	2 col./50 mm	4	2 Sp./100 mm
b/w	500 €	b/w	1,000 €
4c	755 €	4c	1,550 €

You can also place your lineage advert directly at www.bauernzeitung.de

All prices plus VAT



Variety trials carried out by independent bodies offer good comparability.

Special varieties are recommended for the eastern German region. Results of trials can help farmers to choose the best varieties with regard to regional conditions and individual requirements such as yield, health, crop components and plant height, thereby taking advantage of current developments in cultivation methods.

Variety trial

Issue/CW

Durum

1

AD: 20.12.2018 / PD: 04.01.2019

Silage maize, reg. oats/summer triticale

2

AD: 04.01.2019 / PD: 11.01.2019

Grain maize, reg. summer barley/-wheat

3

AD: 11.01.2019 / PD: 18.01.2019

Grain legumes

5

AD: 25.01.2019 / PD: 01.02.2019

Regional organic grain legumes

6

AD: 01.02.2019 / PD: 08.02.2019

EU maize varieties

7

AD: 08.02.2019 / PD: 15.02.2019

Variety trial

Issue/CW

Organic potatoes

8

AD: 15.02.2019 / PD: 22.02.2019

Sugar beet

20

AD: 10.05.2019 / PD: 17.05.2019

Winter rapeseed

22

AD: 22.05.2019 / PD: 31.05.2019

Winter barley

35

AD: 23.08.2019 / PD: 30.08.2019

Winter rye

36

AD: 30.08.2019 / PD: 06.09.2019

Winter triticale

37

AD: 06.09.2019 / PD: 13.09.2019

Variety trial

Issue/CW

Regional winter wheat / Organic cereals

38

AD: 13.09.2019 / PD: 20.09.2019

Organic wheat

39

AD: 20.09.2019 / PD: 27.09.2019

Potatoes RG3 und RG4

46

AD: 08.11.2019 / PD: 15.11.2019

Starch potatoes

47

AD: 15.11.2019 / PD: 22.11.2019

Early potatoes RG1

49

AD: 29.11.2019 / PD: 06.12.2019

Summer malting barley / early potatoes RG2

51/52

AD: 13.12.2019 / PD: 20.12.2019

We will be glad to provide you with an individual offer for an advertising package tailored to your business.

AD: Advertising deadline
PD: Publication date

Key topics and expert articles

8

Agriculture / Plant production Issue/CW

KT Grain storage	4
AD: 18.01.2019 / PD: 25.01.2019	
KT Summer crops	6
AD: 01.02.2019 / PD: 08.02.2019	
KT Sugar beets	9
AD: 22.02.2019 / PD: 01.03.2019	
KT Grassland	10
AD: 01.03.2019 / PD: 08.03.2019	
KT Potato cultivation	11
AD: 08.03.2019 / PD: 15.03.2019	
KT Maize cultivation	13
AD: 22.03.2019 / PD: 29.03.2019	

The key topics of the BauernZeitung are high-quality segments within the editorial section.

Our journalists work with renowned experts and add relevant market information to their knowledge. Key topics usually comprise six to eight pages, they are an addition to the regular weekly reporting. Expert articles present a subject on two to four pages of coverage.

If you are registered with us as interested in particular key topics, you will be informed about the topics being covered in the respective issue.

KT Irrigation	14
AD: 29.03.2019 / PD: 05.04.2019	
EA Marketing of grain	23
AD: 31.05.2019 / PD: 07.06.2019	
EA Economic viability of organic farming	30
AD: 19.07.2019 / PD: 26.07.2019	
KT Autumn farming of winter crops	32
AD: 02.08.2019 / PD: 09.08.2019	
KT Autumn farming of rapeseed	33
AD: 09.08.2019 / PD: 16.08.2019	
KT Farmer-owned forest	34
AD: 16.08.2019 / PD: 23.08.2019	

