

# Advertorials on landtechnikmagazin.de

## *Advertorials on landtechnikmagazin.de*

You don't trust the effectiveness of advertising banners or a banner is simply too small for your advertising message? Then we have exactly the right advertising material for you with "Advertorials" (ie "Gesponserte Beiträge").

With an "Advertorial" you have the opportunity to publish an report about your company in the exact form, ie without editing, and at the time on landtechnikmagazin.de at which you wish. Your report will be published in the editorial section of landtechnikmagazin.de on the desired date (no earlier than 3 working days after booking), embedded in the regular editorial content and will remain online on landtechnikmagazin.de for the duration of the booking. Accordingly, your report can be found on the landtechnikmagazin.de homepage for a maximum of 10 days. Since your report is treated like regular content, it will of course also be listed in one of our categories, published on our Twitter account and in our news feeds.

If you need help with the preparation of your report, we would be happy to make you an offer - writing is our passion.

Please note: Since landtechnikmagazin.de is a German-language newsboard, your report must of course also be written in German.

## *The hard facts about "Advertorials"*

The "Advertorial" you have written will be illustrated with up to 2 images including captions. Up to 12 images are optionally possible.

The category is selected by the landtechnikmagazin.de editorial team to match the topic of your report. If you want your report to appear in a category that deviates from the topic, you can optionally choose one of our regular categories. The special category "Agritechnica innovations" is also possible on request.

Your text will be provided with a link (no redirect) to your company website, which can be found on landtechnikmagazin.de under up to 6 unique URLs (article, picture gallery overview, picture 1 normal view, picture 1 XL view, picture 2 normal view, picture 2 XL View). With every additional picture you book, you will receive 2 additional valuable links (normal view, XL view).

"Advertorials" appear marked as such on landtechnikmagazin.de.

## ***"Advertorials" on landtechnikmagazin.de at a glance***

- Booking duration 30, 180 or 365 days
  - Headline from 60 to 120 characters
  - Text length maximum 10,000 characters, recommended 1,500 to 3,000 Characters, of which the first 250 characters appear as preview text in the overview pages and in the news feeds
  - 2 images included, a maximum of 12 optional, image format jpg, image aspect ratio 4: 3, image size 600x450 or 450x600 pixels, file size maximum 120 KB, image caption (required) 60 to 250 characters
  - Optional category and special category "Agritechnica innovations"
  - including html link from up to 6, optionally up to 26 unique URLs to your company website (no redirect, no tracking)
  - "Advertorial" remains online for the duration of the booking and is then deleted
  - "Advertorial" flows with the editorial content
  - "Advertorial" is highlighted in color on overview pages and labeled „Gesponserter Beitrag“.
- The report itself is marked with the note „Gesponserter Beitrag“ above the heading. In the news feeds and on Twitter, the "Advertorial" is indicated by the prefix "Advertorial:".

### ***Good to know!\****

**Format:**

Online-Magazin about agricultural machinery

**Published:**

continuous

**Updates:**

daily

**Reports online:**

> 9,700

**Total volume reports incl. galleries, calendar, etc.:**  
> 42,000 pages

**Readers per month:**

Up to 31,444

*That's the way it looks*

Homepage and category overviews (desktop):



Rubriken | Veranstaltungen | Atom & RSS | Extras & Service | Erweiterte Suche | Schnellsuche:

## Aktuelle Meldungen im Überblick

### Grünland und Futterernte

#### Bergmann stellt Neu- und Weiterentwicklungen bei den Ladewagen-Baureihen Royal und Shuttle vor [30.1.20]



Auf der Agritechnica 2019 präsentierte Bergmann einige Neuerungen bei den Ladewagen der Baureihen Royal und Shuttle. Beide Serien sind alte Bekannte aus dem Bergmann-Produktprogramm: Den Royal mit DIN-Ladevolumen von 26,8 bis 30 m³ und dem einzigartigen 2-Rotor-System mit [...] > [weiterlesen](#)

### Traktoren

Gesponserter Beitrag

#### Lascivius quadrupei frugaliter imputat umbraculi [30.1.20]



Caesar iocari verecundus zothecas, quod chirographi miscere plane utilitas saburre. Zothecas acquireret parsimonia oratori, semper syrtis vocificat apparatus bellis, quamquam Octavius spinosus imputat incredibiliter quinquennalis zothecas. Optimus utilitas matrimonii [...] > [weiterlesen](#)

