



# BAUERN ZEITUNG

Media Information 2024

Advertising rate card no. 36, valid from 1 January 2024



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Advertising rate card no. 36, valid from 1 January 2024  
Subject to change.

Our General Terms and Conditions apply.

These can be found at:

[anzeigen.dbv-network.com/agb](https://anzeigen.dbv-network.com/agb)

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## The agricultural weekly journal for the five eastern German states

Bauernzeitung is the weekly journal for everyone living from and with agriculture in Mecklenburg-Western 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.

### Circulation/Reach

Paid circulation: 16,024 copies (IVW 1/2023)

Actually distributed circulation: 16,264 copies (IVW 1/2023)

Subscriptions: 13,464 (1<sup>st</sup> quarter 2023)



### 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)

# Good reasons.

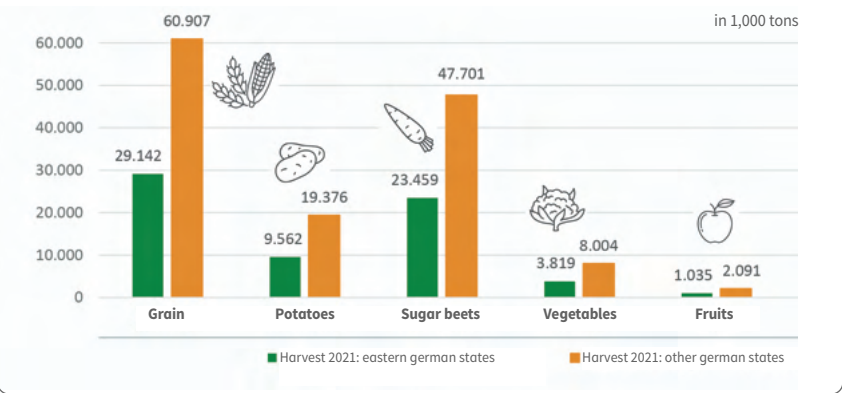


## BAUERN ZEITUNG

The Bauernzeitung is the wide-reaching weekly journal for Brandenburg, Saxony, Thuringia, Mecklenburg-Western Pomerania and Saxony-Anhalt.



### Half of Germany's yields are harvested in the east.



### Livestock husbandry and forestry

Strong share of East German farmers

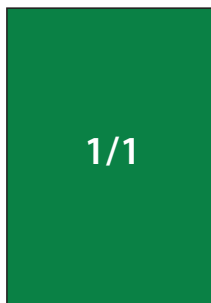
#### Livestock husbandry

3,726,000 pigs, 1,920,000 cattle, including 648,000 dairy cows\*



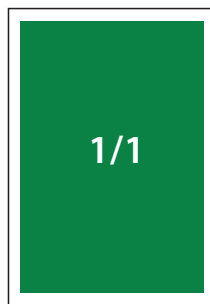
#### Forestry

Approx. 3 million hectares of forest area are located in eastern Germany, which is just under one third of the total German forest area\*\*



