

THE MEDIA BRAND FOR THE GARDENING AND LANDSCAPING SECTOR



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MEDIA
KIT
2026



***“DEGA GALABAU
is the subscription
market leader
in gardening and
landscaping.”***

Current developments **BUSINESS ADMINISTRATION**
and **CONSTRUCTION LAW** new insights
CONSTRUCTION ENGINEERING, PRODUCT
DEVELOPMENT and **STANDARDISATION** Tips for
successful **MARKETING** Current trends in **PLANTING**
of open spaces, new products **(BUILDING MATERIALS,**
PLANTS, MACHINES, VEHICLES) Dates,
TAX TIPS Job market,
BRANCH OVERVIEW

DEGA
GALABAU



*DEGA GALABAU offers
a cross-media programme
for the industry. Entrepreneurs
receive everything that is
important for successful
business management in a
concise and entertaining form.*

**TJARDS WENDEBOURG****Editor-in-Chief**

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BASICS

YEAR

80. Year | 2026

FREQUENCY OF PUBLICATION

monthly

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 4,725

Distributed circulation: 4,196

Sold circulation: 3,611

(III. quarter 2024 – II. quarter 2025)



GEOGRAPHICAL DISTRIBUTION

Domestic:	95%	3,986
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Abroad (A, CH and others):	5%	211
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Actual distributed Circulation (tvA):	100%	4,196
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PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

T + 49 (0) 7 11 / 45 07 – 0

www.ulmer-verlag.de



TERMS OF PAYMENT

Payable within 30 days without discount

[Terms & Conditions](#)

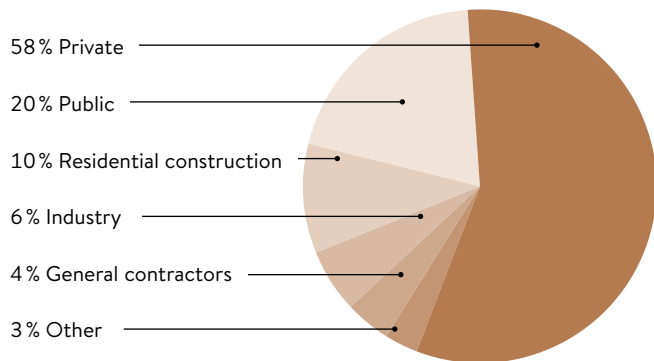
[Bank details](#)

GROWTH MARKET GALABAU

57 PERCENT

The private garden sector accounts for 57% of the sector's turnover.

DEGA GALABAU focusses thematically primarily on private gardens, as the largest investments are made in this segment.

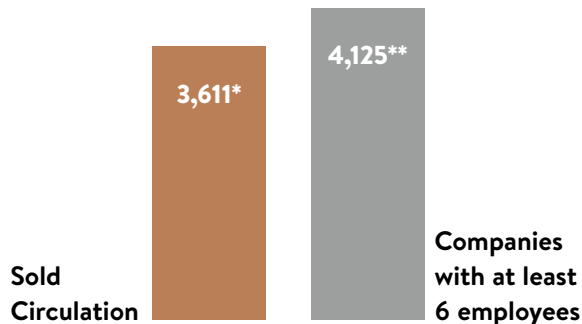


Source: GaLaBau Service GmbH

21 PERCENT

Of the approximately 19,600 landscaping companies in Germany, around 4,125 companies (21 %) have 6 employees and more.

DEGA GALABAU – with the highest IVW-approved paid circulation of 3,611 copies – specifically addresses these companies.



