

# DGS

THE MEDIA BRAND FOR THE  
POULTRY INDUSTRY



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MEDIA  
KIT  
2026





***‘DGS is the highly specialised, multimedia information portal for all experts and decision-makers in the poultry industry in Germany.’***

**NEWS**, interviews from **SCIENCE, POLITICS** and **ECONOMY**, research results on **FEEDING** and Emission Reduction, Biogas, articles on **ANIMAL HEALTH** and **WELFARE**, **STALL CONSTRUCTION** with **STALL TECHNOLOGY, FARMING** and **BREEDING**, of **LIVING HENS**, Fattening **HENS, PUTTERS**, Geese, Ducks, Expertise, Industry Development, **ECONOMY, MANAGEMENT**, Dates and Market data

**DGS**

Magazin für die Geflügelwirtschaft



*‘We have been reporting on the sector for over 75 years and have a close relationship with poultry farms. The strong integration of the sector is also reflected in our market coverage.’*



Copyright: Gnauk

**SUSANNE GNAUK****Editor in chief**

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# BASICS

## YEAR

78. year | 2026

## FREQUENCY OF PUBLICATION

monthly

## DISTRIBUTION

Germany, Austria, Switzerland, Netherlands

## CIRCULATION

Printed circulation: 4,335

Distributed Circulation: 3,971

Sold Circulation: 3,693

(III. quarter 2024 - II. quarter 2025)

## GEOGRAPHICAL DISTRIBUTION

Domestic: 94% 3,782

Abroad (A, CH, NL and weitere): 6% 189

Actual distributed Circulation: 100% 3,971

## PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

T + 49 (0) 7 11 / 45 07 - 0

[www.ulmer-Publisher.de](http://www.ulmer-Publisher.de)



## TERMS OF PAYMENT

Payable within 30 days without deduction

[Terms & Conditions](#)

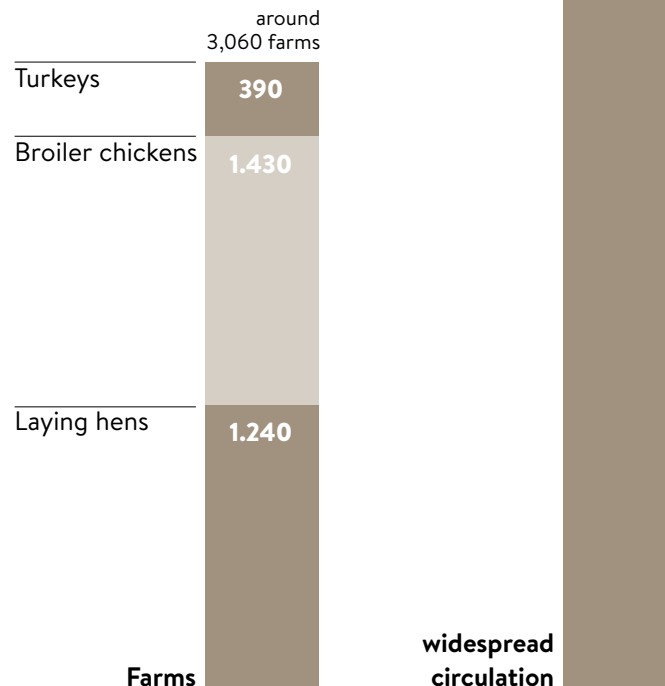
[Bank details](#)

# DER GESAMTMARKT

Around 3,060 larger farms generate the majority of value added in the poultry sector.

