Price list Nr. 65

# Media Data 2027

print & digital










65

www.lu-web.de

Lohnunternehmen

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## 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.

## Short 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: **5,631 copies** [IVW II/26], reader pass-along factor **3.75 = over 21,100 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 **5,528 subscribers** (average for the first half of 2026). The website **LU-Web.de** records an average of **10,062 page views**, **6,933 sessions**, and **8,808 unique page views** per month (first half of 2026).

**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:** 5,631 copies
**Reach:** 5,631 × 3.75 readers = 21,116 reader contacts per issue
**Acceptance:** 98 % of readers prefer print (DeLuTa survey 2024)



## Circulation & Scope – 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.

**20,918 reader contacts**
(print × 3.75
+ ePaper)

| Print/ePaper circulation (IVW II/2026) | print | ePaper |
|---|---|---|
| Circulation | 5,631 | 72 |
| Sold circulation | 2,658 | 12 |
| Subscriptions | 2,540 | 10 |
| Other sales | 118 | 0 |
| Free copies | 2,973 | 50 |
| Print run | 5,700 | |

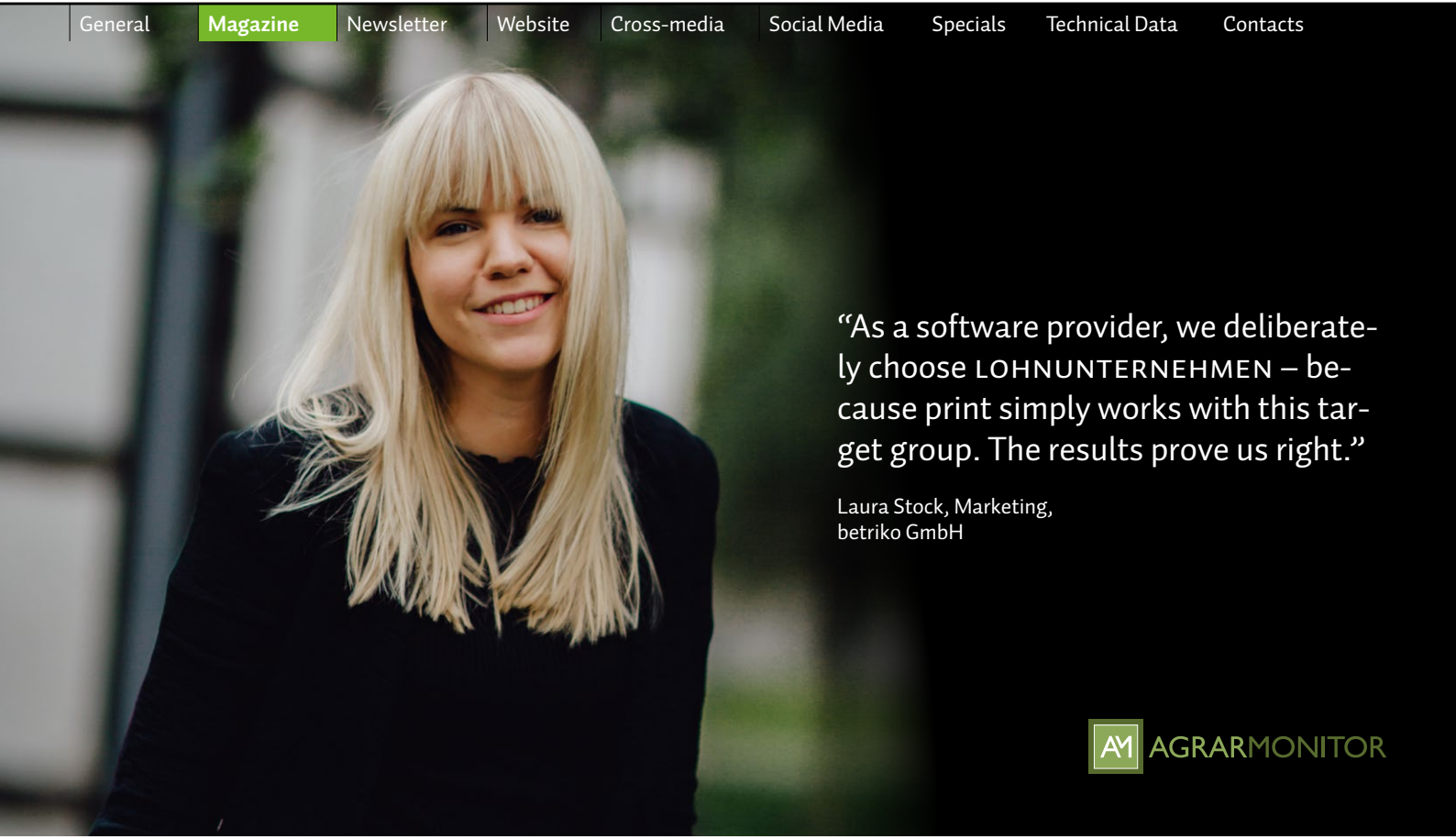
| Extent Analysis 2025 | Pages | Percent |
|---|---|---|
| Total produced | 840 | 100 |
| Editorial | 685 | 81.55 |
| Advertising | 155 | 18.45 |

