



Media data 2022

Industry expertise
for contractors, current
and hands-on

LOHNUNTERNEHMEN
print and online

BLU-YEARBOOK

Price list no. 60

Foundation:
Official foundation
of the contractor
trade association

Publisher:
Peter Frank Beckmann

Publisher:
Jan-Klaus Beckmann

Editor in chief:
Jens Noordhof
Tel. +49 5132 8591-40
E-Mail: [redaktion@
beckmann-verlag.de](mailto:redaktion@beckmann-verlag.de)

Jahrgang:
75th year

Frequency of publication:
monthly

The magazine

LOHNUNTERNEHMEN is the only independent magazine in Germany whose content is exclusively focused on matters concerning contractors. Through close contact with readers and associations alike LOHNUNTERNEHMEN is able to create a mixture of topical content to cater to the information needs of its readers. Thanks to these ties we see an amazing connection emerging between the publication and its readers.

Online

The LOHNUNTERNEHMEN newsletter is the medium for the well-informed contractor. Our subscribers receive brand-new information and updates every month.

At lu-web.de you can find the LOHNUNTERNEHMEN internet portal, which contains current information on the industry sector and its associations.

The LU-Audio podcasts provide exciting content to listen to on the go. Our social media accounts on Facebook and Instagram complete our information offer.

Expertise and proximity to our readers are the strengths of our media centred around contractor business. This ensures we can provide our advertisers with the best potential contacts at the most important investors in agriculture - with maximal coverage of target groups.

What actually is a contractor?

Detailed information on the definition and the buying power of our target group can be found on page 4 and at www.lu-web.de/ marketing.

The association

The Bundesverband Lohnunternehmer e. V. (BLU) and its regional associations form the trade and advocacy group for German contractors.

LOHNUNTERNEHMEN has been, from the outset, the official association foundation.

The media data on the BLU yearbook can be found on page 16.

**Official foundation of the
contractor trade association**



Beckmann Verlag
GmbH & Co. KG
Rudolf-Petzold-Ring 9
31275 Lehrte

Our terms and conditions
can be found at
lu-web.de/marketing

Industry overview

What does it mean to be a contractor?

The industry has a number of different responses to this question. Which answer is the right one? We have provided a short list of definitions for you.

Contractors are ...

Wikipedia: „... Business people who, in the context of their company, provide commercial services for other companies.“

BLU e. V., produkt+markt: „... and occasionally farmers. Contractors for whom contracted services comprise over 50 % of their revenue are considered 'professional contractors' “

German Federal Labour Office: „... from a statistical perspective, whenever they have at least one employee who needs to pay social security contributions. However, these may be assigned to various economic classes or subclasses, depending on the primary focus of their work.“

Tax office: „... Companies whose revenue comprises more than 30% or € 100,000/year of external business operations.“

A manufacturer of agricultural technology: „... Companies using at least one of the machines from our range to carry out external business operations.“

Beckmann Verlag: „... Companies which refer to themselves as contractors or which purport to undertake external business operations in addition to their core business.“

Figures, facts, data

Just as the various definitions of the contractor target group differ somewhat, so too do the corresponding figures. We have compiled the most important information for you*:

Number of businesses in total	6,000 (+/- 10 %)
Total acquisition businesses	3,320
Businesses offering non-agricultural services	approx. 2,000
Total employees	between 29,000 and 44,000
Total revenue	2.81 bn.. €
Investment amount/year	585 m. €
Clients in agriculture	300,000

* (Sources: BLU e.V., German Federal Labour Office, BMELV, Franz et.al.)

Beckmann Verlag knows approx. 70 % of all contractors. Most of them personally in fact – at least, we know exactly which companies offer which services. We regularly ask the contractors for their opinion on current topics as part of our LU-Trend-Report.

