

DEGA
GARTENBAU

**THE MEDIA BRAND FOR
HORTICULTURE**



Copyright: Killgus

MEDIA
KIT
2025





***“The magazine
for producers and
marketers”***

**EXCHANGE OF EXPERIENCE, TREE NURSERY,
ORNAMENTAL PLANT CULTIVATION,
CEMETERY HORTICULTURE**, new products, materials,
portraits of people and companies, **EMPLOYEE
MANAGEMENT**, training,
FAIRDATES, perennials

DEGA
GARTENBAU



*In DEGA GARTENBAU
we regularly present very
different companies and
people from the horticultural
sector. These portraits show
what future-oriented paths
can look like!*



Copyright: Killgus

CHRISTOPH KILLGUS

Editor

PRINT

- 5** Content | Print
- 6** Basics
- 7** Growth market Gartenbau
- 8** Topics | Dates 2025
- 14** Formats | Prices
- 15** Special placements
- 16** Surcharges + Discounts
- 17** Special advertising formats
- 18** Supplements and bound-in inserts
- 19** Varieties & Flower Highlights 2025
- 20** Greenhouse + Technology 2025/2026
- 21** Career + Future 2025
- 22** Perennials + Woody Plants
- 23** IPM media
- 24** Partner magazines | Target groups
- 25** Technical data

ONLINE

- 27** Content | Online
- 28** Display ads
- 29** Ad bundles
- 30** Online advertorials
- 31** Newsletter GPI
- 32** Online seminars
- 33** www.gruener-stellenmarkt.de

-
- 34** Contact persons

BASICS

YEAR

79. year | 2025

FREQUENCY OF PUBLICATION

11 issues

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 2,377

Distributed Circulation: 1,845

Sold Circulation: 1,549

(III. quarter 2023 – II. quarter 2024)



GEOGRAPHICAL DISTRIBUTION

Domestic:	91%	1,679
-----------	-----	-------

Abroad (A, CH and others):	9%	166
----------------------------	----	-----

Actual distributed Circulation (tvA):	100%	1,845
---------------------------------------	------	-------

PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

T + 49 (0) 7 11 / 45 07 – 0

www.ulmer-Publisher.de



TERMS OF PAYMENT

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

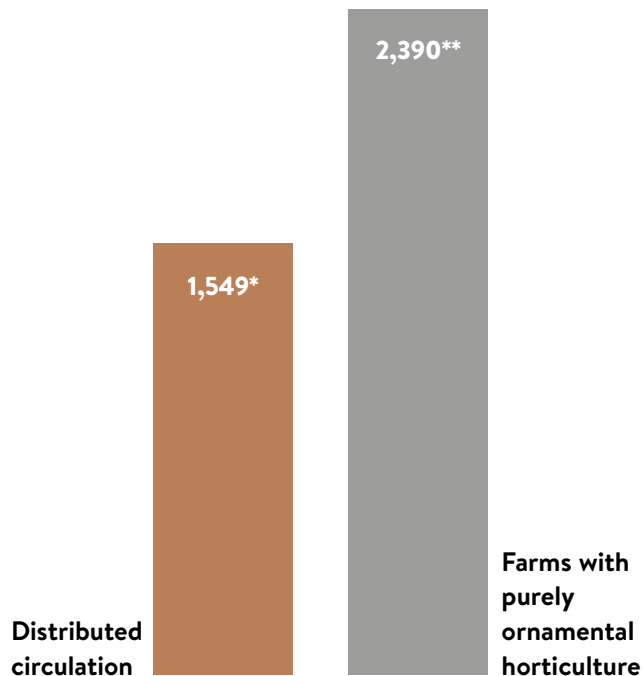
GROWTH MARKET GARTENBAU

64 PER CENT

There are around 2,390 purely ornamental plant farms in Germany.

DEGA GARTENBAU - with an IVW-approved sales circulation of 1,549 copies - specifically addresses these companies and thus reaches more than 64% of all ornamental plant companies in Germany.

Around 92 per cent of the specialised ornamental plant companies produce mainly greenhouse plants.



