

Media-Daten 2019

Advertisement price list no. 61 | valid from issue 1/2019

W+

8.444 digitale Wochenblatt Leser
IVW 2. Quartal 2018

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www.wochenblatt.com
media.wochenblatt.com



Publisher:

Landwirtschaftsverlag GmbH
Hülsebrockstr. 2–8, 48165 Münster
Postbox: 48084 Münster
www.lv.de

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Advertising sales manager:

Gabriele Wittkowski
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Deadline for advertisements:

Cover pages: Wednesday, 10 am
Inner sides: Friday, 1 pm
Partial editions: Thursday, 10 am
Special forms of advertising and main topics:
Wednesday, 10 am
Classified ads: Friday, 1 pm
for the next week

Publication date:

every Thursday

Year:

176th year 2019

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.

Bank details:

Volksbank Münster eG
IBAN DE1640160050 1004031300
BIC GENO DEM1 MSC

Organ:

Magazine of the Federation of Agriculture for
Westfalen-Lippe e V., the Provincial Chamber
of Agriculture of North Rhine-Westphalia for
the area of Westfalen-Lippe and for the Rhei-
nisch Westfälische Co-operative.



Member of IWV Information Community Association
to determine the distribution of advertising media.



Member of the consortium
„Organisationsgebundene Landpresse“

Wochenblatt editorial preview

We would like to inform you about our next
topics with our Wochenblatt-Editorial Preview
every 14 days.

Just fill in our application form at:

wochenblatt.com/themen-newsletter



Advertisement in agricultural part

Format	width x height in mm	black/white in €	2c/3c euroscale in €	4c euroscale in €
1/1 Seite	211 x 310	8.464	10.832	13.866
3/4 Seite	211 x 232 crosswise	6.363	8.144	10.424
2/3 Seite	140 x 310 hoch 211 x 206 crosswise	5.753	7.364	9.426
1/2 Seite	105 x 310 hoch 211 x 155 crosswise	4.347	5.565	7.123
1/3 Seite	68 x 310 hoch 211 x 103 crosswise	3.735	4.782	6.121
1/4 Seite	105 x 155 hoch 46 x 310 hoch 211 x 77 crosswise	2.804	3.588	4.593
1/8 Seite	105 x 77 hoch 211 x 38 crosswise	1.402	1.795	2.296
Eckfeldanz.	140 x 155	3.662	4.689	6.002

Size of page:

245 mm width x 340 mm height

Type area:

211 mm width x 310 mm height
=1.240 mm overall

Printing process:

Offset rotary printing (without drying)

First cut:

Only on cover pages 2 and 4
as 1/1 pages

Data delivery:

See our information on
media.wochenblatt.com

Advertisement in advertisement part

width x height in mm	black/white in €	2c/3c euroscale in €	4c euroscale in €
46 x 1	5,95	7,60	9,90

All prices excl. VAT.

Discounts

by insertions		by space	
6-ads	5 %	1.000 mm	5 %
12-ads	10 %	3.000 mm	10 %
24-ads	15 %	6.000 mm	15 %
52-ads	20 %	12.000 mm	20 %

Columns in mm

1 column	2 column	3 column	4 column
46 mm	101 mm	156 mm	211 mm



For more
information visit:
media.wochenblatt.com



4 | Display-Advertisement formats

This image shows a desktop browser view of the Wochenblatt website. Numbered callouts indicate the following advertisement formats:

- 1:** A large banner advertisement at the top of the page.
- 2:** A smaller banner advertisement below the main navigation bar.
- 3:** A small square advertisement in the top right corner.
- 4:** A large rectangular advertisement featuring a photo of a person.
- 5:** A vertical rectangular advertisement on the right side of the page.
- 6:** A small square advertisement in the top right corner.
- 7:** A small square advertisement in the top right corner.
- 8:** A small square advertisement in the bottom right corner.
- 9:** A small square advertisement in the bottom right corner.
- 10:** A small square advertisement in the bottom right corner.