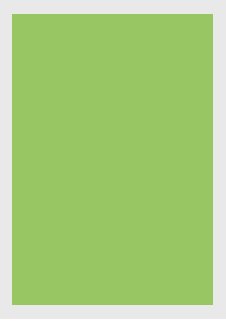
| By Country* | |
|---|---|
| Austria | 77 |
| Belgium | 7 |
| Canada | 1 |
| Switzerland | 192 |
| Germany | 5,032 |
| Denmark | 2 |
| France | 6 |
| Hungary | 2 |
| Italy | 4 |
| Luxembourg | 14 |
| Netherlands | 15 |
| New Zealand | 1 |
| Poland | 1 |
| Total | **5,354** |

| By Postal Code Region* | |
|---|---|
| Zone 0 | 194 |
| Zone 1 | 174 |
| Zone 2 | 1,137 |
| Zone 3 | 767 |
| Zone 4 | 823 |
| Zone 5 | 431 |
| Zone 6 | 224 |
| Zone 7 | 305 |
| Zone 8 | 523 |
| Zone 9 | 454 |
| Abroad | 322 |
| | **5,354** |

| By Federal State* | |
|---|---|
| Abroad | 322 |
| Bavaria | 817 |
| Baden-Württemberg | 459 |
| Berlin | 15 |
| Brandenburg | 106 |
| Bremen | 5 |
| Hamburg | 23 |
| Hesse | 300 |
| Mecklenburg-Western Pomerania | 78 |
| North Rhine-Westphalia | 1,073 |
| Lower Saxony | 1,147 |
| Rhineland-Palatinate | 218 |
| Saxony-Anhalt | 115 |
| Saxony | 113 |
| Saarland | 21 |
| Schleswig-Holstein | 493 |
| Thuringia | 49 |
| | **5,354** |

* Average 1st half of 2026

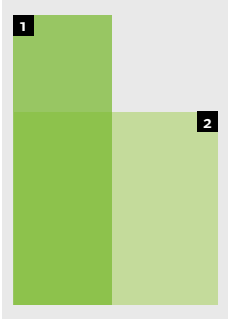

“As a software provider, we deliberately choose LOHNUNTERNEHMEN – because print simply works with this target group. The results prove us right.”
Laura Stock, Marketing,
betriko GmbH
AGRARMONITOR



## 1/1 page 4c

**€ 5,785**

190 × 270 mm
with bleed:
210 × 297 mm

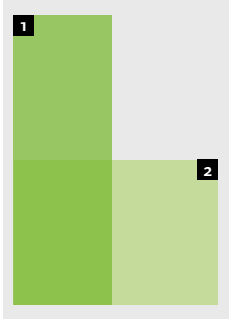



## 2/3 page 4c

**€ 4,395**

**1 portrait**
125 × 270 mm
with bleed:
135 × 297 mm

**2 landscape**
190 × 180 mm
with bleed:
210 × 190 mm

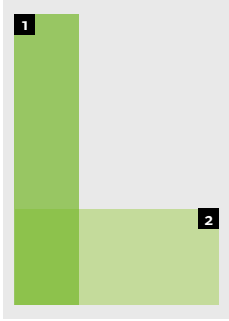



## 1/2 page 4c

**€ 3,320**

**1 portrait**
92 × 270 mm
with bleed:
102 × 297 mm

**2 landscape**
190 × 135 mm
with bleed:
210 × 145 mm

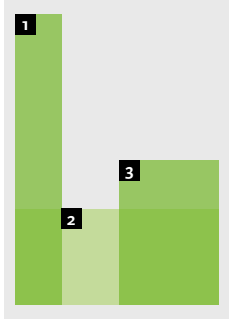



## 1/3 page 4c

**€ 2,570**

**1 portrait**
60 × 270 mm
with bleed:
70 × 297 mm

**2 landscape**
190 × 90 mm
with bleed:
210 × 100 mm



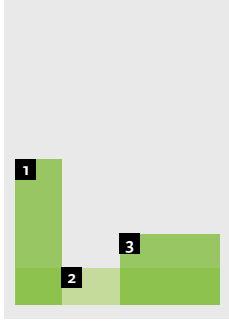

## 1/4 page 4c

**€ 1,940**

**1 portrait**
45 × 270 mm
with bleed:
55 × 297 mm

**2 landscape**
190 × 66 mm
with bleed:
210 × 76 mm

**3 corner**
92 × 135 mm




## 1/8 page 4c

**€ 1,055**

**1 portrait**
45 × 135 mm

**2 landscape**
190 × 35 mm

**3 corner**
92 × 66 mm

## Price per mm

per 1 mm height, single-column, 45 mm wide
**mono:** € 4.55
**4c:** € 8.05

Further information on bleed, trim allowance, and the placement of text and image elements can be found under Technical Data.

