Print | Online

DGS

THE **MEDIA BRAND** FOR THE POULTRY INDUSTRY



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MEDIA KIT 2027

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

Copyright: Terelyuk, Shutterstock



DGS magazine



DGS e-paper



DGS social media

DGS

Magazin für die Geflügelwirtschaft





DGS special products



DGS online seminars



DGS newsletter



DGS online

DGS topics channel

PRINT

ONLINE

‘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

DGS

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
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

DGS

BASICS

YEAR
79. year | 2027

FREQUENCY OF PUBLICATION
monthly

DISTRIBUTION
Germany, Austria, Switzerland, Netherlands

CIRCULATION
Distributed Circulation: **6,000**
Sold Circulation: **5,890**
(III. quarter 2025 – II. quarter 2026)

GEOGRAPHICAL DISTRIBUTION

Domestic:	**94%**	**5,640**
Abroad (A, CH, NL and others):	**6%**	**360**
Actual distributed Circulation:	100%	**6,000**

PUBLISHER
Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart
T + 49 (0) 7 11 / 45 07 – 0
www.ulmer-Publisher.de

ulmer

TERMS OF PAYMENT
Payable within 30 days without deduction
Terms & Conditions Bank details

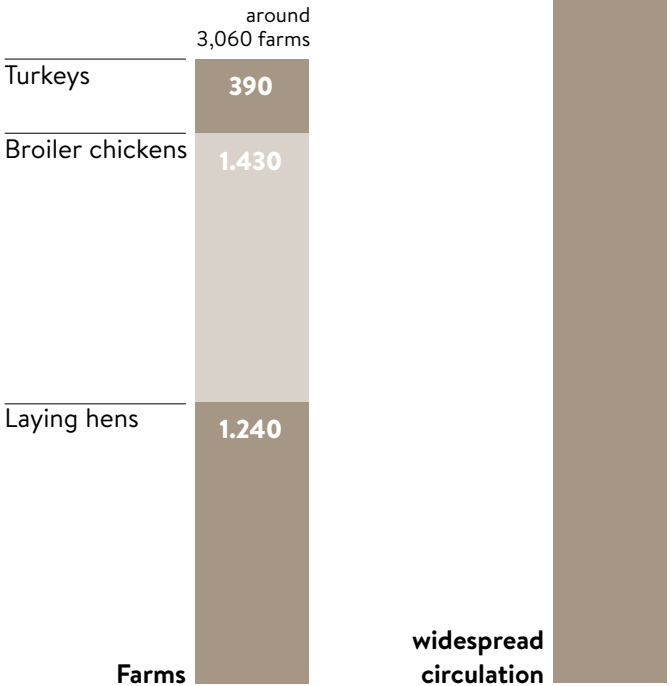
DGS

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 **6,000** 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.



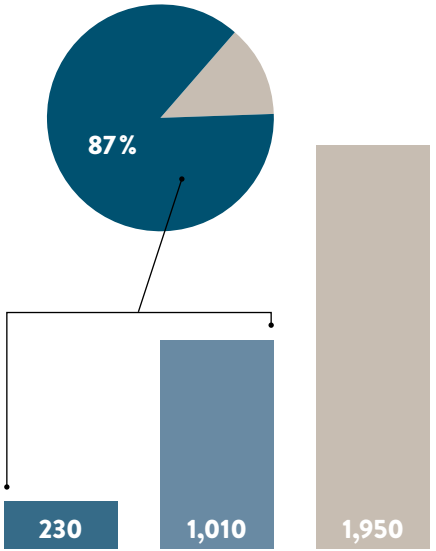
Source: MEG, Verlag Eugen Ulmer KG

DGS

REACH YOUR TARGET GROUP

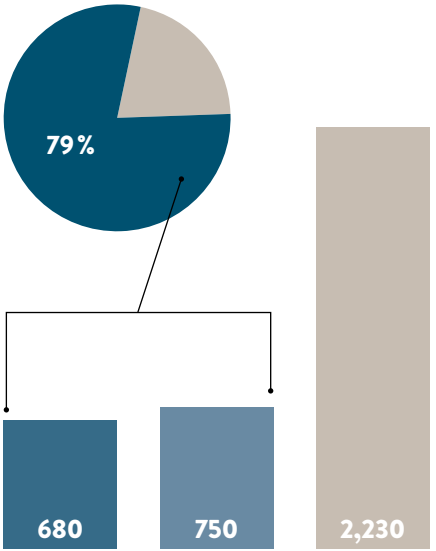
1,240 LAYING HENS FARMS

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



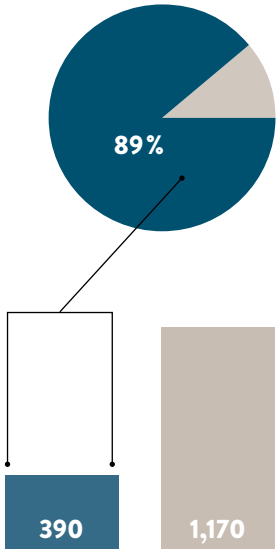
1,430 BROILER CHICKENS FARMS

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!