*Source: IVW III. quarter 2024 - II. quarter 2025

**Source: GaLaBau Service GmbH

TOPICS | DATES

Here you can find the current
topic planning online

**MORE
INFO**



		EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JANUARY	1		PD: 05.01.26 AD: 01.12.25	Main focus: Trade fair preview IPM – Perennials and shrubs for landscaping Metal design/Screening elements Tree planting Skip and roll-off tippers	NEWSLETTER PROFESSIONAL INFO Gardening and landscaping PD: 16.01. + 30.01. AD: 09.01. + 23.01. CAMPOS REGIONAL NRW PD: 14.01.26 AD: 29.12.24	De Groene Sector Vakbeurs Hardenberg 13. – 15.01.26 IPM, Essen 27. – 30.01.26
	2		PD: 05.02.26 AD: 05.01.26	Main focus: Software use and AI in landscaping Tractors – implement carriers Trade fair preview Light & Building	NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/Tree care PD: 13.02. + 27.02. AD: 06.02. + 20.02. NEWSLETTER EXPERT LETTER Tree care PD: 06.02.26 AD: 23.01.26	58. Landespflegetage Veitshöchheim 24. + 25.02.26



EDITION	DATES	TOPICS	SPECIAL PRODUCTS	FAIRS + EXHIBITIONS
			○ PRINT ● DIGITAL	
MARCH	3	PD: 05.03.26 Main focus:	NEWSLETTER EXPERT LETTER	Light + Building 
		AD: 04.02.26 Green maintenance technology/	Garden maintenance	Frankfurt
		Maintenance technology	PD: 12.03.26 AD: 27.02.26	08.-13.03.26
		Technology for extensive green		
		space maintenance	CAMPOS REGIONAL BAVARIA	Giardina
		Lawn care/battery-powered	PD: 18.03.26 AD: 04.03.26	CH-Zurich
		equipment		11.-15.03.26
		Overview of battery-powered	NEWSLETTER PROFESSIONAL INFO	Forst live 
		brush cutters	Gardening and landscaping/ Tree care	Offenburg-
		Hand-held mulchers	PD: 13.03. + 27.03.	Ortenau
		Ride-on meadow mowers fine	AD: 06.03. + 20.03.	27.-29.03.26
		technology for coarse		
		Plant protection	B2B-MAGAZINE GÄRTEN ISSUE 1	
		Lawn fertilisers	PD: 06.03.26 AD: 23.01.26	
		Tree substrates and soil additives		
		Market overview electric box		
		wagons 3.5 to 4.25 tonnes		
		Trade fair preview Forst live		
		Outlook Lights + Building		

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
APRIL	4	PD: 07.04.26 AD: 04.03.26	Main focus: Paving and path construction (concrete block, clinker, natural stone, jointing technology) Low-emission paving construction site Handsaws Preliminary report on tree care days	SPECIAL SUPPLEMENT LAWN GUIDE AD: 20.02.26 THEMATIC NEWSLETTER Tips for handling lawns PD: 02.04.26 AD: 20.03.26 NEWSLETTER EXPERT LETTER Tree care PD: 10.04.26 AD: 27.03.26 NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/ Surface maintenance PD: 11.04. + 25.04. AD: 04.04. + 17.04.	
	5	PD: 07.05.26 AD: 06.04.26	Main focus: Timber construction and decking (wood, WPC, RPC, BPC / fastening systems, plastic) Ceramic decking Wheel loaders - multi-purpose machines Sprinkling/irrigation	CAMPOS REGIONAL EAST PD: 20.05.26 AD: 06.05.26 NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/ Surface maintenance PD: 08.05. + 22.05. AD: 30.04. + 15.05.	Deutsche Baumpflegetage Augsburg 05. – 07.05.26

