

Media data 2022

Advertisement price list No. 34 valid from 1/2022



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profi is the magazine on agricultural machinery for professional users:

Every month profi publishes in-depth and relevant information for technically minded readers, Focusing on detailed test reports on new and used arable and livestock equipment, DIY solutions, repair instructions, workshop tips, and explanations of electronic systems as well as machine servicing tips that save good money.

profi always focuses on the practical side of farming. All tests and assessments are carried out in the field, from which we derive valuable tips for owners and operators. Our tests help readers to form an opinion, assist in making machinery buying decisions and provide them with arguments for their negotiations.

Farm machinery and nothing else – that's profi.**Publication:**

Monthly

Year:

34, Year 2022

Publisher:

Landwirtschaftsverlag GmbH | Hülsebrockstr. 2–8,
48165 Münster | Postal address: 48084 Münster
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www.profi.de

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Digital events

The Landwirtschaftsverlag has extensive competences in the conception, realisation and target group-oriented communication of digital events.

Advice and contact:

Dennis Fritz
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**Target groups**

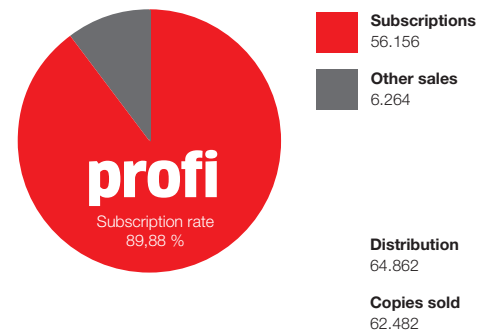
Every month, profi reaches the following readers:

- technically minded farmers who are willing and able to invest
- larger-scale farmers who take on contract work
- large-scale contractors
- farm machinery dealers and engineers
- farm machinery manufacturers and R&D departments

This readership makes profi the leading advertising medium in the agricultural machinery industry!

Breakdown of profi circulation numbers

(IVW, 2nd quarter 2021, incl. ePaper)



Place of publication: 48165 Münster
Average distribution during first half of 2021: 65.154 copies
(incl. ePaper)

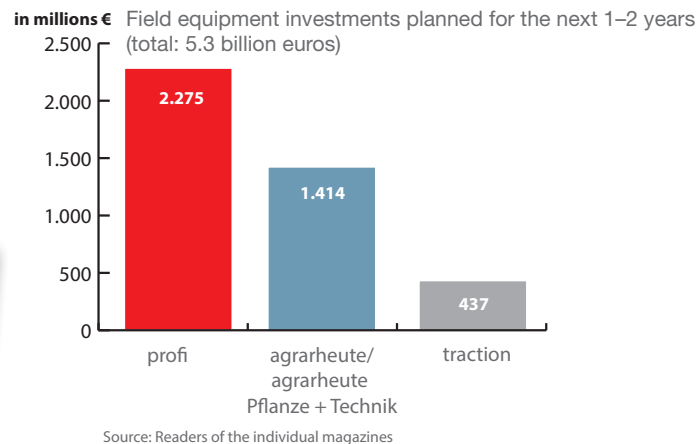
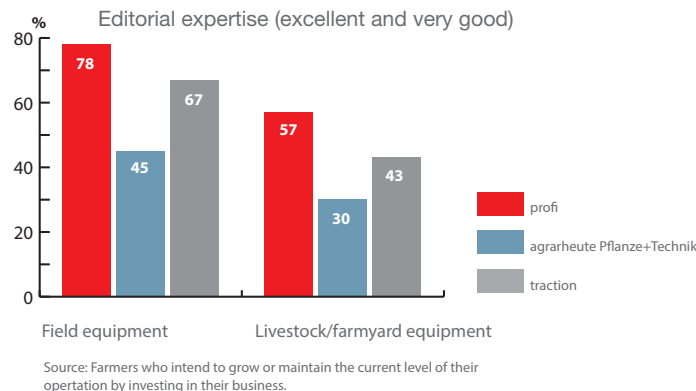
profi timetable 2022

profi-issue	Publication date (Postal delivery date)	Advertisement copy deadline	Print material deadline*
1/2022	7 December 2021	22 November 2021	24 November 2021
2/2022	18 January 2022	3 January 2022	5 January 2022
3/2022	23 February 2022	8 February 2022	10 February 2022
4/2022	15 March 2022	28 February 2022	2 March 2022
5/2022	8 April 2022	24 March 2022	28 March 2022
6/2022	17 May 2022	2 May 2022	4 May 2022
7/2022	14 June 2022	27 May 2022	31 May 2022
8/2022	12 July 2022	27 June 2022	29 June 2022
9/2022	16 August 2022	1 August 2022	3 August 2022
10/2022	13 September 2022	29 August 2022	31 August 2022
11/2022	11 October 2022	23 September 2022	27 September 2022
12/2022	8 November 2022	21 October 2022	25 October 2022