This image shows a desktop browser view of the Wochenblatt website with a different layout of advertisements. Numbered callouts indicate the following advertisement formats:

- 1:** A large banner advertisement at the top of the page.
- 2:** A small square advertisement in the top right corner.
- 3:** A small square advertisement in the top right corner.
- 4:** A large rectangular advertisement featuring a photo of a person.
- 5:** A vertical rectangular advertisement on the right side of the page.
- 6:** A small square advertisement in the top right corner.
- 7:** A small square advertisement in the top right corner.
- 8:** A small square advertisement in the bottom right corner.
- 9:** A small square advertisement in the bottom right corner.
- 10:** A small square advertisement in the bottom right corner.



Display advertising at wochenblatt.com and wochenblatt-kleinanzeigen.com CPM / €* 1 mobile Leaderboard 2 Leaderboard 3 Billboard 4 Skyscraper 4 + 5 HalfPage-Ad 6 Hockey-Stick 6 + 7 Wallpaper 8 Medium Rectangle 2, 4, 8 AdBundle (Medium Rectangle/ Leaderboard/Skyscraper) 9 Maxi Rectangle 9 Video 16:9 10 Floor Ad A, B Online Advertorial			Sections/booking units				Visibility		
			agriculture	country life/ recipes, advertising market, Run of Site			Smart-phone	Tablet	Desktop
1	mobile Leaderboard	320 x 50 px	30 €	25 €			x		
2	Leaderboard	728 x 90 px	25 €	20 €				x	x
3	Billboard	970 x 250 px	70 €	65 €					x
4	Skyscraper	160 x 600 px max.	35 €	27 €				x	x
4 + 5	HalfPage-Ad	300 x 600 px	45 €	37 €					x
6	Hockey-Stick	728 x 90 px und 160 x 600 px max.	50 €	40 €				(x)	x
6 + 7	Wallpaper	970 x 90 px + 300 x 600 px + background colour	85 €	75 €					x
8	Medium Rectangle	300 x 250 px	40 €	30 €			x	x	x
2, 4, 8	AdBundle (Medium Rectangle/ Leaderboard/Skyscraper)	300 x 250 px, 728 x 90 px, 160 x 600 px	30 €	23 €			(x)	x	x
9	Maxi Rectangle	620 x 465 px	47 €	37 €				x	x
9	Video 16:9	620 x 465 px max. 5 min/20 MB	47 €	37 €			x	x	x
10	Floor Ad	1200 x 200 px, FC* 3/24 included	90 €	75 €				x	x
A, B	Online Advertorial	Online Advertorial	100 €	90 €***			x	x	x

Responsive Bundles									
1, 2, 3	Kopf Mobile Leaderboard, Leaderboard, Billboard	300 x 250 px, 728 x 90 px, 970 x 250 px	40 €	30 €	30 €	30 €	x	x	x
4, 5	Seite Skyscraper, HalfPage-Ad	160 x 600 px, 300 x 600 px	41 €	31 €	31 €	31 €		(x)	x
8, 9	Content Medium Rectangle, Maxi Rectangle	300 x 250 px, 620 x 465 px	42 €	32 €	32 €	32 €	x	x	x

* Please enquire für further information

Wochenblatt Newsletter

The Wochenblatt Newsletter is published every Friday. Our editors inform about current issues in agriculture. Each week, the newsletter will be sent in personalized e-mails to a guaranteed number of more than 26.000 addresses. A banner and/or text ad brings you in direct contact with your target group. Don't hesitate to contact us for further information.

