

# Media Data 2024

For traders · agricultural machinery workshops · industry · farm machinery and tractors · garden machinery  
powered tools · forestry and communal machinery · agricultural contractors



The only weekly magazine for the branch



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www.eilbote-online.com

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## Circulation analysis (At September 2023)

Proportion of distributed circulation	%
PLZ 0	2.70
PLZ 10	7.03
PLZ 20	16.24
PLZ 30	11.46
PLZ 40	11.67
PLZ 50	9.01
PLZ 60	4.20
PLZ 70	8.44
PLZ 80	11.41
PLZ 90	9.33
Distribution Germany	91.49
Distribution Netherlands	2.37
Distribution Austria	2.36
Distribution Switzerland	1.30
Distribution other countries	2.48
Total distribution	100.00

## Eilbote reaches the decision makers!

### Who are our typical readers?



**Reading matter for heads of business:** eilbote is first read at manager level. Then the same issue is studied by at least three further people in the concern.  
**The eilbote reaches 18,000 active readers per week.\***



**75 %** work in the agricultural machinery trade and associated businesses (including wholesale and retail outlets, importers, garden and communal machinery dealerships as well as those for powered tools and forestry machinery)



**20 %** are machinery owning agricultural contractors



**5 %** work in the agricultural machinery industry (including manufacturers of tractors, farm implements, equipment for use in and around the farm buildings)

\* Results from Kleffmann und Partner market research

## 100%

### Target group

Paid-for subscription magazine, not an association organ, intensive utilisation and advertisement reference

## 100%

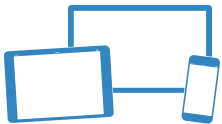
### Widespread readership

An average 4.1 readers per sold issue (18,000 active readers\*)



### New every Thursday

Editorial deadline just 24 hours before printing



### Breaking news

Topical news daily on the homepage



### High topicality

The very latest on agricultural machinery, the branch, markets, taxation and business questions



### Professional editorial staff and writers

Background reports, practically-oriented machinery tests, reports on the business world



### International distribution

Throughout the entire German-language region



### Circulation

IVW 1/23: 4,329 printed, 4,179 distributed issues

\* According to independent market research

**Established in the agricultural machinery branch for almost 70 years – independent, family-run.  
Your advertising highly attractive to readership through easily read print and online formats.**

# Special Themes 2024

No.	Publication Date	Themes	Advertisement deadline	Editorial deadline
1–2	11.01.	Forestry: Machinery from tools through power saws to forwarders	04.01.	03.01.
3	18.01.	I Garden and motorised equipment, sweeping machinery, communal machinery: with new models for the new year II Landscaping: mechanised care of flat areas, embankments, hedgerows	11.01.	10.01.
4	25.01.	Cultivation machinery and sowing	18.01.	17.01.
5	01.02.	Crop protection technology and testing equipment, fertilising machinery and equipment	25.01.	24.01.
6	08.02.	Modern forage and pasture machinery	31.01.	30.01.
7	15.02.	Feed mixing equipment, feeding machinery and feed storage	08.02.	07.02.
8	22.02.	Potato machinery: planting, placing, harvesting, transport, storage	15.02.	14.02.
9	29.02.	Machinery for care of lawns, grass areas, and golf courses, tracked mowers, remote controlled implement carriers, communal machinery	22.02.	21.02.
10	07.03.	Grain harvest: combines, balers, bale wrappers, transport	29.02.	28.02.
11	14.03.	Transport/input logistics: farm loaders, telescopic loaders, trailers, farmyard fuel depots	07.03.	06.03.
12	21.03.	Household groundcare tractors, communal tractors, narrow-track tractors, lawn tractors, implement carriers and mounted implements	14.03.	13.03.
13	28.03.	Especially for wheels: Tyres, wheels, workshop equipment	21.03.	20.03.
14	04.04.	I agra Leipzig preview (agra, Leipzig 11.–14.04.24) II Forst Live preview (Forst-Live, Offenburg 12.04.–14.04.24)	27.03.	26.03.
15	11.04.	Agricultural robots	04.04.	03.04.
16	18.04.	Agricultural management systems, GPS drive systems	11.04.	10.04.
17	25.04.	BraLa Preview (BraLa, Paaren Glien 02.–05.05.24)	18.04.	17.04.
18	02.05.	Driveline technology: engines, transmissions, axles and chassis/running gear	25.04.	24.04.
19	09.05.	Machinery for garden, fruit and wine production	02.05.	29.04.
20	16.05.	Machinery for the optimal seedbed	08.05.	07.05.
21	23.05.	Single-axle cultivators/mowers and associated equipment, tracked mowers, remote controlled implement carriers, communal tractors	16.05.	15.05.
22	30.05.	Harvesting machinery for regenerative raw material crops: silage harvesters, transport vehicles, handling technology	23.05.	22.05.
23	06.06.	DLG Feldtage preview (DLG Feldtage, Erwitte/Lippstadt 11.–13.06.24)	29.05.	28.05.
24	13.06.	Components for farm machinery, hydraulics, electric	06.06.	05.06.

