

DGS

THE **MEDIA BRAND** FOR THE
POULTRY INDUSTRY



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MEDIA
KIT
2025



www.dgs-magazin.de



'DGS is the highly specialised, multimedia information portal for all experts and decision-makers in the poultry industry in Germany.'

NEWS, interviews from **SCIENCE, POLITICS** and **ECONOMY**, research results on **FEEDING** and Emission Reduction, Biogas, articles on **ANIMAL HEALTH** and **WELFARE**, **STALL CONSTRUCTION** with **STALL TECHNOLOGY, FARMING** and **BREEDING**, of **LIVING HENS**, Fattening **HENS, PUTTERS**, Geese, Ducks, Expertise, Industry Development, **ECONOMY, MANAGEMENT**, Dates and Market data

DGS

Magazin für die Geflügelwirtschaft



‘We have been reporting on the sector for over 75 years and have a unique relationship with poultry farms. The strong integration of the sector is also reflected in our market coverage.’



Copyright: Nährig

ANJA NÄHRIG**Editor in chief**

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BASICS

YEAR

77. year | 2025

FREQUENCY OF PUBLICATION

monthly

DISTRIBUTION

Germany, Austria, Switzerland, Netherlands

CIRCULATION

Printed circulation: 4,611

Distributed Circulation: 4,182

Sold Circulation: 3,847

(III. quarter 2023 – II. quarter 2024)

GEOGRAPHICAL DISTRIBUTION

Domestic:	94%	3,931
Abroad (A, CH, NL and weitere):	6%	251
Actual distributed Circulation:	100%	4,182

PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

T + 49 (0) 7 11 / 45 07 – 0

www.ulmer-Publisher.de



TERMS OF PAYMENT

Payable within 30 days without deduction

[Terms & Conditions](#)

[Bank details](#)

THE MARKET AS A WHOLE

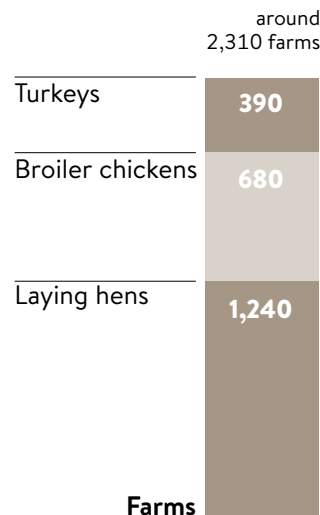
TARGET GROUPS:

- Laying hen farmers
- Poultry meat producers
- Authorities and professional organisations
- Universities and training centres

Benefit from DGS's unique relationship with poultry farms in Germany in your marketing activities!

With DGS you can reach the German poultry industry comprehensively and with almost complete coverage!

DGS is often present in around 1,400 larger companies.



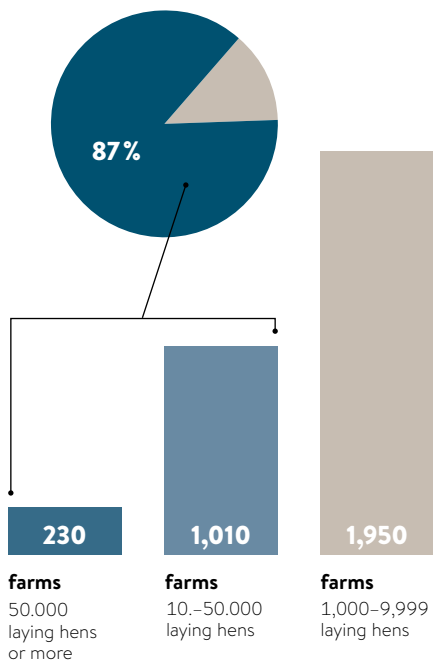
4,182

widespread
circulation

REACH YOUR TARGET GROUP

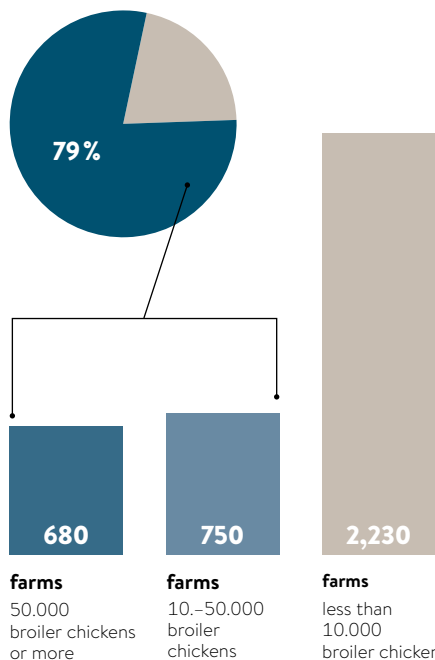
1,240 LAYING HENS FARMS

1,240 farms with a total of 55,81 million laying hens keep 87 % all laying hens!



