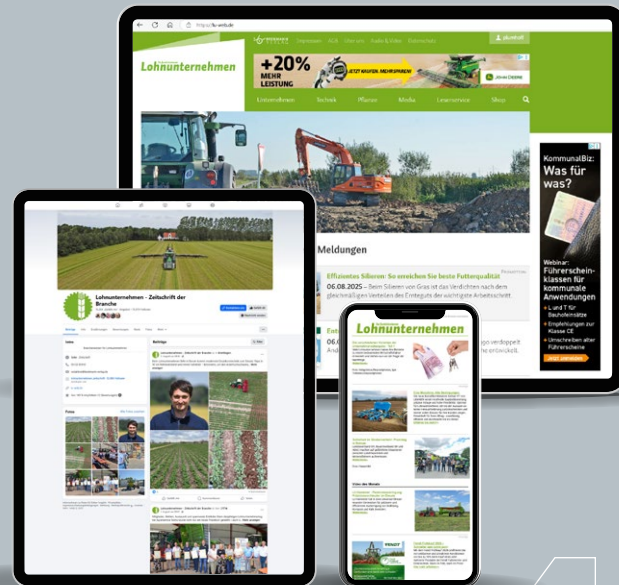


Media Data 2026

print & digital



[General](#)[Magazine](#)[Newsletter](#)[Website](#)[Cross-media](#)[Social Media](#)[Specials](#)[Technical Data](#)[Contacts](#)

General __ 3

[Intro __ 3](#)[Profile __ 3](#)

Magazine __ 4

[Volume analysis & distribution __ 5](#)[Standard formats __ 7](#)[Topics and production dates __ 8](#)[Cover pages __ 10](#)[Special formats __ 11](#)

Newsletter LU-Mail __ 14

[Publication dates __ 15](#)[Formats, Prices, Reach __ 17](#)[Stand-Alone-Newsletter __ 18](#)

Website LU-Web.de __ 19

[Formate, Preise, Reichweite __ 20](#)[Online-Advertorial __ 21](#)[PR and Event Packages __ 22](#)

Cross-media Solutions __ 23

[Smart Reach Package __ 23](#)[Boost Visibility Package __ 23](#)[Performance Impact Package __ 23](#)[Premium Exposure Package __ 23](#)

Social Media __ 24

[Facebook & Instagram __ 25](#)

Specials – insividual solutions __ 26

[Reprints __ 27](#)[LU-Spezial __ 28](#)[Webinar __ 28](#)[Customer magazine __ 29](#)[Market research __ 29](#)

Technical Data __ 30

[Magazine formats __ 30](#)[Inserts __ 31](#)[LU-Mail __ 32](#)[LU-Web.de __ 33](#)[Discounts __ 34](#)[Cancellation & legal notes __ 34](#)[Payment terms __ 34](#)

Contacts __ 35

Publisher details __ 36



LOHNUNTERNEHMEN – the media for decision-makers

Machines, people, and responsibility: Contractors in agriculture, municipal services, and specialized segments are on the front line every single day. Anyone aiming to operate successfully needs solid information, reliable technology – and strong partners.

LOHNUNTERNEHMEN delivers exactly that: a value-driven media brand that integrates advertising into a highly relevant editorial context.

Profile

LOHNUNTERNEHMEN is the leading media brand for the agricultural contracting sector in Germany and the German-speaking regions – targeted, practice-oriented, and independent. At the center are the people, machines, and markets that drive contractors. As the only specialized trade medium, LOHNUNTERNEHMEN addresses exclusively decision-makers, business owners, and senior employees in contracting companies – across agriculture, municipal services, and forestry.

With a **monthly magazine** (circulation: **5,538 copies** [IVW II/25], reader pass-along factor **3.75 = over 20,000 contacts per issue**) and a strong **digital portfolio** (website, newsletter, social media), LOHNUNTERNEHMEN offers high visibility within an audience that is ready to invest.

The **biweekly newsletter LU-Mail** reaches **5,862 subscribers** (as of July 2025), generating **up to 3,460 opens** and **up to 1,080 clicks per issue**. The website **LU-Web.de** records an average of **9,772 page views**, **6,753 sessions**, and **8,552 unique page views** per month (first half of 2025).

For advertisers, this means:

- **High reach** with virtually no waste coverage
- **Direct access** to decision-makers and technical professionals
- **Strong interaction rates** through relevant content
- **Flexible cross-media packages** with clear target group focus

LOHNUNTERNEHMEN is the key to the most important target group in the agricultural contracting sector – where technology is not just viewed, but purchased, used, and recommended.

LOHNUNTERNEHMEN is the official organ of the contractors' association BLU

The Bundesverband Lohnunternehmen e. V. (Federal Association of Contractors) and its state associations are the professional and industry representation of German contractors. From the very beginning, LOHNUNTERNEHMEN has been the official association medium.

The media data for the BLU Yearbook can be found online at lu-web.de/marketing.

Official publication of the contractors' association BLU.



The Magazine

LOHNUNTERNEHMEN is published monthly (12 issues per year) and reaches decision-makers in agricultural contracting companies directly. It offers prime placements for your advertising – classic, visible, and effective.

Circulation: 5,538

copiesReach: 5,538 × 3.75 readers = 20,768 reader contacts per issue

Acceptance: 98% of readers prefer print (DeLuTa survey 2024)



Circulation & Volume – Verified figures you can trust

Our circulation is regularly audited by IVW (German Audit Bureau of Circulation). This ensures that all reach figures are transparent, verifiable, and independently certified.

20,779 reader contacts
(print × 3.75 + ePaper)



Print/ePaper circulation (IVW II/2025)			
	Abroad		
	print		ePaper
Circulation	5,538	344	11
Sold circulation	2,765	315	7
Subscriptions	2,640	274	5
Single copy sales	0		0
Other sales	125	41	1
Free copies	2,773	29	4
Print run	5,700		

Analysis of total page volume 2024	Pages	Percent
Total produced	840	100
Editorial	657	78
Advertising	183	22

By Country*	
Austria	80
Belgium	7
Canada	1
Switzerland	208
Germany	4,966
Denmark	3
France	5
Hungary	2
Italy	4
Luxembourg	14
Norway	2
Netherlands	17
New Zealand	1
Poland	1
USA	1
Total	5,310

By Postal code Region*	
Zone 0	185
Zone 1	228
Zone 2	1,141
Zone 3	768
Zone 4	823
Zone 5	423
Zone 6	201
Zone 7	276
Zone 8	480
Zone 9	441
Abroad	344
	5,310

By Federal State (Germany)*	
Abroad	344
Bavaria	769
Baden-Württemberg	418
Berlin	34
Brandenburg	122
Bremen	4
Hamburg	13
Hesse	268
Mecklenburg-Western Pomerania	97
North Rhine-Westphalia	1,067
Lower Saxony	1,158
Rhineland-Palatinate	206
Saxony-Anhalt	132
Saxony	95
Saarland	22
Schleswig-Holstein	511
Thuringia	50
	5,310

* Average 1st half-year 2025



“As a software provider, we deliberately choose LOHNUNTERNEHMEN – because print simply works with this target group. The results prove us right.”