25	20.06.	Liquid manure machinery: pumps, agitators, transport, application	13.06.	12.06.
26	27.06.	Machinery and equipment for farmyard work	20.06.	19.06.
27	04.07.	Tarmstedter Ausstellung preview (Tarmstedt 12.–15.07.24)	27.06.	26.06.
28	11.07.	Autumn in gardens and parklands: saws, leaf vacuums, choppers, communal machinery	04.07.	03.07.
29	18.07.	Machinery for winter services and landscaping maintenance	11.07.	10.07.
30	25.07.	Finance – insurance – machinery and implement leasing	18.07.	17.07.
31	01.08.	Quads, ATVs, multi-role vehicles and associated mounted equipment	25.07.	24.07.
32–33	08.08.	Machinery for the biogas plant - maintenance and retrofitting	01.08.	31.07.
34	22.08.	I Karpfhamer Fest/Rottalschau preview (Karpfham 29.08.–03.09.24) II Norla preview (Norla, Rendsburg 29.08.– 01.09.24)	15.08.	14.08.
35	29.08.	I Agricultural management systems, GPS drive systems II Data processing programs for agricultural machinery trading	22.08.	21.08.
36	05.09.	I GaLaBau preview (GaLaBau, Nürnberg 11.–14.09.24) II MeLa preview (MeLa, Mühlengiez 12.–15.09.24)	29.08.	28.08.
37	12.09.	Agro Show preview (Agro Show, Bednary (PL) 19.– 22.09.24)	05.09.	04.09.
38	19.09.	Liquid manure machinery: pumps, agitators, transport, application )	12.09.	11.09.
39	26.09.	Agricultural logistics	19.09.	18.09.
40	03.10.	Forestry machinery for the 2024/2025 season: machinery from tools through power saws to forwarders	26.09.	25.09.
41	10.10.	Electricity and electronics in tractors and agricultural, garden, forestry, communal machinery	02.10.	01.10.
42	17.10.	The trends in garden machinery for early 2025 business (I), communal machinery	10.10.	09.10.
43	24.10.	EIMA preview (EIMA, Bologna (I) 06.–10.11.24)	17.10.	16.10.
44	31.10.	Especially for wheels: Tyres, wheels, workshop equipment	24.10.	23.10.
45	07.11.	EuroTier preview (EuroTier, Hanover 12.–15.11.24)	30.10.	29.10.
46	14.11.	Agromek preview (Agromek, Herning (DK) 26.– 29.11.24)	07.11.	06.11.
47	21.11.	Agrama preview (Agrama, Bern (CH) 28.11.– 02.12.24)	14.11.	13.11.
48	28.11.	I The trends in garden machinery for early 2025 business (II), communal machinery II DeLuTa preview (04.–05.12.2024)	21.11.	20.11.
49	05.12.	Machinery and equipment for farmyard work   EuroTier review	28.12.	27.11.
50	12.12.	Technology for mountain agriculture	05.12.	04.12.
51–52	19.12.	Financing – insurance – machinery and implement leasing	12.12.	11.12.
1–2/25	09.01.2025	Forestry: machinery from tools over power saws to forwarders	20.12.	20.12.

## Rates

All rates in Euro plus statutory value-added tax.

