

DGS

THE MEDIA BRAND FOR THE
POULTRY INDUSTRY



Copyright: Budimir Jevtic, Shutterstock, Shutterstock

MEDIA
KIT
2026





‘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 close relationship with poultry farms. The strong integration of the sector is also reflected in our market coverage.’



Copyright: Gnauk

SUSANNE GNAUK

Editor in chief

PRINT

- 5** Content | Print
- 6** Basics
- 7** Total market
- 9** Topics | Dates
- 14** Formats | prices
- 15** Special placements
- 16** Surcharges + Discounts
- 17** Special advertising formats
- 18** Supplements and Bound-in inserts
- 19** Special issues
- 21** Poultry Year Book 2027
- 22** Technical data

ONLINE

- 24** Content | Online
- 25** Display ads
- 26** Online advertorials
- 27** Newsletter DGS
- 28** Online seminars
- 29** www.gruener-stellenmarkt.de

-
- 30** Contact person

BASICS

YEAR

78. year | 2026

FREQUENCY OF PUBLICATION

monthly

DISTRIBUTION

Germany, Austria, Switzerland, Netherlands

CIRCULATION

Printed circulation: 4,335

Distributed Circulation: 3,971

Sold Circulation: 3,693

(III. quarter 2024 - II. quarter 2025)

GEOGRAPHICAL DISTRIBUTION

Domestic:	94%	3,782
-----------	-----	-------

Abroad (A, CH, NL and weitere):	6%	189
---------------------------------	----	-----

Actual distributed Circulation:	100%	3,971
---------------------------------	------	-------

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](#)

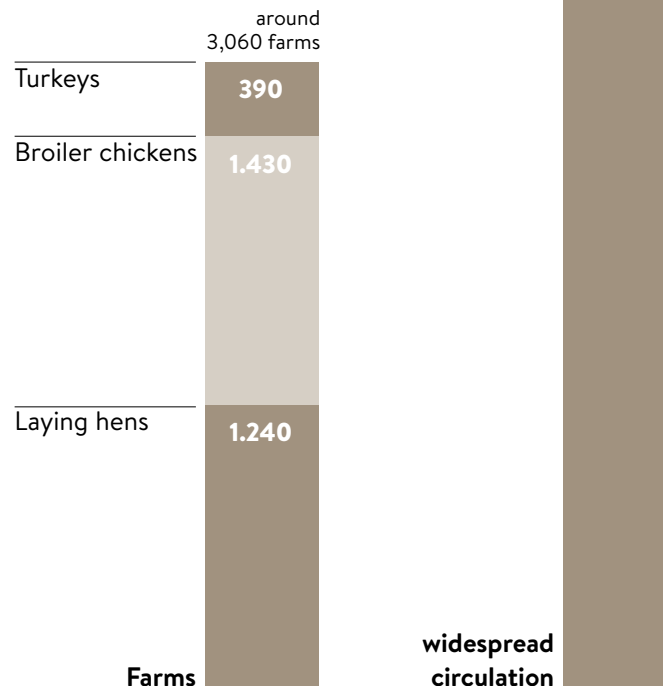
[Bank details](#)

DER GESAMTMARKT

Around 3,060 larger farms generate the majority of value added in the poultry sector.

DGS has a high market penetration among these companies. With around 3,971 copies, DGS almost completely covers the relevant sub-target groups such as **laying hen farmers, poultry meat producers and turkey fattening farms.**

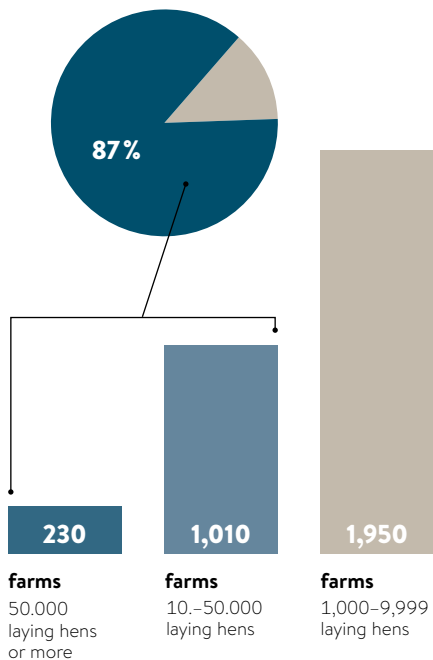
In many companies, the DGS is often even present several times and enables the downstream sector to implement marketing activities in an effective and targeted manner.



