# Media Data 2023

For traders · agricultural machinery workshops · industry · farm machinery and tractors · garden machinery powered tools · forestry and communal machinery · agricultural contractors

The only weekly magazine for the branch

Adobe Stock/www.studio

eilbote
Landmaschinen | Motorgeräte | Forst- und Kommunaltechnik


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eilbote

# Overview


eilbote reaches the decision makers! ..... page 3

Strong arguments for eilbote ..... page 4

Special topics 2023 ..... page 5/6

Advertising rate list ..... page 7

Technical specifications / inserts ..... page 8

Sample sizes ..... page 9

Crossmedia packages **print – online – newsletter** ..... page 10

Used machinery adverts ..... page 11

Job advertisements cross media package ..... page 12

Advertising formats online **www.eilbote-online.com** ..... page 13

eilbote newsletter ..... page 14

Advertising formats online **www.eilbote-shop.de** ..... page 15

eilbote shop newsletter ..... page 16

Prospects / Social Media ..... page 17

Subscriptions eilbote print + online ..... page 18

Magazine / Publisher / Contact ..... page 19

Overview eilbote media ..... page 20

**Circulation analysis** (At September 2022)

| Proportion of distributed circulation | % |
|---|---|
| PLZ 0 | 2.69 |
| PLZ 10 | 7.03 |
| PLZ 20 | 16.26 |
| PLZ 30 | 11.46 |
| PLZ 40 | 11.66 |
| PLZ 50 | 9.03 |
| PLZ 60 | 4.20 |
| PLZ 70 | 8.43 |
| PLZ 80 | 11.39 |
| PLZ 90 | 9.33 |
| Distribution Germany | 91.48 |
| Distribution Netherlands | 2.36 |
| Distribution Austria | 2.37 |
| Distribution Switzerland | 1.30 |
| Distribution other countries | 2.49 |
| Total distribution | 100.00 |

# Eilbote reaches the decison makers!

## Who are our typical readers?

**Reading matter for heads of business:** eilbote is first read at manager level. Then the same issue is studied by at least three further people in the concern. The eilbote reaches 18,100 active readers per week.*

**75 %** work in the agricultural machinery trade and associated businesses (including wholesale and retail outlets, importers, garden and communal machinery dealerships as well as those for powered tools and forestry machinery)

**20 %** are machinery owning agricultural contractors

**5 %** work in the agricultural machinery industry (including manufacturers of tractors, farm implements, equipment for use in and around the farm buildings)

* Results from Kleffmann und Partner market research

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# B2B magazine for agricultural machinery

100 %

## Target group

Paid-for subscription magazine, not an association organ, intensive utilisation and advertisement reference

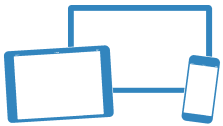
100 %

## Widespread readership

An average 4.1 readers per sold issue (18,100 active readers*)

## New every Thursday

Editorial deadline just 24 hours before printing



## Breaking news

Topical news daily on the homepage

## High topicality

The very latest on agricultural machinery, the branch, markets, taxation and business questions

## Professional editorial staff and writers

Background reports, practically-oriented machinery tests, reports on the business world

## International distribution

Throughout the entire German-language region

## Circulation

IVW 3/21: 4,740 printed, 4,592 distributed issues

* According to independent market research

**Established in the agricultural machinery branch for almost 70 years – independent, family-run.**
**Your advertising highly attractive to readership through easily read print and online formats.**