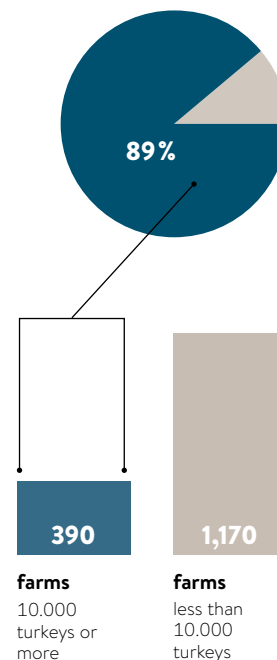
680 BROILER CHICKENS FARMS

680 farms with a total of 88,09 million broiler chickens keep 79 % all broiler chickens!



390 TURKEY FATTENING FARMS

390 farms with a total of 8,99 million turkeys keep 89 % all turkeys!



TOPICS | DATES

Here you can find the current
topic planning online

MORE
INFO



EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JANUARY	1	PD: 07.01.25	Main focus: Egg production and marketing Production Sorting Packing centres General legislative changes	NEWSLETTER GENERAL PD: 07.01. + 14.01. + 21.01. + 28.01.25	Intern. Grüne Week Berlin, D 17.01. - 26.01.2025
		AD T: 29.11.24		NEWSLETTER EGG PRODUCTION AND MARKETING PD: 03.01. + 17.01. + 31.01.25	
		AD A: 20.12.24		NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING PD: 10.01. + 24.01.25	
				NEWSLETTER SPECIAL NEWSLETTER EUROTIER FAIR TRADE REPORT PD: 17.01.25	
				AD: In each case 5 working days before publication	

	EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
				○ PRINT	● DIGITAL	
FEBRUARY	2	PD: 04.02.25	Main focus: Animal Health	NEWSLETTER GENERAL		BioFach , Nürnberg, D
		AD T: 03.01.25	Disease management and prophylaxis	PD: 04.02. + 11.02. + 18.02. + 25.02.25		11.02. - 14.02.2025
		AD A: 24.01.25	Heat stress	NEWSLETTER EGG PRODUCTION AND MARKETING		Tier & Technik
			Geese	PD: 14.02. + 28.02.25		St. Gallen, CH 20.02. - 23.02.2025
				NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING		Ferma , Bydgoszcz, P
				PD: 07.02. + 21.02.25		21.02. - 23.02.2025
				AD: In each case 5 working days before publication		SIA , Paris, F 22.02. - 02.03.2025

EDITION		DATES		TOPICS		SPECIAL PRODUCTS ○ PRINT ● DIGITAL		FAIRS + EXHIBITIONS		
MARCH	3	PD:	04.03.25	Main focus: Stable construction		SPECIAL SUPPLEMENT FEEDING			Ab Hof, Wieselburg, A 07.03. - 10.03.2025	
		AD T:	31.01.25							Air conditioning
		AD A:	21.02.25							Ventilation
										Bedding
				NEWSLETTER GENERAL						
				PD: 04.03. + 11.03. + 18.03. + 25.03.25						
				NEWSLETTER EGG PRODUCTION AND MARKETING						
				PD: 14.03. + 28.03.25						
				NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING						
				PD: 07.03. + 21.03.25						
				AD: In each case 5 working days before publication						