Livestock farming Issue/CW

EA Pasture technology	5
AD: 25.01.2019 / PD: 01.02.2019	
KT Calf health	7
AD: 08.02.2019 / PD: 15.02.2019	
EA Pasture grazing	15
AD: 05.04.2019 / PD: 12.04.2019	
EA Cattle health	19
AD: 03.05.2019 / PD: 10.05.2019	
KT Cattle shed construction & equipment	22
AD: 22.05.2019 / PD: 31.05.2019	
KT Pig pen construction and equipment	25
AD: 12.06.2019 / PD: 21.06.2019	
EA Animal health pigs	29
AD: 12.07.2019 / PD: 19.07.2019	
KT Milking technology	40
AD: 25.09.2019 / PD: 04.10.2019	
EA Poultry farming	45
AD: 30.10.2019 / PD: 08.11.2019	
EA Hoof health	50
AD: 06.12.2019 / PD: 13.12.2019	

Contact for further information

Elisa Pruckner, Phone +49 (0)30 464 06 - 368

KT: Key topic
EA: Expert article

AD: Advertising deadline
PD: Publication date

Technology/Machinery Issue/CW

EA Plant protection technology	9
AD: 22.02.2019 / PD: 01.03.2019	
EA Fertilisation technology	11
AD: 08.03.2019 / PD: 15.03.2019	
KT Harvesting technology	21
AD: 17.05.2019 / PD: 24.05.2019	
EA Farmstead technology	24
AD: 05.06.2019 / PD: 14.06.2019	
EA Seed and planting techniques	26
AD: 21.06.2019 / PD: 28.06.2019	
EA Tractor and transport	40
AD: 25.09.2019 / PD: 04.10.2019	
KT Farmstead technology	42
AD: 11.10.2019 / PD: 18.10.2019	
KT Feeding technology	48
AD: 22.11.2019 / PD: 29.11.2019	
KT Liquid and solid manure technology	49
AD: 29.11.2019 / PD: 06.12.2019	
EA Tyres	50
AD: 06.12.2019 / PD: 13.12.2019	

Energy production Issue/CW

KT Biogas	12
AD: 15.03.2019 / PD: 22.03.2019	
EA CHP, Heat utilisation	17
AD: 17.04.2019 / PD: 26.04.2019	
KT Solar energy	28
AD: 05.07.2019 / PD: 12.07.2019	
KT Wind energy	31
AD: 26.07.2019 / PD: 02.08.2019	
KT Wind energy	37
AD: 06.09.2019 / PD: 13.09.2019	
KT Wood energy	41
AD: 04.10.2019 / PD: 11.10.2019	
EA Photovoltaics	43
AD: 18.10.2019 / PD: 25.10.2019	

Other topics Issue/CW

EA Legal innovations	1
AD: 20.12.2018 / PD: 04.01.2019	
KT Investment planning (technology)	8
AD: 15.02.2019 / PD: 22.02.2019	
KT Direct marketing	20
AD: 10.05.2019 / PD: 17.05.2019	
EA Digital farm management	27
AD: 28.06.2019 / PD: 05.07.2019	
KT Investment planning (stable building)	46
AD: 08.11.2019 / PD: 15.11.2019	
KT Annual review	51/52
AD: 13.12.2019 / PD: 20.12.2019	

KT: Key topic
EA: Expert article

AD: Advertising deadline
PD: Publication date



Loose and bound-in inserts

10

Loose inserts

Maximum format: 210 mm x 297 mm (A4)

Weight	Price/1,000 copies
Up to 25 g	194,- €
Per further 5 g	15,- €

- The prices are valid for sheet thickness of up to 2 mm. Loose inserts with thicker sheets will be calculated separately. Price on request.
- Split-run inserts are possible. Additional charges for split-run inserts are 16 € / 1,000 copies.
- Single sheet inserts: grammage not less than 100 g/m²

Bound-in inserts

Trim size of the magazine: 235 mm x 336 mm

Pages	Weight	Price*
4 page	up to 20 g	15,840 €
More than 4 pages	over 20 g	on request

* total print run

- Bound-in inserts are placed in the middle of the newspaper. If required for technical reasons, we reserve the right to change this position.
- Bound-in inserts are to be delivered folded and trimmed (Total print run plus 4 %).
- Format (delivery always as folded sheet)
Magazine format:
max. 235 mm wide x 336 mm high

- + 6 mm head trim
- + 3 mm foot trim
- + 3 mm side trim
- + 10 mm high folio lap



A binding sample of any insert (3 copies) must be submitted to the publisher before advertising deadline.