DGS has a high market penetration among these companies. With around 3,971 copies, DGS almost completely covers the relevant sub-target groups such as **laying hen farmers, poultry meat producers and turkey fattening farms.**

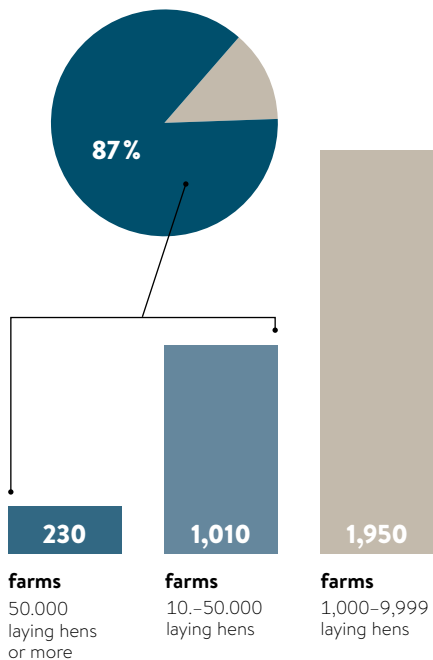
In many companies, the DGS is often even present several times and enables the downstream sector to implement marketing activities in an effective and targeted manner.



# REACH YOUR TARGET GROUP

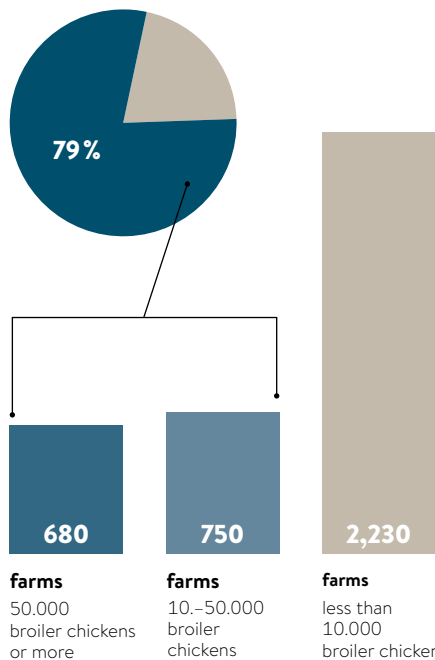
## 1,240 LAYING HENS FARMS

1,240 farms with a total of 55,81 million laying hens keep 87% all laying hens!



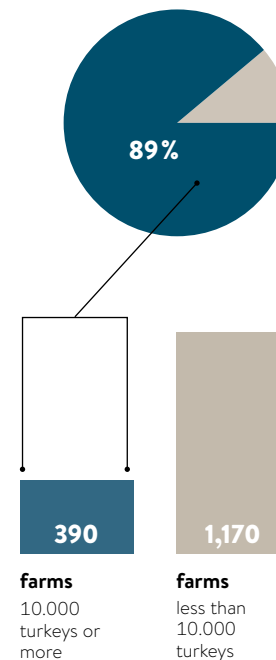
## 1,430 BROILER CHICKENS FARMS

1,430 farms with a total of 88,09 million broiler chickens keep 79% all broiler chickens!



## 390 TURKEY FATTENING FARMS

390 farms with a total of 8,99 million turkeys keep 89% all turkeys!





# TOPICS | DATES

Here you can find the current  
topic planning online

**MORE  
INFO**



EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	FAIRS + EXHIBITIONS
<b>JANUARY</b>	1	PD: 07.01.26 AD T: 21.11.25 AD A: 19.12.25	<b>Main focus: Egg production and marketing</b> Production Sorting and packing stations Quality management	<b>NEWSLETTER   GENERAL</b> PD: 06.01. + 13.01. + 20.01. + 27.01.  AD: In each case 5 working days before publication	<b>Intern. Grüne Woche</b> Berlin, D 16.01. - 25.01.2026
<b>FEBRUARY</b>	2	PD: 10.02.26 AD T: 09.01.26 AD A: 30.01.26	<b>Main focus: Animal health</b> Disease management and prevention Vaccination management Ectoparasites and endoparasites (red bird mite)	<b>NEWSLETTER   GENERAL</b> PD: 03.02. + 10.02. + 17.02. + 24.02.  AD: In each case 5 working days before publication	<b>BioFach</b> , Nürnberg, D 10.02. - 13.02.2026  <b>Tier &amp; Technik</b> St. Gallen, CH 19.02. - 22.02.2026  <b>Ferma</b> , Bydgoszcz, P 20.02. - 22.02.2026  <b>SIA</b> , Paris, F 21.02. - 01.03.2026