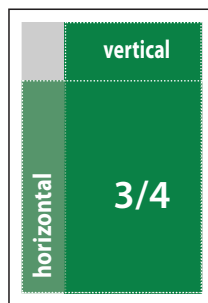
bw **7,812 €**  
4c **11,904 €**

1/1 cover page  
235 mm x 336 mm



bw **7,812 €**  
4c **11,904 €**

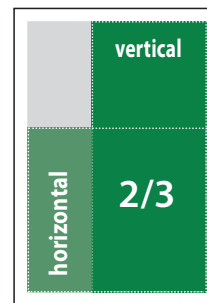
1/1 content page  
202 mm x 310 mm



bw **5,859 €**  
4c **8,928 €**

3/4 page vertical  
150 mm x 310 mm

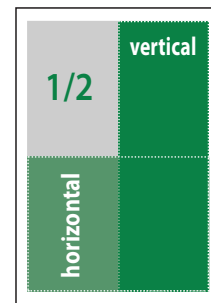
3/4 page horizontal  
202 mm x 232 mm



bw **5,184 €**  
4c **7,965 €**

2/3 page vertical  
132 mm x 310 mm

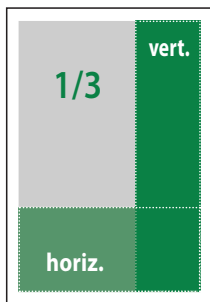
2/3 page horizontal  
202 mm x 206 mm



bw **3,906 €**  
4c **5,952 €**

1/2 page vertical  
98 mm x 310 mm

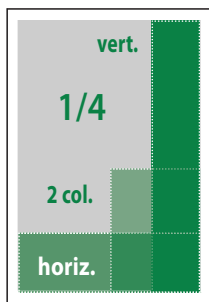
1/2 page horizontal  
202 mm x 155 mm



bw **3,838 €**  
4c **5,708 €**

1/3 page vertical  
63 mm x 310 mm

1/3 page horizontal  
202 mm x 103 mm

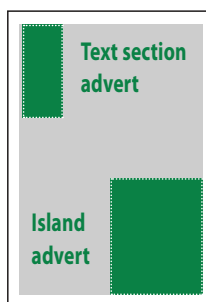


bw **2,635 €**  
4c **4,041 €**

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 **26.10 € / mm**  
4c **39.70 € / mm**

Text section advert  
46 mm wide

Island advert  
132 mm wide

**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 CP2, CP3 und CP4)  
Magazine format plus 3 mm trim on all sides.

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

**Printing process - Content:**  
offset rotary printing.

**Paper:**  
ISO Newspaper\_26v4  
with 240 % paint application.

*Additional formats are possible.  
A minimum format of 100 mm content  
applies to adverts in regional issues and  
in key topics.*



# Loose and bound-in inserts.

## LOOSE INSERTS

Weight	Price/1,000 copies
Up to 25 g	<b>258 €</b>
each additional 5 g	<b>20 €</b>

- Split-run inserts are possible, additional charges: 19.60 € / 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/m<sup>2</sup>  
Format bigger DIN A6: at least 115 g/m<sup>2</sup>
- Grammage for multi-page inserts:  
4 or 6 pages: at least 80 g/m<sup>2</sup>  
8 pages: at least 70 g/m<sup>2</sup>  
from 12 pages: at least 60 g/m<sup>2</sup>

## BOUND-IN INSERTS

Pages / Weight	Price*
4 page, up to 20 g	<b>19,694 €</b>
more than 4 pages, over 20 g	<b>on request</b>

\* total print run

- Addition: total print run plus 4 %
- 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

Prices for bound-in inserts are not discountable, all prices plus VAT

## Delivery

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

## Delivery address for loose and bound-in inserts:

Druckhaus Dessauerstraße GmbH & Co. Betriebs KG  
Dessauerstr. 10, 80992 München

Shipping instructions:

*For Bauernzeitung "Region", Issue XX/2024*

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 advertorials 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	<b>980 €</b>
500	<b>1,024 €</b>
1,000	<b>1,082 €</b>
1,500	<b>1,143 €</b>
2,000	<b>1,726 €</b>



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.

Livestock farming	Issue/CW
<b>EA   Piglets and sows</b>	<b>3</b>
AD: 12.01.2024 / PD: 19.01.2024	
<b>KT   Grassland</b>	<b>9</b>
AD: 23.02.2024 / PD: 01.03.2024	
<b>EA   Pasture grazing</b>	<b>13</b>
AD: 21.03.2024 / PD: 28.03.2024	
<b>EA   Forage/Silage</b>	<b>15</b>
AD: 05.04.2024 / PD: 12.04.2024	
<b>EA   Feeding</b>	<b>19</b>
AD: 02.05.2024 / PD: 10.05.2024	
<b>KT   Calf health</b>	<b>20</b>
AD: 10.05.2024 / PD: 17.05.2024	
<b>EA   Laying hen husbandry</b>	<b>23</b>
AD: 31.05.2024 / PD: 07.06.2024	
<b>KT   Pig pen construction</b>	<b>28</b>
AD: 05.07.2024 / PD: 19.07.2024	