### Traktoren

#### Fendt führt Bedienphilosophie FendtONE bei 300 Vario Traktoren ein [29.1.20]



Scheinbar ist das Feedback zur Bedienphilosophie FendtONE, die mit dem neuen Flaggschiff Fendt Vario 314 auf der Agritechnica 2019 vorgestellt wurde, positiv ausgefallen, weshalb AGCO / Fendt sich entschlossen hat, auch die Modelle Fendt 311 Vario, Fendt 312 Vario und Fendt [...] > [weiterlesen](#)

Report (desktop):

[Rubriken](#) | [Veranstaltungen](#) | [Atom & RSS](#) | [Extras & Service](#) | [Erweiterte Suche](#) | Schnellsuche:  [Los!](#)

[Startseite](#) > [Rubrik: Traktoren](#) > **Artikel:**  
[Gesponserter Beitrag](#)

### Lascivius quadrupei frugaliter imputat umbraculi

Caesar iocari verecundus zothecas, quod chirographi miscere plane utilitas saburre. Zothecas adquireret parsimonia oratori, semper syrtes vocificat apparatus bellis, quamquam Octavius spinosus imputat incredibiliter quinquennalis zothecas. Optimus utilitas matrimonii miscere ossifragi, ut pessimus adfabillis quadrupei fermentet rures. Aquae Sulis praemuniet Caesar, quamquam Octavius corrumperet Pompeii. Adlaudabilis oratori imputat bellus zothecas, et quadrupei celeriter adquireret aegre saetosus apparatus bellis, ut concubine suffragarit matrimonii, et fragilis saburre lucide conubium santet concubine, quod Octavius comiter amputat oratori. Fiducias lucide circumgrediet concubine. Saetosus agricolae verecunde vocificat bellus concubine. Suis satis fortiter suffragarit tremulus chirographi.

Ossifragi agnascor catelli, et gulosus oratori conubium santet utilitas syrtes, etiam pessimus verecundus umbraculi lucide corrumperet parsimonia saburre. Rures satis libere suffragarit adlaudabilis zothecas, quod ossifragi comiter insectat verecundus apparatus bellis, semper pretosius catelli conubium santet Caesar. Matrimonii verecunde corrumperet vix fragilis fiducias. Ossifragi iocari chirographi, etiam agricolae spinosus miscere pretosius chirographi. Aquae Sulis praemuniet Augustus. Parsimonia cathedras fermentet incredibiliter adfabillis agricolae, semper syrtes frugaliter suffragarit verecundus saburre. Umbraculi senesceret apparatus bellis.


Zothecas aegre spinosus suffragarit matrimonii. Utilitas zothecas amputat parsimonia syrtes, quamquam fiducias pessimus lucide fermentet suis. quod agricolae vocificat chirographi.

Info\_Box

Artikel eingestellt am:  
30.1.2020, 18:49

Quelle:  
Lascivius GmbH  
[www.lascivius.xyz](http://www.lascivius.xyz)

2 Bilder zum Artikel:



Bildklick blendet Galerie ein.

> Artikel drucken

Link below report:

spinosus agnascor concubine. Sae  
neglegenter conubium santet syrt

Weitere Informationen:  
Lascivius GmbH  
[www.lascivius.xyz](http://www.lascivius.xyz)

## What does it cost?

Booking period Service	30 days	180 days	365 days
	Base price in euros plus VAT <sup>(1)</sup> Extra charge based on the base price		
Advertorial	330,00	660,00	980,00
Additional picture	20 %		
Selected category	50 %		
„Agritechnica innovations“	50 %		

Bookings per 365 days	Discount
3 - 5	3 %
6 - 8	5 %
9 - 11	7 %
12	10 %

(1) Rates valid from October 1, 2023.

## *More information and booking*

Want to place your “Advertorial” on  
[landtechnikmagazin.de](http://landtechnikmagazin.de)?

Need some additional information about “Advertorials” on  
[landtechnikmagazin.de](http://landtechnikmagazin.de)?

