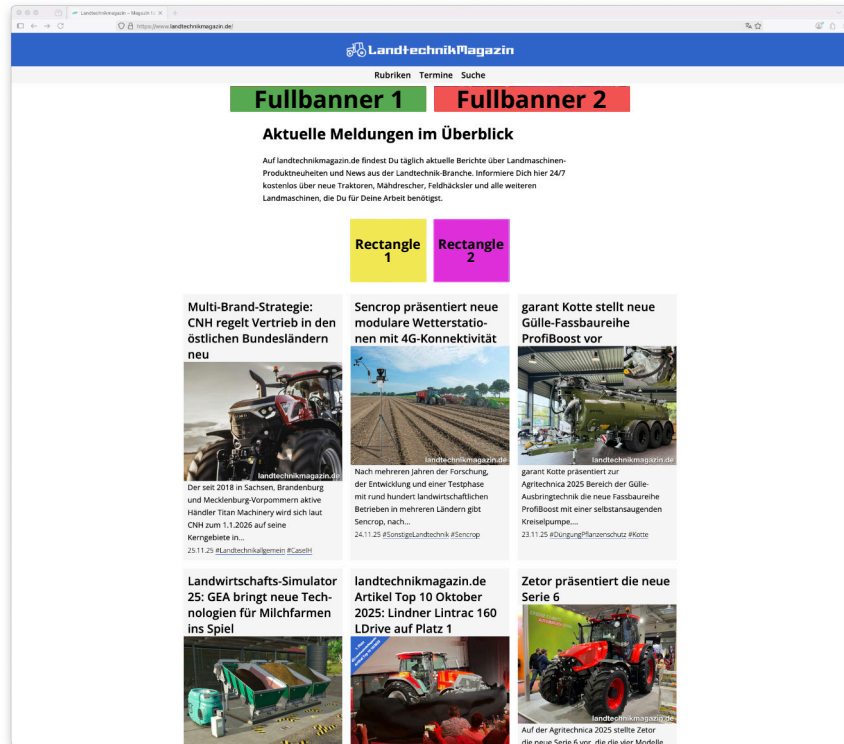


Advertising on landtechnikmagazin.de



Place your ad on 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!

And here is why:

- landtechnikmagazin.de is the **first** and **unique** German "online only" media focused on agricultural machinery Online for over 19 years.
- landtechnikmagazin.de has over **10,500 reports** and more then **18,000 pictures** online. Pure agricultural machinery and nothing else. All **for free** 24/7.
- The makers of landtechnikmagazin.de are neither bored blogging schoolboys nor hobbyists but serious editors.
- landtechnikmagazin.de addresses farmers and contractors all over Germany and German speaking countries. Up to **31,000 readers** use landtechnikmagazin.de every month (1).
- 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 you support an **independent website** and help to keep it alive.

Curious? Then read on and learn more about **advertising on landtechnikmagazin.de**.

Where to advertise on landtechnikmagazin.de

On landtechnikmagazin.de we have **four spaces in two 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 including the homepage, the event calendar and the categories mentioned above.

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**. We naturally offer a **discount** for bookings of multiple packages/categories, advertising spaces/formats or months within a calendar year.

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

Banner positions Home page, category overviews and articles (desktop)

Fullbanner 1

Fullbanner 2

Aktuelle Meldungen im Überblick

Auf landtechnikmagazin.de findest Du täglich aktuelle Berichte über Landmaschinen-Produktneheiten und News aus der Landtechnik-Branche. Informiere Dich hier 24/7 kostenlos über neue Traktoren, Mähdrescher, Feldhäcksler und alle weiteren Landmaschinen, die Du für Deine Arbeit benötigst.