*Source: IVW

**Source: www.destatis.de, 2023

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: 21.01.25 AD: 13.12.24 IPM 2025: New products, innovations and events: preview of the world's leading horticultural trade fair in Essen	FAIRPLAN IPM 2025 also enclosed in DEGA GRÜNER MARKT 1/2-2025 + Distribution/display at the Fair IPM AD: 06.12.2024 IPM-APP 2025 AD: 10.01.2025 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 10.01. + 24.01. AD: 02.01. + 17.01.	IPM, Essen 28.-31.01.25 
			 	
FEBRUARY	2	PD: 19.02.25 AD: 21.01.25 IPM follow-up report with trends and impressions from the world's leading trade fair Top crops: New poinsettias Growth basis: New soils and substrates Focus: Cemetery horticulture	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 07.02. + 21.02 AD: 31.01. + 14.02. DEGA INTERNATIONAL	Fruit Logistica, Berlin 05.-07.02.25 Salon du Végétal

EDITION		DATES		TOPICS		SPECIAL PRODUCTS ○ PRINT ● DIGITAL		FAIRS + EXHIBITIONS	
MARCH	3	PD: 12.03.25		Top crops: New spring bloomers	NEWSLETTER PROFESSIONAL INFO				
		AD: 13.02.25			Production / Sales / Floristry				
				Greenhouses made of glass or foil:	PD: 07.03. + 21.03.				
				External shell, interior design, irrigation, light, shadowing and energy	AD: 28.02. + 14.03.				
				Automation: potting machines, pricking robots					
				New solutions for pots & trays					
APRIL	4	PD: 16.04.25		Sustainable plant production:	NEWSLETTER PROFESSIONAL INFO				
		AD: 18.03.25			Production / Sales / Floristry				
				Top crops: hydrangeas and moor plant beds	PD: 04.04. + 17.04.				
				Overview of the 2025 garden shows	AD: 28.03. + 10.04.				
				Focus: Cemetery horticulture					
					IPM, China (Shanghai)				
					10.-12.04.25				

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
MAY	5	PD: 14.05.25 AD: 10.04.25	Sales promotion, packaging and labelling Focus: Cemetery horticulture	POCKET GUIDE »VARIETIES & FLOWER HIGHLIGHTS 2025« Special supplement will also be enclosed in DEGA GRÜNER MARKT 5/6-2025 + Additional distribution via Landgard AD: 12.03.2025 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 02.05. + 16.05 + 30.05. AD: 24.04. + 09.05 + 22.05.	
	6	PD: 18.06.25 AD: 19.05.25	Work clothes and hand tools Focus: Cemetery horticulture	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 13.06. + 27.06. AD: 05.06. + 20.06.	Flower Trials 10.-13.06.25 spoga+gafa Cologne 24.-26.06.25 GreenTech , Amsterdam 24.-26.06.25 GLEE , Birmingham

EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JULY	7/8	PD: 23.07.25 Top crops for beds & balconies: AD: 23.06.25 The variety shows 2025 Technology: Focus on light Trend crops for potted vegetables	SPECIAL SUPPLEMENT »GREENHOUSES + TECHNOLOGY 2025/2026« Special supplement will also be enclosed in DEGA GRÜNER MARKT 7/8-2025 + Additional distribution via Landgard AD: 27.05.2025 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 11.07. + 25.07. 08.08. + 22.08. AD: 04.07. + 18.07. 01.08. + 15.08.	 Plantarium, NL-Boskoop
	9	PD: 17.09.25 Future topic AD: 21.08.25 Finding employees in horticulture Technology: optimised use of energy Cemetery horticulture (plants, technology, equipment) Focus: Tree nursery	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 05.09. + 19.09. AD: 29.08. + 12.09.	IAA Mobility » IAA MOBILITY 2025 Munich 05.-10.09.25 Internationale Gartenbau- messe, A – Tulln Flormart-Miflor, I – Padua Green is life, Warsaw Friedhofstechnik, Essen

		EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
OCTOBER	10		PD: 22.10.25 AD: 23.09.25	Top cultures: Cyclamen Crop management: Sustainability for substrates, trays & pots Focus: Cemetery horticulture	SPECIAL SECTION »PERENNIALS & WOODY PLANTS 2025/2026« Special section will also be in DEGA GRÜNER MARKT 11-12/2025 AD: 01.09.2025 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 02.10. + 17.10. + 31.10 AD: 25.09. + 10.10. + 24.10	
	11		PD: 12.11.25 AD: 14.10.25	The best bedding and balcony plants for 2026: Results and experiences of the training and testing centres (LVGs)	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 14.11. + 28.11. AD: 07.11. + 21.11.	IFTF, NL – Holland IPM, Dubai - Sa Growtech Growtech Eurasia TR – Antalya

		EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
DECEMBER	12		PD: 10.12.25 AD: 13.11.25	Technology: Transport and logistics, Vehicles and trailers New vehicles for plant transport Focus: Cemetery horticulture Focus: Tree nursery	SPECIAL SECTION »CAREER+FUTURE« AD: 05.11.2025 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 12.12. AD: 05.12.	
	1		PD: 14.01.26 AD: 08.12.25	IPM 2026: Preview of the meeting of the global horticultural industry in Essen	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 09.01. + 23.01. AD: 31.12. + 16.01.	IPM, Essen
JANUARY 26						

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 175 × 270 mm	bw	3,856.-
		2c	4,226.-
		3c	4,596.-
		4c	4,966.-
	Bleed format* 210 × 297 mm	bw	4,242.-
		2c	4,612.-
		3c	4,982.-
		4c	5,352.-
2/3 	Type area format 175 × 178 mm 115 × 270 mm	bw	2,570.-
		2c	2,940.-
		3c	3,310.-
		4c	3,680.-
	Bleed format* 210 × 189 mm 132 × 297 mm	bw	2,827.-
		2c	3,197.-
		3c	3,567.-
		4c	3,937.-
1/2 	Type area format 175 × 133 mm 85 × 270 mm	bw	1,928.-
		2c	2,298.-
		3c	2,668.-
		4c	3,038.-
	Bleed format* 210 × 148 mm 102 × 297 mm	bw	2,121.-
		2c	2,491.-
		3c	2,861.-
		4c	3,231.-

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 175 × 88 mm 56 × 270 mm	bw	1,285.-
		2c	1,655.-
		3c	2,025.-
		4c	2,395.-
	Bleed format* 210 × 105 mm 72 × 297 mm	bw	1,414.-
		2c	1,784.-
		3c	2,154.-
		4c	2,524.-
1/4 	Type area format 175 × 65 mm 85 × 133 mm	bw	964.-
		2c	1,334.-
		3c	1,704.-
		4c	2,074.-
	Bleed format* 210 × 84 mm 102 × 148 mm	bw	1,060.-
		2c	1,430.-
		3c	1,800.-
		4c	2,170.-
1/8 	Type area format 175 × 32 mm 85 × 65 mm	bw	482.-
		2c	632.-
		3c	782.-
		4c	932.-

* plus 3 mm bleed all round.

mm price sw: 3,57 €. All prices quoted in the rate plus VAT.
The General Terms and Conditions for advertisements and third-party supplements in newspapers and magazines apply.

SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 × 297 mm Bleed format*	4c	6,430.-
Inset ad on front page & ad on editorial page	 + 	Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, Bleed format*	4c	4,500.-
Junior page		115 × 168 mm, Type area 132 × 189 mm, Bleed format*	4c 4c	3,376.- 3,602.-
Text part advertisements (Minimum calculation 50 mm)		per 40 mm width column	bw	5,96 pro mm / column
		per 56 mm width column	bw	7,95 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 discounted.

CLASSIFIED ADS

Job vacancies, mm-Price sw, 1 columns	3,57 €
Box number charge	8.— €

Digital publication of your job vacancy is possible.

See page 33

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT

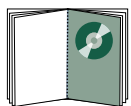
Flap*



- 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. Shipping 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.

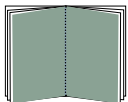
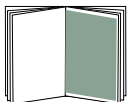
PRINT SHOP

Konradin Druck GmbH
Dispatch Dept. - Mr. Kienzle
Kohlhammerstr. 1-15
70771 Leinfelden-Echterdingen

Delivery note

for „DEGA GARTENBAU No. ...“
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: 5,360.– € 4 pages: 6,430.– € 6 pages: 7,720.– €
Supplements* 	- Maximum format 205 × 297 mm (W × H) - Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies	Fixprice - up to 25 g weight: 1,248.– € - up to 35 g weight: 1,430.– € - up to 50 g weight: 1,600.– €

Each plus 3 mm bleed all round

All prices plus VAT.