| Issue | Termine | | Topics | Trade Fairs |
|---|---|---|---|---|
| **1/27** | **BD**<br>**MD**<br>**PD** | Wed. 09 Dec 2026<br>Wed. 16 Dec 2026<br>Fri. 08 Jan 2027 | Municipal services, organic fertilization, crop production/protection, tires / parts / service | Grüne Woche, Berlin, 15–24 Jan 2027 |
| **2/27** | **BD**<br>**MD**<br>**PD** | Wed. 13 Jan 2027<br>Wed. 20 Jan 2027<br>Fri. 05 Feb 2027 | Agrologistics / loading technology, forestry, organic fertilization, crop production/protection | |
| **3/27** | **BD**<br>**MD**<br>**PD** | Wed. 10 Feb 2027<br>Wed. 17 Feb 2027<br>Fri. 05 Mar 2027 | Seeding, tillage, forage harvesting, crop production/protection | |
| **4/27** | **BD**<br>**MD**<br>**PD** | Wed. 10 Mar 2027<br>Wed. 17 Mar 2027<br>Fri. 09 Apr 2027 | Seeding, tillage, forage harvesting, organic fertilization, crop production/protection | Forestry live, Offenburg, 23–25 Apr 2027 |
| **5/27** | **BD**<br>**MD**<br>**PD** | Wed. 07 Apr 2027<br>Wed. 14 Apr 2027<br>Wed. 05 May 2027 | Forestry, forage harvesting, crop production/protection, tires / parts / service | |
| **6/27** | **BD**<br>**MD**<br>**PD** | Wed. 19 May 2027<br>Wed. 26 May 2027<br>Fri. 11 Jun 2027 | Agrologistics / loading technology, forage harvesting, municipal services, crop production/protection | demopark, Eisenach, 20–22 Jun 2027 |
| **7/27** | **BD**<br>**MD**<br>**PD** | Wed. 09 Jun 2027<br>Wed. 16 Jun 2027<br>Fri. 02 Jul 2027 | Grain harvesting, earthworks / civil engineering / road construction, forage harvesting, organic fertilization, crop production/protection | |

**BD = Ad booking deadline** **MD = Material deadline** **PD = Publication date**

Status: 10/2026 – subject to change.

| Issue | Termine | | Topics | Trade Fairs |
|---|---|---|---|---|
| **8/27** | **BD**<br>**MD**<br>**PD** | Wed. 14 Jul 2027<br>Wed. 21 Jul 2027<br>Fri. 06 Aug 2027 | Grain harvesting, forestry, crop production/protection, tires / parts / service | |
| **9/27** | **BD**<br>**MD**<br>**PD** | Wed. 11 Aug 2027<br>Wed. 18 Aug 2027<br>Fri. 03 Sept 2027 | Seeding, tillage, forage harvesting, crop production/protection | |
| **10/27** | **BD**<br>**MD**<br>**PD** | Wed. 15 Sept 2027<br>Wed. 22 Sept 2027<br>Fri. 08 Oct 2027 | Agrologistics / loading technology, forage harvesting, municipal services, crop production/protection | |
| **11/27** | **BD**<br>**MD**<br>**PD** | Wed. 13 Oct 2027<br>Wed. 20 Oct 2027<br>Fri. 05 Nov 2027 | Organic fertilization, crop production/protection, tires / parts / service | AGRITECHNICA, Hanover, 14–20 Nov 2027 |
| **12/27** | **BD**<br>**MD**<br>**PD** | Wed. 10 Nov 2027<br>Wed. 24 Nov 2027<br>Fri. 10 Dec 2027 | Forestry, municipal services, organic fertilization, crop production/protection | |
| **1/28** | **BD**<br>**MD**<br>**PD** | Wed. 08 Dec 2027<br>Wed. 15 Dec 2027<br>Fri. 07 Jan 2028 | Earthworks / civil engineering / road construction, organic fertilization, crop production/protection, tires / parts / service | |

