Media Data 2027

BLU Yearbook
for Agricultural Contractors



valid from November 2026



Final Format
DIN A5,
148 × 210 mm

Type Area
124 × 176 mm,
2 columns of 58 mm each

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

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

Print Run

4.000 copies

Schedule

Publication date	05 Sept. 2027
Booking deadline	01 Sept. 2027
Material deadline	08 Sept. 2027

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.

Publisher

BLU Bundesverband Lohnunternehmen e.V.

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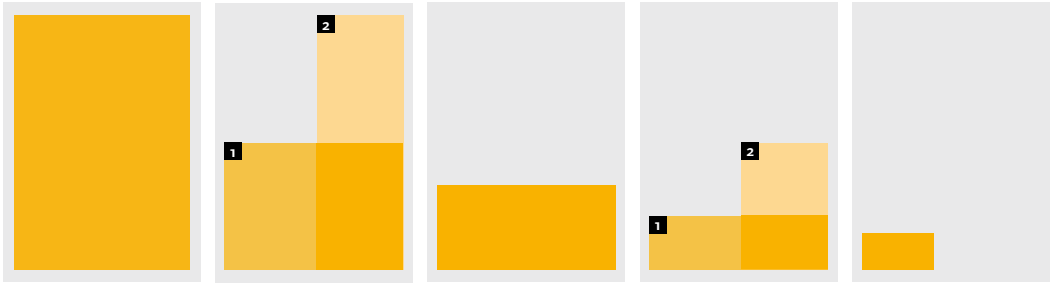
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Advertising Formats and Rates

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



1/1 page	1/2 page	1/3 page	1/4 page	Small Ad
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124 × 176 mm with bleed*: 148 × 210 mm	**1 landscape** 124 × 88 mm with bleed*: 148 × 105 mm **2 portrait** 58 × 176 mm with bleed*: 74 × 210 mm	124 × 58 mm with bleed*: 148 × 70 mm	**1 landscape** 124 × 44 mm with bleed*: 148 × 52 mm **2 corner** 58 × 88 mm	60 × 30 mm

Print Material

- Please supply print material by e-mail as print-ready high-resolution PDF file (preferably PDF/X-1a).
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