* No discounts on inserts and bound-in inserts or additional technical costs. Shipping 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

Konradin Druck GmbH

Dispatch Dept. - Mr. Kienzle

Kohlhammerstr. 1-15

70771 Leinfelden-Echterdingen

Delivery note

for „DEGA GARTENBAU No. ...“

Delivery date 14 days
before publication

VARIETIES & FLOWER HIGHLIGHTS

CROSSMEDIAL

PRINT ISSUE

WEBSITE



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

PUBLICATION DATES:

DEGA GARTENBAU: 05/25 14.05.2025

DEGA GRÜNER MARKT: 05-06/25 21.05.2025

ADVERTISING DEADLINE: 12.03.2025

THE BENEFITS

- Bilingual: German and English
- Strengthen your position in the market by informing decision-makers in production horticulture and the garden centre trade
- Attractive additional distribution: appears as a supplement in DEGA GARTENBAU, DEGA International and DEGA GRÜNER MARKT in the run-up to the German and European Flower Trials and is also distributed at national and international variety shows and wholesale flower markets.

GREENHOUSE + TECHNOLOGY 2025/2026

CROSSMEDIAL

PRINT ISSUE

WEBSITE



Overview of all relevant news and information in
Germany & Europe

PUBLICATION DATE:

DEGA GARTENBAU: 07-08/25 23.07.2025

DEGA GRÜNER MARKT: 07-08/25 28.07.2025

ADVERTISING DEADLINE: 27.05.2025

THE BENEFITS

- Bilingual: German and English
- High level of attention due to independent appearance
- Online presence at www.dega-gartenbau.de, www.dega-international.com and www.gruener-markt-online.de

MORE
INFO



CAREER + FUTURE 2025



Use the unique synergy of print, online specialist portal and social media to attract qualified specialists to your company!

PUBLICATION DATE:
DEGA GARTENBAU: 12/25 10.12.2025

ADVERTISING DEADLINE: 05.11.2025

THE BENEFITS

- Precise matching of companies and specialists in print, online and at the fair!
- The media partnership with IPM and www.gruener-stellenmarkt.de as ideal contact platforms for companies and qualified specialists and managers looking for a job

PERENNIALS + WOODY PLANTS

CROSSMEDIAL

PRINT ISSUE

WEBSITE



High level of attention through useful and industry-relevant information

PUBLICATION DATE:

DEGA GARTENBAU: 10/25 22.10.2025

DEGA GRÜNER MARKT: 11-12/25 12.11.2025

ADVERTISING DEADLINE: 01.09.2025

THE BENEFITS

- This special section offers a preview of all important fairs, exchanges and other events in Germany and Europe where perennial and woody plant ranges are on offer
- It also lists leading suppliers, wholesalers and markets. It is therefore an ideal planning aid for garden centres and retail nurseries when purchasing plants

IPM MEDIA 2025



FAIRPLAN IPM 2025

- The IPM Fairplan is produced in co-operation with Fair Essen.
- The handy, practical hall plan for browsing with a list of exhibitors is perfect for visiting the IPM Fair.