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
APRIL	4	PD: 08.04.25	Main focus: Organic farming	NEWSLETTER GENERAL	
		AD T: 28.02.25		PD: 01.04. + 08.04. + 15.04.25	
		AD A: 21.03.25		22.04. + 29.04.25	
				NEWSLETTER EGG PRODUCTION AND MARKETING	
MAY	5		Main focus: Animal welfare	PD: 11.04. + 25.04.25	
				NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING	
				PD: 04.04. + 17.04.25	
				AD: In each case 5 working days before publication	
MAY	5	PD: 06.05.25	Main focus: Animal welfare	NEWSLETTER GENERAL	
		AD T: 28.03.25		PD: 06.05. + 13.05. + 20.05. + 27.05.25	
		AD A: 25.04.25		NEWSLETTER EGG PRODUCTION AND MARKETING	
				PD: 09.05. + 23.05.25	
MAY	5		Main focus: Animal welfare	NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING	
				PD: 02.05. + 16.05. + 30.05.25	
				AD: In each case 5 working days before publication	

EDITION		DATES		TOPICS		SPECIAL PRODUCTS ○ PRINT ● DIGITAL		FAIRS + EXHIBITIONS	
JUNE	6	PD:	10.06.25	Main focus: Energy and manure Biogas Agri PV Own power supply Drying systems Fertilisation		NEWSLETTER GENERAL			
		AD T:	02.05.25			PD: 03.06. + 10.06. + 17.06. + 24.06.25			
		AD A:	30.05.25			NEWSLETTER EGG PRODUCTION AND MARKETING			
						PD: 06.06. + 20.06.25			
						NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING			
						PD: 13.06. + 27.06.25			
						AD: In each case 5 working days before publication			

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JULY	7	PD: 08.07.25	Main focus: Breeding	SPECIAL SUPPLEMENT ANIMAL HEALTH	
		AD T: 06.06.25	Sexing in the egg	AD: 20.05.25	
		AD A: 27.06.25	Hatcheries		
			Rearing		
			Dual utilisation		
				NEWSLETTER GENERAL	
				PD: 01.07. + 08.07. + 15.07.25 22.07. + 29.07.25	
				NEWSLETTER EGG PRODUCTION AND MARKETING	
				PD: 04.07. + 18.07.25	
				NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING	
				PD: 11.07. + 25.07.25	
				AD: In each case 5 working days before publication	

EDITION		DATES		TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL		FAIRS + EXHIBITIONS		
AUGUST	8	PD:	05.08.25	Main focus: Free range and outdoor management Prophylaxis of endoparasites (worms, salmonella)	NEWSLETTER GENERAL PD: 05.08. + 12.08. + 19.08. + 26.08.25				
		AD T:	04.07.25		NEWSLETTER EGG PRODUCTION AND MARKETING PD: 01.08. + 15.08. + 29.08.25				
		AD A:	25.07.25		NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING PD: 08.08. + 22.08.25				
					AD: In each case 5 working days before publication				
SEPTEMBER	9	PD:	09.09.25	Main focus: Biosecurity Avian Influenza (AI) Red bird mite Cleaning and disinfection Hygiene management	NEWSLETTER GENERAL PD: 02.09. + 09.09. + 16.09.25 23.09. + 30.09.25			SPACE , Rennes, F 16.09. – 18.09.2025	
		AD T:	01.08.25		NEWSLETTER EGG PRODUCTION AND MARKETING PD: 12.09. + 26.09.25				
		AD A:	22.08.25		NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING PD: 05.09. + 19.09.25				
					AD: In each case 5 working days before publication				

EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			☐ PRINT	☒ DIGITAL	
OCTOBER	10	PD: 07.10.25 Main focus: Feeding	NEWSLETTER GENERAL		OLMA St. Gallen, CH
		AD T: 05.09.25 Feed additives	PD: 07.10. + 14.10. + 21.10. + 28.10.25		09.10. - 19.10.2025
		AD A: 26.09.25 Probiotics	NEWSLETTER EGG PRODUCTION AND MARKETING		World Egg Day
		Herbs and oils	PD: 10.10. + 24.10.25		10.10.2025
		Water	NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING		Dutch Poultry Expo
			PD: 03.10. + 17.10. + 31.10.25		Hardenberg, NL
			AD: In each case 5 working days before publication		15.10. - 16.10.2025

EDITION		DATES		TOPICS		SPECIAL PRODUCTS		FAIRS + EXHIBITIONS	
						○ PRINT ● DIGITAL			
NOVEMBER	11	PD:	04.11.25	Main focus: Sustainability		SPECIAL SUPPLEMENT			
		AD T:	02.10.25	Reduced N/P feeding		STABLE CONSTRUCTION			
		AD A:	24.10.25	Without soya		AD: 16.09.25			
				Free from genetically modified organisms (GMOs)		NEWSLETTER GENERAL			
				Evaluation Banks		PD: 04.11. + 11.11. + 18.11. + 25.11.25			
				Certification value chain		NEWSLETTER EGG PRODUCTION AND MARKETING			
						PD: 07.11. + 21.11.25			
						NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING			
						PD: 14.11. + 28.11.25			
						AD: In each case 5 working days before publication			