* Submission of print-ready files

Topic preview profi

Informed better. Register now:
www.lv.de/Themenplaner



Source: agriMA 2019

Further info on agriMA 2019 is available at:
www.lv.de/mediaservice/markt-und-media-service

	Size	Layout	TYPE AREA (Width x height in mm)	BLEED SIZE (Please allow a 3mm bleed in addition to trim size) Width x height in mm	Base price b/w	2c/3c	4c
EDITORIAL PAGES*	1/1 page		190 x 270	210 x 297	€ 7.675	€ 9.446	€ 12.280
	3/4 page	landscape portrait	190 x 200 142 x 270	210 x 222 152 x 297	€ 6.332	€ 7.793	€ 10.131
	2/3 page	landscape portrait	190 x 178 125 x 270	210 x 193 135 x 297	€ 5.628	€ 6.927	€ 8.999
	1/2 page	landscape portrait	190 x 133 94 x 270	210 x 148 104 x 297	€ 4.221	€ 5.195	€ 6.754
	1/3 page	landscape portrait	190 x 88 61 x 270	210 x 103 71 x 297	€ 3.326	€ 4.093	€ 5.321
CLASSIFIED PAGES*	1/3 page	4 columns	190 x 88	Advertisement rates by mm on classified pages b/w per mm, single-col.: € 8,11 2c/3c per mm, single-col.: € 10,18 4c per mm, single-col.: € 13,04 Example: height in mm by no. of col. by mm price (dep. on colour) e.g. 1/8 page, 4 columns, 4c (32 mm x 4 columns) x 13,04 € = 1.669,12 € Column widths: 1 column: 46 mm width 2 columns: 94 mm width 4 columns: 190 mm width Further formats are available in the classified ads section. *Classified ads are published together with other ads in the classified section. A stand-alone position of your advertisement is available on the editorial pages, either under or next to the editorial text.			
	1/4 page	4 columns	190 x 66				
		2 columns 1 column	94 x 133 46 x 270				
	1/6 page	4 columns	190 x 43				
		2 columns	94 x 88				
	1/8 page	4 columns	190 x 32				
		2 columns 1 column	94 x 66 46 x 133				
1/16 page	2 columns	94 x 32					
	1 column	46 x 66					
1/32 page	1 column	46 x 32					

Size of page:

210 mm wide, 297 mm high

Type area:

190 mm wide, 270 mm high

Column width and number:

Editorial pages:

61 mm/3 columns

Classified pages:

46 mm/4 columns

Formats:

Magazine format plus 3 mm bleed. The left and right bleed widths may vary up to 3 mm from the magazine format depending on copy thickness.

Discounts

Discounts for advertising within 12 months:

By space

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

By insertion

3 ads	3%
6 ads	5%
9 ads	7%
12 ads	10%
18 ads	15%
24 ads	20%

Classified ads (per mm per column):

Inserts are not discountable.

Base price b/w	€ 5,15
2c/3c euroscale	€ 6,43
4c euroscale	€ 8,23

Special inserts

Inserts

A sample of the insert has to be supplied before final acceptance of the order. Maximum 205 x 290 mm format. The closed edge must be parallel to the spine of the magazine. **Inserts of up to 25 g are charged at € 244 per % incl. shipping costs, excl. VAT.** Please enquire about rates for higher weights and material thicknesses exceeding 3 mm.

Bound inserts

Please enquire about bound inserts in the middle of the magazine. A sample of the insert has to be supplied before final acceptance of the order. Depending on magazine thickness, bleeds may vary by up to 3 mm from the magazine format.

Prices for bound inserts:

4-page insert:	€ 17.046
6-page insert:	€ 25.562
8-page insert:	€ 34.082

Tip-on inserts

Tip-ons (incl. CD ROMs) can be placed on full-page adverts. Tip-on postcards are charged € 134 per % incl. shipping costs. Filled envelopes and flyers are available on request. All prices excl. Please enquire for further insertion products, the shipping address and dates. Inserts are not discountable.

All prices excl. Please enquire for further insertion products, the shipping address and dates. Inserts are not discountable.

Please enquire for technical data on inserts, bound inserts and tip-ons.