Base price: mm rate s/w € 3.70

Page portion rate 4c	1/1	1/2	1/3	1/4	1/8
€	4,731.–	2,583.–	1,917.–	1,494.–	754.50

### Discounts for placements within a twelve-month period

#### Frequency

discounts	3 x	6 x	12 x	24 x	50 x
	5 %	10 %	15 %	20 %	25 %

Volume discounts	500 mm	1,000 mm	3,000 mm
	3 %	5 %	10 %
	6,000 mm	9,000 mm	12,000 mm
	15 %	20 %	25 %

**Rates for preferred positioning** Title page 25 % extra charge  
Other specified positions 10 % extra charge

**Increased bleed sizes** 10 % of base rate for 1/1 page. (discountable)  
(magazine format incl. 3 mm trim per bleed side).  
Surcharge will be billed starting with increased bleed on any one side.

**Advertisements across gutter** 10 % surcharge on base price for 1/1 page (discountable)

**Reduced base rates for classified advertisements** mm-price s/w  
(base font 2 mm)

Sales, purchase, exchange	€ 2.48
Minimum rate	€ 33.–
Agencies*, business contacts*	€ 3.70
Situations sought*	€ 2.52
Situations vacant*	€ 3.70

\* Publication 2, 3 or 4 columns

### Combination package (situations vacant)

Print Advertisement rate /mm	+	30 days online** € 275.– per job vacancy	+	Newsletter** € 175.– per vacancy advert
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\*\* Publication: PDF online version identical to print ad

**Frequency discounts** For unchanged repeat classified advertisements (see under "reduced base rates") with at least  
2 repeat placements 10 %  
3 repeat placements 15 %

**Box number charges** **National (D)** € 15.–  
**Foreign** € 20.– per advert including post

## Magazine format

DIN A4 (297 mm high x 210 mm wide)

### Type area

270 mm high, 192 mm wide  
 1 page covers: 1,080 mm  
 Column width: 45 mm  
 Number of columns: 4

### Advertising formats

In each case, 4 columns (192 mm wide)  
 Title page: 1/1 page: 220 mm height  
 1/2 page: 135 mm height  
 1/3 page: 90 mm height

### Advertising copy deadline

for display ads: Fridays 2.00 pm  
 for classified ads: Tuesdays 2.00 pm (colour ads)  
 Wednesdays 9.00 am (b/w ads)

### Printing process

sheet offset

### Binding

wire stitching

### Print data

print-optimised pdf (300 dpi resolution),  
 colour images always in CMYK mode (4c)

### Ad combination with atr (Poland)

10 % combi discount

### Shipping address for inserts

Kuvertier-Service Auguste Staar GmbH  
 c/o Eilbote  
 Albert-Schweitzer-Ring 19  
 22045 Hamburg, Germany  
 (free delivery)

**Additional 10 voucher samples to eilbote** Boomgaarden Verlag GmbH  
 Winsener Landstraße 7  
 21423 Winsen (Luhe), Germany

### For bound-in inserts

Druckerei Buchheister GmbH  
 August-Wellenkamp-Str. 13  
 21337 Lüneburg, Germany  
 (free delivery)

**A sample must be supplied before final acceptance of the order**

### Inserts

(not discountable)

Format up to DIN A4. Price per 1,000 copies  
 Weight up to 20 g € 442.–  
 Costs for higher weights: on application

### Regional inserts

(not discountable)

Regional inserts according to postal zones possible  
 (extra charge per selection € 50.–)

### Bound-in inserts

Minimum format untrimmed  
 314 mm height, 428 mm width  
 Magazine circulation plus 5 % extra.  
 Bound-in inserts under 80 g/m<sup>2</sup> only on application.  
 80 to 135 g/m<sup>2</sup> 4 pages € 4,674.–  
 paper weight 8 pages € 6,959.–  
 Higher paper weights on application.

### Discounts for bound-in inserts:

**Frequency and volume discounts, also in combination with adverts**

#### Basis:

4-page = 1.125 advertisement pages  
 8-page = 1.675 advertisement pages

**Special forms of advertisement:** Gatefolds available on application

### Terms of payment

Immediately on receipt of invoice, strictly net

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All prices plus statutory value-added tax. The conditions and terms of business of the Eilbote Boomgaarden Verlag GmbH – [www.eilbote-online.com/agb](http://www.eilbote-online.com/agb) – apply.



