The magazine LOP LANDWIRTSCHAFT OHNE PFLUG is addressed to everyone looking for qualified and practice-oriented information about professional cultivation and plant production. In addition to current agricultural issues, focal topics include direct sowing methods and conservation agriculture. The LOP Magazine is published ten times a year.

From experts for demanding readers

The readership particularly includes executives and owners of larger enterprises (with an average of 347 ha) as well as professionell farmers and contractors.

There can be found a lot of agricultural consultants with a sense for innovation and agricultural scientists among our subscribers.
Our authors are renowned professionals from practice and the private economy who report on topics about professional cultivation. Focal topics include technical developments and innovations, economic and ecologic aspects of cultivation and plant production as well as reports on crop rotations.
Plant protection, fertilization strategies, choice of variety as well as aspects of an adapted technique well suited for companies with no-till farming and preserving soil cultivation round out the profile.

LOP LANDWIRTSCHAFT OHNE PFLUG

- is read by opinion readers,
- addresses companies with large investments,
- achieves huge space potential,
- is the agriculture magazine with the highest affinity to business farmers (agriMA 2005).

Survey among subscribers from 2022:

- 87 % archive the magazines,
- 92 % of readers indicate that LOP contains good advice for practice.
- on average, each LOP subscriber owns 3.8 tractors as well as 0.8 combines.
- 26.5 % of readers offer wage labour.
- average farm size of approx. 347 ha (according to our subscribers data file).

technical data	checked
printed circulation:	4.000
distributed circulation:	3.918 (2. quartal 2026)
frequency of publication:	ten times a year
advert deadline:	four weeks before publication
format:	297 mm height, 210 mm width
type area:	252 mm height, 186 mm width
column width:	3 columns á 59,0 mm
print:	Offset
grid:	60s
binding:	wire stitching
print templates:	printable PDF prefered
colours:	generated to Euroscale

distribution of subscribers / farm size:

federal state	share	ø ha
Baden-Württemberg	12,5 %	125
Bavaria	22,2 %	109
Brandenburg	3,8 %	956
Hesse	6,7 %	345
Mecklenburg W. Pomerania	3,8 %	955
Lower Saxony	16,5 %	246
Northrhine-Westphalia	12,2 %	163
Rhineland Palatinate	3,5 %	140
Saarland	0,7 %	222
Saxony	4,0 %	1.051
Saxony-Anhalt	5,6 %	800
Schleswig Holstein	5,5 %	273
Thuringia	3,1 %	938

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THE SPECIALIZED MAGAZINE FOR PROFESSIONAL CROP PRODUCTION

LOP LANDWIRTSCHAFT OHNE PFLUG

MEDIA PACK 2027







ADVERTISMENT PRICING 28/2027 (valid from January, 1st 2027)

Advertisment pricing (all prices in Euro without VAT, special dimensions upon request)

dimension	width *mm*	height *mm*	columns	b/w *6,35 EUR/mm*	2c/3c *7,55 EUR/mm*	4c *8,05 EUR/mm*
S 1/1 *	210,0	297,0	3	4.800,60 €	5.707,80 €	6.085,80 €
S 3/4 *	210,0	209,0	3	3.600,45 €	4.280,85 €	4.564,35 €
S 2/3 *	132,0	297,0	2	3.200,40 €	3.805,20 €	4.057,20 €
S 1/2 *	101,0	297,0	1,5	2.400,30 €	2.853,90 €	3.042,90 €
S 1/2 *	210,0	146,0	3	2.400,30 €	2.853,90 €	3.042,90 €
S 1/3 *	68,5	297,0	1	1.600,20 €	1.902,60 €	2.028,60 €
S 1/3 *	132,5	146,0	2	1.600,20 €	1.902,60 €	2.028,60 €
S 1/3 *	210,0	104,0	3	1.600,20 €	1.902,60 €	2.028,60 €
S 1/4	59,0	189,0	1	1.200,15 €	1.426,95 €	1.521,45 €
S 1/4	122,5	94,5	2	1.200,15 €	1.426,95 €	1.521,45 €
S 1/6	59,0	126,0	1	800,10 €	951,30 €	1.014,30 €
S 1/6	122,5	63,0	2	800,10 €	951,30 €	1.014,30 €
S 1/8	91,0	63,0	1,5	600,08 €	713,48 €	760,73 €
S 1/16	43,5	63,0	0,75	300,04 €	356,74 €	380,36 €

