

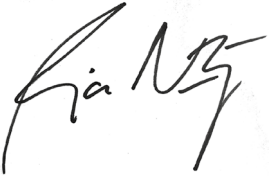
## “Book DGS - reach decision-makers.”



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**ANJA NÄHRIG**  
anaehrig@ulmer.de



**DGS**  
WORLD

DGS Website  
DGS Newsletter  
DGS magazine  
DGS Special Reports  
Poultry Yearbook

# Advertise professionally in your target group

**DGS is the oldest information medium in Germany specialising in the poultry industry. We have been reporting in and about the industry for 75 years and maintain a unique relationship with poultry-keeping businesses. The strong integration of the sector is also reflected in our market coverage.**

## **We offer you the full range of advertising platforms:**

- » The digital information portal of the DGS provides the entire poultry sector with specialist knowledge and current market data on a daily basis via its thematic channels.
- » The DGS Newsletter delivers the latest information from politics, business and research to up to 4,500 email inboxes every week.
- » The DGS magazine is on the desks of industry-relevant decision-makers every month. Unique in Germany and with almost complete market coverage.
- » Online seminars, special reports (online/print) and the compendium "Poultry Yearbook" complement the DGS portfolio throughout the year.



# DGS



## » DGS Website

The information portal with solid poultry expertise - always and everywhere to read. Paired with branch news, market data and surveys.

## » DGS Newsletter

The latest news from politics, business and science quickly and directly to your target group.

## » DGS Topic channels

Targeted expertise SEO-optimised for more reach. The channels can be combined with exclusive newsletters.

## » DGS magazine

The poultry magazine with technical articles, reports and interviews. The latest research results are presented in an understandable way for the readers.

## » DGS Poultry Yearbook

The compendium with all important facts, standard tables and addresses of the poultry sector in the DACH region.

## » DGS Special publications

Additional expertise on current and selected key topics.

# Short & sweet

## Association

Zentralverband der Deutschen Geflügelwirtschaft e.V. (ZDG)

## The target group

- » Professional poultry farmers
- » Suppliers of stable equipment and animal feed, etc.
- » Authorities and Organisations

## Publication frequency | Volume

monthly | 76. Year 2024

## Circulation print magazine

Printed circulation:	4,861
Distributed circulation:	4,432
Sold circulation:	4,097

## Online consumption

Digital subscriptions:	724
Newsletter/mailings per week:	ca. 4,790
Page impressions (month):	ca. 18,000

## Media offerings for your communication goals

- » Advertisements, supplements (print)
- » Digital formats (website / newsletter)
- » Company and product profiles (print / digital)
- » Special publications (print / digital)

## Marketing and sales consulting

Melanie Radtke  
T +49 (0) 7 11 / 45 07 – 1 19  
F +49 (0) 7 11 / 45 07 – 2 21  
[mradtke@ulmer.de](mailto:mradtke@ulmer.de)



## Advertising service

[anzeigen@ulmer.de](mailto:anzeigen@ulmer.de)  
(please indicate journal title when booking)

## Publisher

Verlag Eugen Ulmer KG | Wollgrasweg 41 | 70599 Stuttgart  
T +49 (0) 7 11 / 45 07 – 0 | F +49 (0) 7 11 / 45 07 – 1 20  
[info@ulmer.de](mailto:info@ulmer.de) | [www.ulmer-verlag.de](http://www.ulmer-verlag.de)

## Terms of payment

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

# Technical data

## Journal format

Bleed format: 210 mm × 297 mm (Width × Height)  
 Type area format: 184 mm × 270 mm (Width × Height)

### Formats in type area

Columns	Number of columns 3	Number of columns 4
1 col.	58 × 270 mm	43 × 270 mm
2 col.	121 × 270 mm	90 × 270 mm
3 col.	184 × 270 mm	137 × 270 mm
4 col.	–	184 × 270 mm

## Printing and processing

### Printing

Sheetfed offset | 1/1- to 4/4-coloured

### Paper

Cover: woodfree picture print glossy 115 g/m<sup>2</sup>  
 Content: 100% recycled paper, without chlorine bleach. Picture print 80 g/m<sup>2</sup>

### Processing

Saddle stitching

## Digital printing information

**Printing order:** Black – cyan – magenta – yellow. Profil ISO coated v2 (EU). **Tonal range:** half tones min 2% to max. 98%. Dot gain in middle section is 17% in black 14% in colour.