Print number, coverage analysis, itemisation according to site and post-code

LOHNUNTERNEHMEN
Price list no. 60
as of January 2022

Sales:

Marie Sophie Appelbaum
(Head)
Tel. + 49 51 32 85 91-50
E-Mail:
vertrieb@beckmann-verlag.de

Media consulting:

Jens Plumhoff (Head)
Tel. + 49 51 32 85 91-21
Uwe Wolffersdorf
Tel. + 49 51 32 85 91-24
Andrea Heitmann
Tel. + 49 51 32 85 91-26

E-Mail:
media@beckmann-verlag.de

Print number:	
1st quarter 2021	Copies
Print number	5,700
Circulation	5,398
Sales	3,246
of which subscribers	2,742
of which other sales	511
Free copies	2,145

(Free subscription to training and further education „Specialist agricultural service“ or „Agricultural Service Master“.)

Geographical distribution according to post-code areas in 2020		
0	147	3 %
1	212	5 %
2	1,081	22 %
3	693	14 %
4	797	16 %
5	384	8 %
6	171	4 %
7	215	5 %
8	407	8 %
9	349	7 %
In Germany	4,456	92 %
Abroad	392	8 %
Yearly average	4,848	100 %

Coverage analysis	
(12 issues 2020)	
Coverage	832 pages = 100 %
Adverts	216 pages = 25 %
Editorial	616 pages = 75 %



It got exciting for us of DeLuTa 2018 in Bremen, because that's where we've interviewed the contractors reading reading habits, passing on the magazine to others and to the general impression.

Methodological information:

Survey period:

December 3rd and 4th, 2018

Place of survey:

Bremen, Exhibition hall 4

Data acquisition and

Evaluation: direct entry the data via tablet as well evaluation by the market research software www.questionpro.de

Sample:

random passing and responsive visitors

Total number of respondents

People: 152

considered answers for this evaluation

(= filter): 121 „Managing Director“ or „Senior executives“

Results of the reader survey at DeLuTa 2018

We asked: How many employees do the contractors have?



The wage companies have on average 10.9 employees and 14 seasonal workers.

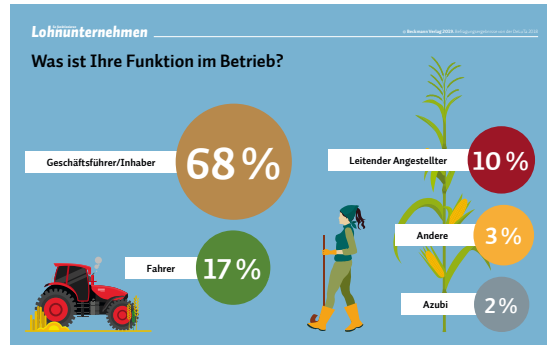
We asked: Do you pass the magazine on to your employees?



One copy of **LOHNUNTERNEHMEN** is read by 3.27 people

Results of the reader survey at DeLuTa 2018

We asked: What is your role in the company?



95% of the readers of **LOHNUNTERNEHMEN** are the decision-makers in the company!

We asked: How satisfied are you with the amount and depth of information to the individual areas?



Our readers feel well informed the magazine **LOHNUNTERNEHMEN!**

Result:

Good grades for LOHNUNTERNEHMEN: Over 91% of those surveyed appreciate the high level of professionalism competence. The overall grade from all Questions and assessments is 2.12.