Delivery of the total amount of loose or bound-in inserts not later than Friday midday of the previous week.

Receipt of orders for loose and bound-in inserts:
at the latest 14 days prior to advertising deadline

Postal address for loose or bound-in-inserts:

Griebsch & Rochol Druck GmbH
Gabelsberger Str. 1, D-59069 Hamm-Rhynern

Shipping instructions:
„Bauernzeitung, Issue no ... /2019“

The width of the pages decreases up to 3 mm towards the inner area of the magazine. This should be taken into consideration when designing.

Loose and bound-in-inserts may not contain advertising by third parties.



Trade fair special

Grüne Woche (18.-27.01.2019)

AD: 04.01.2019 / PD: 11.01.2019

Trade fair special

Farm & Food (21.01.2019)

AD: 04.01.2019 / PD: 11.01.2019

Trade fair special

agra (25.-28.04.2019)

AD: 10.04.2019 / PD: 18.04.2019

Trade fair special

BraLa (09.-12.05.2019)

AD: 26.04.2019 / PD: 03.05.2019

Trade fair special

MeLa (12.-15.09.2019)

AD: 30.08.2019 / PD: 06.09.2019

Trade fair special

agritechnica (10. - 16.11.2019)

AD: 25.10.2019 / PD: 01.11.2019



Our service for agricultural trade fairs

BauernZeitung, as a media partner of important agricultural trade fairs in the five eastern German states, publishes special issues one week prior to these trade fair. The supplements are integrated into the normal weekly issue, comprise up to 36 pages and contain a preview of the trade fair, reports on new products and their exhibitors, tips on interesting events and important organizational information for trade visitors. They thus offer an ideal editorial environment for advertising relating specifically to the trade fairs!

Circulation

Up to 30,000 copies
(Regular edition IWW-audited)

Format and type area

As for BauernZeitung

Contact

**Stefan Möllers, Phone +49 (0)30 464 06-311
anzeigen@bauernverlag.de**



The special guides of Bauern Zeitung – read and collected!

80% of the readers collect the guide supplements. 3,6 times is the average usage of the supplements by our readers.

(Reader survey 2017)

Plant protection

Publication date:
CW 5/2019
23rd Edition



Pig farming

Publication date:
CW 14/2019
3rd Edition

Organic farming

Publication date:
CW 20/2019
3rd Edition



Energy

Publication date:
CW 28/2019
10th Edition

Plant production & Technology

Publication date:
CW 43/2018
4th Edition



Milk production

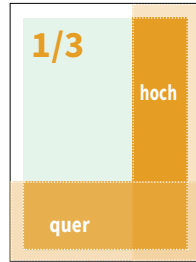
Publication date:
CW 51/2019
7th Edition

Advertising deadline:

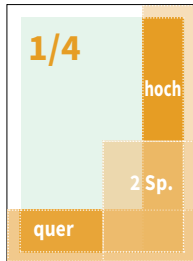
Five to six weeks prior to the mentioned publication date



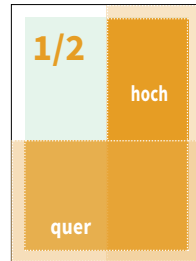
186 mm x 265 mm
220 mm x 297 mm
 bw 5,946 €
 4c 9,160 €



186 mm x 88 mm
220 mm x 101 mm
59 mm x 265 mm
78 mm x 297 mm
 bw 1,982 €
 4c 3,053 €



186 mm x 66 mm
220 mm x 79 mm
44 mm x 265 mm
66 mm x 297 mm
91 mm x 133 mm
110 mm x 149 mm
 bw 1,487 €
 4c 2,290 €



186 mm x 133 mm
220 mm x 149 mm
91 mm x 265 mm
110 mm x 297 mm
 bw 2,973 €
 4c 4,581 €



