



# SUS

SCHWEINEZUCHT UND SCHWEINEMAST



Landwirtschaftsverlag GmbH  
Münster-Hiltrup

Hülsebrockstraße 2-8  
D-48165 Münster  
[www.susonline.de](http://www.susonline.de)

Advertisement price list No. 19  
valid from issue 1/2010

# Advertisement price list 2010

## Short profile:

**SUS** is the professional journal for the specialised pigfarmer. Expert contributions of scientists and consultants about farm management, production engineering and animal health in sow or mast cots turn **SUS** into an appreciated guidebook for practitioners. Topics like marketing and legislation in Berlin and Brussels as well as developments related to real life inland and abroad perfect the editorial program.

**SUS** is the official medium of the central association of German pig production (ZDS) and the affiliated organisations.

Hence, **SUS** is organ for the lobby of the whole German pig production.

### Publishing house:

Landwirtschaftsverlag GmbH,  
Hülsebrockstr. 2-8, D-48165 Münster  
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E-✉: SUSservice@lv-h.de  
www.susonline.de

### Chief executive:

Karl-Heinz Bonny

### Executives:

Hermann Bimberg, Werner Gehring

### Editorship:

Dr. Heinrich Niggemeyer (in authority)  
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## Timetable 2010

Issue	Publication date (Postal delivery)	Closing date for advert orders	Advertisement copy deadline *
1/10	2010-01-28	2010-01-07	2010-01-14
2/10	2010-03-25	2010-03-04	2010-03-11
3/10	2010-05-27	2010-05-04	2010-05-11
4/10	2010-08-05	2010-07-15	2010-07-22
5/10	2010-10-21	2010-09-30	2010-10-07
6/10	2010-12-09	2010-11-12	2010-11-25



Published in: D-48165 Münster  
Average distributed circulation  
in the first half-year 2009: 15,828 copies

### Product manager:

Dr. Peter Wiggers  
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E-✉: wiggers@lv-h.de

### Ads marketing:

Ludger Burholt  
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### Ads service:

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### Head of sales department:

Gabriele Wittkowski  
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\*delivery of electronic files  
If delivery on schedule fails, placing might be changed,  
respectively the quality can be affected.  
Complaints out of this are excluded.

### Volume:

22nd volume 2010

### Frequency of publication:

6 issues per year

### Magazine format:

297 mm height/210 mm width

### Print space:

270 mm height/190 mm width

### Width of columns and number:

a) advertising section: 46 mm/4 columns  
b) editorial section: 61 mm/3 columns

## Advertising prices, discounts, bound inserts

Format	Columns	Width x height in mm	Basic price b/w gross in Euro	2c/3c Euroscale in Euro	4c Euroscale in Euro
1/1 page	4	190 x 270	2,897	3,628	4,794
3/4 page	4	190 x 200	2,184	2,736	3,624
	3	142 x 270			
2/3 page	4	190 x 178	1,941	2,432	3,221
1/2 page	4	190 x 133	1,456	1,824	2,416
	2	94 x 270			
1/2 page editorial page*	4	190 x 133	1,835	2,298	3,044
	2	94 x 270			
1/3 page	4	190 x 88	971	1,216	1,611
1/3 page editorial page*	4	190 x 88	1,282	1,605	2,127
	1	61 x 270			
1/4 page	4	190 x 66	728	912	1.208
	2	94 x 133			
	1	46 x 270			
1/6 page	4	190 x 43	485	608	805
	2	94 x 88			
1/8 page	4	190 x 32	364	456	604
	2	94 x 66			
	1	46 x 133			
1/16 page	2	94 x 32	182	228	302
	1	46 x 66			
1/32 page	1	46 x 32	91	114	151

\*: Single placement on an editorial page below or next to text (3 columns); all prices in € plus statutory VAT

**Discounts**  
for bookings within  
12 months:

**Quantity scale:**

1/2 page	3 %
1/1 page	5 %
3 pages	10 %
6 pages	15 %

**Staggered repeat discount:**

3 ads	5 %
6 ads	10 %
9 ads	15 %

**Prices for bound inserts**

4-page bound insert  
€ 6,511

6-page bound insert  
€ 9,761

8-page bound insert  
€ 13,017

## Technical data, bank connection, loose inserts, classified ads

### Magazine size:

210 x 297 mm (w x h)

### Printing method:

Rotary offset (175 lpi)

