



**top
agrar** Mehr Landwirtschaft!



Landwirtschaftsverlag Münster

Hülsebrockstraße 2-8
D-48165 Münster
www.topagrar.com

all media information

www.top-mediacenter.com

about topagrar

Advertisement price list No. 41
valid from issue 1/2012

Advertisement price list 2012

further information at
www.top-mediacyenter.com

An overview on top agrar

Overview on major facts

- **top agrar** is the leading and largest agricultural trade magazine by circulation in the German speaking countries.
- **top agrar** reaches a maximum number of large-scale arable and livestockfarmers, who take high investments and use high levels of crop inputs.
- **top agrar** is recognised for high-quality reports, which cater for the requirements of modern and professional farmers.
- **top agrar** provides livestock farmers a choice of two special sections - pig farming and/or cattle farming.
- **top agrar** is the main advertising medium to target decision makers and opinion leaders in the farming industry.

Frequency of publication: monthly

Place of publication: 48165 Münster, Germany

Publisher:

Landwirtschaftsverlag GmbH
Hülsebrockstraße 2-8, D-48165 Münster
or PO address: D-48084 Münster
Telephone: ++49/2501/801-0
Telefax: ++49/2501/801-228; -317
www.lv.de
E-✉: service@topagrar.com

Medium:

Independent magazine for modern farming

Editing:

Chief editor

Heinz-Günter Topüth,
Dr. Ludger Schulze Pals, Berthold Achler
Telephone: ++49/2501/80164-0
www.topagrar.com

E-✉: redaktion@topagrar.com

Volume: 41st volume 2012

Copies sold: 111,592
(according to IWW, 2nd quarter 2011)



Member of Eurofarm, a syndicate of leading European agri magazines



Member of IWW Information Community Association to determine the distribution of advertising media

Editorial concept

Made up of the main issue plus two monthly special sections on cattle and pig farming, top agrar offers an ideal combination of trade and specialist magazines.



Every month, the main issue offers relevant information and practical guidance for decision processes within the following areas:

- Farm management/costing, tax and insurance
- Machinery and construction, renewable energies

- Markets and prices
- Home and family

The following special sections are published every month:



Cattle farming covering the following topics: Calf rearing and fattening / dairy farming / beef cattle / bull fattening / hygiene / building / milking equipment / feeding



Pig farming covering the following topics: Piglet production / pig fattening / management / hygiene / feeding / building and equipment

- For subscribers in Austria:
top agrar with top agrar Österreich
- For subscribers in Switzerland:
top agrar with Landfreund



• Many **top agrar** special issues covering specific topics and events offer additional and very attractive options for spot advertising. Please see our separate announcements as well as our regular outlook table on upcoming topics as well as all relevant media data at

www.top-mediacyenter.com!

Telephone numbers and extensions:

Advertising enquiries:

E-✉: marketing@topagrar.com

Fax: ++49 2501/801-228

Main magazine, special publications and special prints:

Jens Winkelkötter

Tel. ++49/2501/801-185 · E-✉: jens.winkelkoetter@lv.de

Cattle / pig farming special sections:

Ludger Burholt

Tel. ++49/2501/801-183 · E-✉: ludger.burholt@lv.de

Online, special publications:

Sibylle Sander

Tel. ++49/2501/801-206 · E-✉: sibylle.sander@lv.de

Processing advertisement orders:

E-✉: anzeigen@topagrar.com

Fax: ++ 49/2501/801-317

Main magazine:

Wolfgang Weicker

Tel. ++49/2501/801-174 · E-✉: wolfgang.weicker@lv.de

Cattle / pig farming special sections:

Wolfgang Weicker

Tel. ++49/2501/801-174 · E-✉: wolfgang.weicker@lv.de

Private advertising:

Jutta Watermann

Tel. ++49/2501/801-319 · E-✉: jutta.watermann@lv.de

Product manager:

Dr. Peter Wiggers

Tel. ++49/2501/801-180 · E-✉: dr.peter.wiggers@lv.de

Head, advertising sales:

Gabriele Wittkowski

Tel. ++49/2501/801-170 · E-✉: gabriele.wittkowski@lv.de

Timetable 2012

Issue	Publication date (delivered by post)	Closing date for advert orders	Advertisement copy deadline*
1/2012	2011-11-20	2011-11-29	2011-12-06
2/2012	2012-01-24	2011-12-22	2012-01-10
3/2012	2012-02-21	2012-01-31	2012-02-07
4/2012	2012-03-20	2012-02-28	2012-03-06
5/2012	2012-04-18	2012-03-26	2012-04-02
6/2012	2012-05-22	2012-04-27	2012-05-07
7/2012	2012-06-20	2012-05-29	2012-06-05
8/2012	2012-07-18	2012-06-27	2012-07-04
9/2012	2012-08-15	2012-07-25	2012-08-01
10/2012	2012-09-13	2012-08-23	2012-08-30
11/2012 <i>EuroTier issue</i>	2012-10-24	2012-10-02	2012-10-10
12/2012	2012-11-21	2012-10-29	2012-11-07

*advertisement copies required in digital format. Placement or quality of the ad is subject to the timely provision of copy material. No responsibility is assumed for claims resulting from late provision of the material.