EDITION		DATES		TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL		FAIRS + EXHIBITIONS	
DECEMBER	12	PD:	09.12.25	Main focus: Poultry meat production and marketing Slow genetics Slaughter	NEWSLETTER GENERAL PD: 02.12. + 09.12. + 16.12. + 23.12.25			
		AD T:	30.10.25		NEWSLETTER EGG PRODUCTION AND MARKETING PD: 05.12. + 19.12.25			
		AD A:	21.11.25		NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING PD: 12.12. + 26.12.25			
					AD: In each case 5 working days before publication			
JANUARY 26	1	PD:	07.01.26	Main focus: Egg production and marketing Production Sorting Packing centres General legislative changes	NEWSLETTER GENERAL PD: 06.01. + 13.01. + 20.01. + 27.01.26			Intern. Grüne Week Berlin, D 16.01. - 25.01.2026
		AD T:	28.11.25		NEWSLETTER EGG PRODUCTION AND MARKETING PD: 02.01. + 16.01.26			
		AD A:	19.12.25		NEWSLETTER POULTRY MEAT PRODUCTION AND MARKETING PD: 09.01. + 23.01.26			
					AD: In each case 5 working days before publication			

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 184 × 270 mm	bw	3,931.-
		2c	4,326.-
		3c	4,721.-
		4c	5,116.-
	Bleed format* 210 × 297 mm	bw	4,324.-
		2c	4,719.-
		3c	5,114.-
		4c	5,509.-
2/3 	Type area format 184 × 178 mm 121 × 270 mm	bw	2,621.-
		2c	3,016.-
		3c	3,411.-
		4c	3,806.-
	Bleed format* 210 × 200 mm 135 × 297 mm	bw	2,883.-
		2c	3,278.-
		3c	3,673.-
		4c	4,068.-
1/2 	Type area format 184 × 133 mm 90 × 270 mm	bw	1,966.-
		2c	2,361.-
		3c	2,756.-
		4c	3,151.-
	Bleed format* 210 × 156 mm 105 × 297 mm	bw	2,163.-
		2c	2,558.-
		3c	2,953.-
		4c	3,348.-

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 184 × 87 mm 58 × 270 mm	bw	1,310.-
		2c	1,705.-
		3c	2,100.-
	Bleed format* 210 × 109 mm 72 × 297 mm	bw	2,495.-
		2c	1,441.-
		3c	1,836.-
1/4 	Type area format 184 × 65 mm 90 × 133 mm	bw	2,231.-
		2c	2,626.-
		3c	2,983.-
	Bleed format* 210 × 87 mm 105 × 156 mm	bw	1,378.-
		2c	1,773.-
		3c	2,168.-
1/8 	Type area format 184 × 32 mm 90 × 65 mm	bw	1,081.-
		2c	1,476.-
		3c	1,871.-
	Bleed format* 210 × 156 mm 105 × 297 mm	bw	2,266.-
		2c	491.-
		3c	689.-

* plus 3 mm bleed all round.

mm price bw: 3.64 €. All prices quoted in the tariff are subject to VAT.
The general terms and conditions for advertising and third-party supplements in newspapers and magazines apply.

SPECIAL PLACEMENTS

ADVERTNART		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 × 297 mm Bleed format*	4c	6,620.-
Inset advert on front page in combination with advert on editorial page	 + 	Inset ad: Outer length Radius, 65 mm Editorial-advert: 72 × 297 mm, Bleed format*	4c	5,479.-
Junior page		135 × 190 mm, Bleed format*	4c	3,683.-
Text part advertisements (Minimum calculation 80 mm)		per 43 mm width column	bw	6,08 pro mm / column
		per 58 mm width column	bw	8,11 pro mm / column

* plus 3 mm bleed all round.

All prices plus statutory VAT.

SURCHARGES + DISCOUNTS

COLOUR SURCHARGES

Standard colours according to euro scale

up to 250 mm ad space	per colour	198.- €
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over 250 mm ad space	per colour	395.- €
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Spot colours (HKS) on request

We reserve the right to make colour adjustments for technical reasons.

