

LOP LANDWIRTSCHAFT OHNE PFLUG

MEDIA PACK 2019



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 especially 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 large investments companies,
- 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:	3.978 (2. Quartal 2018)
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	12,4 %	116
Bavaria	21,3 %	134
Brandenburg	4,0 %	950
Hesse	8,1 %	295
Mecklenb.-West. Pomerania	4,2 %	1.227
Lower Saxony	16,1 %	215
Northrhine-Westphalia	10,8 %	171
Rheinland-Pfalz	3,8 %	126
Saarland	0,6 %	227
Saxony	4,1 %	924
Saxony-Anhalt	6,0 %	936
Schleswig-Holstein	5,8 %	293
Thuringia	2,9 %	951

publishing house

Emminger & 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

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

diemson	width mm	height mm	columns	b/w 4,40 EUR/mm	2c/3c 5,40 EUR/mm	4c 5,80 EUR/mm
S 1/1	186,0	252,0	3	3.326,40 €	4.082,40 €	4.384,80 €
S 3/4	186,0	189,0	3	2.494,80 €	3.061,80 €	3.288,60 €
S 2/3	122,5	252,0	2	2.217,60 €	2.721,60 €	2.923,20 €
S 1/2	91,0	252,0	1,5	1.663,20 €	2.041,20 €	2.192,40 €
S 1/2	186,0	126,0	3	1.663,20 €	2.041,20 €	2.192,40 €
S 1/3	59,0	252,0	1	1.108,80 €	1.360,80 €	1.461,60 €
S 1/3	122,5	126,0	2	1.108,80 €	1.360,80 €	1.461,60 €
S 1/3	186,0	84,0	3	1.108,80 €	1.360,80 €	1.461,60 €
S 1/4	59,0	189,0	1	831,60 €	1.020,60 €	1.096,20 €
S 1/4	122,5	94,5	2	831,60 €	1.020,60 €	1.096,20 €
S 1/6	59,0	126,0	1	554,40 €	680,40 €	730,80 €
S 1/6	122,5	63,0	2	554,40 €	680,40 €	730,80 €
S 1/8	91,0	63,0	1,5	415,80 €	510,30 €	548,10 €
S 1/16	43,5	63,0	0,75	207,90 €	255,15 €	274,05 €

Supplements (prices not discountable):
up to 20 g (total edition, incl. mail rate) 2.390,00 EUR

Quantity discount
during one calendar year on
basic and price:

Surcharges:
Solus position 50 %
Special position 15 %
Across the spread 15 %
Cover pages 5 %
Special advertising formats on request

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)

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

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

Publication dates and advertising deadlines 2019

Issue		publication date	editorial deadline	advert deadline	print deadline
January/February	(01/02)	31.01.2019	29.11.2018	03.01.2019	17.01.2019
March	(03)	07.03.2019	03.01.2019	07.02.2019	21.02.2019
April	(04)	04.04.2019	31.01.2019	07.03.2019	21.03.2019
May	(05)	02.05.2019	28.02.2019	04.04.2019	18.04.2019
June	(06)	06.06.2019	04.04.2019	09.05.2019	23.05.2019
July	(07)	04.07.2019	02.05.2019	06.06.2019	20.06.2019
August	(08)	01.08.2019	30.05.2019	04.07.2019	18.07.2019
September/ October	(09/10)	05.09.2019	04.07.2019	08.08.2019	22.08.2019
November	(11)	31.10.2019	29.08.2019	03.10.2019	17.10.2019
December	(12)	12.12.2019	10.10.2019	14.11.2019	28.11.2019

Editorial plan 2019

January/ February (31.01.)

- Focus: herbicide use in grains
- Sulphur- and nitrogen fertilisation, nitrogen stabilizers
- Innovations at SIMA agricultural fair
- Cultivation of summer grains

March (07.03.)

- Focus: fungicide use of grains
- Oilseed rape: use of insecticides and fungicides
- Use of growth regulators
- Microgranulates and subsoil fertilization

April (04.04.)

- focus: herbicide use in maize
- application of organic manures
- Mechanical weed control in mulch seedings
- Automatic tracking in hoeing
- Experiences with nurse crops

May (02.05.)

- Focus: fungicide application in spring in grains
- Choice of varieties of intercrops
- Healthy varieties of grain for mulch seedings
- climate-adapted cultivation of forage crops

June (06.06.)

- Harvest and straw management
- Herbicide use on stubbles
- Stubble treatment reduces weed pressure
- Cultivation methods for intercrops

July (04.07.)

- Focus: plant protection in oilseed rape
- Desinfection and alternative treatments of rape and grain seeds
- Biology of snails and slugs

August (01.08.)

- Herbicide resistance in grains and oilseed rape
- Snail and slug control
- Basic fertilising and liming

September/ October (05.09.)

- Focus: plant protection in grains
- Innovations in harvesting
- Mulching of crop residues

November (31.10.)

- Preview AGRITECHNICA 2019
- Overview seeders
- organic manuring
- Smart Farming in agriculture

December (12.12.)

- Innovations at AGRITECHNICA 2019
- Soil protecting tires and running gears
- Maize: new varieties and cultivation methods
- Microbiological prepreparates
- Storage and protection of grains

Änderungen vorbehalten!