Contact

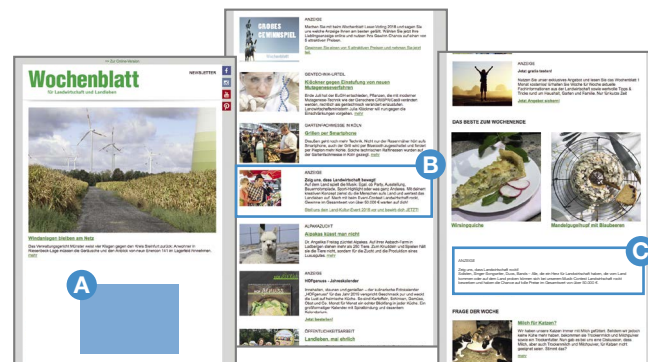
Manager Onlinemarketing
Sibylle Sander | Tel.: 0 25 01/8 01 20 60 | sibylle.sander@lv.de
Stefan Ettmann | Tel.: 0 25 01/8 01 17 70 | stefan.ettmann@lv.de

Closing date for ad orders and copy deadline

Please send us the finalised files 3 working days before the publication date.

Important rates for your planing

Pecipients: 24.605
Opening rates: 25 % (08/2018)



Display Ad Newsletter

	Advertising	Format (width x height) in pixels	price in €
A	Medium Rectangle	300 x 250	200
B	Bild und Text	300 Zeichen, 140 x 120	300
C	Text	300 Zeichen	225
	Poleposition 1st banner in booked newsletter		+ 100



AGB

Please note the technical specifications and our terms of business on online advertising: media.wochenblatt.com

	Agricultural office	Media specialist		
North	Matthias Woort at Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Phone: 025 01/8 01 37 09 Fax: 025 01/8 01 37 19 matthias.woort@lv.de	Henri Schwabe Windscheidstraße 26a 04277 Leipzig Phone: 03 41/3 38 33 16 Fax: 03 41/3 38 16 11 henri.schwabe@lv.de	Telesales Bettina Benstein-Thesing Phone: 0 25 01/8 01 17 20 bbt@lv.de	
Middle	Ulrich Sprenger Westendstr. 5 65391 Lorch-Ransel Phone: 067 26/83 90 77 Fax: 067 26/83 90 78 Mobil: 01 62/9 40 76 16 sprenger@vb-sprenger.de	Yvonne Stein im Landwirtschaftsverlag GmbH Hülsebrockstraße 2–8 48165 Münster Phone: 025 01/8 01 37 12 Fax: 025 01/8 01 37 19 yvonne.stein@lv.de	Irene Laschke Phone: 025 01/8 01 80 41 irene.laschke@lv.de	
south	Erwin Bücherl Erich-Stegmann-Weg 7 82041 Oberhaching Phone: 089/32 42 27 58 Fax: 089/32 42 27 59 Erwin.Buecherl@gmx.de	Thorsten Meyer (BW) Oberboihinger Str. 17/2 73230 Kirchheim (unter Teck) Phone: 070 21/9 56 87 38 Fax: 070 21/9 56 87 39 Mobil: 01 60/94 80 88 12 thorsten.meyer@lv.de	Hartmut Wendt (Bayern) Niederlassungsleiter Landwirtschaftsverlag GmbH Niederlassung Bayern Kesselschmiedstr. 2 85354 Freising Phone: 081 61/8 85 29 50 Fax: 081 61/8 85 29 59 hartmut.wendt@lv.de	Lena Bredtmann (Bayern) Im Landwirtschaftsverlag GmbH Hülsebrockstr. 2-8 48165 Münster Phone: 025 01/8 01 27 80 Fax: 025 01/8 01 37 19 lena.bredtmann@lv.de