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# Special Themes 2023

| No. | Publication Date | Themes | Advertisement deadline | Editorial deadline |
|---|---|---|---|---|
| 1–2 | 12.01. | Forestry: Machinery from tools through power saws to forwarders | 06.01. | 04.01. |
| 3 | 19.01. | I Garden and motorised equipment, sweeping machinery, communal machinery: with new models for the new year<br>II Landscaping: mechanised care of flat areas, embankments, hedgerows | 13.01. | 11.01. |
| 4 | 26.01. | Cultivation machinery and sowing | 20.01. | 18.01. |
| 5 | 02.02. | Modern forage and pasture machinery | 27.01. | 25.01. |
| 6 | 09.02. | Feed mixing equipment, feeding machinery and feed storage | 03.02. | 01.02. |
| 7 | 16.02. | I Fertiliser / manure application machinery<br>II Crop protection machinery and test equipment | 10.02. | 08.02. |
| 8 | 23.02. | Potato machinery: planting, placing, harvesting, transport, storage | 17.02. | 15.02. |
| 9 | 02.03. | Machinery for care of lawns, grass areas, and golf courses, tracked mowers, remote controlled implement carriers, communal machinery | 24.02. | 22.02. |
| 10 | 09.03. | Grain harvest: combines, balers, bale wrappers, transport | 03.03. | 01.03. |
| 11 | 16.03. | I Agricultural robots II Crop irrigation equipment | 10.03. | 08.03. |
| 12 | 23.03. | I Transport/input logistics: farm loaders, telescopic loaders, trailers, farmyard fuel depots<br>II Forst Live preview (Forst-Live, Offenburg 31.03.–02.04.2023) | 17.03. | 15.03. |
| 13 | 30.03. | Household groundcare tractors, communal tractors, narrow-track tractors, lawn tractors, implement carriers and mounted implements | 24.03. | 22.03. |
| 14 | 06.04. | Especially for wheels: Tyres, wheels, workshop equipment | 31.03. | 29.03. |
| 15 | 13.04. | Theme to be announced. | 05.04. | 04.04. |
| 16 | 20.04. | Singe-axle cultivators/mowers and associated equipment, tracked mowers, remote controlled implement carriers, communal tractors | 14.04. | 12.04. |
| 17 | 27.04. | Driveline technology: engines, transmissions, axles and chassis/running gear | 21.04. | 19.04. |
| 18 | 04.05. | BraLa preview (BraLa, Paaren-Glien 11.–14.05.2023) | 28.04. | 26.04. |
| 19 | 11.05. | Machinery for garden, fruit and wine production | 05.05. | 03.05. |
| 20 | 18.05. | Machinery for the optimal seedbed | 12.05. | 10.05. |
| 21 | 25.05. | Harvesting machinery for regenerative raw material crops: silage harvesters, transport vehicles, handling technology | 19.05. | 17.05. |
| 22 | 01.06. | Agricultural robots | 26.05. | 24.05. |

| | | | | |
|---|---|---|---|---|
| 23 | 08.06. | Demopark preview (Demopark, Eisenach, 18.–20.06.2023) | 02.06. | 31.05. |
| 24 | 15.06. | Liquid manure machinery: pumps, agitators, transport, application | 09.06. | 07.06. |
| 25 | 22.06. | Components for farm machinery, hydraulics | 16.06. | 14.06. |
| 26 | 29.06. | Tarmstedter Ausstellung preview (Tarmstedt 07.–10.07.2023) | 23.06. | 21.06. |
| 27 | 06.07. | Autumn in gardens and parklands: saws, leaf vacuums, choppers, communal machinery | 30.06. | 28.06. |
| 28 | 13.07. | Machinery and equipment for farmyard work | 07.07. | 05.07. |
| 29 | 20.07. | Quads, ATVs, multi-role vehicles and associated mounted equipment | 14.07. | 12.07. |
| 30 | 27.07. | Machinery for winter services and landscaping maintenance | 21.07. | 19.07. |
| 31 | 03.08. | Machinery for private gardens: hedge care, choppers, pruning, combi-implements, motorised cultivators | 28.07. | 26.07. |
| 32 | 10.08. | Finance – insurance – machinery and equipment leasing | 04.08. | 02.08. |
| 33 | 17.08. | Forestry machinery for the 2023/2024 season | 11.08. | 09.08. |
| 34 | 24.08. | I Karpfhamer Fest/Rottalschau preview (Karpfham 01.–05.09.2023)<br>II Norla preview (Norla, Rendsburg 31.08.– 03.09.2023) | 18.08. | 16.08. |
| 35 | 31.09. | Machinery for the biogas plant | 25.08. | 23.08. |
| 36 | 07.09. | MeLa preview (MeLa, Mühlengeez 14.–17.09.2023) | 01.09. | 30.08. |
| 37 | 14.09. | Agro Show preview (Agro Show, Bednary (PL) 21.–24.09.2023) | 08.09. | 06.09. |
| 38 | 21.09. | Liquid manure machinery: pumps, agitators, transport, application | 15.09. | 13.09 |
| 39 | 28.09. | I Agricultural management systems, GPS drive systems<br>II Data processing programs for agricultural machinery trading | 22.09. | 20.09. |
| 40 | 05.10. | Agro trucks (trucks for farming work), transport, logistics | 29.09. | 27.09. |
| 41 | 12.10. | The trends in garden machinery for early 2024 business (I), communal machinery | 06.10. | 04.10. |
| 42 | 19.10. | Robotics in agriculture | 13.10. | 11.10. |
| 43 | 26.10. | Technology for mountain agriculture | 20.10. | 18.10. |
| 44 | 02.11. | Agritechnica preview (Agritechnica, Hannover 12.–18.11.2023) | 27.10. | 25.10. |
| 45–46 | 09.11. | Agritechnica main issue | 03.11. | 01.11. |
| 47 | 23.11. | Agritechnica review | 17.11. | 15.11. |
| 48 | 30.11. | The trends in garden machinery for early 2024 business (II), communal machinery | 24.11. | 22.11. |
| 49 | 07.12. | Machinery and equipment for farmyard work | 01.12. | 29.11. |
| 50–52 | 14.12. | Financing – insurance – machinery and implement leasing | 08.12. | 06.12. |
| 1–2/24 | 11.01.2024 | Forestry: machinery from tools over power saws to forwarders | 05.01.2024 | 03.01.2024 |

## Rates

All rates in Euro plus statutory value-added tax.

