

FEEDMAGAZINE

EUROPEAN FEED BUSINESS

KRAFTFUTTER

The information medium
for the animal feed industry

Media Kit

2022



Magazine | Newsletter



FeedMagazine About Us

02

About Us

For more than 100 years, **FeedMagazine/Kraftfutter** has been providing the animal feed industry with information and insights. Our industry appreciates the reliable industry and market information, reports from science and practical experience as well as critical commentary on politics and business. The magazine is published bilingually and reaches the industry all across Europe.

FeedMagazine/Kraftfutter shares the latest research on farm animal nutrition with its readers and keeps them up to date on feed law and the production, storage and transport of feed. Manufacturers, dealers, authorities and consultants in this highly sensitive and internationally networked sector of the food industry use the magazine as a medium to provide ideas and developments that set the benchmarks.

Editor in charge Bernd Springer is closely networked with the industry. He makes FeedMagazine/Kraftfutter an indispensable tool for company management, buyers, sales and marketing managers and specialists who create formulations in the animal feed industry.



● Dr. Angela Werner

Editor-in-Chief

Telephone +49 69 7595-1581

Fax +49 69 7595-1580

Email angela.werner@dfv.de

● Bernd Springer

Editor in charge

Telephone +49 69 7595-1587

Fax +49 69 7595-1580

Email bernd.springer@dfv.de

● Publication frequency

Six times a year,
bilingual
in German and English

● Volume

105th year's issue 2022

● Subscription rate

Domestic **€ 287**
(including shipping, plus VAT)
If the VAT number is provided, **€ 305**
within the EU (including shipping)
Outside the EU **€ 307**
(including shipping)

● ISSN

0023-4427

● Web address

www.feedmagazine.net

● Memberships

German Association of Business Media

● Publisher

Peter Radewahn, Bonn



Print Scope, Circulation, Distribution

03

● Circulation analysis

Copies per issue,
annual average
(1 July 2020 to 30 June 2021)

Print run: **1,525**

● Sales and subscriptions

Sold copies: **443**
 Other sales: **6**
 Retail sales: **0**
 Subscription copies: **437**
 Free copies: **848**
 Remainder, archive
 and voucher copies: **121**

● Geographic distribution analysis

Germany: **754 Copies** (53.7%)
 Abroad: **650 Copies** (46.3%)

Actual distributed
 circulation: **1,404 Copies** (100%)

● Distribution

Actual distribution: **1,404**

● By region

Western Europe: **38.9%**
 of that:
 Benelux: **12.4%**
 Switzerland + Austria: **10.4%**
 France: **7.1%**
 Spain: **4.4%**
 Denmark: **3.6%**
 Great Britain: **1.0%**