Advertisement formats/prices

Anzeigenplatzierung in:

Format	Number of columns	Width x Height in mm	Main magazine			Special sections on cattle/pig farming		
			Base price b/w in €	2c/3c in €	4c in €	Base price b/w in €	2c/3c in €	4c in €
1/1 page	4	190 x 270	9,768	12,220	15,291	7,052	8,791	10,989
2/3 page	4	190 x 178	6,910	8,594	10,758	4,702	5,861	7,326
2/3 page editorial pages*	3	190 x 178	8,292	10,312	12,910	5,643	7,033	8,791
1/2 page	4	190 x 133	5,182	6,445	8,069	3,526	4,395	5,495
	2	94 x 270						
1/2 page editorial pages*	4	190 x 133 94 x 270**	6,478	8,057	10,086	4,408	5,494	6,868
1/3 page	4	190 x 88	3,455	4,297	5,379	2,351	2,930	3,663
1/3 page editorial pages*	1	61 x 270	4,491	5,586	6,993	3,056	3,810	4,762
1/4 page	4	190 x 66	2,591	3,223	4,034	1,764	2,198	2,747
	2	94 x 133						
	1	46 x 270						
1/6 page	4	190 x 43 94 x 88	1,727	2,148	2,690	1,175	1,465	1,832
1/8 page	4	190 x 32	1,296	1,611	2,017	881	1,099	1,374
	2	94 x 66						
	1	46 x 133						
1/16 page	2	94 x 32	648	806	1,009	441	550	686
	1	46 x 66						
1/32 page	1	46 x 32	324	403	504	220	274	344

Minimum format is 46 mm by 20 mm (width/height)

*Single placement on one editorial page beneath or next to copy text; no. of columns: 3 on editorial pages

all prices are excl. VAT.

**not available on some pages

Size on page:

212 mm (w) x 297 mm (h)

Type area:

190 mm (w) x 270 mm (h)

Width and number of columns:

- a) Advertising pages: 46mm/4 columns
- b) Editorial pages: 61mm/3 columns

For campaigns, please contact us. A surcharge will apply for campaigns with editorial ad formats.

Formats of 2/1 page and 1/1 page are placed on editorial pages

Discounts

are available for the following number of bookings within 12 months:

By insertion

3 ads	3 %
6 ads	5 %
9 ads	7 %
12 ads	10 %
18 ads	15 %

By space

1/2 page	3 %
1/1 page	5 %
3 page	10 %
6 page	15 %
9 page	17 %
12 page	20 %
18 page	22 %
24 page	23 %

Last minute ads:

Occasionally it is possible to place a limited number of ads in a limited scale (1/1 page only). These are available at an extra charge and only digital advertisement copy material is accepted. No liability is accepted for these adverts. Contact us for further information: Jens Winkelkötter, Tel. ++49/2501/801-185

Advertisement prices and technical details

Size of page

212 mm (w) x 297 mm (h)

Printing method:

Offset print, offset rotation inside (70 screen)

Binding

Adhesive binding (please consider this for formats across the gutter)

Data transfer

By CD-ROM, by e-mail: wolfgang.weicker@lv.de (≤3MB), via FTP server: Please contact us for further details
File name: Company name/top agrar/issue (e.g. BASF/top agrar 02/12).

Make sure to advise Mr. Weicker by phone at the same time: ++49/2501/801-174 and Fax showing the advertising motif ++49/2501/801-317.

No liability is accepted for the quality of file transmission.

Data formats

Print optimised PDF to PDF/X-1a.

Please ensure EPS fonts are converted into paths!

Files that are not encapsulated are accepted only on request and in the following formats: InDesign, QuarkXPress, FreeHand, Illustrator, Photoshop. Submit 4 colour prints in 300dpi resolution and Composite mode (CMYK).

Advertisement copies/proofs

The provision of proofs to ISO Coated_v2 is absolutely necessary. Unless advertisement copies are provided, we accept no responsibility for the accuracy and quality of print of your motif. Proofs and the point of contact at the advertiser need to be supplied to the publisher before the ad goes to print. No responsibility will be accepted, if material is missing. Extra expenses on layouting and processing final artwork will be charged extra.

Colour advertisements:

All colours are generated from Euroscale standards. We cannot generate HKS and Pantone colours. Colours not in CMYK mode are automatically converted to ISO Coated_v2 colours. This may result in minor colour deviations. No responsibility is accepted for such deviations. The printing process is to the Fogra Media standard. Colour deviations within tolerance are attributed to the technical process yet are still in line with the Fogra-ISO standard.