**BD = Ad booking deadline** **MD = Material deadline** **PD = Publication date**

Status: 10/2026 – 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**

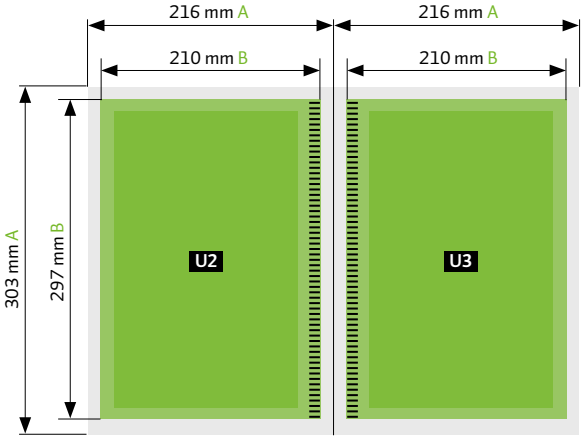
The cover pages are among the most exclusive ad placements in the magazine:

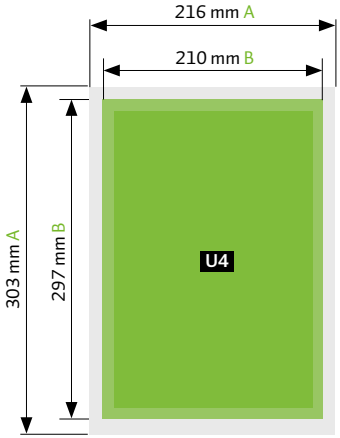
- U2 (inside front cover)
- U3 (inside back cover)
- U4 (back cover)

**Benefit:** Printed on heavier paper (250 g/m²) for maximum impact.
**Format:** Full page (210 × 297 mm) + 3 mm bleed on all sides.

| Prices – Cover Pages | |
|---|---|
| Inside front cover 4c | € 6,210 |
| Inside back cover 4c | € 6,210 |
| Back cover | € 6,210 |

***Optional:***
**Personalized cover pages**
On request we produce recipient-personalized ads — a highly attention-grabbing special format with maximum relevance.
Price: on request.

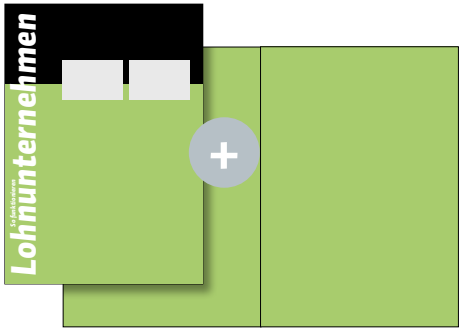


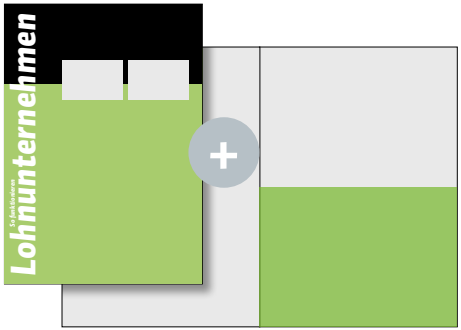



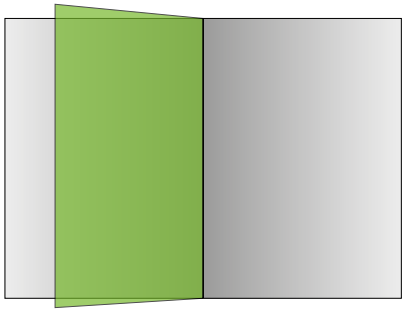

A = data size
216 mm × 303 mm

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.



Best Price-Performance Ratio

## Cover Story

– Action photo on the cover page (210 × 217 mm + 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.

**Benefits:** 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 – Cover Story | |
|---|---|
| Cover image + 2/1 pages | € 6,985 |

## Cover Page Ad Package

– Action photo on the cover page (210 × 217 mm + bleed)
– Half-page landscape ad inside the magazine

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

| Price – Cover Page Ad Package | |
|---|---|
| Action photo + 1/2 page | € 5,350 |

## "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)
**Benefit:** Extremely eye-catching due to its strong material thickness – a real "board" inside the magazine.

| Price – Strong Piece | |
|---|---|
| Insert: | € 9,445 |

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



## Expert Tip

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

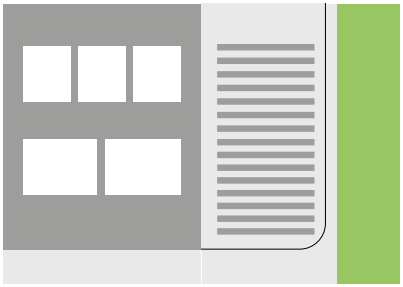
| Prices – Expert Tip | |
|---|---|
| 3 insertions 4C | € 6,880 |
| 6 insertions 4C | € 13,500 |
| 12 insertions 4C | € 23,700 |



## Junior Page

**Format:** 148 × 210 mm + bleed
**Benefit:** The unique placement within the editorial content – with text appearing above and to the left of the ad – combines the advertising impact of a traditional ad with a magagine-like appearance.