# Sample sizes

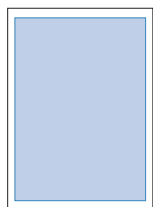
**1** The formats shown here are simply examples. Other advertisement dimensions within the limits of the page and columns are of course possible. We price your individual advertisements based on millimetre precision.

**2** We also offer you publication of bleed advertisements. In this way you can fully exploit the magazine format (210 mm width x 297 mm height), especially with large dimension advertisements. Surcharge is 10 % of the 1/1 page base rate.

## Format and side dimensions

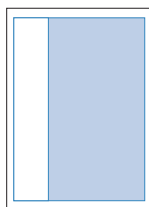


All prices plus statutory value added tax, applicable from 1.1.2024..



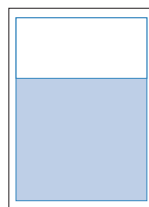
### 1/1 page

Width x height  
192 x 270 mm  
4c € 4,731.–



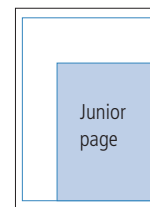
### 3/4 page (3 column)

Width x height  
143 x 270 mm  
4c € 3,732.–



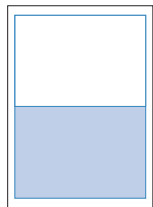
### 2/3 page (4 column)

Width x height  
192 x 180 mm  
4c € 3,399.–



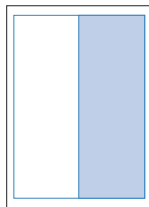
### Junior page

Width x height  
143 x 202 mm  
4c € 2,977.–



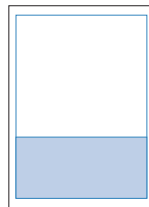
### 1/2 page (4 column)

Width x height  
192 x 135 mm  
4c € 2,583.–



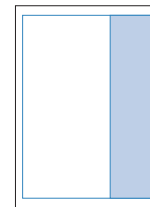
### 1/2 page (2 column)

Width x height  
94 x 270 mm  
4c € 2,583.–



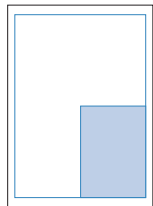
### 1/3 page (4 column)

Width x height  
192 x 90 mm  
4c € 1,917.–



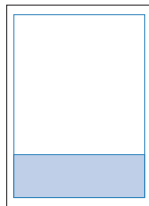
### 1/3 page (1 column)

Width x height  
60 x 270 mm  
4c € 1,917.–



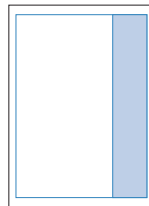
### 1/4 page (2 column)

Width x height  
94 x 135 mm  
4c € 1,494.–



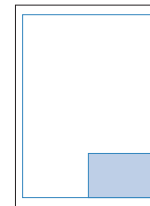
### 1/4 page (4 column)

Width x height  
192 x 67 mm  
4c € 1,494.–



### 1/4 page (1 column)

Width x height  
45 x 270 mm  
4c € 1,494.–



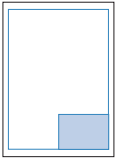
### 1/8 page (2 column)

Width x height  
94 x 67 mm  
4c € 754.50

(presentation for your orientation – values given here may change at any time)

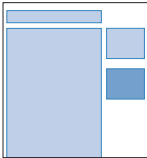
## Cross media | Print – Online – Newsletter

### Package M



An advert in eilbote  
**1/8 page vertical/horizontal**

Width x height  
94x67 mm  
4c € 754.50



A **medium rectangle banner**  
in eilbote-online.com

20,000 impressions distributed  
over one month

Width x height 300 x 250 pixel  
RGB € 980.–

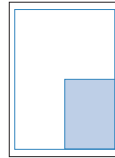


An **advertorial (image + text)**  
in Newsletter eilbote-online

RGB € 645.–

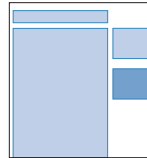
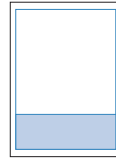
FREQUENCY	RATES
1 package M, instead of	€ 2,379.50 only € 2,201.–