Discounts in the main issue
price per millimetre (46 mm column width)

Real estate / job recruitments* (traders)

b/w	€ 5,60
2c Euroscale	€ 6,75
4c Euroscale	€ 8,40

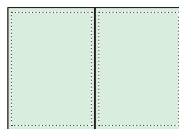
*no discounts on job ads

Box number

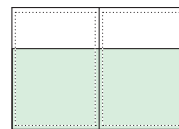
(excl. VAT) €8.50

Formats across the gutter

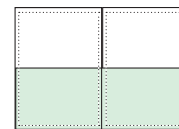
Please allow an extra 3mm bleed in addition to trim size. Due to adhesive binding, approx. 4-8mm at the gutter will be covered.



2/1 page; per page:
Trim size: Live incl. bleed: 297 mm (h) by 212 mm (w) 303 mm (h) by 215 mm (w); single pages!



2 x 2/3 pages (horizontal) per page:
Trim size: Live incl. bleed: 195 mm (h) by 212 mm (w) 196 mm (h) by 215 mm (w); single pages!



2 x 1/2 pages (horizontal) per page:
Trim size: Live incl. bleed: 148 mm (h) by 212 mm (w) 151 mm (h) by 215 mm (w); single pages!

Single placement formats on editorial pages

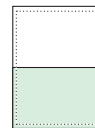
3mm page bleed



2/3 page horizontal:
Trim size: 193 mm (h) by 212 mm (w)
Live incl. bleed: 196 mm (h) by 215 mm (w)



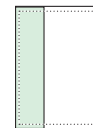
2/3 page vertical:
Trim size: 297 mm (h) by 135 mm (w)
Live incl. bleed: 303 mm (h) by 138 mm (w)



1/2 page horizontal:
Trim size: 148 mm (h) by 212 mm (w)
Live incl. bleed: 151 mm (h) by 215 mm (w)



1/2 page vertical:
Trim size: 297 mm (h) by 104 mm (w)
Live incl. bleed: 303 mm (h) by 107 mm (w)



1/3 page vertical:
Trim size: 297 mm (h) by 71 mm (w)
Live incl. bleed: 303 mm (h) by 74 mm (w)

Inserts

Loose inserts^{1) 2)}:

Maximum 200 mm by 280 mm format.
 Loose inserts (up to 25 grams) cost %
€ 199 excl. shipping and handling costs
 (depending on the copy weight). Please
 contact us for prices on higher weights or
 different formats.

Options for insertions:

- In full circulation
- Issue containing the cattle section
- Issue containing the pig section

Advertising in issues containing special
 sections will always be at national level.

Advertising by region is possible by
 the following regions in Germany (full
 circulation only):

North: Schleswig-Holstein, Hamburg,
 Bremen, Lower Saxony

Central: North Rhine Westphalia, Hesse,
 Rhineland Palatinate, Saarland

South: Baden-Württemberg, Bavaria

East: Mecklenburg-Western Pomerania,
 Brandenburg, Saxony-Anhalt,
 Saxony, Thuringia, Berlin

You can also select multiple regions (e.g. North +
 Central + East). The distribution is defined by postal
 codes.

Inserted items of more than 2.5 mm thickness are
 subject to surcharges. Cash discounts on loose inserts
 are given only on the price for the loose insert itself.

Stitched inserts^{1) 2)}:

These inserts will be supplied 14 days
 before the publication data and in the
 quantity of the printed circulation plus a
 2 % surplus. Please contact us for technical
 details and circulation number.
 Prices for stitched inserts are available on
 request after the advertiser supplies the
 advertisement copies.

Prices for stitched inserts

Paper weight up to 115 g/m²

2-page	€ 17,607
4-page	€ 26,353
6-page	€ 35,157
8-page	€ 43,847

Paper weight 115 - 150 g/m²

2-page	€ 18,192
4-page	€ 27,228

Glued inserts^{1) 2)}:

Glued inserts (incl. CD ROMs) are accepted
 in combination with full-page ads only.
 Glued postcard cost % € 85.
 Envelopes with content, CD-ROMs
 and folders of up to 25 grams cost %
 € 105 excl. handling and shipping.
 Glued inserts are accepted only in specific
 positions in the issue.

All prices excl. VAT.

Further information is available at www.top-mediacycenter.com

**Please make sure you request the technical
 data on loose, stitched and glued inserts or
 formats across the gutter. Please contact**

Wolfgang Weicker

Phone: ++49 2501 801-174, Fax: -317

E-mail: wolfgang.weicker@lv.de

**Please send loose, stitched and glued
 inserts to the address below.**

Ensure the material arrives 14 days prior
 to publication.

Pro Bind

Professional Binding GmbH

Warenannahme

Bielefelder Straße 61

D 33428 Marienfeld

Goods are received Mo.–Fr. 6am – 5pm

Terms of payment

3% cash discount for payment in advance or by
 direct debiting.