**Complete application of paint:** max. 330%. Please do not use DCS-format, hairlines, RGB/LAB images and duplex images with special colours.

Advertisements with special colours are to be created in CMYK with the correct mixing ratios of the desired HKS colour descriptions.

Four-colour advertisements should equally be created in CMYK for the four-colour process

## Data transmission

Please send the printing documents for your advertisement by email directly to the publisher:

### Advertising scheduling

T + 49 (0) 7 11 / 45 07 – 1 42 | F + 49 (0) 7 11 / 45 07 – 2 21  
[anzeigen@ulmer.de](mailto:anzeigen@ulmer.de)  
 (please indicate journal title when booking)


## Data format

Printable PDF (PDF/X-3).  
 Data formats such as Freehand, Photoshop, Word, Corel Draw, etc, only after consultation. The production of printing documents according to other templates will be charged.

# DGS magazine - Themes | Dates

## The permanent topics

- » For all poultry species: broilers, turkeys, layers, waterfowl and special poultry
  - » Housing construction and technology
  - » Feeding and emission reduction
  - » Animal health and welfare
  - » Market reports and developments
  - » Economics & Management
  - » Surveys
  - » Sector overview
- [Here are the current topics](#)

Edition	Dates	Topics/Focus areas	Trade fairs/Exhibitions
<b>January</b> <b>01</b> <b>DGS-</b> <b>magazine</b>	PD: 09.01.24 AD T: 01.12.23 AD A: 15.12.23	Egg production and marketing	<b>Intern. Grüne Woche</b> Berlin, D   19.01. - 28.01.2024
<b>February</b> <b>02</b> <b>DGS-</b> <b>magazine</b>	PD: 06.02.24 AD T: 05.01.24 AD A: 26.01.24	 75 years DGS - Anniversary Edition Animal welfare	<b>BioFach</b> , Nürnberg, D   13.02. - 16.02.2024 <b>Tier &amp; Technik</b> St. Gallen, CH   22.02. - 25.02.2024 <b>Ferma</b> , Lodz, P   23.02. - 25.02.2024 <b>SIA</b> , Paris, F   24.02. - 03.03.2024
<b>March</b> <b>03</b> <b>DGS-</b> <b>magazine</b>	PD: 05.03.24 AD T: 02.02.24 AD A: 23.02.24	Stable construction <b>Special issue "Feeding"</b>	<b>Ab Hof</b> , Wieselburg, A   08.03. - 11.03.2024

# Topics | Dates

Edition	Dates	Topics/Focus areas	Trade fairs/Exhibitions
April <b>DGS- magazine</b>	PD: 09.04.24	Organic farming	
	AD T: 08.03.24		
	AD A: 28.03.24		
May <b>DGS- magazine</b>	PD: 07.05.24	Animal health	
	AD T: 05.04.24		
	AD A: 26.04.24		
June <b>DGS- magazine</b>	PD: 04.06.24	Energy & Manure	
	AD T: 03.05.24		
	AD A: 24.05.24		
July <b>DGS- magazine</b>	PD: 09.07.24	Breeding	
	AD T: 07.06.24	<b>Special issue "Animal Health"</b>	
	AD A: 28.06.24		

# Topics | Dates






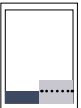
Edition	Dates	Topics/Focus areas	Trade fairs/Exhibitions
<b>August</b> <b>DGS-</b> <b>magazine</b>	PD: 06.08.24 AD T: 05.07.24 AD A: 26.07.24	Open land agriculture	
<b>September</b> <b>DGS-</b> <b>magazine</b>	PD: 10.09.24 AD T: 09.08.24 AD A: 30.08.24	Biological safety	<b>SPACE</b> , Rennes, F
<b>October</b> <b>DGS-</b> <b>magazine</b>	PD: 08.10.24 AD T: 06.09.24 AD A: 27.09.24	Feeding	<b>OLMA</b> St. Gallen, CH   10.10. - 20.10.2024 <b>World Egg Day</b>   11.10.2024 <b>Dutch Poultry Expo</b> Hardenberg, NL   16.10. - 17.10.2024
<b>November</b> <b>DGS-</b> <b>magazine</b>	PD: 05.11.24 AD T: 04.10.24 AD A: 25.10.24	Digitalisation <b>Trade fair booklet for EuroTier and World Poultry Show</b>	<b>EuroTier</b> Hannover, D   12.11. - 15.11.2024