Release	Order deadline	Print document deadline	Publication date	Projected focal themes		Fairs
01/22	08.12.2021	15.12.2021	07.01.2022	<ul style="list-style-type: none"> - Tillage - Forage, Silage - Slurry 	<ul style="list-style-type: none"> - Seeding Technology - Municipal Services 	
02/22	12.01.2022	19.01.2022	04.02.2022	<ul style="list-style-type: none"> - Agritechnica - Precision Farmin, Electronics - Forage, Silage 	<ul style="list-style-type: none"> - Slurry - Parts and components, Garage 	Agritechnica
03/22	02.02.2022	09.02.2022	25.02.2022	<ul style="list-style-type: none"> - Agritechnica - Tillage - Forage/silage 	<ul style="list-style-type: none"> - Forest - Slurry 	Agritechnica
04/22	09.03.2022	16.03.2022	01.04.2022	<ul style="list-style-type: none"> - Slurry - Tillage - Forage, Silage 	<ul style="list-style-type: none"> - Management, Financing, Insurance - Seeding Technology 	
05/22	06.04.2022	13.04.2022	06.05.2022	<ul style="list-style-type: none"> - Logistics, Commercial vehicles - Earthmoving, Civil engineering, Road construction 	<ul style="list-style-type: none"> - Slurry - Municipal Services - Tires, Caterpillars, Chassis 	Tiefbau live
06/22	11.05.2022	18.05.2022	03.06.2022	<ul style="list-style-type: none"> - Tillage - Harvesting technology - Forest 	<ul style="list-style-type: none"> - Wheel- and Telescopic Loaders - Tires, Caterpillars, Chassis 	DLG Feldtage
07/22	08.06.2022	15.06.2022	01.07.2022	<ul style="list-style-type: none"> - Solid manure/compost - Harvesting technology 	<ul style="list-style-type: none"> - Tillage - Management, Financing, Insurance 	
08/22	06.07.2022	13.07.2022	05.08.2022	<ul style="list-style-type: none"> - Corn/harvest/silage - Tillage 	<ul style="list-style-type: none"> - Harvest technology - Tires, Caterpillars, Chassis 	
09/22	10.08.2022	17.08.2022	02.09.2022	<ul style="list-style-type: none"> - Corn/harvest/silage - Precision farming 	<ul style="list-style-type: none"> - Forest - Logistics, Commercial Vehicles 	

Release	Order deadline	Print document deadline	Publication date	Projected focal themes		Fairs
10/22	07.09.2022	21.09.2022	07.10.2022	– Earthmoving, Civil engineering – Slurry	– Parts and components Garage – Tillage	
11/22	12.10.2022	19.10.2022	11.11.2022	– Slurry – Wheel- and Telescopic Loaders	– Sugar beet technology/transport – Tires, Caterpillars, Chassis	
12/22	09.11.2022	16.11.2022	02.12.2022	– Slurry – Forest	– Agricultural logistics – Tillage – Municipal Services	DeLuTa
01/23	30.11.2022	14.12.2022	06.01.2023	– Slurry – Tillage	– Forage, Silage – Tires, Caterpillars, Chassis	

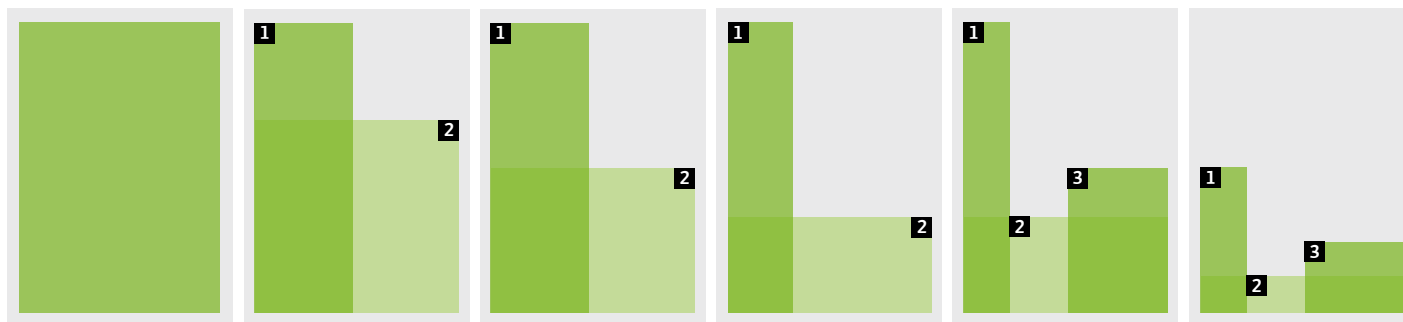
Plant cultivation and plant protection are ongoing topics in all issues of LOHNUNTERNEHMEN.