Rectangle
1

Rectangle
2

Multi-Brand-Strategie:
CNH regelt Vertrieb in den
östlichen Bundesländern
neu



Der seit 2018 in Sachsen, Brandenburg
und Mecklenburg-Vorpommern aktive
Händler Titan Machinery wird sich laut
CNH zum 1.1.2026 auf seine
Kerngebiete in...
25.11.25 #LandtechnikMagazin #CaseIH

**Sencrop präsentiert neue
modulare Wetterstationen
mit 4G-Konnektivität**



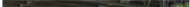
Nach mehreren Jahren der Forschung,
der Entwicklung und einer Testphase
mit rund hundert landwirtschaftlichen
Betrieben in mehreren Ländern gibt
Sencrop, nach...
24.11.25 #SonntagLandtechnik #Sencrop

**garant Kotte stellt neue
Gülle-Fassbaureihe
ProfiBoost vor**



garant Kotte präsentiert zur
Agritechnica 2025 Bereich der Gülle-
Ausbringtechnik die neue Fassbaureihe
ProfiBoost mit einer selbstansaugenden
Kreislumpumpe...
23.11.25 #DüngungPflanzenschutz #Kotte

**Landwirtschafts-Simulator
25: GEA bringt neue Tech-
nologien für Milchfarmen
ins Spiel**



landtechnikmagazin.de
Artikel Top 10 Oktober
2025: Lindner Lintrac 160
LDrive auf Platz 1

**Zetor präsentiert die neue
Serie 6**



Fullbanner 1

Fullbanner 2

Zetor präsentiert die neue Serie 6

20.11.2025, 7:24 von Magdalena Esterer

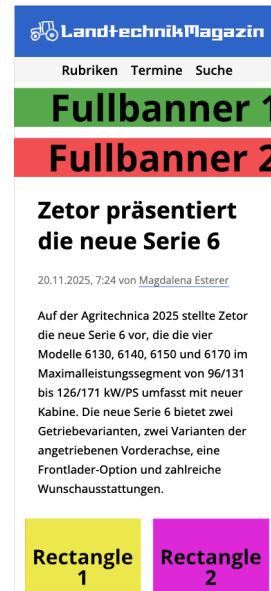
Auf der Agritechnica 2025 stellte Zetor die neue Serie 6 vor, die die vier Modelle 6130, 6140, 6150 und 6170 im Maximalleistungssegment von 96/131 bis 126/171 kW/PS umfasst mit neuer Kabine. Die neue Serie 6 bietet zwei Getriebevarianten, zwei Varianten der angetriebenen Vorderachse, eine Frontlader-Option und zahlreiche Wunschausstattungen.

Rectangle
1

Rectangle
2



Banner positions Home page, category overviews and articles (mobile)



There are a wide variety of mobile devices. These illustrations should therefore be understood as examples. Depending on the screen size and orientation of the device, full banners 1 and 2 on the right-hand side may be slightly cropped, while rectangles 1 and 2 may be cropped at the bottom or only displayed after scrolling.

What does it cost?

Format (1)	Fullbanner 1 468 x 60 Pixel	Fullbanner 2 468 x 60 Pixel	Rectangle 1 180 x 150 Pixel	Rectangle 2 180 x 150 Pixel
Category/package	Price per calendar month in Euro excl. VAT (2)			
Complete	1,000.00	900.00	500.00	450.00
Basic	600.00	540.00	300.00	270.00
Tractors	300.00	270.00	150.00	135.00
Forage harvesting	300.00	270.00	150.00	135.00
Harvesting machines	300.00	270.00	150.00	135.00
Fertilization and crop care	300.00	270.00	150.00	135.00
Event calendar	300.00	270.00	150.00	135.00

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

Our packages at a glance

Category/package	Complete	Basic	Tractors	Forage harvesting	Harvesting machines	Fertilization and crop care	Event calendar
Category							
Home page							
Tractors							
Forage harvesting							
Harvesting machines							
Fertilization and crop care							
Event calendar							
Agritechnica news 20XX							
Tillage							
Seeding and cultivation							
Farm and stable technic							
Forest, garden and commune							
NawaRo and renewable energy							
Other agricultural technology							
Ag engineering in general							
DLG reviews							
Clubs and hobby							
History and stories							
Service pages							

I want to book! Now! IMMEDIATELY!

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: +49-8642-596801

... 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.

Only the General Terms and Conditions in German language, which can be downloaded under <https://www.landtechnikmagazin.de/mediadaten>, are legally binding.

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.

Already booked?!