REACH YOUR TARGET GROUP

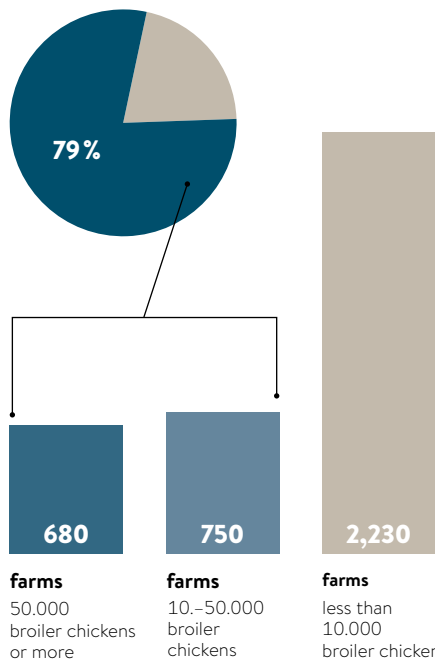
1,240 LAYING HENS FARMS

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



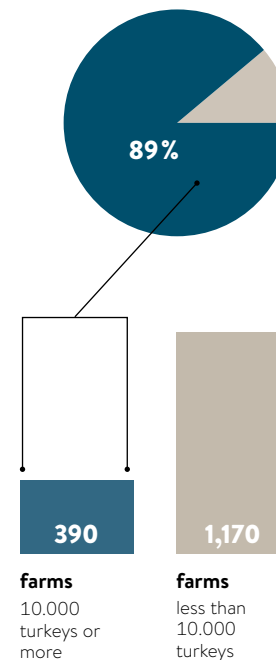
1,430 BROILER CHICKENS FARMS

1,430 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: 07.01.26 AD T: 21.11.25 AD A: 19.12.25	Main focus: Egg production and marketing Production Sorting and packing stations Quality management	NEWSLETTER GENERAL PD: 06.01. + 13.01. + 20.01. + 27.01. AD: In each case 5 working days before publication	Intern. Grüne Woche Berlin, D 16.01. - 25.01.2026
	2	PD: 10.02.26 AD T: 09.01.26 AD A: 30.01.26	Main focus: Animal health Disease management and prevention Vaccination management Ectoparasites and endoparasites (red bird mite)	NEWSLETTER GENERAL PD: 03.02. + 10.02. + 17.02. + 24.02. AD: In each case 5 working days before publication	BioFach , Nürnberg, D 10.02. - 13.02.2026 Tier & Technik St. Gallen, CH 19.02. - 22.02.2026 Ferma , Bydgoszcz, P 20.02. - 22.02.2026 SIA , Paris, F 21.02. - 01.03.2026

EDITION		DATES		TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
MARCH	3	PD: 10.03.26	Focus: Stable construction	SPECIAL ISSUE		Ab Hof , Wieselburg, A
		AD T: 06.02.26	Air conditioning and ventilation	HYGIENE AND		06.03. - 09.03.2026
		AD A: 27.02.26	Stable lighting	BIOSAFETY	AD: 15.01.2026	
				NEWSLETTER GENERAL	PD: 03.03. + 10.03. + 17.03. 24.03. + 31.03.	
					AD: In each case 5 working days before publication	
APRIL	4	PD: 07.04.26	Main focus: Organic farming	NEWSLETTER GENERAL		
		AD T: 27.02.26	Direct marketing		PD: 07.04. + 14.04. + 21.04. + 28.04.	
		AD A: 27.03.26	Feeding			
					AD: In each case 5 working days before publication	
MAY	5	PD: 05.05.26	Main focus: Animal welfare	NEWSLETTER GENERAL		IFFA , Frankfurt, D
		AD T: 27.03.26	Enrichment material		PD: 05.05. + 12.05. + 19.05. + 26.05.	03.05. - 08.05.2026
		AD A: 24.04.26	Waterfowl Litter management			
					AD: In each case 5 working days before publication	British Pig & Poultry Fair , Warwickshire, GB 13.05. - 14.05.2026

