



“Subscribe to **DGS** – Reach **Decision-Makers**”

www.dgs-magazin.de



“Subscribe to DGS – Reach Decision-Makers”

DGS focuses on professional poultry and pig keepers. It is an important information medium for anyone who is directly or indirectly connected with poultry management and pig production, such as suppliers of stall equipment and feed, etc. authorities and organisations.

With a distribution of about 5,000 copies, DGS reaches every professional in the field of poultry.

DGS is the official organ of the Zentralverband der Deutschen Geflügelwirtschaft e.V. (ZDG – Central Association of German Poultry Management).

At the start of the month, the colourful and extensive „DGS-Magazin“ is published. On the other Saturdays in the month, it is published as the „DGS-Intern“ in a more compact form with up-to-date information, dates and market information.

DGS bridges the gap between theory and practice in poultry management and pig production.

In addition, DGS provides up-to-date news from politics, economy and associations for the industry.

The latest research findings are laid out in a comprehensive manner in this trade journal for practitioners. Detailed operations reports help to exchange experience among professional colleagues.

The regular themes

- Breed
- Housing
- Feeding
- Health and hygiene of poultry (laying hens, broilers, turkeys, waterfowl and special-breed poultry) and pigs
- Market and prices
- Business management
- Quality of poultry and pork products
- Reports about seminars and exhibitions
- Ostriches

Marketing und Sales Advice

If you have any questions about DGS, I am happy to help you. Contact me!

Irmtraud Kirchenbaur
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ikirchenbaur@ulmer.de



Vital Statistics

Editor/Publishing House
Eugen Ulmer KG

Frequency of Publication
64th year in 2012
Weekly on Saturdays

Purchase Price
Inland Annual Subscription
215,40 €

ISSN 0948-4221







Analysis of Distribution






Inspection of Distribution



Print Editions	5.350
Distributed Editions	4.958
Sold Editions	4.580
Third quarter 2010 to second quarter 2011	

Formats and Prices 2012

Formats	Colour	Prices / Euro	Width × Height
1/1 	sw	2.926,-	Type area format
	2c	3.306,-	84 × 270 mm
	3c	3.686,-	
	4c	4.066,-	
	sw	3.219,-	Section format*
	2c	3.599,-	210 × 297 mm
	3c	3.979,-	
	4c	4.359,-	
2/3 	sw	1.951,-	Type area format
	2c	2.331,-	184 × 178 mm
	3c	2.711,-	121 × 270 mm
	4c	3.091,-	
	sw	2.146,-	Section format*
	2c	2.526,-	210 × 200 mm
	3c	2.906,-	135 × 297 mm
	4c	3.286,-	
1/2 	sw	1.463,-	Type area format
	2c	1.843,-	184 × 133 mm
	3c	2.223,-	90 × 270 mm
	4c	2.603,-	
	sw	1.609,-	Section format*
	2c	1.989,-	210 × 156 mm
	3c	2.369,-	105 × 297 mm
	4c	2.749,-	

Formats	Colour	Prices / Euro	Width × Height
1/3 	sw	975,-	Type area format
	2c	1.355,-	184 × 87 mm
	3c	1.735,-	58 × 270 mm
	4c	2.115,-	
	sw	1.073,-	Section format*
	2c	1.453,-	210 × 109 mm
	3c	1.833,-	72 × 297 mm
	4c	2.213,-	
1/4 	sw	731,-	Type area format
	2c	1.111,-	184 × 65 mm
	3c	1.491,-	90 × 133 mm
	4c	1.871,-	
	sw	804,-	Section format*
	2c	1.184,-	210 × 87 mm
	3c	1.564,-	105 × 156 mm
	4c	1.944,-	
1/8 	sw	365,-	Type area format
	2c	555,-	184 × 32 mm
	3c	745,-	90 × 65 mm
	4c	935,-	

mm price in b/w: €2.71 (with 43 mm column width). All prices shown in the tariff are exclusive of legal VAT. The general business terms and conditions for advertisements and external supplements in newspapers and magazines apply. * Plus 3 mm bleed difference all round.

