

# DGS

THE **MEDIA BRAND** FOR THE  
POULTRY INDUSTRY



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MEDIA  
**KIT**  
2026



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

A close-up photograph of a young yellow chicken chick pecking at a red plastic feeder. The chick is positioned on the left side of the frame, with its head and beak visible. The background is slightly blurred, showing more of the chick and the feeder.

***‘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**

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# 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](http://www.ulmer-Publisher.de)



## TERMS OF PAYMENT

Payable within 30 days without deduction

[Terms & Conditions](#)

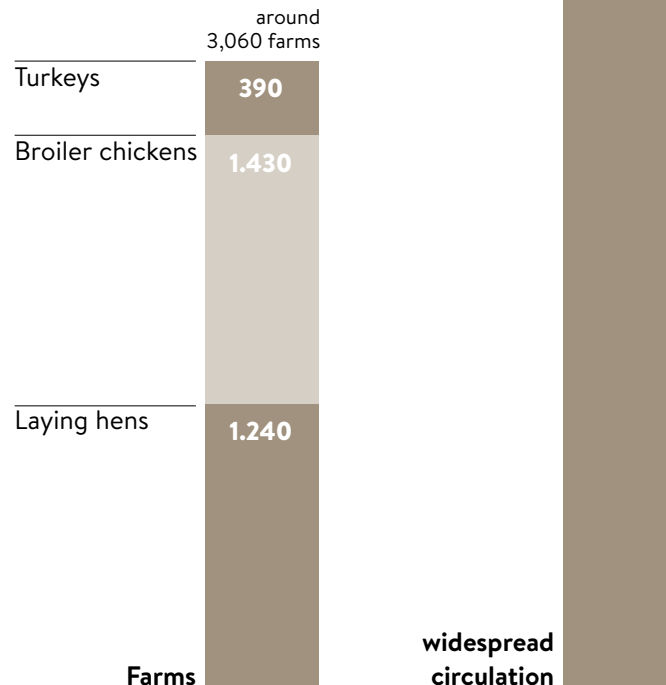
[Bank details](#)

# 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**.

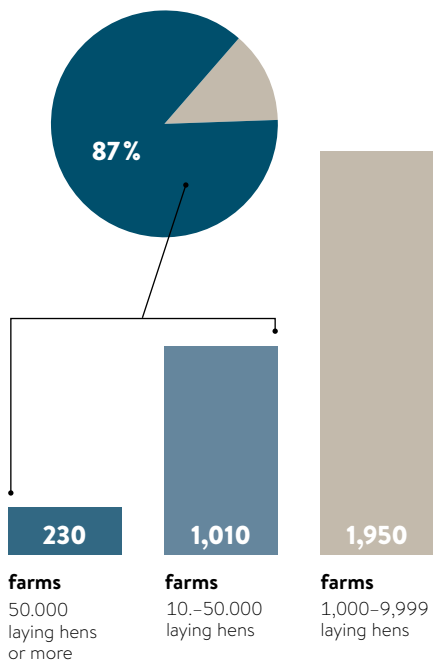
In many companies, the DGS is often even present several times and enables the downstream sector to implement marketing activities in an effective and targeted manner.