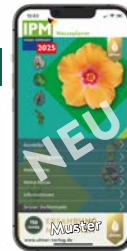
IPM DAILY

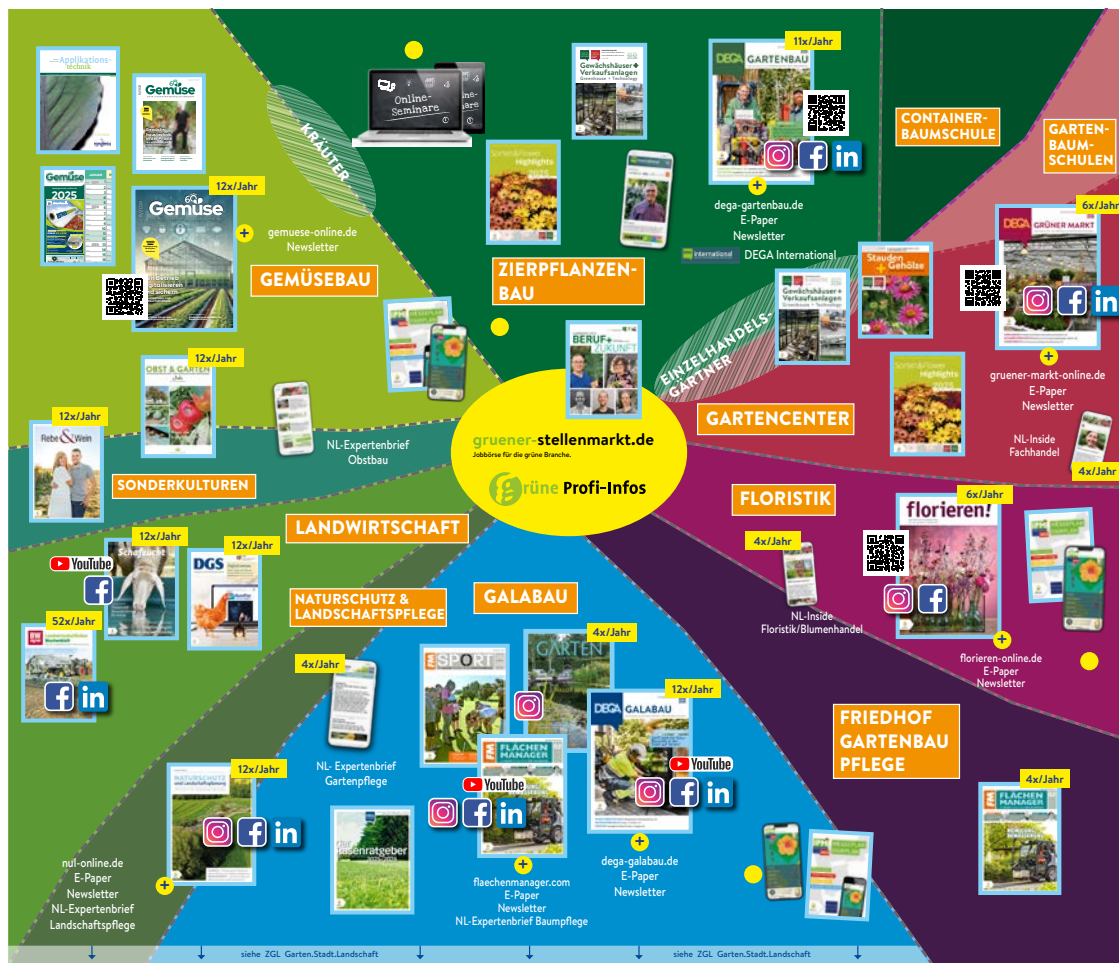
- Use our direct target group access during the most important horticultural fair in the WORLD!
- Your advertising message will reach exactly the right people in the top-relevant topic environment with the latest Fair news and reports before and after the Fair: Your potential new customers!



IPM APP

- Promote your products with our new IPM app!
- Your fair, your way! New, modern and helpful functions make the app more exciting and attractive for users. Take your chance and design your own company presence in the app.
- Let your target group know what you are planning for the fair days and what new products you have in store.





MORE
INFO



PRODUKTION

- Landwirtschaft (Feldfrüchte und Tierproduktion)
- Sonderkulturen (Weinbau, Obstbau, Beerenobstanbau)
- Gemüse
- Kräuter
- Zierpflanzenproduktion inklusive Staudengärtnerei
- Containerbaumschulen (keine bodengebundene Produktion)

HANDEL

- Gartenbaumschulen (nur Handel)
- Einzelhandelsgärtnereien
- Gartencenter (Inhabergeführte Läden, Filialisten, Baumärkte, Blumenläden)
- Floristik (selbständige Floristen, Blumenläden)

Dienstleistung

- Friedhof (Grabgestaltung und Grabpflege, Flächenpflege)
- GaLaBau (Gestaltung und Pflege privater, gewerblicher und öffentlicher Freizeitanlagen, Sportplatzpflege)

NATURSCHUTZ

- Magazin / Zeitung / Sonderprodukt Zeitschrift
- Digitale Produkte

Stand 9-2024

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 37

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

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

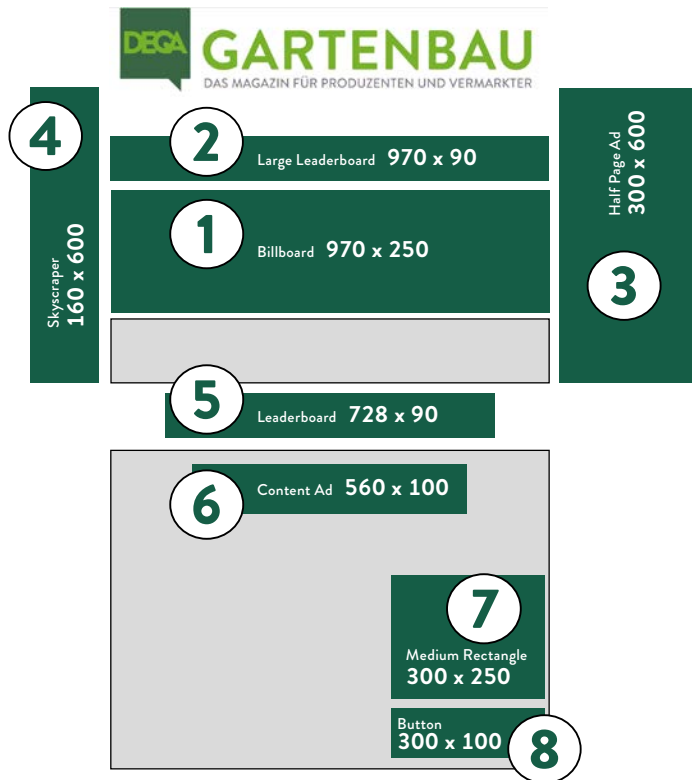
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