### Binding method:

Saddle stitch

### Data transfer:

File: sent as eps-file or high-resolution pdf-file (minimum 300 dpi)

- **via ISDN:** ISDN-No.: +49 25 01/988 12 14  
Please always start your file name with: Client's name/magazine/issue (for ex.: Boehringer/SUS 2/10)
- **via ftp-server:** please contact us for further details
- **via e-mail:** fiegenbaum@lv-h.de

Please give Mr Fiegenbaum: +49 25 01/801-181 or Mr Schürmann: +49 25 01/801-332 notice in advance of your data transmission. Please fax in advance a copy of the document being transmitted electronically together with a delivery note with the correct file path to: +49 25 01/801-317.

### File formats:

Print optimised PDF or EPS (EPS fonts must be converted into paths, QuarkXPress EPS fonts must be embedded). Files that are not encapsulated are accepted only upon request. Suitable software is InDesign, QuarkXPress, Freehand, Adobe Illustrator, Photoshop. Submit 4 colour pictures in CMYK format, resolution 300 dpi. No reproduction of special HKS or pantone colours. All pictures that are embedded in PDF or EPS files need to be uncompressed. (Do not embed jpg or LZW data).

### Printing material:

We require contract-quality proofs. If these proofs are not supplied, we will not accept responsibility for colour reproduction and accuracy of the motif and will reject any claims. Reproduction costs will

be charged for processing final artwork, reflective copy and slides.

### Production of colour advertisements:

The colours are generated through composite printing to Euroscale standards. Offshades within tolerance are attributed to technological limitations.

### Formats across the gutter:

Trim size plus 3 mm bleed in addition on every side

### Loose inserts:

A sample has to be sent to us before order acceptance.

Largest format possible 205 x 290 mm

Loose insert costs until 25 g per % € 199 plus handling costs and forwarding expenses.

Prices on request for higher weights and from 2.5 mm volume.

### Bound inserts:

**Bound inserts are only possible on specific areas in the magazine. A sample has to be provided to us before order acceptance.**

### Processing:

Untrimmed size seamed to 213 / 222 x 306 mm (6 mm head bleed are included),  
Magazine circulation plus 2 % allowance.

### Glued inserts:

Glued inserts– also CD-ROMs – on advertisements possible. Glued postcards per % € 145, envelopes with content and brochures until 25 g per % € 210.

All prices plus statutory VAT.

### Prices for classified ads:

Business classified ads per mm and column

€ 1.90 plus VAT,

Private classified ads per mm and column € 1.70  
VAT included

Cipher charge and postal charge € 8.50 plus VAT  
Classified ads are not discountable.

### Address for dispatch for loose, bound or glued inserts

Please necessarily ask for it in publishing house:

Tel. 02501/801-181

### Bank connections:

Volksbank Münster eG  
Account-no. 1 004 031 300  
(bank code 401 600 50)  
Postgiroamt Dortmund  
Account-no. 289 21-466  
(bank code 440 100 46)

Terms of payment:

Payment in advance and automatic debit transfer  
3 % cash discount, 14 days after receipt of invoice  
2 % cash discount, 30 days after receipt of invoice  
net

In case of loose inserts cash discount calculated from net loose insert price.

Tax-ID-no. DE 126 042 224

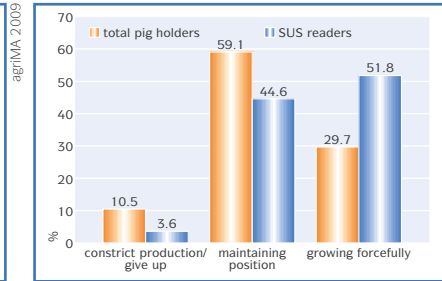
## Analysis of ranges, extents and circulation

### Stock size fattened pig breeding/ sow breeding



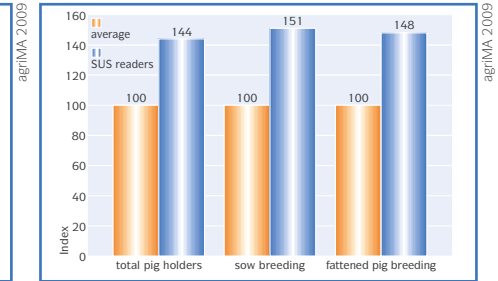
The average stock size of SUS readers with fattened pigs is nearly triply as high as the average. SUS readers with sow breeding have 278 sows on average. The total average in sow breeding is at 125 animals.

