

**Advertising  
on  
landtechnikmagazin.de**

*Place your ad on [landtechnikmagazin.de](http://landtechnikmagazin.de)*

Not satisfied with expensive ads placed in printed media? Not sure whether those millions of visitors some web-site-owners speak of are real farmers and contractors and not only housewives looking for new cooking recipes or nice gardening tips? Even not sure whether your social media activities are money well spent? Worried about whether your ad could be placed in a shady sphere? Not happy about inscrutable ad pricing like cpc on nearly all websites? Dislike rotating banners because yours is not getting users' whole attention?

We have some good news for you! The answer to all of these questions is: Place your ad on [landtechnikmagazin.de](http://landtechnikmagazin.de)!

And here is why:

- [landtechnikmagazin.de](http://landtechnikmagazin.de) is THE first and unique German “online only” media focused on agricultural machinery. Online for over ten years.
- [landtechnikmagazin.de](http://landtechnikmagazin.de) has over 7,800 reports and more then 14,000 pictures online. Pure agricultural machinery and nothing else. All for free 24/7.
- The makers of [landtechnikmagazin.de](http://landtechnikmagazin.de) are neither bored blogging schoolboys nor hobbyists but serious editors.
- [landtechnikmagazin.de](http://landtechnikmagazin.de) addresses farmers and contractors all over Germany and German speaking countries.
- No banner rotation and dead easy pricing: One ad-space, one advertiser, one ad, one banner size, one month, one price.

And best of all: By placing an ad on [landtechnikmagazin.de](http://landtechnikmagazin.de) you support an independent website and help to keep it alive.

Curious? Then read on and learn more about advertising on [landtechnikmagazin.de](http://landtechnikmagazin.de).

## *The hard facts about landtechnikmagazin.de*

The folks behind landtechnikmagazin.de are themselves hardcore internet users and know many of the websites out there. That's why they designed landtechnikmagazin.de to be highly usable and informative instead of overloading it with senseless giant pictures and nervously flickering stuff. landtechnikmagazin.de has a completely responsive design. Therefore it works on both desktop computers and mobile phones while offering the same content and information regardless of the device used. An easy to understand clear structure with useful categories helps the user to navigate through the site and find the relevant information to get happy and satisfied.

Overall, the best conditions for your advertising campaign: Your banner is seen because it does not disappear in chaos, and it reaches interested readers in the best of moods.