# REACH YOUR TARGET GROUP

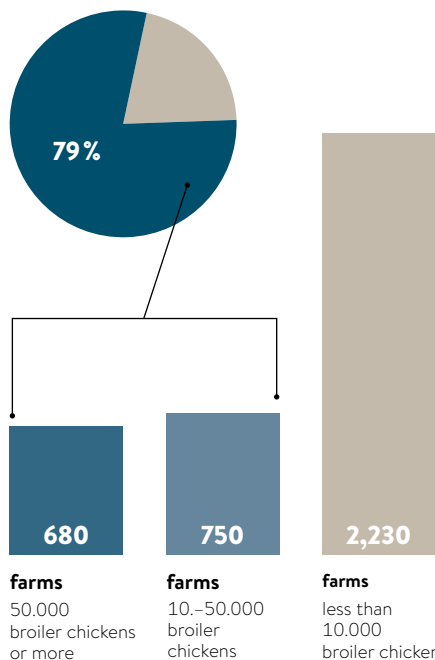
## 1,240 LAYING HENS FARMS

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



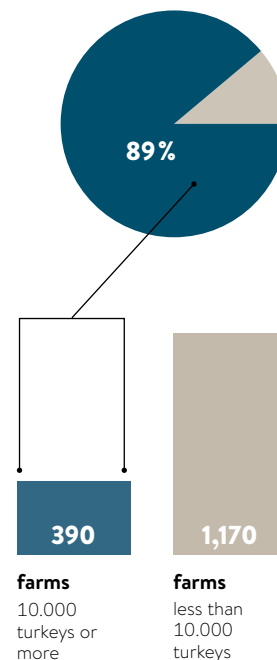
## 1,430 BROILER CHICKENS FARMS

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

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

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

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

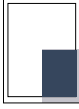
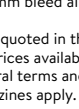
|          | EDITION | DATES                                            | TOPICS                                                                                                                                      | SPECIAL PRODUCTS                                                                                                                         |           | FAIRS + EXHIBITIONS                     |
|----------|---------|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------|
|          |         |                                                  |                                                                                                                                             | ○ PRINT                                                                                                                                  | ● DIGITAL |                                         |
| DECEMBER | 12      | PD: 08.12.26<br>AD T: 06.11.26<br>AD A: 27.11.26 | <b>Main focus: Poultry meat production and marketing</b><br>Slaughter<br>Direct marketing<br><br>Review of the EuroTier trade fair, Hanover | <b>NEWSLETTER   GENERAL</b><br>PD: 01.12. + 08.12. + 15.12.<br>22.12. + 29.12.<br><br>AD: In each case 5 working days before publication |           |                                         |
|          | 1       | PD: 05.01.27<br>AD T: 27.11.26<br>AD A: 18.12.26 |                                                                                                                                             | <b>NEWSLETTER   GENERAL</b><br>PD: 05.01. + 12.01. + 19.01. + 26.01.<br><br>AD: In each case 5 working days before publication           |           | <b>Intern. Grüne Woche</b><br>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 / € |
|----------------------------------------------------------------------------------------------|------------------|--------|------------|
| <b>1/1</b>  | Type area format | bw     | 4,104.-    |
|                                                                                              | 184 × 270 mm     | 4c     | 5,289.-    |
|                                                                                              | Bleed format*    | bw     | 4,514.-    |
|                                                                                              | 210 × 297 mm     | 4c     | 5,699.-    |
| <b>2/3</b>  | Type area format | bw     | 2,736.-    |
|                                                                                              | 184 × 178 mm     | 4c     | 3,921.-    |
|                                                                                              | 121 × 270 mm     |        |            |
|                                                                                              | Bleed format*    | bw     | 3,010.-    |
|             | 210 × 200 mm     | 4c     | 4,195.-    |
|                                                                                              | 135 × 297 mm     |        |            |
| <b>1/2</b>  | Type area format | bw     | 2,052.-    |
|                                                                                              | 184 × 133 mm     | 4c     | 3,237.-    |
|                                                                                              | 90 × 270 mm      |        |            |
|                                                                                              | Bleed format*    | bw     | 2,257.-    |
|            | 210 × 156 mm     | 4c     | 3,442.-    |
|                                                                                              | 105 × 297 mm     |        |            |

| FORMATS                                                                                      | WIDTH × HEIGHT   | COLOUR | PRICES / € |
|----------------------------------------------------------------------------------------------|------------------|--------|------------|
| <b>1/3</b>  | Type area format | bw     | 1,368.-    |
|                                                                                              | 184 × 87 mm      | 4c     | 2,553.-    |
|             | Bleed format*    | bw     | 1,505.-    |
|                                                                                              | 210 × 109 mm     | 4c     | 2,690.-    |
| <b>1/4</b>  | Type area format | bw     | 1,026.-    |
|                                                                                              | 184 × 65 mm      | 4c     | 2,211.-    |
|             | Bleed format*    | bw     | 1,129.-    |
|                                                                                              | 210 × 87 mm      | 4c     | 2,314.-    |
| <b>1/8</b>  | Type area format | bw     | 513.-      |
|                                                                                              | 184 × 32 mm      | 4c     | 1,107.-    |
|            | 90 × 65 mm       |        |            |
|                                                                                              |                  |        |            |

\* 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.<br>Cover page                                                         |                                                                                       | 210 × 297 mm<br>Bleed format*                                                            | 4c       | 6,840.-                                      |
| Inset advert on front page in<br>combination with advert<br>on editorial page |  +   | Inset ad: Outer length Radius, 65 mm<br><br>Editorial-advert: 72 × 297 mm, Bleed format* | 4c       | 5,630.-                                      |
| Text part advertisements<br>(Minimum calculation 80 mm)                       | <br> | per 43 mm width column                                                                   | bw<br>4c | 6.35 per mm / column<br>7.45 per mm / column |
|                                                                               |                                                                                                                                                                        | per 58 mm width column                                                                   | bw<br>4c | 8.45 pro mm / column<br>9,55 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.- € |
|-----------------------|------------|---------|

|                      |            |         |
|----------------------|------------|---------|
| over 250 mm ad space | per colour | 395.- € |
|----------------------|------------|---------|

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 | 3.80 € |
|---------------------------------------|--------|

|                   |       |
|-------------------|-------|
| Box number charge | 8.— € |
|-------------------|-------|

Digital publication of your job advertisement is possible.

