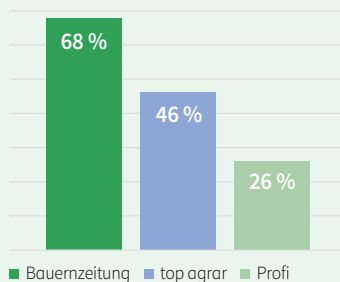




Good reasons.

Bauernzeitung – leading in reach

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



68 % of farmers are reached with the weekly paper in five German states.

74 % of readers value the Bauernzeitung as very much important / important for their business management.

80 % of readers read more than half of the Bauernzeitung each week. On average 70 minutes are spent with.

53 seconds per page is the average dwell time.

Number and percentage of cattle and pigs kept in East Germany



2.2 million cattle

That are 18 % of all cattle in Germany



4.2 million pigs

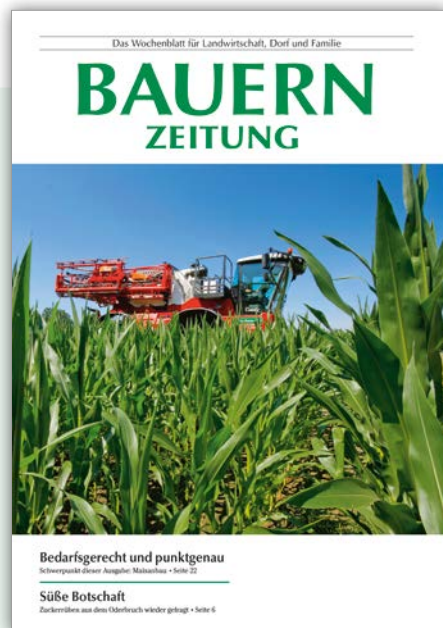
That are 15 % of all pigs in Germany

33 %
of the total volume
in arable farming is
generated in the
German eastern
states.

3,5 Mrd. € is the sum farmers of the five eastern German states plan to invest within the next two years.

1/3 of the arable land is in the five eastern German states.

Arable farming	Production volume	Rate of total production volume in Germany
Grain	2.3 Mio. ha	37 %
Wheat	1.279 Mio. ha	40 %
Barley	524,000 ha	34 %
Grassland	994,000 ha	23 %
Rapeseed	749,000 ha	58 %
Field grass	84,000 ha	32 %
Silage maize	601,000 ha	29 %
Grain maize	58,000 ha	14 %
Sugar beet	105,000 ha	27 %
Potatoes	42,000 ha	17 %



Circulation / Reach

Paid circulation: 18,021 copies (IVW 1/2020)

Actually distributed circulation: 18,406 copies (IVW 1/2020)

Subscriptions: 15,523 (1st quarter 2020)

The agricultural weekly journal for the five eastern German states

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

Competent reporting each week: Agricultural policy, agriculture and plant production, agricultural engineering, milk production, livestock husbandry, energy, management, legal issues and country life.

Comprehensive special guides on agricultural issues provide detailed insight in each of the covered key topics.

Publisher

dbv network GmbH, Wilhelmsaue 37, 10713 Berlin, Germany

Postal address

dbv network GmbH, P.O. Box 31 04 48, 10634 Berlin, Germany

Payment terms

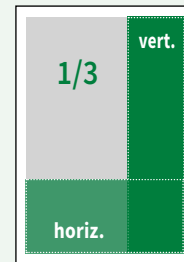
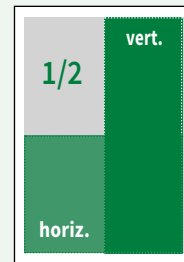
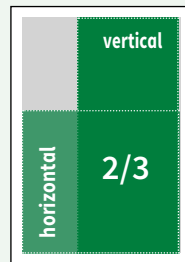
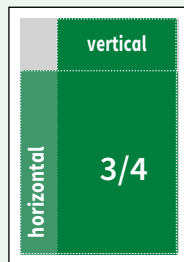
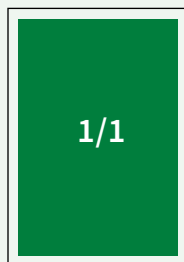
14 days from invoice date, without deduction

Bank details

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

Formats and prices.