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JUNE	6	PD: 05.06.26	Main focus: Pools/swimming ponds / Water systems/pump technology High-pressure cleaners Track loaders and compact track loaders Market overview vans/small vans (1.5 to 3.0 tonnes) Preview spoga+gafa Trade fair preview öga	NEWSLETTER EXPERT LETTER Garden maintenance PD: 04.06.26 AD: 22.05.26	spoga+gafa Cologne 22.-24.06.26
		AD: 05.05.26		NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/Surface maintenance PD: 05.06. + 19.06. AD: 29.05. + 12.06.	öga CH-Öschberg 24.-26.06.26
				B2B-MAGAZINE GÄRTEN ISSUE 2 PD: 05.06.26 AD: 17.04.26	
JULY	7	PD: 03.07.26	Main focus: Training+studies Irrigation technology Wheel dumpers (new authorisation options)	CAMPOS REGIONAL NORTH PD: 17.07.26 AD: 03.07.26	
		AD: 05.06.26		NEWSLETTER EXPERT LETTER Tree care PD: 23.07.26 AD: 10.07.26	
				NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/Tree care PD: 03.07. + 17.07. AD: 26.06. + 10.07.	



EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL		FAIRS + EXHIBITIONS
AUGUST	8	PD: 06.08.26 AD: 07.07.26	Main focus: Natural stones and walls Light in the garden Excavator - machine control	SPECIAL SUPPLEMENT GALABAU AS: 27.06.26		 Plantarium NL-Boskoop
	NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/ Surface maintenance PD: 14.08. + 28.08. AD: 07.08. + 21.08.					
SEPTEMBER	9	PD: 04.09.26 AD: 07.08.26	Main focus: GaLaBau trade fair preview Market overview of electric/diesel double cabs with platform/tipper (3.5 to 6 tonnes) Preliminary report IAA Transportation	NEWSLETTER EXPERT LETTER Garden maintenance PD: 04.09.26 AD: 25.08.26 CAMPOS REGIONAL SOUTH-WEST PD: 03.09.26 AD: 24.08.26 NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/ Surface maintenance PD: 11.09. + 25.09. AD: 04.09. + 18.09. B2B-MAGAZINE GÄRTEN ISSUE 3 PD: 08.09.26 AD: 31.07.26		 GaLaBau Nuremberg 15.-18.09.26 IAA Transportation Hannover 15.-20.09.26

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
OCTOBER	10	PD: 05.10.26 AD: 02.09.26	Main focus: Road surface design - clinker/ concrete block and hydraulically bound surfaces Roof and façade greening Hand-operated battery-powered leaf blowers Winter maintenance in landscaping	SPECIAL AKKU-TECHNOLOGY  CAMPOS REGIONAL SOUTHWEST PD: 14.10.26 AD: 30.09.26 NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/ Surface maintenance PD: 09.10. + 23.10. AD: 02.10. + 16.10.	
	11	PD: 05.11.26 AD: 07.10.26	Main focus: Tree care/climbing technology Equipment systems – chainsaw brush cutter, pole pruner Aerial work platforms Chippers Stump grinders at a glance Tiltrotators GaLaBau trade fair review	NEWSLETTER EXPERT LETTER Tree care PD: 06.11.26 AD: 23.10.26 CAMPOS REGIONAL AUSTRIA PD: 11.11.26 AD: 30.10.26 NEWSLETTER EXPERT LETTER Garden maintenance PD: 12.11.26 AD: 02.11.26 NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/ Surface maintenance PD: 06.11. + 20.11. AD: 30.10.+ 13.11.	

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
DECEMBER	12	PD: 03.12.26 AD: 02.11.26	Main focus: Marketing/order procurement Fertilisers & substrates Market overview of transporter trailers for landscaping Machine leasing Engines, oils and operating materials	NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/ Surface maintenance PD: 05.12. + 19.12. AD: 28.11. + 12.12. B2B-MAGAZINE GÄRTEN ISSUE 4 PD: 05.12.26 AD: 24.10.26	
	1	PD: 02.01.27 AD: 26.11.26	Main focus: Designing with metal/fencing Trade fair preview IPM Compact screening technology	NEWSLETTER PROFESSIONAL INFO Gardening and landscaping/ Surface maintenance PD: 15.01. + 29.01. AD: 08.01. + 22.01.	IPM, Essen Groen Sector , Hardenberg