EDITION		DATES		TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	FAIRS + EXHIBITIONS
MARCH	3	PD: 10.03.26	<b>Focus: Stable construction</b>	<b>SPECIAL ISSUE</b>		<b>Ab Hof</b> , Wieselburg, A
		AD T: 06.02.26	Air conditioning and ventilation	<b>HYGIENE AND</b>		06.03. - 09.03.2026
		AD A: 27.02.26	Stable lighting	<b>BIOSAFETY</b>	AD: 20.01.2026	
				<b>NEWSLETTER   GENERAL</b>		
				PD: 03.03. + 10.03. + 17.03. 24.03. + 31.03.		
				AD: In each case 5 working days before publication		
APRIL	4	PD: 07.04.26	<b>Main focus: Organic farming</b>	<b>NEWSLETTER   GENERAL</b>		
		AD T: 27.02.26	Direct marketing	PD: 07.04. + 14.04. + 21.04. + 28.04.		
		AD A: 27.03.26	Feeding	AD: In each case 5 working days before publication		
MAY	5	PD: 05.05.26	<b>Main focus: Animal welfare</b>	<b>NEWSLETTER   GENERAL</b>		<b>IFFA</b> , Frankfurt, D
		AD T: 27.03.26	Enrichment material	PD: 05.05. + 12.05. + 19.05. + 26.05.		03.05. - 08.05.2026
		AD A: 24.04.26	Waterfowl Litter management	AD: In each case 5 working days before publication		<b>British Pig &amp; Poultry Fair</b> , Warwickshire, GB 13.05. - 14.05.2026

EDITION		DATES		TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	FAIRS + EXHIBITIONS
<b>JUNE</b>	6	PD: 09.06.26	<b>Main focus: Sustainability</b>	<b>NEWSLETTER   GENERAL</b>		<b>VIV</b> , Utrecht, NL
		AD T: 30.04.26	Energy and manure	PD: 02.06. + 09.06. + 16.06.		02.06. - 04.06.2026
		AD A: 29.05.26	Life cycle assessments	23.06. + 30.06.		
			Preview for the VIV trade fair, Utrecht	AD: In each case 5 working days before publication		
<b>JULY</b>	7	PD: 07.07.26	<b>Main focus: Breeding</b>	<b>SPECIAL ISSUE</b>		<b>World Poultry Congress</b> ,
		AD T: 05.06.26	Alternatives to chick culling	<b>ANIMAL HEALTH</b>		Paris, F
		AD A: 26.06.26	Breeding trends	AD: 26.05.2026		13.07. - 17.07.2026
				<b>NEWSLETTER   GENERAL</b>		
				PD: 07.07. + 14.07. + 21.07. + 28.07.		
				AD: In each case 5 working days before publication		
<b>AUGUST</b>	8	PD: 11.08.26	<b>Main focus: Free range and outdoor management</b>	<b>NEWSLETTER   GENERAL</b>		
		AD T: 10.07.26	Prevention of endoparasites (worms, salmonella)	PD: 04.08. + 11.08. + 18.08. + 25.08.		
		AD A: 31.07.26	Protection from predators	AD: In each case 5 working days before publication		






EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			○ PRINT	● DIGITAL	
SEPTEMBER	9	PD: 08.09.26 <b>Main focus: Biosecurity</b> AD T: 31.07.26 Cleaning and disinfection AD A: 28.08.26 Hygiene management Rodent control	<b>NEWSLETTER   GENERAL</b> PD: 01.09. + 08.09. + 15.09. 22.09. + 29.09.  AD: In each case 5 working days before publication		<b>SPACE</b> , Rennes, F 15.09. - 17.09.2026
OCTOBER	10	PD: 06.10.26 <b>Main focus: Feeding</b> AD T: 04.09.26 Water AD A: 25.09.26 Feed additives Preview of the EuroTier trade fair, Hanover	<b>NEWSLETTER   GENERAL</b> PD: 06.10. + 13.10. + 20.10. + 27.10.  AD: In each case 5 working days before publication		<b>OLMA</b> St. Gallen, CH 08.10. - 18.10.2026  <b>World Egg Day</b> 09.10.2026  <b>Dutch Poultry Expo</b> Hardenberg, NL 14.10. - 15.10.2026
NOVEMBER	11	PD: 10.11.26 <b>Main focus: Trade Fair EuroTier,</b> <b>Hannover</b> AD T: 09.10.26 AD A: 30.10.26	<b>NEWSLETTER   GENERAL</b> PD: 03.11. + 10.11. + 17.11. + 24.11.  AD: In each case 5 working days before publication		<b>EuroTier</b> , Hannover, D 10.11. - 13.11.2026






EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			○ PRINT	● DIGITAL	
DECEMBER	12	PD: 08.12.26 AD T: 06.11.26 AD A: 27.11.26	<b>Main focus: Poultry meat production and marketing</b> Slaughter Direct marketing  Review of the EuroTier trade fair, Hanover	<b>NEWSLETTER   GENERAL</b> PD: 01.12. + 08.12. + 15.12. 22.12. + 29.12.  AD: In each case 5 working days before publication	
	JANUARY 27	1	PD: 05.01.27 AD T: 27.11.26 AD A: 18.12.26	<b>NEWSLETTER   GENERAL</b> PD: 05.01. + 12.01. + 19.01. + 26.01.  AD: In each case 5 working days before publication	<b>Intern. Grüne Woche</b> Berlin, D

## THE PERMANENT TOPICS

- For all poultry species: broilers, turkeys, laying hens, waterfowl and special poultry
- Stable construction and stable technology
- Feeding and emission reduction
- Animal health and welfare
- Market reports and developments
- Economics & Management Surveys
- Branch insight

# FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
<b>1/1</b> 	Type area format	bw	4,104.-
	184 × 270 mm	4c	5,289.-
	Bleed format*	bw	4,514.-
	210 × 297 mm	4c	5,699.-
<b>2/3</b> 	Type area format	bw	2,736.-
	184 × 178 mm 121 × 270 mm	4c	3,921.-
	Bleed format*	bw	3,010.-
	210 × 200 mm 135 × 297 mm	4c	4,195.-
<b>1/2</b> 	Type area format	bw	2,052.-
	184 × 133 mm 90 × 270 mm	4c	3,237.-
	Bleed format*	bw	2,257.-
	210 × 156 mm 105 × 297 mm	4c	3,442.-






FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
<b>1/3</b> 	Type area format	bw	1,368.-
	184 × 87 mm 58 × 270 mm	4c	2,553.-
	Bleed format*	bw	1,505.-
	210 × 109 mm 72 × 297 mm	4c	2,690.-
<b>1/4</b> 	Type area format	bw	1,026.-
	184 × 65 mm 90 × 133 mm	4c	2,211.-
	Bleed format*	bw	1,129.-
	210 × 87 mm 105 × 156 mm	4c	2,314.-
<b>1/8</b> 	Type area format	bw	513.-
	184 × 32 mm 90 × 65 mm	4c	1,107.-

\* plus 3 mm bleed all round.

All prices quoted in the tariff are subject to VAT.  
Further prices available on request.

The general terms and conditions for advertising and third-party supplements in newspapers and magazines apply.