### Medium term development of pig holding farms



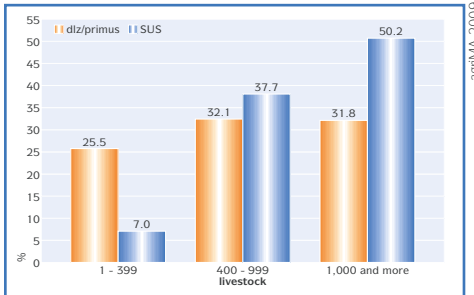
SUS readers are more future-oriented than their colleagues. More than every other SUS reader (51.8 %) wants to focus consequently on growth in future.

### Investment index of SUS readers compared to average of industry



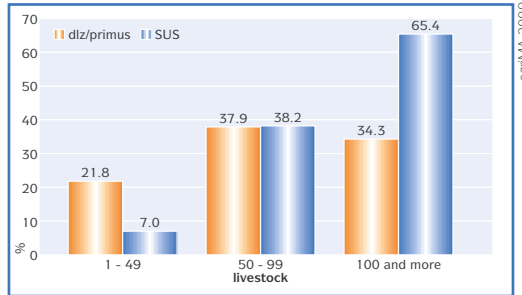
SUS readers with sow breeding invest approx. 51 % more than the average fattened pig holder.

### Ranges of fattened pig holders



SUS reaches 50.2 % of the stocks with 1,000 and more fattened pigs. In contrast to this, dzl (i. e. with „primus Schwein“ at most) reaches 31.8 % in total of the farms in this size range

### Ranges of sow holders



SUS reaches especially the larger sow stock sizes. The range of farms with 100 or more sows accounts for 65.4 %. In contrast, dzl reaches 34.3 % of sow holders in this size range (i. e. with „primus Schwein“ at most).

### Volume analysis 2008

Total:	472 pages = 100 %
Editorial pages:	321 pages = 68 %
Advertisements:	151 pages = 32 %

### Circulation analysis (IVW, II. quarter 2009)

Printed copies:	16,600
Distribution:	15,300
Subscriptions:	13,632
Other sale:	671
Sold copies:	14,303

susonline.de provides a compact web-offer to our users. We offer you the following types of advertising:



### Prices for banners on susonline.de 2010

	Format w x h	Placement	Price/month
Standard banner	156 x 60 Pixel	Head of the site	€ 135*
Halfbanner	234 x 60 Pixel	Head of the site	€ 175*
Fullbanner	468 x 60 Pixel	Head of the site	€ 260*
SkyScraper	120 x 600 Pixel	Outside right	€ 310*

\*=(plus VAT)

### Discount by frequency:

For banner placements within 12 months the following discounts apply:

3 Banners	5%
6 Banners	10%
9 Banners	15%

### Additional value for SUS-readers:

- Test reports marked with a "@"-symbol can be found in a long version online at SUS
- SUS publishes auction dates on the Internet
- Check lists and comments are also provided online

### Booking deadline/ data transfer

Your booking and data files need to be supplied to us three business days before publishing at the latest.

Banner formats: gif, jpg, swf, html. Delivery via e-mail to [susservice@lv-h.de](mailto:susservice@lv-h.de)

Maximum file size 30 KB, resolution: 72 dpi.

**NEW:**  
Print and online bookings are discounted together!

### Contact:

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1. An „advertising order“ as referred to in the General Terms of Business below shall refer to the agreement made between the publisher and the principal for the purpose of publication of one or more advertisements or advertising materials (referred to as „advertisements“ in the following) in a newspaper or magazine for the purpose of distribution and as submitted by advertisers.

2. An „advertising contract“ governs the publication of a series of advertisements in consideration of any discounts to which the advertiser is entitled according to the price list, with each publication being subject to request by the principal. No discounts shall be granted to companies whose purpose of business is, inter alia, the placing of advertisement orders on behalf of a number of advertisers to the sole purpose of gaining discounts for group advertising. If an advertising contract grants the right of request of individual advertisements, it shall be the obligation of the advertiser to fulfil the contract within one year after publication of the first advertisement, provided the first advertisement is requested and published within one year from the date the advertising contract was signed.