Editorial section



bw **6,482 €**
4c **10,047 €**

bw **6,482 €**
4c **10,047 €**

bw **4,862 €**
4c **7,536 €**

bw **4,321 €**
4c **6,698 €**

bw **3,241 €**
4c **5,023 €**

bw **3,227 €**
4c **4,800 €**

1/1 cover page
235 mm x 336 mm

1/1 content page
202 mm x 310 mm

3/4 page vertical
150 mm x 310 mm

3/4 page horizontal
202 mm x 232 mm

2/3 page vertical
132 mm x 310 mm

2/3 page horizontal
202 mm x 206 mm

1/2 page vertical
98 mm x 310 mm

1/2 page horizontal
202 mm x 155 mm

1/3 page vertical
63 mm x 310 mm

1/3 page horizontal
202 mm x 103 mm

Magazine format: 235 mm wide x 336 mm high.

Type area: 202 mm wide x 310 mm high, 1,240 mm total content.

Bleed: (Cover pages U2, U3 and U4) Magazine format plus 3 mm trim on all sides.

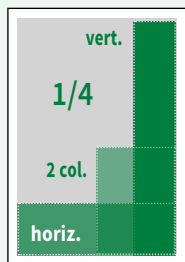
Printing process - Cover: offset rotary printing. **Printing process - Content:** sheet-fed offset printing.

Paper: ISO Newspaper_26v4 with 240 % paint application.

Contact:

anzeigen@dbv-network.com

Editorial section

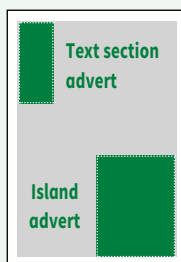


bw **2,216 €**
4c **3,398 €**

1/4 page vertical
46 mm x 310 mm

1/4 page 2-column
98 mm x 155 mm

1/4 page horizontal
202 mm x 77 mm



bw **21.90 € /mm**
4c **33.40 € /mm**

Text section advert
46 mm wide

Island advert
132 mm wide



Contact for commercial and private lineage adverts:

Ines Lucas

Phone: +49 (0)30 464 06-308

ines.lucas@dbv-network.com

Advertising section

PRICES / mm

bw	5.20 €
4c	8.10 €

All prices plus VAT

DISCOUNTS

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

TYPE AREA

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

Loose and bound-in inserts.

LOOSE INSERTS

Weight	Price/1,000 copies
Up to 25 g	203 €
each additional 5 g	15.70 €

- Split-run inserts are possible,
Additional charges: 16.50 € / 1,000 copies.
- Add-on: 2 % of the loose insert print run
(will be charged)
- Min. format: 105 mm x 148 mm
Max. format: 220 mm x 326 mm
- The prices are valid for sheet thickness of
up to 2 mm. Loose inserts with thicker
sheets will be calculated separately.
- Grammage for single sheet inserts:
Format DIN A6: at least 150 g/m²
Format bigger DIN A6: at least 115 g/m²
- Grammage for multi-page inserts:
4 or 6 pages: at least 80 g/m²
8 pages: at least 70 g/m²
from 12 pages: at least 60 g/m²

BOUND-IN INSERTS

Pages / Weight	Price*
4 page, up to 20 g	16,561 €
more than 4 pages, over 20 g	on request

* total print run

- Addition: total print run plus 4 %
(will be charged)
- 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
- Format (delivery always as folded sheet):
max. 235 mm wide x 336 mm high
- Bleed:
+ 9 mm head trim
+ 6 mm foot trim
+ 5 mm open page side
+ 15 mm high folio lap

Delivery

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

The delivery address for loose and bound inserts will be announced with ordering.

Shipping instructions:

For Bauernzeitung "Region", Issue no XX/2021

Freight and cartage at the expense of the client.

Sample

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

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

Loose and bound-in-inserts may not contain advertising by third parties. Exclusion of competition cannot be guaranteed.

Advertorials.

Advertorials in the editorial section

It is possible to place advertorials within the editorial environment. If required, our editorial team will be happy to assist you in implementing your ideas.

When designing, clear labeling and a clear differentiation from the editorial layout must be attended so that a confusion with editorial content can be excluded.

