

# 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 people 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 16 years.
- [landtechnikmagazin.de](http://landtechnikmagazin.de) has over 9,700 reports and more then 17,000 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:**

daily

**Reports online:**

> 9,700

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

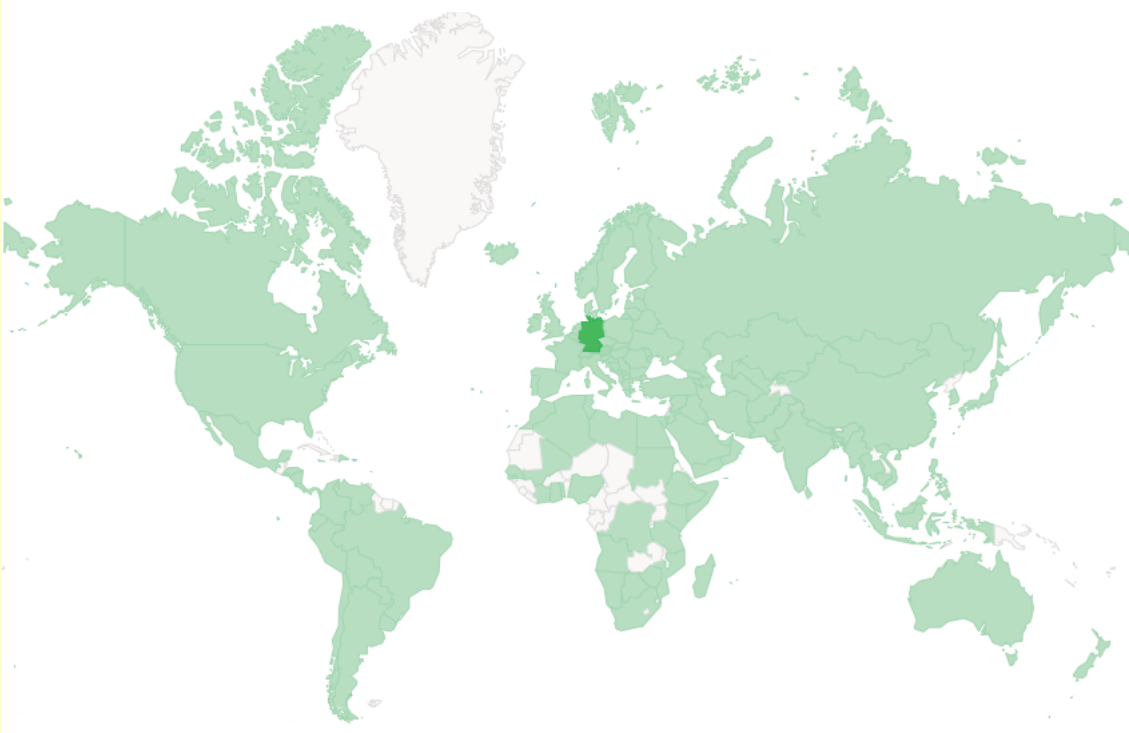
> 42,000 pages

**Readers per month:**

up to 31,444

landtechnikmagazin.de is visited by readers from 158 countries. The majority of readers are from Germany (77.41 %), followed by Austria (10.33 %), Switzerland (3.92 %), Italy (1.43 %), the Netherlands (0.57 %) and Luxembourg (0.47 %).