Technical data

Printing method:

Cover: Sheet-fed offset; inside pages: Web-fed offset

Binding: Saddle stitched

Submission of material:

by E-mail to: rita.hardenberg@lv.de

Formats:

PDF to PDF/X-4:2010_CMYK optimized for printing. Please vectorise fonts used in EPS files. Open files can be accepted only on enquiry. 4-colour images in 300 dpi resolution and Composite mode (CMYK).

Advertisement copies/proofs:

Proofs must simulate ISO coated_v2. Unless proofs are provided, we accept no responsibility for the accuracy, the colours and quality of print of your motif. Extra expenses on layouting and processing final artwork will be charged extra.

Production of colour adverts:

All colours are generated from Euroscale standards. Special colours are available on request. Colours that do not simulate CMYK mode are automatically converted to ISO Coated_v2.eci in CMYK. This may result in minor colour variations. No responsibility is accepted for such variations.

Payment terms:

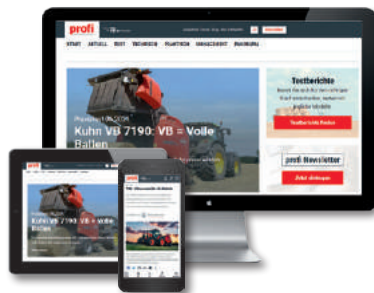
Payment in advance and by direct debit receives 3% discount.
Payment within in 14 days of receipt of invoice receives 2% discount.
Payment within 30 days of receipt of invoice: full payment.
VAT ID: DE 126 042 224

Banking details:

Volksbank Münsterland Nord eG
IBAN DE78 4036 1906 1004 0313 00, BIC GENODEM11BB

Read breaking news from within the agri industry, plus in-depth and background information on the printed articles at profi.de. The site also hosts a highly frequented forum of technically minded users, offers advice, features a comprehensive archive of all copies published to date, and video clips of the profi driving impressions and practical tests.

Make use of the wide range of innovative advertising opportunities that help to promote your product at profi.de in multimedia format and the profi newsletter.



One of the partners within the LV network

The online services of Landwirtschaftsverlag GmbH are verified by Multi-Angebot ivw:
10.306.684 page impressions
4.093.516 visits (date: 07.2021) 

The monthly evaluation is available at
<http://ausweisung.ivw-online.de/>

We will be pleased to provide you with updates on your current rankings.



Digital readership



231.257
PageImpressions
profi.de* 05.2021



122.179
Online Visits
profi.de* 05.2021



67.685
Unique Users
profi.de* 05.2021



22.457
Newsletter subscribers
05.2021



309.420
Facebook fans
05.2021



231.000
Instagram followers
05.2021



80.800
Youtube subscribers
05.2021



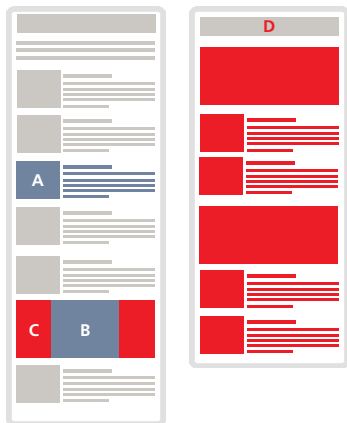
2.565
Twitter followers
05.2021



*Source: Google Analytics

Advertising in the profi newsletter

The newsletter keeps profi readers up to date between two publication dates, giving breaking agricultural machinery news, events, workshop tips and much more.



Mailing interval: weekly
Distribution List: 22.457 mailing addresses
Opening rate: average of 32%

Advertising opportunities (Fixed price per mailing)

Type of advertising	Format (Width x height in pixels)	Price	Pole-Position
A Text display + image	300 characters, 354 x 265*	€ 795	+ € 165
B Medium Rectangle	300 x 250*	€ 695	+ € 165
C Large Image	615 x 250*	€ 695	+ € 165
D Stand-Alone-Newsletter	Send a 'stand-alone' newsletter to registered profi users. Titled with the profi logo, the newsletter contains purely customer content. All customer content is identified as advertisement.	€ 6.150	

Prices excl. VAT
*Pictures will be scaled.

Online Advertorial

We can help you expand your online campaign to the Social Media and connect with your target groups among the profi followers on Facebook (309.420 followers) and Instagram (231.000 followers).

This way your brand will reach www.profi.de website users or those users who are likely to interact with your brand on Facebook and Instagram.

- **CPM € 40 (Impressions)**

€ 500 set-up fee and VAT

Please enquire for further campaign goals (e.g. number of persons reached or videos viewed).