Laura Stock, Marketing,
betriko GmbH



AGRARMONITOR



General

Magazine

Newsletter

Website

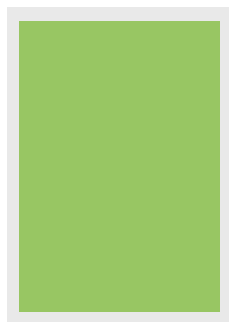
Cross-media

Social Media

Specials

Technical Data

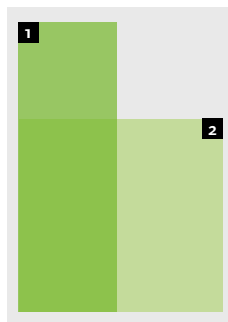
Contacts



1/1 page 4c

€ 5,590

190 × 270 mm
trim size:
210 × 297 mm

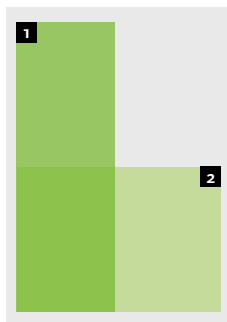


2/3 page 4c

€ 4,245

1 vertical
125 × 270 mm
trim size:
135 × 297 mm

2 horizontal
190 × 180 mm
trim size:
210 × 190 mm

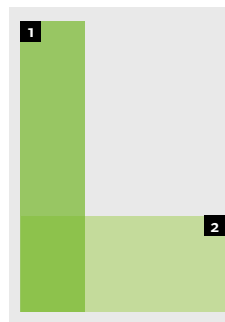


1/2 page 4c

€ 3,210

1 vertical
92 × 270 mm
trim size:
102 × 297 mm

2 quer
190 × 135 mm
trim size:
210 × 145 mm

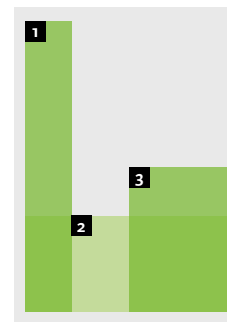


1/3 page 4c

€ 2,485

1 vertical
60 × 270 mm
trim size:
70 × 297 mm

2 horizontal
190 × 90 mm
trim size:
210 × 100 mm



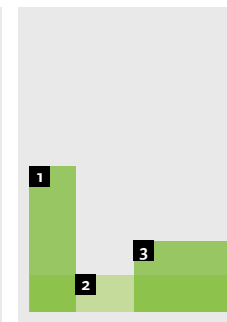
1/4 page 4c

€ 1,875

1 vertical
45 × 270 mm
trim size:
55 × 297 mm

2 horizontal
190 × 66 mm
trim size:
210 × 76 mm

3 corner
92 × 135 mm



1/8 page 4c

€ 1,020

1 vertical
45 × 135 mm

2 horizontal
190 × 35 mm

3 corner
92 × 66 mm

Further details on trim sizes, bleed, and the placement of text and images can be found in the Technical Data section.

Topics and production dates

Lohnunternehmen



General	Magazine	Newsletter	Website	Cross-media	Social Media	Specials	Technical Data	Contacts
---------	----------	------------	---------	-------------	--------------	----------	----------------	----------

Issue	Termine		Topics	Trade Fairs
1/26	B A P	03.12.2025 10.12.2025 02.01.2026	Municipal services, organic fertilization, crop production/ protection, tires / parts / service	Internationale Grüne Woche, Berlin, 16.–25.01.2026
2/26	B A P	14.01.2026 21.01.2026 06.02.2026	Agrologistics / loading technology, organic fertilization, crop production/protection, tires / parts / service	
3/26	B A P	11.02.2026 18.02.2026 06.03.2026	Seeding, tillage, forestry, forage harvesting, crop production/ protection	Forst Live, Offenburg, 27.–29.03.2026
4/26	B A P	11.03.2026 18.03.2026 02.04.2026	Seeding, tillage, forage harvesting, municipal services, organic fertilization, crop production/protection	
5/26	B A P	15.04.2026 22.04.2026 08.05.2026	Forestry, forage harvesting, crop production/protection, tires / parts / service	
6/26	B A P	13.05.2026 20.05.2026 05.06.2026	Agrologistics / loading technology, forage harvesting, crop production/protection	DLG Field Days, Bernburg-Strenzfeld, 16.–18.06.2026
7/26	B A P	10.06.2026 17.06.2026 03.07.2026	Grain harvesting, earthworks / civil engineering / road construction, forage harvesting, organic fertilization, crop production/protection	

B = Booking A = Artwork P = Publication

Status: 09/2025 – subject to change.



Issue	Termine		Topics	Trade Fairs
8/26	B A P	15.07.2026 22.07.2026 07.08.2026	Grain harvesting, forestry, crop production/protection, tires / parts / service	
9/26	B A P	12.08.2026 19.08.2026 04.09.2026	Seeding, tillage, landscaping (GaLaBau), forage harvesting, crop production/protection	Potato Europe, Springe, 09. + 10.09.2026, GaLaBau, Nuremberg, 15.–18.09.2026
10/26	B A P	09.09.2026 16.09.2026 02.10.2026	Agrologistics / loading technology, forage harvesting, municipal services, crop production/protection	Interforst, Munich, 15.–18.10.2026
11/26	B A P	14.10.2026 21.10.2026 06.11.2026	DeLuTa, organic fertilization, crop production/protection, tires / parts / service	EuroTier, Hanover, 10.–13.11.2026
12/26	B A P	04.11.2026 11.11.2026 27.11.2026	DeLuTa, forestry, municipal services, organic fertilization, crop production/protection	DeLuTa, Bremen, 02. + 03.12.2026
1/27	B A P	09.12.2026 16.12.2026 08.01.2027	Earthworks / civil engineering / road construction, organic fertilization, crop production/protection, tires / parts / service	

B = Booking A = Artwork P = Publication

Status: 09/2025 – subject to change.



The current editorial schedule is available at:

www.lu-web.de/marketing/themenplan

Or register here to receive the latest editorial plan directly by e-mail:

lu-web.de/marketing/themenplan/newsletter

Advertising on the cover pages

Lohnunternehmen



General

Magazine

Newsletter

Website

Cross-media

Social Media

Specials

Technical Data

Contacts

The cover pages are among the most exclusive ad placements in the magazine:

- U2 (inside front cover)
- U3 (inside back cover)
- U4 (back cover)

Advantage: Printed on heavier paper (250 g/m²) for maximum impact.

Format: Full page (210 × 297 mm) + 3 mm bleed on all sides.

Rates – Cover pages

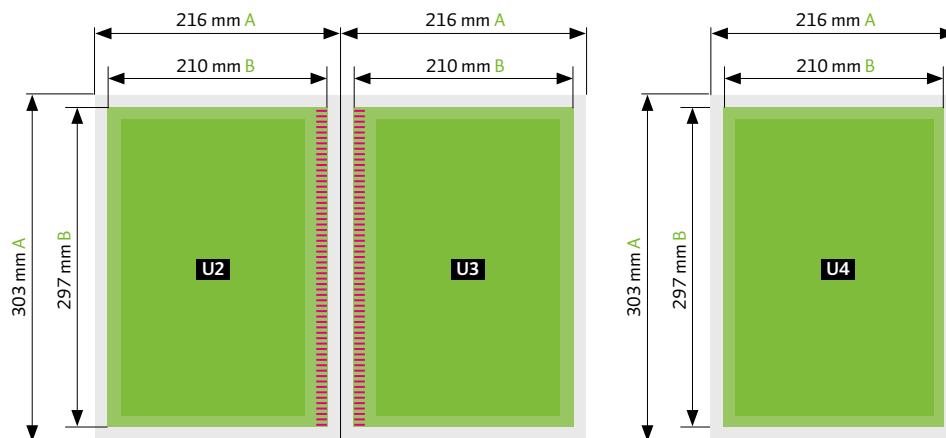
Inside front cover 4c	€ 6,000
Inside back cover 4c	€ 6,000
Back cover	€ 6,000

Optional:

Personalized cover pages

On request we produce recipient-personalized ads — a highly attention-grabbing special format with maximum relevance.