See page 29

# SPECIAL ADVERTISING FORMATS

| SPECIAL ADVERTISING FORMAT                                                                                    | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                      | PRICES / € |
|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Binder (title apron)*<br><br> | <ul style="list-style-type: none"> <li>• Page-high flap on the front and back of the title.</li> <li>• The placement of an advert is possible on the inside and outside of the flap.</li> <li>• The top 8 cm are reserved for the publisher's title and logo.</li> <li>• 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.</li> </ul> | on request |
| Special prints*                                                                                               | <ul style="list-style-type: none"> <li>• Articles from published editions can be reprinted for the company's own purposes.</li> <li>• Reprints are possible with or without an image or product advert, subject to author/image approval. A DGS source reference is imprinted.</li> </ul>                                                                                                                        | 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

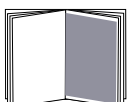
## Delivery note

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*<br> | <ul style="list-style-type: none"> <li>• Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight</li> </ul>                                                                                | <ul style="list-style-type: none"> <li>• 2 pages: 5,700.– €</li> <li>• 4 pages: 6,840.– €</li> <li>• 6 pages: 8,210.– €</li> </ul>                                               |
| Supplements*<br>      | <ul style="list-style-type: none"> <li>• Maximum format 205 × 297 mm (W × H)</li> <li>• Surcharge for exceeding format 25.– € per thousand copies</li> <li>• Total insert / Partial insert from 2,000 copies</li> </ul> | <b>In Total</b> <ul style="list-style-type: none"> <li>• up to 25 g weight: 1,630.– €</li> <li>• up to 35 g weight: 1,850.– €</li> <li>• up to 50 g weight: 2,130.– €</li> </ul> |

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

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

MORE  
INFO

# ANIMAL HEALTH

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER

MORE  
INFO

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

| Columnn | Width × Height<br>in the text section | Width × Height<br>in the advert section and<br>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/m<sup>2</sup>

Content: 100% recovered paper, without chlorine  
bleach. Picture print 80 g/m<sup>2</sup>

### 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](mailto: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.

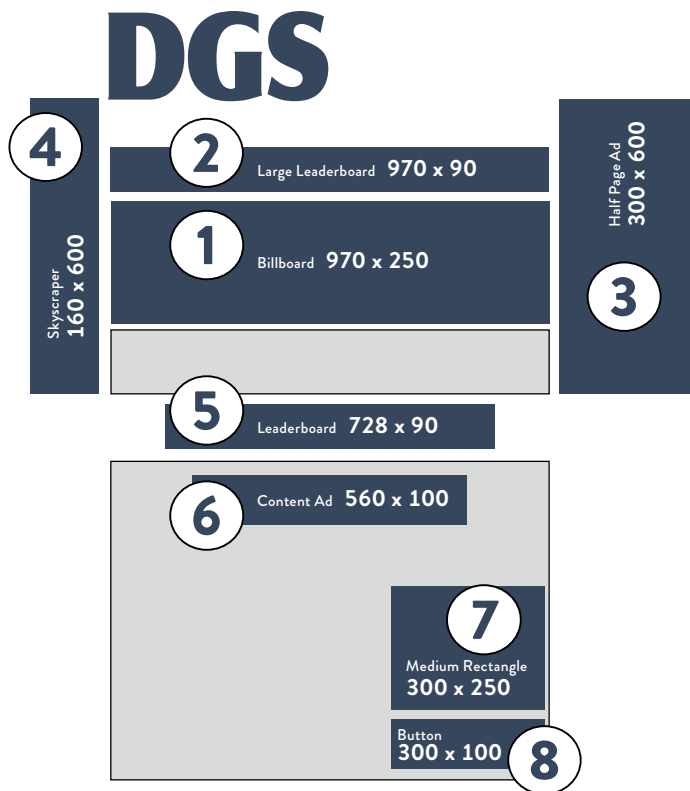
*'Online advertising  
in cross-media  
products has  
a wide reach.'*

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 €*<br>DURATION<br>30 DAYS | WIDTH X<br>HEIGHT<br>IN PIXELS |
|---------------------------------------|-------------------------------------|--------------------------------|
| <b>1</b> Billboard                    | 976.–                               | 970 x 250                      |
| <b>2</b> Large Leaderboard            | 732.–                               | 970 x 90                       |
| <b>3</b> Half Page Ad                 | 732.–                               | 300 x 600                      |
| <b>4</b> Skyscraper                   | 586.–                               | 160 x 600                      |
| <b>5</b> Leaderboard<br>(Superbanner) | 488.–                               | 728 x 90                       |
| <b>6</b> Content Ad                   | 439.–                               | 560 x 100                      |
| <b>7</b> Medium Rectangle             | 439.–                               | 300 x 250                      |
| <b>8</b> 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](http://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".