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JUNE	6	PD: 09.06.26 AD T: 30.04.26 AD A: 29.05.26	Main focus: Sustainability Energy and manure Life cycle assessments	NEWSLETTER GENERAL PD: 02.06. + 09.06. + 16.06. 23.06. + 30.06.	VIV , Utrecht, NL 02.06. - 04.06.2026
			Preview for the VIV trade fair, Utrecht	AD: In each case 5 working days before publication	
JULY	7	PD: 07.07.26 AD T: 05.06.26 AD A: 26.06.26	Main focus: Breeding Alternatives to chick culling Breeding trends	SPECIAL ISSUE ANIMAL HEALTH AD: 19.05.2026	World Poultry Congress , Paris, F 13.07. - 17.07.2026
				NEWSLETTER GENERAL PD: 07.07. + 14.07. + 21.07. + 28.07.	
				AD: In each case 5 working days before publication	
AUGUST	8	PD: 11.08.26 AD T: 10.07.26 AD A: 31.07.26	Main focus: Free range and outdoor management Prevention of endoparasites (worms, salmonella) Protection from predators	NEWSLETTER GENERAL PD: 04.08. + 11.08. + 18.08. + 25.08.	
				AD: In each case 5 working days before publication	






EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			○ PRINT	● DIGITAL	
SEPTEMBER	9	PD: 08.09.26 Main focus: Biosecurity AD T: 31.07.26 Cleaning and disinfection AD A: 28.08.26 Hygiene management Rodent control	NEWSLETTER GENERAL PD: 01.09. + 08.09. + 15.09. 22.09. + 29.09. AD: In each case 5 working days before publication		SPACE , Rennes, F 15.09. - 17.09.2026
OCTOBER	10	PD: 06.10.26 Main focus: Feeding AD T: 04.09.26 Water AD A: 25.09.26 Feed additives Preview of the EuroTier trade fair, Hanover	NEWSLETTER GENERAL PD: 06.10. + 13.10. + 20.10. + 27.10. AD: In each case 5 working days before publication		OLMA St. Gallen, CH 08.10. - 18.10.2026 World Egg Day 09.10.2026 Dutch Poultry Expo Hardenberg, NL 14.10. - 15.10.2026
NOVEMBER	11	PD: 10.11.26 Main focus: Trade Fair EuroTier, Hannover AD T: 09.10.26 AD A: 30.10.26	NEWSLETTER GENERAL PD: 03.11. + 10.11. + 17.11. + 24.11. AD: In each case 5 working days before publication		EuroTier , Hannover, D 10.11. - 13.11.2026






EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			○ PRINT	● DIGITAL	
DECEMBER	12	PD: 08.12.26 AD T: 06.11.26 AD A: 27.11.26	Main focus: Poultry meat production and marketing Slaughter Direct marketing Review of the EuroTier trade fair, Hanover	NEWSLETTER GENERAL PD: 01.12. + 08.12. + 15.12. 22.12. + 29.12. AD: In each case 5 working days before publication	
	JANUARY 27	1	PD: 05.01.27 AD T: 27.11.26 AD A: 18.12.26	NEWSLETTER GENERAL PD: 05.01. + 12.01. + 19.01. + 26.01. AD: In each case 5 working days before publication	Intern. Grüne Woche Berlin, D