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 175 × 270 mm	sw	4,028.–
		2c	4,398.–
		3c	4,768.–
		4c	5,138.–
	Bleed format* 210 × 297 mm	sw	4,431.–
		2c	4,801.–
		3c	5,171.–
		4c	5,541.–
2/3 	Type area format 175 × 178 mm 115 × 270 mm	sw	2,686.–
		2c	3,056.–
		3c	3,426.–
		4c	3,796.–
	Bleed format* 210 × 189 mm 132 × 297 mm	sw	2,955.–
		2c	3,325.–
		3c	3,695.–
		4c	4,065.–
1/2 	Type area format 175 × 133 mm 85 × 270 mm	sw	2,014.–
		2c	2,384.–
		3c	2,754.–
		4c	3,124.–
	Bleed format* 210 × 148 mm 102 × 297 mm	sw	2,215.–
		2c	2,585.–
		3c	2,955.–
		4c	3,325.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 175 × 88 mm 56 × 270 mm	sw	1,343.–
		2c	1,713.–
		3c	2,083.–
		4c	2,453.–
	Bleed format* 210 × 105 mm 72 × 297 mm	sw	1,477.–
		2c	1,847.–
		3c	2,217.–
		4c	2,587.–
1/4 	Type area format 175 × 65 mm 85 × 133 mm	sw	1,007.–
		2c	1,377.–
		3c	1,747.–
		4c	2,117.–
	Bleed format* 210 × 84 mm 102 × 148 mm	sw	1,108.–
		2c	1,478.–
		3c	1,848.–
		4c	2,218.–
1/8 	Type area format 175 × 32 mm 85 × 65 mm	sw	504.–
		2c	654.–
		3c	804.–
		4c	954.–

* plus 3 mm bleed all round.

mm price bw: 3.73 €. All prices quoted in the rate plus VAT.
The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 × 297 mm Bleed format*	4c	6,650.-
Inset ad on front page & ad on editorial page	 + 	Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, bleed format*	4c	4,621.-
Junior page		115 × 168 mm, type area 132 × 189 mm, bleed format*	4c 4c	3,477.- 3,714.-
Text part advertisements (Minimum calculation 50 mm)	 	per 40 mm width column per 56 mm width column	sw sw	6.23 pro mm / column 8.31 pro mm / column

* plus 3 mm bleed all round.

All prices plus VAT.

SURCHARGES + DISCOUNTS

COLOUR SURCHARGES

Standard colours according to

euro scale	per colour	370.- €
up to 150 mm ad space	per colour	150.- €
up to 100 mm ad space	per colour	75.- €
Spot colours (HKS)	per colour	420.- €

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

PLACEMENT SURCHARGES

Binding space requirements:	20 % surcharge
Adverts over bleed and type area:	10 % surcharge

DISCOUNTS

In case of acceptance within 12 months (closure year) and existence of a discount agreement.

REPEAT DISCOUNT

3 times	5 %
6 times	10 %
12 times	15 %

QUANTITY DISCOUNT

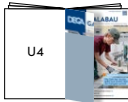
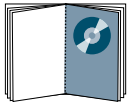
1 Page	5 %
2 pages	10 %
3 pages	15 %
5 pages	20 %

Colour and bleed surcharges are discountable.

CLASSIFIED ADS

Job vacancies, mm-Price sw, 1 columns	3.73 €
Box number charge	8.— €
Digital publication of your job advertisement is possible.	
See Page 33	

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMATS	DESCRIPTION	PRICES / €
Flap* 	• Side-high flap on the front of the title • It is possible to place an advert on the inside and outside of the flap • The top 8 cm are reserved for the publisher's title and logo	on request
Tip-on-card/CD* 	• Gluing is only possible in conjunction with a 1/1 page carrier advert • Formats, placement, prices and details on request	on request

Each plus 3 mm bleed all round

All prices plus VAT.