Technical specifications

Magazine format

220 mm wide x 297 mm high

Type area

186 mm wide x 265 mm high
 1,060 mm total content

Printing process

Content: offset rotary printing
 Cover: offset rotary printing

Screen

Cover and content: 70 Screen
 Total ink application: up to 300 %

Bleed advertisements

Possible on cover pages (2nd, 3rd, 4th)
 and all inner pages.
 Advertisement format plus 5 mm trim
 on the appropriate trim sides

Circulation

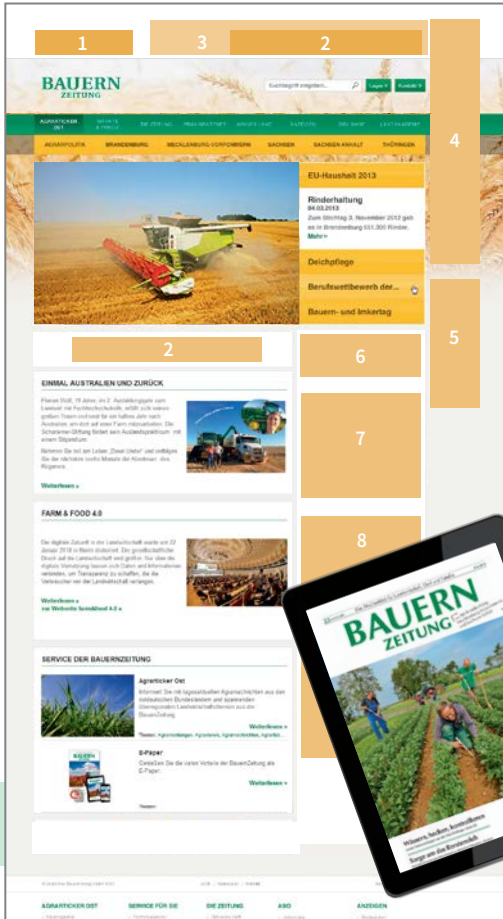
About 24,000 copies
 (Not IWV-audited. The copies
 are enclosed with the regular print
 run of the BauernZeitung.)

Contact

Stefan Graf, Phone +49 (0)30 464 06-367

E-Mail: stefan.graf@bauernverlag.de

All prices plus VAT



No.	Banner format	Width x Height in pixel	Max. file size in kilobyte	Monthly price
1	Half Banner	234 x 60	40	156 €
2	Full Banner	468 x 60	40	314 €
3	Super Banner	728 x 90	40	733 €
4	Skyscraper	120 x 600 160 x 600	40	806 € 1.074 €
3 + 4	Wallpaper, über Eck buchbar	728 x 90 160 x 600	40/40	1.539 €
5	Half Skyscraper	160 x 300	40	537 €
6	Button	300 x 90	40	302 €
7	Medium Rectangle	300 x 250	40	839 €
8	Half Page Ad	300 x 600	40	998 €

Delivery / Deadlines

Booking deadline and delivery 3 days before the campaign start. Please send the completed data to anzeigen@bauernverlag.de. Required meta-information: client's name, booking period, ad format, contact person for queries, click URL, alt tag (optional).

Files

GIF files (interlaced/animated), JPEG files or animated HTML 5 Banner. Resolution: 72 dpi.

Reporting

All banner campaigns run on our Revive ad server system. On request, you will be provided with an evaluation of ad impressions and ad clicks.

Discount

5 %, 10 %, 15 % and 20 % discount for bookings of 3, 6, 9 and 12 months.

Contact

Stefan Möllers
Phone +49 (0)30 464 06-311

Special advertising formats

Information about special advertising formats such as premium video, company portraits, advertorial-link, microsite, promotional banners (App), native advertising and sponsoring on request.