2% cash discount for payment 14 days from
 date of invoice, 30 days net from date of invoice.
 Cash discounts on loose insertion prices are granted
 only on the insertion price itself.

Bank details:

Volksbank Münster eG

Account: 1004 031 300 (Sorting code 401 600 50)

Postbank Dortmund

Account 289 21-466 (Sorting code 440 100 46)

VAT Ident No. DE 126 042 224

1) No discounts available; discounts are available only on the advertisement that carries the glued inserts.

2) Samples must be submitted beforehand for technical inspection before the order is accepted.

Advertisement formats, prices and deadlines 2012

The special insert to top agrar**ENERGIE**magazin has been published since 2010 four times per year. The circulation is 120,000 in Germany, Austria, Switzerland.

The magazine focuses on solar energy/photovoltaics, biogas, biomass, bio fuels, thermal and wind power.

Advertisement formats and prices

Format	No. of columns	Width x height in mm	Prices in €		
			Baseprice b/w	2c/3c	4c
1/1 page	4	190 x 270	5,180	6,374	7,968
3/4 page	4	190 x 200	3,885	4,781	5,976
	3	142 x 270			
2/3 page	4	190 x 178	3,483	4,249	5,312
1/2 page	4	190 x 133	2,590	3,187	3,984
1/3 page	2	94 x 270	1,727	2,125	2,656
	4	190 x 88			
	1	61 x 270			
1/4 page	4	190 x 66	1,295	1,594	1,992
	2	94 x 133			
	1	46 x 270			
1/6 page	4	190 x 43	864	1,063	1,328
	2	94 x 88			
1/8 page	4	190 x 32	648	797	996
	2	94 x 66			
	1	46 x 133			
1/16 page	2	94 x 32	324	399	498
	1	46 x 66			
1/32 page	1	46 x 32	162	199	249

All prices excl. VAT.

Publication dates and focus topics



Issue	1/2012	2/2012	3/2012	4/2012
Focus topic	Biogas	Solar energy/ InterSolar 2012	Wind power	BioEnergy 2012, Hanover
Publication date	2012-02-22	2012-05-23	2012-08-16	2012-10-25
Closing date for ad orders	2012-01-16	2012-04-16	2012-07-23	2012-09-24
Advertisement copy deadline	2012-01-23	2012-04-23	2012-07-30	2012-10-01

Advertising enquiries:

Advertising marketing:

Jens Winkelkötter
Tel. ++49/2501/801 - 1 85
E-✉: jens.winkelkoetter@lv.de

Christian Westerschulte
Tel. ++49/2501/801 - 2 75
E-✉: christian.westerschulte@lv.de

Editors:

Berthold Achler (Chief editor)
Hinrich Neumann

Diethard Rolink
Tel. ++49/2501/801 - 88 09
E-✉: rolink@topagrar.com

Every year various supplements for regional circulation or on specific topics offer further advertising options to the top agrar main magazine. These supplements target very specific reader groups and offer advertisers the opportunity of building a permanent advertising presence in a targeted and perfect editorial setting at extremely competitive prices.



The following supplements will be published to the top agrar main magazine in 2012:

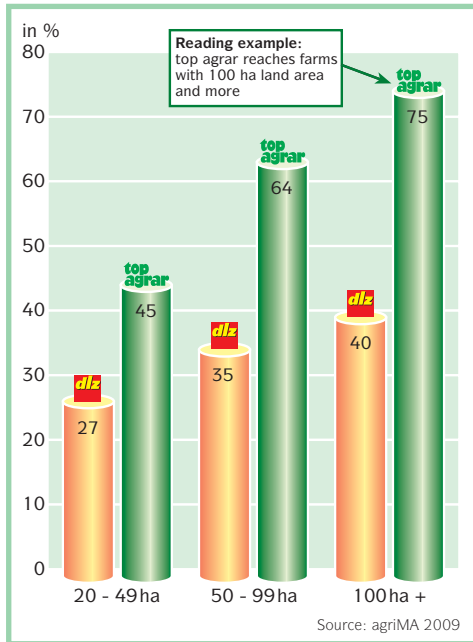
Issue	Title	Publication date	Closing date for advert orders	Advertisement copy deadline	No. of copies	Target reader group/regional distribution	Advert price 1/1p, 4c
7/2012	Fair event: Tarmstedter Ausstellung	2012-06-21	2012-05-21	2012-05-28	33,500	North	€ 3,538
9/2012	Fair event: LandTage Nord	2012-08-16	2012-07-23	2012-07-30	33,500	North	€ 3,538
9/2012	Fair event: Karpfhamer Fest	2012-08-16	2012-07-23	2012-07-30	33,500	South	€ 3,538
10/2012	Fair event: ZLF Munich	2012-09-14	2012-08-23	2012-08-30	50,000	Central/South/East	€ 6,259
12/2012	Forstmagazin (forest magazine)	2012-11-22	2012-10-22	2012-10-29	45,000	Forest farmers	€ 6,259