# Topics | Dates

Edition	Dates	Topics/Focus areas	Trade fairs/Exhibitions	
December	<b>12</b> <b>DGS-</b> <b>magazine</b>	PD: 10.12.24 AD T: 08.11.24 AD A: 29.11.24	Poultry meat production and marketing	
	<b>01</b> <b>DGS-</b> <b>magazine</b>	PD: 07.01.25 AD T: 29.11.24 AD A: 20.12.24	Egg production and marketing	<b>Intern. Grüne Woche</b> Berlin, D   17.01. - 26.01.2025

## Formats | Prices

formats	width x height	colour	prices/€	formats	width x height	colour	prices/€
1/1 	Type area format 184 x 270 mm	bw 2c 3c 4c	3,780.– 4,175.– 4,570.– 4,965.–	1/3 	Type area format 184 x 87mm 58 x 270mm	bw 2c 3c 4c	1,260.– 1,655.– 2,050.– 2,445.–
	Bleed format* 210 x 297 mm	bw 2c 3c 4c	4,158.– 4,553.– 4,948.– 5,343.–		Bleed format* 210 x 109mm 72 x 297mm	bw 2c 3c 4c	1,386.– 1,781.– 2,176.– 2,571.–
2/3 	Type area format 184 x 178 mm 121 x 270 mm	bw 2c 3c 4c	2,520.– 2,915.– 3,310.– 3,705.–	1/4 	Type area format 184 x 65mm 90 x 133mm	bw 2c 3c 4c	945.– 1,340.– 1,735.– 2,130.–
	Bleed format* 210 x 200 mm 135 x 297 mm	bw 2c 3c 4c	2,772.– 3,167.– 3,562.– 3,957.–		Bleed format* 210 x 87mm 105 x 156mm	bw 2c 3c 4c	1,040.– 1,435.– 1,830.– 2,225.–
1/2 	Type area format 184 x 133 mm 90 x 270 mm	bw 2c 3c 4c	1,890.– 2,285.– 2,680.– 3,075.–	1/8 	Type area format 184 x 32mm 90 x 65mm	bw 2c 3c 4c	473.– 671.– 869.– 1,067.–
	Bleed format* 210 x 156 mm 105 x 297 mm	bw 2c 3c 4c	2,079.– 2,474.– 2,869.– 3,264.–				

mm-Price sw: 3.50 €. All prices quoted in the rate plus VAT. The general terms and conditions for advertisements and inserts in newspapers and magazines apply.

\* Plus 3 mm bleed all around.

# Special placements | Surcharges | Discounts

## Special placements

ad type	format	colour	prices in €
2nd cover page	210 × 297 mm (Bleed format*)	4c	6,420.–
4th cover page	210 × 297 mm (Bleed format*)	4c	6,420.–
Text part advertisements/ corner panel/strip advertisements	each 43 mm wide column	bw	5,85
	each 58 mm wide column	bw	7,79
Minimum calculation 80 mm.			

\* Plus 3 mm bleed all around

**Binding space regulations:** 20% surcharge  
**Advertisements over gutter and type area:** 10% surcharge

## Colour surcharges

Standard colours according to euro scale

- » under 250 mm advertising space per colour 198.– €
- » over 250 mm per colour 395.– €
- » Spot colours (HKS) on request

We reserve the right to adjust colours for technical reasons.

## Discounts

In case of acceptance within 12 months (closure year) and existence of a discount agreement.

repeat discount		quantity discount	
3 ads	3%	½ page	3%
6 ads	5%	1 page	5%
9 ads	10%	2 pages	10%
12 ads	15%	3 pages	15%
24 ads	20%	5 pages	20%

Colour and bleed surcharges are discounted. No discounts on covers, inserts and additional technical costs.

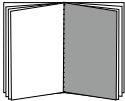
## Job advertisements

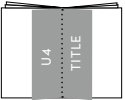
Commercial job ads/ Casual ads	mm-price	bw	1 col.	3.50 €
Box number charge				8.– €
Private job applications	mm-price	bw	1 col.	2.08 €* €*
private box number charge				9.52 €* €*

\* Final prices incl. VAT, no repeat discounts.