THE PERMANENT TOPICS

- For all poultry species: broilers, turkeys, laying hens, waterfowl and special poultry
- Stable construction and stable technology
- Feeding and emission reduction
- Animal health and welfare
- Market reports and developments
- Economics & Management Surveys
- Branch insight

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format	bw	4,104.-
	184 × 270 mm	4c	5,289.-
	Bleed format*	bw	4,514.-
	210 × 297 mm	4c	5,699.-
2/3 	Type area format	bw	2,736.-
	184 × 178 mm 121 × 270 mm	4c	3,921.-
	Bleed format*	bw	3,010.-
	210 × 200 mm 135 × 297 mm	4c	4,195.-
1/2 	Type area format	bw	2,052.-
	184 × 133 mm 90 × 270 mm	4c	3,237.-
	Bleed format*	bw	2,257.-
	210 × 156 mm 105 × 297 mm	4c	3,442.-

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format	bw	1,368.-
	184 × 87 mm 58 × 270 mm	4c	2,553.-
	Bleed format*	bw	1,505.-
	210 × 109 mm 72 × 297 mm	4c	2,690.-
1/4 	Type area format	bw	1,026.-
	184 × 65 mm 90 × 133 mm	4c	2,211.-
	Bleed format*	bw	1,129.-
	210 × 87 mm 105 × 156 mm	4c	2,314.-
1/8 	Type area format	bw	513.-
	184 × 32 mm 90 × 65 mm	4c	1,107.-






* plus 3 mm bleed all round.

All prices quoted in the tariff are subject to VAT.

Further prices available on request.

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	6,840.-
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	5,630.-
Text part advertisements (Minimum calculation 80 mm)	 	per 43 mm width column	bw 4c	6.35 per mm / column 7.45 per mm / column
		per 58 mm width column	bw 4c	8.45 pro mm / column 9,55 pro mm / column

* plus 3 mm bleed all round.

All prices plus statutory VAT.

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT	DESCRIPTION	PRICES / €
Binder (title apron)* 	<ul style="list-style-type: none"> • 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
Special prints*	<ul style="list-style-type: none"> • 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.

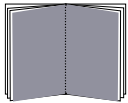
SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND BOUND-IN INSERTS

DESCRIPTION

PRICES / €

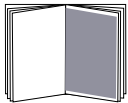
Bound-in inserts*



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

- 2 pages: 5,700.– €
- 4 pages: 6,840.– €
- 6 pages: 8,210.– €

Supplements*



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

In Total

- up to 25 g weight: 1,630.– €
- up to 35 g weight: 1,850.– €
- up to 50 g weight: 2,130.– €

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

- Print circulation: 4,335 copies | Delivery quantity: 4,500 copies
- 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

HYGIENE AND BIOSAFETY

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER

MORE
INFO

Additional expertise on current and selected key topics

RELEASE DATE: 10.03.2026

BOOKING DEADLINE: 15.01.2026

DISTRIBUTED CIRCULATION: 4,500 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



Additional expertise on current and selected key topics

RELEASE DATE: 07.07.2026

BOOKING DEADLINE: 19.05.2026

DISTRIBUTED CIRCULATION: 4,500 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

POULTRY YEAR BOOK 2027



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

RELEASE DATE: 16.10.2026

ADVERTISING DEADLINE: 11.06.2026

DISTRIBUTED CIRCULATION: 3,000 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

Column	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 dpi

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.