### Package L



An advert in eilbote  
**1/4 Seite hoch/quer**

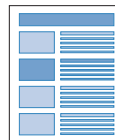
Width x height  
94x135 mm / 192x67 mm  
4c € 1,494.–



A **medium rectangle banner**  
in eilbote-online.com

20,000 impressions distributed  
over one month

Width x height 300 x 250 pixel  
RGB € 980.–



An **advertorial (image + text)**  
in Newsletter eilbote-online

RGB € 645.–

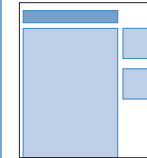
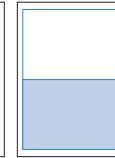
FREQUENCY	RATES
1 package L, instead of	€ 3,119.– only € 2.885.–

### Package XL



An Advert in eilbote  
**1/2 Seite**

Width x height  
94x270 mm / 192x135 mm  
4c € 2,583.–



A **leaderboard banner**  
in eilbote-online.com

40,000 impressions distributed  
over one month

Width x height 728 x 90 pixel  
RGB € 2,080.–



An **advertorial (image + text)**  
in Newsletter eilbote-online

RGB € 645.–

FREQUENCY	RATES
1 package XL, instead of	€ 5,308.– only € 4,910.–

We will prepare an individual package for your requirements – please contact us. All rates plus statutory value added tax, applicable from 1.1.2024

# Used machinery adverts with four-colour photos

**3** Rates, plus statutory value added tax, including design and image processing. Max. four lines of text per photo.  
Please send us high resolution photos (300 dpi) with text, and with your first order enclose your company logo (when desired). This offer applies only for the stated sizes of used machinery photo adverts.

These adverts also appear in the e-paper ([www.eilbote-online.com](http://www.eilbote-online.com)) as PDF.

With the placing of a used machinery advertisement with four-colour photograph you can also place it free of charge for 30 days in our online market.

Please contact us for more details!

Format and side dimensions →



1/1 page

Width x height  
192 x 270 mm

€ 1,205.–  
4c



1/2 page  
(2 column)

Width x height  
94 x 270 mm

€ 715.–  
4c



1/4 page  
(2 column)

Width x height  
94 x 135 mm

€ 439.–  
4c



1 column  
with 1 photo

Width x height  
45 x 70 mm

€ 168.–  
4c

## Extend your job advertisement online!

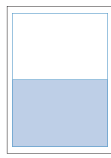


### Size examples



Width x height  
192 x 270 mm  
4c € 4,731.-

1/1 page



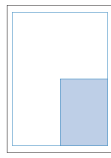
Width x height  
192 x 135 mm  
4c € 2,583.-

1/2 page (4 column)



Width x height  
192 x 90 mm  
4c € 1,917.-

1/3 page (4 column)



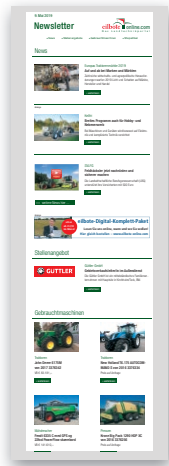
Width x height  
94 x 135 mm  
4c € 1,494.-

1/4 page (2 column)

Reduce prices for job advertisements – not discountable.

### Magazine

- weekly Thursdays
- **18,000 reader**
- 1 job advert



### Newsletter

- weekly Tuesdays
- **23,500 subscribers**
- 1 job advert
- plus € 175.-



### Job portal

- **128,000 page impressions/month**
- 1 job advert
- 30 days online
- plus € 275.-

All rates plus statutory value added tax and applicable from 1.1.2024.