All prices are excl. VAT. For further formats and prices see [www.top-Mediacenter.com/top agrar supplements](http://www.top-Mediacenter.com/top-agrar-supplements)

Advertising enquiries:

Jens Winkelkötter · Tel. ++49/25 01 /801 -1 85 · E-✉: jens.winkelkoetter@lv.de

Distribution by farm size in percent



top agrar's presence is particularly strong among large-scale farmers. top agrar gives advertisers the leverage to reach 50ha+ farmers who constantly make decisions on very large investments and purchases of high volumes of crop inputs.



Circulation analysis IVW 2nd quarter 2011

Distribution: 115,645 copies

Subscription: 103,145 copies

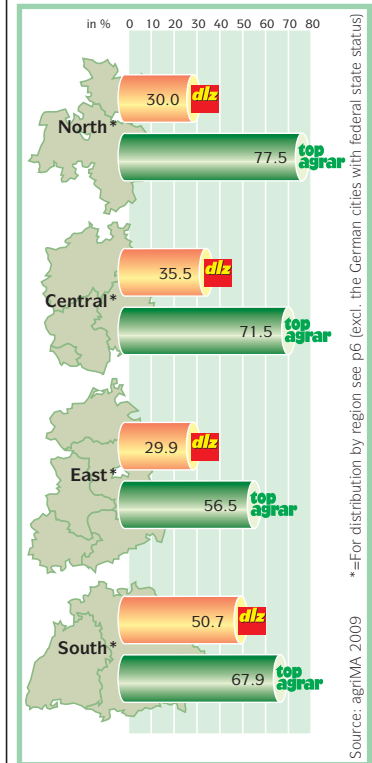
Other and retail sales: 8,447 copies

Copies sold: 111,522 copies

For comprehensive information on circulation data please see: http://www.top-mediacyber.com/top12_aufgabe.php

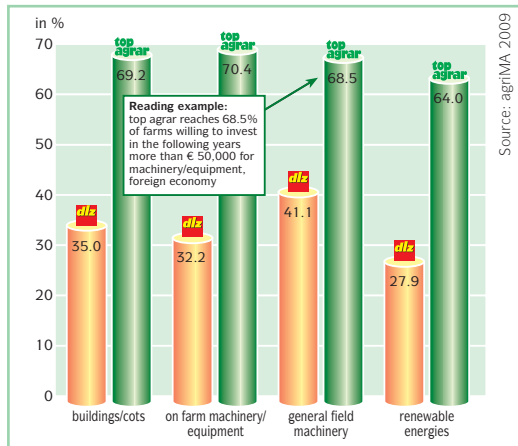


Regional distribution by farm size



Distribution analysis - agriMA

Distribution among farmers who plan for € 50,000 investments and higher

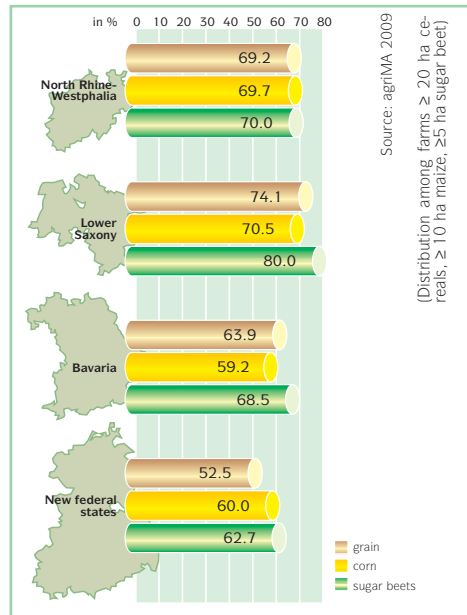


In the next two years, the German farmers will invest approx. €14.2 billion to upgrade their farms. top agrar readers have a share of 69% (€9.8 billion) in this volume (source: agriMA 2009). top agrar is a 'must read' among those farmers who are planning to invest large sums. For example, top agrar reaches 70% of those farmers who are planning to invest more than €50,000 in buildings and equipment.

It also reaches 64% of investors in renewable energy equipment.