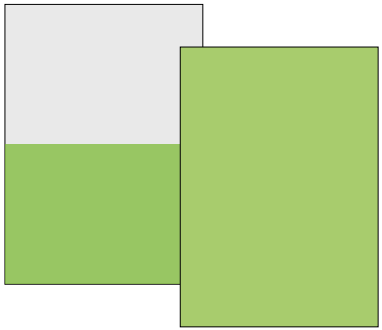
| Price – Junior Page | |
|---|---|
| Junior Page | € 3,980 |



## Contents Page Ad

**Format:** 1/3 page vertical, placed next to the table of contents
**Benefit:** Premium position with maximum attention and immediate visibility when first opening the magazine. You and your product introduce the issue.

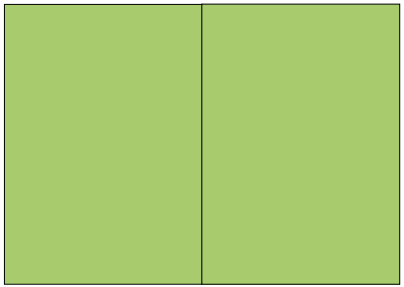
| Price – Contents Page Ad | |
|---|---|
| 1/3 page vertical | € 2,760 |



## 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.
**Benefit:** Editorial-style presentation of your content ensures high credibility.

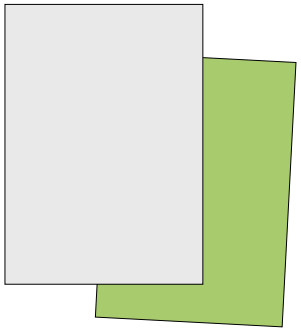
| Prices – Advertorials | |
|---|---|
| Full page (1/1): | € 5,780 |
| Half page (1/2): | € 3,465 |



## Editorial Advertorial

**Format:** minimum one double-page spread
**Benefit:** 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): | € 12,875 |



## Inserts

**Maximum size:** 190 × 277 mm
**Minimum size:** 105 × 148 mm
**Benefit:** 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: | € 2,025 |
| up to 50 g: | € 3,255 |
| up to 75 g: | € 3,580 |

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:** 5,528
**Open rate:** 19,87 %
(Ø 1st half of 2026)
**Benefit:** With LU-Mail, you advertise directly in the inbox of your target group – fast, digital, efficient, and with minimal waste coverage



| Issue | Booking Deadline | Publication Date |
|---|---|---|
| **01/27** | **Wed, 06 Jan 2027** | Tue, 12 Jan 2027 |
| **02/27** | **Wed, 20 Jan 2027** | Tue, 26 Jan 2027 |
| **03/27** | **Wed, 03 Feb 2027** | Tue, 09 Feb 2027 |
| **04/27** | **Wed, 17 Feb 2027** | Tue, 23 Feb 2027 |
| **05/27** | **Wed, 03 Mar 2027** | Tue, 09 Mar 2027 |
| **06/27** | **Wed, 17 Mar 2027** | Tue, 23 Mar 2027 |
| **07/27** | **Wed, 31 Mar 2027** | Tue, 06 Apr 2027 |
| **08/27** | **Wed, 14 Apr 2027** | Tue, 20 Apr 2027 |
| **09/27** | **Wed, 28 Apr 2027** | Tue, 04 May 2027 |
| **10/27** | **Wed, 12 May 2027** | Tue, 18 May 2027 |
| **11/27** | **Wed, 26 May 2027** | Tue, 01 Jun 2027 |
| **12/27** | **Wed, 09 Jun 2027** | Tue, 15 Jun 2027 |

| Issue | Booking Deadline | Publication Date |
|---|---|---|
| **13/27** | **Wed, 30 Jun 2027** | Tue, 06 Jul 2027 |
| **14/27** | **Wed, 14 Jul 2027** | Tue, 20 Jul 2027 |
| **15/27** | **Wed, 28 Jul 2027** | Tue, 03 Aug 2027 |
| **16/27** | **Wed, 11 Aug 2027** | Tue, 17 Aug 2027 |
| **17/27** | **Wed, 01 Sep 2027** | Tue, 07 Sep 2027 |
| **18/27** | **Wed, 15 Sep 2027** | Tue, 21 Sep 2027 |
| **19/27** | **Wed, 29 Sep 2027** | Tue, 05 Oct 2027 |
| **20/27** | **Wed, 13 Oct 2027** | Tue, 19 Oct 2027 |
| **21/27** | **Wed, 27 Oct 2027** | Tue, 02 Nov 2027 |
| **22/27** | **Wed, 10 Nov 2027** | Tue, 16 Nov 2027 |
| **23/27** | **Wed, 01 Dec 2027** | Tue, 07 Dec 2027 |
| **24/27** | **Wed, 15 Dec 2027** | Tue, 21 Dec 2027 |