Just give us a call: +49-8642-5979881

... or write an email to:  
[magdalena.esterer@landtechnikmagazin.de](mailto:magdalena.esterer@landtechnikmagazin.de)



# General terms and conditions for Gesponserte Beiträge/Advertorials on landtechnikmagazin.de

## 1. Validity and area of application

1.1. The Esterer-Media exclusively markets the website landtechnikmagazin.de for online advertising in the form of so-called Gesponserter Beiträge / advertorials (marketing of advertising space in online media).

1.2. These General Terms and Conditions (GTC) are valid for all business relations related to the placement of advertorials on landtechnikmagazin.de between advertisers and advertising agencies (hereinafter "Client") and Esterer Media, Schnappenweg 3, 83236 Übersee. The General Terms and Conditions of the Client find no use. This also applies if the Esterer-Media does not explicitly contradict it.

## 2. Conclusion of contract

2.1. The order has to be submitted in writing (letter or fax). It is in the discretion of the Esterer-Media in individual cases (for example, existing customers) to accept an order by email.

2.2. Subject to conflicting individual agreements, the contract is only concluded by written or by email confirmation of the order by the Esterer-Media. This Agreement also applies to verbal or telephone confirmations.

2.3. Insofar advertising agencies give orders, the contract comes about in the doubt with the advertising agency, subject to other written arrangements. The Esterer-Media is entitled to demand a mandate from the advertising agencies. If an advertiser (customer of the agency) is to become a client, he must be named by the advertising agency.

2.4. The Esterer-Media reserves the right to use for composite advertising, i.e. online advertising, in which products, brands or services of several companies are advertised, a price markup.

## 3. Advertorials

3.1. Advertorials consisting of headline, article text, images with captions and link target must correspond to the specifications mentioned in "Advertorials on landtechnikmagazin.de".

3.2. The advertorials corresponding to the requirements of the

Esterer-Media must be sent in full by e-mail three working days before the date agreed for the first placement. In this case, the website, to which the advertorial is to be linked, must also be stated explicitly. The client bears the risk in the transmission of the advertorial. If the advertorial does not meet the requirements of the Esterer Media, the customer will be notified. Costs of the Esterer-Media for changes of the advertorial, desired or to be represented by the client shall be borne by the customer. In the case of late delivery, subsequent alteration or incorrectness of the advertorial, Esterer-Media does not assume any guarantee for the proper publication. The obligation of Esterer-Media to store the advertorial ends three months after its last distribution.

3.3. The client shall immediately examine the advertorial for its correctness after the first placement and notify Esterer-Media about mistakes within three working days. After this deadline, the advertorial is valid as accepted.

3.4. Sponsored contributions are clearly identified as such by highlighting them in color and / or the text "Gesponserter Beitrag" or "Advertorial:".

3.5. The client is fully responsible for the content of the sponsored contribution. The customer releases the Esterer-Media from all claims of third parties directed against the publication of the advertorial.

3.6. Esterer-Media reserves itself the right to refuse or block advertising orders - also individual calls within the scope of an order - if their content offend against laws or official regulations or whose content has been objected to by the German Advertising Board in a complaints procedure or whose publication for the Esterer-Media is unacceptable because of the content, the origin or the technical form. In particular, the Esterer-Media may withdraw an already published advertorial if the client subsequently changes the data, which is referred to by a link and thus fulfills the above-mentioned requirements.

3.7. The customer undertakes to keep the target page, linked from the advertorial, accessible for the duration of the contract.

#### 4. Linking

4.1. The advertorial is provided with an html link that is displayed on all pages belonging to the respective advertorial. When linking, no technologies such as tracking systems (ad servers), php redirects or JavaScript are used. In order to meet the common search engine criteria, the link is marked with a nofollow instruction.

4.2. Integration of external tracking tools is not possible for reasons of data protection. This includes, but not only, the transfer of parameters for the purpose of statistical evaluations via URL to external servers.

#### 5. Warranty of the Esterer-Media

5.1. In the context of the foreseeable requirements, the Esterer-Media guarantees a best possible reproduction of the advertorial according to the respective technical standard. However, it is known to the customer that, according to the state of the art, it is not possible to create a program which is completely free of errors. The warranty does not apply to minor defects. An insignificant error in the representation of the advertorial exists particular if this is caused by the use of an inappropriate software and / or hardware (eg browser), by disturbance of communication networks of other operators or by computer failure due to system failure or by incomplete and / or not updated offers of so-called proxies.

