

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 363 ha) as well as professional 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 2017:

- 91 % archive the magazines,
- 92 % of readers indicate that LOP contains good advice for practice.
- on average, each LOP subscriber owns 3.6 tractors as well as 0.7 combines.
- 20.5 % of readers offer wage labour.
- average farm size of approx. 363 ha (according to our subscribers data file).

technical data



checked

printed circulation:	4.000
distributed circulation:	3.926 (3. Quartal 20220)
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 preferred
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

publishing house

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THE SPECIALIZED MAGAZINE FOR PROFESSIONAL CROP PRODUCTION

LOP LANDWIRTSCHAFT OHNE PFLUG

MEDIA PACK 2023



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

dimension	width mm	height mm	columns	b/w 5,25 EUR/mm	2c/3c 6,30 EUR/mm	4c 6,75 EUR/mm
S 1/1 *	186,0	252,0	3	3.770,55 €	4.524,66 €	4.847,85 €
S 3/4	186,0	189,0	3	2.976,75 €	3.572,10 €	3.827,25 €
S 2/3	122,5	252,0	2	2.646,00 €	3.175,20 €	3.402,00 €
S 1/2	91,0	252,0	1,5	1.984,50 €	2.381,40 €	2.551,50 €
S 1/2	186,0	126,0	3	1.984,50 €	2.381,40 €	2.551,50 €
S 1/3	59,0	252,0	1	1.323,00 €	1.587,60 €	1.701,00 €
S 1/3	122,5	126,0	2	1.323,00 €	1.587,60 €	1.701,00 €
S 1/3	186,0	84,0	3	1.323,00 €	1.587,60 €	1.701,00 €
S 1/4	59,0	189,0	1	992,25 €	1.190,70 €	1.275,75 €
S 1/4	122,5	94,5	2	992,25 €	1.190,70 €	1.275,75 €
S 1/6	59,0	126,0	1	661,50 €	793,80 €	850,50 €
S 1/6	122,5	63,0	2	661,50 €	793,80 €	850,50 €
S 1/8	91,0	63,0	1,5	496,13 €	595,35 €	637,88 €
S 1/16	43,5	63,0	0,75	248,06 €	297,68 €	318,94 €

Supplements (prices not discountable):
up to 25 g (total edition, incl. mail rate) 2.850,00 EUR

Bleed formats 4c (plus 3 mm additional bleed):

1/1 page	(210 x 297 mm)	
3/4 page	(210 x 209 mm,	149 x 297 mm)
2/3 page	(132 x 297 mm,	210 x 188 mm)
1/2 page	(101 x 297 mm,	210 x 146 mm)
1/3 page	(68,5 x 297 mm,	210 x 104 mm)

Quantity discount

during one calendar year on basic and price:

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

* Quantity discount already included in the price

Surcharges

Cover pages	120 €
Solus position	50 %
Special position	15 %
Across the spread	15 %

Online prices (plus cross-media special prices)

You can find at our website:
www.pfluglos.de/mediadaten

Publication dates and advertising deadlines 2023

Issue	publication date	editorial deadline	advert deadline	print deadline
January/February	1-2/2023	02.02.2023	08.12.2022	05.01.2023
March	3/2023	02.03.2023	05.01.2023	02.02.2023
April	4/2023	06.04.2023	09.02.2023	09.03.2023
May	5/2023	04.05.2023	09.03.2023	06.04.2023
June	6/2023	01.06.2023	06.04.2023	04.05.2023
July	7/2023	06.07.2023	11.05.2023	08.06.2023
August	8/2023	03.08.2023	08.06.2023	06.07.2023
September/ October	9-10/2023	07.09.2023	13.07.2023	10.08.2023
November	11/2023	02.11.2023	07.09.2023	05.10.2023
December	12/2023	07.12.2023	12.10.2023	09.11.2023

Editorial plan 2023

January/February (02.02.)

- Focus: use of herbicides in cereals
- Use of growth regulators
- Cultivation of grain legumes
- Nitrogen and sulfur fertilisation

March (02.03.)

- Focus: use of fungicides in cereals
- Plant protection in winter rape
- Side-root fertilization and microgranules
- Seedbed cultivation and spring tillage

April (06.04.)

- Focus: crop protection in maize
- Biostimulants and plant additives
- Mechanical weed control
- Experiences with underseeds

May (04.05.)

- Focus: late fungicide treatment, in particular control of fusaria
- Cultivation of summer cover crops
- Strategies in irrigation

June (01.06.)

- Focus: stubble tillage
- Combine harvesting and stubble management
- Cultivation methods of cover crops
- Innovations in harvesting technologie

July (06.07.)

- Focus: plant protection in winter rape
- Cultivation of winter cover crops
- Monitoring of the snail population
- Treatment of seeds with pesticides, physical and biological methods

August (03.08.)

- Focus: control harmful slugs
- Prevent herbicide resistances

- Basic fertilization and liming
- Water saving tillage methods

September/ October (07.09.)

- Focus on crop protection: autumn treatment of cereals
- Field hygiene: use of mulchers
- Autumn sowing of summer cereals

November (02.11.)

- Focus: agritechnica 2023 in Hanover
- Machine overview of sowing technology
- Smart farming in arable farming
- Innovations in organic fertilization

December (7.12.)

- News from Agritechnica 2023 in Hanover
- Soil-protecting tires and chassis
- Improvements in N efficiency
- Maize: new varieties and cultivation methods

We reserve the right to change.