Source: Landwirtschaftszählung 2023 (Destatis)

DGS

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: 05.01.27 AD T: 27.11.26 AD A: 18.12.26	**Main focus: Egg production and marketing**	**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 15.01. - 24.01.2027
FEBRUARY	2	PD: 09.02.27 AD T: 08.01.27 AD A: 29.01.27	**Main focus: Animal health**	**NEWSLETTER | GENERAL** PD: 02.02. + 09.02. + 16.02. + 23.02. AD: In each case 5 working days before publication	**BioFach**, Nürnberg, D 16.02. - 19.02.2027 **Tier & Technik** St. Gallen, CH **SIA**, Paris, F

PD: Publication date | **AD T:** Advertising deadline text section | **AD A:** Advertisement deadline advertisement section

Subject to change without notice.

DGS

EDITION		DATES		TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
MARCH	3	PD: AD T: AD A:	09.03.27 05.02.27 26.02.27	**Focus: Stable construction & Precision livestock farming**	**SPECIAL ISSUE HYGIENE AND BIOSAFETY** AD: 14.01.2027 **NEWSLETTER | GENERAL** PD: 02.03. + 09.03. + 16.03. 23.03. + 30.03. AD: In each case 5 working days before publication	**Ab Hof,** Wieselburg, A 05.03. - 08.03.2027
APRIL	4	PD: AD T: AD A:	06.04.27 05.03.27 25.03.27	**Main focus: Organic farming** Direct marketing Feeding	**NEWSLETTER | GENERAL** PD: 06.04. + 13.04. + 20.04. + 27.04. AD: In each case 5 working days before publication	
MAY	5	PD: AD T: AD A:	04.05.27 02.03.27 23.04.27	**Main focus: Animal welfare** Enrichment material Waterfowl Litter management	**NEWSLETTER | GENERAL** PD: 04.05. + 11.05. + 18.05. + 25.05. AD: In each case 5 working days before publication	

PD: Publication date | **AD T:** Advertising deadline text section | **AD A:** Advertising deadline advertisement section

Subject to change without notice.

DGS

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
JUNE	6	PD: 08.06.27 AD T: 07.05.27 AD A: 28.05.27	**Main focus: Sustainability** Preview for the VIV trade fair, Utrecht	**NEWSLETTER | GENERAL** PD: 01.06. + 08.06. + 15.06. 22.06. + 29.06. AD: In each case 5 working days before publication	
JULY	7	PD: 06.07.27 AD T: 04.06.27 AD A: 25.06.27	**Main focus: Breeding**	**SPECIAL ISSUE ANIMAL HEALTH** AD: 18.05.2027 **NEWSLETTER | GENERAL** PD: 06.07. + 13.07. + 20.07. + 27.07. AD: In each case 5 working days before publication	
AUGUST	8	PD: 10.08.27 AD T: 09.07.27 AD A: 30.07.27	**Main focus: Free range and outdoor management**	**NEWSLETTER | GENERAL** PD: 03.08. + 10.08. + 17.08. 24.08. + 31.08. AD: In each case 5 working days before publication	

PD: Publication date | **AD T:** Advertising deadline text section | **AD A:** Advertising deadline advertisement section

Subject to change without notice.

DGS

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
SEPTEMBER	9	PD: 07.09.27 AD T: 06.08.27 AD A: 27.08.27	**Main focus: Biosecurity & Hygiene**	**NEWSLETTER | GENERAL** PD: 07.09. + 14.09. + 21.09. + 28.09. AD: In each case 5 working days before publication	**British Pig & Poultry Fair,** Warwickshire, GB **SPACE**, Rennes, F **World Poultry Congress,** Paris, F
OCTOBER	10	PD: 05.10.27 AD T: 03.09.27 AD A: 24.09.27	**Main focus: Feeding**	**NEWSLETTER | GENERAL** PD: 05.10. + 12.10. + 19.10. + 26.10. AD: In each case 5 working days before publication	**OLMA** St. Gallen, CH **World Egg Day** 08.10.2027 **Dutch Poultry Expo** Hardenberg, NL
NOVEMBER	11	PD: 09.11.27 AD T: 08.10.27 AD A: 29.10.27	**Main focus: Poultry meat production & marketing**	**NEWSLETTER | GENERAL** PD: 02.11. + 09.11. + 16.11. 23.11. + 30.11 AD: In each case 5 working days before publication	**Ferma,** Bydgoszcz, P

PD: Publication date | **AD T:** Advertising deadline text section | **AD A:** Advertising deadline advertisement section

Subject to change without notice.