**Base price: mm rate s/w € 3.60**

| **Page portion rate** | 1/1 | 1/2 | 1/3 | 1/4 |
|---|---|---|---|---|
| **€** | 3,888 | 1,944 | 1,296 | 972.– |
| **Page portion rate** | 1/8 | 1/16 | 1/32 | |
| **€** | 486.– | 243.– | 121.50 | |

**Discounts for placements within a twelve-month period**

| **Frequency discounts** | 3 x | 6 x | 12 x | 24 x | 50 x |
|---|---|---|---|---|---|
| | 5 % | 10 % | 15 % | 20 % | 25 % |

| **Volume discounts** | 500 mm | 1,000 mm | 3,000 mm |
|---|---|---|---|
| | 3 % | 5 % | 10 % |
| | 6,000 mm | 9,000 mm | 12,000 mm |
| | 15 % | 20 % | 25 % |

**Rates for preferred positioning** Title page 25 % extra charge
Other specified positions 10 % extra charge

**Additional rates for colours** (discountable) **€**

| for each additional chromatic color on the European Scale: | | | |
|---|---|---|---|
| 1/1 page | 1/2 page | 1/4 page | 1/8 page and smaller |
| 245.– | 195.– | 165.– | 85.– |

**Increased bleed sizes** (discountable) 10 % of base rate for 1/1 page. (magazine format incl. 3 mm trim per bleed side). Surcharge will be billed starting with increased bleed on any one side.

**Advertisements across gutter** (discountable) 10 % surcharge on base price for 1/1 page

| **Reduced base rates for classified advertisements** (base font 2 mm) | **mm-price s/w** |
|---|---|
| Sales, purchase, exchange | € 2.41 |
| Minimum rate | € 32.– |
| Agencies*, business contacts* | € 3.39 |
| Situations sought* | € 2.45 |
| Situations vacant* | € 3.60 |

* Publication 2, 3 or 4 columns

**Combination package** (situations vacant)

Print Advertisement rate /mm + 30 days online** € 250.– per job vacancy + Newsletter ** € 150.– per vacancy advert

** Publication: PDF online version identical to print ad

**Frequency discounts** For unchanged repeat classified advertisements (see under "reduced base rates") with at least
2 repeat placements 10 %
3 repeat placements 15 %

**Box number charges** **National** (D) € 15.–
**Foreign** € 20.– per advert including post

# eilbote Technical specifications / Inserts / Bound-in inserts

**Magazine format**
DIN A4 (297 mm high x 210 mm wide)

**Type area**
270 mm high, 192 mm wide
1 page covers: 1,080 mm
Column width: 45 mm
Number of columns: 4

**Advertising formats**
Title page:
In each case, 4 columns (192 mm wide)
1/1 page: 220 mm height
1/2 page: 135 mm height
1/3 page: 90 mm height

**Advertising copy deadline**
for display ads: Fridays 2.00 pm
for classified ads: Tuesdays 2.00 pm (colour ads)
Wednesdays 9.00 am (b/w ads)

**Printing process**
sheet offset

**Binding**
wire stitching

**Print data**
print-optimised pdf (300 dpi resolution), colour images always in CMYK mode (4c)

**Ad combination with atr (Poland)**
10 % combi discount

**Shipping address for inserts**
Kuvertier-Service Auguste Staar GmbH
c/o Eilbote
Albert-Schweitzer-Ring 19
22045 Hamburg, Germany
(free delivery)

Additional 10 voucher samples to
**eilbote** Boomgaarden Verlag GmbH
Winsener Landstraße 7
21423 Winsen (Luhe), Germany

**For bound-in inserts**
Druckerei Buchheister GmbH
August-Wellenkamp-Str. 13
21337 Lüneburg, Germany
(free delivery)

**A sample must be supplied before final acceptance of the order**

**Inserts**
(not discountable)
Format up to DIN A4. Price per 1,000 copies
Weight up to 20 g € 413.–
Costs for higher weights: on application

**Regional inserts**
(not discountable)
Regional inserts according to postal zones possible
(extra charge per selection € 45.–)

**Bound-in inserts**
Minimum format untrimmed
314 mm height, 428 mm width
Magazine circulation plus 5 % extra.
Bound-in inserts under 80 g/m² only on application.

| | | |
|---|---|---|
| 80 to 135 g/m² | 4 pages | € 4,368.17 |
| paper weight | 8 pages | € 6,503.72 |

Higher paper weights on application.

