



# Media pack 2017

**-The only  
publication for  
professional fulltime  
farmers in Denmark..!**

Effektivt Landbrug gets published every day  
to all the professional farmers in Denmark

The publication brings out domestic and international  
agricultural news, market news, weather, stock exchange and  
professional articles directed to the professional farming.



## **TUESDAY**

Professional focus  
on crops

Daily agricultural news, weather,  
actual market comments and quotations



## **WEDNESDAY**

Professional focus  
on cattle and dairy

Daily agricultural news, weather,  
actual market comments and quotations



## **THURSDAY**

Professional focus on  
business economics

Daily agricultural news, weather,  
actual market comments and quotations



## **FRIDAY**

Professional focus on  
pig production

Daily agricultural news, weather,  
actual market comments and quotations



## **SATURDAY**

Theme on  
business farming

Articles about farming in other  
countries. Focus pages with plant  
protection, machinery and other  
high actual topics. Daily agricultural  
news, weather, actual market  
comments and quotations

**Effektivt  
Landbrug**

Odensevej 29  
DK-5550 Langeskov  
Telefon +45 70 15 12 37  
[www.effektivtlandbrug.dk](http://www.effektivtlandbrug.dk)

The farmer's business newspaper | every day...

<b>Week</b>	<b>Publish date</b>	<b>Theme</b>	<b>Deadline</b>
1	7 <sup>th</sup> January	Education	3 <sup>rd</sup> January
2	14 <sup>th</sup> January	Exhibition: Nutri Fair 18 <sup>th</sup> -19 <sup>th</sup> January	10 <sup>th</sup> January
3	21 <sup>st</sup> January	Agricultural contractors and machine pools	17 <sup>th</sup> January
4	28 <sup>th</sup> January	Fertilizer and slurry handling	24 <sup>th</sup> January
5	4 <sup>th</sup> February	Roughage	31 <sup>st</sup> January
6	11 <sup>th</sup> February	Spring crops	7 <sup>th</sup> February
7	18 <sup>th</sup> February	Tractors	14 <sup>th</sup> February
8	25 <sup>th</sup> February	Digital farming	21 <sup>st</sup> February
9	4 <sup>th</sup> March	Potatoes	28 <sup>th</sup> February
10	11 <sup>th</sup> March	Forestry	7 <sup>th</sup> March
11	18 <sup>th</sup> March	Pigs: pre-mixed feed and additives	14 <sup>th</sup> March
12	25 <sup>th</sup> March	Drainage	21 <sup>st</sup> March
13	1 <sup>st</sup> April	Grass silage	28 <sup>th</sup> March
14	8 <sup>th</sup> April	Grain storage and -drying	4 <sup>th</sup> April
15	15 <sup>th</sup> April	Energy optimization at the farm	10 <sup>th</sup> April
16	22 <sup>nd</sup> April	Bio Energy	18 <sup>th</sup> April
17	29 <sup>th</sup> April	Straw and straw handling	25 <sup>th</sup> April
18	6 <sup>th</sup> May	Leasing and investment	2 <sup>nd</sup> May
19	13 <sup>th</sup> May	Winter crops	9 <sup>th</sup> May
20	20 <sup>th</sup> May	Machines for cattle farming	16 <sup>th</sup> May
21	27 <sup>th</sup> May	Tractors and equipment	23 <sup>rd</sup> May
22	3 <sup>rd</sup> June	Swine feeding	30 <sup>st</sup> May
23	10 <sup>th</sup> June	Ready for harvest	7 <sup>th</sup> June
24	17 <sup>th</sup> June	Cattle: Stable and equipment	
		Exhibition: Borgerby Fältdagar 28 <sup>th</sup> -29 <sup>th</sup> June	13 <sup>th</sup> June
25	24 <sup>th</sup> June	Exhibition: Landsskuet 29 <sup>th</sup> June-1 <sup>st</sup> July	20 <sup>th</sup> June
26	1 <sup>st</sup> July	Tillage	27 <sup>th</sup> June
27		No publication	
28		No publication	
29	22 <sup>nd</sup> July	Harvest	18 <sup>th</sup> July
30	29 <sup>th</sup> July	Construction machinery and transport	25 <sup>th</sup> July