## The agricultural machinery portal eilbote-online.com → target group B2B | B2C

- Newsblock – the latest daily news
- Magazine – editorial articles and e-paper – digital subscription required
- Eilbote archive from 2000 – digital subscription required
- Used machinery market
- Agricultural machinery directory with technical specifications
- Manufacturer directory with automatic and individual editing of contents possible
- Photograph galleries ■ videos ■ jobs market

### AVERAGE VISITS PER MONTH

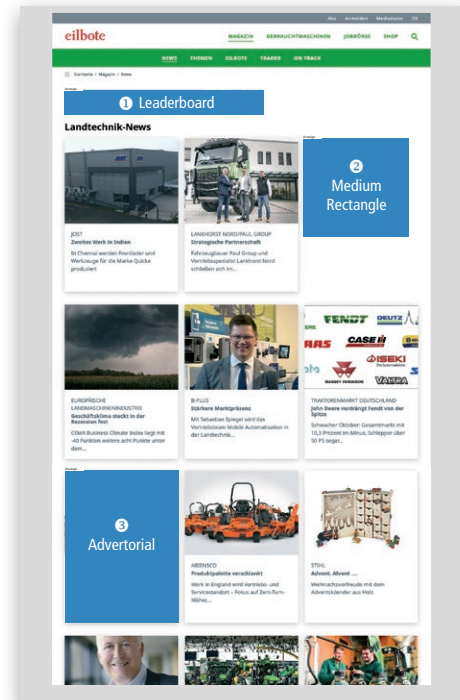
Impressions: 127,653 / Sessions: 68.356 / User: 52,145

Average of the months January to September 2023 (Quelle Google Analytics)

ADVERT FORMAT	EXAMPLE	PIXEL-FORMAT	CPM
Leaderboard		728 x 90 (72 dpi)	€ 52.–
Medium Rectangle		300 x 250 (72 dpi)	€ 49.–

ADVERT FORMAT	EXAMPLE	DURATION	
Advertorial* (PR article)		1 month/30 days	€ 1,950.–

\*max. 3,000 characters (incl. blanks). Images: teaser image (jpeg, 407 x 311 px) + max. five images (jpeg), max. 150 dpi



### Data delivery

At least **3 working days** before commencement of placement,  
to [anzeigen@eilbote-online.de](mailto:anzeigen@eilbote-online.de)

**File format:** JPG, GIF, HTML, colour mode: RGB

**File size:** max. 200 KB

All rates plus statutory value added tax and applicable from 1.1.2024.

## Newsletter

### eilbote Newsletter → target group B2B | B2C

New every week – the newsletter from **eilbote-online.com** with the following content:

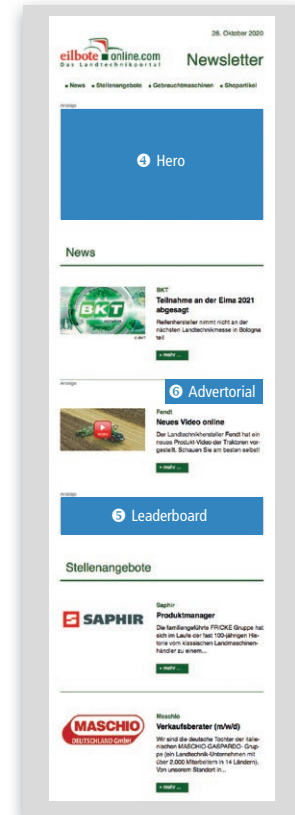
- The most important announcements out of the News-Block
- Latest used machinery adverts
- Job vacancies
- Link to the latest eilbote edition (digital and readable as e-paper)
- New products from the eilbote-shop
- Reader: Agricultural machinery dealers, contractors, Decision-makers in the agricultural machinery industry, B2B and B2C

**Recipients: approx. 23,500 / available weekly Tuesdays**

ADVERT FORMAT	EXAMPLE	FORMATS	RATES
Hero*	4	550 x 300 Pixel **	€ 915.–
Leaderboard	5	550 x 100 Pixel **	€ 685.–
Advertorial* (Video on request)	6	Headline: max. 50 characters Teaser text: max. 150 characters (incl. blanks) Image: jpeg 460 x 300 pixel	€ 645.–

\* Top position + € 150.–

\*\* Files: jpeg, max. 150 dpi, static banner. Delivery: 3 working days at the latest before publication to [anzeigen@eilbote-online.de](mailto:anzeigen@eilbote-online.de)



All rates plus statutory value added tax and applicable from 1.1.2024.