DGS

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
DECEMBER	12	PD: 07.12.27 AD T: 05.11.27 AD A: 19.11.27	**Main focus: Energy & dried chicken manure**	**NEWSLETTER | GENERAL** PD: 07.12. + 14.12. + 21.12. + 28.12. AD: In each case 5 working days before publication	
JANUARY 28	1	PD: 04.01.28 AD T: 03.11.27 AD A: 17.12.27		**NEWSLETTER | GENERAL** PD: 11.01. + 18.01. + 25.01. AD: In each case 5 working days before publication	**Intern. Grüne Woche** Berlin, D

THE PERMANENT TOPICS

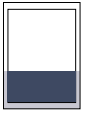
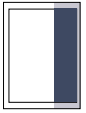
- For all poultry species: broilers, turkeys, laying hens, waterfowl and special poultry
- Stable construction and stable technology
- Feeding and emission reduction
- Animal health and welfare
- Market reports and developments
- Economics & Management Surveys
- Branch insight

PD: Publication date | **AD T:** Advertising deadline text section | **AD A:** Advertising deadline advertisement section

Subject to change without notice.

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 184 × 270 mm	bw 4c	4,266.– 5,451.–
	Bleed format* 210 × 297 mm	bw 4c	4,693.– 5,878.–
2/3 	Type area format 184 × 178 mm 121 × 270 mm	bw 4c	2,844.– 4,029.–
	Bleed format* 210 × 200 mm 135 × 297 mm	bw 4c	3,128.– 4,313.–
1/2 	Type area format 184 × 133 mm 90 × 270 mm	bw 4c	2,133.– 3,318.–
	Bleed format* 210 × 156 mm 105 × 297 mm	bw 4c	2,346.– 3,531.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 184 × 87 mm 58 × 270 mm	bw 4c	1,422.– 2,607.–
	Bleed format* 210 × 109 mm 72 × 297 mm	bw 4c	1,564.– 2,749.–
1/4 	Type area format 184 × 65 mm 90 × 133 mm	bw 4c	1,067.– 2,252.–
	Bleed format* 210 × 87 mm 105 × 156 mm	bw 4c	1,174.– 2,359.–
1/8 	Type area format 184 × 32 mm 90 × 65 mm	bw 4c	533.– 1,127.–

* 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	7.060.–
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	5.773.–
Text part advertisements (Minimum calculation 80 mm)	 	per 43 mm width column per 58 mm width column	bw 4c bw 4c	6,60 per mm / column 7,70 per mm / column 8,80 pro mm / column 9,90 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	
3 times	3 %
6 times	5 %
9 times	10 %
12 times	15 %
24 times	20 %

QUANTITY DISCOUNT	
½ page	3 %
1 page	5 %
2 pages	10 %
3 pages	15 %
5 pages	20 %

Colour and bleed surcharges are discounted.

CLASSIFIED ADS

Job vacancies, mm-price bw, 1 columns	3.95 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.
See page 29

All prices quoted in the tariff are subject to VAT. The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

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
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

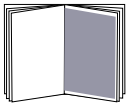
Ungeheuer + Ulmer KG GmbH + Co.
Mr. Thomas Gotthardt
Körnerstraße 16
71634 Ludwigsburg

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: 5.880.– € • 4 pages: 7.060.– € • 6 pages: 8.470.– €
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: 1.760.– € • up to 35 g weight: 1.998.– € • up to 50 g weight: 2.300.– €

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 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

- Print circulation: **3,050** copies | Delivery quantity: **3,200** 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.

DGS

HYGIENE AND BIOSAFETY

CROSSMEDIAL

PRINT ISSUE | NEWSLETTER



MORE INFO

Additional expertise on current and selected key topics

RELEASE DATE: 09.03.2027

BOOKING DEADLINE: 14.01.2027

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



MORE INFO

Additional expertise on current and selected key topics

RELEASE DATE: 06.07.2027

BOOKING DEADLINE: 18.05.2027

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

DGS

POULTRY YEAR BOOK 2028



MORE INFO

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

RELEASE DATE: 15.10.2027

ADVERTISING DEADLINE: 10.06.2027

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
- Fist 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)