Formats and Prices 2012



Special Positioning

Text Part Adverts

Per 43 mm wide column	€ 3.24
Per 58 mm wide column	€ 4.93

(minimum calculation 50 mm)

Strip Ads

Up to 90mm height (below text)	€ 3.24
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Binding Positioning

20 % surcharge

Adverts Above Band and Above

Type Area

10 % surcharge

Discounts

When purchased within 12 months
(balance sheet year)

Repeat Discount Quantity Discount

3 times	3 %	1/2 page	3 %
6 times	5 %	1 page	5 %
9 times	10 %	2 pages	10 %
12 times	15 %	3 pages	15 %
24 times	20 %	5 pages	20 %

Colour and section surcharges are discounted. There is no discount for supplements, bound inserts, stickers, postal charges and additional technical costs.

Colour Surcharges

Normal colours in line with Euro scale, each colour

- below 250 mm	€ 190.00
- above 250 mm	€ 380.00
Special colours (HKS)	€ 440.00

We reserve the right to make colour adjustments for technical reasons.

Private situations wanted

per mm / column	€ 1.80
Box charge private	€ 9.52
Final prices incl. VAT	
No repeat discount.	

Commercial Job Ads and Small Ads

Per mm/column	€ 2.71
Box charge	€ 8.00

Payment terms and conditions

3% discount with payment in advance or direct debit, 2% discount with payment within 14 days or 30 days net.

Other formats and prices on request


Your contact person:




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Themes and Dates 2012

Edition		Date of Publication	Closing Date for Adverts: Text Part	Closing Date for Adverts: Advert Part	Themes	Exhibitions / Trade Fairs
1 January	DGS-Magazin 	07.01.12	08.12.11	28.12.11	<ul style="list-style-type: none"> ■ Feed supplements ■ Climate in stables and ventilation ■ Healthy pigs 	Int. Grüne Woche Berlin 20.-29.01.12
2	DGS-Intern	14.01.12	28.12.11	05.01.12		
3	DGS-Intern	21.01.12	05.01.12	13.01.12		
4	DGS-Intern	28.01.12	13.01.12	20.01.12		Fieragricola Verona/I 02.-05.02.12
5 February	DGS-Magazin 	04.02.12	10.01.12	27.01.12	<ul style="list-style-type: none"> ■ Environmentally sound husbandry ■ Stable technology included <li style="padding-left: 20px;">fire protection ■ Keeping of sows 	BioFach Nürnberg 16.02.-19.02.12 Tier & Technik St. Gallen/ CH 23.-26.02.12 SIA Paris/F 25.02.-04.03.12
6	DGS-Intern	11.02.12	27.01.12	03.02.12		
7	DGS-Intern	18.02.12	03.02.12	10.02.12		
8	DGS-Intern	25.02.12	10.02.12	17.02.12		
9 March	DGS-Magazin 	03.03.12	07.02.12	24.02.12	<ul style="list-style-type: none"> ■ Hygiene and disinfection in poultry houses ■ Occupational safety on farms ■ Pig marketing 	Ab Hof Wieselburg/A 02.-05.03.12
10	DGS-Intern	10.03.12	24.02.12	02.03.12		

11	DGS-Intern	17.03.12	02.03.12	09.03.12		
12	DGS-Intern	24.03.12	09.03.12	16.03.12		
13	DGS-Intern	31.03.12	16.03.12	23.03.12		
14 April	DGS-Magazin 	07.04.12	13.03.12	29.03.12	<ul style="list-style-type: none"> ■ Ecological poultry farming ■ Equipment of piggeries 	Poultry Industry Conference & Exhibition (PICE) London/CAN 11.-12.04.12
15	DGS-Intern	14.04.12	29.03.12	04.04.12		
16	DGS-Intern	21.04.12	04.04.12	13.04.12		
17	DGS-Intern	28.04.12	13.04.12	20.04.12		
18 May	DGS-Magazin 	05.05.12	10.04.12	26.04.12	<ul style="list-style-type: none"> ■ Water quality and water supply ■ Chick rearing ■ Pig breeding 	Pig & Poultry Fair Stoneleigh/ GB 15.-16.05.12
19	DGS-Intern	12.05.12	26.04.12	04.05.12		
20	DGS-Intern	19.05.12	03.05.12	10.05.12		
21	DGS-Intern	26.05.12	10.05.12	16.05.12		
22 June	DGS-Magazin 	02.06.12	07.05.12	24.05.12	<ul style="list-style-type: none"> ■ Alternative energy sources ■ Broiler fattening ■ Parasite control in piggeries 	
23	DGS-Intern	09.06.12	23.05.12	31.05.12		
24	DGS-Intern	16.06.12	31.05.12	08.06.12		