Austria	The Netherlands	France, Spain	other countries
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1. An "advertising order" as referred to in the General Terms of Business is a contract for publication of one or more advertisements by an Advertiser in a printed publication for the purpose of dissemination.
2. In case of doubt, advertisement orders booked under a contract must be used within one year of the contract being agreed. If a right to use individual advertisements is granted under a contract, the order must have been completed within one year of the insertion of the first advertisement, provided that the first advertisement was used and published within the period stipulated in the first sentence.
3. In the event of a contract for a series of advertisements, the customer has the right to use further advertisements within the period agreed or stipulated in Clause 2 in addition to the original advertising volume ordered.
4. If an order is not fulfilled for reasons for which the Publisher bears no responsibility, the customer must refund to the Publisher, without prejudice to any other legal obligations, the difference between the discount for the series which he had been granted and the discount to which he was entitled according to the actual quantity sold. No refund is payable if non-performance was due to force majeure within the area of risk of the Publisher.
5. Text millimetre lines will be converted to advertising millimetres when calculating the purchased volume.
6. Orders for advertisements and third-party inserts which have been declared for publication only in certain volumes, certain editions or in certain positions within a printed publication, must be received by the Publisher early enough for it to be possible to inform the customer before the advertisement copy date whether the order can or cannot be performed in this way. Classified advertisements will be printed under the relevant classification without necessitating a special agreement in this respect.
7. Advertisements which, owing to their editorial structure, are not recognisable as such will be clearly marked by the Publisher with the word "Advertisement".
8. The Publisher reserves the right to refuse any advert either placed as part of an order under a contract, or individually – as well as orders for inserts, on the basis of content, origin or technical form in accordance with the uniform, objective and justified principles of the Publisher, if their content contravenes the law or official regulations or it is unreasonable to expect the Publisher to insert it. This also applies to orders which are handed in to the Publisher's offices, appointees or agents. Orders for inserts only become binding on the Publisher after submission of a specimen of the insert and its approval. Inserts which, because of their format or composition, give the reader the impression that they are part of the newspaper or magazine, or which contain advertisements for third parties, are not accepted. The customer shall be notified without delay if an order is refused.
9. The customer bears responsibility for timely delivery of inserts or of advertisement copy and print copy in faultless condition. The Publisher will demand new advertisement copy without delay to replace any copy which is obviously unsuitable or has become damaged. The Publisher guarantees the usual quality of printing in respect of the media titles in which insertion is to take place within the possibilities allowed by the quality of the print copy.
10. In the event that the advertisement is printed in such a way that it is wholly or partly illegible, incorrect or incomplete, the customer has a right to a reduction in price or to a re-insertion in faultless condition, but only to the extent to which the purpose of the advertisement was disadvantaged. If the Publisher allows a reasonable period granted to him for re-insertion to pass without doing so, or if the re-insertion is again not without faults, the customer has a right to a reduction in price or to terminate the contract. Claims for compensation for damages arising from positive breach of contract, negligence during conclusion of the contract and tort are excluded - also when an order is placed by telephone. Claims for compensation for damages arising from impossibility of performance and default are limited to compensation for foreseeable damage and to the price payable for the advertisement or for the insert affected. This does not apply to malicious intent and gross negligence on the part of the Publisher, his statutory representative or his employee. This does not affect the liability of the Publisher for damages due to the lack of guaranteed properties. Furthermore, in commercial business correspondence, the Publisher is also not liable for gross negligence on the part of his employees; in other cases, liability for gross negligence vis-a-vis businesspersons is limited to the extent of the foreseeable damage, but no more than the cost of the advertisement affected. Complaints must be lodged, also for faults which are not obvious, within four weeks of receipt of invoice and file copy.
11. Proofs are supplied only on explicit request. The customer bears responsibility for the accuracy of the corrected and returned proofs. The Publisher takes account of all corrections notified to him within the period allowed for the return of the proofs.
12. Unless there are particular size specifications, the actual printed height usual for the type of advertisement will be used as the basis for invoicing.
13. If the customer does not make advance payment, the invoice will be sent on immediately, however, as far as possible, within 14 days of publication of the advertisement. The invoice is payable within the period allowed for payment according to the Price List and this period starts to run from the date of receipt of the invoice, unless a different period for payment has been agreed or advance payment has been made. Any discounts for early payment are granted in accordance with the Price List.

14. Interest and the costs of collection will be charged in the event of a delay in payment or if the Publisher grants time to pay. In the event of default in payment, the Publisher may postpone fulfillment of the current order until payment has been made and require advance payments for the remaining advertisements.