* **Bleed formats**, plus 3 mm additional bleed

Page layout formats (available on request):
1/3 Page (59 x 250 mm, 186 x 84 mm)

Supplements (prices not discountable):
up to 25 g (total edition, incl. mail rate) 3.210,00 EUR

Online prices (plus cross-media special prices)
You can find at our website:
www.pfluglos.de/mediadaten

Quantity discount
during one calendar year on basic and price:

1 page	5 %
3 pages	10 %
6 pages	15 %
10 pages	20 %

Surcharges

Cover pages	190,00 €
Solus position	50 %
Special position	20 %
Across the spread	15 %

PUBLICATION DATES 2027

Publication dates and advertising deadlines 2027

Issue		publication date	editorial deadline	advert deadline	print deadline
January/February	1-2/2027	04.02.2027	10.12.2026	07.01.2027	11.01.2027
March	3/2027	04.03.2027	07.01.2027	04.02.2027	08.02.2027
April	4/2027	01.04.2027	04.02.2027	04.03.2027	08.03.2027
May	5/2027	29.04.2027	04.03.2027	01.04.2027	05.04.2027
June	6/2027	03.06.2027	08.04.2027	05.05.2027	10.05.2027
July	7/2027	01.07.2027	05.05.2027	03.06.2027	07.06.2027
August	8/2027	05.08.2027	10.06.2027	08.07.2027	12.07.2027
September/ October	9-10/2027	02.09.2027	08.07.2027	05.08.2027	09.08.2027
November	11/2027	04.11.2027	09.09.2027	07.10.2027	11.10.2027
December	12/2027	09.12.2027	14.10.2027	11.11.2027	15.11.2027

Editorial plan 2027

January/February (04.02.)
- Focus: Crop protection, Winter cereals, Part 1
- Environmentally friendly nitrogen fertilization
- Cultivation of grain legumes

March (04.03.)
- Focus: Crop protection, Winter cereals, Part 2
- Winter oilseed rape: Pests + diseases
- Placement fertilization (starter fertilizer) with micro-granules
- Seedbed preparation for mulch seeding

April (01.04.)
- Focus: Crop protection in maize
- Mechanical weed control
- Additives and biologicals in crop protection

May (29.04.)
- Ear/spike treatment in cereals
- Cultivation of summer catch crops
- Climate-resilient crops

June (03.06.)
- Focus: Stubble cultivation
- Combine harvesting and straw management
- Sowing methods for catch crops

July (01.07.)
- Crop protection in winter oilseed rape, Part 1
- Cultivation of hybrid barley and hybrid wheat
- Seed treatment and dressing

August (05.08.)
- Focus: Preventing herbicide resistance
- Crop protection in winter oilseed rape, Part 2
- Control of pest slugs
- Basic fertilization and liming

September/ October (02.09.)
- Focus: Crop protection in cereals – Herbicide use + resistance management
- Maize: Field hygiene and straw management
- Innovations in harvesting technology

November (04.11.)
- Preview of Agritechnica 2027
- Overview of direct-seeding machinery
- Smart farming in arable crop production
- Innovations in organic fertilization

December (09.12.)
- Maize: Innovative cultivation methods
- Overview of precision seed drill technology
- Stabilized nitrogen fertilizers and nitrification inhibitors
- Soil-friendly tires and undercarriage systems

We reserve the right to change.