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 of the corresponding product category.

Contact:

Stefan Möllers

Phone: +49 (0)30 464 06 - 311

Stefan Graf

Phone: +49 (0)30 464 06 - 367



Reprints.

Reprints print and digital (Corporate Publishing)

Use the opportunity of reprints for your company marketing. Choose an article from the Bauernzeitung and we will create an individual flyer for you. We are happy to additionally include your advertisement and your logo.

Reprints are perfect for trade fairs or company informational events and have, due to their scientific and journalistic competences, a high informative value.

4 pages, DIN A4, 4/4-color

Copies	Price
250	824 €
500	861 €
1,000	910 €
1,500	961 €
2,500	1,451 €



Formats with six or eight pages as well as translations are also possible. Please contact us.

Key topics and expert articles.

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.

Agriculture/Plant production Issue/CW

KT Summer crops	6
AD: 05.02.2021 / PD: 12.02.2021	
EA Basic fertilisation	6
AD: 05.02.2021 / PD: 12.02.2021	
KT Grain storage	7
AD: 12.02.2021 / PD: 19.02.2021	
KT Sugar beets cultivation	8
AD: 19.02.2021 / PD: 26.02.2021	
EA Weed control in organic farming	10
AD: 04.03.2021 / PD: 12.03.2021	
KT Potato cultivation	11
AD: 12.03.2021 / PD: 19.03.2021	
KT Irrigation	12
AD: 19.03.2021 / PD: 26.03.2021	

Agriculture/Plant production Issue/CW

KT Maize cultivation	13
AD: 25.03.2021 / PD: 01.04.2021	
EA Hybrid agriculture	18
AD: 30.04.2021 / PD: 07.05.2021	
EA Marketing of grain	24
AD: 11.06.2021 / PD: 18.06.2021	
EA Harvest report	29
AD: 16.07.2021 / PD: 23.07.2021	
KT Autumn farming of rapeseed	30
AD: 23.07.2021 / PD: 30.07.2021	
KT Autumn farming of winter crops	32
AD: 06.08.2021 / PD: 13.08.2021	
KT Farmer-owned forest	33
AD: 13.08.2021 / PD: 20.08.2021	

Livestock farming Issue/CW

EA Piglets and sows	3
AD: 15.01.2021 / PD: 22.01.2021	
KT Calf health	14
AD: 31.03.2021 / PD: 09.04.2021	
EA Pasture grazing	17
AD: 23.04.2021 / PD: 30.04.2021	
EA Poultry farming	22
AD: 27.05.2021 / PD: 04.06.2021	
KT Cattle shed construction	23
AD: 04.06.2021 / PD: 11.06.2021	
EA Calf health	25
AD: 18.06.2021 / PD: 25.06.2021	
KT Pig pen construction	28
AD: 09.07.2021 / PD: 16.07.2021	
EA Animal health piglets	32
AD: 06.08.2021 / PD: 13.08.2021	
KT Milking technology	42
AD: 15.10.2021 / PD: 22.10.2021	
KT Investment planning (stable building)	45
AD: 05.11.2021 / PD: 12.11.2021	
EA Hoof health	50
AD: 10.12.2021 / PD: 17.12.2021	

Technology/Machinery Issue/CW

EA Field technology	5
AD: 29.01.2021 / PD: 05.02.2021	
EA Fertilisation technology	11
AD: 12.03.2021 / PD: 19.03.2021	
EA Plant protection technology	15
AD: 09.04.2021 / PD: 16.04.2021	
EA Farmstead technology	16
AD: 16.04.2021 / PD: 23.04.2021	
KT Harvesting technology	21
AD: 20.05.2021 / PD: 28.05.2021	
EA Seed and planting techniques	26
AD: 25.06.2021 / PD: 02.07.2021	
EA Wheel loader and telehoist load lugger	31
AD: 30.07.2021 / PD: 06.08.2021	
EA Feeding technology	37
AD: 10.09.2021 / PD: 17.09.2021	
EA Tractor technology	39
AD: 24.09.2021 / PD: 01.10.2021	
EA Transport technology	40
AD: 01.10.2021 / PD: 08.10.2021	
KT Farmstead technology	41
AD: 08.10.2021 / PD: 15.10.2021	