**Discounts for bound-in inserts:**
**Frequency and volume discounts, also in combination with adverts**

**Basis:**
4-page = 1.125 advertisement pages
8-page = 1.675 advertisement pages

**Special forms of advertisement:** Gatefolds available on application

**Terms of payment**
Immediately on receipt of invoice, strictly net

All prices plus statutory value-added tax. The conditions and terms of business of the Eilbote Boomgaarden Verlag GmbH – www.eilbote-online.com/agb – apply.

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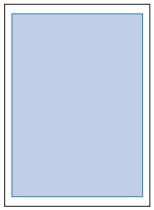
# Sample sizes

**1** The formats shown here are simply examples. Other advertisement dimensions within the limits of the page and columns are of course possible. We price your individual advertisements based on millimetre precision.

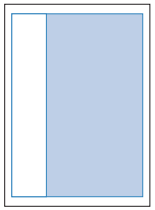
**2** We also offer you publication of bleed advertisements. In this way you can fully exploit the magazine format (210 mm width x 297 mm height), especially with large dimension advertisements. Surcharge is 10 % of the 1/1 page base rate.

## Format and side dimensions →

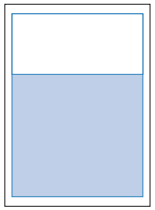
All prices plus statutory value added tax, applicable from 1.1.2023.



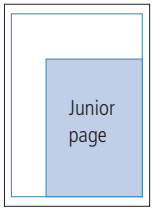
Width x height
192 x 270 mm
s/w € 3,888.–
2c € 4,133.–
4c € 4,623.–
**1/1 page**



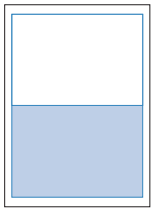
Width x height
143 x 270 mm
s/w € 2,916.–
2c € 3,161.–
4c € 3.651.–
**3/4 page** (3 column)



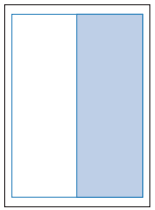
Width x height
192 x 180 mm
s/w € 2,592.–
2c € 2.837.–
4c € 3,327.–
**2/3 page** (4 column)



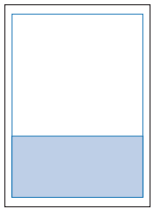

Width x height
143 x 202 mm
s/w € 2,181.60
2c € 2,426.60
4c € 2,916.60
**Junior page**



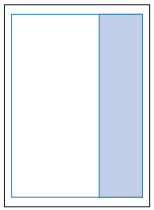
Width x height
192 x 135 mm
s/w € 1,944.–
2c € 2,139.–
4c € 2,529.–
**1/2 page** (4 column)



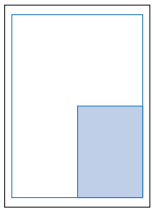
Width x height
94 x 270 mm
s/w € 1,944.–
2c € 2,139.–
4c € 2,529.–
**1/2 page** (2 column)



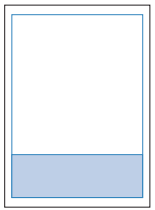
Width x height
192 x 90 mm
s/w € 1,296.–
2c € 1,491.–
4c € 1,881.–
**1/3 page** (4 column)



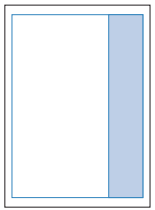
Width x height
60 x 270 mm
s/w € 1,296.–
2c € 1,491.–
4c € 1,881.–
**1/3 page** (1 column)



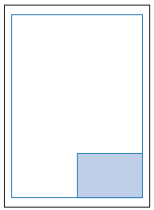
Width x height
94 x 135 mm
s/w € 972.–
2c € 1,137.–
4c € 1,467.–
**1/4 page** (2 column)



Width x height
192 x 67 mm
s/w € 972.–
2c € 1,137.–
4c € 1,467.–
**1/4 page** (4 column)



Width x height
45 x 270 mm
s/w € 972.–
2c € 1,137.–
4c € 1,467.–
**1/4 page** (1 column)



Width x height
94 x 67 mm
s/w € 486.–
2c € 571.–
4c € 741.–
**1/8 page** (2 column)

**(presentation for your orientation – values given here may change at any time)**

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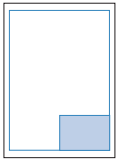
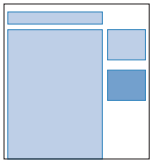
# Cross media packages

## Cross media | Print – Online – Newsletter

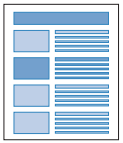
### Package M



An advert in eilbote
**1/8 page vertical/horizontal**
Width x height
94 x 67 mm
4c € 741.–



