

# The Swiss Agricultural Press

(some facts and figures)

## Newspapers in linguistic regions

### German-speaking area

#### **BauernZeitung**

with regional supplements:

- North-west Switzerland/Berne + Fribourg
- Central Switzerland/Aargau

12th year of publication

Circulation\*: 37,526

Publication: weekly

#### **Schweizer Bauer**

159th year of publication

Circulation\*: 28,827

Publication: twice weekly

### Western Switzerland

#### **Agri**

11th year of publication

Circulation\*: 11,285

Publication: weekly

#### **Terre & Nature**

106th year of publication

Circulation\*: 26,006

Publication: weekly

### Tessin

#### **Agricoltore Ticinese**

137th year of publication

Circulation: 6,100

Publication: weekly

## Cantonal newspapers

<b>Bauernblatt Obwalden, Nidwalden + Uri</b> (cantons Obwalden, Nidwalden and Uri)	94th year of publication Circulation: 1,500 Publication: monthly
<b>Bündner Bauer</b> (Grisons)	129th year of publication Circulation*: 3,704 Publication: weekly
<b>St. Galler Bauer</b> (canton of St. Gallen)	92nd year of publication Circulation*: 10,863 Publication: weekly
<b>Thurgauer Bauer</b> (Thurgau)	152nd year of publication Circulation: 5,000 Publication: weekly
<b>Zürcher Bauer</b> (canton of Zurich)	136th year of publication Circulation*: 5,030 Publication: weekly
<b>Terre valaisanne</b> (French-speaking part of the Valais; due to disappear at the end of 2005)	Circulation*: 1,797 Publication: 15 issues per year

In the cantons of Appenzell Innerrhoden, Schaffhausen and the Valais (German-speaking part) there are weekly features on agriculture in the regional daily press (*Appenzeller Volksfreund*, *Schaffhauser Nachrichten*, *Walliser Bote*) that are contributed by the cantonal farmers' associations.

\*according to WEMF, a Swiss market research institute

## Magazines

<b>die grüne</b>	141th year of publication Circulation*: 18,541 Publication: 2 issues per month
<b>Landfreund</b> (only in combination with top agrar and/or profi)	Circulation*: 13,606 Publication: monthly
<b>UFA Revue</b> (free magazine for members of the LANDI agricultural cooperative)	Circulation*: 72,014 (German) 16'775 (French) Publication: monthly
<b>dlz agrarmagazin</b> (Swiss version)	Circulation: approx. 4,500 Publication: monthly

\*according to WEMF

## Special interest publications

(Producers' organisations, rural youth, farmers' wives, livestock breeding, sport, etc.).  
A complete list does not exist.

### Research:

**Agrarforschung** (produced by the federal research institutes, the Department of Agricultural and Food Sciences of the ETH Zurich and the Swiss University of Agricultural Science SHL): monthly.

**Revue suisse d'agriculture** (produced by the federal research stations in Changins and Posieux): 6 issues per year.

### Food Sciences:

**Alimenta** (founded in 2005, formerly *Milchzeitung*, produced by Fromarte, the Swiss cheese-makers' association): French/German, weekly.

### Agricultural engineering:

**Schweizer Landtechnik** (produced by the Swiss Agricultural Engineering Association, SVLT): German and French, monthly.

Horse breeding and equestrian sports

**Der Freiburger** (produced by the Association of Freiburger Breeders):

German/French, monthly

**Kavallo**

**Pegasus**

**PferdeWoche**

Horticulture:

**Der Gemüsebau – Le Maraîcher** (produced by the Swiss Association of Market Gardeners): German/French, monthly, circulation according to WEMF: 2,685.

**Früchte & Gemüse** (produced by the Swiss Association of Fruit Producers):

German/French, monthly, circulation: 3,400.

**Obst- und Weinbau** (produced by the Federal Research Station for Horticulture): two issues per month, circulation: 3,300.

**Revue suisse de viticulture, arboriculture, horticulture** (produced by the Federal Research Station for Plant Production Changins): 6 issues per year.

Livestock breeding:

**CH Braunvieh** (produced by the Swiss Brown Cattle Breeders' Federation) French and German, 10 issues per year, circulation according to WEMF: 15,804.

**Die Mutterkuh** (produced by the Swiss Association of Nursing and Suckler Cow Owners): German and French, 4 issues per year, circulation according to WEMF: 4,850.

**Forum** (produced by the Associations of Small Ruminant Breeders): German/French, 10 issues per year, circulation according to WEMF: 14,187.

**Schweizer Fleckvieh** (produced by the Swiss Holstein Breeders' Federation): published in German and French, 9 issues per year.

**Toro** (produced by swissgenetics, the Swiss Association for Artificial Insemination): published in German and French, monthly.

Breeding:

**Suisseporcs information** (produced by Suisseporcs and Suisag): monthly, circulation German version: 7,000, French version: 500.

**Schweizerische Bienen-Zeitung** (produced by the Association of Swiss Bee-Keepers): monthly, circulation: 15,100.

**Schweizerische Geflügelzeitung** (produced by the poultry and egg-producers): German/French, monthly.

**Tierwelt** (produced by the Swiss Small-Animal Breeders Association): German/French, weekly, circulation according to WEMF: 72,586.

Forestry:

**Wald und Holz** (produced by the Swiss Forestry Association): German/French, monthly, circulation according to WEMF: 7,791.

Miscellaneous:

**Frauenland** (in collaboration with the Swiss Association of Farmers' Wives): 6 issues per year, circulation: 12,000.

**Land + Leben** (Catholic): monthly, circulation according to WEMF (2002): 8,047.

**Montagna** (produced by the Swiss Mountain Working Community): German/French, monthly, circulation: 3,500.

**Zoom** (produced by the Swiss Rural Youth Association)