3. If the publication of one or several advertisements, which were booked under advertising contract is not requested for reasons for which the publisher bears no responsibility, the principal shall refund the publisher, without prejudice to any other legal obligations, the difference between the granted discount and the actual discount as based on purchased quantity. Unless otherwise agreed, the principal shall be entitled to receive a retrospective discount on the actual number of advertisements purchased within one year.

4. Advertising volumes shall be based on the conversion of text millimetre lines to advertising millimetres.

5. Orders for advertisements to be published only in specific issues, editions or spaces of the print medium shall be placed with the publisher in a timely manner, which allows the publisher to notify the principal before the advertisement copy deadline of any problem that may prevent execution of the order in the desired way. Classified advertisements shall be printed in the relevant section, without this requiring an express indication in the contract.

6. Embedded advertisements are advertisements that border on text on at least three sides rather than on other advertisements. The publisher shall mark all advertisements that by their editorial layout are not recognised as advertisements with the word „Advertisement“.

7. The publisher reserves the right to refuse any advertisement - including individual requests as agreed, such refusals being made under the following provisions:

- the content of advertisement infringes a law or official regulation, or
- the content was disapproved of by the German Advertising Council in a complaints procedure, or
- the publication is deemed intolerable for the publisher for reasons of content, format, origin or technical form, or
- it contains advertisements from or on behalf of third parties.

Orders on other advertising materials shall become binding for the publisher only after a specimen has been submitted and approved by the publisher. Each advertisement that contains advertisements of third parties or on behalf of third parties (advertising umbrella) requires a written declaration of acceptance by the publisher before it is published. Such declaration entitles the publisher to levy a surcharge for umbrella advertising. The publisher shall notify the principal immediately when it refuses an advertisement or other advertising material.

8. The principal bears the sole responsibility for submitting printing or advertising material in a timely manner and in a proper quality. When supplying digital printing material, the principal shall be obliged to supply the material in a timely manner and an adequate format, which complies with the publisher's format or technical requirements. The principal shall pay all costs for any amendments to the printing material the principal wishes or causes to be made. Subject to the requirements as laid out in the price list and in the confirmation of the order for the magazine title booked, the parties agree on the usual quality of advertisements and other advertising material subject to potential constraints given by the condition of the print material. The aforementioned shall only apply, if the principal complies with the standards as set by the publisher for the production and transmission of printing materials.

9. The publisher shall return print material to the principal only at the explicit request of the same. The obligation of the publisher to keep custody of the printing material ends after three months after the first publication of the advertisement.

10. If the published advertisement does not conform with the quality or performance due under the contract, the principal shall be entitled to claim a reduction in price or a faultless republication of the advertisement or advertising material; yet, the principal shall be entitled to such claim only to the extent to which the purpose of the advertisement was disadvantaged. The publisher reserves the right to refuse a reinsertion or republication on one of the following grounds:

- Considering the content of the contractual obligation and the practice of good faith, the effort required for republication of the advertisement or advertising material is markedly out of proportion to the principal's interest of performance, or
- the reinsertion or republication would involve disproportionate costs on the part of the publisher.

If the publisher allows a reasonable period, which has been granted to him for republication to pass without doing so, or if the republication of the advertisement or advertising material is finally again, the principal may claim a reduction in price or cancel the order. Cancellation of the order shall not be possible, if the advertisement or publication of other advertising material shows only minor defects. Claims for obvious defects shall be made within one year from the beginning of the statutory limitation period. Subject to the following provisions, the publisher shall be liable for all damages that arise from breach of contractual obligations or tort, in the event of gross negligence, its liability in commercial correspondence shall be limited to compensation of the typical foreseeable damage. This limitation shall not apply, if the damage was caused by legal representatives or executive staff of the publisher. The publisher shall be held responsible for damages which result from simple negligence only under the provision that an essential contractual duty was infringed upon. In such events, liability shall be limited to typical contractual, foreseeable damage. The publisher shall be held responsible for claims according to the Product Liability Act as well as for claims for personal injury. Except for defects that are not obvious, claims shall be filed within four weeks after receipt of the invoice and the file copy. All claims filed to the publisher for breach of contractual obligation shall be barred after one year from the beginning of the contractual period of limitation, unless such claims arise from intentional conduct.

11. Proofs shall be supplied only upon explicit request. The principal shall bear responsibility for the accuracy of the returned proofs. The publisher shall take account of all corrections it is advised of by the closing date for advert orders or within the time period given by the principal upon return of the proof.

12. Unless explicit size specifications have been made, all invoicing shall be based on the actual print height which is used for the specific type of advertisement.