PLACEMENT SURCHARGES

Binding space requirements: 20 % surcharge

Adverts over bleed and type area:: 10 % surcharge

DISCOUNTS

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

REPEAT DISCOUNT		QUANTITY DISCOUNT	
3 times	3%	½ page	3%
6 times	5%	1 page	5%
9 times	10%	2 pages	10%
12 times	15%	3 pages	15%
24 times	20%	5 pages	20%

Colour and bleed surcharges are discounted.

CLASSIFIED ADS

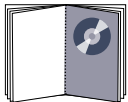
Job vacancies, mm-price bw, 1 columns	3,64 €
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Box number charge	8,— €
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Digital publication of your job advertisement is possible.

See page 40

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT	DESCRIPTION	PRICES / €
Binder (title apron)* 	• Page-high flap on the front and back of the title. • The placement of an advert is possible on the inside and outside of the flap. • The top 8 cm are reserved for the publisher's title and logo. • Tab can be booked on the back with an advert on the 4th cover page. The entire inside and outside of the flap are available.	on request
Tip-on-card/CD* 	• Gluing is only possible in conjunction with a 1/1 page carrier advert • Formats, Placing and Details on request	on request
Special prints*	• Articles from published editions can be reprinted for the company's own purposes. • Reprints are possible with or without an image or product advert, subject to author/image approval. A DGS source reference is imprinted.	on request

In each case plus 3 mm bleed all round

All prices plus statutory VAT.

* No discounts on title apron and tip-on-card as well as additional technical costs. Shipping address see right

PRINT SHOP

Ungeheuer + Ulmer KG GmbH + Co.
 Mr. Thomas Gotthardt
 Körnerstraße 16
 71634 Ludwigsburg

Delivery note

for „DGS-magazine No...“
 Delivery date 14 days
 before publication

- Samples: Before accepting the order, the publisher requires three samples up to the advert closing date of the respective edition at the latest.
- The binding nature of the order cannot be finally decided until the samples are available.

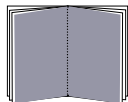
SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND BOUND-IN INSERTS

DESCRIPTION

PRICES / €

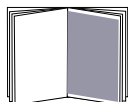
Bound-in inserts*



- Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight

- 2 pages: 5,510.– €
- 4 pages: 6,610.– €
- 6 pages: 7,930.– €

Supplements*



- Maximum format 205 × 297 mm (W × H)
- Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies

Fixprice

- up to 25 g weight: 1,560.– €
- up to 35 g weight: 1,770.– €
- up to 50 g weight: 2,040.– €

In each case plus 3 mm bleed all round

All prices plus statutory VAT.

* Auf Supplements and Bound-in inserts sowie technische Zusatzkosten keine Discounts. Versandadresse see rechts

- Higher weights and partial inserts under 2,000 copies on request. In the case of more difficult technical processing, surcharge according to the respective circumstances
- Samples: Before accepting an order, the publisher requires three samples by the closing date for advertisements of the respective issue at the latest. The binding nature of the order cannot be finally decided until the samples are available.
- Inserts may not contain advertising from other companies.

PRINT SHOP

Ungeheuer + Ulmer KG GmbH + Co.
Mr. Thomas Gotthardt
Körnerstraße 16
71634 Ludwigsburg

Delivery note

for „DGS-magazine No....“
Delivery date 14 days
before publication

FEEDING

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER

MORE
INFO

Additional expertise on current and selected key topics

RELEASE DATE: 04.03.2025

ADVERTISING DEADLINE: 14.01.2025

DISTRIBUTED CIRCULATION: 4,182 COPIES

THE ADVANTAGES

- Here you can reach almost all professional poultry farmers
- The advisory aid for decision-makers in large companies and the upstream and downstream economic sectors
- Attractive additional distribution in companies and associations

ANIMAL HEALTH

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER

MORE
INFO

Additional expertise on current and selected key topics

RELEASE DATE: 08.07.2025

ADVERTISING DEADLINE: 20.05.2025

DISTRIBUTED CIRCULATION: 4,182 COPIES

THE ADVANTAGES

- Here you can reach almost all professional poultry farmers
- The advisory aid for decision-makers in the large farms and the upstream and downstream economic sectors
- Attractive additional distribution in companies and associations