Price: on request.



A = data size

216 mm × 303 mm

B = final size

210 mm × 297 mm

Safety margin

3 mm from the edge,
8 mm in the gutter (U2 & U3)
Due to perfect binding 
5 mm of the gutter area is not visible.



General

Magazine

Newsletter

Website

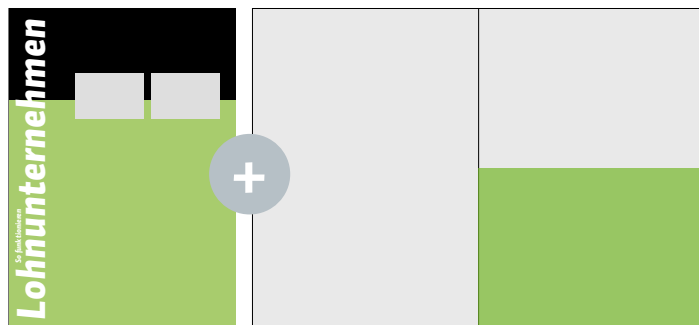
Cross-media

Social Media

Specials

Technical Data

Contacts



Cover Image Ad Package

- Action photo on the front cover (210 × 217 mm incl. bleed)
- Plus a 1/2 page horizontal ad inside

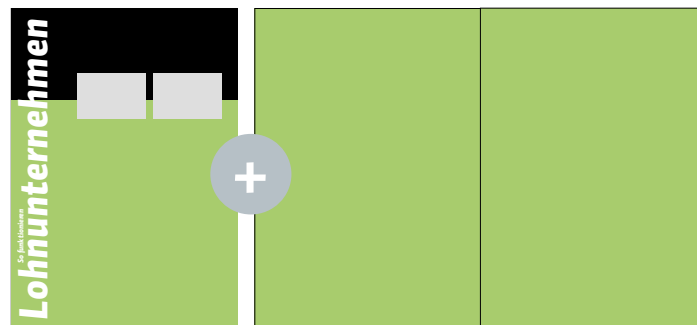
Advantages: High visibility through the cover and an additional 1/2 page ad in the front section of LOHNUNTERNEHMEN.

Price – Cover Image Ad Package

Action photo + 1/2 page € 5,170



A template of the front cover for inserting your action photo is available here:
<https://lu-web.de/marketing/beispiele/>



Title Story

- Action photo on the front cover (210 × 217 mm incl. bleed)
- Plus an advertorial in the magazine (2/1 pages)

You provide the content and, if desired, we typeset it in the look & feel of LOHNUNTERNEHMEN. Alternatively, you may supply a finished double-page spread.

Advantages: High visibility through the cover placement combined with an extensive editorial-style presentation. Excellent price-performance ratio – the most premium image transfer in the magazine.

Price – Title Story

Cover image + 2/1 pages € 6,950

Best price-performance ratio

Special Advertising Formats

Lohnunternehmen



General

Magazine

Newsletter

Website

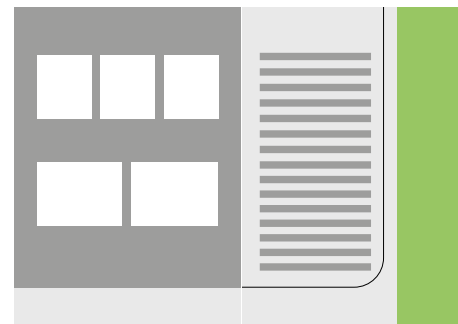
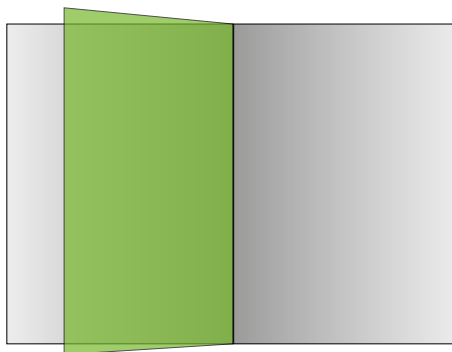
Cross-media

Social Media

Specials

Technical Data

Contacts



Expert Tip

Format: 1/3 page vertical, 70 × 297 mm + bleed

Advantage: A compact, recurring format to position yourself as a trusted professional source of advice. Present practice-oriented tips directly alongside your products.

Available as: 3, 6, or 12 insertions

Prices – Expert Tip	
3 insertions 4C	€ 6,680
6 insertions 4C	€ 13,000
12 insertions 4C	€ 23,000

“Starkes Stück” (Strong Piece)

Format: 2 × 1/1 page insert

Position: Glued inside the magazine (not loose), front & back side

Paper: Extra-strong (300 g/m²)

Advantage: Extremely eye-catching due to its strong material thickness – a real “board” inside the magazine.

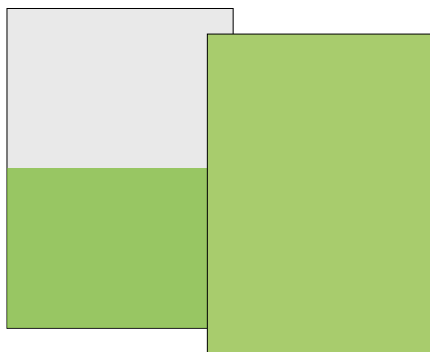
Price – Strong Piece	
Insert:	€ 9,125

Contents Page Ad

Format: 1/3 page vertical, placed next to the table of contents

Advantage: Premium position with maximum attention and immediate visibility when first opening the magazine. You and your product introduce the issue.

Price – Contents Page Ad	
1/3 page vertical:	€ 2,665


[General](#)
[Magazine](#)
[Newsletter](#)
[Website](#)
[Cross-media](#)
[Social Media](#)
[Specials](#)
[Technical Data](#)
[Contacts](#)


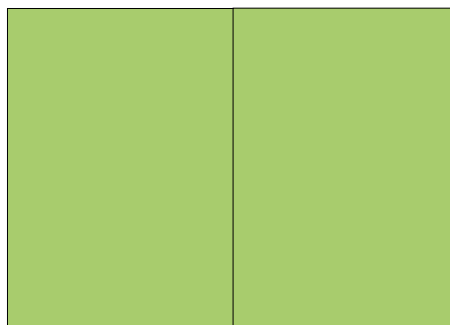
Advertorials

Format: 1/2 or 1/1 page

You provide the content – we design it professionally in the look & feel of LOHNUNTERNEHMEN, or you can supply a finished template.

Advantage: Editorial-style presentation of your content ensures high credibility.

Prices – Advertorials	
Full page (1/1):	€ 5,790
Half page (1/2):	€ 3,350



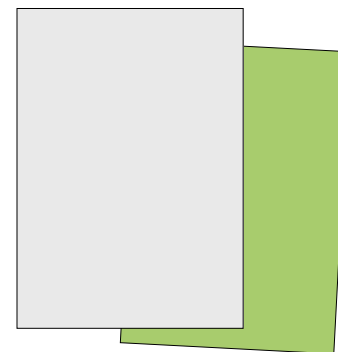
Editorial Advertorial

Format: minimum one double-page spread

Advantage: Our editorial team creates the content for you. You provide the topic – our professional journalists develop a high-quality article in the look & feel of LOHNUNTERNEHMEN.

A complete all-round package for you.