	Issue/CW
<b>EA   Calf health</b>	<b>29</b>
AD: 12.07.2024 / PD: 19.07.2024	
<b>KT   Cattle stable construction</b>	<b>31</b>
AD: 26.07.2024 / PD: 02.08.2024	
<b>EA   Udder health</b>	<b>35</b>
AD: 23.08.2024 / PD: 23.08.2024	
<b>EA   Piglet health</b>	<b>41</b>
AD: 04.10.2024 / PD: 11.10.2024	
<b>EA   Turkey husbandry</b>	<b>43</b>
AD: 18.10.2024 / PD: 25.10.2024	
<b>EA   Hoof health</b>	<b>50</b>
AD: 06.12.2024 / PD: 13.12.2024	

**KT: Key topic**  
**EA: Expert article**

AD: Advertising deadline | PD: Publication date

Agriculture/Plant production	Issue/CW
<b>EA   Silage maize / Grain maize</b>	<b>3</b>
AD: 12.01.2024 / PD: 19.01.2024	
<b>KT   Summer crops</b>	<b>6</b>
AD: 02.02.2024 / PD: 09.02.2024	
<b>EA   Fertilisation</b>	<b>7</b>
AD: 09.02.2024 / PD: 16.02.2024	
<b>KT   Sugar beets</b>	<b>8</b>
AD: 16.02.2024 / PD: 23.02.2024	
<b>KT   Potato cultivation</b>	<b>11</b>
AD: 07.03.2024 / PD: 15.03.2024	
<b>KT   Grain storage</b>	<b>12</b>
AD: 15.03.2024 / PD: 22.03.2024	
<b>KT   Maize cultivation</b>	<b>13</b>
AD: 21.03.2024 / PD: 28.03.2024	
<b>EA   Sugar beet cultivation</b>	<b>22</b>
AD: 23.05.2024 / PD: 31.05.2024	
<b>KT   Autumn farming of rapeseed</b>	<b>30</b>
AD: 19.07.2024 / PD: 26.07.2024	
<b>KT   Autumn farming of winter crops</b>	<b>32</b>
AD: 02.08.2024 / PD: 09.08.2024	
<b>KT   Farmer-owned forest</b>	<b>33</b>
AD: 08.08.2024 / PD: 16.08.2024	
<b>EA   Field vegetables / Speciality crops</b>	<b>45</b>
AD: 30.10.2024 / PD: 08.11.2024	

# Key topics and expert articles.

Technology/Machinery	Issue/CW
<b>EA   Pasture technology</b>	<b>5</b>
AD: 26.01.2024 / PD: 02.02.2024	
<b>EA   Farmstead technology</b>	<b>18</b>
AD: 25.04.2024 / PD: 03.05.2024	
<b>KT   Irrigation technology</b>	<b>19</b>
AD: 02.05.2024 / PD: 10.05.2024	
<b>EA   Plant protection technology</b>	<b>21</b>
AD: 16.05.2024 / PD: 24.05.2024	
<b>EA   Wheel loader and telehoist load lugger</b>	<b>26</b>
AD: 21.06.2024 / PD: 28.06.2024	
<b>EA   Seed and planting technology</b>	<b>31</b>
AD: 26.07.2024 / PD: 02.08.2024	
<b>KT   Farmstead technology</b>	<b>34</b>
AD: 16.08.2024 / PD: 23.08.2024	
<b>EA   Feeding technology</b>	<b>37</b>
AD: 06.09.2024 / PD: 13.09.2024	
<b>EA   Tractor technology</b>	<b>39</b>
AD: 20.09.2024 / PD: 27.09.2024	
<b>EA   Transport technology</b>	<b>40</b>
AD: 26.09.2024 / PD: 04.10.2024	
<b>KT   Smart Farming</b>	<b>43</b>
AD: 18.10.2024 / PD: 25.10.2024	
<b>KT   Liquid and solid manure technology</b>	<b>47</b>
AD: 15.11.2024 / PD: 22.11.2024	
<b>KT   Milking technology</b>	<b>48</b>
AD: 22.11.2024 / PD: 29.11.2024	