"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

LEMKEN

## Formats & Prices

| | | |
|---|---|---|
| **1 PR Ad** | **Image:** 320 × 240 px<br>**Text:** 400 characters total<br>– up to 30 characters headline<br>– up to 370 characters body text | **€ 610** |
| **2 Double Banner** | 640 × 240 px + URL | **€ 895** |
| **3 Banner** | 320 × 240 px + URL | **€ 445** |
| **Online Advertorial in combination with LU-Web.de** | **Teaser in the newsletter plus full article (advertorial) on LU-Web.de**<br>(see p. 21) | **€ 1,395** |
| **Stand-Alone-Newsletter** | You provide the content, we design and send<br>(see p. 18) | **€ 2,095** |
| **Pole Position surcharge** | (not discountable, no agency commission): | **€ 75** |
| **Tech Ticker** | | **€ 155** |




### 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.

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.

**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
- **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 Creating 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

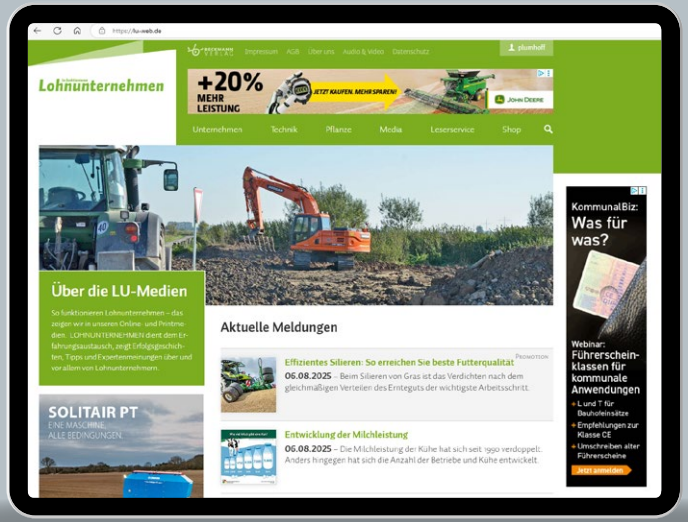
### Technical notes

- 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

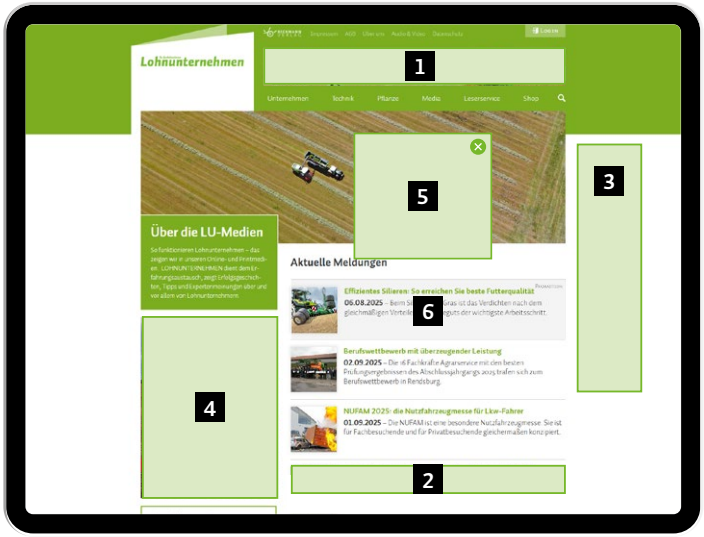
LU-Web.de is the central online portal of the LOHNUNTERNEHMEN media brand. Here, owners, staff, and decision-makers keep up with trends, technology, markets, and business management in agricultural contracting.
The focus is on relevant, practice-oriented content. Your ads are delivered with precision 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 | **€ 1,390** |
| 2 **Fullsize Banner** | 468 × 60 px | **€ 750** |
| 3 **Wide Skyscraper** | 160 × 600 px | **€ 1,390** |
| 4 **Sticky Box** | 400 × 600 px | **€ 1,610** |
| 5 **Site Overlay** | 600 × 400 px | **€ 4,990** |
| 6 **Online-Advertorial in combination with LU-Mail** | **Teaser in the newsletter *plus* full article (advertorial) on LU-Web.de** (see p. 21) | **€ 1,390** |




## Reach (Ø 1st Half of 2026)

Page views: 10,062
Unique page views: 8,808
Sessions (visits): 6,933
Average dwell time: 75 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**




**Example teaser in LU-Web**






## 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: | **€ 270** |
| 3 publications/year: | **€ 750** |
| 6 publications/year: | **€ 1,340** |
| 12 publications/year: | **€ 2,145** |