# Professional themes 2017

Week	Publish date	Theme	Deadline
31	5 <sup>th</sup> August	Drainage, lime and fence cutting	1 <sup>st</sup> August
32	12 <sup>th</sup> August	Winter crops	8 <sup>th</sup> August
33	19 <sup>th</sup> August	Complete feed for cattle	15 <sup>th</sup> August
34	26 <sup>th</sup> August	Pigs: Stock, ventilation and odor	22 <sup>nd</sup> August
35	2 <sup>nd</sup> September	Risk management	29 <sup>th</sup> August
36	9 <sup>th</sup> September	Stables cleaning and disinfection	5 <sup>th</sup> September
37	16 <sup>th</sup> September	Tractors and equipment	12 <sup>th</sup> September
38	23 <sup>rd</sup> September	Poultry	19 <sup>th</sup> September
39	30 <sup>th</sup> September	Harvesters and grain handling	26 <sup>th</sup> September
40	7 <sup>th</sup> October	Slurry and manure	3 <sup>rd</sup> October
41	14 <sup>th</sup> October	Dairy stables	10 <sup>th</sup> October
42	21 <sup>st</sup> October	Mink	17 <sup>th</sup> October
43	28 <sup>th</sup> October	Forestry	24 <sup>th</sup> October
44	4 <sup>th</sup> November	Exhibition: AGRITECHNICA 12 <sup>th</sup> -18 <sup>th</sup> November	31 <sup>st</sup> October
45	11 <sup>th</sup> November	Animal health and welfare	7 <sup>th</sup> November
46	18 <sup>th</sup> November	Calves and young stock	14 <sup>th</sup> November
47	25 <sup>th</sup> November	Special crops	21 <sup>st</sup> November
48	2 <sup>nd</sup> December	Bio energy	28 <sup>th</sup> November
49	9 <sup>th</sup> December	Spring crops and maize	5 <sup>th</sup> December
50	16 <sup>th</sup> December	Sprayers and fertilizer-spreaders	12 <sup>th</sup> December
51	23 <sup>rd</sup> December	Tractors and vehicles	19 <sup>th</sup> December
52		No publication	

## Editorial

Telephone: +45 70 15 12 37

Mail: [redaktion@effektivtlandbrug.dk](mailto:redaktion@effektivtlandbrug.dk)

## Advertising

Telephone +45 70 15 12 37

Mail: [annoncer@effektivtlandbrug.dk](mailto:annoncer@effektivtlandbrug.dk)

## History:

Since its launch in 1969 has Effektivt Landbrug grown from being a weekly newspaper to a daily newspaper. Alongside the paper is [www.effektivtlandbrug.dk](http://www.effektivtlandbrug.dk) with up to date daily agricultural news.

Effektive Landbrug is part of L-MedieHus, which produces 7 newspapers on a weekly basis and [www.landbrugnet.dk](http://www.landbrugnet.dk) to the farming market within Denmark. Currently L-MedieHus has 55 employees.



## About us:

### Welcome to Effektivt Landbrug

The leading Newspaper for professional farmers in Denmark.

The paper reaches the whole of the agricultural market, including managers, contractors and subscribers.

Agricultural professionalism, for each production line.