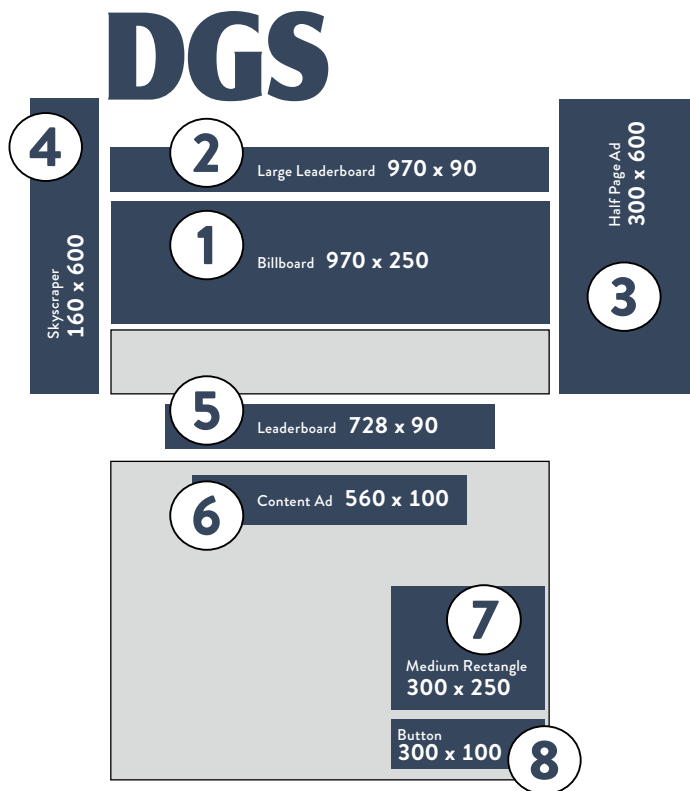
*'Online advertising
in cross-media
products has
a wide reach.'*

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.

The display ads 1-7 are additionally played in the mobile sector in the format 300 x 250 pixels.

ADVERTORIAL

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

FORMATS + PRICES

ONLINE ADVERTORIAL

Consisting of teaser and main article. The ① teaser is placed on the home page of der DGS website and links directly to the ② main article. With additional Text Ad in the DGS Newsletters as a push element

Duration 30 days

1,240.–

Long-term presence and availability: After the booking period, the advertorials remain active and can be easily found using the search function on the website, ensuring long-term impact and visibility.

All prices in € plus VAT / All elements are marked as "advertising".

MORE INFO



NEWSLETTER

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

RECIPIENTS: 2,787

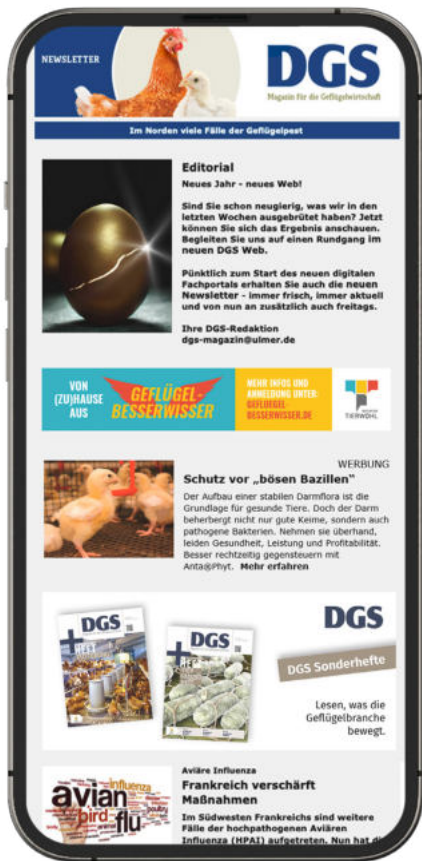
PUBLISHED: WEEKLY

OPENING RATE: 29 %

CTOR*: 37%

FORMATS + PRICES

CONTENT BANNER 560 x 100 px	420.-
TEXT AD 300 characters text + pictures	550.-
LARGE IMAGE 560 x 250 px	760.-
POLE POSITION Surcharge Placing 1. Advertisement	75.-
EVENT TIP	375.-
PRODUCT OF THE WEEK	420.-
JOB OF THE WEEK	345.-