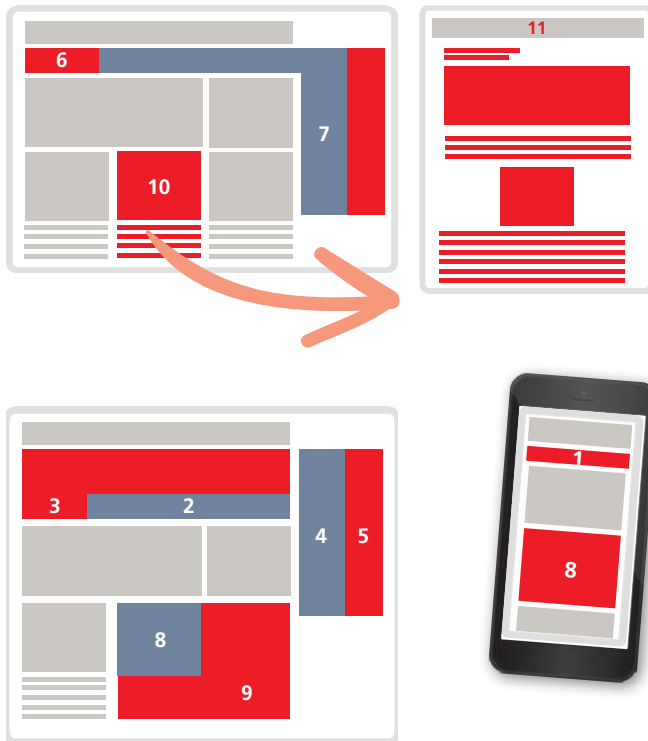


<https://www.instagram.com/profimagazin>



<https://www.facebook.com/profiMagazin>

Display advertising



Online Advertorial

Publish your content in the profi.de editorial design and have a teaser on the profi.de homepage **10** draw the attention of users to your page. The teaser is linked to an editorial page **11** at profi.de. Utilise this exciting tool to present your product in a high-quality editorial environment. **CPM: € 145**

Your contact persons for profi online

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Anna-Lena Südhoff
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Tel.: +49 2501/801 17 10

Display advertising profi.de		Format (Width x height in pixels)	Price per thousand hits ¹	Visibility		
				Smartphone	Tablet	Desktop
1	mobile Leaderboard	320 x 50 px	€ 40	x		
2	Leaderboard	728 x 90 px	€ 36		x	x
2 + 3	Billboard	970 x 250 px	€ 83			x
4	Skyscraper	160 x 600 px	€ 49		(x)	x
4 + 5	HalfPage-Ad	300 x 600 px	€ 59			x
6	Hockey-Stick	728 x 90 px, 160 x 600 px	€ 62		(x)	x
6 + 7	Wallpaper	970 x 90 px, 300 x 600 px	€ 97			x
8	Medium Rectangle	300 x 250 px	€ 62	x	x	x
8 + 9	Maxi Rectangle	620 x 465 px	€ 66		x	x
8 + 9	Video 16:9	640 x 360, max. 5 Min./20MB	€ 66	x	x	x
10, 11	Native-Ad	Online Advertorial	€ 145	x	x	x
1 bis 9	Homepage-Takeover	see above	€ 170	x	x	x
Responsive Bundles						
2 3	Head Mobile Leaderboard, Leaderboard, Billboard	320 x 50 px, 728 x 90 px, 970 x 250 px	€ 50	x	x	x
8 9	Content Medium Rectangle, Maxi Rectangle	300 x 250 px, 620 x 465 px	€ 64	x	x	x
2 4 8	AdBundle Leaderboard, Skyscraper, Medium Rectangle	728 x 90 px, 160 x 600 px, 300 x 250 px	€ 46	x	x	x
2 + 3 4 + 5 8 8 + 9	XXL-AdBundle Billboard, HalfPage-Ad, Medium Rectangle, Maxi Rectangle	970 x 250 px, x 600 px, 300 x 250 px, 620 x 465 px	€ 66	x	x	x

¹ All prices excl. VAT

Discounts for display and newsletter advertising*

50.000 AdImpressions	3 %
100.000 AdImpressions	5 %
200.000 AdImpressions	7 %
300.000 AdImpressions	10 %
500.000 AdImpressions	15 %

* valid for the year of insertion

Combined print/online advertising discounts

Discount rates by insertion and space as offered for the printed copy also apply for your banner advertising. Vice versa online advertising is not discountable on advertising in the printed copies.