Eastern Europe + Russia: **4.3%**
Rest of the world: **1.1%**



Print

Target Audience & Readership Structure

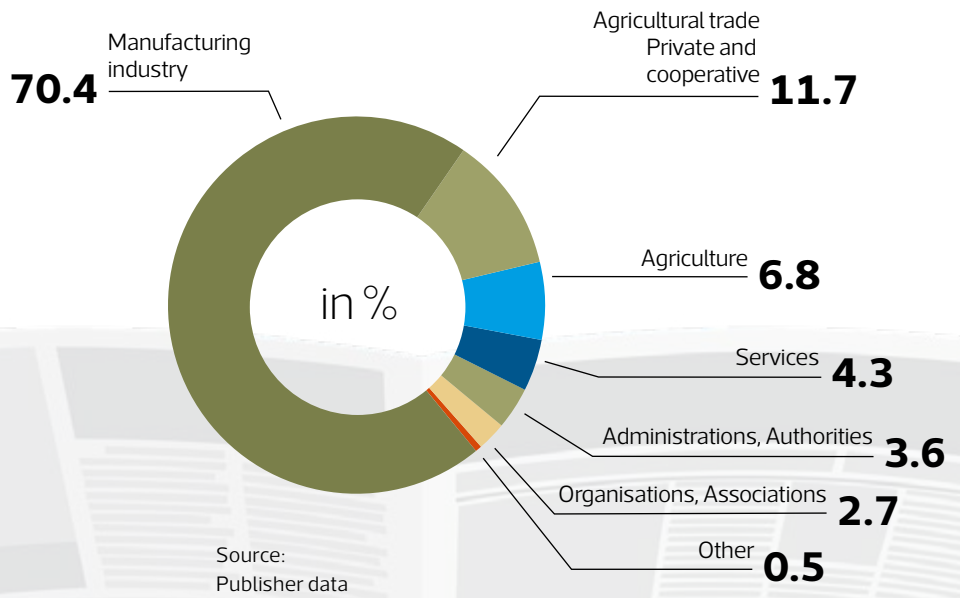
04

Target audience

The target audience of this information medium covering the animal feed industry are buyers, sales and marketing managers and industry specialists who create animal feed formulations.

- **Manufacturing industry**
- **Agricultural trade**
- **Agriculture**
- **Services**
- **Administrations/authorities**
- **Organisations/associations**
- **Other**

Readership structure



Print

Timetable & Topics

05

Editorial schedule 2022

Edition	Publication date	Closing date	Key topic	Trade Fairs / Events
01/02	10 Feb 2022	25 Jan 2022	Feed Additives	AWT Conference (22-23 April)
03/04	14 Apr 2022	29 Mar 2022	Technology: Feed Manufacturing	Victam International & VIV (31 May - 2 June)
05/06	30 May 2022	11 May 2022	Compound Feed Production in Europe	FEFAC Congress (2 June)
07/08	11 Aug 2022	26 Jul 2022	Technology: Manufacturing Planning and Control	DVT Annual Meeting (September)
09/10	13 Oct 2022	26 Sep 2022	The Latest in R&D / Special Feeds	EuroTier (15-18 November)
11/12	8 Dec 2022	22 Nov 2022	Technology: Storage and Transport / Expert Roundtable	

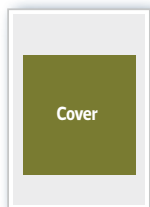
Your contact at **FeedMagazine/Kraftfutter**
 Telephone +49 160 93 97 25 60 / Email: silke.rausch@dfv.de

A dfv Media Group publication

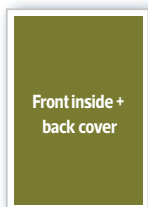


Print Ad Formats & Rates

06



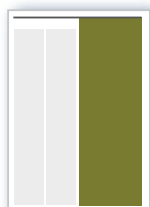
Cover page
Cover page 166 x 177
4c € 4,440



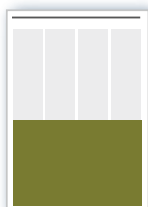
Front inside + back cover
Full page 190 x 280
Bleed* 210 x 297
4c € 3,800



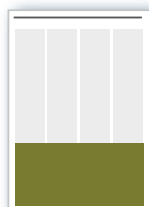
1/1 page
Full page 190 x 280
Bleed* 210 x 297
4c € 3,550



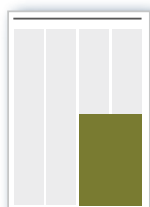
1/2 page portrait
Half page 92 x 280
Bleed* 102 x 297
4c € 2,950



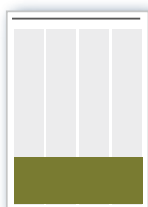
1/2 page landscape
Half page 190 x 126
Bleed* 210 x 143
4c € 2,950



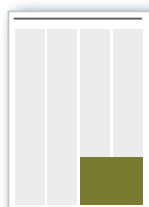
1/3 page landscape
Third page 190 x 92
Bleed* 210 x 100
4c € 2,530



1/4 page corner
Quarter page 92 x 135
4c € 2,280



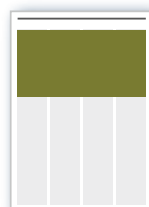
1/4 page landscape
Quarter page 190 x 69
Bleed* 210 x 77
4c € 2,280