### *Good to know!\**

**Format:**

Online-Magazin about agricultural machinery

**Published:**

continuous

**Updates:**

ø twice daily

**Reports online:**

> 7,800

**Total volume reports incl. galleries, calendar, etc.:**

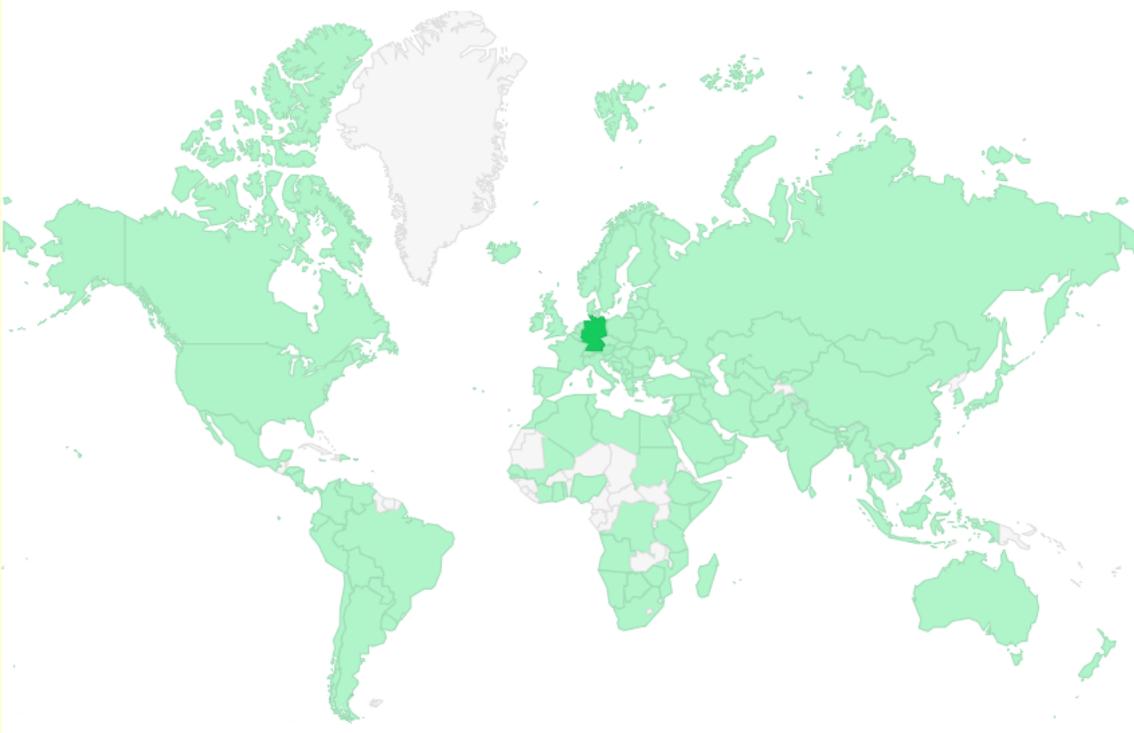
> 37,000 pages

**Readers per month:**

ø 16,174

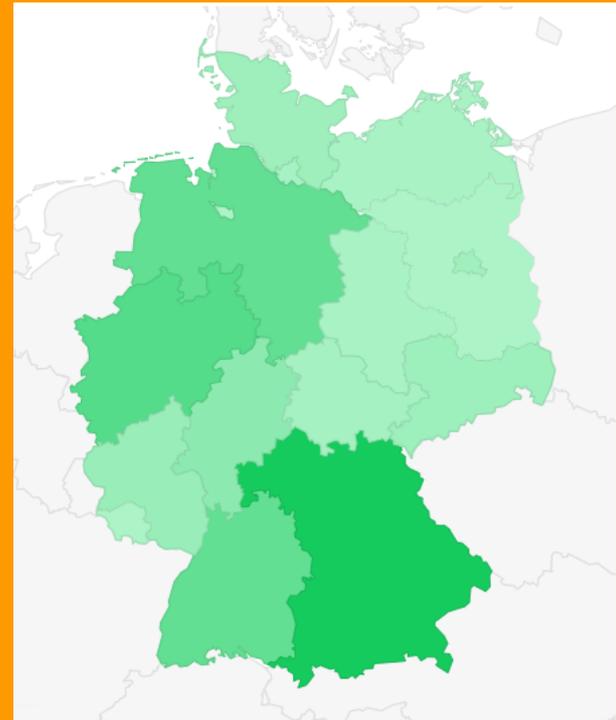
landtechnikmagazin.de is visited by readers from 148 countries. The majority of readers are from Germany (70.47 %), followed by Austria (9.44 %), Switzerland (4.50 %), the USA (3.05 %), Italy (1.67 %), France (1.12 %) and the Netherlands (0.99 %).

Data source: Google Analytics, collection period 11/2017 to 10/2018



landtechnikmagazin.de readers are related to agriculture. For Germany, this shows a tendency for the distribution of the readers to be more in line with the distribution of farms.