## 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: | **€ 270** |
| 3 publications/year: | **€ 750** |
| 6 publications/year: | **€ 1,340** |
| 12 publications/year: | **€ 2,145** |

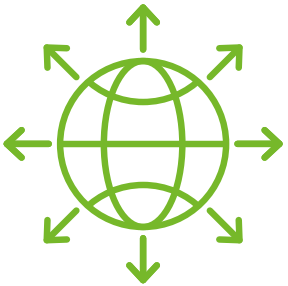


## Cross-media Solutions – Your Message Across All Channels

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

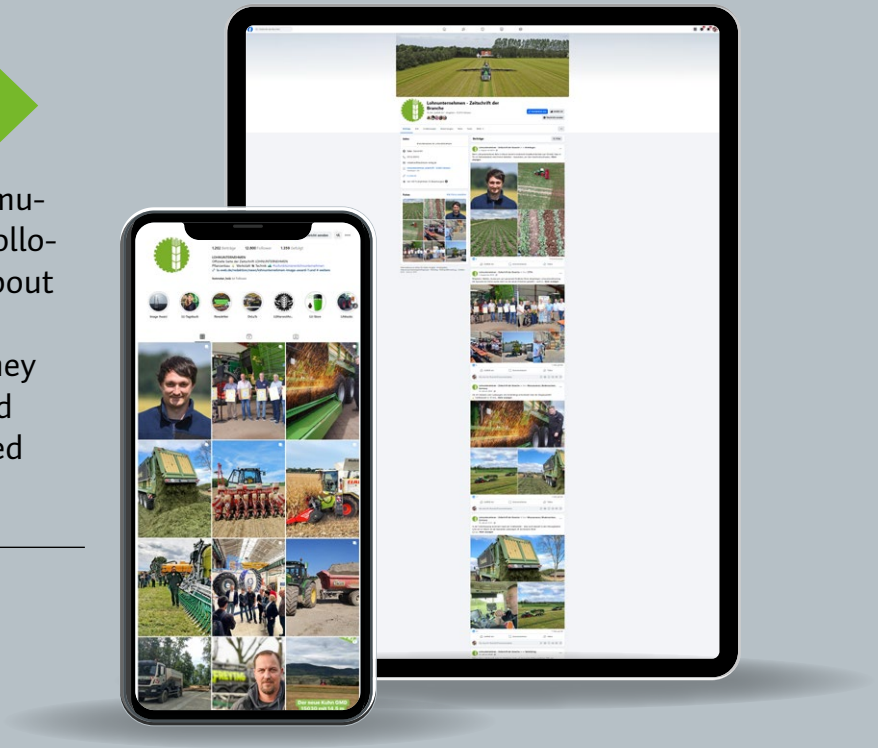
| | 1 x | 3 x | 6 x | 12 x |
|---|---|---|---|---|
| Smart Reach | € 3,000 | € 8,800 | € 16,500 | € 30,000 |
| Boost Visibility | € 3,800 | € 11,000 | € 21,500 | € 40,000 |
| Performance Impact | € 5,100 | € 15,000 | € 28,500 | € 50,000 |
| Premium Exposure | € 8,900 | € 26,000 | € 50,000 | € 88,500 |

## Reach

| 1 x | 3 x | 6 x | 12 x |
|---|---|---|---|
| 36,706 | 110,118 | 220,236 | 440,472 |

# Social Media

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:** 13,285 followers
**Facebook:** 16,462 followers
Status: Oct. 2026

## 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.

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

**Price:** 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.

**Benefits:**
- 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.

**Benefits:**
- 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.

**Benefits:**
- 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 (landscape) |
| **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 |

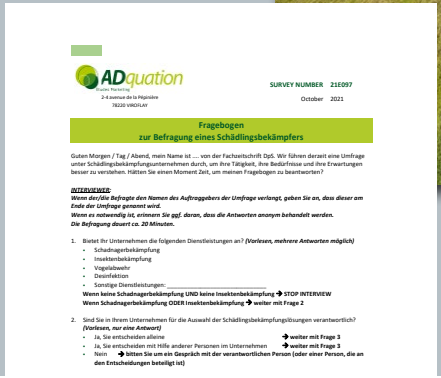
| Story posts | |
|---|---|
| **Image size:** | 1,080 × 1,920 px (9:16) |
| **Video length:** | max. 15 seconds |
| **Video format:** | MP4 or MOV, max. 4 GB |

**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

SURVEY NUMBER 21E097

October 2021

**Fragebogen**
**zur Befragung eines Schädlingsbekämpfers**

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

***INTERVIEWER:***
***Wenn das/die Befragte den Namen des Auftraggebers der Umfrage verlangt, geben Sie an, dass dieser am Ende der Umfrage genannt wird.***
***Wenn es notwendig ist, erinnern Sie ggf. daran, dass die Antworten anonym behandelt werden.***
***Die Befragung dauert ca. 20 Minuten.***