1/8 page corner
Eighth page 92 x 70
4c € 1,800



1/8 page landscape
Eighth page 190 x 38
Bleed* 210 x 46
4c € 1,800



Publishing information
Publishing information 190 x 99
4c € 2,530

Magazine format

210 mm wide x 297 mm high

Specs & file submission

- * Bleed: Please add 4 mm bleed margin on all sides for trimming.
- Printable PDF
- Resolution of at least 300 dpi
- All fonts should be embedded
- **Please send the artwork to disposition@agrarzeitung.de**

Discounts

When purchased within one insertion year (starts with the publication of the first ad)

Malstaffel

2 ads	3%
3 ads	5%
4 ads	10%
5 ads	15%
6 ads	20%

Mengenstaffel

2 pages	5%
3 pages	10%
4 pages	15%
5 pages	20%

All rates are subject to German VAT.

The General Terms and Conditions of dfv Media Group apply.

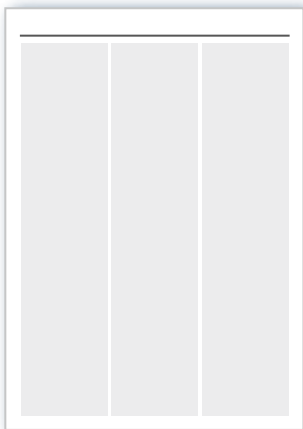
To access them please visit : <https://english.dfv.de/service/generalterms>



Print Marketplace & Inserts

07

Marketplace



Format

- 3 columns of 60 mm each

Minimum time frame

- 6 consecutive issues (1 year of publication)

Rate

- **€ 3.05** per mm in height and column, including euro scale colours

Invoicing

- Invoices are issued with the first publication for six issues.

Inserts

Preis

- **€ 1,152** for the entire print run (≤ 25g)

Format

- Max. size 205 mm width x 290 mm height
- The inserts are inserted loosely and must be closed on the long side.
- For a single sheet: minimum grammage of 150g/m² paper weight.

Delivery

- The printed inserts need to be delivered to the printer 8 working days before the publication date.

Delivery address

Silber Druck oHG

Matthias Schmelz
 FeedMagazine / Kraftfutter, issue no.: ... / 2022
 Otto-Hahn-Straße 25
 34253 Lohfelden
 Germany

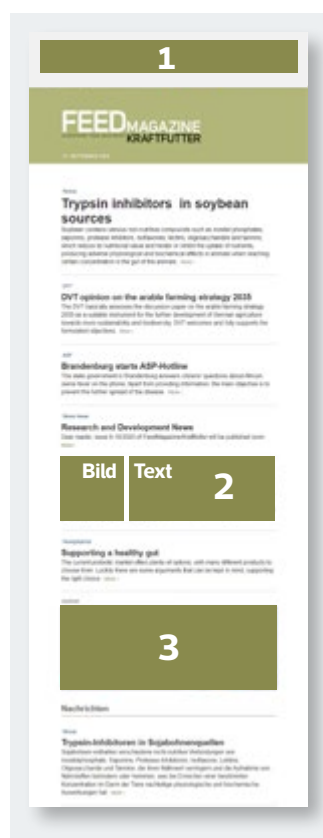
Inserts and additional technical costs are not subject to discounts. The General Terms and Conditions of dfv Media Group apply.

To access them please visit <https://english.dfv.de/service/generalterms>



Online Newsletter

08



1 Top Ad
Format 630 x 75 pixels
€ 540
Fixed rate per issue

2 Text / Image Ad
max. 420 characters + 1 image
(Format 120 x 120 pixels)
€ 370
Fixed rate per issue

3 Content Banner
Format 520 x 200 pixels
€ 370
Fixed rate per issue

Specs & file submission

- **GIF** (static or animated), JPG, PNG, Redirect, HTML5, each max. 200 KB
- **Videos in mp4** (max. 4 MB), Redirect or HTML5
- Please include a **GIF/JPG/PNG** for Text / Image Ads.
- When supplying 3rd party ads, redirects and HTML5 ads, please make sure to include HTTPS-compatible URLs.
- **Please submit the files 3 working days before the publication date to online-management@agrarzeitung.de.**

Weekly FeedMagazine Newsletter

The **weekly** bilingual newsletter is published every **Monday** and provides the very latest industry and market information at short notice, reports from the world of science and practical experience as well as critical commentary on politics and business. Take this opportunity to present your products to the decision makers in this environment.