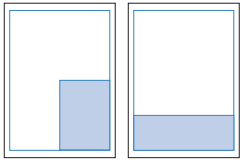
A **medium rectangle banner**
in eilbote-online.com
20,000 impressions distributed over one month
Width x height 300 x 250 pixel
RGB € 940.–



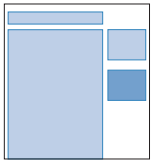
An **advertorial (image + text)**
or **leaderboard banner**
in Newsletter eilbote-online
RGB € 620.–

| FREQUENCY | RATES | | | |
|---|---|---|---|---|
| 1 package M, | instead of | € 2,301.– | only | € 2,128.43 |
| 3 packages M, | instead of | € 6,903.– | only | € 6,385.28 |

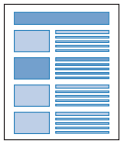
### Package L



An advert in eilbote
**1/4 Seite hoch/quer**
Width x height
94 x 135 mm / 192 x 67 mm
4c € 1,467.–



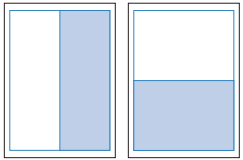
A **medium rectangle banner**
in eilbote-online.com
20,000 impressions distributed over one month
Width x height 300 x 250 pixel
RGB € 940.–



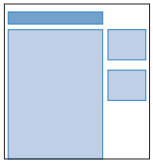
An **advertorial (image + text)**
or **leaderboard banner**
in Newsletter eilbote-online
RGB € 620.–

| FREQUENCY | RATES | | | |
|---|---|---|---|---|
| 1 package L, | instead of | € 3,027.– | only | € 2,800.– |
| 3 packages L, | instead of | € 9,081.– | only | € 8,172.90 |

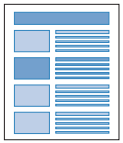
### Package XL



An Advert in eilbote
**1/2 Seite**
Width x height
94 x 270 mm / 192 x 135 mm
4c € 2,529.–



A **leaderboard banner**
in eilbote-online.com
40,000 impressions distributed over one month
Width x height 728 x 90 pixel
RGB € 2,000.–



An **advertorial (image + text)**
or **leaderboard banner**
in Newsletter eilbote-online
RGB € 620.–

| FREQUENCY | RATES | | | |
|---|---|---|---|---|
| 1 package XL, | instead of | € 5,149.– | only | € 4,762.83 |
| 3 packages XL, | instead of | € 15,447.– | only | € 13,902.30 |

We will prepare an individual package for your requirements – please contact us. All rates plus statutory value added tax, applicable from 1.1.2023

# eilbote Used machinery adverts with four-colour photos

3 Rates, plus statutory value added tax, including design and image processing. Max. four lines of text per photo.
Please send us high resolution photos (300 dpi) with text, and with your first order enclose your company logo (when desired). This offer applies only for the stated sizes of used machinery photo adverts.

**These adverts also appear in the e-paper (www.eilbote-online.com) as PDF.**

**With the placing of a used machinery advertisement with four-colour photograph you can also place it free of charge for 30 days in our online market.**

**Please contact us for more details!**

Width x height
192 x 270 mm

€ 1,172.–
4c

**1/1 page**

Width x height
94 x 270 mm

€ 695.–
4c

**1/2 page**
(2 column)

Width x height
94 x 135 mm

€ 427.–
4c

**1/4 page**
(2 column)

Width x height
45 x 70 mm

€ 163.–
4c

**1 column**
with 1 photo

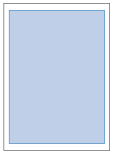
Format and side dimensions →

# Job advertisements crossmedia package

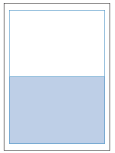
## Extend your job advertisement online!

PRINT + NEWSLETTER + JOB PORTAL

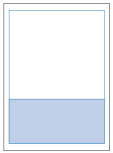
Size examples



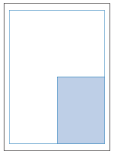
Width x height
192 x 270 mm
4c € 4,623.–
**1/1 page**



Width x height
192 x 135 mm
4c € 2,529.–
**1/2 page** (4 column)



Width x height
192 x 90 mm
4c € 1,881.–
**1/3 page** (4 column)



Width x height
94 x 135 mm
4c € 1,467.–
**1/4 page** (2 column)

Reduce prices for job advertisements – not discountable.