Technology/Machinery Issue/CW

EA Trade fair SIMA	7
AD: 12.02.2021 / PD: 19.02.2021	
KT Liquid and solid manure technology	48
AD: 26.11.2021 / PD: 03.12.2021	
Energy production	Issue/CW
EA Heating with wood	2
AD: 29.12.2020 / PD: 08.01.2021	
EA Biogas	9
AD: 26.02.2021 / PD: 05.03.2021	
KT Biogas	16
AD: 16.04.2021 / PD: 23.04.2021	
KT Solar energy	24
AD: 11.06.2021 / PD: 18.06.2021	
EA Photovoltaics	34
AD: 20.08.2021 / PD: 27.08.2021	
KT Wind energy	38
AD: 17.09.2021 / PD: 24.09.2021	
EA Wind energy	43
AD: 22.10.2021 / PD: 29.10.2021	
KT Wood energy	50
AD: 10.12.2021 / PD: 17.12.2021	

Other topics Issue/CW

EA Trade fair Agromek Herning	1
AD: 29.12.2020 / PD: 08.01.2021	
EA New tax regulations	1
AD: 08.01.2021 / PD: 15.01.2021	
KT Grassland	9
AD: 26.02.2021 / PD: 05.03.2021	
KT Investment planning (technology)	10
AD: 04.03.2021 / PD: 12.03.2021	
KT Direct marketing	18
AD: 30.04.2021 / PD: 07.05.2021	
EA Organic field days	19
AD: 06.05.2021 / PD: 14.05.2021	
EA KWF Conference	25
AD: 18.06.2021 / PD: 25.06.2021	
EA Digital farm management	27
AD: 02.07.2021 / PD: 09.07.2021	
EA DLG forest days	35
AD: 27.08.2021 / PD: 03.09.2021	
KT Annual review and preview	51/52
AD: 17.12.2021 / PD: 24.12.2021	

KT: Key topic
EA: Expert article

Variety trials.

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	Variety trial	Issue/CW	Variety trial	Issue/CW
Durum AD: 29.12.2020 / PD: 08.01.2021	1	Organic potatoes AD: 19.02.2021 / PD: 26.02.2021	8	Regional winter wheat / Organic cereals AD: 17.09.2021 / PD: 24.09.2021	38
Silage maize, reg. oats/summer triticale AD: 08.01.2021 / PD: 15.01.2021	2	Sugar beet AD: 13.05.2021 / PD: 21.05.2021	20	Organic wheat AD: 24.09.2021 / PD: 01.10.2021	39
Grain maize, reg. summer barley/-wheat AD: 15.01.2021 / PD: 22.01.2021	3	Winter rapeseed AD: 27.05.2021 / PD: 04.06.2021	22	Potatoes RG3 and RG4 AD: 12.11.2021 / PD: 19.11.2021	46
Grain legumes AD: 29.01.2021 / PD: 05.02.2021	5	Winter barley AD: 27.08.2021 / PD: 03.09.2021	35	Starch potatoes AD: 19.11.2021 / PD: 26.11.2021	47
Organic grain legumes AD: 05.02.2021 / PD: 12.02.2021	6	Winter rey AD: 03.09.2021 / PD: 10.09.2021	36	Early potatoes RG1 AD: 03.12.2021 / PD: 10.12.2021	49
EU maize varieties AD: 12.02.2021 / PD: 19.02.2021	7	Winter triticale AD: 10.09.2021 / PD: 17.09.2021	37	Summer malting barley / early potatoes RG2 AD: 17.12.2021 / PD: 24.12.2021	51/52

Trade fair specials.

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!

Trade fairs that are cancelled due to Covid-19 will be thematically edited so that new products and market trends can be presented to readers as usual.