13. Unless no other period or advance payment has been agreed upon, the invoice shall be paid within the time period stated in the price list. Any discounts for early payment shall be granted in accordance with the price list.

14. Interests shall be charged to the usual level in compensation for costs incurred due to collection of delayed payment or extension of payment. If the principal fails to pay by due date, the publisher shall be entitled to postpone the fulfillment of the current order until the payment has been made and require advance payment for all advertisements still pending for publication. If there is good reason for doubting the ability to pay by the principal, the publisher may make publication of further advertisements conditional to advance payment of the amount due by the closing date for advert orders and irrespective of any previous agreement on the credit period and payment of any invoiced amounts still due and shall be entitled to do so during the term of the current advertising contract.

15. The publisher shall supply a file copy of the advertisement upon request, supplying either advertising cuttings, complete pages or complete issues, depending on the type and size of the advertising order. If a file copy can no longer be produced, a legally binding certificate by the publisher on the insertion and dissemination of the advertisement shall take the place of the same.

16a. In the event of a drop in circulation - except as provided in Art. 16b - subject to sentence 2, the principal may derive a claim to a price reduction after having signed a

advertising contract that specifies a number of advertisements, if the average total number of copies circulated during the insertion year, which begins with the magazine's emergence, falls short of the guaranteed circulation. Any drop in circulation shall constitute a defect that entitles the principal to claim a reduction in price, if the drop constitutes 20 % of a guaranteed circulation of up to 50,000 copies  
15 % of a guaranteed circulation of up to 100,000 copies  
10 % of a guaranteed circulation of up to 500,000 copies  
5 % of a guaranteed circulation of up to 500,000 copies.

Any drop in circulation for reasons as stated in Art. 23 shall not constitute a reason to derive a claim for a price reduction.

Guaranteed circulation shall be the average number of circulated copies as indicated in the price list or any other kind. If the number of circulated copies is not indicated there or elsewhere, the guaranteed circulation shall refer to the average number of copies sold in the previous calendar year (for trade magazines this is the average number of actual copies sold as applicable). In addition, the principal shall not be entitled to claim a price reduction in the advertising order, if it was notified early on the drop in circulation by the publisher and thus had the opportunity to withdraw from the contract before the publication of the advertisement.

16b: (Separate provision that governs drops in circulated number of such magazine titles which publish issued/retailed circulation data) Notwithstanding Art. 16a, a drop in circulation of magazine titles that publish issued/retailed circulation data shall entitle the principal to a reduction in price only if such drop exceeds 10% of a [guaranteed] circulation of up to 500,000 copies and 5% of a [guaranteed] circulation of more than 500,000 copies. This does not affect a drop in circulation for the reasons stated in Art. 23. The number of guaranteed circulated copies is based on the total number of copies sold as defined by IWW monitoring society. Unless the publisher did not indicate an absolute number of guaranteed copies in the relevant price list, this number is calculated for the insertion year based on the average number of copies circulated during the four quarters of the previous year. The principal shall be entitled to claim a reduction in price only if they book a series of advertisements in three issues of less. Unless it was agreed on invoicing by brands in the advertising order, the price reduction is based on the advertising order by company. Such brands shall be defined in the advertising order. Any potential drop in circulation is calculated from the difference between the numbers of copies in excess of or short of the number of actual copies circulated within the year of insertion. Refunds shall be made in kind at the end of the campaign and shall be based on the net amount invoiced to the customer and in consideration of the returns given to the agency. Alternatively, if this is no longer possible, refunds are made in payment. For advertisers to be entitled to refunding, the minimum refund must be € 2,500.

17. The publisher shall apply due diligence for the custody and forwarding of responses to box number advertisements. Registered and express letters in reply to box number advertisements shall be forwarded by regular mail only. Letters in response to box number advertisements shall be stored for four weeks. Any replies that have not been collected within this time shall be destroyed. The publisher shall return valuable documents without being under the obligation to do so. The publisher may by individual contract be granted the right to open the letters in the place of and in the express interest of the principal, which are received in response to a box number advertisement. Letters which exceed the accepted DIN A 4 format (1000 g of weight) and packages containing merchandise, books or catalogues, or small parcels shall not be forwarded and shall not be accepted. As an exception, specific items may be accepted and forwarded, provided the principal has agreed to pay the fees/costs which the publisher incurs by accepting and forwarding such items.

