

# Media-Data

Advertising price list no. 50  
valid from issue 1/2024

# 2024



Landwirtschaftsverlag Münster

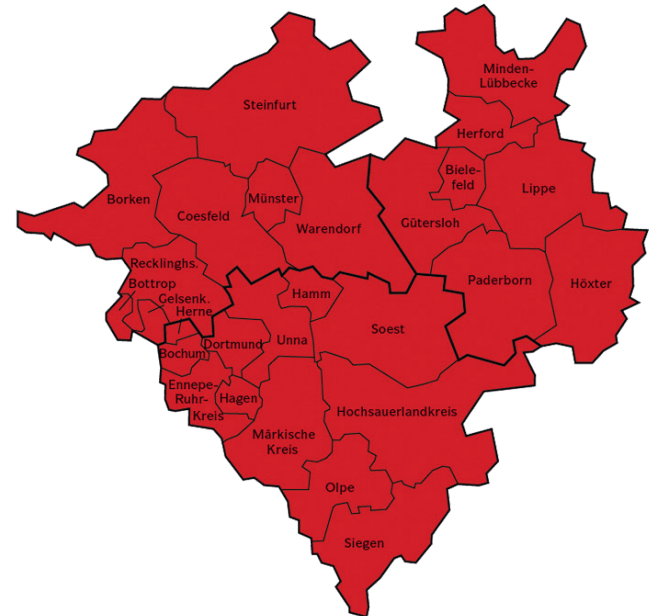
Hülsebrockstraße 2–8  
D-48165 Münster  
[www.reiter-und-pferde.de](http://www.reiter-und-pferde.de)



Circulation copy numbers  
are reviewed by IVW  
on a regular basis.

## Riders and horses in Westphalia

- highest-circulation of a regional equestrian sports magazine in Germany, 16,432 distributed copies (IVW 2/2023)
- with current specialist information and reports on all aspects of equestrian sport, event information, tournament announcements, news from the association and clubs as well as exciting portraits of regional riders and breeders
- stands for the strongest equestrian sports region in Germany: over 97,000 horse lovers are members of a Westphalian riding club - in addition there are about 8,100 Westphalian horse breeders
- is the magazine for members of the Equestrian Association Westphalia and the Westphalian Stud Book.
- high subscriber share of over 90% guarantees contact security and direct access to a consumption-oriented and strong purchasing power in the target group
- enjoys a high degree of appreciation and skepticism among readers
- monthly focus on health, education, horse sport accessories, stable construction, pasture management and much more



*Here beats Germany's heart  
of the equestrian sports scene!*

### Publishing house:

Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2–8, 48165 Münster  
Postfach: 48084 Münster  
Tel: +49 (0) 25 01/8 01-0  
e-mail: zentrale@lv.de  
www.lv.de

### Management Board:

Dr. Ludger Schulze Pals  
Malte Schwerdtfeger

### Editor:

Dr. Jasmin Wiedemann  
Tel: +49 (0) 25 01/8 01-21 00  
e-mail: reiterredaktion@lv.de

### Publishing (Advertisements):

Moira Murena-Riechert  
Tel: +49 (0) 25 01/8 01-18 40  
e-mail: moira.murena@lv.de

### Publishing Manager (Marketing):

Saskia Kind  
Tel: +49 (0) 25 01/8 01-47 00  
e-mail: saskia.kind@lv.de

### Advertising enquiries:

Ingo Rabeneck  
Tel: +49 (0) 25 01/8 01-18 60  
e-mail: anzeigen@reiter-und-pferde.de

### Printing method:

Cover pages: sheet-fed offset  
Inside pages: 70 Web-offset

### Processing:

adhesive binding

### File formats:

print optimised PDF according to  
PDF/X-4:2010\_CMYK. Please vectorize  
fonts in EPS-files. Open files only  
possible on request.

### Colour advertisement production:

All colours are obtained from Euro scale.  
Special colours like HKS or Pantone are  
not possible.

### Printing documents/proofs:

Proofs are absolutely necessary for optimal color  
reproduction. You can find the appropriate paper  
profile at: [www.lv-mediacenter.de/druckprofile-fachzeitschriften/](http://www.lv-mediacenter.de/druckprofile-fachzeitschriften/). Without available proofs as color  
reference, a color complaint is excluded. Additional  
layout and image processing costs will be charged.