You can find the current plan of topics at:
www.lu-web.de/marketing/themenplan

Or register here for the thematic plan
to receive the latest news by e-mail:
lu-web.de/marketing/themenplan/newsletter



Format examples and prices

**1/1 page**

190 × 270 mm
with incision
210 × 297 mm

2/3 page

1 portrait
125 × 270 mm
with incision
135 × 297 mm

2 landscape
190 × 180 mm
with incision
210 × 190 mm

1/2 page

1 portrait
92 × 270 mm
with incision
102 × 297 mm

2 landscape
190 × 135 mm
with incision
210 × 145 mm

1/3 page

1 portrait
60 × 270 mm
with incision
70 × 297 mm

2 landscape
190 × 90 mm
with incision
210 × 100 mm

1/4 page

1 portrait
45 × 270 mm
with incision
55 × 297 mm

2 landscape
190 × 66 mm
with incision
210 × 76 mm

3 corner
92 × 135 mm

1/8 page

1 portrait
45 × 135 mm

2 landscape
190 × 35 mm

3 corner
92 × 66 mm

4c 4,900.00 €

4c 3,750.00 €

4c 2,830.00 €

4c 2,185.00 €

4c 1,650.00 €

4c 900.00 €

Preferred positions and specials

Title page package including product image (210 x 217 mm with incision and 1/2 page (210 x 145 mm with incision)	4,575.00 €
Address sheet ad (210x145 mm with incision)	1,750.00 €
Address sheet with ad and personalized text	1,800.00 €
Cover pages	5,300.00 €
Junior Page (148x210 mm with incision)	3,390.00 €
Contents section (70x297 mm with incision)	3,390.00 €
Advertorial, 1/1 page (210 x 297 mm with incision)	5,115.00 €
Advertorial, 1/2 page (102 x 297 mm with incision)	3,070.00 €
Special insert (400 g/m ² , 210 x 297 mm with incision, Front and back side)	8,600.00 €

Millimetre price

Column width 45mm, price per mm of height	
b/w	3.85 €
2-3c	5.85 €
4c	6.85 €

Additional charges (on the basic price)

per special colour	655,00 €
Numbering	15,00 €

Discount scaling

Series discount	Volume discount
3 x 5%	1 page 5%
6 x 10%	3 pages 10%
12 x 15%	6 pages 15%
24 x 20%	12 pages 20%

Enclosures

(not eligible for discounts)

Weight up to 25 g	1,725.00 €
Weight up to 50 g	2,755.00 €
More rates on request	

Minimum: 105 x 148 mm
Maximum: 190 x 277 mm

The enclosure prices refer to machine-processed inserts. Technical details, dispatch quantities and prices for hand-made enclosures upon request.

Inserts

on demand

Print documents

Please provide the print documents via email as a printable fine-data PDF file! Absolutely ensure to make a note of any special colours (Pantone, HKS). Without a binding proofread we shall assume no liability for the printing of colour adverts.

Print procedure/processing

offset/adhesive binding, 4c as per Euroscale, Cyan = HKS 47, Magenta = HKS 25, Yellow = HKS 3

Ad placement

Placement of the adverts outside of the preferred positions and special formats is done as well as is technically feasible.

Book format

DIN A4 210 mm wide x 297 mm long

Print space

190 mm wide x 270 mm long
3 columns, 60 mm each or 4 columns,
45 mm each

***Cropping Bleed**

for bleed formats add **3 mm on all sides**. Motif elements likely to be cropped out must each be at least 5 mm from the final trimmed size. For book finishing, adhesive binding requires at least 10 mm.

Print shop

Enclosures are to be delivered free with a classification note (title/book no./dispatch quantity) to our print shop:
Bonifatius Druckerei,
Karl-Schurz-Str. 26, 33100 Paderborn.

Terms of cancellation

Cancellation after the order deadline is not possible. The assignment will be billed in the full amount.

Payment conditions

Within 21 days of the billing date before deduction of discount. **The invoice is sent exclusively via automated email to the client's address or an email address given 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

The applicable VAT is additionally calculated for domestic orders.