Energy production	Issue/CW
<b>EA   Heating with wood</b>	<b>4</b>
AD: 19.01.2024 / PD: 26.01.2024	
<b>EA   Biogas</b>	<b>9</b>
AD: 23.02.2024 / PD: 01.03.2024	
<b>KT   Biogas</b>	<b>16</b>
AD: 12.04.2024 / PD: 19.04.2024	
<b>KT   Solar energy</b>	<b>25</b>
AD: 14.06.2024 / PD: 21.06.2024	
<b>EA   Photovoltaics</b>	<b>34</b>
AD: 16.08.2024 / PD: 23.08.2024	
<b>KT   Wind energy</b>	<b>37</b>
AD: 06.09.2024 / PD: 13.09.2024	
<b>EA   Wind energy</b>	<b>42</b>
AD: 11.10.2024 / PD: 18.10.2024	
<b>KT   Wood energy</b>	<b>50</b>
AD: 06.12.2024 / PD: 13.12.2024	

*We will be happy to send you further information on the editorial topics.*

Management	Issue/CW
<b>EA   Legal innovations 2024</b>	<b>1</b>
AD: 27.12.2023 / PD: 05.01.2024	
<b>EA   Investment planning (technology)</b>	<b>10</b>
AD: 01.03.2024 / PD: 08.03.2024	
<b>KT   Direct marketing</b>	<b>15</b>
AD: 05.04.2024 / PD: 12.04.2024	
<b>EA   Marketing of grain</b>	<b>24</b>
AD: 07.06.2024 / PD: 14.06.2024	
<b>EA   Digital farm management</b>	<b>27</b>
AD: 28.06.2024 / PD: 05.07.2024	
<b>KT   Investment planning buildings</b>	<b>46</b>
AD: 08.11.2024 / PD: 15.11.2024	
<b>KT   Annual review and preview 2025</b>	<b>51/52</b>
AD: 13.12.2024 / PD: 20.12.2024	

**KT | Key topic**

**EA | Expert article**

AD: Advertising deadline | PD: Publication date

# 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 trials	Issue/CW	Variety trials	Issue/CW	Variety trials	Issue/CW
<b>Winter durum</b>	<b>1</b>	<b>Potatoes RG3, Soybeans</b>	<b>11</b>	<b>Organic wheat, winter wheat</b>	<b>39</b>
AD: 27.12.2023 / PD: 05.01.2024		AD: 07.03.2024 / PD: 15.03.2024		AD: 20.09.2024 / PD: 27.09.2024	
<b>SV Summer oat</b>	<b>2</b>	<b>Winter rapeseed</b>	<b>23</b>	<b>Silage and grain maize</b>	<b>40</b>
AD: 05.01.2024 / PD: 12.01.2024		AD: 31.05.2024 / PD: 07.06.2024		AD: 26.09.2024 / PD: 04.10.2024	
<b>Sunflowers</b>	<b>5</b>	<b>Winter malting barley</b>	<b>35</b>	<b>EU maize varieties</b>	<b>41</b>
AD: 26.01.2024 / PD: 02.02.2024		AD: 23.08.2024 / PD: 23.08.2024		AD: 04.10.2024 / PD: 11.10.2024	
<b>Organic grain legumes /-summer grain</b>	<b>6</b>	<b>Winter feed barley</b>	<b>36</b>	<b>Early potatoes RG1</b>	<b>49</b>
AD: 02.02.2024 / PD: 09.02.2024		AD: 30.08.2024 / PD: 06.09.2024		AD: 29.11.2024 / PD: 06.12.2024	
<b>Organic potatoes</b>	<b>8</b>	<b>Winter rey/-triticale</b>	<b>37</b>	<b>Early potatoes RG2</b>	<b>50</b>
AD: 16.02.2024 / PD: 23.02.2024		AD: 06.09.2024 / PD: 13.09.2024		AD: 06.12.2024 / PD: 13.12.2024	
<b>Sommer durum</b>	<b>10</b>	<b>Organic winter rey/-triticale</b>	<b>38</b>	<b>SV Summer malting barley</b>	<b>51</b>
AD: 01.03.2024 / PD: 08.03.2024		AD: 13.09.2024 / PD: 20.09.2024		AD: 13.12.2024 / PD: 20.12.2024	