All prices stated in the tariff plus the statutory VAT. The general terms and conditions for advertisements and third-party supplements in newspapers and magazines apply.

## Special advertising formats | Print shop

special adv.	description
<b>Supplements*</b> 	<ul style="list-style-type: none"> <li>» Maximum format 205 × 295 mm (w × h) if format is exceeded, we charge € 25 per thousand copies. / total insert / partial insert as of 2,000 copies</li> <li>» up to 25 g weight: 1,500.– €</li> <li>» up to 35 g weight: 1,700.– €</li> <li>» up to 50 g weight: 1,950.– €</li> </ul>
<ul style="list-style-type: none"> <li>» Higher weights and partial inserts under 2,000 copies on request. In case of more difficult technical processing, surcharge according to the respective circumstances.</li> </ul>	
<ul style="list-style-type: none"> <li>» Samples: before accepting the order, the publisher requires three samples by the Advertising deadline of the respective issue at the latest. The binding nature of the order cannot be finally decided until the samples are available.</li> <li>» Inserts may not contain advertising from other companies.</li> </ul>	

<b>Flap*</b> 	<ul style="list-style-type: none"> <li>» Side-high flap on the front and back of the title.</li> <li>» Placement of an advertisement is possible on the inside and outside of the flap.</li> <li>» The top 8 cm are reserved for the publisher for the title and logo.</li> <li>» A flap on the back is possible in conjunction with an advertisement on the 4th cover page. The inside and outside of the flap are available in full.</li> </ul>
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special adv.	description
<b>Special prints*</b>	<ul style="list-style-type: none"> <li>» Articles from previously published DGS issues can be reprinted as special prints for company purposes.</li> <li>» The special prints are possible - provided the author/ image release - with or without image or product display. A DGS source reference is printed.</li> </ul>
<b>Special publication*</b>	<ul style="list-style-type: none"> <li>» You have newly built or are planning an open day?</li> <li>» DGS presents your event on special colour pages. Use this opportunity for example for: New openings   New buildings and conversions   Open days   Change of name   Anniversaries</li> </ul>

\* No discounts on covers, inserts and additional technical costs.  
Prices and details on request.

### Print shop

Ungeheuer + Ulmer KG GmbH + Co.  
Körnerstraße 16 | 71634 Ludwigsburg

### Delivery note

For „DGS-Magazine-No. ...“

### Date of delivery

14 days before publication. At the same time please send at least 3 samples directly to the publisher.

# Geflügeljahrbuch 2025 (poultry year book)



The official yearbook of the Zentralverband der Deutschen Geflügelwirtschaft e.V. and its member associations.  
A useful guide and an indispensable reference work for the entire poultry industry.

Display advertisements	Width × Height		Price in € bw		Price in € 4c	
	Type Area	Bleed	Type Area	Bleed	Type Area	Bleed
1/1 page	95 × 163 mm	115 × 190 mm	773.–	852.–	1,522.–	1,739.–
1/2 page	95 × 79 mm oder 45 × 163 mm	115 × 90 mm oder 55 × 190 mm	404.–	442.–	1,155.–	1,197.–
1/4 page	95 × 37 mm oder 45 × 79 mm		213.–	–	922.–	–

## Referred Positioning 1/1 page

2. cover page	95 × 163 mm	115 × 190 mm		1,853.–	1,955.–
3. cover page	95 × 163 mm	115 × 190 mm		1,853.–	1,955.–
4. cover page	95 × 163 mm	115 × 190 mm		1,913.–	2,017.–
Introduction pages	95 × 163 mm	115 × 190 mm		1,793.–	1,896.–
Cardboard pages	95 × 163 mm	115 × 190 mm		1,793.–	1,896.–

## Contents

- » Current focus topic from the poultry world
- » Key data for poultry production (economics, husbandry, breeding, feeding, animal health and legal framework)
- » Address directory of the poultry sector

## More Information

- » Bleed format\*: 115 mm (Width) × 190 mm (Height)
- » Type area format: 95 mm (Width) × 163 mm (Height)
- » Circulation: 5,000
- » Publication date: September 2024
- » Advertising deadline: 10.06.2024

\* Plus 3 mm bleed difference all round.