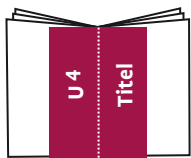
Ausgabe		Erscheinungs- termin	Anzeigenschluss Textteil	Anzeigenschluss Anzeigenteil	Themen	Messen/Ausstellungen
25	DGS-Intern	23.06.12	08.06.12	15.06.12		
26	DGS-Intern	30.06.12	15.06.12	22.06.12		
27 July	DGS-Magazin 	07.07.12	12.06.12	29.06.12	<ul style="list-style-type: none"> ■ Turkeys - management ■ Livestock health ■ Management in young pig piggeries 	
28	DGS-Intern	14.07.12	29.06.12	06.07.12		
29	DGS-Intern	21.07.12	06.07.12	13.07.12		
30	DGS-Intern	28.07.12	13.07.12	20.07.12		
31 August	DGS-Magazin 	04.08.12	10.07.12	27.07.12	<ul style="list-style-type: none"> ■ Feeding strategies and feeding management in poultry and pig farms 	
32	DGS-Intern	11.08.12	27.07.12	03.08.12		
33	DGS-Intern	18.08.12	03.08.12	10.08.12		
34	DGS-Intern	25.08.12	10.08.12	17.08.12		
35 Sept.	DGS-Magazin 	01.09.12	07.08.12	24.08.12	<ul style="list-style-type: none"> ■ Livestock health prophylaxis ■ Drinking systems for poultry and pigs ■ Delayed raising of new gilts 	S.P.A.C.E. Rennes/F 11.-14.09.12
36	DGS-Intern	08.09.12	24.08.12	31.08.12		
37	DGS-Intern	15.09.12	31.08.12	07.09.12		

38	DGS-Intern	22.09.12	07.09.12	14.09.12		
39	DGS-Intern	29.09.12	14.09.12	21.09.12		
40 October	DGS-Magazin 	06.10.12	10.09.12	27.09.12	<ul style="list-style-type: none"> ■ EuroTier - preview ■ Water fowl ■ Optimal climates in piggeries 	OLMA St.Gallen/CH 11.-21.10.12
41	DGS-Intern	13.10.12	27.09.12	05.10.12		
42	DGS-Intern	20.10.12	05.10.12	12.10.12		
43	DGS-Intern	27.10.12	12.10.12	19.10.12		
44 November	DGS-Magazin 	03.11.12	08.10.12	25.10.12	<ul style="list-style-type: none"> ■ EuroTier - main issue ■ Laying hens breeding / keeping ■ Construction of stables and feeding technology for poultry and pigs 	EuroTier Hannover 13.-16.11.12
45	DGS-Intern	10.11.12	25.10.12	02.11.12		
46	DGS-Intern	17.11.12	02.11.12	09.11.12		
47	DGS-Intern	24.11.12	09.11.12	16.11.12		
48 December	DGS-Magazin 	01.12.12	05.11.12	23.11.12	<ul style="list-style-type: none"> ■ Marketing of eggs and poultry ■ Construction and reconstruction of poultry houses and piggeries 	
49	DGS-Intern	08.12.12	23.11.12	30.11.12		
50	DGS-Intern	15.12.12	30.11.12	07.12.12		
51/52	DGS-Intern	22.12.12	07.12.12	14.12.12		
01	DGS-Magazin 	05.01.13	04.12.12	20.12.12	<ul style="list-style-type: none"> ■ EuroTier - review 	

We require the artwork before 12.00 a.m. on the closing day for adverts.