Additional FeedMagazine trade fair newsletters

In the 6 weeks prior to the **VICTAM** and **EuroTier** trade fairs we will issue additional weekly newsletters to inform the visitors about the key innovations, trends and trade fair topics. Ideal for visitors and for exhibitors who want to draw attention to their stand.

Trade fair newsletter publication dates :

VICTAM	EuroTier
26 Apr 2022	11 Oct 2022
3 May 2022	18 Oct 2022
10 May 2022	25 Oct 2022
17 May 2022	01 Nov 2022
24 May 2022	08 Nov 2022
30 May 2022	14 Nov 2022



Print

Printing Methods, Artwork & Payments

09

Printing and binding method

Sheet-fed offset printing with saddle stitching

Colours	Based on euro scale
Colour sequence	Black, cyan, magenta, yellow
Paper quality	Cover: 170/m ² , wood-free, white, matt-coated Content: 70g/m ² , white, matt-coated
Dot gains	40% field: 13% (tolerance ± 3%) 80% field: 11% (tolerance ± 2%)

All rates are subject to German VAT.

Artwork

Print

- Printable PDF
- Resolution of at least 300 dpi
- All fonts should be embedded
- Bleed: Please add 4 mm bleed margin on all sides for trimming.
- Please send the artwork to **disposition@agrarzeitung.de**

Newsletter

- Please submit the files 3 working days before the publication date to **online-management@agrarzeitung.de**

File submission

Via FTP, email or CD-ROM

Data archiving

Data will be archived.
Unchanged repetitions are therefore usually possible.
However, no data guarantee is assumed.

Warranty

If incomplete or deviating data are supplied (copy, colours, images), we do not accept any liability for the print result. Incorrect exposures due to incomplete or defective files, bad settings or incomplete information will be charged for.

This also applies to additional typesetting and lithography work as well as for the production of new proofs.

The General Terms and Conditions of dfv Media Group apply.
To access them please visit
<https://english.dfv.de/service/generalterms>

Bank details

Frankfurter Sparkasse
BIC: HELADEF1822
IBAN: DE56 5005 0201 0000 0349 26

Agency commission: 15%



FeedMagazine Your Team

Overall Publishing Management Agricultural Media



Arne Löffel

Email loeffel@agrارzeitung.de
Telephone +49 69 7595-1591

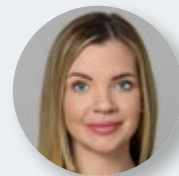
Media Consultant



Silke Rausch

Email silke.rausch@dfv.de
Telephone +49 160 93 97 25 60

Web Coordinator



Kira Jenson

Email jenson@agrارzeitung.de
Telephone +49 69 7595-1905

Agricultural Publishing Director



Thomas Wulff

Email wulff@agrارzeitung.de
Telephone +49 69 7595-1261

Ad Coordinator



Jörg Jähne

Email disposition@agrارzeitung.de
Telephone +49 69 7595-1582
Fax +49 69 7595-1580

FeedMagazine/Kraftfutter

Postal address:

Deutscher Fachverlag GmbH
Advertising Department
FeedMagazine/Kraftfutter
60264 Frankfurt am Main
Germany

Office address:

Mainzer Landstraße 251
60326 Frankfurt am Main
Germany

www.feedmagazine.net

Media information online:
www.feedmagazine.net/mediadaten

A dfv Media Group publication

Editor-in-Chief

Dr. Angela Werner

Email angela.werner@dfv.de
Telephone +49 69 7595-1581

Reader's Service

Email leserservice@agrارzeitung.de
Telephone +49 69 7595-1865
Fax +49 69 7595-1860

Editor in charge

Bernd Springer

Email bernd.springer@dfv.de
Telephone +49 69 7595-1587

Illustrations: pixabay and Crossmedia/dfv