Please design texts and logos with at least a 5 mm to the edge of the format.

Differing formats are not possible. Discounts are not transferable. All prices plus VAT.

# Geflügeljahrbuch (poultry year book) **title overprint**

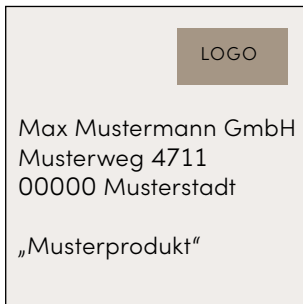
## Special copy for individual companies

- » possible from a print run of 100 copies
- » Imprint (e.g. company logo, product)



- » Original size of the title imprint:
- » 40 mm x 40 mm

## Sample imprints



OR



## Your advantages

- » Best advertising effectiveness
- » optimal presence
- » long-term advertising effectiveness of more than 12 months

## Without overprint

- » Order of 20 copies or more at discount prices

## Interested?

We would be happy to inform you about the Prices.

## Your contact person

Melanie Radtke  
T + 49 (0) 7 11 / 45 07 – 119  
F + 49 (0) 7 11 / 45 07 – 221  
[mradtke@ulmer.de](mailto:mradtke@ulmer.de)

## Special issues

### Targeted and without wastage!

[DGS special issues](#) set standards. They complement the current monthly or weekly reporting in a special way. Important topics are presented comprehensively and professionally. Together with opinion multipliers from industry, practice and science, highly interesting topic specials and practice-oriented guides are created.

The [DGS special issues](#) provide a strong environment for your communication with decision-makers in poultry farms. We would be pleased to inform you about further projects.

### The target group

With the DGS Special Editions you reach

- » almost all professional poultry farmers/fatteners
- » the decision-makers in the large farms as well as in the upstream and downstream economic sectors
- » opinion leaders in companies and associations

### Interested?

We would be pleased to inform you about the current plans for our [special issues](#).



### Fütterung Feeding

Publication date:  
with DGS issue 03 | 2024  
on 05.03.2024  
Booking deadline: 16.01.2024



### Tiergesundheit Animal Health

Publication date:  
with DGS issue 07 | 2024  
on 09.07.2024  
Booking deadline: 21.05.2024

## Online advertising

[www.dgs-magazin.de](http://www.dgs-magazin.de)

The specialist portal [www.dgs-magazin.de](http://www.dgs-magazin.de) is up-to-date and always accessible. The website offers mobile-optimised and unique poultry expertise. Supplemented by current market data, industry news, surveys and the most important dates, it is a practical working aid for poultry farms.

With exclusive access to specialist topics especially for subscribers to the DGS website, your advertising will reach where it should - the professionals in the poultry industry. The articles from DGS magazine are prepared cross-medially and pave the way into the digital poultry world.

	Standard formats	prices in €* / duration 30 days	width x height in pixel
1	Billboard	750.-	970 x 250
2	Large Leaderboard	563.-	970 x 90
3	Half Page Ad	563.-	300 x 600
4	Skyscraper	450.-	160 x 600
5	Leaderboard (Superbanner)	375.-	728 x 90
6	Content Ad	338.-	560 x 100
7	Medium Rectangle	338.-	300 x 250
8	Button	188.-	300 x 100

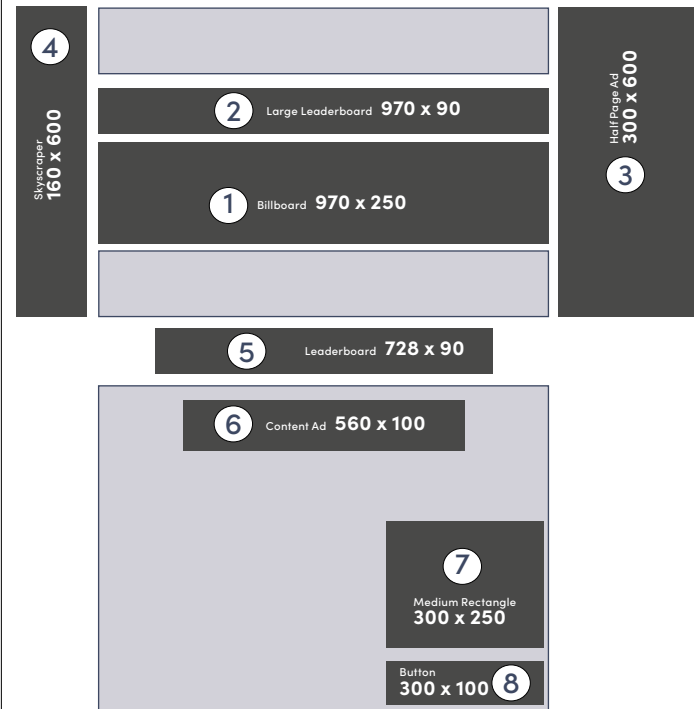
\* All prices plus VAT. All advertising formats run in rotation.

