

7 PRINTING FORMATS AND RATES

Width x Height in mm

 <p><b>Front Page</b> 166 x 177</p> <p>4c € 4,350</p>	 <p><b>2<sup>nd</sup> + 4<sup>th</sup> Cover Page</b></p> <p>Cover Page 190 x 280 Bleed* 210 x 297</p> <p>4c € 3,690</p>	 <p><b>1/1 Page</b></p> <p>1/1 Page 190 x 280 Bleed* 210 x 297</p> <p>4c € 3,480</p>	 <p><b>1/2 Page vertical</b></p> <p>1/2 Page 92 x 280 Bleed* 102 x 297</p> <p>4c € 2,890</p>	 <p><b>1/2 Page horizontal</b></p> <p>1/2 Page 190 x 126 Bleed* 210 x 143</p> <p>4c € 2,890</p>	 <p><b>1/3 Page horizontal</b></p> <p>1/3 Page 190 x 92 Bleed* 210 x 100</p> <p>4c € 2,480</p>
 <p><b>1/4 Page corner spot</b></p> <p>1/4 Page 92 x 135</p> <p>4c € 2,230</p>	 <p><b>1/4 Page horizontal</b></p> <p>1/4 Page 190 x 69 Bleed* 210 x 77</p> <p>4c € 2,230</p>	 <p><b>1/8 Page corner spot</b></p> <p>1/8 Page 92 x 70</p> <p>4c € 1,760</p>	 <p><b>1/8 Page horizontal</b></p> <p>1/8 Page 190 x 38 Bleed* 219 x 46</p> <p>4c € 1,760</p>	 <p><b>Imprint</b> 190 x 99</p> <p>4c € 2,480</p>	

The valid value-added tax is to be added to all rates.  
\*Bleed: For Bleed ads please add 4 mm on all sides for trimming.

EDITORIAL PROGRAMME

ISSUE	PUBLICATION DATE	MATERIAL DEADLINE	TOPIC	TRADE FAIRS/EVENTS
01-02/2020	Feb 6, 2020	Jan 22, 2020	Feed Additives	Internationale Grüne Woche Berlin (Germany), Jan 17-26, 2020
03-04/2020	Apr 2, 2020	Mar 18, 2020	Feed Technology: Production / Retrospect on VIV and Victam Bangkok	FEFAC Congress, Brussels (Belgium), Jun 3-5, 2020
05-06/2020	May 28, 2020	May 13, 2020	Compound Feed Production in Europe	
07-08/2020	Aug 6, 2020	Jul 22, 2020	Feed Technology: Production Planning and Control, IT and Software / Special Feedstuffs	DVT Annual Conference, Berlin (Germany), Oct 1-2, 2020
09-10/2020	Sep 24, 2020	Sep 9, 2020	Research and Development News/ EuroTier: Feeding in innovative animal husbandry / DVT Annual Conference	EuroTier, Hanover (Germany), Nov 17-20, 2020
11-12/2020	Dec 3, 2020	Nov 18, 2020	Feed Technology: Focus on Storage and Transport / Expert Round Table	

**SPONSORING-BANNER**



Leiber

**Increasing Staff**

In order to meet customers' high demand for qualified consulting and support, Ms. Helene Schulze Zurmussen has been actively assisting the Animal Nutrition business unit [More >](#)

Erbo

**Exceptional "packaging" for active ingredients from nature**

The manufacturing of innovative and high-quality spray products requires a lot of experience [More >](#)

Klüber

**Professional lubrication management**

Minimising the risk of contamination by undesired substances is a focus [More >](#)

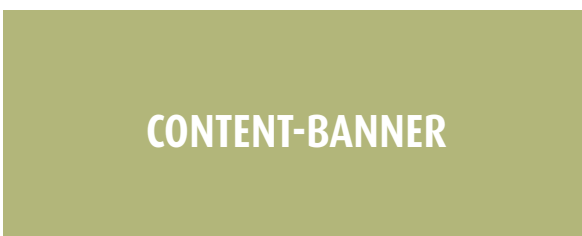
ANZEIGE



Leiber

**Human enhancement**

To deal with many customer questions considering qualitative advice and support the business area AnimalNutrition of Leiber GmbH [more >](#)



Erbo

**Extraordinary "package" for agents by nature.**

The production of innovative and high-quality sprayproducts needs

**FEEDMAGAZINE NEWSLETTER**

FeedMagazine/Kraftfutter has been the essential tool for managers, buyers, sales and marketing personnel and feed formulation specialists in the feed industry throughout Europe for 100 years.

The **Newsletter** offers industry and market information and reports from the fields of research and practice.

A perfect setting for your targeted marketing!

**SPONSORING-BANNER**

**Ad Specification:** 630 x 75 px  
**Price per issue:** € 465

**TEXT-IMAGE ADVERT**

**Ad Specification:** max. 420 characters + 1 image 120 x 120 px  
**Price per issue:** € 325

**CONTENT-BANNER**

**Ad Specification:** 520 x 200 px  
**Price per issue:** € 235

**DATES, FACTS AND FIGURES**

- **Published biweekly on Mondays**
- **All news and articles in English & German**
- **Material Deadline: Wednesday before publication**

**AD SPECIFICATION**

gif (static or animated), swf including alternative gif, ad tags, HTML5, each max. 150 KB. Videos in mp4-format, max. 4 MB. Please send a gif/jpg for the text with your text-image adverts. When delivering 3rd-party advertising material, redirects and html4/html5 banners, please ensure that all URLs of the redirected/\*.zip files are HTTPS-compatible.

## 8 COLOUR SURCHARGES

€ 600 for each special colour (HKS or Pantone)

## 9 MARKET PLACE

### Market Place

Rate € 2.95 per mm vertical including Euroscale Colours. Only single column advertisements are possible (max. width 61 mm). Minimum term 6 consecutive issues. Billing with first publication for six issues (1 year subsequently).

## 10 SPECIAL ADVERTISING

### Advertorials

on request

### Banderole

Only in conjunction with an advertisement on the Frontpage; rates for production and processing on request.

## 11 DISCOUNTS

For orders within one insertion year (starting with publication of the first advertisement)

Series discount	Volume discount
for 2 insertions 3%	for 2 pages 5%
for 3 insertions 5%	for 3 pages 10%
for 4 insertions 10%	for 4 pages 15%
for 5 insertions 15%	for 5 pages 20%
for 6 insertions 20%	

Inserts and technical extra costs are not eligible for discount. Subject to General Terms and Conditions of dfv media group for Advertisements and Advertising. Please have a closer look here: <http://english.dfv.de/service/generalterms>

## 12 BOUND INSERTS

€ 3,890, 4-page.

Bound inserts with glued postcard can only be processed if the postcard is affixed parallel to the gutter.

## 13 INSERTS

Are only available for the total circulation. Prices up to 25g total weight € 660 per 1,000 pieces including the relevant postage (not eligible for discount) loosely inserted, maximum size: 205 mm wide x 290 mm high. (Closed on long edge). Single Sheets need a thickness of 150 g/m<sup>2</sup>. Samples necessary in advance!

## 14 DELIVERY ADDRESS

ColorDruck solutions  
Frau Sauer  
FeedMagazine/Kraftfutter No. ..../2020  
Gutenbergstraße 4  
69181 Leimen  
GERMANY

## CONTACTS

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## FEEDMAGAZINE/KRAFTFUTTER PUBLISHING GROUP

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### media kit:

[www.feedmagazine.net/mediadaten](http://www.feedmagazine.net/mediadaten)

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