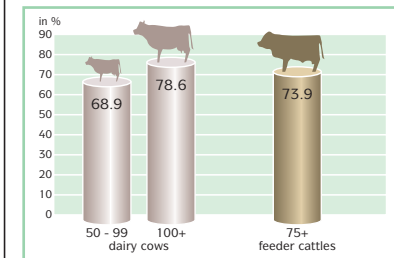
These figures underline top agrar's position as the principal advertising medium in the agricultural sector.

top agrar distribution in the main farming areas by crop

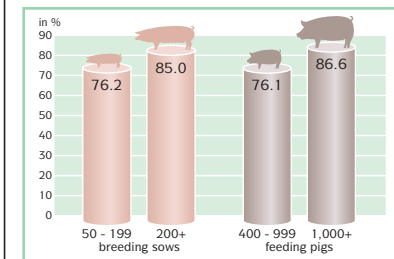


80% of all crops grown in these regions are cereals, maize and sugar beet. The large distribution among these cropping farms underlines top agrar's strong position. With respect to hectare size, top agrar covers nearly two thirds of all growers of seed, fertilisers and chemicals.

top agrar distribution among cattle farmers by herd size



top agrar distribution among pig farmers by herd size



Source: agriMA 2009
Data base: Farms >5ha in West, farms >50ha in East

Livestock farmers count on top agrar. A large distribution among large-scale livestock farmers suggests top agrar is an excellent advertising medium.

top agrar online – up-to-the-minute expert – information



(top-) notch farmers turn to **www.topagrar.com** for up-to-date information. The Internet portal **www.topagrar.com** supplements the printed issue, publishing breaking news from politics and the industry.

The sections **Acker/Pflanze & Wetter**, **Rind**, **Schwein** and **Neue Energie** record high numbers of visitors. The **Technik** section was added in November 2011.

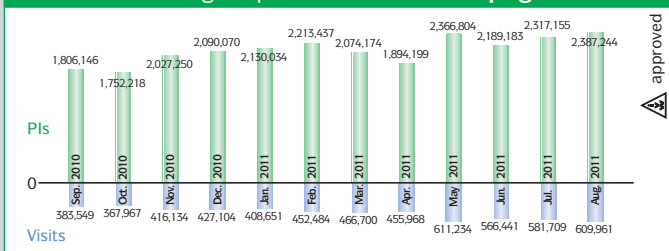
Here, farmers find relevant information that refers to their specific business.

The **Markt** section caters exclusively for top agrar subscribers. This is a space where subscribers find current stock market rates, pig prices, wheat prices along with valuable analyses and forecasts.

Users of smart phones and mobile devices read top agrar conveniently ONLINE after they enter m.topagrar.com to their device -> for further information see next page.

topagrar.com is certified by iwv.

Visits und PageImpressions at www.topagrar.com



Get the latest analysis at
http://www.top-mediacenter.de/on_technische_daten.php



Banner advertising at www.topagrar.com

www.topagrar.com offers a wide range of options for display formats.

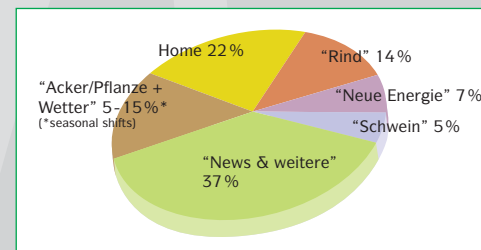
Place your advertisement to suit your current objectives - image campaign, product advertisement or draws.

When you want it Choose the period (minimum one week) during which you want to run your campaign

As often as you want it You decide on the number of ad impressions

Where you want it Choose the section where you wish to place your motif

- A very prominent position - the top agrar home page.
- A large audience: "News & weitere",
- Close and targeted: "Rind", "Schwein", "Neue Energie", "Acker/Pflanze & Wetter", "Technik"



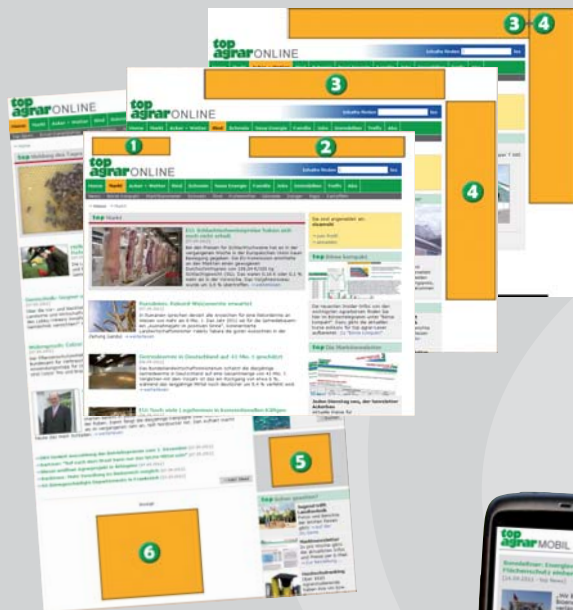
Advertising in top agrar newsletters

In currently five online newsletters, the top agrar editors update their readers on a range of topical issues and focus themes. Place your motif in a prominent position and within a relevant editorial setting.

Users receive the top agrar telegram and the new ENERGIE-newsletter free of charge whereas the two market newsletters "Vieh + Fleisch" and "Ackerbau/Getreide" are sent to registered top agrar subscribers only.