STABLE CONSTRUCTION

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER



Additional expertise on current and selected key topics

RELEASE DATE: 04.11.2025

ADVERTISING DEADLINE: 16.09.2025

DISTRIBUTED CIRCULATION: 4,182 COPIES

THE ADVANTAGES

- Here you can reach almost all professional poultry farmers
- The advisory aid for decision-makers in the large farms and the upstream and downstream economic sectors
- Attractive additional distribution in companies and associations

POULTRY YEAR BOOK 2026



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

RELEASE DATE: 17.10.2025

ADVERTISING DEADLINE: 10.06.2025

DISTRIBUTED CIRCULATION: 4,500 COPIES

THE ADVANTAGES

- Information on poultry farming
- News on hygiene, vaccinations and animal health
- Management recommendations for keeping young and laying hens and fattening poultry
- First figures on poultry feeding
- Legal framework conditions
- Extensive address section of authorities, institutions and associations.





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

Columnn	Width × Height in the text section	Width × Height in the advert section and the news section
1	58 × 270 mm	43 × 270 mm
2	121 × 270 mm	90 × 270 mm
3	184 × 270 mm	137 × 270 mm
4	—	184 × 270 mm

PRINTING AND PROCESSING

Printing

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

Paper

Cover: woodfree picture print glossy 115 g/m²

Content: 100% recovered paper, without chlorine bleach. Picture print 80 g/m²

Processing

Saddle stitching

TECHNICAL DATA

DIGITAL PRINT DATA

Printing profile:

Profil ISO coated v2 (EU)

Colour:

Advertisements with spot colours must be created in CMYK with the correct mixing ratios of the desired HKS colour designations.

Four-colour ads must also be created in CMYK for the four-colour process. No RGB

Pictures:

Minimum resolution 300 ppi

DATA TRANSFER

Please send the print files for your advert (including the magazine title) to the publisher by e-mail:

Advertising service

P + 49 (0) 7 11 / 45 07 – 1 42

F + 49 (0) 7 11 / 45 07 – 2 21

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

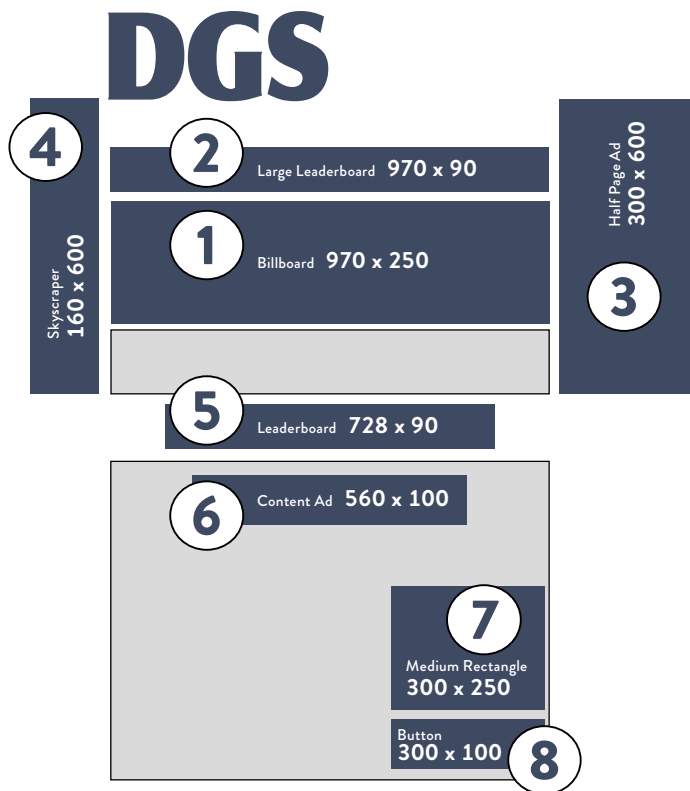
*'Online advertising
in cross-media
products has
a wide reach.'*

The information portal **WWW.DGS-MAGAZIN.DE** provides the entire poultry industry with daily **EXPERTISE** and is the **MULTIMEDIA COMPLEMENT** to the magazine. **TOPIC CHANNELS** ensure intensive **CROSS-MEDIA** and professional **ADVERTISING OPPORTUNITIES** in your **TARGET GROUP**.