Data source: Google Analytics, collection period 01/2021 to 12/2021

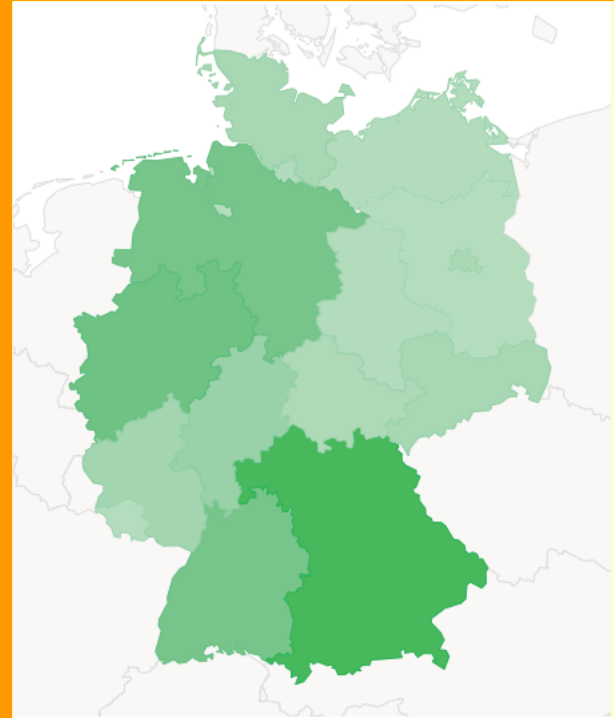


landtechnikmagazin.de readers are related to agriculture. For Germany, this shows a tendency for the distribution of the readers to be more in line with the distribution of farms.

State	Farms %*	Readers %**
Baden-Wuerttemberg	14.92	13.69
Bavaria	32.35	28.20
Brandenburg	2.06	1.40
Hesse	5.77	6.34
Mecklenburg Western Pomerania	1.82	0.93
Lower Saxony	13.49	11.20
North Rhine Westfalia	12.83	16.62
Rhineland Palatinate	6.12	3.72
Saarland	0.42	0.55
Saxony	2.48	2.82
Saxony-Anhalt	1.66	1.25
Schleswig-Holstein	4.65	2.74
Thuringia	1.42	1.51

\*Data source: Statistisches Bundesamt Deutschland, Landwirtschaftszählung 2020

\*\*Data source: Google Analytics, collection period 01/2020 to 12/2020



## *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):

Navigation

Schriftgröße

Drucken

Adresse

Suche

Lesenzeichen

http://www.landtechnikmagazin.de/index.php?offset=40

Google

Donnerstag, 02. Februar 2017 – unabhängige Online-News aus der Agrartechnik – 6625 Artikel online

landtechnikmagazin.de

Leaderboard

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

Aktuelle Meldungen im Überblick

DLG Testberichte



Der Einstreumeister: BVL Strohgebläse V-Comfort Turbo im DLG-Test (11.1.17)

Das DLG-Testzentrum Technik und Betriebsmittel hat das BVL van Lengerich Strohgebläse V-Comfort Turbo, angebaut an einem gezogenen BVL Futtermischwagen V-Mix Plus 20-2S, unter die Lupe genommen. Dabei schlug sich das Strohgebläse wacker und erhielt das Prüfzeichen [...] > [weiterlesen](#)

Sonstige Landtechnik



Kröger stellt neuen Plattformanhänger PWO402 für den Kartoffelkistentransport vor (11.1.17)

Für den Transport von Kartoffelkisten hat Kröger Nutzfahrzeuge nun auch einen speziell für diesen Einsatzzweck optimierten Plattformanhänger, den agroliner PWO402, entwickelt. Hierfür wurde der Laderaum nach Herstellerangaben für die gängigsten am Markt befindlichen [...] > [weiterlesen](#)

DLG Testberichte



Gesunde Gelenke: Genial Project Sandbettwabe Griglio DLG-ANERKANNT (10.1.17)

Vor zwei Jahren überraschte eine Sandbettwabe in Bezug auf die Gelenksgesundheit der Tiere mit den bislang besten Prüfergebnissen. Nun haben sich zwei weitere Unternehmen mit ihren Systemen zur Herstellung von Liegeflächen in Tiefboxen für Kühe und Rinder der Prüfung [...] > [weiterlesen](#)

Düngung und Pflanzenschutz



Neue Ausstattungsmöglichkeiten für Rauch AXIS Düngrestreuer (10.1.17)

Mit SpreadLight, VariSpread dynamic, dem CCI-50 Universalterminal und der Rückraumkamera bietet Rauch zur kommenden Saison 2017 eine Reihe neuer Zubehöroptionen für die neue Generation der AXIS Düngrestreuer an. SpreadLight wurde bereits auf dem ZLF 2016 in München [...] > [weiterlesen](#)

Landtechnik allgemein



Frontlader-Hersteller Älo wählt neues „Roboterwerk“ ein (9.1.17)

Vor kurzem weihte Älo AB sein neues Roboterwerk feierlich ein. Geladene Gäste aus aller Welt konnten im Rahmen der Vollautomatisierung der neuen Schweißroboterstraße in Agsnechein nehmen. Die Investitionsumme in die neue, vollautomatische Schweißstraße zur [...] > [weiterlesen](#)