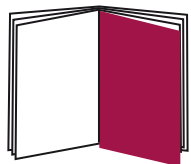
changes reserved!

Special types of advertising



Cover skirt

Flaps the same size as a page on the front and back of the cover. The advertisement can be positioned on the interior and exterior of the flaps. The upper 8cm are reserved for the publishers to place the heading and logo. A flap on the reverse side can be combined with an advertisement on the outside back cover. Both the interior and exterior of the flaps can be used. Advertisement format and prices upon request.



Supplements

Maximum format: 205 X 297 mm (W X H), unit weight of up to 25g per

Up to four pages: € 240 per thousand copies

Up to eight pages: € 260 per thousand copies

Each of these includes the distribution fee. Heavier weights, other numbers of pages and partial supplements upon request. Additional charges will be levied according to the particular situation in cases of complicated technical processing.



Bound inserts

Delivered folded in uncut format 214mm X 305mm (W X H), unit weight of up to 25g.

Price: € 3,622 (four pages)

Price: € 5,070 (six pages)

Price: € 6,591 (eight pages)

Number of bound inserts and all details upon request.



Title tagline

The outer dimensions of the triangle have a length of 65 mm, colour: 4c, Price: **1.250,- €**

As combination: Title tagline and advertisement on the content page, outside right, format 1/2 pages high (105 x 297 mm plus 3 mm trim or 90 x 270 mm),

combination price: **3.800,- €**

All prices mentioned in the rates are plus the legal VAT.

DGS

Further special types of advertising upon request

Your contact person:

Gerhard Kretschmer
Head of Marketing and Sales
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gkretschmer@ulmer.de

Mailing address for supplements, bound inserts, etc.

KonradinHeckel
Konradin Druck GmbH
Abt. Versand Herr Kienzle
Kohlhammerstr. 1-15
70771 Leinfelden-Echterdingen

Delivery memo

For „DGS-Nr. ...“

Delivery date for supplements, bound inserts, etc.

14 days before publication. Please send at least three samples directly to the publisher at the same time

DGS Special prints and special publications

DGS

DGS Special prints

Contributions from DGS editions which have already been published can be reprinted as a special print if it is for a company purpose.

The special prints are – subject to author/image release – available with and without images or product advertisements. A DGS reference is printed.



DGS Special publications

You've had renovations or are planning an open day?

DGS will present your event on coloured special pages.

We will be happy to advise you.



Events

- New openings
- New and refurbishments
- Open days
- Rebranding
- Anniversaries

Your contact person

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Prices upon request - according to size/format/colourfulness

Geflügeljahrbuch 2013 (poultry year book)

The „Geflügeljahrbuch 2013“

The official year book of the Zentralverband der Deutschen Geflügelwirtschaft e. V. and its member associations is a useful guidebook and an essential reference book for the entire poultry industry.



Contents

- Special themes about poultry farming
- Insight into industry
- Market tables
- Production data
- Address directory for the poultry industry
- Calendar

The Geflügeljahrbuch is an advertising medium with very long-term effect.

Formats (B x H) and Prices	bw	4colours
1/1 page (95 x 163 mm)	€ 638	€ 1,258
1/2 page (95 x 79 oder 45 x 163 mm)	€ 334	€ 954
1/4 page (95 x 37 oder 45 x 79 mm)	€ 175	€ 795
Preferred Positioning 1/1 page (95 x 163 mm)		
2nd cover page		€ 1,480
3rd cover page		€ 1,480
4th. cover page		€ 1,480
Header page		€ 1,480
Cardboard page		€ 1,480

Discounts are not transferable. All prices plus VAT.

DGS

More Information

Irmtraud Kirchenbauer

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Section Format*

115 mm width
190 mm high

Type Area Format

95 mm wide
163 mm high

Distribution

5.300 copies

Date of Publication

September 2012

Closing Date

6th July 2012

* Plus 3 mm bleed difference all round.
Please design texts and logos with at least a 5 mm to the edge of the format.