18. Place of fulfillment and venue is the registered office of the publisher.

The place of jurisdiction for any and all disputes shall be publisher's place of business. This applies, if the principal is a trader, a juristic person of public law or a Special Fund under public law. The place of jurisdiction for non-traders shall be their place of residence, unless the publisher's claims are filed by summary proceedings for order to pay debts. The place of jurisdiction is agreed to be the place of the publisher, if the place of residence or usual domicile of the principal, including non-traders, is not known at the time when legal action is taken or if the principal moved its usual domicile to a place that is outside the scope of applicable law.

19. The advertising agents and agencies shall be obliged to adhere to the publisher's price list when making offers, concluding contracts and settling accounts with advertisers. Advertising agents and agencies shall not pass, in whole or in part, the brokerage granted by the publisher to the principal.

20. Price changes to advertising orders placed shall be effective for companies under the provision that the publisher announces such changes at least one month before the advertisement or advertising material is published. The principal shall be entitled to withdraw from the contract, if these price changes involve an increase in price. The right to withdraw from the contract shall be executed in writing and within 14 days after notice of the price increase was given.

21. Companies which claim a discount for corporate umbrella advertising shall furnish a written proof that confirms the corporate status of the advertiser. Such proof shall include a certification by a chartered accountant or the most recent annual report of a stockholding company or an extract copy of commercial register in proof of a partnership. Such proof shall be submitted no later than at the end of the insertion year. Any proof submitted after this date shall not be considered retrospectively. Discounts granted to corporations shall always be subject to the publisher's express and written consent. Corporate discounts shall be granted only for the time period during which the advertiser forms part of the corporate group. Advertisers shall indicate without delay when they cease to form part of the corporate group. Corporate discounts shall no longer be granted to companies which have ceased to form part of a corporation.

22. The principal warrants that it owns all rights and titles which are required to publish the advertisement. The principal shall be solely liable for the content and legality of all texts, images and advertising materials supplied for the insertion. The principal shall indemnify the publisher against all claims filed by third parties, which may arise from a violation of statutory law. The publisher shall also be indemnified against the costs that it may incur for its legal defence. The principal shall be obliged to provide the publisher in good faith with any information and documentation that the publisher may require to defend its right in third parties. The principal assigns to the publisher all rights, titles for and interests in the utilisation and performance of the advertisement in print and in online media of any kind, including the Internet, in particular the right of reproduction, dissemination, broadcasting, making the work available to the public and retrieve it from a database - both within the time period and with the content required for the execution of the order. The aforementioned rights shall be assigned in any case and irrespective of the location.

23. In the event of, inter alia, operational breakdown, force majeure, illegitimate strike, illegitimate seizure, disturbance of traffic, general shortage of raw material and energy - both within the publisher's operation and in its external operations, which the publisher uses to fulfil its contractual obligations, the publisher shall be entitled to collect full payment for the published advertisement when an average 80% of guaranteed circulation of the publisher's object was delivered during the past four quarters. If the number of distributed copies is less than 80%, the invoiced amount shall be reduced by a ratio that indicates the difference between guaranteed and actual circulation.

- a) By placing an advertising order, the principal shall acknowledge the publisher's General Terms of Business and Additional Terms of Business as well as the price list.
- b) If the principal fails to file a complaint immediately after a first publication that contained an error and if this error is repeated in the reinsertion, the principal shall have no right to claim for a reduction in payment or compensation.
- c) If there are hidden defects in the print material, which become evident only in the printing process, the advertiser shall have no right to claim for an unsatisfactory print.
- d) In the event of force majeure, the publisher shall be released from all and any obligations to perform orders and pay compensation for damages. In particular, no compensation for damages shall be paid for advertisements which were not published at all or in time.

	<i>Agrarian publishing office</i>	<i>Agrarian media consultants</i>	<i>Publishing office Special Interest</i>
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<b>Abroad</b>	<p><b>Netherlands</b> <b>Jan Dekker</b> Koopmanslaan 12 NL 7005 BK Doetinchem Tel.: +31/3 14/34 50 47 Fax: +31/3 14/34 41 68 E-✉: info@dekkermedia.nl</p>	<p><b>Scandinavia</b> Ines Käufert</p> <p><b>France, Spain</b> Eugen Bruder</p> <p><b>Switzerland, Austria, Italy</b> Erwin Bücherl/ Eugen Bruder</p>	

**Manager**

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