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# Report (desktop):

Navigation

Schriftgröße

Drucken

Adresse

Suche

Lesenzeichen

http://www.landtechnikmagazin.de/Traktoren-Artikel-Deutz-Fahr-Serie-5-und-5G-Kompakttraktoren

Google

Donnerstag, 02. Februar 2017 – unabhängige Online-News aus der Agrartechnik – 6625 Artikel online

landtechnikmagazin.de

Leaderboard

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

Startseite > Rubrik: Traktoren > Artikel:

Deutz-Fahr Serie 5 und 5G Kompakttraktoren mit neuen Motoren

Die Kompakt-Traktoren der Deutz-Fahr Serie 5 und 5G wurden mit neuen Motoren der aktuellen Abgasnorm ausgestattet und mit weiteren Detailänderungen versehen. Aber Achtung: Bei den jetzt vorgestellten Serie 5 Traktoren handelt es sich um die Nachfolger der bisherigen Serie 5C, nicht der Serie 5 P / TVT, die zunächst unverändert im Programm bleibt. Bis deren Nachfolger – vermutlich mit neuer Baureihen-Bezeichnung – auf den Markt kommen, heißt es also aufpassen und zu unterscheiden zwischen der hier besprochenen Serie 5 Tier4 Final und der Serie 5 P / TVT Tier 4i. Zukünftig soll laut Deutz-Fahr aber alles besser werden und dem Kunden die Unterscheidung der Serien leichter fallen.

Neben unterschiedlichen Nennleistungsbereichen (Serie 5: 105 bis 120 PS / Serie 5G 75 bis 110 PS) unterscheiden sich die beiden Baureihen auch in ihrer Zielsetzung: Deutz-Fahr beschreibt die Serie 5 als Komfortklasse in der Kompaktklasse, während die Serie 5G als Kompakttraktor mit maximaler Anpassungsfähigkeit typisiert wird. Doch wenden wir uns zunächst der Serie 5 zu.

Die Deutz-Fahr Serie 5 umfasst jetzt statt vier nur noch die drei, zugleich leistungsstärkeren Modelle 5105, 5115 und 5125, die mit 4-Zylinder-Motoren von Deutz (TCD 3.6 L04) mit 3,6 l Hubraum ausgestattet sind. Die neuen Modelle erfüllen die Abgasnorm der EU Stufe IV/Tier 4i durch den Einsatz von SCR und DOC. Serienmäßig kühlt ein starrer Lüfter den Motor, optional ist ein Viscolüfter erhältlich. Die Nennleistung gibt Deutz-Fahr nach ECE R120 für den neuen 5105 mit 77/105 kW/PS an, für den neuen 5115 mit 83/113 kW/PS und mit 88/120 kW/PS für den neuen 5125. Zur Serienausstattung gehört neben einer elektronischen Motorregelung auch ein Power-Core Lüfter. Deutz-Fahr unterstreicht, mit dem neuen Motoren die Motorleistung im Vergleich zur Vorgänger-Serie 5C um 5 % erhöht zu haben und betont den gesunkenen Kraftstoffverbrauch. Der Kraftstofftank der neuen Modelle fasst nach Herstellerangaben jetzt nur noch 135 l (vorher 145 l), bedingt durch den zusätzlichen AdBlue-Tank mit 8 l Volumen.

Beim Getriebe der neuen Serie 5 setzt Deutz-Fahr auf das T5250 (Modell 5105) beziehungsweise T5350-SDP-Getriebe (Modelle 5115 und 5125), ein 5-Gang-Schaltgetriebe mit 2-fach-Lastschaltung, das optional auch mit einer 3-fach-Lastschaltung erhältlich ist. Serienmäßig ist das Getriebe jetzt bei allen Modellen mit einer elektrohydraulischen Wendschaltung mit 5 Regelstufen ausgestattet und bietet bis zu vier Schaltgruppen (langsam, schnell, Kriech- oder Superkriechgang), 40-km/h-ECO (Höchstgeschwindigkeit mit reduzierter Motordrehzahl) und eine Stop&Go-Funktion. Alle Getriebevarianten der Deutz-Fahr-Serie 5-Traktoren verfügen über eine maximale Höchstgeschwindigkeit von 40 km/h – gleichwohl eine Grafik im Prospekt 50 km/h Höchstgeschwindigkeit suggeriert... Die Standardvariante mit 2-fach-Lastschaltung verfügt über 20 Vorwärtss- und 20 Rückwärtsgänge, mit Kriech- und Superkriechgang verdoppelt sich die Gangzahl jeweils. In der optionalen 3-fach-Lastschaltungs-Variante stehen 30/30 Gänge zur Verfügung, mit Kriech und Superkriechgang 60/60. Durch die Ausstattung der Wendschaltung mit Longlife-Mehrscheibenkupplungen soll auch unter Last eine Richtungsänderung bis 13 km/h möglich sein.