DGS

Magazin für die Geflügelwirtschaft

BASIC-FORMATS | PRICES



FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXELS
1 Billboard	976.–	970 x 250
2 Large Leaderboard	732.–	970 x 90
3 Half Page Ad	732.–	300 x 600
4 Skyscraper	586.–	160 x 600
5 Leaderboard (Superbanner)	488.–	728 x 90
6 Content Ad	439.–	560 x 100
7 Medium Rectangle	439.–	300 x 250
8 Button	244.–	300 x 100

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

MOBILE FORMATS | PRICES

With our Ad bundles you can ensure that your advertising is seen on all devices.



FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXELS
Billboard PLUS Half Page AD	976.–	300 x 600
Large Leaderboard PLUS Half Page AD	732.–	300 x 600
Skyscraper PLUS Medium Rectangle	586.–	300 x 250
Leaderboard PLUS Medium Rectangle	488.–	300 x 250

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



MOST CLICKED

Your content in the editorial environment of the information portal www.dgs-magazin.de

FORMATS + PRICES

ONLINE ADVERTORIAL BASIC ①+②

990.-

Consisting of teaser and main article. The teaser is placed on the home page of der DGS website and links directly to the main article.

ONLINE ADVERTORIAL PREMIUM ①+②+③

1,490.-

With additional Text Ad in the DGS Newsletter, DGS Newsletter Egg production and marketing oder DGS Newsletter Poultry meat production and marketing as a push element

Duration 30 days each

All prices in € plus VAT./ All elements are marked with "Advertising".

**MORE
INFO**



UP-TO-DATE

Addressing farms about information and events in the poultry sector with important information from politics and business.

RECIPIENTS: 2,787

PUBLISHED: 7-DAILY

OPENING RATE: 29 %

DATE: TUESDAY

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

400.-

TEXT AD

300 characters text + pictures

525.-

LARGE IMAGE

560 x 250 px

725.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

375.-

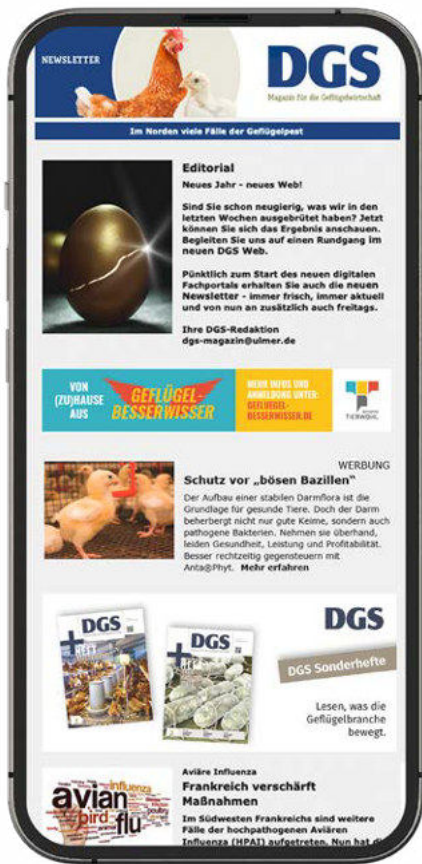
PRODUCT OF THE WEEK

400.-

JOB OF THE WEEK

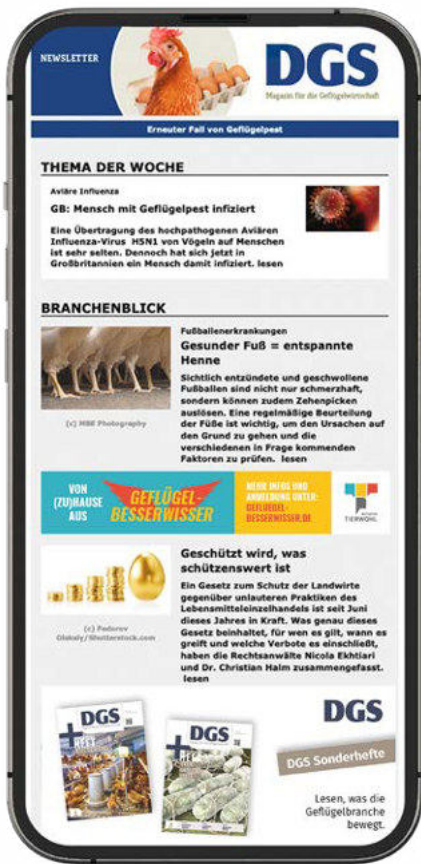
275.-

All prices in € plus VAT.



