

THE MEDIA BRAND FOR THE SPECIALIZED GARDEN RETAIL



Copyright: Landwehr

MEDIA
KIT
2025



**„DEGA GRÜNER
MARKT is the only
specialized magazine
for the garden trade“**

PRODUCT PORTFOLIOS and **TRENDS** Industry
developments **PLANTS** Portraits **BUSINESS**
MANAGEMENT and **MARKETING** Tips for sales-
promoting **POS-PRESENTATIONS** Employee
development **FAIRS** and **EXPERT**
EVENTS Dates cross-media high
acceptance **EDITORIALLY**
CREDIBLE Graphically appealing

DEGA
**GRÜNER
MARKT**



*We produce **DEGA GRÜNER MARKT** with great commitment and passion as an independent and, if necessary, critical trade magazine for the green trade.*



Copyright: Staffler

GRIT LANDWEHR**Editor**

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BASICS

YEAR

66. year | 2025

FREQUENCY OF PUBLICATION

bi-monthly

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 3,250

Distributed circulation: 3,075

Sold circulation: 640

(III. quarter 2023 – II. quarter 2024)

GEOGRAPHICAL DISTRIBUTION

Domestic:	88%	2,706
Abroad (A, CH and others):	12%	369
Actual distributed Circulation (tvA):	100%	3,075

PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

P + 49 (0) 7 11 / 45 07 – 0

www.ulmer-verlag.de



TERMS OF PAYMENT

Payable within 30 days without discount

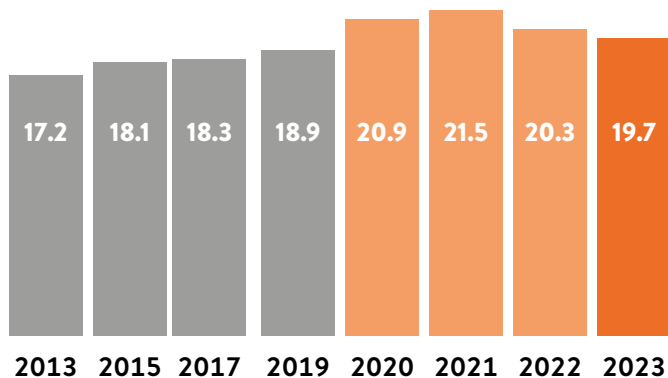
[Terms & Conditions](#)

[Bank details](#)

MARKET DEVELOPMENT

TURNOVER OF THE GARDEN CENTER TRADE

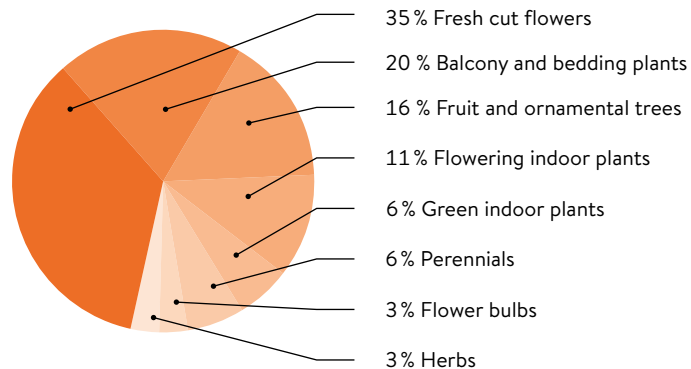
Turnover in billion €



Source: IVG Annual report 2024

MARKET VOLUME

Total market for flowers and ornamental plants



Source: ZVG according to data from AMI GmbH | Status November 2023

TOPICS | DATES

Here you can find the current
topic planning online

**MORE
INFO**



EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JANUARY / FEBRUARY	1/2	PD: 15.01.25 AD: 03.12.24	Trends 2025 Fertilizer and plant protection Lawn care Plant purchase	FAIRPLAN IPM 2025 also enclosed in DEGA GARTENBAU 1/2-2025 + distribution/display at the Fair IPM AD: 29.11.2024	 Nordstil 11.-13.01.25 
			Fair preview: IPM, Ambiente, Christmasworld and regional orderfairs	IPM-APP 2025 AD: 10.01.2025	 IPM 28. – 31.01.25 
				NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 10.01. + 24.01. + 07.02 + 21.02. AD: 02.01. + 17.01. + 31.01. + 14.02.	TrendSet 31.01.-02.02.25 
				INSIDE! The highlights of IPM, Christmasworld and Ambiente PD: 11.02.25 AD: 30.01.25	Formland (DK) 01.-03.02.25 Ambiente Christmasworld 07.-11.02.25 

EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			○ PRINT	● DIGITAL	
MARCH / APRIL	3/4	PD: 12.03.25 Sales promotion AD: 04.02.25 Showrooms Plant concepts Assortments for wild birds Garden party: gourmet products, souvenirs & co. Trade fair review: IPM, Christmasworld, Ambiente and regional orderfairs	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 07.03. + 21.03. + 04.04. + 17.04. AD: 28.02. + 14.03. + 28.03. + 10.04.		Cadeaux 01.-03.03.25 Floriga 02.03.25
					

EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			○ PRINT	● DIGITAL	
MAY / JUNE	5/6	PD: 28.05.25 Wellness and room fragrance AD: 16.04.25 Sales greenhouses, shopfitting and lighting concepts Pet supplies: pet food, care products and accessories Fair preview spoga+gafa and Gardiente	POCKET GUIDE »VARIETIES&FLOWERS HIGHLIGHTS 2025« Special supplement will also be enclosed in DEGA GARTENBAU 5/2025 + additional distribution via Landgard AD: 12.03.2025 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 02.05. + 16.05 + 30.05. 13.06. + 27.06. AD: 24.04. + 09.05 + 22.05. 05.06. + 20.06. INSIDE! Review of the start of the season, irrigation PD: 13.05.25 AD: 30.04.25		 Flower Trials 10.-13.06.2025 spoga+gafa 24.-26.06.25  TRENDS UP WEST 28.-30.06.25

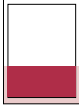
EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			○ PRINT	● DIGITAL	
JULY/ AUGUST	7/8	PD: 28.07.25 AD: 25.06.25 Outdoor Living - Trends and Assortments Grills and accessories Product presentation and POS concepts Fair preview: Oldenburg variety, regional orderfairs Fair review spoga+gafa and Gardiente	SPECIAL SUPPLEMENT »GREENHOUSES + TECHNOLOGY 2025/2026« Special supplement will also be enclosed in DEGA GARTENBAU 7/2025 + additional distribution via Landgard AD: 14.05.2025 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 11.07. + 25.07. + 08.08. + 22.08. AD: 04.07. + 18.07. + 01.08. + 15.08. INSIDE! Highlights of spoga+gafa, Flower Trials and TrendSet PD: 17.07.25 AD: 07.07.25		Gardiente TrendSet  Nordstil  creativ (A)  Formland (DK) 

EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			○ PRINT	● DIGITAL	
SEPTEMBER / OCTOBER	9/10	PD: 24.09.25 AD: 19.08.25	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 05.09. + 19.09. 02.10. + 17.10. + 31.10. AD: 29.08. + 12.09. 25.09. + 10.10. + 24.10.		IAA Mobility 05.-10.09.25
		Irrigation and garden technology Home accessories: cushions, candles and vessels Greeting cards Commercial vehicles with alternative drive systems Fairs review regional fairs			Cadeaux  Mayson&Object (FR)

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
NOVEMBER / DECEMBER	11/12	PD: 26.11.25 AD: 21.10.25	Substrates Cash register systems, EDP and merchandise management systems Workwear	SPECIAL SECTION »PERENNIALS & WOODY PLANTS 2025/2026« Special section will also be in DEGA GARTENBAU 10/2025 AD: 01.09.2025 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 14.11. + 28.11. + 12.12. AD: 07.11. + 21.11. + 05.12. INSIDE! Home assortments, review of the year PD: 11.11.25 AD: 30.10.25	
	JAN./FEB. 2026	1 PD: 14.01.26 AD: 02.12.25	Trends 2026 IPM-FairEdition Fertilizers and plant protection Garden equipment and garden tools Fair preview: regional orderfairs	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 09.01. + 23.01. AD: 31.12. + 16.01.	Nordstil Mayson&Object (FR) IPM TrendSet Ambiente Christmasworld Formland (DK)