# SPECIAL PLACEMENTS

ADVERTNART		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 × 297 mm Bleed format*	4c	6,840.-
Inset advert on front page in combination with advert on editorial page	 + 	Inset ad: Outer length Radius, 65 mm Editorial-advert: 72 × 297 mm, Bleed format*	4c	5,630.-
Text part advertisements (Minimum calculation 80 mm)	 	per 43 mm width column	bw 4c	6.35 per mm / column 7.45 per mm / column
		per 58 mm width column	bw 4c	8.45 pro mm / column 9,55 pro mm / column

\* plus 3 mm bleed all round.

All prices plus statutory VAT.





# SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT	DESCRIPTION	PRICES / €
Binder (title apron)*	<ul style="list-style-type: none"> <li>• Page-high flap on the front and back of the title.</li> <li>• The placement of an advert is possible on the inside and outside of the flap.</li> <li>• The top 8 cm are reserved for the publisher's title and logo.</li> <li>• Tab can be booked on the back with an advert on the 4th cover page. The entire inside and outside of the flap are available.</li> </ul>	on request
Special prints*	<ul style="list-style-type: none"> <li>• Articles from published editions can be reprinted for the company's own purposes.</li> <li>• Reprints are possible with or without an image or product advert, subject to author/image approval. A DGS source reference is imprinted.</li> </ul>	on request



In each case plus 3 mm bleed all round

All prices plus statutory VAT.

\* No discounts on title apron and tip-on-card as well as additional technical costs. Shipping address see right

## PRINT SHOP


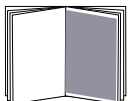
Ungeheuer + Ulmer KG GmbH + Co.  
Mr. Thomas Gotthardt  
Körnerstraße 16  
71634 Ludwigsburg

### Delivery note

for „DGS-magazine No...“  
Delivery date 14 days  
before publication

- Samples: Before accepting the order, the publisher requires three samples up to the advert closing date of the respective edition at the latest.
- The binding nature of the order cannot be finally decided until the samples are available.

# SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND BOUND-IN INSERTS	DESCRIPTION	PRICES / €
Bound-in inserts* 	<ul style="list-style-type: none"> <li>• Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight</li> </ul>	<ul style="list-style-type: none"> <li>• 2 pages: 5,700.– €</li> <li>• 4 pages: 6,840.– €</li> <li>• 6 pages: 8,210.– €</li> </ul>
Supplements* 	<ul style="list-style-type: none"> <li>• Maximum format 205 × 297 mm (W × H)</li> <li>• Surcharge for exceeding format 25.– € per thousand copies</li> <li>• Total insert / Partial insert from 2,000 copies</li> </ul>	<b>In Total</b> <ul style="list-style-type: none"> <li>• up to 25 g weight: 1,630.– €</li> <li>• up to 35 g weight: 1,850.– €</li> <li>• up to 50 g weight: 2,130.– €</li> </ul>

In each case plus 3 mm bleed all round

All prices plus statutory VAT.

\* Auf Supplements and Bound-in inserts sowie technische Zusatzkosten keine Discounts. Versandadresse see rechts

- Print circulation: 4,335 copies | Delivery quantity: 4,500 copies
- Higher weights and partial inserts under 2,000 copies on request. In the case of more difficult technical processing, surcharge according to the respective circumstances
- Samples: Before accepting an order, the publisher requires three samples by the closing date for advertisements of the respective issue at the latest. The binding nature of the order cannot be finally decided until the samples are available.
- Inserts may not contain advertising from other companies.

