

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 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 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:	3.891 (3. Quartal 2025)
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**

Emminge & Partner GmbH  
Am Borsigturm 68, 13507 Berlin  
Phone: +49 30/40 30 43-30  
Fax: +49 30/40 30 43-40  
Internet: www.pfluglos.de

**advertisement office:**

Phone: +49 30/40 30 43-38  
E-Mail: anzeigen@pfluglos.de

**editorial office:**

Phone: +49 30/40 30 43-36  
E-Mail: lop@pfluglos.de



THE SPECIALIZED MAGAZINE FOR  
PROFESSIONAL CROP PRODUCTION

LOP LANDWIRTSCHAFT OHNE PFLUG  
MEDIA PACK 2026



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

dimension	width mm	height mm	columns	b/w 6,05 EUR/mm	2c/3c 7,25 EUR/mm	4c 7,75 EUR/mm
S 1/1 *	210,0	297,0	3	4.573,80 €	5.481,00 €	5.859,00 €
S 3/4 *	210,0	209,0	3	3.430,35 €	4.110,75 €	4.394,25 €
S 2/3 *	132,0	297,0	2	3.049,20 €	3.654,00 €	3.906,00 €
S 1/2 *	101,0	297,0	1,5	2.286,90 €	2.740,50 €	2.929,50 €
S 1/2 *	210,0	146,0	3	2.286,90 €	2.740,50 €	2.929,50 €
S 1/3 *	68,5	297,0	1	1.524,60 €	1.827,00 €	1.953,00 €
S 1/3 *	132,5	146,0	2	1.524,60 €	1.827,00 €	1.953,00 €
S 1/3 *	210,0	104,0	3	1.524,60 €	1.827,00 €	1.953,00 €
S 1/4	59,0	189,0	1	1.143,45 €	1.370,25 €	1.464,75 €
S 1/4	122,5	94,5	2	1.143,45 €	1.370,25 €	1.464,75 €
S 1/6	59,0	126,0	1	762,30 €	913,50 €	976,50 €
S 1/6	122,5	63,0	2	762,30 €	913,50 €	976,50 €
S 1/8	91,0	63,0	1,5	571,73 €	685,13 €	732,38 €
S 1/16	43,5	63,0	0,75	285,86 €	342,56 €	366,19 €

\* **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](http://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 €
Solus position	50 %
Special position	20 %
Across the spread	15 %

**Publication dates and advertising deadlines 2026**

Issue	publication date	editorial deadline	advert deadline	print deadline
January/February	1-2/2026	05.02.2026	11.12.2025	08.01.2026
March	3/2026	05.03.2026	08.01.2026	05.02.2026
April	4/2026	02.04.2026	05.02.2026	05.03.2026
May	5/2026	07.05.2026	12.03.2026	09.04.2026
June	6/2026	04.06.2026	09.04.2026	06.05.2026
July	7/2026	02.07.2026	06.05.2026	04.06.2026
August	8/2026	06.08.2026	11.06.2026	09.07.2026
September/ October	9-10/2026	03.09.2026	09.07.2026	06.08.2026
November	11/2026	05.11.2026	10.09.2026	08.10.2026
December	12/2026	03.12.2026	08.10.2026	05.11.2026

**Editorial plan 2026**

**January/February (05.02.)**

- Focus: crop protection in winter cereals, part 1
- Environmentally friendly nitrogen fertilization

**March (05.03.)**

- Focus: plant protection in winter cereals, part 2
- Winter rape: insecticides und fungicides
- Spring fertilization and microgranules
- Soil-conserving seedbed cultivation

**April (02.04.)**

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

**May (07.05.)**

- Focus: fungicide treatment in cereals
- Cultivation of summer cover crops
- Preview of the 3th SoilEvolution in Bern

**June (04.06.)**

- Focus: stubble tillage
- Combine harvesting and stubble management
- News from the DLG field days in Bernburg

**July (02.07.)**

- Focus: crop protection in winter rape, part 1
- Cultivation of winter cover crops
- Treatment of seeds with pesticides, physical and biological methods

**August (06.08.)**

- Focus: Prevent herbicide resistances
- Crop protection in winter rape, part 2
- control of harmful slugs
- Basic fertilization and liming

**September/ October (03.09.)**

- Focus: Crop protection in cereals: Use of herbicides and prevent herbicide resistances
- Maize: Field hygiene and strw management
- Innovations in harvesting technology

**November (05.11.)**

- Smart farming in arable farming
- Innovations in organic fertilization
- Intelligent plant protection technology

**December (03.12.)**

- Maize: new varieties and cultivation methods
- Strip-Till in agriculture
- Stabilized nitrogen fertilizers and nitrification inhibitors
- Tires and track drives protecting the soil

**We reserve the right to change.**