## PRINT



✓ weekly Thursdays

## DIGITAL



- ✓ On all devices
- ✓ Latest issue

- ✓ Magazin search
- ✓ Archive (since 2000)

## PREMIUM

PRINT + DIGITAL



Would you like to order a subscription? You're very welcome to use the fast link: [www.eil.to/premium](http://www.eil.to/premium)

Any questions about our subscriptions? Please contact us: **telephone +49 4171-7835-11, [verlag@eilbote-online.de](mailto:verlag@eilbote-online.de)**

SUBSCRIPTION	ANNUAL PRICE 2024
PRINT Germany	€ 185.50
PRINT abroad	€ 251.80
DIGITAL	€ 139.50
PREMIUM (print + digital)	€ 222.98
PREMIUM (print + digital) abroad	€ 282.75

All prices inclusive statutory value added tax.

## CONTACT PERSONS

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### Jan Boomgaarden Managing director

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<b>Publishing company director</b>	Jürgen Boomgaarden
<b>Editorial</b>	Jürgen Boomgaarden
<b>Advertising manager</b>	Jens Havelberg
<b>Years in production</b>	2024 marks the magazine's 72 <sup>th</sup> anniversary
<b>Publication frequency</b>	1 x weekly, every Thursday

### Publisher

eilbote Boomgaarden Verlag GmbH  
Winsener Landstraße 7  
D-21423 Winsen (Luhe), OT Roydorf  
+49 4171 7835-0  
+49 4171 7835-35  
verlag@eilbote-online.de  
www.eilbote-online.com

### Telephone

### Telefax

### E-Mail

### Internet

### Special themes and exhibition issues

see pages 5/6

### Subscription rates 2024

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Digital	€ 139.50 incl. tax
Premium (print+digital)	€ 222.98 incl. tax
Premium abroad	€ 282.75 incl. tax

### Scope analysis 43/2022 – 42/2023

= 50 issues

Total production	1,264 pages	= 100.0 %
Editorial share	816 pages	= 64.56 %
Advertisement share	448 pages	= 35.44 %
<i>from which classified adverts</i>	101 pages	
Supplements	5	

### Circulation control

IVW

### Circulation analyses

IVW 1/23

Print run per publication date

4,329

Magazines distributed per issue

4,179





**atr**  
Poland.  
Circulation:  
10.000,  
published  
fortnightly



**on track**  
Circulation:  
7.500,  
published:  
1x yearly



**eilbote**  
Circulation:  
4.329,  
published  
every  
thursday



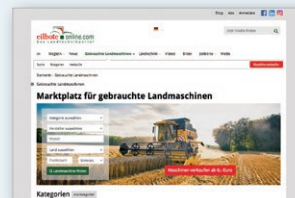
**TRADER**  
International magazine for  
Agritechnica, in english.  
Circulation: 22.000

## B2B-Media Agricultural Machinery

**atb**  
Magazine for  
construction  
machinery in  
Poland.  
Circulation:  
10.000,  
published:  
11x yearly



[www.eilbote-online.com](http://www.eilbote-online.com)

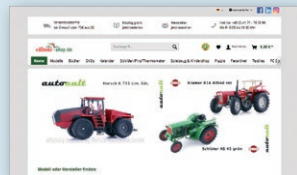


**Used agricultural machinery**  
[www.eilbote-online.com/  
gebrauchte-landmaschinen](http://www.eilbote-online.com/gebrauchte-landmaschinen)



**Newsletter**  
Receiver:  
23.500,  
published  
every tuesday

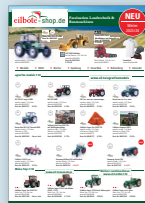
**Eilbote shop** [www.eilbote-shop.de](http://www.eilbote-shop.de)



**Shop-  
newsletter**  
Receiver:  
15.000,  
published  
every  
Sunday



**Prospectus  
eilbote-shop**  
Models, toys,  
merchandising  
ware, books,  
DVDs.  
Circulation:  
45.000,  
published  
2x yearly



## B2C-Media Agricultural Machinery

**Agricultural machinery community on social media**



- [www.facebook.de/agriversum](https://www.facebook.de/agriversum)
- [www.instagram.com/agriversum](https://www.instagram.com/agriversum)
- [www.tiktok.com/@agriversum](https://www.tiktok.com/@agriversum)
- [www.youtube.com/@agriversum](https://www.youtube.com/@agriversum)