Cancellation

Orders can be cancelled up to 4 weeks before the date of publication or start of the campaign. Orders that are cancelled later than that are subject to a cancellation fee of 50% of the order value.

Booking deadline and delivery:

Please send the finished data each 3 working days before publication to:
onlinevermarktung@lv.de

Technical specifications:

Please note the **technical specifications** and terms and conditions for online advertising:
www.lv.de/technische-spezifikationen
www.lv.de/agb

profi offprints

Without a doubt, a good advertisement for your product is also the positive expert opinion. That is why profi offprints are in such high demand, because reports in profi enjoy the maximum trust of the readers. They are the ideal opinion leaders in your mailing, at your field day or in the display at the trade show stand and at the specialist trade. From printing to on-time delivery and, if required, translation into various languages we ensure that everything runs smoothly. Profi offprints are available both in print form as well as digital.

Digital reach in the LV Agrar network

Distribute the digital special not only through your own channels, but also use the reach of the LV agricultural media. For this purpose, we offer you precisely tailored target groups.

		offprint (print form)					digital offprint (PDF)		digital reach in the LV agrar network
issue	volume	2 pages	4 pages	6 pages	8 pages	12 pages	1 page	€	
	500	€ 1.065	€ 1.358	€ 1.936	€ 2.360	€ 3.692	2 pages	€ 718	CPM € 145
	1.000	€ 1.266	€ 1.559	€ 2.138	€ 2.622	€ 4.103	3 pages	€ 1.077	
	2.000	€ 1.526	€ 1.846	€ 2.459	€ 3.064	€ 4.900	4 pages	€ 1.436	
	3.000	€ 1.722	€ 2.092	€ 2.778	€ 3.471	€ 5.550	5 pages	€ 1.795	
	4.000	€ 1.901	€ 2.329	€ 3.093	€ 3.869	€ 6.181	6 pages	€ 2.154	
	5.000	€ 2.065	€ 2.561	€ 3.407	€ 4.266	€ 6.806	8 pages	€ 2.872	
	10.000	€ 2.844	€ 3.645	€ 4.918	€ 6.234	€ 9.822	12 pages	€ 4.308	

all prices excl. VAT



Contact
 Birgit Hüsing
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 Tel.: +49 25 01/8 01 69 61

profi International

profi Poland

profi Estonia, Latvia,
Lithuania

profi Russia

profi Turkey

profi Hungary

profi Greece



International (in English)	Poland	Estonia, Latvia, Lithuania	Russia	Turkey	Hungary	Greece
Distribution						
9.843 (ABC-tested)	20.500	4.000, 3.500, 5.000	8.000	10.000	3.000	12.000
Kontakt						
www.profi.co.uk Mark Brazier Tel.: +44(0)7813 671484 mark.brazier@kelsey.co.uk	www.profitecnika.pl Dr. Josef Pawlak Tel.: +48 618862917 reklama@profitecnika.pl	www.profilatvija.lv Karlis Auza Tel.: +371 2921 21 27 karlis.auza@profilatvija.lv	www.agroreport.ru Elena Yudina Tel.: +7 (495) 7 81 37 56 redactor@agroreport.ru	www.profitraktor.com Melih Apa Tel.: +90 532213 0193 melih.apa@apayayincilik.com.tr	Hamvas Atanáz Tel.: +36 3 09 37 57 66 hamvas.atanaz@agronline.hu	www.agronews.gr Giannis Panagos Tel.: +30(0)210/3232905 info@agronews.gr

In addition, profi articles are regularly reprinted in the following five countries: Denmark, The Netherlands, Austria, Norway, Sweden, Czech Republic.

	Agricultural office	Media specialist	
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Middle	Tobias Völk Jupiterstr. 55 D-55545 Bad Kreuznach Tel.: +49 671/796 7594 Fax: +49 671/796 7595 Mobile: +49 151/72 43 30 40 tobias.voelk@lv.de	Yvonne Stein at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 D-48165 Münster Tel.: +49 2501/801 37 12 Fax: +49 2501/801 37 19 yvonne.stein@lv.de	Tele sales Bettina Benstein-Thesing Tel.: +49 2501/801 1720 bbt@lv.de Irene Laschke Tel.: +49 2501/801 8041 irene.laschke@lv.de
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Austria	The Netherlands	France	Other countries
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Advertising manager

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Online marketing

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Special prints & test seals

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Digital events

Dennis Fritzl
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 events@lv.de

Terms and conditions

All orders are subject to our terms and conditions of sale which are available at www.lv.de/kontakt/agb and can be supplied on request.