## PRINT SHOP

Ungeheuer + Ulmer KG GmbH + Co.  
 Mr. Thomas Gotthardt  
 Körnerstraße 16  
 71634 Ludwigsburg

## Delivery note

for „DGS-magazine No...“  
 Delivery date 14 days  
 before publication

# HYGIENE AND BIOSAFETY

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER

MORE  
INFO

Additional expertise on current and selected key topics

RELEASE DATE: 10.03.2026

BOOKING DEADLINE: 20.01.2026

DISTRIBUTED CIRCULATION: 4,500 COPIES

## THE ADVANTAGES

- Here you can reach almost all professional poultry farmers
- The advisory aid for decision-makers in large companies and the upstream and downstream economic sectors
- Attractive additional distribution in companies and associations

# ANIMAL HEALTH

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER



Additional expertise on current and selected key topics

RELEASE DATE: 10.07.2026

BOOKING DEADLINE: 26.05.2026

DISTRIBUTED CIRCULATION: 4,500 COPIES

## THE ADVANTAGES

- Here you can reach almost all professional poultry farmers
- The advisory aid for decision-makers in large companies and the upstream and downstream economic sectors
- Attractive additional distribution in companies and associations

# POULTRY YEAR BOOK 2027



The compendium with all important facts, status tables and addresses of the poultry sector in the DACH region.

RELEASE DATE: 16.10.2026

ADVERTISING DEADLINE: 11.06.2026

DISTRIBUTED CIRCULATION: 3,000 COPIES

## THE ADVANTAGES

- Information on poultry farming
- News on hygiene, vaccinations and animal health
- Management recommendations for keeping young and laying hens and fattening poultry
- First figures on poultry feeding
- Legal framework conditions
- Extensive address section of authorities, institutions and associations.



# TECHNICAL DATA

## JOURNAL FORMAT

### Bleed format:

210 mm × 297 mm (Width × Height)

### Type area format:

184 mm × 270 mm (Width × Height)

### FORMATS IN TYPE AREA

Column	Width × Height in the text section	Width × Height in the advert section and the news section
1	58 × 270 mm	43 × 270 mm
2	121 × 270 mm	90 × 270 mm
3	184 × 270 mm	137 × 270 mm
4	—	184 × 270 mm

## PRINTING AND PROCESSING

### Printing

Sheetfed offset | 1/1- up to 4/4-coloured

### Paper

Cover: woodfree picture print glossy 115 g/m<sup>2</sup>

Content: 100% recovered paper, without chlorine bleach. Picture print 80 g/m<sup>2</sup>

### Processing

Saddle stitching

# TECHNICAL DATA

## DIGITAL PRINT DATA

### Printing profile:

Profil ISO coated v2 (EU)

### Colour:

Advertisements with spot colours must be created in CMYK with the correct mixing ratios of the desired HKS colour designations.

Four-colour ads must also be created in CMYK for the four-colour process. No RGB

### Pictures:

Minimum resolution 300 dpi

## DATA TRANSFER

Please send the print files for your advert (including the magazine title) to the publisher by e-mail:

### Advertising service

P + 49 (0) 7 11 / 45 07 - 1 42

F + 49 (0) 7 11 / 45 07 - 2 21

[anzeigen@ulmer.de](mailto:anzeigen@ulmer.de)

## DATA FORMAT

Printable PDF (PDF/X-3)

