

# FEEDMAGAZINE

EUROPEAN FEED BUSINESS

# KRAFTFUTTER

The information medium  
for the animal feed industry

# Media Kit

# 2023



Magazine | Newsletter



# FeedMagazine About Us

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## 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. This 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

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### ● Publication frequency

Six times a year,  
 bilingual  
 in German and English

### ● Volume

106<sup>th</sup> year's issue 2023

### ● Subscription rate

Domestic **€ 308**  
 (including shipping, plus VAT)  
 If the VAT number is provided, **€ 328**  
 within the EU (including shipping)  
 Outside the EU **€ 330**  
 (including shipping)

### ● ISSN

0023-4427

### ● Web address

[www.feedmagazine.net](http://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 2021 to 30 June 2022)

Print run: **1,500**

## ● Distribution

Actual distribution: **1,318**

## ● Sales and subscriptions

Sold copies: ..... **417**  
 Subscription copies: ..... **410**  
 Other sales: ..... **7**  
 Retail sales: ..... **0**  
 Free copies: ..... **887**  
 Remainder, archive  
 and voucher copies: ..... **135**

## ● Geographic distribution analysis

Germany: ..... **683 Copies** (51.8%)  
 Abroad: ..... **635 Copies** (48.2%)

Actual distributed  
 circulation: ..... **1,318 Copies** (100%)

## ● 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

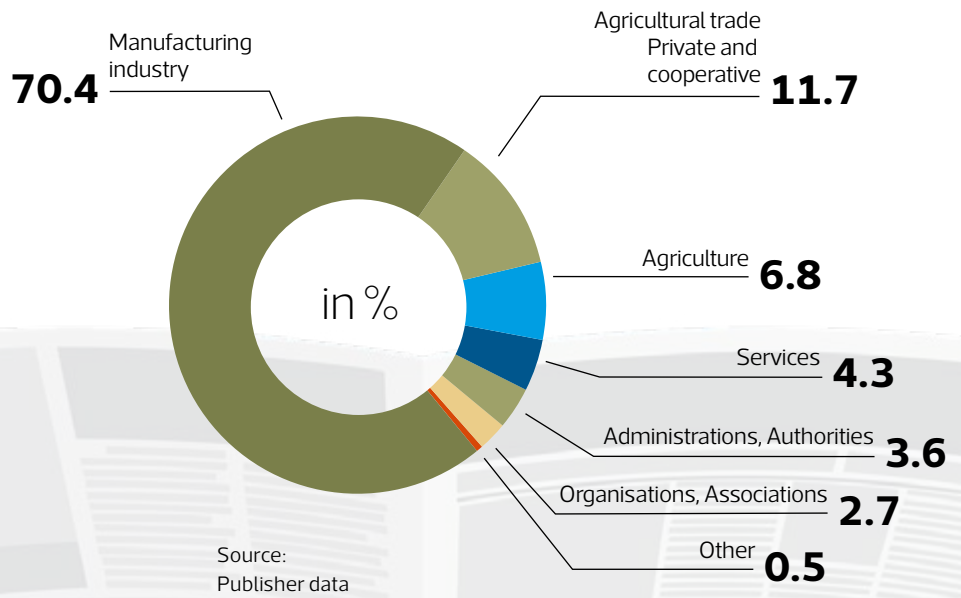
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## Target audience

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**

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**Editorial schedule 2023**

Edition	Publication date	Closing date	Key topic	Trade Fairs / Events
<b>01/02</b>	9 Feb 2023	24 Jan 2023	<b>Feed Additives</b>	AWT Conference
<b>03/04</b>	20 Apr 2023	31 Mar 2023	<b>Pig feeding</b>	
<b>05/06</b>	22 May 2023	3 May 2023	<b>Compound Feed Production in Europe; Technology</b>	FEFAC–Public Annual Meeting
<b>07/08</b>	9 Aug 2023	24 Jul 2023	<b>The Latest in R&amp;D; Special Feeds (incl. Aquafeed)</b>	DVT Annual Meeting
<b>09/10</b>	12 Oct 2023	25 Sep 2023	<b>Ruminant feeding</b>	
<b>11/12</b>	7 Dec 2023	21 Nov 2023	<b>Poultry feeding</b>	

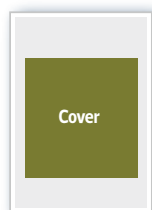
Your contact at **FeedMagazine/Kraftfutter**  
Telephone +49 69 7595-1868 / Email: silke.rausch@dfv.de

A dfv Media Group publication



# Print Ad Formats & Rates

06



**Cover page**  
Cover page 166 x 177  
4c € 4,650



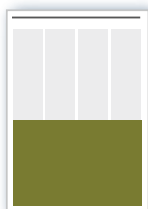
**Front inside + back cover**  
Full page 190 x 280  
Bleed\* 210 x 297  
4c € 4,000



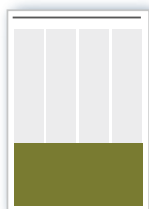
**1/1 page**  
Full page 190 x 280  
Bleed\* 210 x 297  
4c € 3,750