### Data + facts

Visits/month 9,099  
Page Impressions/month 17,928

All values are an average of the period 01.06. up to 31.07.2023.  
Current figures on request.

Source: Matomo-Analytics





# Online advertising

## Ad bundles on [www.dgs-magazin.de](http://www.dgs-magazin.de)

Maximum performance - With our ad bundles, you ensure that your advertising is played on all devices.

ad bundle 1-4	PC/laptop	mobile	price
Billboard + Half Page AD	970 x 250	300 x 600	750.-
Large Leaderboard + Half Page AD	970 x 90	300 x 600	563.-
Skyscraper + Medium Rectangle	160 x 600	300 x 250	450.-
Leaderboard + Medium Rectangle	728 x 90	300 x 250	375.-
Half Page Ad	300 x 600	300 x 600	563.-
Medium Rectangle	300 x 250	300 x 250	338.-

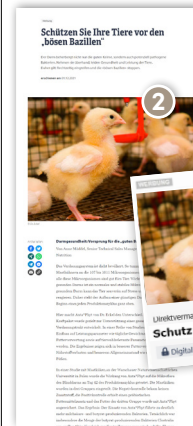
All prices plus VAT. All advertising formats run in rotation.

## Further online specials

- » Sponsoring of a theme channel (landing page)
- » Combination with exclusive newsletters and/or seminars

## Online advertorials

You want to increase your website traffic and win new customers? We integrate your content perfectly into the editorial environment within the specialist portal [dgs-magazin.de](http://dgs-magazin.de).



[More information here](#)

duration:	30 days
format	Online advertorial BASIC 1+2
price in €/circuit	990.-
Consisting of teaser and main article. The teaser is placed on the start page of the DGS website and links directly to the main article.	
format	Online advertorial PREMIUM 1+2+3
price in €/issue	1,490.-
With additional text ad in the DGS Newsletter as a push element.	

All prices plus VAT / All elements are marked with "advertising".

## Online advertising

### The three DGS Newsletters



DGS Newsletter

DGS Newsletter

Egg production and marketing

DGS Newsletter

Poultry meat production and marketing

The DGS newsletter provides weekly information on current events in the poultry industry and important information from politics and business. In addition, the specialist newsletters from the areas of egg and poultry meat production are published every 14 days in alternation.

**Dispatch cover per week:** 4,790  
**Opening rate:** 35%  
**CTOR:** 42%  
**Mailing date:** weekly,  
 tuesdays and fridays

[More information here](#)

format	prices in €/issue	size
Content Ad	400.–	560 x 100 pixel
Large Image	725.–	560 x 250 pixel
Text Ad	525.–	300 characters text + 1 image*

\* Text ads are marked with "advertising". All prices plus VAT.

The terms and conditions for online advertising can be found at [www.ulmer-verlag.de/agb](http://www.ulmer-verlag.de/agb)

### Online seminars

Online seminars combine the speed of the internet with the advantages of personal communication:



Because online seminars are interactive live seminars organised and conducted on the internet, where a clearly defined target group enters into dialogue with experts and "faces" of the industry.

### Your opportunities

- » Attend one of our specialist online seminars as a sponsor partner
- » Host and design an online seminar together with us
- » Create your own online seminar - with our organisational and technical support

For more information and individual offers, please contact us.



## The job market for horticulture and agriculture

- Per month an average of 5,876 sessions\* (visits) and
- 16,435 page views\* (page impressions).
- Confidence among employers: Over 800 job offers per year
- Agencies receive 15 % AE commission with proof (cannot be added to contingent and flat rate prices)
- Trade magazine subscribers get a discount with the voucher code. You can find more information [here](#).
- Trainee and internship positions as well as job applications for employees are basically free of charge
- Contingent and flat rate prices, job of the week in the newsletter, extension options, refresh and other additional services can be found online here: [www.gruener-stellenmarkt.de/Preisliste](http://www.gruener-stellenmarkt.de/Preisliste)

\* Source: Matomo, July 2023

\*\* All prices plus VAT.

