

Language	English
Magazine format	DIN A4 (297 mm high x 210 mm wide)
Type area	270 mm high, 1 page = 1080 mm 192 mm wide column width 45 mm, number of columns 4
Basic rate (b/w)	price per mm Euro 5.20
Page rates	
Euro	1/1 1/2 1/3 1/4 5,616.- 2,808.- 1,872.- 1,404.-
	1/8 1/16 702.- 351.-
Rates for preferred positions (full pages only)	Inside front cover: + 20 % Inside back cover: + 15 % Back cover: + 25 % } surcharge on the basic rate (b/w)
Colour surcharges	For each additional Euroscales colour: 1/1 page 1/2 page 1/4 page and less 305.- 260.- 215.-
Bleed surcharges	10 % of basic rate (magazine format plus 3 mm bleed difference per bleed edge)
Increased trim size	10 % surcharge on basic rate
Loose inserts, gummed postcards, bound-in inserts – rates on request	
Printing method	sheet offset
Binding method	wire-stitched
Printing material	PDF (300 dpi)
Deadline for advertisements	13 September 2019
All prices in Euro, plus value added tax. No discount on surcharges.	
Publication date 8 October 2019	

Address the international agricultural machinery trade – especially in Western Europe – with an advertisement in the English-language magazine **TRADER published to coincide with Agritechnica 2019.**



We would be pleased to help you in translating and designing your advertisement.

Our Advertising Department looks forward to hearing from you – **Fon + 49 (0) 41 71-78 35-0**

Your promotional start to the new season 2020!

eilbote
Landmaschinen | Motorgeräte | Forst- und Kommunaltechnik

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The Agritechnica Innovations Magazine
in English for international experts

**AGRI
TECHNICA**
THE WORLD'S NO. 1

2019

WHERE INNOVATION MATTERS.

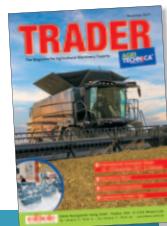
10-16 NOVEMBER, HANOVER, GERMANY | PREVIEW DAYS 10/11 NOVEMBER

The countdown to the world's largest agricultural machinery exhibition has started

TRADER 2019 will be published in English and dispatched to the 18,000 leading dealers, importers and manufacturers of agricultural machinery in the following countries:

- United Kingdom ■ Ireland ■ France ■ Belgium ■
- Netherlands ■ Luxembourg ■ Denmark ■
- Sweden ■ Norway ■ Finland ■ Italy ■
- Spain ■ Portugal ■ USA ■ Canada ■
- Czech Republic ■ Hungary ■ Poland ■

Benefit from the advantages of twin advertisements!



Publication date
8 October 2019



Publication date
No. 44 on 31 October 2019
No. 45-46 on 7 November 2019

As an advertiser in **TRADER 2019** you are entitled to a 10 % discount on the basic rate if you place an advertisement of the same size in parallel in **Eilbote No. 44** or **No. 45-46**.

The contents of this issue will interest every reader

Agritechnica Preview:

- What will be waiting for visitors in Hanover?
- The exhibition 'Specials' at a glance

Service:

- Travel hints
- Hotel guide for Hanover and environs

Innovations:

- All the new machinery at Agritechnica
- Gold and Silver Medals



■ Distribution Area

■ Distribution Area

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