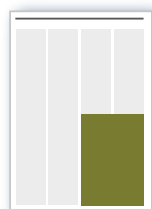
**1/2 page portrait**  
Half page 92 x 280  
Bleed\* 102 x 297  
4c € 3,100



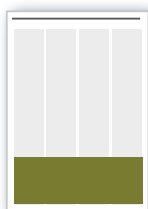
**1/2 page landscape**  
Half page 190 x 126  
Bleed\* 210 x 143  
4c € 3,100



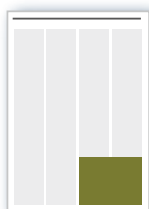
**1/3 page landscape**  
Third page 190 x 92  
Bleed\* 210 x 100  
4c € 2,650



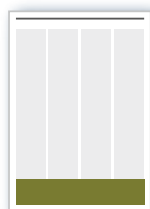
**1/4 page corner**  
Quarter page 92 x 135  
4c € 2,400



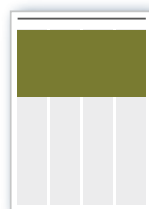
**1/4 page landscape**  
Quarter page 190 x 69  
Bleed\* 210 x 77  
4c € 2,400



**1/8 page corner**  
Eighth page 92 x 70  
4c € 1,900



**1/8 page landscape**  
Eighth page 190 x 38  
Bleed\* 210 x 46  
4c € 1,900



**Publishing information**  
Publishing information 190 x 99  
4c € 2,650

## 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](mailto:disposition@agrarzeitung.de)**

## Discounts

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

5%	€ 3,750
10%	€ 7,500
15%	€ 10,000
20%	€ 15,000

All rates are subject to German VAT.  
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To access them please visit : <https://english.dfv.de/service/generalterms>

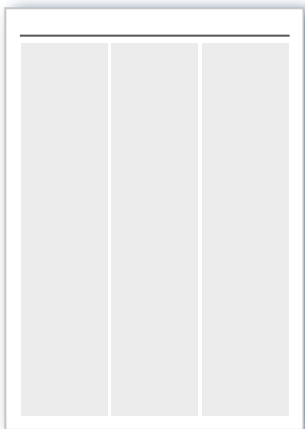


Print

# Marketplace & Inserts

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## Marketplace



### Format

- 3 columns of 60 mm each

### Minimum time frame

- 6 consecutive issues (1 year of publication)

### Rate

- **€ 3.20** per mm in height and column, including euro scale colours

### Invoicing

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

## Bound Inserts

### Price

- 2 sheets = 4 pages for **€ 4,190**

## Loose Inserts

### Price

- **€ 1,210** 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/m<sup>2</sup> paper weight.

### Delivery

- The printed inserts need to be delivered to the printer 8 working days before the publication date.
- Quantity to be delivered: 1,700 copies

## Delivery address

### Silber Druck oHG

Matthias Schmelz  
 FeedMagazine / Kraftfutter, issue no.: ... / 2023  
 Otto-Hahn-Straße 25  
 34253 Lohfelden  
 Germany

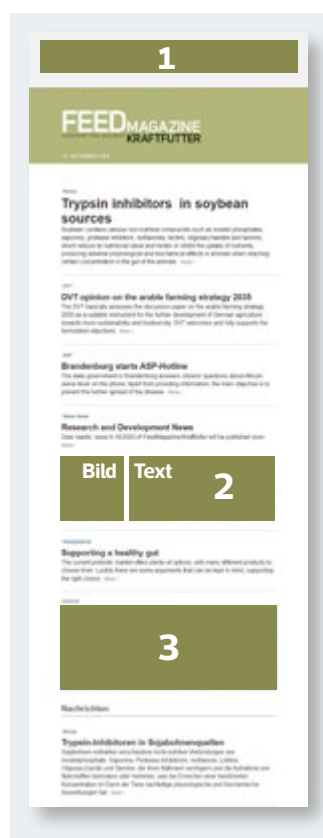
Inserts and additional technical costs are not subject to discounts.  
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# Online Newsletter

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**1 Top Ad**  
Format 630 x 75 pixels  
**€ 590**  
**Fixed rate per issue**

**2 Text / Image Ad**  
max. 420 characters + 1 image  
(Format 120 x 120 pixels)  
**€ 410**  
**Fixed rate per issue**

**3 Content Banner**  
Format 520 x 200 pixels  
**€ 410**  
**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 3<sup>rd</sup> 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](mailto:online-management@agrarzeitung.de).**

## FeedMagazine Newsletter twice a week

The bilingual newsletter is published **twice a week** every **Monday and Wednesday** 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.

### Follow us!





## 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	<b>Cover:</b> 170/m <sup>2</sup> , wood-free, white, matt-coated <b>Content:</b> 70g/m <sup>2</sup> , white, matt-coated
Dot gains	<b>40% field:</b> 13% (tolerance ± 3%) <b>80% field:</b> 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.

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### Bank details

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

**Agency commission: 15%**



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