Banner advertising at topagrar.com TKP/€



	1	2	3	3 + 4	4	5	6
	Halfbanner	Fullbanner	Leaderboard	Wallpaper	Skyscraper	Rectangle	Medium Rectangle
	234 x 60	468 x 60	728 x 90	728 x 90 & 160 x 600	120 x 600 & 160 x 600	180 x 150	300 x 250
Introductory page	€ 10	€ 15	€ 25	€ 50	€ 35	€ 25	€ 45
News & weitere	€ 10	€ 15	€ 20	€ 40	€ 30	€ 20	€ 40
Acker/Pflanze +Wetter	€ 15	€ 20	€ 25	€ 50	€ 35	€ 25	€ 45
New: Technik	€ 15	€ 20	€ 25	€ 50	€ 35	€ 25	€ 45
Neue Energie	€ 15	€ 20	€ 25	€ 50	€ 35	€ 25	€ 45
Rind	€ 15	€ 20	€ 25	€ 50	€ 35	€ 25	€ 45
Schwein	€ 20	€ 25	€ 30	€ 55	€ 40	€ 30	€ 50

Discounts and packages*

Campaign		Volume	Discount
Two sections	CPM of the lower priced section, minimum of 200,000 AdImpressions	100,000 AdImpressions	3 %
		300,000 AdImpressions	5 %
Three sections	CPM of the lower priced section, less 15%, minimum of 500,000 AdImpressions	500,000 AdImpressions	7 %
		700,000 AdImpressions	10 %
		1,000,000 AdImpressions	15 %

* (applies within one insertion year, larger print discounts from top agrar are accepted). We grant a 15 % 'AE' brokerage. Further targeting options on request. Minimum order volume: € 350

Combination discount Print magazine discounts on frequency and advertising space will apply in full to your online advertisements as well. (Vice versa, online advertisements do not entitle to receive discounts on print advertisements)

Don't hesitate to ask us for a trial account to take a look around at our website or at the **top agrar** newsletter.

Please contact:

Sibylle Sander · E-Mail: service@topagrar.com
Tel: ++49/2501/801-206; Fax: ++49/2501/801-228

NEW

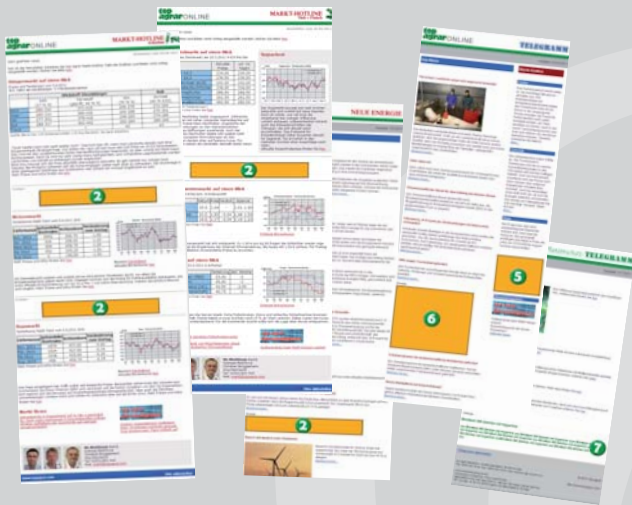
Mobile advertisements at m.topagrar.com CPM/€

8
X-large Image Banner
300 x 50
15 kb max.



all pages

€ 50



Advertising in e-mailed top agrar newsletters

(one off price per mailing)

Format	2 Fullbanner 468 x 60	6 Medium Rectangle 300 x 250	5 Rectangle 180 x 150	7 Text display 300 characters
MON: top agrar Telegramm	€ 275	€ 450	€ 300	€ 275
TUE: Markt-Hotline Getreide + Ackerb.	€ 275			
WED: Markt-Hotline Vieh + Fleisch	€ 275			
WED: Pflanzen- schutztipps*	€ 275	€ 450		€ 275
THU: Energie- Newsletter	€ 275	€ 450		€ 275

(* during the growing season only)

top agrar E-mail newsletter

The top agrar editors send up to 5 weekly newsletters to registered subscribers and interested readers.

on Mondays

top agrar Telegramm – up-to-date news

free of charge

(mailed to approx. 52,000 addresses, 27% of the recipients open it, data as off 09/2011)

on Tuesdays

Markt-Hotline Ackerbau / Getreide - This newsletter offers information on current market prices, stock market news and market news on wheat, cereals, fertilisers and rape seed

Sent exclusively to registered subscribers to top agrar

(mailed to approx. 44,000 addresses, 21% open rate, data as off 09/2011)

on Wednesdays

Markt-Hotline Vieh + Fleisch

Sent exclusively to registered subscribers to top agrar

(mailed to approx. 43,000 addresses, 18% open rate, data as off 09/2011)

on Wednesdays

top agrar Pflanzenschutztipps – a newsletter on best spraying practices, sent during the growing season only