The specialist portal **WWW.DEGA-GARTENBAU.DE** is the **MULTIMEDIA COMPLEMENT** to the trade magazine. In-depth and highly specific information relating to the topics of the **SPECIALIST MAGAZINE** ensures intensive **CROSS-MEDIA** use. Our online offerings provide you with perfect **ADVERTISING SOLUTIONS** for your target groups – **DIGITAL** and mobile.

DEGA
GARTENBAU

BASIC-FORMATS | PRICES



FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	1,130.–	970 x 250
2 Large Leaderboard	848.–	970 x 90
3 Half Page Ad	848.–	300 x 600
4 Skyscraper	678.–	160 x 600
5 Leaderboard (Superbanner)	565.–	728 x 90
6 Content Ad	509.–	560 x 100
7 Medium Rectangle	509.–	300 x 250
8 Button	283.–	300 x 100

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

MOBILE FORMATS | PRICES

With our ad bundles you can ensure that your advertising is seen on all devices.



FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
Billboard PLUS Half Page AD	1,130.–	300 x 600
Large Leaderboard PLUS Half Page AD	848.–	300 x 600
Skyscraper PLUS Medium Rectangle	678.–	300 x 250
Leaderboard PLUS Medium Rectangle	565.–	300 x 250

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

MOST CLICKED

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

FORMATS + PRICES

ONLINE-ADVERTORIAL BASIC ①+②

990.-

Consisting of teaser and main article. The teaser is placed on the homepage of the DEGA GARTENBAU Website and links directly to the main article.

ONLINE-ADVERTORIAL PREMIUM ①+②+③

1,490.-

With additional Text Ad in the GPI-Newsletter production, sales and floristry as a push element

Duration 30 days each

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



WERBUNG
FRUX AUF DER GAFA: Bioerden für City Gardening

1

2

© Einheitsde Werlverband e.V.

City Gardening ist das Topthema der diesjährigen spoga+gafa. Um auch diese lukrative Zielgruppe der Stadtgärtner anzusprechen, bietet frux (Passage Halle 4/5, Stand 8012) handlich verpackte Bioerden für den Gemüse- und Obstanbau.

Drucken versenden teilen Twittern

Die frux Bioerde für Beeren- & Nachschob ist abgestimmt auf den Anbau von Zwergobstgehäuzen, Beeren, Weinreben und ausgefallenen Obstsorten auf kleinster Fläche. Die Bioerde für Nachschob lässt Tomaten, Gurken, Paprika und andere Gemüsepflanzen auf begrenztem Raum gedeihen.

Da die Nährstoffversorgung in Töpfen, Kästen und Kübeln aufgrund des geringen Volumens begrenzt ist und Erde im Pflanzenkasten auch schneller austrocknet, enthalten beide Bioerden einen hohen Anteil an frischem Naturhumus. Er gleicht Schwankungen im Wasser- und Nährstoffangebot bei Hitzeperioden oder Starkregen aus und sichert so die gleichmäßige Versorgung.

Das verringert den Pflegeaufwand und um die Pflanze und zahlt sich vor allem dann aus, wenn der Mini-Garten in der Urlaubszeit länger ohne Pflege überstehen muss. Auch die im Wasser gelösten Nährstoffe werden gleichmäßiger an die Pflanzen abgegeben. Das stellt nicht nur die konstante Versorgung sicher, sondern fördert die sortenspezifische Ausbildung von Aroma und Geschmack.