Price – Editorial Advertorials	
Double page (2/1):	€ 12,500



Inserts

Maximum size: 190 × 287 mm

Minimum size: 105 × 148 mm

Advantage: An insert in LOHNUNTERNEHMEN is more cost-efficient than a separate postal mailing – with the same visibility and direct target group reach. We are also happy to handle the printing for you.

Prices – Inserts	
up to 25 g:	€ 1,955
up to 50 g:	€ 3,145
up to 75 g:	€ 3,460

Other weights: on request

Newsletter LU-Mail

LU-Mail is the exclusive newsletter of LOHNUNTERNEHMEN – designed specifically for decision-makers in agricultural contracting companies. Published twice a month, LU-Mail delivers up-to-date professional information, market overviews, and targeted advertising opportunities with high interaction.

Subscribers: 5,862 (as of July 2025)

Opens: up to 3,460 total opens per issue

Clicks: up to 1,080 clicks per issue

Advantage: With LU-Mail, you advertise directly in the inbox of your target group – fast, digital, efficient, and with minimal waste coverage



	General	Magazine	Newsletter	Website	Cross-media	Social Media	Specials	Technical Data	Contacts
---	---------	----------	------------	---------	-------------	--------------	----------	----------------	----------

Issue	Booking	Publication
01/26	07.01.2026	13.01.2026
02/26	21.01.2026	27.01.2026
03/26	04.02.2026	10.02.2026
04/26	18.02.2026	24.02.2026
05/26	04.03.2026	10.03.2026
06/26	18.03.2026	24.03.2026
07/26	30.03.2026	02.04.2026
08/26	15.04.2026	21.04.2026
09/26	29.04.2026	05.05.2026
10/26	13.05.2026	19.05.2026
11/26	27.05.2026	02.06.2026
12/26	10.06.2026	16.06.2026

Issue	Booking	Publication
13/26	01.07.2026	07.07.2026
14/26	15.07.2026	21.07.2026
15/26	29.07.2026	04.08.2026
16/26	12.08.2026	18.08.2026
17/26	02.09.2026	08.09.2026
18/26	16.09.2026	22.09.2026
19/26	30.09.2026	06.10.2026
20/26	14.10.2026	20.10.2026
21/26	28.10.2026	03.11.2026
22/26	11.11.2026	17.11.2026
23/26	25.11.2026	01.12.2026
24/26	09.12.2026	15.12.2026



“We advertise in LU-Mail because it allows us to reach our audience with absolute precision – no detours, no waste coverage. The high interaction rate proves that our message gets through, because we present technology designed for contractors.

As Head of Press, I am responsible for media planning – and LU-Mail convinces me every time with its relevance, reach, and strong value for money. At LEMKEN, we rely on technology that works – and on media that do the same.”

Katrin Fischer,
Head of Press, Lemken GmbH & Co. KG





General

Magazine

Newsletter

Website

Cross-media

Social Media

Specials

Technical Data

Contacts

Formats & Prices

PR Ad	Image: 320 × 240 px Text: 400 characters total – up to 30 characters headline – up to 370 characters body text	€ 585
Double Banner	640 × 240 px + URL	€ 860
Banner	320 × 240 px + URL	€ 430
Online Advertorial in combination with LU-Web.de	Teaser in the newsletter plus full article (advertorial) on LU-Web.de (see p. 22)	€ 1,345
Stand-Alone-Newsletter	You provide the content, we design and send (see p. 19)	€ 2,015
Pole Position surcharge	(not discountable, no agency commission):	€ 75

Reach

5,862 subscribers (as of July 2025)

Up to 59 % total opens

Up to 1,080 clicks per newsletter

Tips for creating PR Ads:

1. Use a strong, striking image
2. Focus on a clear, concise message
3. Add a prominent call to action



Detailed specifications can be found in the
“Technical Data” section of these media data.



General

Magazine

Newsletter

Website

Cross-media

Social Media

Specials

Technical Data

Contacts

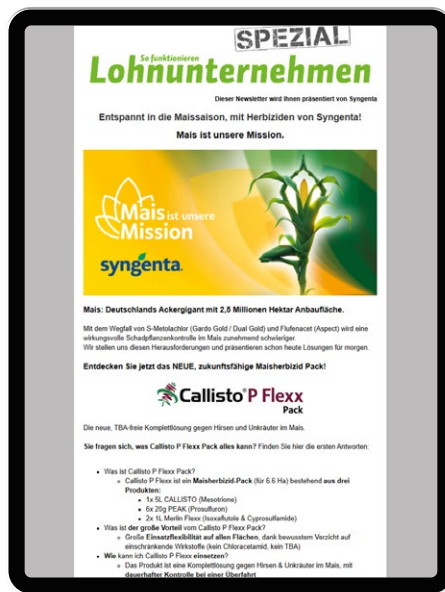
With the stand-alone newsletter you reach the contractors' community directly and exclusively. Your message takes center stage — with no other ads and no distractions. Each send goes to all LU-Mail recipients — currently 5,862 subscribers (as of July 2025).

We take care of the concept, design, and distribution.

If desired, we adapt the look to your corporate design so the newsletter fits your brand – while still being optimized for our audience.

Your benefits

- **100% exclusivity:** your message with no competition in the inbox
- **Guaranteed reach:** 5,862 recipients in an investment-driven target group
- **Design service:** implementation by us, adaptable to your CD
- **High efficiency:** more economical and targeted than postal mailings
- The stand-alone newsletter is the direct digital line to decision-makers who buy technology, commission services, and trigger investments.



Tips for designing stand-alone newsletters

1. Use striking visuals
2. Keep the core message clear
3. Add a prominent call to action

Your message —
sent exclusively

Structure

The newsletter is built from flexible content blocks. Possible blocks:

- Text only
- Image only
- Text & image (image left or right; one image per block)
- Image gallery

Technical notes

- Color codes can be used as guidance for layout (e.g., your CD colors)
- No limit on text length
- Rendering optimized for desktop and mobile devices

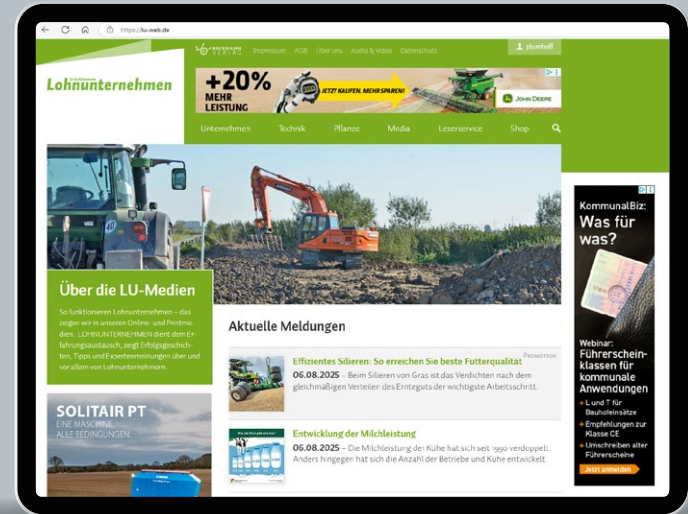
Detailed specifications can be found in the Technical Data section of these media data.

LU-Web.de

LU-Web.de is the central online portal of the LOHNUNTERNEHMEN media brand. Here, owners, staff, and decision-makers keep up with trends, technology, markets, and business management in agricultural contracting.

The focus is on relevant, practice-oriented content. Your ads are delivered with precision and without waste coverage – exactly where professionals look for expertise.

Targeted reach — not a mass channel. If you advertise here, you get found.