State	Farms %*	Readers %**
Baden-Wuerttemberg	14.74	13.04
Bavaria	32.74	25.79
Brandenburg	1.93	1.11
Hesse	5.90	6.79
Mecklenburg Western Pomerania	1.78	1.15
Lower Saxony	13.72	10.44
North Rhine Westfalia	12.23	17.21
Rhineland Palatinate	6.35	4.05
Saarland	0.44	0.81
Saxony	2.35	3.77
Saxony-Anhalt	1.58	1.59
Schleswig-Holstein	4.62	2.69
Thuringia	1.31	1.72



\*Data source: Statistisches Bundesamt Deutschland, Agrarstrukturerhebung 2016

\*\*Data source: Google Analytics, collection period 01/2016 to 12/2016

## *Where to advertise on [landtechnikmagazin.de](http://landtechnikmagazin.de)*

On [landtechnikmagazin.de](http://landtechnikmagazin.de) we have four spaces in three different formats to place your ad. You can book any of the spaces in seven different zones. Advertising spaces can be booked directly in the most popular categories (“tractors”, “forage harvesting”, “harvesting machines”, “fertilization and crop care”) as well as the event calendar. The homepage and all other categories are covered by the “Basic” package. If you want the greatest attention for your banner then choose the “Complete” package, and your ad will appear on any page of [landtechnikmagazin.de](http://landtechnikmagazin.de) including the homepage, the event calendar and the categories mentioned above.

By the way: Don't worry about different banner sizes to cover the needs for high resolution displays on desktops and small resolutions on mobile phones. As we said before [landtechnikmagazin.de](http://landtechnikmagazin.de) has a responsive design that automatically adjusts to the screen resolution. The banners do likewise. Hence you only need to create one single banner file which is automatically scaled down to a minimum of 46 percent of its original size on tablets and mobile phones with small displays. The only thing you should avoid is the use of small texts below 16 pt size within your banners.

Please note that we only support jpg- and gif-banners, both of which have a well proven compatibility with all operating systems, browsers and devices used nowadays.

# Homepage and category overviews (desktop):

The screenshot shows the homepage of landtechnik magazin.de. At the top, there is a navigation bar with the site logo and a search bar. Below this, a blue banner reads "Donnerstag, 02. Februar 2017 - unabhängige Online-News aus der Agrartechnik - 6625 Artikel online". The main content area is divided into several sections: "Aktuelle Meldungen im Überblick" with a sub-section "DLG Testberichte" featuring an article about a tractor test; "Sonstige Landtechnik" with an article about platform hangers; "DLG Testberichte" with an article about a sandbed mat; "Düngung und Pflanzenschutz" with an article about fertilizer spreaders; and "Landtechnik allgemein" with an article about a new harrow. A "Leaderboard" section is visible on the right side of the page.

# Report (desktop):

The screenshot shows a report article on the website. The article title is "Deutz-Fahr Serie 5 und 5G Kompakttraktoren mit neuen Motoren". The text describes the new tractor models, their features, and performance. It mentions that the new models are more powerful and have better fuel efficiency. The article also includes a "Widenskyscraper" section on the right side, which is a vertical list of related articles. The "Leaderboard" section is also visible at the top of the article.

# Homepage and category overviews (mobile device):



# Report (mobile device):



Please note that there are many different screen resolutions on mobile devices and tablets. The illustrations are therefore only examples.

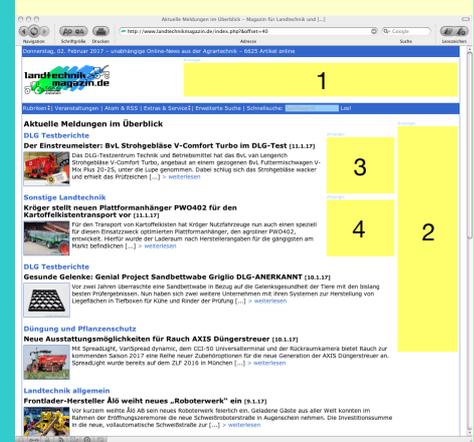
# What does it cost?

You don't have to be an experienced online-advertising-expert to understand what you have to pay for when advertising on landtechnikmagazin.de. Forget everything you've ever heard about cpc, cpm, capped ads or similar horrible terms. Our prices depend on the size of the banner, its position on the page and the package or category you choose.

Once you decide where you want to place your ad (package/category) and what size and position your banner should have (space/format), just take a look into the table below to see what you have to pay per month.