AD: Advertising deadline  
PD: Publication date

# Trade fair specials.

## Trade fair special – 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 FAIR SPECIALS 2024

#### Grüne Woche | 19.01. - 28.01.2024

AD: 03.01.2024 / PD: 12.01.2024 (No 2/24)

#### agra | 11.04. - 14.04.2024

AD: 25.03.2024 / PD: 05.04.2024 (No 14/24)

#### BraLa | 02.05. - 05.05.2024

AD: 17.04.2024 / PD: 26.04.2024 (No 17/24)

#### DLG-Feldtage | 11.06. - 13.06.2024

AD: 29.05.2024 / PD: 07.06.2024 (No 23/24)

#### MeLa | 12.09. - 15.09.2024

AD: 28.08.2024 / PD: 06.09.2024 (No 36/24)

#### Grüne Tage Thüringen | 27.09. - 29.09.2024

AD: 11.09.2024 / PD: 20.09.2024 (No 38/24)

#### EuroTier | 12.11. - 15.11.2024

AD: 22.10.2024 / PD: 08.11.2024 (No 44/24)

### Circulation

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

### Format and type area

as for Bauernzeitung

### Contact

#### Stefan Möllers

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

E-Mail: [anzeigen@dbv-network.com](mailto:anzeigen@dbv-network.com)

AD: Advertising deadline  
PD: Publication date



## The special guides of Bauernzeitung – read and collected!

Detailed guides on agricultural topics of particular interest, such as crop protection or milk production, appear in the farmers' newspaper several times a year. The guides cast more light on these topics and provide information about new trends and developments. The special guides are collected by around 80% of the Bauernzeitung readers and are often used for reference...



## Contact

**Stefan Graf**

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

stefan.graf@dbv-network.com

## SPECIAL GUIDES 2024

### Plant protection

28<sup>th</sup> Edition

AD: 16.01.2024 / PD: 23.02.2024 (Nr. 8/24)

### Pig farming

8<sup>th</sup> Edition

AD: 23.02.2024 / PD: 05.04.2024 (Nr. 14/24)

### Organic farming

8<sup>th</sup> Edition

AD: 03.05.2024 / PD: 14.06.2024 (Nr. 24/24)

### Energy

14<sup>th</sup> Edition

AD: 09.07.2024 / PD: 16.08.2024 (Nr. 33/24)

### Greenland

3<sup>rd</sup> Edition

AD: 27.08.2024 / PD: 04.10.2024 (Nr. 40/24)

### Milk production

12<sup>th</sup> Edition

AD: 06.11.2024 / PD: 13.12.2024 (Nr. 50/24)

*Subject to changes.*

# Special guides.

# Formats and prices

## Magazine format

218 mm wide x 294 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

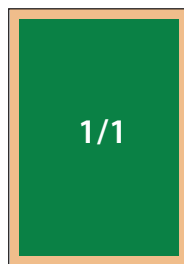
Cover and content: 70 Screen  
Total ink application: up to 300 %

## Bleed advertisements

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

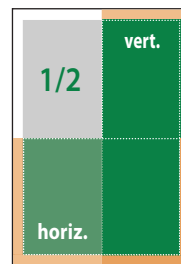
## Circulation

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



bw **7,393 €**  
4c **11,388 €**

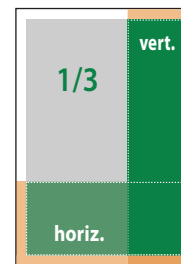
1/1 page  
186 mm x 265 mm  
218 mm x 294 mm



bw **3,696 €**  
4c **5,696 €**

1/2 page vertical  
91 mm x 265 mm  
109 mm x 294 mm

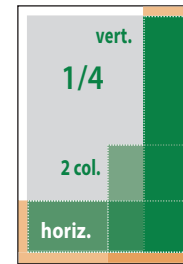
1/2 page horizontal  
186 mm x 133 mm  
218 mm x 144 mm