### Online Basis

- Text ad
- 
- 149.– €\*\*/30 days online plus VAT.
  - 199.– €\*\*/60 days online plus VAT.

### Online Premium

- Stand out from the crowd: text ad + logo + PDF info material
- 
- 249.– €\*\*/30 days online plus VAT.
  - 299.– €\*\*/60 days online plus VAT.

### Crossmedia **PLUS**

- Bookers of printed job advertisements are offered 60 days for the price of 30 days if they also book online!

### Ad scheduling and consulting

Marie Scheurenbrand  
T +49 (0) 711 / 45 07 – 142 | F – 221  
[anzeigen@ulmer.de](mailto:anzeigen@ulmer.de)

Please state in the subject line:  
Grüner Stellenmarkt  
[www.gruener-stellenmarkt.de](http://www.gruener-stellenmarkt.de)

## Market data | Facts

In 2022, around 15.9 billion eggs with a production value of 1.591 billion euros were produced in Germany.

DGS reaches the interesting target group of the poultry industry every month and offers a high reach with a circulation of approx. 4.867 copies.

### Laying hens

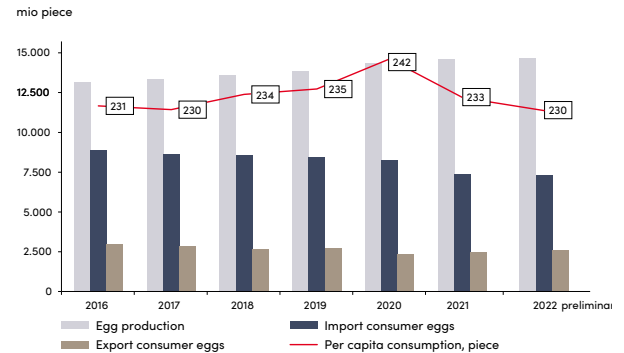
2,146 farms with more than 3,000 hen places (as of May 2023)

52.5 million laying hen places in total (as of May 2023)

Smaller farms (e.g. with mobile housing) are not taken into account.

Sources:  
Statistisches Bundesamt, BLE, MEG, preliminary figures for 2022

### The German consumer egg market



Sources: BLE, MEG

## Market data | Facts

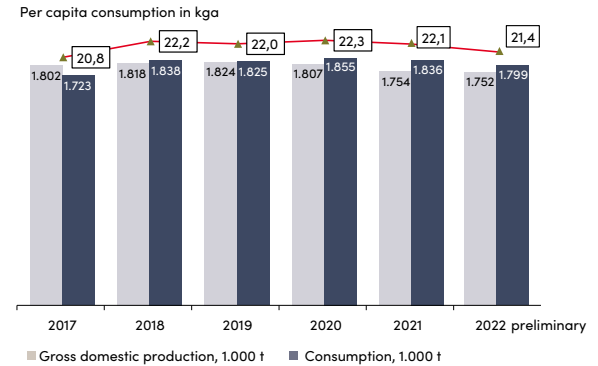
Total poultry meat production was 1.752 million tonnes in 2022. The production value of poultry production amounted to 3.32 billion euros.

### Poultry slaughter market (2022)

	Gross domestic production	Consumption per capita in kg
Chicken	1,387,300 †	15.6
Turkeys	334,500 †	4.8
Ducks	25,700 †	0.7
Geese	4,100 †	0.3