* No discounts on flaps, tip-on cards and additional technical costs. Delivery address on the right.

- 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.

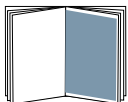
PRINT SHOP

KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KD
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

For „DEGA GALABAU-Nr...“
Delivery date 14 days
before publication

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS AND BOUND-IN INSERTS	DESCRIPTION	PRICES / €
Bound-in inserts* 	Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight	2 pages: 5,550.– € 4 pages: 6,660.– € 6 pages: 7,990.– €
Supplements* 	- Maximum format 205 × 297 mm (B × H) - Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies	per thousand copies - up to 25 g weight: 380.– € - up to 35 g weight: 415.– € - up to 50 g weight: 475.– €

Each plus 3 mm bleed all round

All prices plus VAT.

* No discounts on inserts and bound-in inserts or additional technical costs. Delivery address on the right.

- 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

KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KD
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

For „DEGA GALABAU-Nr...“
Delivery date 14 days
before publication

SPECIAL SUPPLEMENT LAWN GUIDE

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER

Present for a long time! The special supplement as a reference work for your customers

PUBLICATION DATE: 07.04.2026

ADVERTISING DEADLINE: 20.02.2026

DISTRIBUTED CIRCULATION: 6,300 COPIES

THE BENEFITS

- As a supplier of lawn-related products, you can reach your professional customers here
- The consulting guide for landscape gardeners to answer end customers' questions about lawn installation and maintenance
- Attractive additional distribution: Interested gardening and landscaping regional associations in Germany



SPECIAL SUPPLEMENT GALABAU



The first special supplement for GaLaBau, published
5 weeks before the start of the fair!

PUBLICATION DATE: 06.08.2026

ADVERTISING DEADLINE: 27.06.2026

DISTRIBUTED CIRCULATION: 9,000 COPIES

THE BENEFITS

- As an exhibitor, you can reach all gardening and landscaping companies here five weeks before the fair
- The fair guide with all product groups and information on GaLaBau 2026 in Nuremberg
- Attractive additional distribution: Interested gardening and landscaping regional associations in Germany plus display at the GaLaBau trade fair

**MORE
INFO**



MORE
INFO

TECHNICAL DATA

JOURNAL FORMAT

Bleed format:

210 mm × 297 mm (Width × Height)

Type area format:

175 mm × 270 mm (Width × Height)

FORMATS IN TYPE AREA

columnn	Width × Height in the text section	Width × Height in the advertisement section and the 'News' section
1	56 × 270 mm	40 × 270 mm
2	115 × 270 mm	85 × 270 mm
3	175 × 270 mm	130 × 270 mm
4	—	175 × 270 mm

PRINTING AND PROCESSING

Printing

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

Paper

Cover: woodfree Picture print glossy 170 g/m²

Content: woodfree Picture print matt 90 g/m²

Processing

Adhesive binding

Important text and image elements must be placed at least 10 mm away from the net format!

TECHNICAL DATA

DIGITAL PRINT DATA

Printing profile:

Profil ISO coated v2 (EU)

Colours:

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 ppi

DATA TRANSFER

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

Advertising service

T + 49 (0) 7 11 / 45 07 - 1 44

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

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

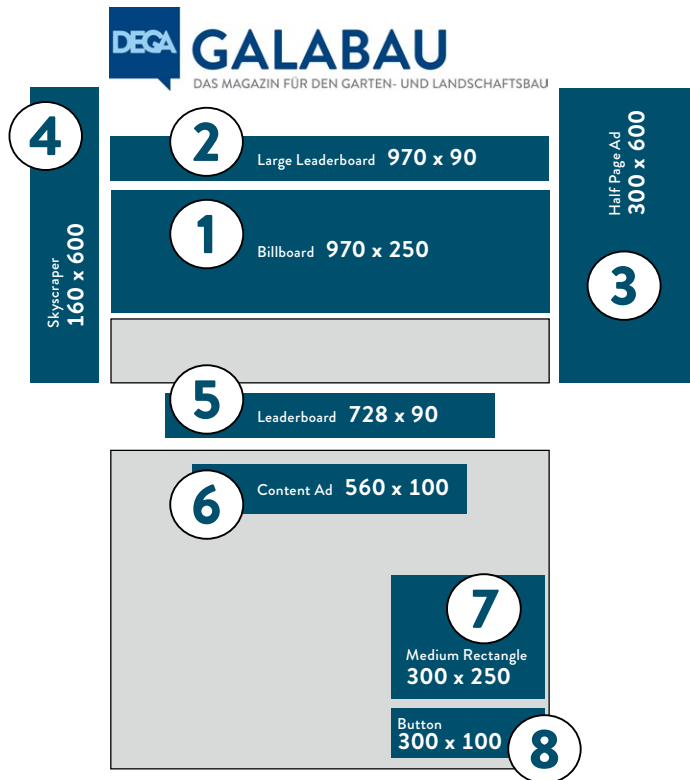
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

*„Online advertising
in cross-media
products is extremely
far-reaching.“*

The specialist portal WWW.DEGA-GALABAU.DE provides a **MULTIMEDIA SUPPLEMENT** to the trade magazine. In-depth and highly specialised information on the topics covered in the **TRADE MAGAZINE** ensures intensive **CROSS-MEDIA** use. Our online offerings provide you with perfect **ADVERTISING SOLUTIONS** for your target groups – **DIGITAL** and mobile.

The logo for DEGA GALABAU, featuring the company name in white capital letters inside a blue speech bubble shape.

BASIC-FORMATS | PRICES



DISPLAY-ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	1,180.–	970 x 250
2 Large Leaderboard	885.–	970 x 90
3 Half Page Ad	885.–	300 x 600
4 Skyscraper	708.–	160 x 600
5 Leaderboard (Superbanner)	590.–	728 x 90
6 Content Ad	531.–	560 x 100
7 Medium Rectangle	531.–	300 x 250
8 Button	295.–	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.

ADVERTORIAL

Your content in the editorial setting of the specialist portal www.dega-galabau.de

FORMATS + PRICES

ONLINE-ADVERTORIAL

Consisting of ① teaser and ② main article.

The teaser is placed on the homepage of the DEGA GALABAU website and linked directly to the main article. Additional ③ text ad in the GPI newsletter GaLaBau und Flächenpflege as a push element.

Duration 30 days

1.290,-

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



WERBUNG
Husqvarna Universal-Akku BLi200:
Einer für Alle

①

②

Kabellos, flexibel und kabelfrei – diese Eigenschaften spielen beim Kauf von Akku-Grasentrimmern für Profis aus dem Garten- und Landschaftsbau häufig die entscheidende Rolle. Mit dem Universal-Akku BLi200 präsentiert Husqvarna eine Antwort auf diese Anforderungen. Egal ob Motorsäge, Heckenschere, Rasenmäher, Trimmer oder Laubbläser – das Akku-Konzept passt zu alle 22 aktuellen Akku-Gründeräten des schwedischen Herstellers. Für Profis sorgen dabei nicht nur die gewohnte Husqvarna Profi-Qualität, sondern auch praktische Features wie seine Allwetterschutz und die übersichtliche Ladestationen.

Mit 3,3 kg Gewicht bringt es der BLi200 auf eine Kapazität von 5,2 Amperestunden (Ah) – genug, um mit der Akku-Säge 5363 XP bis zu 3 Stunden Holz zu verarbeiten. Dabei erreicht die Motorsäge eine Kettengeschwindigkeit von spritzigen 20 m/s. Wer sich auch bei der Gartearbeit keinen Abgasm und lauten Geräuschen mehr aussetzen möchte, kann den Universal-Akku BLi200 zudem in den neuen Husqvarna Akku-Rasenmähern (C2471 und C2472) einsetzen. Die Mäher verfügen über einen Doppel-Akku-Schacht, durch den sie ganz ohne Umstecken der Akkus Rasenflächen von bis zu 1400 qm bewältigen. Währenddessen ermöglicht der BLi200 auch beim Heckenschere mit der weichen Serie SLA100X können Hecken bis zu 2 Stunden völlig ohne Abgas oder störenden Kabel geschritten werden.