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# 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.-

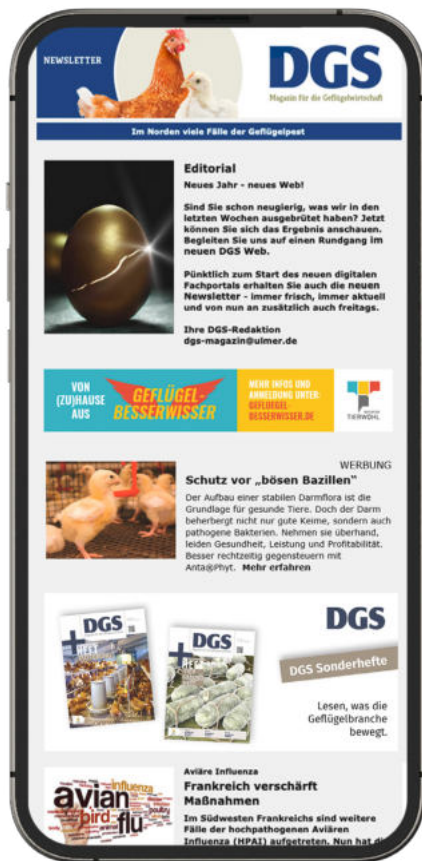
### PRODUCT OF THE WEEK

420.-

### JOB OF THE WEEK

345.-

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



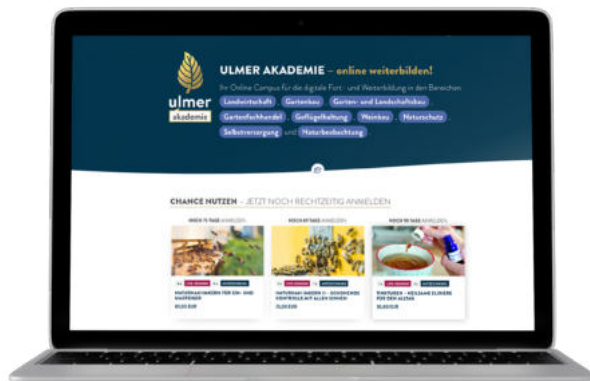
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# MOBILE DIALOGUE | INDIVIDUAL

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

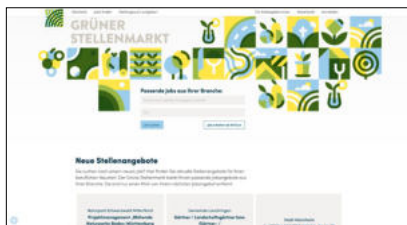
## YOUR OPPORTUNITIES

- 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



### 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](mailto: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](mailto:anzeigen@ulmer.de)

## MARKETING + SALES

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

## PUBLISHER'S REPRESENTATIVE

### SW Medienvertretung Saupe + Weber OHG (Lauffen)

|                             |                                                                |
|-----------------------------|----------------------------------------------------------------|
| P + 49 (0) 71 33 / 96 11 96 | <a href="mailto:info@saupe-medien.de">info@saupe-medien.de</a> |
| F + 49 (0) 71 33 / 96 11 98 | <a href="http://www.saupe-medien.de">www.saupe-medien.de</a>   |

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

### SW Medienvertretung Saupe + Weber OHG (Aalen)

|                                 |                                                                |
|---------------------------------|----------------------------------------------------------------|
| P + 49 (0) 73 61 / 38 03 8 - 0  | <a href="mailto:info@saupe-medien.de">info@saupe-medien.de</a> |
| F + 49 (0) 73 61 / 38 03 8 - 38 | <a href="http://www.saupe-medien.de">www.saupe-medien.de</a>   |

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

### Verlag Eugen Ulmer KG

|                             |                                                      |
|-----------------------------|------------------------------------------------------|
| T + 49 (0) 152 0479 2756    | <a href="mailto:mbosch@ulmer.de">mbosch@ulmer.de</a> |
| F + 49 (0) 711 / 4507 - 221 | <a href="http://www.ulmer.de">www.ulmer.de</a>       |

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