Sources: BLE, MEG, preliminary figures for 2022

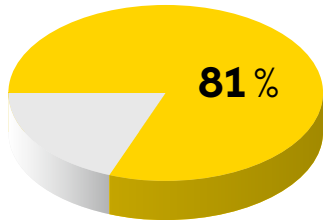
### The German poultry market



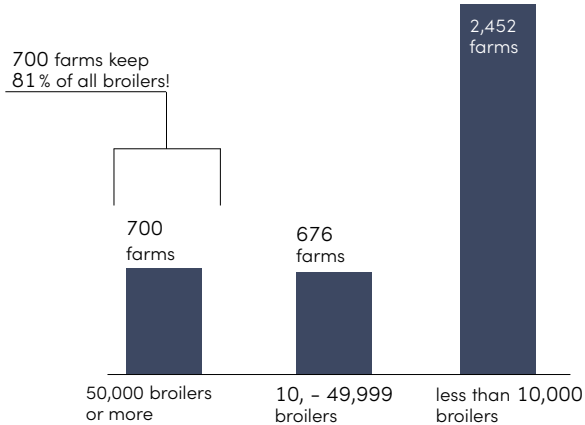
Sources: MEG, BLE

## Market data | Facts

700 chicken fattening farms with a high market share

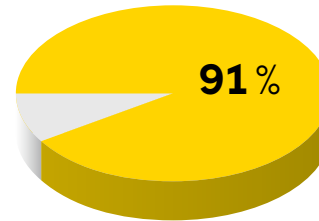


A total of 92.46 million broilers.

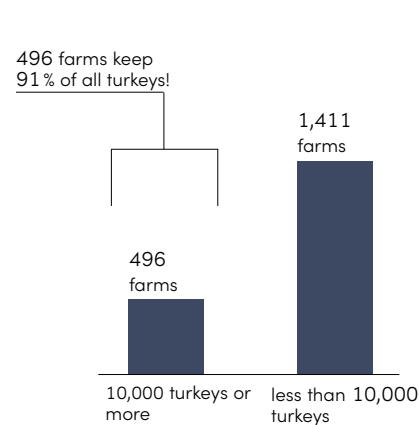


Source: Census of Agriculture 2020 (Destatis)

496 turkey farms with a lot of potential



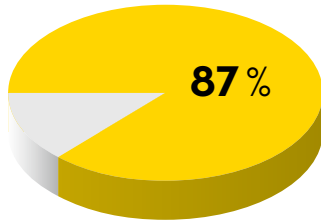
A total of 12.36 million turkeys.



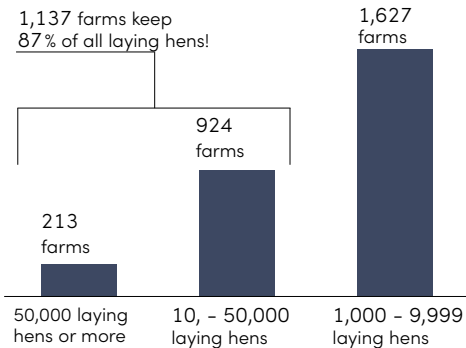
Source: Census of Agriculture 2020 (Destatis)

## Market data | Facts

1,137 laying hen farms that are up to it

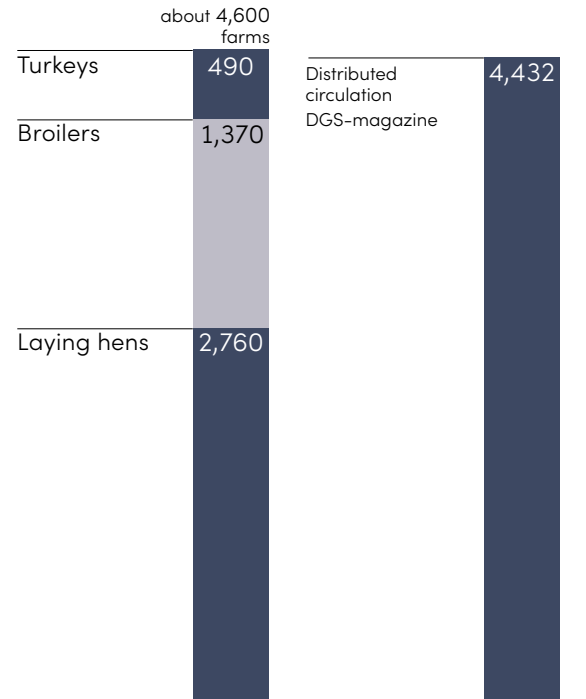


A total of 54,48 million laying hens.



Source: Census of Agriculture 2020 (Destatis)

- » With DGS you reach the German poultry industry comprehensively and with almost complete coverage.
- » DGS often has a multiple presence in around 1,400 larger companies.



## Partner magazines | Target groups

Here is the click of the target group map with enlargement option





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