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Ulrich Sprenger

Sales Representative
 Phone +49 (0)30 464 06-386
 E-Mail: sprenger@vb-sprenger.de



up-to-date • regional • competent

No	AD	PD	Topics / Expert articles / Variety trials / Trade fair specials
1	20.12.2018	04.01.2019	EA Legal innovations VT Durum
2	04.01.2019	11.01.2019	FS Grüne Woche, Farm & Food 2019 VT Silage maize, reg. oats/summer
3	11.01.2019	18.01.2019	VT Grain maize, reg. summer barley/-wheat
4	18.01.2019	25.01.2019	KT Grain storage
5	25.01.2019	01.02.2019	EA Pasture technology VT Grain legumes
6	01.02.2019	08.02.2019	KT Summer crops VT Regional organic grain legumes
7	08.02.2019	15.02.2019	KT Calf health VT EU maize varieties
8	15.02.2019	22.02.2019	KT Investment planning (technology) VT Organic potatoes
9	22.02.2019	01.03.2019	KT Sugar beets EA Plant protection technology
10	01.03.2019	08.03.2019	KT Grassland
11	08.03.2019	15.03.2019	KT Potato cultivation EA Fertilisation technology
12	15.03.2019	22.03.2019	KT Biogas
13	22.03.2019	29.03.2019	KT Maize cultivation
14	29.03.2019	05.04.2019	KT Irrigation
15	05.04.2019	12.04.2019	EA Pasture grazing
16	10.04.2019	18.04.2019	FS agra 2019
17	17.04.2019	26.04.2019	EA CHP, Heat utilisation
18	24.04.2019	03.05.2019	FS BraLa 2019
19	03.05.2019	10.05.2019	EA Cattle health
20	10.05.2019	17.05.2019	KT Direct marketing VT Sugar beets
21	17.05.2019	24.05.2019	KT Harvesting technology
22	22.05.2019	31.05.2019	KT Cattle shed construction & equipment VT Winter rapeseed
23	31.05.2019	07.06.2019	EA Marketing of grain
24	05.06.2019	14.06.2019	EA Farmstead technology
25	12.06.2019	21.06.2019	KT Pig pen construction and equipment
26	21.06.2019	28.06.2019	EA Seed and planting techniques
27	28.06.2019	05.07.2019	EA Digital farm management
28	05.07.2019	12.07.2019	SP Solar energy

No	AD	PD	Topics / Expert articles / Variety trials / Trade fair specials
29	12.07.2019	19.07.2019	EA Animal health pigs
30	19.07.2019	26.07.2019	EA Economic viability of organic farming
31	26.07.2019	02.08.2019	EA Wind energy
32	02.08.2019	09.08.2019	KT Autumn farming of winter crops
33	09.08.2019	16.08.2019	KT Autumn farming of rapeseed
34	16.08.2019	23.08.2019	KT Farmer-owned forest
35	23.08.2019	30.08.2019	VT Winter barley
36	30.08.2019	06.09.2019	FS MeLa 2019 VT Winter rye
37	06.09.2019	13.09.2019	KT Wind energy VT Winter triticale
38	13.09.2019	20.09.2019	VT Regional winter wheat / Organic cereals
39	20.09.2019	27.09.2019	VT Organic wheat
40	25.09.2019	04.10.2019	KT Milking technology EA Tractor and transport
41	04.10.2019	11.10.2019	KT Wood energy
42	11.10.2019	18.10.2019	KT Farmstead technology
43	18.10.2019	25.10.2019	EA Photovoltaics
44	25.10.2019	01.11.2019	FS agritechnica 2019
45	30.10.2019	08.11.2019	EA Poultry farming
46	08.11.2019	15.11.2019	KT Investment planning (stable building) VT Potatoes RG3 and RG4
47	15.11.2019	22.11.2019	VT Starch potatoes
48	22.11.2019	29.11.2019	KT Feeding technology
49	29.11.2019	06.12.2019	KT Liquid and solid manure technology VT Early potatoes RG1
50	06.12.2019	13.12.2019	EA Tyres EA Hoof health
51	13.12.2019	20.12.2019	KT Annual review VT Summer malting barley / early potatoes RG2

- 5 Special guide 'Plant protection'
- 14 Special guide 'Pig farming'
- 20 Special guide 'Organic farming'
- 28 Special guide 'Energy'
- 43 Special guide 'Plant production & Technology'
- 51 Special guide 'Milk production'

- AD: Advertising deadline
- PD: Publication date
- KT: Key topic
- EA: Expert article
- FS: Trade fair specials
- VT: Variety trials

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