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 175 × 270 mm	sw	3,596.–
		2c	3,951.–
		3c	4,306.–
		4c	4,661.–
	Bleed format* 210 × 297 mm	sw	3,956.–
		2c	4,311.–
		3c	4,666.–
		4c	5,021.–
2/3 	Type area format 175 × 178 mm 115 × 270 mm	sw	2,398.–
		2c	2,753.–
		3c	3,108.–
		4c	3,463.–
	Bleed format* 210 × 189 mm 132 × 297 mm	sw	2,638.–
		2c	2,993.–
		3c	3,348.–
		4c	3,703.–
1/2 	Type area format 175 × 133 mm 85 × 270 mm	sw	1,798.–
		2c	2,153.–
		3c	2,508.–
		4c	2,863.–
	Bleed format* 210 × 148 mm 102 × 297 mm	sw	1,978.–
		2c	2,333.–
		3c	2,688.–
		4c	3,043.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 175 × 88 mm 56 × 270 mm	sw	1,199.–
		2c	1,554.–
		3c	1,909.–
		4c	2,264.–
	Bleed format* 210 × 105 mm 72 × 297 mm	sw	1,319.–
		2c	1,674.–
1/4 	Type area format 175 × 65 mm 85 × 133 mm	sw	899.–
		2c	1,254.–
		3c	1,609.–
		4c	1,964.–
	Bleed format* 210 × 84 mm 102 × 148 mm	sw	989.–
		2c	1,344.–
1/8 	Type area format 175 × 32 mm 85 × 65 mm	sw	450.–
		2c	600.–
		3c	750.–
		4c	900.–

* plus 3 mm bleed all round.

mm price bw: 3.33 €. 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	6,030.–
Inset Ad on front page & ad on editorial page		Inset Ad: Outer lengths triangle: 65 mm Editorial Advert: 72 × 297 mm, bleed format*	4c	4,263.–
Junior page		132 × 189 mm, bleed format*	4c	3,390.–
Text part advertisements (Minimum calculation 50 mm)		per 40 mm width column	bw	5.56 pro mm / column
		per 56 mm width column	bw	7.41 pro mm / column

* plus 3 mm bleed all round.

All prices plus VAT.

SURCHARGES + DISCOUNTS

COLOUR SURCHARGES

Statusard colours according to euro scale

	per colour	355.– €
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.

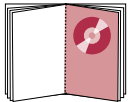
CLASSIFIED ADS

Job vacancies, mm-Price sw, 1 columns	3.33 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.

See page 33

SPECIAL ADVERTISING FORMATS

SONDER- WERBEFORM	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. 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

Druckerei

Ungeheuer + Ulmer

Körnerstr. 16

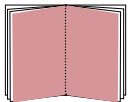
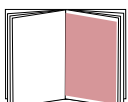
71634 Ludwigsburg

Delivery note

for „DEGA GRÜNER MARKT No. ...“

Delivery date 14 days
before publication

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND 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: 5,030.– € 4 pages: 6,040.– € 6 pages: 7,250.– €
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: 1,550.– € - up to 35 g weight: 1,660.– € - up to 50 g weight: 1,840.– €

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

Druckerei

Ungeheuer + Ulmer

Körnerstr. 16

71634 Ludwigsburg

Delivery note

for „DEGA GRÜNER MARKT No. ...“

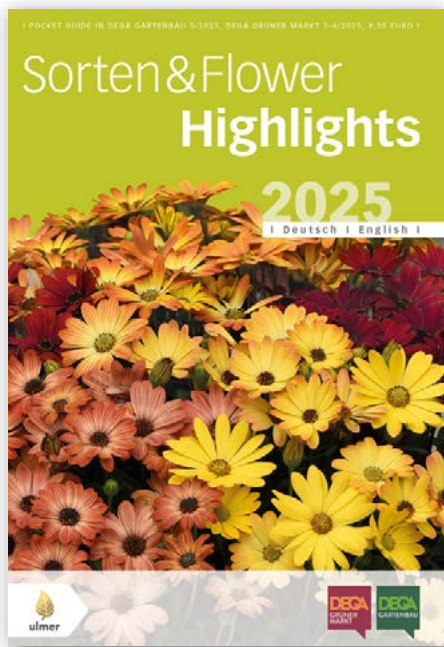
Delivery date 14 days
before publication