### Color ad production:

All color ads are achieved from the Euroscale. No  
special colors such as HKS or Pantone possible.  
Colors that are not built in CMYK mode are au-  
tomatically converted to CMYK according to the  
appropriate paper profile. This may result in minor  
color deviations. Claims are excluded in this case.

### Profil:

Cover pages: ISO coated v2  
Inside pages: PSO LWC Improved

### Papier:

Cover pages: 170 g/m<sup>2</sup> glossy  
Inside pages: 57 g/qm UPM satin s

### Payment terms:

Payment in advance and by direct debit receives  
3% discount. Payment within in 14 days of date of  
invoice receives 2% discount. Payment within 30  
days of date of invoice receives no discount.  
VAT No.: DE 126042224

### Banking details:

Volksbank Münsterland Nord,  
IBAN DE 78 4036 1906 1004 0313 00  
BIC GENODEM11BB



### Circulation and distribution analysis:

IVW 2/2023

Print run.....	16,743
Copies distributed.....	16,423
Copies sold.....	16,269

## Schedule 2024/special advertising formats

### Schedule 2024

Issue	Month	Date of publication	advertising deadline	printing documents deadline
1	January	02.01.24	06.12.23	11.12.23
2	February	01.02.24	10.01.24	15.01.24
3	March	01.03.24	08.02.24	13.02.24
4	April	02.04.24	07.03.24	12.03.24
5	May	02.05.24	09.04.24	12.04.24
6	June	01.06.24	07.05.24	13.05.24
7	July	01.07.24	07.06.24	12.06.24
8	August	01.08.24	10.07.24	15.07.24
9	September	02.09.24	09.08.24	14.08.24
10	October	01.10.24	09.09.24	12.09.24
11	November	02.11.24	10.10.24	15.10.24
12	December	02.12.24	08.11.24	13.11.24

#### Bound-in inserts and loose inserts

An authentic sample has to be submitted before order acceptance. Bound-in inserts and loose inserts can only contain the sales program of the advertiser. **Delivery date:** 8 days before appearance in the printing works, circulation of magazines plus 2% grant.

#### Bound-in inserts

Bound-in inserts in the middle of the magazine are possible upon consultation. Untrimmed size folded to 213 / 222 x 306 mm (incl. 6 mm head trim). Circulation of magazines plus 2% grant.

Prices: 8-page bound-in insert: € 205 per thousand  
12-page bound-in insert: € 252 per thousand

#### Loose inserts

Format: max. 205 x 290 (width x height)

Price: Up to 25 g per thousand € 175 including shipping costs, plus VAT.

Prices for higher weight on request.

Partial occupation is possible.

#### Glued inserts/Gatefolder

Glued inserts: carrier advertisement with glued card or DVD. Prices on request. Gatefolder: an inwards-folded fold-out page with which you fill three pages of advertising. The 2nd or 3rd cover page and both sides of the gatefold are at your disposal. Prices on request.

#### Advertorial

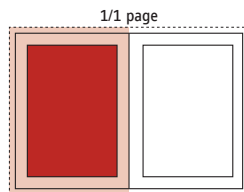
Editorial appearing product presentations or explanations of your services. We will inform you about legal aspects and prices of an advertorial on request.

Shipping address for bound-in inserts and supplements:  
Dierichs Druck + Media GmbH & Co. KG  
Frankfurter Straße 168 · D-34121 Kassel

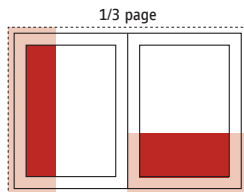
Cancellation date: advertising deadline, loose inserts and bound-in inserts 14 days before advertising deadline.

## Advertisement formats/prices/discounts

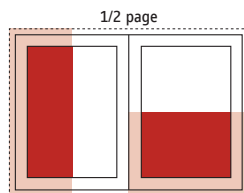
### Sample formats in the editorial section



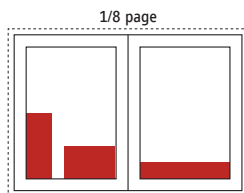
L: 190 x 270 mm  
B: 210 x 297 mm



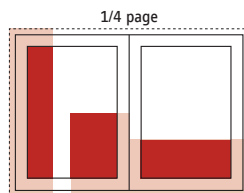
L: 61 x 270 mm  
B: 71 x 297 mm  
L: 190 x 88 mm  
B: 210 x 103 mm



L: 94 x 270 mm  
B: 104 x 297 mm  
L: 190 x 133 mm  
B: 210 x 147 mm



L: 46 x 133 mm  
B: 94 x 66 mm  
L: 190 x 32 mm



L: 46 x 270 mm  
B: 57 x 297 mm  
L: 190 x 66 mm  
B: 210 x 80 mm  
L: 94 x 133 mm  
B: 104 x 148 mm

L: live area,  
B: Bleed (format submitted  
plus 3 mm trim)

Special formats on request.