### Magazine

- weekly Thursdays
- **18,100 reader**
- 1 job advert

### Newsletter

- weekly Tuesdays
- **17,000 subscribers**
- 1 job advert
- plus **€ 150.–**

### Job portal

- **132,000 page impressions/month**
- 1 job advert
- 30 days online
- plus **€ 250.–**

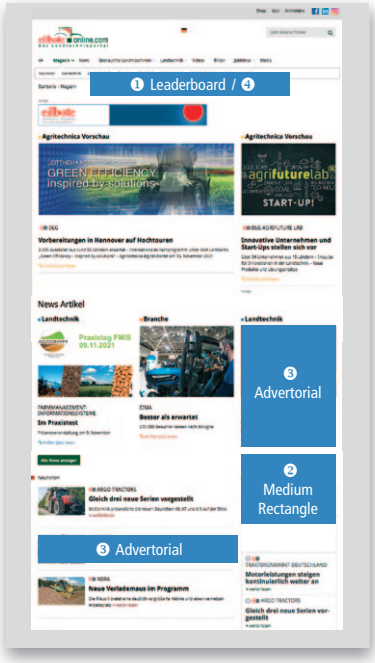
All rates plus statutory value added tax and applicable from 1.1.2023.

eilbote online.com
Das Landtechnikportal

agrarfox.com
powered by eilbote

## The agricultural machinery portal **eilbote-online.com** ➔ target group B2B | B2C

- Newsblock – the latest daily news
- Magazine – editorial articles and e-paper – digital subscription required
- Eilbote archive from 2000 – digital subscription required
- Used machinery market
- Agricultural machinery directory with technical specifications
- Manufacturer directory with automatic and individual editing of contents possible
- Photograph galleries ■ videos ■ jobs market




### AVERAGE VISITS PER MONTH

Impressions: 129,783 / Sessions: 70,028 / User: 53,742
Average of the months January to December 2022 (Quelle Google Analytics)

| WEBSITE | ADVERT FORMAT | EXAMPLE | PIXEL-FORMAT | CPM |
|---|---|---|---|---|
| Portal | Leaderboard | ❶ | 728 x 90 | € 50.– |
| Portal | Medium Rectangle | ❷ | 300 x 250 | € 47.– |
| Portal | Advertorial* | ❸ | | € 60.– |

*Minimum volume 30,000 Page Impressions
plus technical flat fee € 150.– (not discountable)

### Data delivery

**At least 3 working days** before commencement of placement, to **anzeigen@eilbote-online.de**
**File format:** JPG, GIF, flash as SWF, colour mode: RGB
**File size:** max. 200 KB

All rates plus statutory value added tax and applicable from 1.1.2023.

eilbote online.com
Das Landtechnikportal

## eilbote Newsletter ➔ target group B2B | B2C

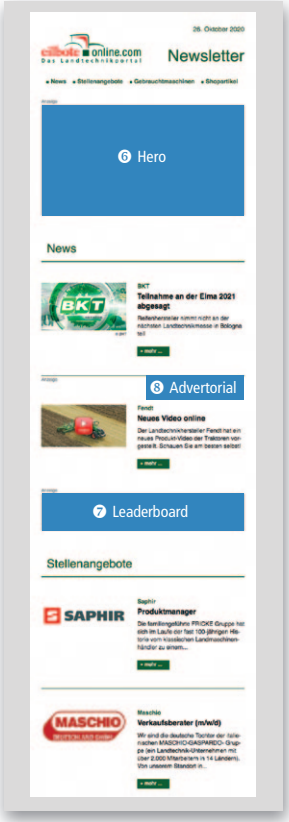
New every week – the newsletter from **eilbote-online.com** with the following content:

- The most important announcements out of the News-Block
- Latest used machinery adverts
- Job vacancies
- Link to the latest eilbote edition (digital and readable as e-paper)
- New products from the eilbote-shop
- Reader: Agricultural machinery dealers, contractors,
  Decision-makers in the agricultural machinery industry, B2B and B2C

### Recipients: approx. 17,000 / available weekly Tuesdays

| ADVERT FORMAT | EXAMPLE | FORMATS | RATES |
|---|---|---|---|
| Hero | ❻ | 550 x 300 Pixel * | € 880.– |
| Leaderboard | ❼ | 550 x 100 Pixel * | € 520.– |
| Advertorial<br>(also possible as video) | ❽ | Headline: max. 50 characters<br>Teaser text: max. 150 characters (incl. blanks)<br>Image: jpeg 230 x 150 pixel<br>Delivery: 3 working days at the latest before publication to anzeigen@eilbote-online.de | € 620.– |

* Files: jpeg, max. 150 dpi, static banner




All rates plus statutory value added tax and applicable from 1.1.2023.