Die Heckzapfwelle der neuen Serie 5 bietet serienmäßig wie gehabt die Geschwindigkeiten 540/540E, die zusätzlichen Geschwindigkeiten 1000/1000E müssen weiterhin extra bestellt werden. Wegzapfwelle und 1000er-Frontzapfwelle gehören nach wie vor zur Wunschausstattung.

Das Vorderachs-konzept der Serie 5 wurde dahingehend überarbeitet, dass diese jetzt bei allen Modellen 55° Lenkeinschlag bietet und darüber hinaus nun auch eine Vorderachsfederung für mehr Fahrkomfort als Wunschausstattung angeboten wird.

Info\_Box

Artikel eingestellt am: 29.1.2017, 7:24

Quelle: Itm-ME, Bilder: SAME DEUTZ-FAHR DEUTSCHLAND GmbH www.deutz-fahr.com

8 Bilder zum Artikel:



Blickbild blendet Galerie ein.

> Artikel drucken

Rectangle 1

Rectangle 2

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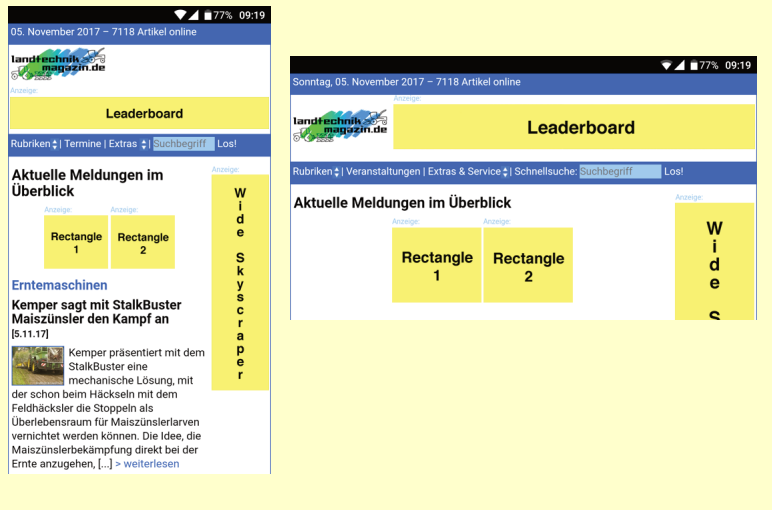
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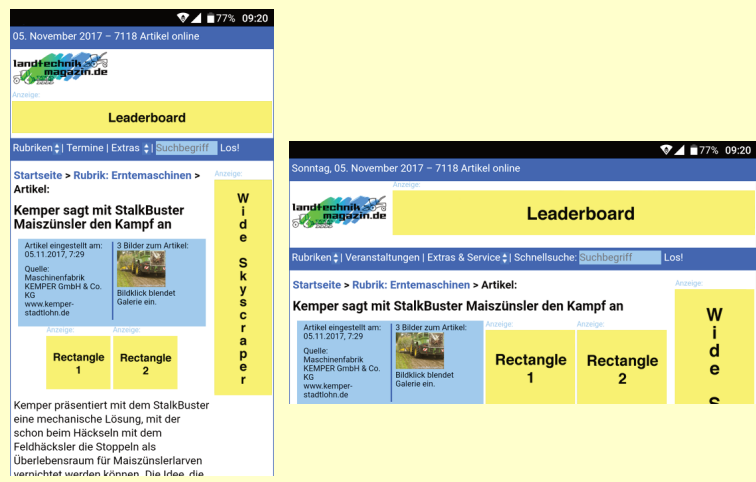
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Homepage and category overviews (mobile device):