Formats & Prices

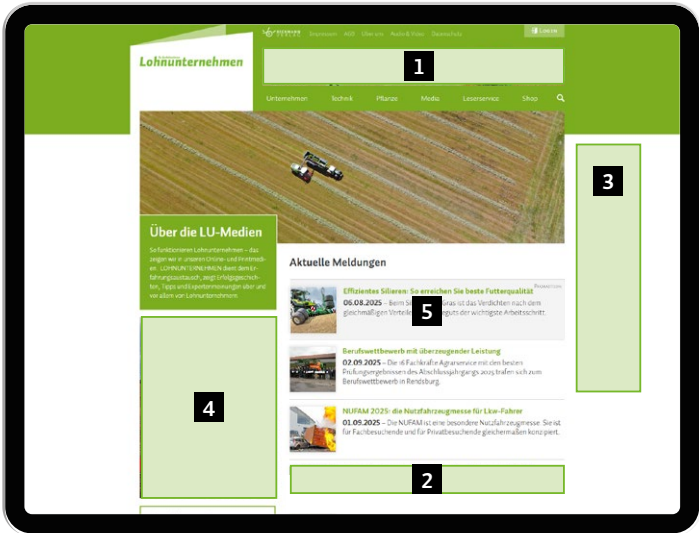
1 Super-Banner	728 × 90 px	€ 1,345
2 Fullsize-Banner	468 × 60 px	€ 725
3 Wide Skyscraper	160 × 600 px	€ 1,345
4 Sticky Box	400 × 600 px	€ 1,555
5 Online-Advertorial in combination with LU-Mail	Teaser in the newsletter plus full article (advertorial) on LU-Web.de (see p. 22)	€ 1,345

Reach (Ø 1st half-year 2025)

Page views: 9,772
Unique page views: 8,552
Sessions (visits): 6,753
Average dwell time: 76 seconds

Note: Usage is only recorded after explicit consent to tracking. This guarantees that your campaigns are run exclusively with data from users who have actively opted in – 100% GDPR-compliant.

Detailed specifications can be found in the Technical Data section of these media data.





Online Advertorial in combination with LU-Mail

The online advertorial is structured like editorial content but clearly labeled “Promotion.” Content consists of flexible blocks (text, images, gallery, video).

Placement

The advertorial remains in the **Top 5 news items** on the homepage for **30 days** and then moves further down, but stays accessible.

Distribution:

Additionally, one issue of **LU-Mail** includes a **teaser with a link** to the advertorial.

Detailed specifications can be found in the Technical Data section of these media data.

Extend your reach

Boost your advertorial's visibility with a social teaser on our Instagram and Facebook accounts – approx. 28,000 follower contact options – for only € 350.

Example teaser in LU-Mail



Gülleverschlauchung: Bodenschonende Schlagkraft
Perwolf Gülletechnik bietet mit seinen Lösungen für die bodenschonende Gülleausbringung per Verschlauchung eine schlagkräftige Alternative zur Ausbringung mit dem Gülleflüss.

Mehr erfahren

PROMOTION

Example teaser in LU-Web



Gülleausbringung per Verschlauchung: Bodenschonung bei maximalen Ausbringeleistungen
04.09.2025 – Perwolf bietet mit Lösungen für die bodennahe und -schonende Ausbringung per Gülleverschlauchung eine Alternative zur Ausbringung mit Gülleflüss.

PROMOTION



Gülleausbringung per Verschlauchung: Bodenschonung bei maximalen Ausbringeleistungen

Perwolf bietet mit Lösungen für die bodennahe und -schonende Ausbringung per Gülleverschlauchung eine Alternative zur Ausbringung mit Gülleflüss.

Der Spezialist für bodenschonende Gülleausbringung und innovative Maschinenbau für komplexe Gülleverschlauchungssysteme bewirkt den Einsatz auf kleinen und mittleren Betrieben zur Gülleausbringung. In mehr als 100 Jahren Erfahrung hat Perwolf die besten Lösungen für die Gülleausbringung entwickelt. Seit 1980 sind die Systeme weltweit in mehr als 100 Ländern im Einsatz.

vielen oder Schweinehaltung und Maschinenwirtschaften aus auch für Lohnunternehmen mit geringer Flächenleistung von 100 bis 200 ha/Tag konfiguriert.

Direktausbringung per Schlauch: Durch das Verlegen von Kunststoffschläuchen zwischen 100 m² und 1000 m² ist eine direkte Ausbringung möglich. Die Anlage wird am Gülleflüss auf dem Feld platziert, von dort aus wird der Transport durch den Schlauch geleitet. Auf dem Feld wird der Gülleflüss durch die Schlange geleitet und direkt in der Erde abgegeben. Diese Methode ist ideal für die Gülleausbringung in der Landwirtschaft, da sie die Gülle direkt in die Erde bringt und so die Bodenverschmutzung minimiert.

Diese Methode bietet eine flexible Lösung, um die Gülleausbringung in der Landwirtschaft zu vereinfachen. Die Anlage ist leicht zu transportieren und kann in verschiedenen Konfigurationen eingesetzt werden.

Welche Trends kommen bei der Gülleausbringung?

EUROSTAR-Neuheit 2024: Mit der neuen Neuentwicklung der **SLURRYJET 200**, die auf der Basis der **SLURRYJET 100** basiert, wird die Gülleausbringung in der Landwirtschaft noch einfacher. Die neue Maschine ist leicht zu transportieren und kann in verschiedenen Konfigurationen eingesetzt werden.

Newsletter

Perwolf ist ein Unternehmen, das Ihnen die besten Lösungen für die Gülleausbringung bietet. Wenn Sie mehr über unsere Produkte und Dienstleistungen erfahren möchten, abonnieren Sie unseren Newsletter.

Aktuelle Ausgabe

Die aktuelle Ausgabe des Perwolf-Magazins ist jetzt online verfügbar. Klicken Sie hier, um die Ausgabe zu lesen.



Press Release / Product News

Press releases and product news are in good hands with **LOHNUNTERNEHMEN**! On **lu-web.de**, we publish your news in the right editorial environment.

Structure

- Headline up to 50 characters
- Body text up to 1,000 characters
- Up to two product images
- Company logo
- Contact details

PR-Package	Fixed rate
1 publication/year:	€ 260
3 publications/year:	€ 725
6 publications/year:	€ 1,295
12 publications/year:	€ 2,070

Event Listing

Would you like to publish your training or event dates on **lu-web.de**? No problem – just send them to us.

Structure

- Headline up to 50 characters
- Body text up to 1,000 characters
- Up to two product images
- Company logo
- Contact details

Event-Package	Fixed rate
1 publication/year:	€ 260
3 publications/year:	€ 725
6 publications/year:	€ 1,295
12 publications/year:	€ 2,070

The screenshot shows the website of Lohnunternehmen. The main headline is "Digitale Leistungserfassung: Effizient nun per App". Below it, there is a sub-headline "Digitale Verwaltung in Lünen: Mit der App EineStadt werden öffentliche Arbeiten und Leistungen effizient erfasst und dokumentiert." The article text describes how the app helps in managing public works and services more efficiently. There are also images of people using the app. On the right side, there is a "Newsletter" sign-up form and a section for "Aktuelle Ausgabe" (Current Issue) of the magazine.

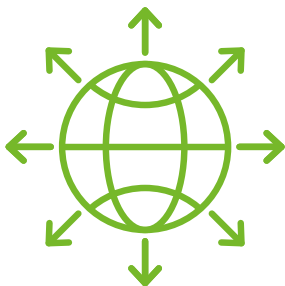


Cross-media Solutions – your message across all channels

One channel is good – the combination is better. With our cross-media packages you connect magazine, newsletter, and website, securing multiple contact points within the contracting community.

