

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 5.80

Page rates Euro	1/1 6,264.–	1/2 3,132.–	1/3 2,088.–	1/4 1,566.–
	1/8 783.–	1/16 391.50		

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 Euroscale 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 web offset
Binding method wire-stitched
Printing material PDF (300 dpi)

Deadline for advertisements 10 December 2021

All prices in Euro, plus value added tax.
No discount on surcharges.

Publication date 10 January 2022

Focus on whole Europe:
Talk to the agricultural machinery dealers, contractors and industry in many countries through your advertisement in TRADER for Agritechnica 2022.



Your promotional start to the new season 2022!

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**



Landmaschinen | Motorgeräte | Forst- und Kommunaltechnik

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Before Agritechnica 2022
your advertisements will be on the desks of 22,000
agricultural machinery dealers & farm contractors *

INTERNATIONAL

* NEW



The Agritechnica Innovations Magazine
in English for international experts

2022

WHERE INNOVATION MATTERS.
27 FEBRUARY – 5 MARCH, HANOVER, GERMANY
PREVIEW DAYS 27/28 FEBRUARY

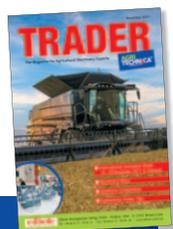


The countdown to the world's largest agricultural machinery exhibition has started

TRADER 2022 appears in English and is sent individually to the 18,000 most important agricultural machinery dealers / importers, manufacturers and now 4,000 contractors in the following countries:

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

Benefit from the advantages of twin advertisements!



Publication date
10 January 2022



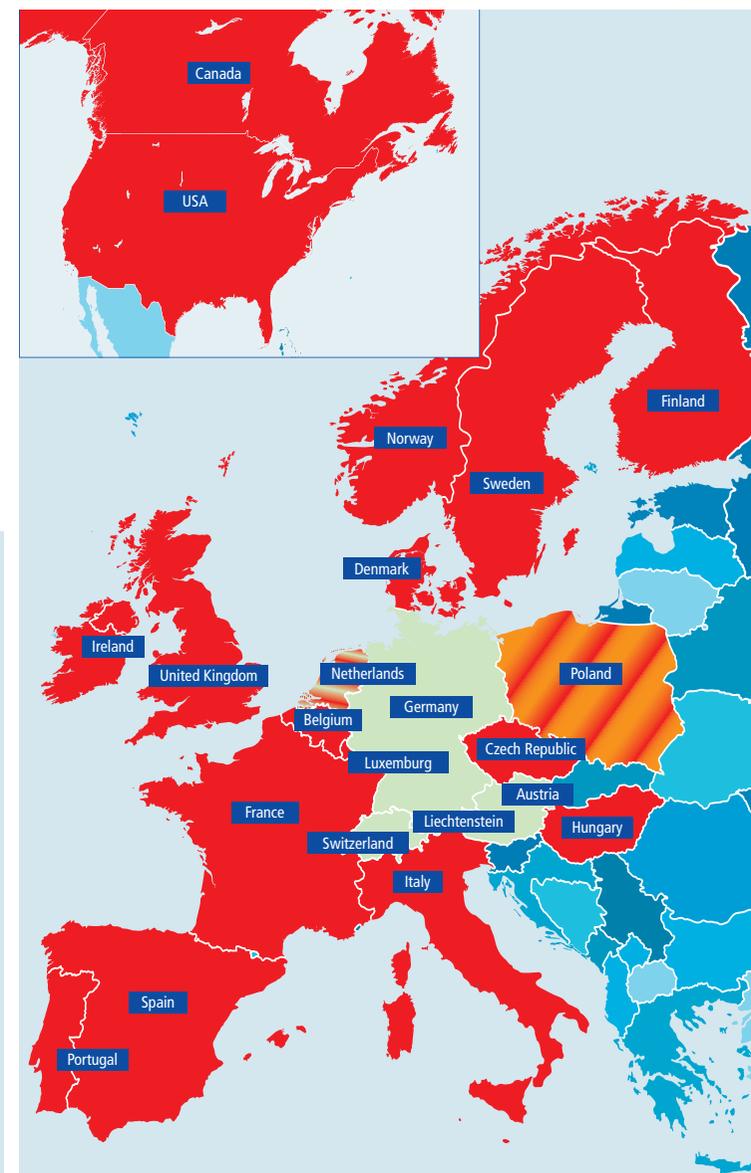
Publication dates
No. 43/21 on October 28, 2021
No. 7/22 on February 17, 2022
No. 8-9/22 on February 24, 2022

As an advertiser in **TRADER 2022** 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. 43/21, No. 7/22 or No. 8-9/22.**

The contents of this issue will interest every reader

- What does Agritechnica 2022 offer?
- Gold and silver medals for innovations
- Where is the development of tractors, tillage equipment, harvesting technology and other agricultural machinery heading?
- Machine innovations for the year 2022: We present the technical highlights

Print & Digital



- Distribution Area
- Distribution Area
- Distribution Area

TRADER
The Magazine for Agricultural Machinery Experts

eilbote
Landmaschinen | Motortechnik | Forst- und Kommunaltechnik

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