VARIETIES & FLOWERS HIGHLIGHTS

CROSSMEDIAL

PRINT ISSUE

WEBSITE

MORE
INFO

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

PUBLICATION DATE:

DEGA GARTENBAU: 05/25 14.05.2025

DEGA GRÜNER MARKT: 05-06/25 28.05.2025

ADVERTISING DEADLINE: 12.03.2025

THE BENEFITS

- Bilingual: German and English
- Strengthen your brand awareness in the market by informing decision-makers in production horticulture and the garden 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

CROSSMEDIAL

PRINT ISSUE

WEBSITE

MORE
INFO

Overview of all relevant innovations 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

PERENNIALS AND 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 26.11.2025

ADVERTISING DEADLINE: 01.09.2025

THE BENEFITS

- This special section offers a preview of all the important trade fairs, exchanges and other events in Germany and Europe where perennial and woody plant assortments are offered
- It also lists leading suppliers, wholesalers and markets. This makes it an ideal planning aid for garden centers and retail nurseries when purchasing plants

MORE
INFO

IPM MEDIA 2025



FAIRPLAN IPM 2025

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



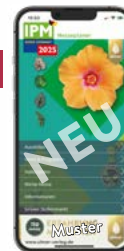
IPM DAILY

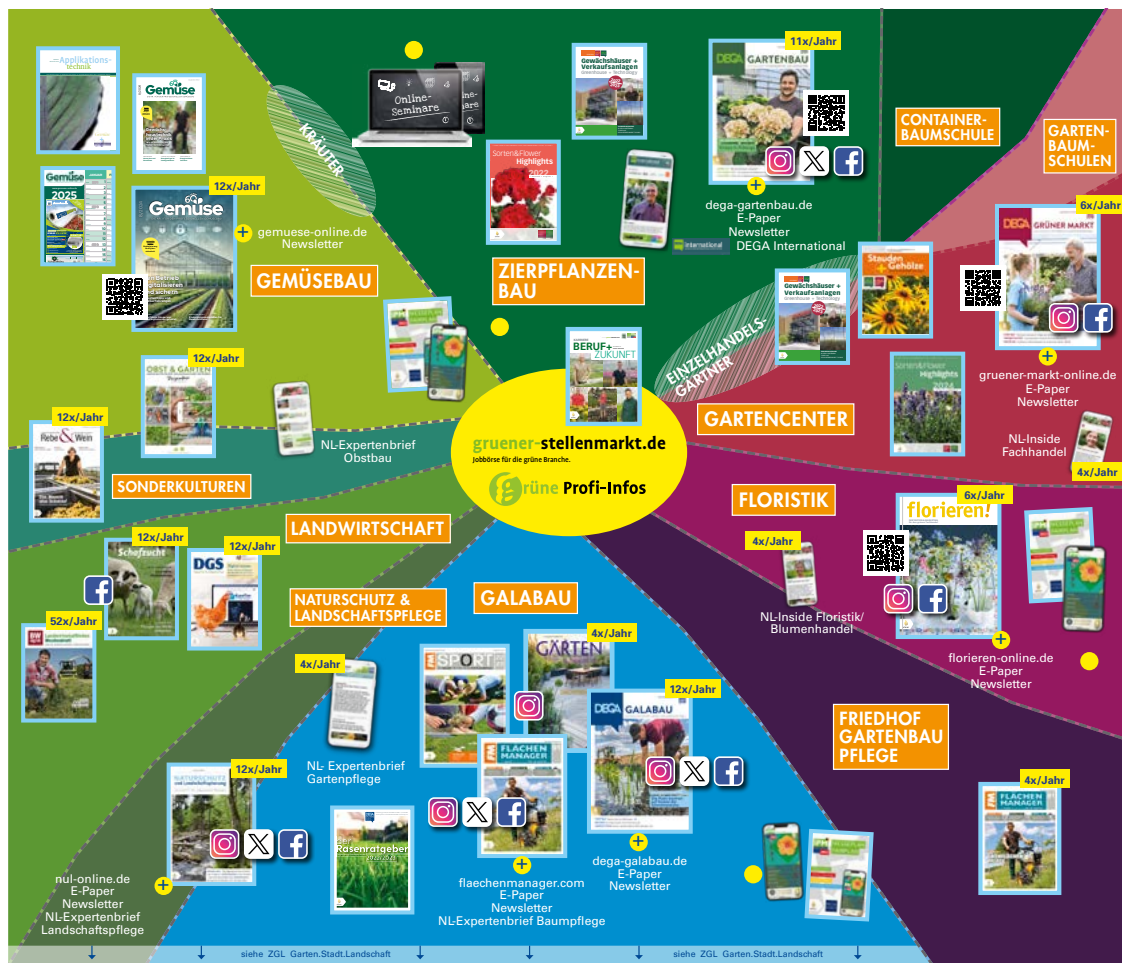
- Benefit from our direct target group access during the most important horticultural fair in the WORLD!
- Your advertising message will reach exactly the right people in the top-relevant topic environment with the latest Fair news and reports before and after the Fair: Your potential new customers!