The publisher's terms of business are applicable to all orders: these can be found at lu-web.de/marketing.

LU-Mail provides up-to-date news for the contractor industry and an overview of the latest content from the lu-web.de Internet portal. Currently free for over 6,800 recipients.

Recipients:

6,848, LU-Mail 13/2021

Data transfer:

per E-Mail to
media@beckmann-verlag.de

Technical data:

Data as png or gif,
up to approx. 50 kB

Deadlines

Release	Order and file deadline	Publication date
01/22	10.01.2022	14.01.2022
02/22	24.01.2022	28.01.2022
03/22	07.02.2022	11.02.2022
04/22	21.02.2022	25.02.2022
05/22	07.03.2022	11.03.2022
06/22	21.03.2022	25.03.2022
07/22	04.04.2022	08.04.2022
08/22	25.04.2022	29.04.2022
09/22	09.05.2022	13.05.2022
10/22	23.05.2022	25.05.2022
11/22	07.06.2022	10.06.2022
12/22	20.06.2022	24.06.2022
13/22	04.07.2022	08.07.2022
14/22	18.07.2022	22.07.2022
15/22	08.08.2022	12.08.2022
16/22	22.08.2022	26.08.2022
17/22	05.09.2022	09.09.2022
18/22	19.09.2022	23.09.2022
19/22	10.10.2022	14.10.2022
20/22	24.10.2022	28.10.2022
21/22	07.11.2022	11.11.2022
22/22	21.11.2022	25.11.2022
23/22	05.12.2022	09.12.2022
24/22	19.12.2022	23.12.2022



Formats and prices

1 Banner	320 × 240 pixels	400.00 €
2 PR-ad	320 × 240 pixels and 400 characters of continuous text (inc. spaces and punctuation)	515.00 €
3 Online-Advertorial	in combination with LU-Web.de	1,275.00 €
Pole-Position	Surcharge (net)	75.00 €

At lu-web.de you can find the LOHNUNTERNEHMEN internet portal which contains the latest news, podcasts and much more.

**JETZT GIBTS
WAS AUF
DIE
OHREN**



Podcast 950.00 €/month

LU-Audio includes

- Logo placement on the internet portal as well as with all promotion activities.
- Intro „This podcast is presented by [your name]“
- Outro with your message or a commercial break up to 10 seconds.

Internetportal

lu-web.de

Average hits per month

Page impressions: 28,263
Sessions: 9,423
Users: 7,255

Monthly Average January to August 2021
Source: Google Analytics

Technische Daten

Daten as png or gif.

Where banner spaces are occupied by multiple adverts, the banners alternate.



Formats and prices

1 Super-Banner

728 × 90 pixels 1,275.00 €

2 Wide Skyscraper

160 × 600 pixels 1,275.00 €

3 Fullsize-Banner

468 × 60 pixels 665.00 €

4 Skyscraper

120 × 600 pixels 1,070.00 €

5 Online-Advertorial

Start page, 1 month, in combination with LU-Mail 1,275.00 €

Prices per month and format, flexible processing times possible.



[www.facebook.com/
redaktionlohnunternehmen/](https://www.facebook.com/redaktionlohnunternehmen/)



[lohnunternehmen_zeitschrift](https://www.instagram.com/lohnunternehmen_zeitschrift/)

Facebook

Proximity to practice is not only important in our own channels. We are also close on Facebook – with 15,879 subscribers.

Let's move the community:

With an exciting „branded content“ post on our site, you can reach both contractors and their employees through us. Depending on the content of the branded content post, you may soon be „viral“ with us!

Formats and prices

Branded content post (each profile)	875.00 €
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Only one branded content post per month on our profile

Instagram

10,800 subscribers follow us on Instagram. Whether Stories-, Photo-, Video-, Carousel or Collection Ads: With LOHNUNTERNEHMEN your advertising is on the point! Talk to us about your advertising on our Instagram page - we are happy to advise you!