bw **2,464 €**  
4c **3,833 €**

1/3 page vertical  
59 mm x 265 mm  
77 mm x 294 mm

1/3 page horizontal  
186 mm x 88 mm  
218 mm x 100 mm



bw **1,849 €**  
4c **2,847 €**

1/4 page vertical  
44 mm x 265 mm  
61 mm x 294 mm

1/4 page 2-column  
91 mm x 133 mm  
109 mm x 148 mm

1/4 page horizontal  
186 mm x 66 mm  
218 mm x 77 mm

*Other formats are possible.*

All prices plus VAT

## The trade directory for Brandenburg, Mecklenburg-Western Pomerania, Saxony, Saxony Anhalt and Thuringia.

The trade directory of the Bauernzeitung is aimed at all agricultural companies in the five eastern federal states and offers an overview of important producers, suppliers and other relevant market players in the agricultural sector. The directory is published once a year for each federal state with a circulation of around 7,000 copies and is enclosed with the Bauernzeitung.

### AGRICULTURE BRANCH-GUIDE 2024

#### Mecklenburg-Western Pomerania

AD: 21.02.2024 | PD: 28.03.2024 (with Bauernzeitung 13/24)

#### Saxony Anhalt

AD: 25.04.2024 | PD: 07.06.2024 (with Bauernzeitung 23/24)

#### Thuringia

AD: 20.06.2024 | PD: 26.07.2024 (with Bauernzeitung 30/24)

#### Brandenburg

AD: 15.08.2024 | PD: 20.09.2024 (with Bauernzeitung 38/24)

#### Saxony

AD: 11.10.2024 | PD: 15.11.2024 (with Bauernzeitung 46/24)



### Contact

**Susanne Gade**

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susanne.gade@dbv-network.com

AD: Advertising deadline  
PD: Publication date

### 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 7,000 copies

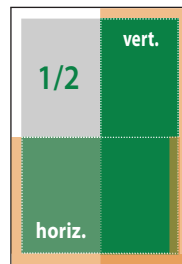
(Not IVW-audited. The trade directories are enclosed with the regular print run of the Bauernzeitung)



bw **2,968 €**  
4c **4,558 €**

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

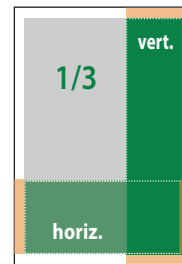
■ In type area  
■ With bleed



bw **1,484 €**  
4c **2,279 €**

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

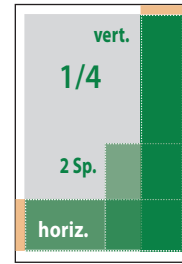
1/2 page horizontal  
186 mm x 133 mm  
220 mm x 149 mm



bw **989 €**  
4c **1,519 €**

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

1/3 page horizontal  
186 mm x 88 mm  
220 mm x 101 mm



bw **742 €**  
4c **1,140 €**

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

**Standard entry with fixed-format**

**44 x 44 mm**

**114 Euro** plus VAT

*Other formats are possible.*

All prices plus VAT



# Bauernzeitung E-Paper.

## Extended reach for advertisements and loose inserts

Generally, the advertisements that are published in the regular print edition of the Bauernzeitung are also included in the e-paper edition - so our advertisers receive an extended reach without additional costs!

For advertisements in the e-paper there is the option of booking a link to the corresponding customer website without a time limit.

From loose inserts booked in the printed edition, a PDF version can be uploaded to the e-paper channel of the Bauernzeitung, thus also increasing their reach.

### ADVERTISEMENT LINK

Text link	Price
one-off costs	<b>23.20 €</b>

### UPLOAD OF INSERTS

PDF	Price
one-off costs	<b>92.80 €</b>

**Reach of E-Paper:** 1,223 subscribers (IWW 2/2023)

*Simply book this and other online advertising formats together with your advertising order.*



All prices plus VAT

# Bauernzeitung Online.

## Website

In addition to classic banners in various formats, we offer the possibility of booking editorial advertising formats on the Bauernzeitung website: online advertorials are based on customer texts and images, which on request will be revised and SEO-optimized by us.

## Stand-Alone-Newsletter

For advertisers who want to attract the undivided attention of our newsletter subscribers, we recommend the stand-alone format, which, similar to the online advertorial, is individually designed from customer texts and images.