eilbote-shop.de

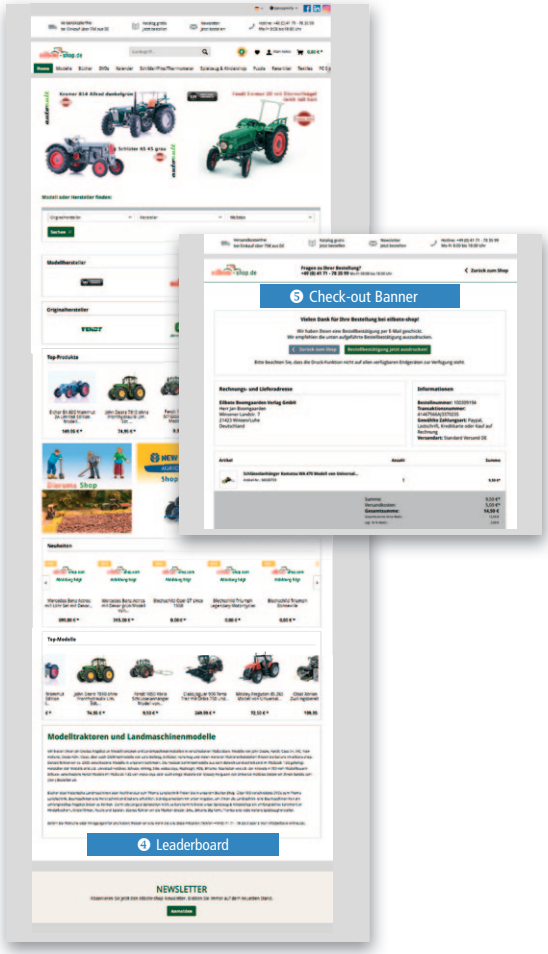
## Shop **eilbote-shop.de** ➔ target group B2C

- Online shop with models, books, DVDs, clothing, calendars, toys and many further fan articles from the sectors agricultural and construction machinery.
  Our assortment features approx. 7,000 different products.

### AVERAGE VISITS PER MONTH

Impressions: 131,453 / Sessions: 36,193 / User: 19,825
Average for the months July to November 2022 (Quelle Google Analytics)

| WEBSITE | ADVERT FORMAT | EXAMPLE | PIXEL-FORMAT | CPM |
|---|---|---|---|---|
| Shop | Leaderboard | ❹ | 728 x 90 | € 30.– |
| Shop | Checkout Banner (fixed price / month) | ❺ | 728 x 90 | € 285.– |




### Data delivery for both websites

**At least 3 working days** before commencement of placement,
to **anzeigen@eilbote-online.de**
**File format:** JPG, GIF, flash as SWF, colour mode: RGB
**File size:** max. 200 KB

All rates plus statutory value added tax and applicable from 1.1.2023.

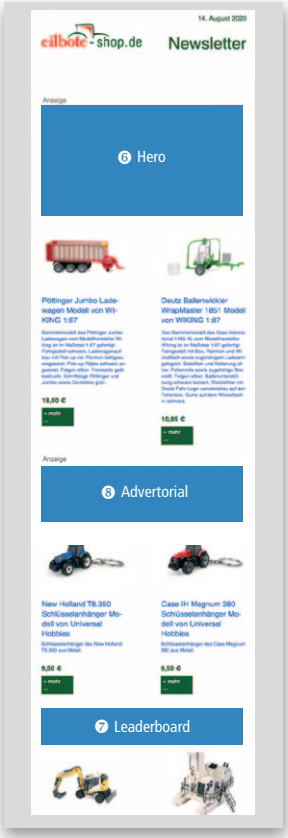
# eilbote shop Newsletter

eilbote-shop.de

## eilbote **Shop Newsletter** ➔ target group B2C

We always present the latest products from our shop **www.eilbote-shop.de**, whether these products are brand new, just delivered or restocked. With our shop newsletter you'll never miss a new product from the model world!

**Recipients: approx. 19,300 / available weekly**




| ADVERT FORMAT | EXAMPLE | FORMATS | RATES |
|---|---|---|---|
| Hero | 6 | 670 x 300 pixel* | € 770.– |
| Leaderboard | 7 | 550 x 100 pixel* | € 550.– |
| Advertorial (also possible as video) | 8 | Image + max. 200 characters | € 520.– |

* Files: jpg, max. 150 dpi, static banner

### Data delivery for both websites

**At least 3 working days** before commencement of placement, to **anzeigen@eilbote-online.de**
**File format:** JPG, GIF, flash as SWF, colour mode: RGB
**File size:** max. 200 KB

All rates plus statutory value added tax and applicable from 1.1.2023.

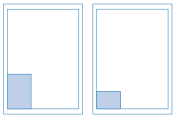
# Prospectus / Social Media

## Prospectus (foldet to DIN long)

**Print run:** approx. 45,000

**Publication date:**
Spring/November 2023

**Format**: 273 x 410 mm




| SIZE | FORMAT (WIDTH X HEIGHT) | COLOUR (CMYK) | RATES |
|---|---|---|---|
| A | 94 x 135 mm | 4c | € 1.020.– |
| B | 94 x 67 mm | 4c | € 590.– |

Further formats available on request.

All prices plus statutory value added tax, applicable from 1.1.2023.