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 innovations 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)
-  Einzelhandesgärtnereien
-  Gartencenter (Inhabergeführte Läden, Filialisten, Baumärkte, Blumenläden)
-  Floristik (selbstständige Floristen, Blumenläden)

Dienstleistung

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

NATURSCHUTZ

- Magazin / Zeitung /
Sonderprodukt Zeitschrift
 Digitale Produkte

Stand 8-2023

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

P + 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)

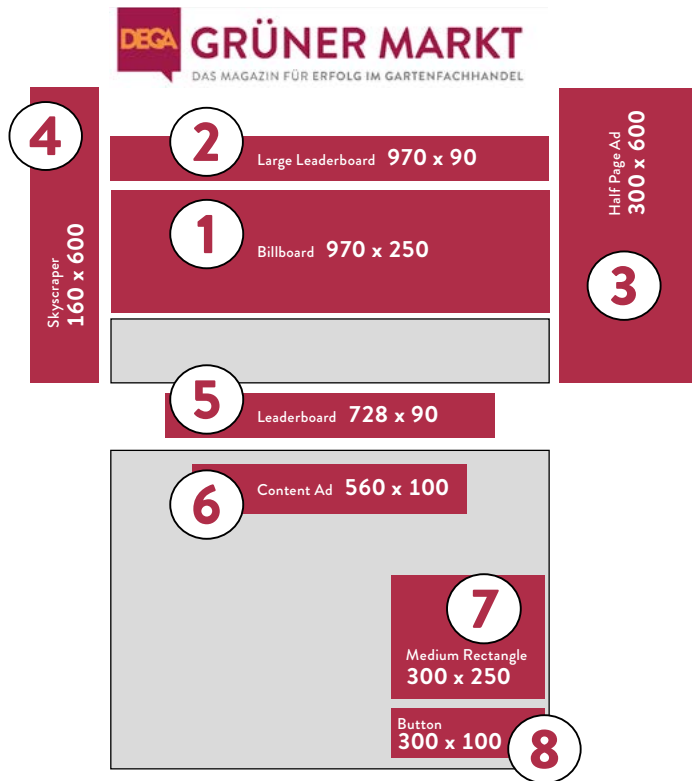
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

The specialist portal **WWW.GRUENER-MARKT-ONLINE.DE** is the **MULTIMEDIA SUPPLEMENT** to the **TRADE MAGAZINE**. In-depth and up-to-date information on the topics of the trade magazine ensures intensive **CROSS-MEDIA** use. Our online offerings provide you with perfect **ADVERTISING SOLUTIONS** for your target groups – **DIGITAL** and mobile.