MORE INFO



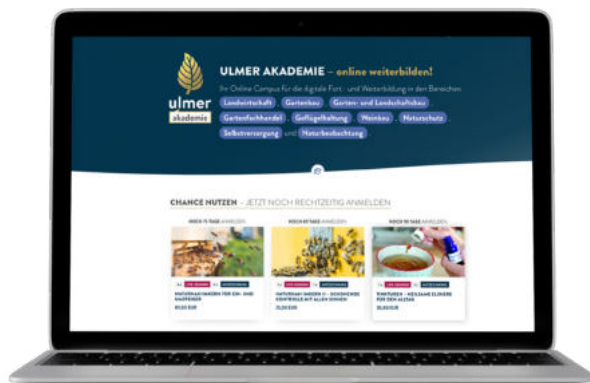
All prices in € plus VAT. *Click-to-Open-Rate

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

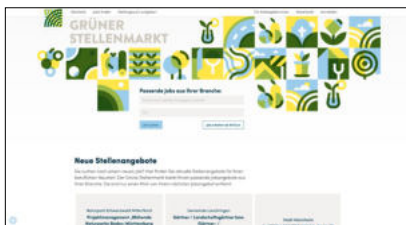


INDIVIDUAL OFFERS + SOLUTIONS

FEEL FREE TO CONTACT US



GRÜNER STELLENMARKT



ONLINE BASIC

Text advert	● 30 days online	220.- €
-------------	------------------	---------

ONLINE PREMIUM

Text advert, Logo, PDF info material	● 30 days online	345.- €
--------------------------------------	------------------	---------

EXTRA SERVICES

Duration + 30 days	85.- €
--------------------	--------

Refreshing	105.- €
------------	---------

TOP position	210.- €
--------------	---------

CROSSMEDIA PLUS

**Print job adverts
+ online booking**

60 days duration for the price of 30 days!

THE JOB MARKET FOR HORTICULTURE AND AGRICULTURE

- An average of 5,500 sessions* (visits) and 20,500 page views* (page impressions) per month
- Trusted by employers: Over 800 vacancies per year
- Agencies receive 15% AE commission with verification (cannot be added to contingent and flat rate prices)
- Trade magazine subscribers receive a discount with the voucher code. Further information can be found [here](#)
- Trainee and internship positions as well as job applications for employees are generally free of charge

* Source: Matomo, June 2025

Further information on options, prices
and discounts can be found here

**MORE
INFO**



Advertisement service and consulting

anzeigen@ulmer.de

Please indicate in the subject line: Grüner Stellenmarkt

PUBLISHER ADDRESS

Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart



P + 49 (0) 7 11 / 45 07 - 0
F + 49 (0) 7 11 / 45 07 - 2 21
anzeigen@ulmer.de

MARKETING + SALES

Melanie Radtke
P + 49 (0) 7 11 / 45 07 - 1 19
mradtke@ulmer.de

ADVERTISING SERVICE

Marie Scheurenbrand
P + 49 (0) 7 11 / 45 07 - 1 42
F + 49 (0) 7 11 / 45 07 - 2 21
anzeigen@ulmer.de

PUBLISHER'S REPRESENTATIVE

SW Medienvertretung Saupe + Weber OHG (Lauffen)

P + 49 (0) 71 33 / 96 11 96	info@saupe-medien.de
F + 49 (0) 71 33 / 96 11 98	www.saupe-medien.de

Baden-Wuerttemberg	France and Switzerland
--------------------	------------------------

SW Medienvertretung Saupe + Weber OHG (Aalen)

P + 49 (0) 73 61 / 3 8 03 8 - 0	info@saupe-medien.de
F + 49 (0) 73 61 / 3 8 03 8 - 38	www.saupe-medien.de

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

Verlag Eugen Ulmer KG

T + 49 (0) 152 0479 2756	mbosch@ulmer.de
F + 49 (0) 711 / 4507 - 221	www.ulmer.de

North Rhine-Westphalia Lower Saxony Schleswig-Holstein Hamburg Bremen Berlin Brandenburg and Saxony-Anhalt (north of the A2/E30 motorway) Mecklenburg-Western Pomerania	Netherlands, Belgium, Denmark, Sweden
---	--