Circulation

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

Format and type area

As for Bauernzeitung

Contact

Stefan Möllers

Telefon: +49 (0)30 464 06-311

E-Mail: anzeigen@dbv-network.com

Grüne Woche | 15. - 24.01.2021

AD: 07.01.2021 / PD: 15.01.2021

EuroTier | 09. - 21.02.2021

AD: 21.01.2021 / PD: 29.01.2021

EnergyDecentral | 09. - 21.02.2021

AD: 28.01.2021 / PD: 05.02.2021

agra | 22. - 25.04.2021

AD: 08.04.2021 / PD: 16.04.2021

BraLa | 06. - 09.05.2021

AD: 23.04.2021 / PD: 30.04.2021

Tag der Maschinenringe | 22. - 24.06.2021

AD: 05.05.2021 / PD: 14.05.2021

DLG Feldtage | 08. - 10.06.2021

AD: 26.05.2021 / PD: 04.06.2021

MeLa | 16. - 19.09.2021

AD: 03.09.2021 / PD: 10.09.2021

agritechnika | 14. - 20.11.2021

AD: 27.10.2021 / PD: 05.11.2021

Biogas Convention | 07. - 09.12.2021

AD: 18.11.2021 / PD: 26.11.2021

Special guides.

The special guides of Bauernzeitung – read and collected!

Comprehensive special guides on agricultural key topics are published several times a year as supplements of BauernZeitung.

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

(Reader survey 2017)



Contact

Stefan Graf

Telefon: +49 (0)30 464 06 - 367
stefan.graf@dbv-network.com

SPECIAL GUIDES 2021

Plant protection

Publication date CW 6/2021
25th Edition

Organic farming

Publication date CW 14/2021
5th Edition

Pig farming

Publication date CW 24/2021
5th Edition

Energy

Publication date CW 33/2021
11th Edition

Milk production

Publication date CW 50/2020
9th Edition

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 %

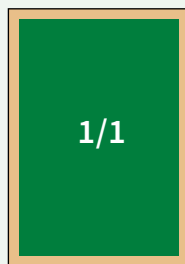
Bleed advertisements

Possible on all pages.
Advertisement format plus 5 mm trim
on the appropriate trim sides.

Circulation

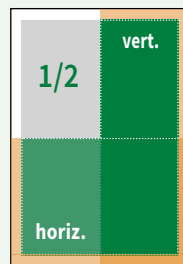
About 24,000 copies
(Not IVW-audited. The copies are enclosed
with the regular print run of the Bauernzeitung.)

Individual formats are possible.



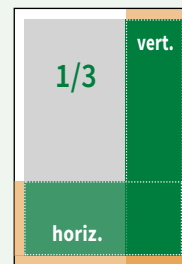
bw 6,217 €
4c 9,577 €

1/1 page
186 mm x 265 mm
220 mm x 297 mm



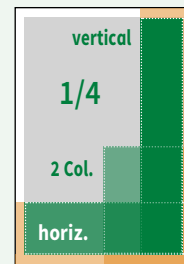
bw 3,108 €
4c 4,790 €

1/2 page vertical
91 mm x 265 mm
110 mm x 297 mm



bw 2,073 €
4c 3,223 €

1/3 page vertical
59 mm x 265 mm
78 mm x 297 mm



bw 1,555 €
4c 2,394 €

1/4 page vertical
44 mm x 265 mm
66 mm x 297 mm

1/4 page 2-column
91 mm x 133 mm
110 mm x 149 mm

1/4 page horizontal
186 mm x 66 mm
220 mm x 79 mm

All prices plus VAT

Online advertising.

Online advertising

Apart from standard banners and online advertorials on the Bauernzeitung website, we additionally offer advertisers the possibility of banner advertising in our subscriber newsletter.

Our Facebook presence also offers advertisers the possibility to book individual posts.

Special advertising formats

Information on special advertising formats and other forms of advertising such as premium video, company portraits and a microsite or promotional banner (app) as well as native advertising and sponsoring are available on request.

Detailed information on our online advertising formats are available on our website

www.bauernzeitung.de/mediadaten



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Annual planner 2021.