Colourn:
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

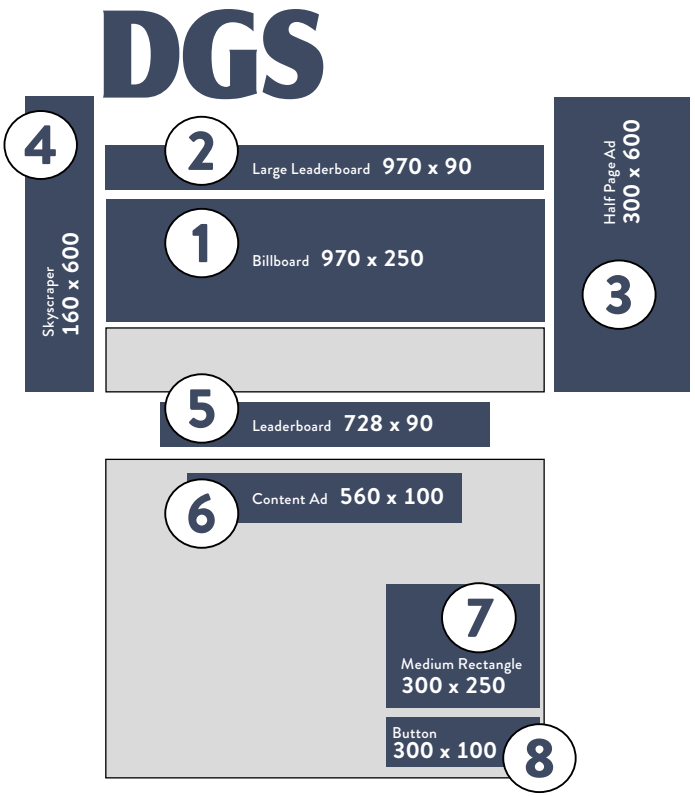
www.dgs-magazin.de | Visits / Monat: **12,331** | Page Impressions / Monat: **18,123**
Values: January - June 2026 | Current figures on request | Source: Matomo

Digital subscription circulation Distributed circulation: 3,127 | Sold circulation: 3,092
(III. quarter 2025 – II. quarter 2026)

Copyright: David Tadevosian, Shutterstock

DGS

BASIC-FORMATS | PRICES



	FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXELS
1	Billboard	1.025.–	970 x 250
2	Large Leaderboard	925.–	970 x 90
3	Half Page Ad	925.–	300 x 600
4	Skyscraper	725.–	160 x 600
5	Leaderboard (Superbanner)	625.–	728 x 90
6	Content Ad	575.–	560 x 100
7	Medium Rectangle	575.–	300 x 250
8	Button	350.–	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 **1,350.–**

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



MORE INFO

NEWSLETTER

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

RECIPIENTS: 2,359	PUBLISHED: WEEKLY
OPENING RATE: 29 %	CTOR*: 41 %

FORMATS + PRICES

CONTENT AD 475.–
560 x 100 px

TEXT AD 750.–
200 characters text + pictures

LARGE IMAGE 850.–
560 x 250 px

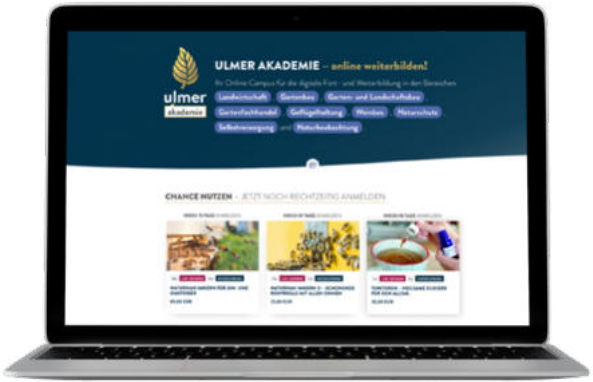
POLE POSITION
Surcharge | Placing | 1. Advertisement 75.–

EVENT TIP 425.–
PRODUCT OF THE WEEK 475.–
JOB OF THE WEEK 380.–

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

DGS

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

DGS

GRÜNER STELLENMARKT





ONLINE BASIC

Text advert	• 30 days online	230.– €

ONLINE PREMIUM

Text advert, Logo, PDF info material	• 30 days online	375,– €

EXTRA SERVICES

Duration + 30 days	90,– €
Refreshing	110,– €
TOP position	220,– €

CROSSMEDIA PLUS

Print job adverts + online booking

60 days duration for the price of 30 days!

All prices plus VAT.

THE JOB MARKET FOR HORTICULTURE AND AGRICULTURE

- An average of 5,700 sessions* (visits) and 21,500 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

DGS

PUBLISHER ADDRESS

Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart

ulmer

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 F + 49 (0) 71 33 / 96 11 98	info@saupe-medien.de www.saupe-medien.de
Baden-Wuerttemberg	France and Switzerland

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