Size of page: 210 x 297 mm (width x height) Live area: 190 x 270 mm (width x height)

Format	Columns	Live area w x h	In bleed B x H	black & white in €	2c/3c Euro scale in €	4c Euro scale in €
1/1	4	190 x 270	210 x 297	3.540,00	4.380,00	5.750,00
1/2	4 2	190 x 133 94 x 270	210 x 147 104 x 297	1.770,00	2.240,00	2.900,00
1/3	4	190 x 88 61 x 270	210 x 103 71 x 297	1.180,00	1.500,00	1.940,00
1/4	4 2 1	190 x 66 94 x 133 46 x 270	210 x 80 104 x 148 57 x 297	910,00	1.150,00	1.495,00
1/8	4 2 1	190 x 32 94 x 66 46 x 133		465,00	570,00	740,00

All prices plus statutory VAT. All formats are in millimetre. Bleed formats plus 3 mm trim.

**Discounts**  
for advertising within 12 months:

By insertion		By space	
3 ads	3%	1 page	3%
6 ads	5%	3 pages	5%
9 ads	10%	6 pages	10%
12 ads	15%	9 pages	15%
24 ads	20%	12 pages	20%

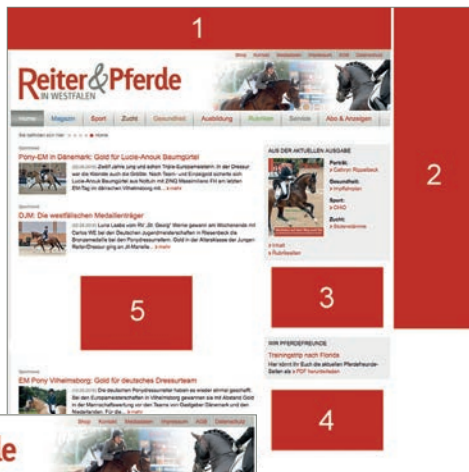
**Classified business opportunities ads:**  
millimetre price € 3.50 (plus statutory VAT)

**Classified private ads:** € 5.90 per line  
**Cipher:** € 9.50

The ads published in the classified ads section are printed in your choice of one of the following sections:  
animal market • property • training • stable technology • vacation • miscellaneous • vehicles & trailers • animal feed

**Special discount:** 30% special discount for advertisements of breeding associations, studs, equestrian sports events and auctions.

## Online advertisement on www.reiter-und-pferde.de



4 + 5  
6

### Price list for display advertising

display ads advertising forms	format (width x height in pixels)	price per month
1 Leaderboard	728 x 90	405 €
2 Skyscraper	160 x 600	510 €
3 VideoAd	300 x 250	on request
4 + 5 Medium Rectangle	300 x 250	470 €
6 NativeAd	Image & 2.500 characters of text	on request

All prices plus statutory VAT.

### Online Combi

Take advantage of the full reach of our equine media and book our online combo: [www.reiter-und-pferde.de](http://www.reiter-und-pferde.de) and [www.reiterrevue.de](http://www.reiterrevue.de)  
Prices on request.

### Submission/deadlines

The deadline for booking and supplying an ad is three business days prior to publication. Please send the finished files to: [jeana.friese@lv.de](mailto:jeana.friese@lv.de).

Please note the specifications as well as our terms of business for online advertising:  
[www.reiter-und-pferde.de/abo-und-anzeigen/mediadaten/onlinewerbformen/](http://www.reiter-und-pferde.de/abo-und-anzeigen/mediadaten/onlinewerbformen/)

### Combined discount

Discounts according to frequency and quantity scale form the printed copy will be adopted to your banner placement with the same amount. However, online advertising is not forming discounts for print-completions.



## Your media consultants



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Advertising service

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invoices

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ingo.rabeneck@lv.de

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Hülsebrockstr. 2-8  
48165 Münster

### Terms of business

All orders are executed under our general terms of business. The terms are available from the publisher or can be viewed at [www.reiter-und-pferde.de](http://www.reiter-und-pferde.de).