This means for you:

- More reach – in print & digital
- Stronger impact – maximized ad impressions
- Efficiency – one package instead of multiple bookings
- Attractive discounts – already included in the package price
- Precise targeting – no waste coverage



Smart Reach Package

Perfect entry point for cross-media presence

- 1/4 page in the magazine
- Banner in the newsletter
- Fullsize banner on the website

Boost Visibility Package

Strong visibility in the relevant target group

- 1/3 page in the magazine
- PR ad in the newsletter
- Fullsize banner on the website

Performance Impact Package

Maximum performance, optimally combined

- 1/2 page in the magazine
- PR ad in the newsletter
- Wide skyscraper on the website

Premium Exposure Package

Maximum visibility with an exclusive setup

- 1/1 page in the magazine
- Stand-alone newsletter
- Wide skyscraper on the website

Package Prices

	1 x	3 x	6 x	12 x
Smart Reach	€ 2,900	€ 8,600	€ 16,300	€ 29,000
Boost Visibility	€ 3,600	€ 10,800	€ 20,400	€ 36,400
Performance Impact	€ 4,900	€ 14,600	€ 27,700	€ 49,300
Premium Exposure	€ 8,600	€ 25,000	€ 48,000	€ 85,000

Reach

	1 x	3 x	6 x	12 x
	36,402	109,206	218,412	436,824

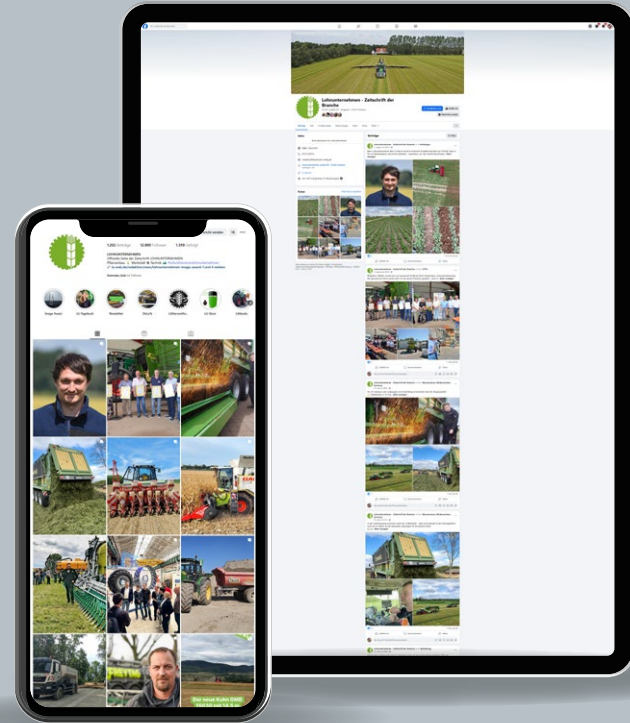
Insta & Facebook

Whether Instagram or Facebook – our community continues to grow. More than 28,000 followers use these channels to stay informed about technology, trends, and practice reports. Here you reach contractors exactly where they look for inspiration, practical know-how, and technology updates – with editorially curated content and precise targeting.

Instagram: 12,886 followers

Facebook: 15,943 followers

Status: August 2025





Sponsored Post (Native Integration)

You provide the content – we handle publication. Your post appears embedded among editorial posts and is perceived as part of the profile.

Advantages:

- Higher attention through its native look
- Placement via the editorial channel
- Ideal for technology or product presentations

Price – Sponsored Post

1 post on Instagram and Facebook (combined): € 550

Story Package (3–5 slides)

You provide image or video material, we publish it as an Instagram and Facebook story. Ideal for news or short, concise messages.

Advantages:

- Direct, visual appeal
- High attention in fast media consumption
- Strong addition to classic posts

Price: € 400 per post

Combination Package Post + Story

A sponsored post and an accompanying story package, cross-linked. For maximum visibility in both formats.

Advantages:

- Extended reach through double presence
- High recognition value
- Cheaper than individual booking

Price: € 800 per combination

Social Teaser for Online Advertorial

In combination with an online advertorial on LU-Web.de / LU-Mail. A post on Instagram and Facebook links directly to your advertorial and bridges the gap between background information and direct messaging.

Advantages:

- Increased reach through cross-channel linking
- Qualified user guidance to your content
- Ideal for content-driven campaigns

Price: € 350 per teaser (only bookable in combination with an advertorial)

Technical Specifications

Image and Video Posts

Image size: 1,080 × 1,080 px (square),
1,200 × 628 px (horizontal)

Video format: MP4 or MOV, max. 4 GB,
resolution 720p+,
aspect ratio 1:1 or 16:9

Text length: up to 125 characters

Video length: max. 60 seconds

Stories-Posts

Image size: 1,080 × 1,920 px (9:16)

Video length: max. 15 seconds

Video format: MP4 or MOV, max. 4 GB

Important

Short, concise texts and high-quality visual content maximize post performance.

Tailored for You

Some messages need more space than a single ad. Whether reprint, LU Special, webinar, customer magazine, or market research – with our customized solutions, you can position your company sustainably with your customers.



ADquation
Market Research
2. Ausgabe BiG X Magazin
TECHNICAL LAY

SURVEY NUMBER 21697
October 2021

Fragebogen zur Befragung eines Schädlingsbekämpfers

Guten Morgen / Tag / Abend, mein Name ist ... von der Fachzeitschrift BiG X. Wir führen derzeit eine Umfrage unter Schädlingsbekämpfungsentwicklern durch, um Ihre Tätigkeit, Ihre Bedürfnisse und Ihre Erwartungen besser zu verstehen. Können Sie einen Moment Zeit, um meinen Fragebogen zu beantworten?

WICHTIG:
Wenn der/die Befragte den Namen der Auftraggeber der Umfrage verlangt, geben Sie an, dass dieser am Ende der Umfrage genannt wird.
Wenn es notwendig ist, entfernen Sie ggf. deren, dass die Antworten anonym behandelt werden.
Die Befragung dauert ca. 20 Minuten.

1. Bietet Ihr Unternehmen die folgenden Dienstleistungen an? (Wählen, mehrere Antworten möglich)

- Schädlingsbekämpfung
- Insektenbekämpfung
- Vogelabwehr
- Brandbekämpfung
- Sonstige Dienstleistungen:

Wenn keine Schädlingsbekämpfung UND keine Insektenbekämpfung → STOP INTERVIEW
Wenn Schädlingsbekämpfung ODER Insektenbekämpfung → WEITER MIT FRAGE 2

2. Sind Sie in Ihrem Unternehmen für die Auswahl der Schädlingsbekämpfungslösungen verantwortlich? (Wählen, nur eine Antwort)

- Ja, Sie entscheiden alleine → WEITER MIT FRAGE 3
- Ja, Sie entscheiden mit Hilfe anderer Personen im Unternehmen → WEITER MIT FRAGE 3
- Nein → WÄHLEN SIE EIN EINIGIGKEIT MIT DEN VERANTWORTLICHEN PERSONEN (oder einer Person, die an den Entscheidungen beteiligt ist)



Your content – high-quality reprints

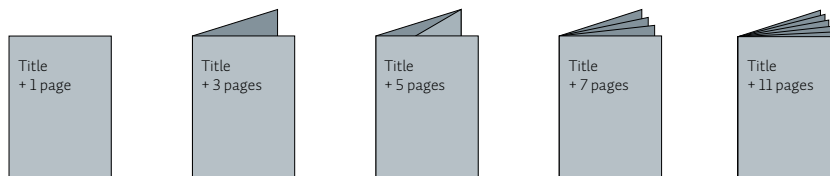
Has LOHNUNTERNEHMEN published an article about you that supports your marketing? Then secure your exclusive reprint!