Detailed information about our online advertising formats and social-ads-offers are available on our website:

[www.bauernzeitung.de/mediadaten](http://www.bauernzeitung.de/mediadaten)



# Social Media.

## Facebook and Instagram

Social ads on Facebook and Instagram pages of the Bauernzeitung enable users to be targeted based on geo-, socio-demographic and psychographic characteristics.

A large number of different advertising formats are available with social ads by which advertising messages in the name of the Bauernzeitung are spread among the users of the social networks in a performance-oriented, scalable and measurable manner.

## Targeting

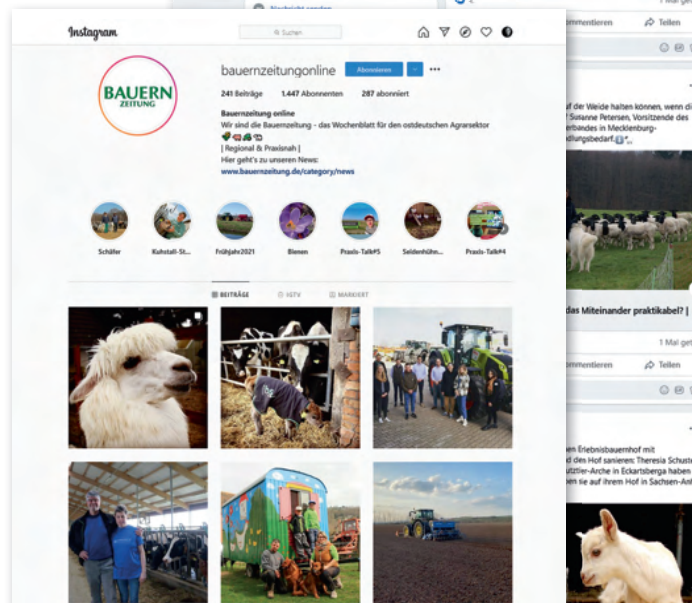
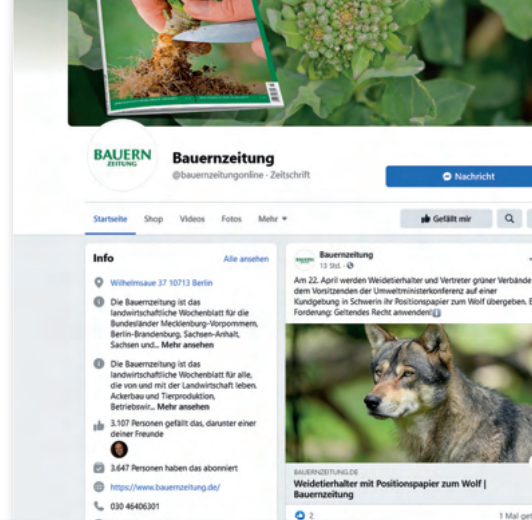
The positioning of the social ads is based on online data from the Bauernzeitung, which can be collected through the Facebook or Instagram pages as well as through a pixel integration on our website.

The social ads campaigns can be tailored to individual requirements and thus optimized for KPIs such as TKP/CPM, CPC or CPL depending on the campaign goal.

Depending on the objectives of the campaign, we develop with the customers the optimal advertising format such as single image or carousel ad, video or lead ad.

Detailed information about our online advertising formats and social-ads-offers are available on our website:

[www.bauernzeitung.de/mediadaten](http://www.bauernzeitung.de/mediadaten)