DGS Special publications

The DGS Special publications

DGS special publications set standards. They complement the current monthly or weekly coverage in special ways.

Important topics will be presented in a comprehensive and professional manner. Highly-interesting topic specials and practice-oriented how-to guides are mixed together with opinion formers in industry, practice and science.

The DGS special publications offer a strong environment for you to communicate with the decision-makers in the poultry and pig business.

We will be happy to tell you about further projects for 2012.



DGS

Your contact person

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ikirchenbauer@ulmer.de

Online advertising

Online advertisements at www.dgs-magazin.de - communicate with your target group!

dgs-magazin.de is the optimal combination of book and website. In-depth and highly-specific information regarding the topics in the present edition of the magazine provide for intensive, cross-media usage.

Ulmer offers you the optimal combination for efficient advertisements.

Advertising on the internet is:

- effective
- measurable
- quick to implement
- quick to customise
- the opportunity to have direct contact with your customers

Banner advertisements at a fixed price

A) Full-sized banner

With one rotation (change of the banner) which is visible on all of the website's pages.

Banner format:

468 pixels × 60 pixels (W × H)

Basic price, incl. link:

€200 per month

B) Half-sized banner

With one rotation (change of the banner) which is visible on all of the website's pages.

Banner format:

180 pixels × 60 pixels (W × H)

Basic price, incl. link:



An **exclusive set-up** for your banner is possible. Talk to us!

C) Newsletter banner (Full size)

This offer provides you with a combination of banners of text advertisements in the monthly DGS newsletter.

Banner format:

468 pixels × 60 pixels (W × H)

Basic price incl. link:

€150 per month

All prices plus VAT

DGS

Reductions

Time editions

6 months: 5%

12 months: 10%

Additional information:

- A change in the motif during the advertisements running time is possible
- Minimum running time: 3 months
- Maximum file size for all banners: 15 KB



Printing and processing

Printing

Sheet offset
1/1 to 4/4 in colour

Paper

Cover: Wood-free image print glossy 115 g/m²
Inside: Image print 75g/m²

Processing

Stitched binding

Digital printing information

Printing order: Black – cyan – magenta – yellow.
Profile ISO coated v2 (EU).
Tonal range: half tones min. 2% to max. 98%. Dot gain in middle section is 17% in black, 14% in colour.
Complete application of paint: max. 330%. Please do not use DCS-format, hairlines, RGB/LAB images and duplex images with special colours.

Advertisements with special colours are to be created in CMYK with the correct mixing ratios of the desired HKS colour descriptions. Four-colour advertisements should equally be created in CMYK for the four-colour process.

Data transmission

Please send the printing documents for your advertisement by email directly to the publisher:

■ Advert Scheduling

Sabine Geyer
sgeyer@ulmer.de

We need a print-out of your advertisement for inspection purposes. For colour advertisements, please send a colour-proof printout by post to:

■ Verlag Eugen Ulmer

Advertising department
PO Box 700561
70574 Stuttgart

Data format

■ Printable PDF (PDF/X-3)

Data formats such as Freehand, Photoshop, Word, Corel Draw, etc, only after consultation. The production of printing documents according to other templates will be charged.

Magazine format

205 mm wide
270 mm high

Type area

180mm wide
228mm high

Order deadline

>>for company profiles
8 weeks before publication

>>for advertisements

6 weeks before publication

Advert scheduling

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Bank Accounts

Deutsche Bank AG, Stuttgart
Sort Code: 600 700 70
Account: 147 6878 00
BIC: DEUTDESS
IBAN:
DE62600700700147687800

Südwestbank AG, Stuttgart
Sort Code: 600 907 00
Account: 741 3710 06
BIC: SWBSDESS
IBAN:
DE04600907000741371006

Austria

Bank Austria, Bregenz
Sort Code: 12 000
Account: 518-8801-42/00
BIC: BKAUATWW
IBAN:
AT181200051888014200

Switzerland

Post Finance Zürich
80-47072-8

DGS

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