■ Coverage: All over Denmark

■ Circulation: 15.500 (Saturday)

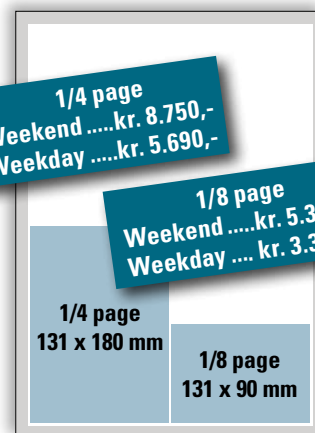
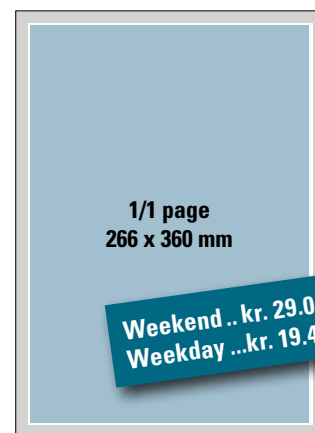
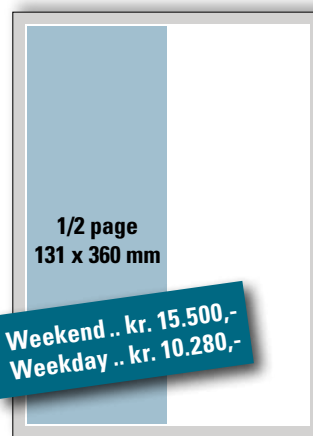
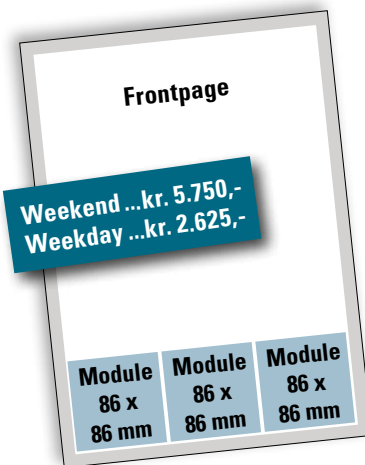
■ Subscribers: 6.000 (weekdays)

■ Target Audience: Professional farmers who operate more than 90 hectares, or 70 animal units.

## Effektivt Landbrug

Examples of advertisement sizes.

Other sizes are possible



### Deadlines

Booking	3 days before publishing.
Advertising material	2 days before publishing. Finished artwork must be delivered in high resolution, ready to print.
Mail	annoncer@effektivtlandbrug.dk

### Advertising formats

Format	Tabloid
Size of columns	1 column: 41 millimeters 2 columns: 86 millimeters 3 columns: 131 millimeters 4 columns: 176 millimeters 5 columns: 221 millimeters 6 columns: 266 millimeters

Height of page: 360 millimeters

### Prices in DKK

	Weekday Price pr column millimeters	Weekend Price pr column millimeters
Text pages	kr. 8,50	kr. 12,50
<b>Colour surcharge:</b>		
1 colour	kr. 400,-	kr. 700,-
2 colours	kr. 700,-	kr. 1.300,-
4 colours	kr. 1.100,-	kr. 2.000,-
<b>Fixed sizes 2x86 mm</b>		
Frontpage (3 modules), price pr module	kr. 2.625,-	kr. 5.750,-
Page 2 (3 modules), price pr module	kr. 2.400,-	kr. 4.400,-



MedieHus

The Media house publish following newspapers: Effektivt Landbrug, a daily business newspaper (Tuesdays till Saturdays) to all the professional farmers in Denmark. Around 6000 subscribers receive the paper in the weekdays, where all 15.500 farmers who operate more the 90 hectares or 70 animal units, receive the paper on Saturdays. LandbrugNord, LandbrugSyd, LandbrugFyn and LandbrugØst are regional weekly newspapers which goes out to all farmers and farming related companies in Denmark, circulation 104.893. FrilandsLiv, a publication with an interest in the lifestyle on the countryside, gets published every third week. MaskinParken, a publication with focus on machinery and equipment for all farmers, contractors and private buyers, gets published every third week. L-MediaHouse produces graphic production, distribution, business to business and business to consumer, communication and market development.

Please contact us for further information

Mail: [annoncer@effektivtlandbrug.dk](mailto:annoncer@effektivtlandbrug.dk) or telephone +45 70 15 12 37 - [www.L-MedieHus.dk](http://www.L-MedieHus.dk)