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to 78,000 international agricultural machinery dealers and contractors

**AGRI  
TECHNICA**<sup>®</sup>  
THE WORLD'S NO. 1

The Agritechnica Innovations Magazine in English for international experts

2023

12-18 NOVEMBER,  
HANOVER, GERMANY

Publication date  
beginning Oct. 2023



Speak to the agricultural machinery industry and agricultural contractors abroad with a focus on Europe.

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Netherlands	Luxemburg	Denmark	
Sweden	Norway	Finland	Italy
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Czech Republic	Hungary	Poland	

## Contents of this issue

- What does Agritechnica 2023 offer?
- Gold and silver medals for innovations
- Where is the development of tractors, tillage equipment, harvesting technology and other agricultural machinery heading?
- Machine innovations for the year 2024: We present the technical highlights

## Print & Digital



## Rate Card TRADER 2023

<b>Language</b>	English			
<b>Magazine format</b>	DIN A4 (297 mm high x 210 mm wide)			
<b>Type area</b>	270 mm high, 1 page = 1080 mm 192 mm wide column width 45 mm, number of columns 4			
<b>Basic rate (b/w)</b>	price per mm Euro 6.20			
<b>Page rates Euro</b>	1/1 6,696.-	1/2 3,348.-	1/3 2,232.-	1/4 1,674.-
	1/8 837.-	1/16 418.50		
<b>Rates for preferred positions (full pages only)</b>	Inside front cover: + 20 % Inside back cover: + 15 % Back cover: + 25 %			} surcharge on the basic rate (b/w)
<b>Colour surcharges</b>	For each additional Euroscale colour: 1/1 page 1/2 page 1/4 page and less 305.- 260.- 215.-			
<b>Bleed surcharges</b>	10 % of basic rate (magazine format plus 3 mm bleed difference per bleed edge)			
<b>Loose inserts, gummed postcards, bound-in inserts -</b>	rates on request			
<b>Printing method</b>	web offset			
<b>Binding method</b>	wire-stitched			
<b>Printing material</b>	PDF (300 dpi)			
<b>Deadline for advertisements</b>	18 September 2023			

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