For registered top agrar subscribers only

(mailed to approx. 50,000 addresses, 17% open rate, data as off 09/2011)

on Thursdays

top agrar ENERGIENEWSLETTER – an overview of relevant news (biweekly)

free of charge

(mailed to approx. 53,000 addresses, 18% open rate, data as off 09/2011)

Prices & formats for classified ads (runtime 4 weeks, no discounts available)

Section **top-Jobs / Stellenangebote** Price: flat rate € 395*

Space **top-Immobilien**

Price: € 90* trade sellers, €35 private sellers (1 - 5 offers/ad)

Prices excl VAT; *A 30% discount on the Online advertising price is available to those who book a print advert + an online advert

Order and advertisement copy deadline:

Please supply the finalised files 3 days before publication to: service@topagrar.com.

Max. file size is 50 kb. Please note the technical specifications listed at www.top-mediacycenter.de/on_technische_daten.php.



Our general terms of business on online advertising apply:
www.topmediacycenter.de/on_agb.php.

Advertising enquiries

	Agrar office	Advertising enquiries	Office Special Interest	Product manager
North	<p>Ines Käufert in Landwirtschaftsverlag GmbH Hülsebrockstraße 2-8 D 48165 Münster Tel.: ++49/2501/801-278 Fax: ++49/2501/801-296 Mobile: ++49/162/9319309 E-✉: ines.kaeufer@lv.de</p>	<p>Henri Schwabe Windscheidstraße 26a D 4277 Leipzig Tel.: ++49/0341/3383316 Fax: ++49/0341/3381611 E-✉: henri.schwabe@lv.de</p>	<p>Frank Gloystein in Landwirtschaftsverlag GmbH Hülsebrockstraße 2-8 D 48165 Münster Tel.: ++49/2501/801-4176 Fax: ++49/2501/801-327 E-✉: frank.gloystein@lv.de</p>	<p>Dr. Peter Wiggers Tel.: ++49/2501801-180 E-✉: dr.peter.wiggers@lv.de</p>
Central	<p>Ulrich Sprenger Laubornstraße 10 D 56357 Miehlen Tel.: ++49/06772/969143 Fax: ++49/06772/969145 Mobile: ++49/162/9407616 E-✉: sprenger@vb-sprenger.de</p>	<p>Dave Ewert Fehrenbracht 7 D 57413 Finntrop Tel.: ++49/2724/785 E-✉: andea@t-online.de</p>	<p>Barbara Häder Landwirtschaftsverlag GmbH Hülsebrockstraße 2-8 48165 Münster, Germany Tel.: ++49/2501/801-3710 Fax: ++49/2501/801-3719 E-✉: barbara.haeder@lv.de</p>	<p>Advertising marketing Jens Winkelkötter Tel.: ++49/2501/801-185 E-✉: jens.winkelkötter@lv.de</p> <p>Ludger Burholt Tel.: ++49/2501/801-183 E-✉: ludger.burholt@lv.de</p> <p>Sibylle Sander Tel.: ++49/2501/801-206 E-✉: sibylle.sander@lv.de</p> <p>Anne-Louise Röhrkohl Tel.: ++49/2501/801-182 E-✉: anne-louise.roehrkohl@lv.de</p>
South	<p>Erwin Bücherl Erich-Stegmann-Weg 7 D 82041 Oberhaching Tel.: ++49/089/32422758 Fax: ++49/089/32422759 E-✉: Erwin.Buecherl@gmx.de</p>	<p>Eugen Bruder Am Ziegelacker 18 D 74199 Untergruppenbach Tel.: ++49/07130/8618 Fax: ++49/07130/9381 Mobile ++49/171/7177089 E-✉: eugen.bruder@t-online.de</p>	<p>Reiner Richter Schloßgasse 3 D 71272 Renningen Tel.: ++49/71 59/4 05 97 65 Fax: +49/71 59/05 9764 Mobile: ++49/1 51/12 52 41 46 E-✉: reiner.richter@lv.de</p>	<p>Christian Westerschulte Tel.: ++49/2501/801-275 E-✉: christian.westerschulte@lv.de</p>
Outside Germany	<p>Netherlands Jan Dekker Koopmanslaan 12 NL 7005 BK Doetinchem Tel.: ++31/314/345047 Fax: ++31/314/344168 E-✉: info@dekkermedia.nl</p>	<p>Scandinavia Ines Käufert</p> <p>France, Spain Eugen Bruder</p> <p>Switzerland, Austria, Italy Erwin Bücherl/ Eugen Bruder</p>		<p>Ad order processing Wolfgang Weicker Tel.: ++49/2501/801-174 E-✉: wolfgang.weicker@lv.de</p> <p>Jutta Watermann Tel.: ++49/2501/801-319 E-✉: jutta.watermann@lv.de</p>