No	AD	PD	Topics / Expert articles / Variety trials / Trade fair specials
1	29.12.20	08.01.21	EA New tax regulations EA Trade fair Agromek VT Durum JL
2	08.01.21	15.01.21	EA Heating with wood VT Silage maize, oats, summer triticale FS Internationale Grüne Woche FS Farm & Food
3	15.01.21	22.01.21	EA Piglets and sows VT Grain maize, summer barley / -wheat
4	22.01.21	29.01.21	FS EuroTier EA Agrarunternehmertage Münster
5	29.01.21	05.02.21	EA Field technology VT Grain legumes FS EnergyDecentral JL
6	05.02.21	12.02.21	KT Summer crops EA Basic fertilisation VT Organic grain legumes
7	13.02.21	19.02.21	KT Grain storage EA Trade fair SIMA VT EU maize varieties
8	19.02.21	26.02.21	KT Sugar beets cultivation VT Organic potatoes
9	26.02.21	05.03.21	KT Grassland EA Biogas JL
10	04.03.21	12.03.21	KT Investment planning EA Weed control in organic farming JL
11	12.03.21	19.03.21	KT Potato cultivation EA Fertilisation technology
12	19.03.21	26.03.21	KT Irrigation
13	25.03.21	01.04.21	KT Maize cultivation JL
14	31.03.21	09.04.21	KT Calf health
15	09.04.21	16.04.21	EA Plant protection technology FS agra
16	16.04.21	23.04.21	KT Biogas EA Farmstead technology
17	23.04.21	30.04.21	EA Pasture grazing FS BraLa
18	30.04.21	07.05.21	KT Direct marketing EA Hybrid agriculture JL
19	06.05.21	14.05.21	EA Organic field days FS Tag der Maschinenringe
20	14.05.21	21.05.21	VT Sugar beet
21	20.05.21	28.05.21	KT Harvesting technology
22	27.05.21	04.06.21	EA Poultry farming FS DLG field days 2020 VT Winter rapeseed JL
23	04.06.21	11.06.21	KT Cattle shed construction
24	11.06.21	18.06.21	KT Solar energy EA Marketing of grain
25	18.06.21	25.06.21	EA Calf health EA KWF-Tagung
26	25.06.21	02.07.21	EA Seed and planting techniques JL
27	02.07.21	09.07.21	EA Digital farm management
28	09.07.21	16.07.21	KT Pig pen construction

No	AD	PD	Topics / Expert articles / Variety trials / Trade fair specials
29	16.07.21	23.07.21	EA Harvest reports
30	23.07.21	30.07.21	KT Autumn farming of rapeseed
31	30.07.21	06.08.21	EA Wheel loader and telehoist load lugger JL
32	06.08.21	13.08.21	KT Autumn farming of winter crops EA Animal health piglets
33	13.08.21	20.08.21	KT Farmer-owned forest
34	20.08.21	27.08.21	EA Photovoltaics
35	27.08.21	03.09.21	EA DLG forest days VT Winter barley JL
36	03.09	10.09.21	VT Winter rey FS MeLa
37	10.09.21	17.09.21	EA Feeding technology VT Winter triticale
38	17.09.21	24.09.21	KT Wind energy VT Winter wheat / Organic cereals
39	24.09.21	01.10.21	EA Tractor technology VT Organic wheat JL
40	01.10.21	08.10.21	EA Transport technology
41	08.10.21	15.10.21	KT Farmstead technology
42	15.10.21	22.10.21	KT Milking technology
43	22.10.21	29.10.21	EA Wind energy JL
44	28.10.21	05.11.21	FS agritechnica
45	05.11.21	12.11.21	KT Investment planning (stable building)
46	12.11.21	19.11.21	VT Potatoes RG3 and RG4 Christmas contest Bauernzeitung
47	19.11.21	26.11.21	FS Biogas Convention VT Starch potatoes
48	26.11.21	03.12.21	KT Liquid and solid manure technology JL
49	03.12.21	10.12.21	VT Early potatoes RG1
50	10.12.21	17.12.21	KT Wood energy EA Hoof health
51	17.12.21	24.12.21	KT Annual review VT Summer malting barley / early potatoes

KT: Key topic
EA: Expert article
FS: Trade Fair Spezial
VT: Variety Trial
JL: Junges Land

AD: Advertising deadline
PD: Publication date

- 6** Special guide ‚Plant protection‘
- 14** Special guide ‚Organic farming‘
- 24** Special guide ‚Pig farming‘
- 33** Special guide ‚Energy‘
- 50** Special guide ‚Milk production‘