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

*'Online advertising  
in cross-media  
products has  
a wide reach.'*

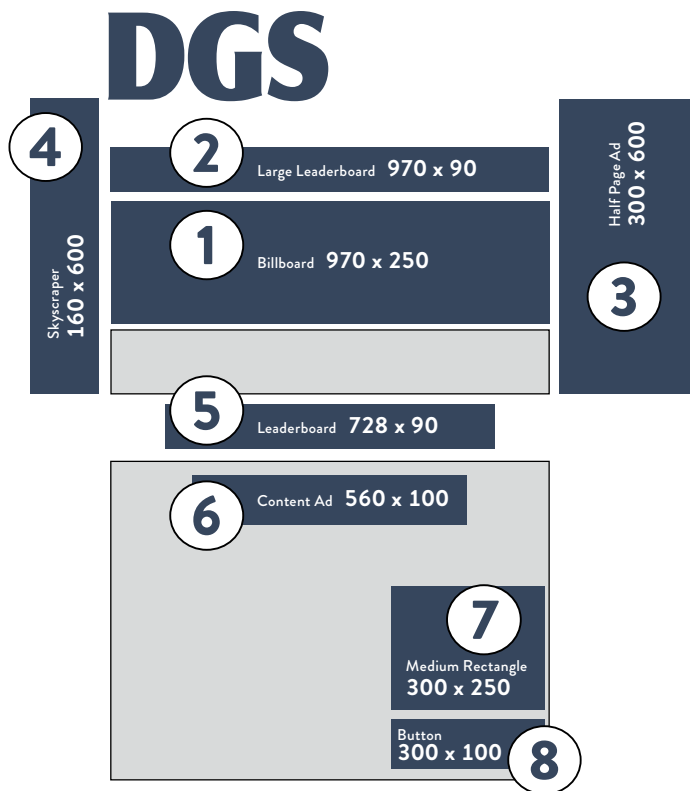
The information portal **WWW.DGS-MAGAZIN.DE** provides the entire poultry industry with daily **EXPERTISE** and is the **MULTIMEDIA COMPLEMENT** to the magazine. **TOPIC CHANNELS** ensure intensive **CROSS-MEDIA** and professional **ADVERTISING OPPORTUNITIES** in your **TARGET GROUP**.

**DGS**

Magazin für die Geflügelwirtschaft



# BASIC-FORMATS | PRICES



FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXELS
1 Billboard	976.-	970 x 250
2 Large Leaderboard	732.-	970 x 90
3 Half Page Ad	732.-	300 x 600
4 Skyscraper	586.-	160 x 600
5 Leaderboard (Superbanner)	488.-	728 x 90
6 Content Ad	439.-	560 x 100
7 Medium Rectangle	439.-	300 x 250
8 Button	244.-	300 x 100

\* All prices plus VAT. All advertising formats run in rotation.

The display ads 1-7 are additionally played in the mobile sector in the format 300 x 250 pixels.

**Schützen Sie Ihre Tiere vor den „bösen Bazillen“**

Der Darmschleimhaut ist nicht nur die gute Keime, sondern auch potenziell pathogene Substanzen, Keimen vor einer Infektion, indem Gesundheit und Leistung des Tieres. Daher gilt: rechtzeitig eingreifen und die „bösen Bazillen“ stoppen.

erschienen am 01.12.2021

**1**

**2**

**3**

**Schutz vor „bösen Bazillen“**  
Der Aufbau einer starken Darmflora ist die Grundlage für gesunde Tiere. Doch der Darm liefert nicht nur gute Keime, sondern auch pathogene Bakterien. Keimen sie überhand, lassen sie Gesundheit, Leistung und Produktivität.

**Schutz vor „bösen Bazillen“**  
Der Aufbau einer starken Darmflora ist die Grundlage für gesunde Tiere. Doch der Darm liefert nicht nur gute Keime, sondern auch pathogene Bakterien. Keimen sie überhand, lassen sie Gesundheit, Leistung und Produktivität.

**Schutz vor „bösen Bazillen“**  
Der Aufbau einer starken Darmflora ist die Grundlage für gesunde Tiere. Doch der Darm liefert nicht nur gute Keime, sondern auch pathogene Bakterien. Keimen sie überhand, lassen sie Gesundheit, Leistung und Produktivität.

**Darmgesundheit: Voraussetzung für die „guten Bazillen“**  
Von Anne Möhdel, Senior Technical Sales Manager, Dr. Erdel Animal Nutrition

Das Verdauungssystem ist dicht bevilligt. So tummeln sich im Darm von Masthühnern an die 10<sup>11</sup> bis 10<sup>12</sup> Mikroorganismen pro Gramm. Doch nicht alle diese Mikroorganismen sind gut fürs Tier. Wichtige Grundlage eines gesunden Darms ist eine normale und stabile Mikroflora. Und nur mit gesundem Darm kann das Tier souverän auf Stress und Anforderungen reagieren. Daher steht der Aufbau einer günstigen Darmflora gleich am Beginn eines jeden Produktionszyklus ganz oben.