MORE
INFO



MORE
INFO

UP-TO-DATE

Specialised approach to farms from the egg production and marketing area, rotating bi-weekly with poultry meat production and marketing (even week)

RECIPIENTS: 2,267

PUBLISHED: BI-WEEKLY

OPENING RATE: 29 %

DATE: FRIDAY

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

400.-

TEXT AD

300 characters text + pictures

525.-

LARGE IMAGE

560 x 250 px

725.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

375.-

PRODUCT OF THE WEEK

400.-

JOB OF THE WEEK

275.-

All prices in € plus VAT.

UP-TO-DATE

Specialised approach to farms in the area of poultry meat production and marketing, rotating bi-weekly with egg production and marketing (uneven week)

RECIPIENTS: 2,235

PUBLISHED: BI-WEEKLY

OPENING RATE: 29 %

DATE: FRIDAY

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

400.–

TEXT AD

300 characters text + pictures

525.–

LARGE IMAGE

560 x 250 px

725.–

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.–

EVENT TIP

375.–

PRODUCT OF THE WEEK

400.–

JOB OF THE WEEK

275.–

All prices in € plus VAT.



MORE
INFO

BENEFIT FROM THE POWER OF THE AGRAR-NETWORK

Reach your customers wherever they are and benefit from our digital reach



35,881 visits*
66,774 page impressions / month*
15,810 newsletter-recipients**

Gemüse

4,936 visits*
8,023 page impressions / month*
3,200 newsletter-recipients**

DGS



Schafzucht

7,915 visits*
17,043 page impressions / month*
2,600 newsletter-recipients**

11,020 visits*

18,525 page impressions / month*
2,787 newsletter-recipients**

Rebe & Wein

5,267 visits*
9,793 page impressions / month*
3,499 newsletter-recipients**

* Values: monthsdurchschnitt 1. Halbjahr 2024 | Source: Matomo

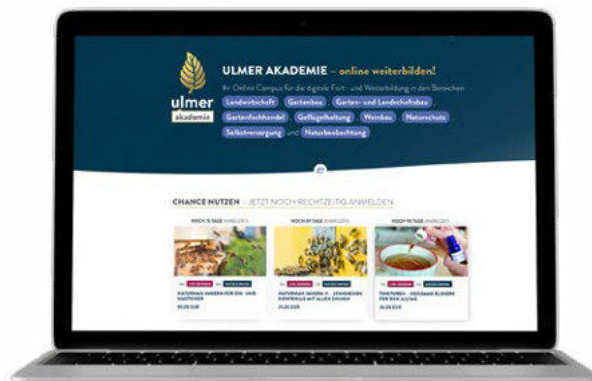
** Values: June 2024 | Source: Distribution data Eugen Ulmer KG

MOBILE DIALOGUE | INDIVIDUAL

Online seminars combine the speed of the internet with the advantages of face-to-face communication

YOUR OPPORTUNITIES

- Accompany one of our specialised online seminars as a sponsor partner
- Organise and create an online seminar together with us
- Host your own online seminar – with our organisational and technical support

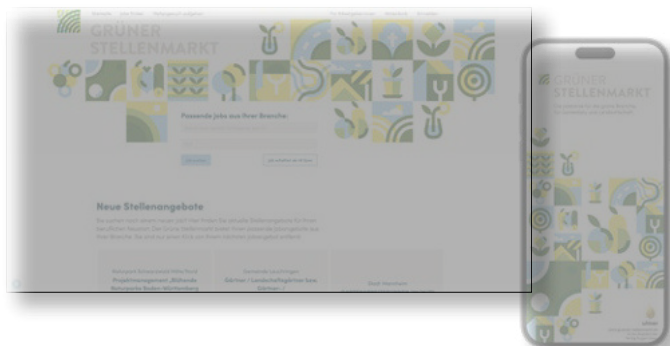


INDIVIDUAL OFFERS + SOLUTIONS

FEEL FREE TO CONTACT US



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Bavaria Brandenburg and Saxony-Anhalt (south of the A2/E30 motorway) Saxony Thuringia Hesse Rhineland-Palatinate Saarland	Italy and Austria
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Medienvertretung Walkenhorst e.K

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