Wenn die 5,2 Amperestunden des BLi200 nicht genügen, kann alternativ der BLi300 mit 9,4 Amperestunden nutzen. Der BLi300 ist mit allen Husqvarna Profi-Gründeräten der 400er- und 500er-Serie kompatibel und liefert für mehr noch mehr kabellose Energie.

Für höchste Flexibilität bei der Akku-Nutzung ist der neue Akku-Gründerat Husqvarna. In der hochwertigen Traghilfe aus Kunststoff, wasser- und schmutzabweisend.

③

Husqvarna Universal-Akku BLi200: Einer für Alle

Kabellos, flexibel, kabelfrei – diese Eigenschaften spielen beim Kauf von Akku-Gründeräten für Profis eine entscheidende Rolle. Mit dem Universal-Akku BLi200 präsentiert Husqvarna eine Antwort auf diese Anforderungen. Egal ob Motorsäge, Heckenschere, Rasenmäher, Trimmer oder Laubbläser – das Akku-Konzept passt zu alle 22 aktuellen Akku-Gründeräten des schwedischen Herstellers.

MORE
INFO

NEWSLETTER

Branch and market information for gardening and landscaping, municipality and area maintenance

RECIPIENTS: 11,000

PUBLISHED: 14-DAYS

OPENING RATE: 24 %

CTOR*: 34 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

545.-

TEXT AD

300 characters text + image

785.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

PRODUCT OF THE WEEK

JOB OF THE WEEK

400.-

545.-

345.-

Discount: 6 dates - 5% | 12 dates - 10%

All prices in € plus VAT

*Click-to-Open-Rate

EXPERT LETTER

Specifically target gardening and landscaping companies
as well as caretakers and facility managers

RECIPIENTS: 8,200

PUBLISHED: 4x PER YEAR

OPENING RATE: 27 %

CTOR*: 38 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

750.-

TEXT AD

300 characters text + image

990.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

750.-

PRODUCT OF THE WEEK

750.-

JOB OF THE WEEK

345.-

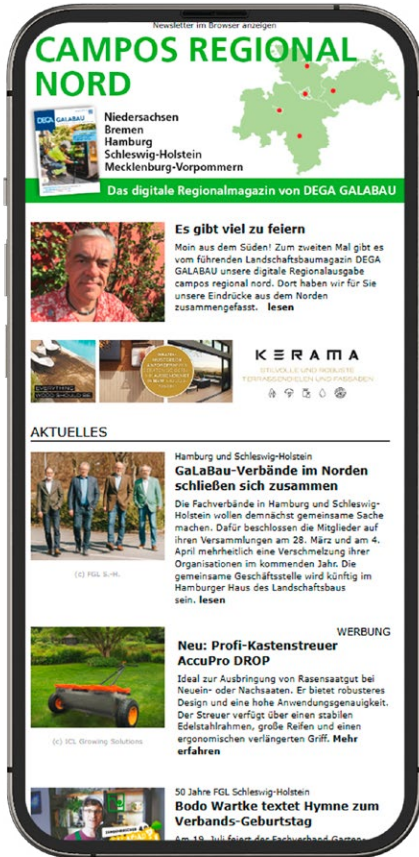
Discount: 2 dates - 5% | 4 dates - 10%

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



MORE
INFO





CAMPOS REGIONAL

With the regional newsletter, you can reach your target group with pinpoint accuracy

RECIPIENTS: 3,200

PUBLISHED: 6x PER YEAR

OPENING RATE: 26 %

CTOR*: 36 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

750.-

TEXT AD

300 characters text + image

990.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

750.-

PRODUCT OF THE WEEK

750.-

JOB OF THE WEEK

345.-

Discounts on request or via the info button

All prices in € plus VAT.