# Annual planner 2024.

No	AD	PD	Topics / Variety trials
1	27.12.23	05.01.24	EA Legal innovations 2024   VT Winter durum   Junges Land
2	05.01.24	12.01.24	FS Grüne Woche   VT Summer oat
3	12.01.24	19.01.24	EA Piglets and sows   EA Silage maize
4	19.01.24	26.01.24	EA Heating with wood
5	26.01.24	02.02.24	EA Pasture technology   VT Sunflowers   Junges Land
6	02.02.24	09.02.24	KT Sommer crops   VT Organic grain legumes /-summer grain
7	09.02.24	16.02.24	EA Fertilisation
8	16.02.24	23.02.24	KT Sugar beets   VT Organic potatoes
9	23.02.24	01.03.24	KT Grassland   EA Biogas   Junges Land
10	01.03.24	08.03.24	EA Investment planning (technology)   VT Summer durum
11	07.03.24	15.03.24	KT Potato cultivation   VT Potatoes RG3
12	15.03.24	22.03.24	KT Grain storage
13	21.03.24	28.03.24	KT Maize cultivation   EA Pasture grazing
14	27.03.24	05.04.24	FS agra   Junges Land
15	05.04.24	12.04.24	KT Direct marketing
16	12.04.24	19.04.24	KT Biogas
17	19.04.24	26.04.24	FS BraLa
18	25.04.24	03.05.24	EA Farmstead technology   Junges Land
19	02.05.24	10.05.24	KT Irrigation technology   EA Feeding
20	10.05.24	17.05.24	KT Calf health
21	16.05.24	24.05.24	EA Plant protection technology
22	23.05.24	31.05.24	EA Sugar beet cultivation
23	31.05.24	07.06.24	EA Laying hen husbandry   VT Winter rapeseed   FS DLG-Feldtage
24	07.06.24	14.06.24	EA Marketing of grain
25	14.06.24	21.06.24	KT Solar energy
26	21.06.24	28.06.24	EA Wheel loader and telehoist load lugger
27	28.06.24	05.07.24	EA Digital farm management   Junges Land
28	05.07.24	12.07.24	KT Pig pen construction
29	12.07.24	19.07.24	EA Calf health

No	AD	PD	Topics / Variety trials
30	19.07.24	26.07.24	KT Autumn farming of rapeseed
31	26.07.24	02.08.24	KT Cattle stable construction   EA Seed- and planting technology   JL
32	02.08.24	09.08.24	KT Autumn farming of winter crops
33	08.08.24	16.08.24	KT Farmer-owned forest
34	16.08.24	23.08.24	KT Farmstead technology   EA Photovoltaics
35	23.08.24	30.08.24	EA Udder health   VT Winter malting barley
36	30.08.24	06.09.24	VT Winter feed barley   Junges Land   FS MeLa
37	06.09.24	13.09.24	KT Wind energy   EA Feeding technology   VT Winter triticale, -rey
38	13.09.24	20.09.24	VT Organic winter triticale, -rey   FS Grüne Tage Thüringen
39	20.09.24	27.09.24	EA Tractor technology   VT Organic wheat, winter wheat
40	26.09.24	04.10.24	EA Transport technology   VT Silage and grain maize   Junges Land
41	04.10.24	11.10.24	EA Piglet health   VT EU maize varieties
42	11.10.24	18.10.24	EA Wind energy
43	18.10.24	25.10.24	EA Turkey husbandry   KT Smart Farming
44	24.10.24	01.11.24	Junges Land   FS EuroTier
45	30.10.24	08.11.24	EA Field vegetables / Speciality crops
46	08.11.24	15.11.24	KT Investment planning stable buildings
47	15.11.24	22.11.24	KT Liquid and solid manure technology
48	22.11.24	29.11.24	KT Milking technology
49	29.11.24	06.12.24	VT Early potatoes RG1   Junges Land
50	06.12.24	13.12.24	KT Wood energy   EA Hoof health   VT Early potatoes RG2
51	13.12.24	20.12.24	KT Annual review and preview 2025   VT Summer malting barley

AD: Advertising deadline PD: Publication Date

KT: Key Topic

EA: Expert article

FS: Trade Fair Special

VT: Variety trial

JL: Junges Land

8 Special guide ‚Plant protection‘

14 Special guide ‚Pig farming‘

24 Special guide ‚Organic farming‘

33 Special guide ‚Energy‘

40 Special guide ‚Grassland‘

50 Special guide ‚Milk production‘

13 Trade Directory Mecklenbg.-WP.

23 Trade Directory Saxony-Anhalt

30 Trade Directory Thuringia

38 Trade Directory Brandenburg

46 Trade Directory Saxony

# Contact.



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