

Media Data 2026

BLU Yearbook 2026

valid from November 2025



DAS JAHRBUCH



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Format:
DIN A5,
148 x 210 mm

Type area:
124 x 176 mm,
2 columns of 58 mm each

Printing process:
Sheet-fed offset,
perfect binding,
4c according to Euroscale

Editorial Topics

- Welcome message from the BLU President
- Contractor profiles
- Training and education: Agricultural Service Specialist and Master
- Agricultural contractors in Europe
- Business management in contracting enterprises
- Labour and traffic law
- Industry associations introduce themselves
- Addresses and contacts

Publisher:



BLU Bundesverband
Lohnunternehmen e.V.

Advertising Formats and Rates (Colours according to Euroscale; special colours on request)

Format	Size (W x H mm)		b/w	(€)	4c	(€)
	no bleed	with bleed*				
1/1 Page	124 x 176	148 x 210		2,555		3,575
1/2 Page	124 x 88	horizontal 148 x 105		1,305		2,430
	58 x 176	vertical 74 x 210				
1/3 Page	124 x 58	horizontal 148 x 70		860		2,095
1/4 Page	124 x 44	horizontal 148 x 52		665		1,905
	58 x 88	vertical				
Small Ad (Classified)	60 x 30					195

*For bleed ads please add 5 mm on all sides.

Schedule

Publication date: 27.11.2026
Booking deadline: 09.09.2026
Material deadline: 16.09.2026

Editorial Focus

The BLU Yearbook for Agricultural Contractors is the standard reference of the industry – providing facts, trends and practical solutions for all topics that concern contractors, their customers, and business partners from industry and trade. It also serves as the most important supplier directory for agricultural contractors throughout the year.

Print run

4,000 copies

Publishing House

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