DEGA
GRÜNER
MARKT

BASIC-FORMATS | PRICES

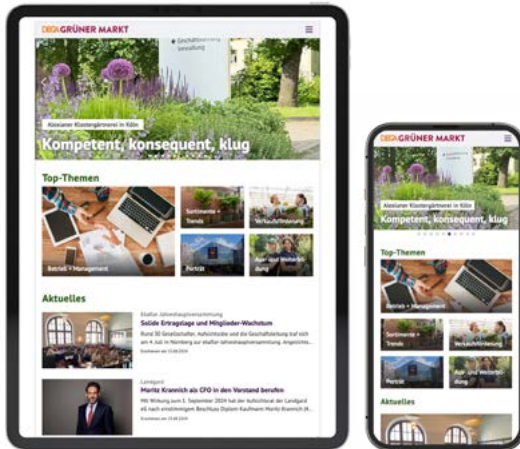


FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXELS
1 Billboard	744.–	970 x 250
2 Large Leaderboard	558.–	970 x 90
3 Half Page Ad	558.–	300 x 600
4 Skyscraper	466.–	160 x 600
5 Leaderboard (Superbanner)	372.–	728 x 90
6 Content Ad	335.–	560 x 100
7 Medium Rectangle	335.–	300 x 250
8 Button	186.–	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 PIXELS
Billboard PLUS Half Page Ad	744.–	300 x 600
Large Leaderboard PLUS Half Page Ad	558.–	300 x 600
Skyscraper PLUS Medium Rectangle	446.–	300 x 250
Leaderboard PLUS Medium Rectangle	372.–	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.gruener-markt-online.de

FORMATS + PRICES

ONLINE ADVERTORIAL BASIC ①+②

750.-

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

ONLINE ADVERTORIAL PREMIUM ①+②+③

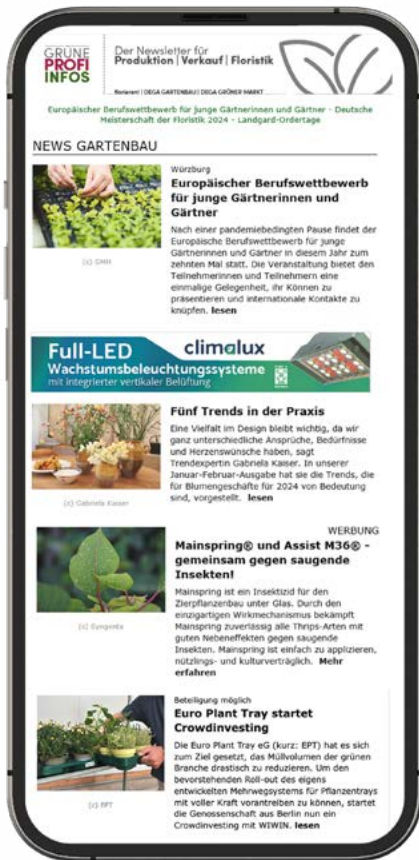
1,125.-

With additional text ad in the GPI-Newsletter Production / Sales / Floristry as a push element

Duration 30 days each

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





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

375.-

PRODUCT OF THE WEEK

520.-

JOB OF THE WEEK

275.-

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

All prices in € plus VAT.

**MORE
INFO**



PERFECT FIT

From the branch for the branch. High level of attention through practice-oriented and well-founded specialist articles.

RECIPIENTS: 5,350

PUBLISHED: 4x / YEAR

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

550.-

TEXT AD

300 characters text + image

750.-

POLE POSITION

Surcharge | placing | 1. Advertisement

50.-

EVENT TIP

375.-

PRODUCT OF THE WEEK

550.-

JOB OF THE WEEK

275.-

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

All prices in € plus VAT.

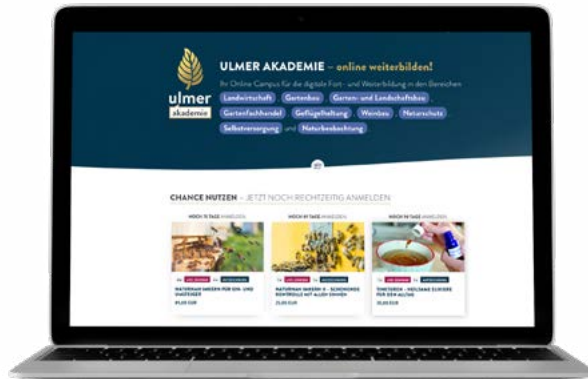


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MOBILE DIALOGUE | INDIVIDUAL

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
- Create your own online seminar – with our organizational and technical support

INDIVIDUAL OFFERS + SOLUTIONS

FEEL FREE TO CONTACT US



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

MORE INFO



Advertisement service and consulting

anzeigen@ulmer.de

Please indicate in the subject line: Grüner Stellenmarkt

ONLINE BASIC

Text advert	● 30 days online	220,- €
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ONLINE PREMIUM

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