5.2. Also a failure of the web server, which does not last longer than 24 hours (continuous or summated) within 30 days after the start of the contractually agreed publication, is an insignificant error. In the event of a failure of the web server over a significant period (more than 10% of the booked time) within the scope of a time-based fixed booking, the customer's obligation to pay is not applicable for the period of the failure. Further claims are excluded.

5.3. If any deficiencies in the advertising documents are not obvious, the client has no claims in the case of insufficient publication. The same applies in the case of errors in repeated

advertising placements, if the client does not indicate the error before publication of the next advertising placement.

#### 6. Liability

6.1. The Esterer-Media, including their legal representatives and vicarious agents, is only liable for intent and gross negligence. This does not apply to the violation of essential contractual obligations, in the case of injury to life, body or health. In case of violation of essential contractual obligations, the liability is limited to foreseeable damage.

6.2. The Esterer-Media is not liable for damages caused by disturbances on telephone lines, servers and other facilities which are not within its sphere of responsibility.

#### 7. Price regulation

7.1. The valid price list is always the one valid for the calendar year in which the publication of the advertorial is to take place. The basic price is the remuneration for the publication of the advertorial. It does not contain production costs or other costs. These are calculated separately. VAT is not included in any prices; it is calculated in addition in the legally valid height. Advertising agencies and other advertisers are obliged to stick to their offers, agreements and settlements with the advertisers to the price lists of the Esterer-Media.

7.2. The discounts listed in the price list are based on the total net invoicing for advertorials booked and published within 365 days. Affiliated companies (groups of companies) can only benefit from a joint discount if one and the same person places the order and pays the joint invoice. If a different discount occurs during 365 days due to additional bookings or cancellations, a new calculation is made taking into account already paid amounts.

7.3. For the contracts given by an agency, Esterer-Media grants an agency discount of 15% on the invoice amount after deduction of discounts but before cash discount. Prerequisite is the written proof of the agent's activity and the invoice to the

agency. The Esterer-Media itself reserves the right to refuse the agency discount if it is not clear whether it is a real agency or not.

#### 8. Payment modalities

8.1. The invoicing is always made in advance with the booking confirmation by the Esterer-Media.

8.2. Upon payment of the total invoice sum immediately after the invoice has been issued and before the beginning of the month in which the placement is to take place the Esterer-Media can grant a cash discount of up to 3%.

8.3. In case of a delay in payment, Esterer-Media is entitled not to start or suspend the execution of the order without the customer being entitled to a replacement claim. The customer is liable for default damages. The Esterer-Media calculates interest on arrears at the statutory rate.

#### 9. Cancellation

9.1. The client and the Esterer-Media may cancel orders completely or in parts up to six weeks before the start of the publication of the advertorial without giving reasons. In case of cancellation by the customer up to four weeks before the start of the publication, Esterer-Media is entitled to invoice 25% of the net order value. In case of cancellation by the customer until two weeks before the start of the publication, Esterer-Media is entitled to invoice 50% of the net order value. In case of a later termination, the client remains obliged to pay the full invoice amount.

9.2. The possibility of termination without notice for important reasons shall remain unaffected. An important reason for the Esterer-Media is also the evident substantial deterioration in the economic situation of the client.

9.3. The notice of cancellation must be in writing.

#### 10. Final provisions

10.1. It counts the law of the Federal Republic of Germany.

10.2. Amendments or additions to the contract, including these

General Terms and Conditions as well as ancillary agreements to the contract shall require the written form to be effective.

10.3. In case that one of the provisions of these General Terms and Conditions of Business is or becomes ineffective, the remaining provisions of these General Terms and Conditions shall remain unaffected. The parties are called upon to agree an effective regulation instead of the ineffective. The effective one should match as close as possible the economic purpose intended by both parties with the ineffective regulation.

10.4. Place of fulfilment and jurisdiction is Übersee.

10.5 These General Terms and Conditions are a translation of the "Allgemeine Geschäftsbedingungen für Online-Werbung auf landtechnikmagazin.de" in German language. Only the General Terms and Conditions in German language, which can be downloaded under <https://www.landtechnikmagazin.de/Mediadaten.php>, are legally binding.