Handlicher Tragebeutel

Verpackt sind diese beiden Bioerden für City Gardening in einem 30-Liter-Beutel mit Tragegriff. Durch seine handliche Form und sein

3

WERBUNG:
FRUX AUF GAFA: Bioerden für City Gardening
City Gardening ist das Topthema der diesjährigen spoga+gafa. Um auch diese lukrative Zielgruppe der Stadtgärtner anzusprechen, bietet frux (Passage Halle 4/5, Stand 8012) handlich verpackte Bioerden für den Gemüse- und Obstanbau.

MORE
INFO

UP-TO-DATE

Branch and market information for companies in horticulture, the green trade and floristry.

RECIPIENTS: 10.000

PUBLISHED: 14-DAYS

OPENING RATE: 20 %

DATE: FRIDAY

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

520.-

TEXT AD

300 characters text + image

750.-

POLE POSITION

surcharge | Placing | 1. Advertisement

50.-

EVENT TIP

PRODUCT OF THE WEEK

JOB OF THE WEEK

375.-

520.-

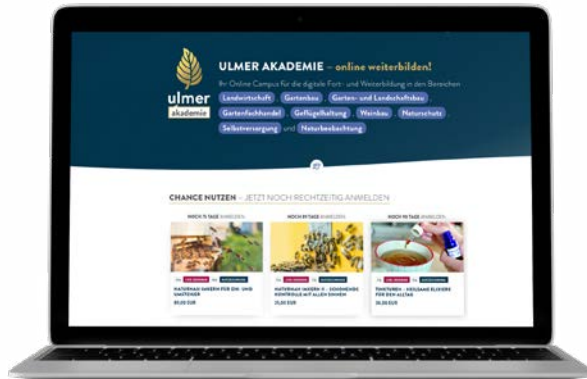
275.-

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

All prices in € plus VAT

MOBILE DIALOGUE | INDIVIDUAL

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

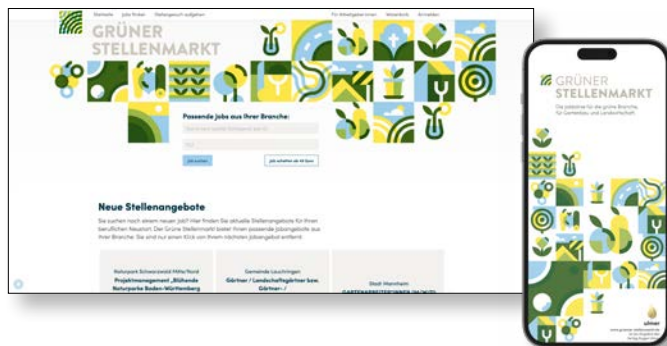


YOUR OPPORTUNITIES

- 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



THE JOB MARKET FOR HORTICULTURE AND AGRICULTURE

- An average of 5,100 sessions* (visits) and 21,000 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 2024

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

MORE INFO



Advertisement service and consulting

anzeigen@ulmer.de

Please indicate in the subject line: Grüner Stellenmarkt

ONLINE BASIC

Text advert

● 30 days online	175.- €
● 60 days online	225.- €

ONLINE PREMIUM

- Text advert
- Logo
- PDF info material

● 30 days online	275.- €
● 60 days online	325.- €

CROSSMEDIA PLUS

Print job adverts
+ online booking

60 days duration for the price of 30 days!

All prices plus VAT.

PUBLISHER ADDRESS

Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart



T +49 (0) 7 11 / 45 07 - 0
F +49 (0) 7 11 / 45 07 - 2 21
anzeigen@ulmer.de

MARKETING + SALES

Natalja Grasmück
T +49 (0) 7 11 / 45 07 - 2 03
ngrasmueck@ulmer.de

ADVERTISING SERVICE

T +49 (0) 7 11 / 45 07 - 1 37
F +49 (0) 7 11 / 45 07 - 2 21
anzeigen@ulmer.de

PUBLISHER'S REPRESENTATIVE

SW mediavertretung Saupe + Weber OHG (Lauffen)

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

Baden-Wuerttemberg	France and Switzerland
--------------------	------------------------

SW mediavertretung 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
--	-------------------

mediavertretung Walkenhorst e.K

T +49 (0) 251/97 20 51 28	walkenhorst@mv-walkenhorst.de www.mv-walkenhorst.de
---------------------------	--

North Rhine-Westphalia Lower Saxony Schleswig-Holstein Hamburg Bremen Berlin Brandenburg and Saxony-Anhalt (north of the A2/E30 motorway) Mecklenburg-Western Pomerania	Netherlands, Belgium, Denmark, Sweden
---	--