Whether as a handout at events, as a mailing, an insert, or for display at your business – the reprint is a tangible medium that creates a lasting and credible impression.

Benefit from:

- High-quality print in the original magazine layout
- Customization options (e.g., with your logo, contact details, and ad)
- Strong impact in sales and marketing

Also available in digital format



Copies	2 pages	4 pages	6 pages	8 pages	12 Seiter
500	€ 1,200	€ 1,400	€ 2,000	€ 2,500	€ 3,500
1,000	€ 1,400	€ 1,600	€ 2,400	€ 3,000	€ 4,500
2,000	€ 1,600	€ 1,800	€ 2,800	€ 3,500	€ 5,500
3,000	€ 1,800	€ 2,000	€ 3,000	€ 4,000	€ 6,500
4,000	€ 2,000	€ 2,200	€ 3,200	€ 4,500	€ 7,300
5,000	€ 2,200	€ 2,400	€ 3,400	€ 5,000	€ 8,000
10,000	€ 3,000	€ 4,000	€ 5,000	€ 7,200	€ 11,000

Digital Version (PDF)	
1 page	€ 400
2 pages	€ 800
3 pages	€ 1,200
4 pages	€ 1,600
5 pages	€ 2,000
6 pages	€ 2,400
10 pages	€ 4,000



General

Magazine

Newsletter

Website

Cross-media

Social Media

Specials

Technical Data

Contacts



Your content
designed in
LU style

LU Special: Your company and your topics in the spotlight – exclusively staged

Starting from 12 pages, we produce your individual LU Special. Whether technology, solutions, or your company – we handle editorial work, layout, and production. You decide which topics and messages take center stage.

Distribution options:

- As direct mailing by post
- As insert in the LOHNUNTERNEHMEN magazine
- As sales material for your own use
- As web PDF for digital use

Content & design:

- Editorial content in cooperation with your team
- Designed in LU style or in your own corporate design

Price & scope: on request



Webinars: Your expertise – live and interactive

Would you like to showcase your expertise and address our community directly? Then an LU Webinar is the right format. We handle organization, promotion, and technology – you provide the topic and your expertise.

Services:

- Technical implementation by our team
- Promotion via LU channels (magazine, newsletter, website, social media)
- Follow-up including recording for your further use

Prices & services: on request



General

Magazine

Newsletter

Website

Cross-media

Social Media

Specials

Technical Data

Contacts



Customer Magazine: Showcasing your company

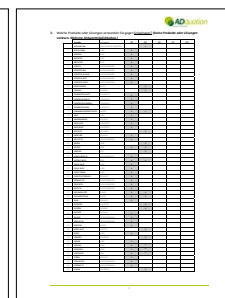
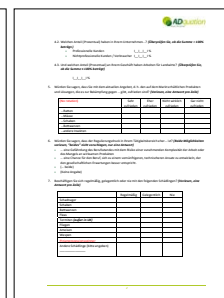
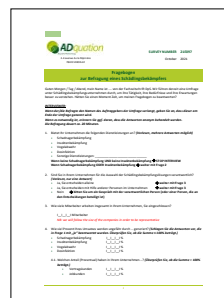
Do you want to inform your customers regularly, build emotional ties, and increase your brand value? Then let's develop your own customer magazine together. Whether print, digital, or both – we handle editorial work, design, and project management.

Your advantages:

- Added value for readers through in-depth content
- Positive image building
- Consistency in customer communication
- Support in recruiting skilled workers

Pricing:

From € 600 per page (incl. text & layout, excl. printing)
Special services (photography, illustration, etc.) upon request



Market Research: What does the target group really think?

Do you want to understand how your target group thinks, decides, or evaluates? With our support you gain reliable insights – directly from contractors' everyday business.

We offer individual solutions:

- Online surveys
- Telephone interviews
- Focus groups
- Qualitative individual interviews
- Combinations of several methods

Our service:

- Conception, implementation, and evaluation
- Results report with clear recommendations for action

Prices & services: upon request



Formats

Final format

DIN A4 (210 mm wide × 297 mm high)

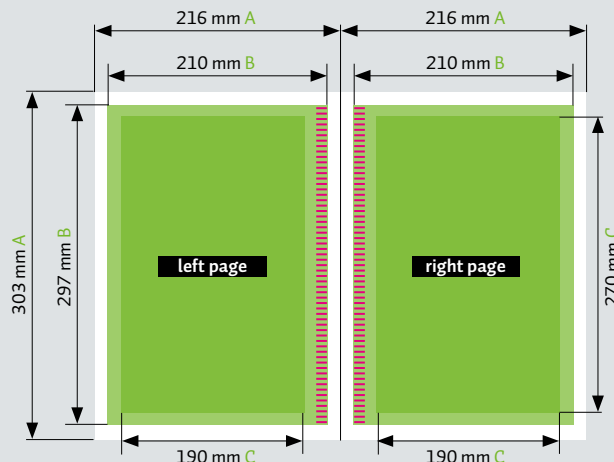
Type area

190 mm wide × 270 mm high

- 3 columns à 60 mm
- 4 columns à 45 mm

Print material

- Please supply print material by e-mail as print-ready high-resolution PDF file (preferably PDF/X-1a).
- Spot colors on request and at extra cost.
- Without a binding proof we cannot guarantee correct color reproduction.
- The sender is responsible for on-time delivery of print material. If deadlines are not met or technical specifications ignored and the ad cannot be printed, the publisher accepts no liability.
- Please design your ad according to the specifications. Price on request.
- Maximum file size for e-mail delivery: 20 MB. Alternatively, we can provide you with an upload link upon request.



A = data format
216 mm × 303 mm
B = final format
210 mm × 297 mm
C = type area
190 mm × 270 mm

Safety margin

3 mm from the edge,
5 mm in the gutter.
Due to perfect binding |||||
5 mm in the gutter is poorly visible.

Printing process / Processing

Sheet-fed offset, perfect binding, 4c according to Euroscale (ICC profile ISO Coated v2, FOGRA39)

Bleed

- Bleed allowance: 3 mm on all sides
- Critical design elements: at least 5 mm from trim size
- In the gutter: at least 10 mm safety margin (due to perfect binding)

Deadlines

Final deadline: Submission of print material according to the current editorial and production schedule.

The client is responsible for observing deadlines. If material is not delivered on time or is missing, the order will be invoiced in full.



Delivery

- Inserts must be supplied ready for processing.
- The delivery note must state title, issue, and number of copies.
- The client is responsible for the timely and complete arrival of inserts.
- The delivery deadline corresponds to the print material deadline (see schedule) and will also be confirmed in each order confirmation.

Delivery address:

Bonifatius Druckerei
Karl-Schurz-Straße
33100 Paderborn
Contact: Dominik Siebel

Formats & Weight

- Minimum format: DIN A6 (105 × 148 mm)
- Maximum format: 190 × 287 mm (1 cm smaller than A4)
- Weight classes: see rate card (up to 25 g, up to 50 g, up to 75 g; more on request)

Processing

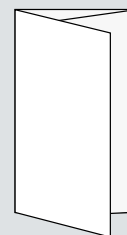
- Inserts are processed mechanically.
- Folded brochures can only be processed as cross fold, roll fold, or parallel center fold.
- Products with zig-zag fold cannot be processed mechanically.
- Inserts with 6-page gatefold can only be processed if the folded-in pages overlap by at least 2 cm.
- If an insert cannot be processed mechanically, the additional costs for manual insertion will be charged to the client.