Hier macht Anta®Pflanz von Dr. Erdel den Unterschied. Das phylogenetisch kreisförmig wurde gezielt zur Unterstützung einer gesunden Mikroflora im Verdauungstrakt entwickelt. In einer Reihe von Studien konnte ein positiver Einfluss auf Leistungsparameter wie tägliche Gewichtszunahme und Futterverwertung sowie auf ferkundbezogene Parameter nachgewiesen werden. Die Ergebnisse zeigen sich in höherer Fruchtbarkeit, besserer Kükensterblichkeit und besserem A-Fuß.

In einer Studie mit Masthühnern an der Universität in Pöden wurde die Wirkung des Blandarins am Tag 42 des Produktionszyklus in drei Gruppen eingeteilt:

# ADVERTORIAL

Your content in the editorial environment of the information portal [www.dgs-magazin.de](http://www.dgs-magazin.de)

## FORMATS + PRICES

### ONLINE ADVERTORIAL

Consisting of teaser and main article. The ① teaser is placed on the home page of der DGS website and links directly to the ② main article. With additional Text Ad in the DGS Newsletters as a push element

Duration 30 days

1,240.–

**Long-term presence and availability:** After the booking period, the advertorials remain active and can be easily found using the search function on the website, ensuring long-term impact and visibility.

All prices in € plus VAT / All elements are marked as “advertising”.

MORE INFO



# NEWSLETTER

Addressing farms about information and events in the poultry sector with important information from politics and business.

RECIPIENTS: 2,787

PUBLISHED: WEEKLY

OPENING RATE: 29 %

CTOR\*: 37%

## FORMATS + PRICES

### CONTENT BANNER

420.-

560 x 100 px

### TEXT AD

550.-

300 characters text + pictures

### LARGE IMAGE

760.-

560 x 250 px

### POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

### EVENT TIP

375.-

### PRODUCT OF THE WEEK

420.-

### JOB OF THE WEEK

345.-

All prices in € plus VAT. \*Click-to-Open-Rate



MORE INFO

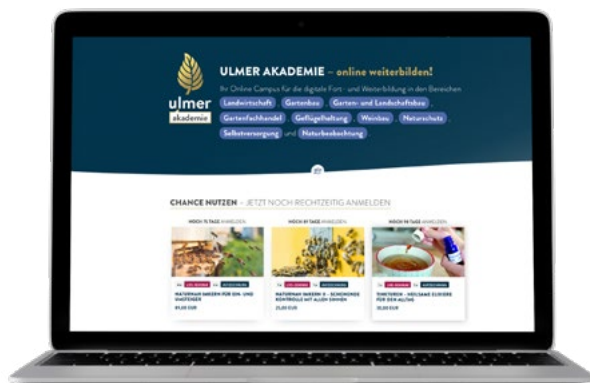


# MOBILE DIALOGUE | INDIVIDUAL

Online seminars combine the speed of the internet with the advantages of face-to-face communication

## YOUR OPPORTUNITIES

- Accompany one of our specialised online seminars as a sponsor partner
- Organise and create an online seminar together with us
- Host your own online seminar – with our organisational and technical support

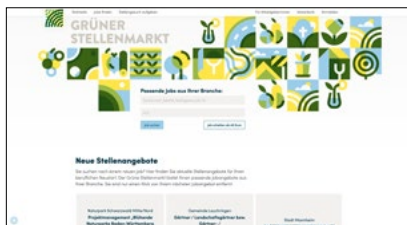


INDIVIDUAL OFFERS + SOLUTIONS

FEEL FREE TO CONTACT US



# GRÜNER STELLENMARKT



## ONLINE BASIC

Text advert ● 30 days online 220.- €

## ONLINE PREMIUM

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