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\*

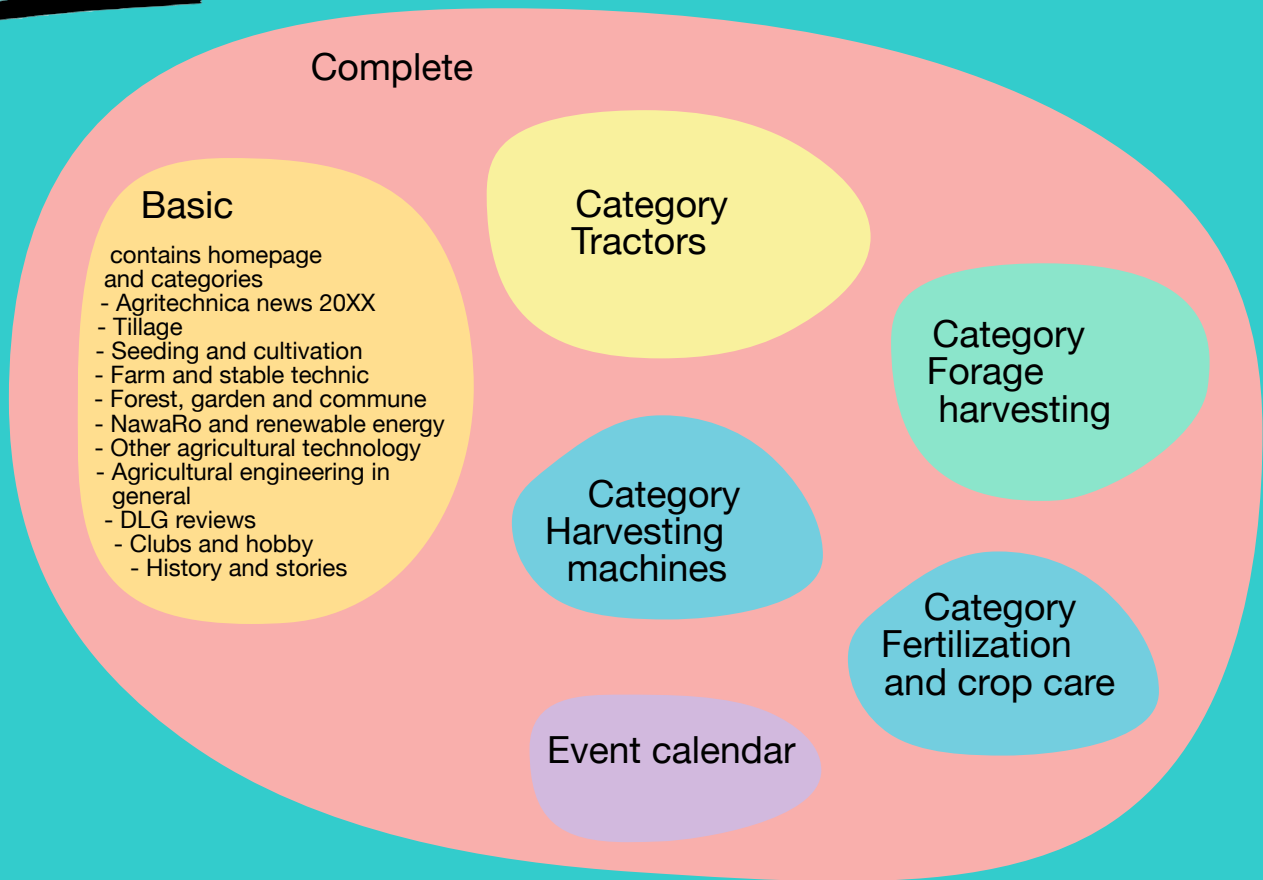
File formats: jpg, gif, animated gif  
File size: maximal 40 KB

Space/format	Leaderboard	Wide-Skyscraper	Rectangle 1	Rectangle 2
Category/package	Price per calender month in Euro excl. VAT**			
Complete	1,200.00	1,700.00	480.00	410.00
Basic	620.00	870.00	230.00	200.00
Tractors	330.00	460.00	120.00	105.00
Forage harvesting	330.00	460.00	120.00	105.00
Harvesting machines	330.00	460.00	120.00	105.00
Fertilization and crop care	330.00	460.00	120.00	105.00
Event calendar	330.00	460.00	120.00	105.00

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 October 1, 2023.

## Our packages at a glance



## *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

# 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.