Packaging

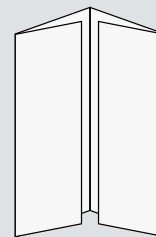
- Inserts must be delivered in packages of equal height, easy to handle.
- Mixed pallet deliveries are not permitted.

Important Notice

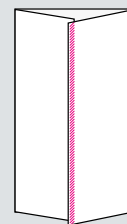
Failure to observe the specifications may result in exclusion of the insert without liability on the part of the publisher. The order will be invoiced in full.



6-page roll fold



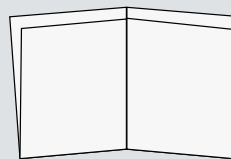
8-page gatefold



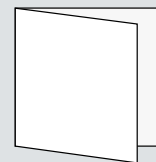
6-page gatefold
(pages must overlap
min. 2 cm)



6-page zig-zag fold
(not mechanically
processable)



8-page cross fold



4-page parallel
center fold



General Requirements

- Image files as jpg, png, or gif
- Image files separately, not embedded in a document
- Resolution max. 100 dpi

Important Note on Links and Tracking

- Tracking codes (UTM parameters) are automatically added to each URL for distribution, e.g.:
 - <https://your-site.de/product> →
 - https://your-site.de/product?utm_source=mailchimp&utm_medium=email&utm_campaign=xy
- The target page **must be able to allow or ignore** these parameters. Systems that block these additional parameters may lead to inaccessible pages.
- Please check in advance whether your website or shop system URLs are compatible with such tracking parameters.
- If the desired page cannot be accessed and this is not due to hidden errors on our side but due to technical problems on your side, we accept no liability.

PR Ad

- Image/banner: 320 × 240 px (W × H)
- Headline: up to 30 characters (total)
- Body text: up to 370 characters (total)
- URL

Double Banner

- 640 × 240 px (W × H)
- URL

Banner

- 320 × 240 px (W × H)
- URL

Stand-Alone Newsletter

- The newsletter is built from different content blocks. Possible are:
 - Text only
 - Image only
 - Text & image (left or right; one image per block possible)
 - Image gallery (only even number of images)
- Image files as jpg, png, or gif
- Image files separately, not embedded in a

document

- Resolution max. 100 dpi
- Max. file size per image: 150 KB
- Color codes as guideline possible (e.g. your corporate colors)
- Image across full width of the newsletter: 800–1000 px wide
- Image next to text: ideally 600 × 400 px or 400 × 600 px (automatically adjusted)
- Please provide texts as editable files (Word, Excel, RTF) or in the mockup – not embedded in images
- Links/URLs must be delivered completely with “https://”
- Mockup with text, divided into:
 - Text block content
 - Text-image block content (with image names)
 - Optional image credits
- No text length limitation
- Display optimized for desktop and mobile devices



Online Advertorial

The online advertorial consists of three parts: the teaser in LU-Mail, the teaser on LU-Web, and the actual advertorial.

Teaser in LU-Mail:

(linking to the advertorial on LU-Web.de)

- Headline: up to 50 characters
- Teaser text: up to 200 characters
- Image file: 600 × 400 px
- File formats: jpg, gif, png
- File size: max. 150 KB

Teaser on LU-Web:

- Headline: up to 55 characters
- Teaser text: up to 150 characters, SEO optimized
- The preview image is automatically generated from the first image in the text.

Advertorial on LU-Web.de:

- The online advertorial is built with different content blocks. Possible are:
 - Text only
 - Text & image (left or right; one image per block possible)
 - Image gallery
 - Embedding of a YouTube video

- Header image: 1920 × 600 px, optionally up to three images in rotation
- Images in content blocks: 600 × 400 px or 400 × 600 px
- First image identical to preview image
- Image galleries possible
- Linking to multiple URLs possible
- No character limit in the advertorial

Advertising Banners

Super Banner

- 728 × 90 px (W × H)

Fullsize Banner

- 468 × 60 px (W × H)

Wide Skyscraper

- 160 × 600 px (W × H)

Skyscraper

- 120 × 600 px (W × H)

Sticky Box

- 400 × 600 px (W × H)

General Requirements

- Files as jpg, png, or gif (no animated Flash files, HTML5 only on request)
- Max. 100 KB per banner
- Resolution: 72 dpi (web optimized)
- Target URLs must be supplied fully with “https://”

Animations (for GIF banners)

- Maximum duration per loop: 15 seconds
- Maximum 3 loops

Delivery & Deadlines

- At the latest 5 working days before campaign start to: media@beckmann-verlag.de
- No changes possible after campaign start

Duration

Banner runtime is at least 1 month (30 days), unless otherwise agreed.



Discounts

The discount scales apply per medium within the LOHNUNTERNEHMEN brand.

They do not apply across different media and not for inserts, surcharges, stand-alone newsletters, and specials.

By number of placements:

- 3 placements → 5 %
- 6 placements → 10 %
- 12 placements → 15 %
- 24 placements → 20 %

By pages:

- 1 page → 5 %
- 3 pages → 10 %
- 6 pages → 15 %
- 12 pages → 20 %

Cancellations & Legal Notes

Cancellation deadlines:

Cancellation free of charge is possible until the booking deadline.

Later cancellations will be charged in full.

Notes on implementation:

- All information in the media data is provided without guarantee.
- Changes remain reserved.
- The applicable VAT will be charged additionally.
- Invoices are sent automatically by e-mail.

Payment Terms

Payment within 21 days of invoice date without deduction.

Invoices are sent exclusively by e-mail to the address specified in the order.

Bank Details

Sparkasse Hannover
 IBAN: DE66 2505 0180 1000 0033 41
 BIC: SPKHDE2HXXX
 Volksbank eG
 IBAN: DE68 2519 3331 7010 6266 00
 BIC: GENODEF1PAT


[General](#)
[Magazine](#)
[Newsletter](#)
[Website](#)
[Cross-media](#)
[Social Media](#)
[Specials](#)
[Technical Data](#)
[Contacts](#)


Jens Noordhof
Head of Editorial



Jens Plumhoff
Head of Media Consulting



Verena Rust
Distribution



Sonja Schneider
Special Products



Uwe Wolffersdorf
Media Consulting

Media Consulting

Uwe Wolffersdorf
Jens Plumhoff (Head)
Tel. +49 5132 8591 20
media@beckmann-verlag.de

Special Products

Sonja Schneider
Jens Plumhoff (Head)
Tel. +49 5132 8591 20
media@beckmann-verlag.de

Editorial

Jens Noordhof (Head)
Tel. +49 5132 8591 40
redaktion@beckmann-verlag.de

Distribution

Verena Rust
Tel. +49 5132 8591 50
vertrieb@beckmann-verlag.de

Subscription / Reader Service

VU.SOLUTIONS GmbH & Co. KG
Tel. +49 6123 9238-257
beckmann-verlag@vuservice.de

Accounting

Tel. +49 5132 8591 60
buchhaltung@beckmann-verlag.de

Address for incoming invoices:

rechnungen@beckmann-verlag.de



Publisher Information

Beckmann Verlag GmbH & Co. KG
Rudolf-Petzold-Ring 9
31275 Lehrte
Germany
<https://beckmann-verlag.de/>

Local Court Hildesheim: HRA 31353
VAT ID No.: DE 115 054 958
General partner: becomm GmbH
Managing Director: Jan-Klaus Beckmann
Local Court Hildesheim: HRB 35675