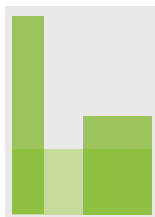
With our cross-media packages you can reach maximum ranges in the industry!

Target group contacts each circuit:

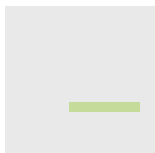
3 packages:
158,353 contacts
6 packages:
316,707 contacts
12 packages:
633,414 contacts

Basis S

1/4 page ad
in LOHNUNTERNEHMEN



Fullsize Banner on
LU-Web.de



Banner in LU-Mail

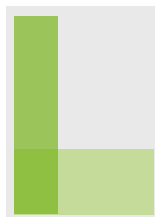


Frequenz

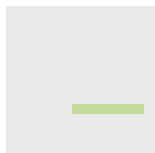
3 packages	7,500.00 €
6 packages	14,300.00 €
12 packages	27,000.00 €

Basis M

1/3 page ad
in LOHNUNTERNEHMEN



Fullsize Banner on
LU-Web.de



Banner in LU-Mail



Frequenz

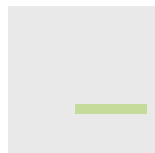
3 packages	9,000.00 €
6 packages	17,000.00 €
12 packages	32,200.00 €

Basis L

1/2 page ad
in LOHNUNTERNEHMEN



Fullsize Banner on
LU-Web.de



Banner in LU-Mail



Frequency

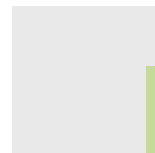
3 packages	10,500.00 €
6 packages	19,900.00 €
12 packages	37,500.00 €

Basis XL

1/1 page ad
in LOHNUNTERNEHMEN



Skyscraper on
LU-Web.de



PR-Ad in LU-Mail



Frequency

3 packages	16,600.00 €
6 packages	31,300.00 €
12 packages	59,000.00 €



DAS JAHRBUCH

Book format:
DIN A5,
148 mm × 210 mm

Print space:
124 mm × 176 mm, 2 columns,
58 mm each

Printing process:
Sheet offset/adhesive binding,
4c as per Euroscale

The themes:

- Opening greeting from BLU president
- Contractor profile
- Initial and continuing training, specialised farming services and agricultural services technician
- Contractors in Europe
- Business management at the contractor
- Employment and traffic law
- Presenting the associations
- Addresses

Publisher:



BLU Bundesverband
Lohnunternehmen e.V.

Display formats and prices (Colours according to Euro-scale, special colours upon request)

Format	Width × length in mm		b/w	2c	3c	4c	
	without incision	with incision*					
1/1 page	124 × 176	148 × 210	2,555.00 €	3,065.00 €	3,550.00 €	4,200.00 €	
1/2 page	124 × 88 58 × 176	quer 148 × 105 portrait 74 × 210	1,305.00 €	1,835.00 €	2,340.00 €	2,855.00 €	
1/3 page	124 × 58	landscape	148 × 70	860.00 €	1,405.00 €	1,940.00 €	2,465.00 €
1/4 page	124 × 44 58 × 88	landscape portrait	148 × 52	665.00 €	1,190.00 €	1,725.00 €	2,240.00 €
classified ads	60 × 30					190.00 €	

*Allow a bleed of 10 mm for bleed formats.

Deadlines

Release date Nov. 2022
Order deadline 07. Sept. 2022
Print document deadline 14. Sept. 2022

Discounts

Early-order discount
before 1. March 2022 5 %
4c-adverts from 1/4 page 15 %

Field

The contractor yearbook is the industry's standard issue document for a whole year. It contains facts, illustrates trends and solutions for all topics surrounding the work of contractors, their clients and their industrial and sales business partners. It is also the most important distributor directory for contractors.

Print number

4,000 copies

Publishing house

Beckmann Verlag GmbH & Co. KG
Rudolf-Petzold-Ring 9
31275 Lehrte
Telephone: +49 51 32 85 91-20
Email: media@beckmann-verlag.de