## Social media

**www.facebook.com/eilbote-online**
approx. 16,200 subscribers

**www.facebook.com/eilbote-shop**
approx. 7,700 subscribers

### RATES

**Advertorial post/branded content**
€ 450.– per facebook page

**www.instagram.com/eilbote_shop**
Your adverts featured on our Instagram pages!
Speak with us. We'll be happy to advise you.

# Subscriptions

## PRINT

- ✔ weekly Thursdays

## DIGITAL

eilbote online.com
Das Landtechnikportal

- ✔ On all devices
- ✔ Latest issue
- ✔ Magazin search
- ✔ Archive (since 2000)

## PREMIUM

PRINT + DIGITAL

Would you like to order a subscription? You're very welcome to use the fast link: **www.eil.to/premium**

Any questions about our subscriptions? Please contact us:
**telephone +49 (0) 41 71 - 78 35 - 11, verlag@eilbote-online.de**

| SUBSCRIPTION | ANNUAL PRICE 2023 |
|---|---|
| PRINT Germany | € 174.50 |
| PRINT abroad | € 235.49 |
| DIGITAL | € 139.50 |
| PREMIUM (print + digital) | € 209.50 |
| PREMIUM (print + digital) abroad | € 270.49 |

All prices inclusive statutory value added tax, price adjustments to follow

## CONTACT PERSONS

**Matthias Müller**
Advertising manager

Telephone: +49 (0) 4171/78 35-20
anzeigen@eilbote-online.de

**Jan Boomgaarden**
Managing director

Telephone: +49 (0) 4171/78 35-19
janb@eilbote-online.de

| | |
|---|---|
| **Publishing company director** | Jürgen Boomgaarden |
| **Editorial** | Jürgen Boomgaarden |
| **Advertising manager** | Matthias Müller |
| **Years in production** | 2023 marks the magazine's 71th anniversary |
| **Publication frequency** | 1 x weekly, every Thursday |

| | |
|---|---|
| **Publisher** | eilbote Boomgaarden Verlag GmbH |
| **Postal address** | Postfach 12 63<br>D-21412 Winsen (Luhe) |
| **Premises address** | Winsener Landstraße 7<br>D-21423 Winsen (Luhe), OT Roydorf |
| **Telephone** | (0 41 71) 78 35-0 |
| **Telefax** | (0 41 71) 78 35-35 |
| **E-Mail** | verlag@eilbote-online.de |
| **Internet** | www.eilbote-online.com |

| | | |
|---|---|---|
| **Special themes and exhibition issues** | see pages 5/6 | |
| **Subscription rates 2022*** | Print Germany | € 159.50 incl. tax |
| | Print abroad | € 217.99 incl. tax |
| | Digital | € 159.50 incl. tax |
| | Premium (print+digital) | € 189.50 incl. tax |
| * price adjustments to follow | Premium abroad | € 247.99 incl. tax |

| | | | |
|---|---|---|---|
| **Scope analysis 40/2021 – 39/2022** | = 50 issues | | |
| Total production | 1,412 pages | = | 100.0 % |
| Editorial share | 910 pages | = | 64.45 % |
| Advertisement share | 502 pages | = | 35.55 % |
| from which classified adverts | 105 pages | | |
| Supplements | 12 | | |

| | |
|---|---|
| **Circulation control** | IVW |
| **Circulation analyses** | IVW 2/22 |
| Print run per publication date | 4,535 |
| Magazines distributed per issue | 4,389 |

All prices inclusive statutory value added tax, applicable from 1.1.2023

# eilbote media

**on track**
Magazine for younger professionals in the agricultural, forestry, communal machinery branch.
Circulation: 7,500.
Published: 1 x year

**eilbote**
B2B magazine for agricultural machinery (incl. that for garden, forestry, communal work).
Circulation: ø 4,535.
Published every Thursday

**TRADER**
International magazine for Agritechnica, in English.
Circulation: 22,000

**atr**
Magazine for agricultural engineering in Poland.
Circulation: 10,000.
Published: fortnightly.

**Prospectus eilbote-Shop**
Models, toys, merchandising ware, books, DVDs.
Circulation: 45,000.
Published: 2 x year.

# eilbote

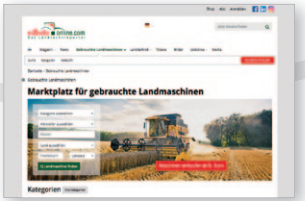
Landmaschinen | Motorgeräte | Forst- und Kommunaltechnik

With our print and online media in German, English and Polish languages, you can reach decision makers throughout the agricultural machinery branch.

**atb**
Magazine for construction machinery in Poland.
Circulation: 10,000.
Published 11 x yearly

**www.eilbote-online.com**

**Newsletter**

**Eilbote shop** www.eilbote-shop.de

**Used agricultural machinery**
www.eilbote-online.com/
gebrauchte-landmaschinen