*Click-to-Open-Rate

BENEFIT FROM THE POWER OF THE GALABAU-NETWORK

Reach your customers wherever they are and benefit from our digital reach



20,520 visits*
27,802 page impressions / month*
22,400 newsletter recipients**

GÄRTEN

857 visits*
1,556 page impressions / month*



27,750 visits*
38,169 page impressions / month*
39,500 newsletter recipients**

FREIRAUM GESTALTEN

4,216 visits*
5,754 page impressions / month*
9,300 newsletter recipients**



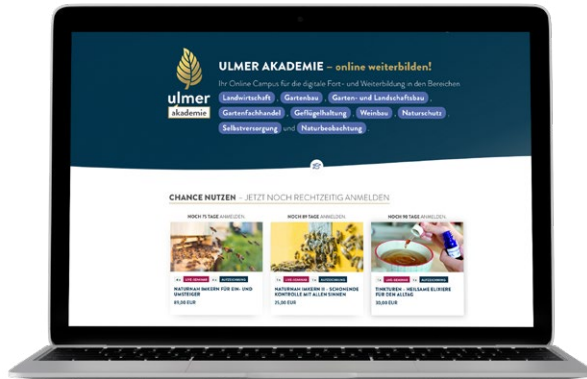
2,157 visits*
3,057 page impressions / month*
7,800 newsletter recipients**

* Values: June 2025 | Source: Matomo

** Values: June 2025 | Source: Distribution data Eugen Ulmer KG

MOBILE DIALOGUE | INDIVIDUAL

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

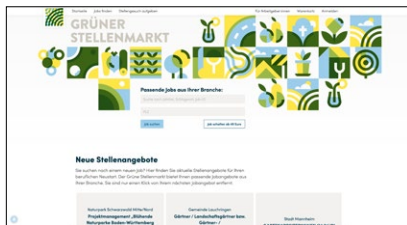


YOUR OPPORTUNITIES

- 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



ONLINE BASIC

Text advert	• 30 days online	220.– €
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ONLINE PREMIUM

Text advert, Logo, PDF info material	• 30 days online	345.– €
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EXTRA SERVICES

Duration + 30 days	85.– €
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Refreshing	105.– €
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TOP position	210.– €
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CROSSMEDIA PLUS

**Print job adverts
+ online booking**

60 days duration for the price of 30 days!

THE JOB MARKET FOR HORTICULTURE AND AGRICULTURE

- An average of 5,500 sessions* (visits) and 20,500 page views* (page impressions) per month
- Trusted by employers: Over 800 vacancies per year
- Agencies receive 15% AE commission with verification (cannot be added to contingent and flat rate prices)
- Trade magazine subscribers receive a discount with the voucher code. Further information can be found [here](#)
- Trainee and internship positions as well as job applications for employees are generally free of charge

* Source: Matomo, June 2025

Further information on options, prices and discounts can be found here

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Advertisement service and consulting

anzeigen@ulmer.de

Please indicate in the subject line: Grüner Stellenmarkt

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F +49 (0) 71 33 / 96 11 98	www.saupe-medien.de

Baden-Wuerttemberg	France and Switzerland
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SW Medienvertretung Saupe + Weber OHG (Aalen)

T +49 (0) 73 61 / 38 03 8 - 0	info@saupe-medien.de
F +49 (0) 73 61 / 38 03 8 - 38	www.saupe-medien.de

Bavaria Brandenburg and Saxony-Anhalt (south of the A2/E30 motorway) Saxony Thuringia Hesse Rhineland-Palatinate Saarland	Italy and Austria
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Medienvertretung Walkenhorst e.K

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