When there is good reason for doubting the ability to pay by the customer, the Publisher is entitled – also during the period of validity of an advertisement contract – to refuse to make the insertion of further advertisements, without regard to any terms of payment originally agreed, unless advance payments of the amount are received and any outstanding invoice amounts are settled.

15. The Publisher shall supply a file copy of the advertisement together with the invoice on request. Depending on the type and size of the advertisement, either advertising cuttings, complete pages or complete magazines shall be delivered. If a file copy can no longer be produced, a legally binding certificate by the Publisher of the insertion and dissemination of the advertisement will take the place of the same.

16. The customer pays the costs of making print copy, films and drawings which have been ordered, or for considerable changes to the versions originally agreed if these changes are either requested by the customer or the customer is responsible for these changes.

17. In the case of a contract booked for a series of advertisements, a claim to a reduction in price may be derived from a fall in circulation, if the overall average rate of circulation for the advertising year which commences on the date of the first advertisement does not attain the average circulation for the past calendar year quoted in the Price List or elsewhere or – if no circulation is mentioned – average sales (in the case of trade journals, if appropriate, the average actual amount distributed). Any fall in circulation only then gives grounds for a reduction in price if this fall constitutes

20% with circulation of up to 50,000 copies

15% with circulation of up to 100,000 copies

10% with circulation of up to 500,000 copies

5% with circulation in excess of 500,000 copies

Furthermore, price reductions in the case of advertisement contracts are excluded, if the Publisher has notified the customer of the falling circulation in sufficient time to enable the latter to withdraw from the contract before the insertion of the advertisement.

18. The Publisher applies due diligence for the custody and passing on of offers received for box number advertisements. Registered mail and express mail in response to box number advertisements will be sent on by normal mail only.

Replies to box number advertisements are kept for four weeks. Any replies not collected within this time are destroyed. The Publisher returns valuable documents without being obliged to do so. The Publisher can be granted, in individual contracts, the right to open the replies received in the declared interest and in place of the customer. Letters which are larger than permitted DIN A4 size (weight 1000g) and packages containing merchandise, books or catalogues or small parcels are excluded from being passed on and are not accepted. Nevertheless, it is possible to agree exceptionally that these will be accepted and passed on in the event that the customer assumes the fees/costs incurred. There is no obligation on the part of the Publisher to pass on business recommendations and offers to act as intermediaries.

19. Films are returned to the customer only at his explicit request. The obligation of the Publisher to retain them terminates three months after the order has expired.

20. Place of fulfillment and legal venue is the registered office of the publisher as regards a businessman. As far as it regards non-businessman the normal legal rights apply. If the place of residence or usual place of residence of the customer at the time of filing a complaint is not known, or if the customer, after conclusion of the contract, relocates his place of residence or usual place of residence to a place outside the area of application of the law, it has been agreed that the court at the registered office of the Publisher has jurisdiction.

Additional Terms of Business of the Publisher

a) The placing of an advertising order by the customer constitutes an acknowledgement of the Publisher's General Terms of Business and Additional Terms of Business as well as of the Price List.

b) Publicity agents and advertising agencies are obliged to adhere to the Publisher's Price List in their quotations, contracts and invoices with Advertisers. The agency commission granted by the Publisher may not be passed on either wholly or in part to the customer.

c) If an error which occurred during first publication is repeated in the re-insertion, any claims to a reduction in payment or compensation are excluded if the customer did not lodge a complaint immediately after the first publication.

d) If any defects in the print copy are not immediately recognisable and only become evident during the printing process, the Advertiser has no claims in the event that the final printed result is unsatisfactory.

e) In the event of force majeure, the Publisher is released from all obligations to perform orders and pay compensation for damages. In particular, no compensation for damages will be paid for advertisements which were not published or not published in time.

f) The Publisher is entitled to curtail the period of time normally allowed for payment in individual cases.