It's worth mentioning once again: There is no rotation with banners of other advertisers on landtechnikmagazin.de. Therefore, the advertising space that you have booked is yours exclusively within the selected period.

Please note that there is a quantity discount, so you can save money by booking several packages/categories, spaces/formats or months within a calendar year.



- 1 Leaderboard 728 x 90 Pixel\*
- 2 Wide-Skyscraper 160 x 600 Pixel\*
- 3 Rectangle 1 180 x 150 Pixel\*
- 4 Rectangle 2 180 x 150 Pixel\*

File formats: jpg, gif, animated gif  
File size: maximal 40 KB

Space/format \ Category/package	Leaderboard	Wide-Skyscraper	Rectangle 1	Rectangle 2
	Price per calender month in Euro excl. VAT**			
Complete	1,100.00	1,600.00	440.00	380.00
Basic	570.00	800.00	210.00	180.00
Tractors	300.00	420.00	110.00	95.00
Forage harvesting	300.00	420.00	110.00	95.00
Harvesting machines	300.00	420.00	110.00	95.00
Fertilization and crop care	300.00	420.00	110.00	95.00
Event calendar	300.00	420.00	110.00	95.00

Bookings per calender year	Discount
3 - 5	3 %
6 - 8	5 %
9 - 11	7 %
12	10 %

\*The sizes given refer to the representation on the screen of a desktop computer. For smaler screens (tablet, mobile device), the banners are scaled to a minimum of 46 percent of the original size.  
\*\*Ad rates and formats valid from November 1, 2018.

# Our packages at a glance

## Complete

### Basic

- contains homepage and categories
- Agritechnica news 20XX
- Tillage
- Seeding and cultivation
- Farm and stable technic
- Forest, garden and commune
- NawaRo and renewable energy
- Other agricultural technology
- Agricultural engineering in general
- DLG reviews
- Clubs and hobby
- History and stories

### Category Tractors

### Category Forage harvesting

### Category Harvesting machines

### Category Fertilization and crop care

### Event calendar

## *Where to book your advertising*

Want to place your advertising-campaign on landtechnikmagazin.de and want to book your exclusive ad space?

Need some additional information about advertising on 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 online advertising on landtechnikmagazin.de

## 1. Validity and area of application

1.1. The Esterer-Media exclusively markets the website landtechnikmagazin.de for online advertising (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 advertising 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. Advertising media

3.1. Advertising media must comply with the (file) sizes and file formats specified in the landtechnikmagazin.de media data.

3.2. The advertisements corresponding to the requirements of the Esterer-Media must be sent in full by e-mail five working days before the date agreed for the first placement. In this case,

the website, to which the advertising medium is to be linked, must also be stated explicitly. The client bears the risk in the transmission of the advertising media. If the advertising media does not meet the requirements of the Esterer Media, the customer will be notified. Costs of the Esterer-Media for changes of the advertising media, 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 advertising media, Esterer-Media does not assume any guarantee for the proper placement. The obligation of Esterer-Media to store the advertising media ends three months after its last distribution.

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

3.4. Advertisements which are not recognizable as such due to their design are clearly marked as advertising.

3.5. The customer releases the Esterer-Media from all claims of third parties directed against the distribution of this online advertising.

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 advertising media 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 advertising media, accessible for the duration of the contract.

#### 4. Statistical evaluations

4.1. On request, the Esterer-Media provides the client with statistical evaluations (impressions, clicks) of his advertising campaign(s). These evaluations are for purely informative purposes - for evaluating the performance of a banner, for example - and not for billing purposes.

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 advertising media 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 advertising media 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 ad server, which does not last longer than 24 hours (continuous or summated) within 30 days after the start of the contractually agreed placement, is an insignificant error. In the event of a failure of the ad 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 placement of the online advertising is to take place. The basic price is the remuneration for the placement of the online advertising. 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 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 online advertising within a calendar year. 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 a calendar year 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 online advertising process without giving reasons. In case of cancellation by the customer up to four weeks before the start of the placement, 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 placement, 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.