1. Bietet Ihr Unternehmen die folgenden Dienstleistungen an? ***(Vorlesen, mehrere Antworten möglich)***
   - Schadnagerbekämpfung
   - Insektenbekämpfung
   - Vogelabwehr
   - Desinfektion
   - Sonstige Dienstleistungen: _____

   **Wenn keine Schadnagerbekämpfung UND keine Insektenbekämpfung → STOP INTERVIEW**
   **Wenn Schadnagerbekämpfung ODER Insektenbekämpfung → weiter mit Frage 2**

2. Sind Sie in Ihrem Unternehmen für die Auswahl der Schädlingsbekämpfungslösungen verantwortlich? ***(Vorlesen, 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 → **bitten Sie um ein Gespräch mit der verantwortlichen Person (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!

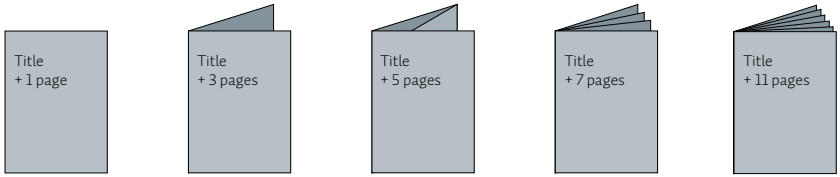
Whether as a handout at events, as a mailing, an insert, or for display at your business – the reprint is a tangible medium that creates a lasting and credible impression.

## 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 |




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







## 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 benefits:**
- 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




## Product & Image Films: Your Technology in Action

Would you like to present your company, your products or your applications effectively? We showcase your topics professionally – authentically, in a practical way and tailored to your target audience. From the initial idea to the finished film, we handle the concept, filming and production.

**Your benefits:**
- professional video communication
- products and applications presented in a practical way
- versatile use for the web, social media and sales
- potential to extend reach via our media channels

**Price:**
Customised quote on request

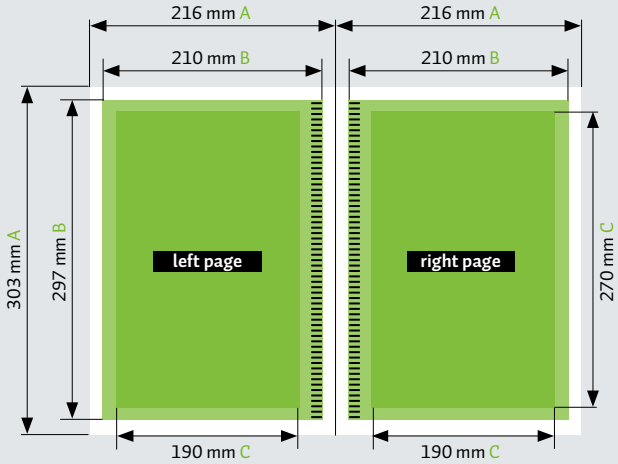
## Formats

**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.
– We'd be happy to design your ad. 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 trim size,
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

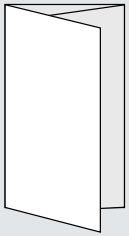
- Inserts are processed mechanically.
- Folded brochures can only be processed as cross fold, roll fold, or parallel center fold.
- Products with zig-zag fold cannot be processed mechanically.
- Inserts with 6-page gatefold can only be processed if the folded-in pages overlap by at least 2 cm.
- If an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

## Packaging

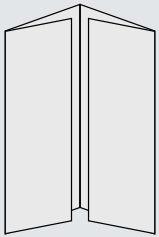
- Inserts must be delivered in packages of equal height, easy to handle.
- Mixed pallet deliveries are not permitted.

## Important Notice

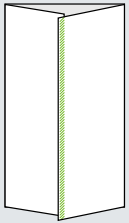
Failure to observe the specifications may result in exclusion of the insert without liability on the part of the publisher. The order will be invoiced in full.



**6-page roll fold**



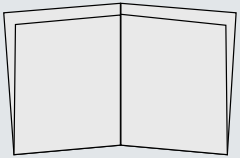
**8-page gatefold**



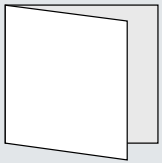
**6-page gatefold**
(pages must overlap min. 2 cm)




**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=e-mail&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



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Head of Editorial



**Uwe Wolffersdorf**
Media Consulting



**Albuin Bauschke**
Media Consulting



**Jenny Wolf**
Media Consulting and Special Products



**Verena Rust**
Distribution



**Sonja Schneider**
Distribution



**Jens Plumhoff**
Head of Sales

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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