



THE MEDIA BRAND FOR THE PROFESSIONALS IN GREEN AND GROUNDS MAINTENANCE



Copyright: Wendebourg

MEDIA
KIT
2025



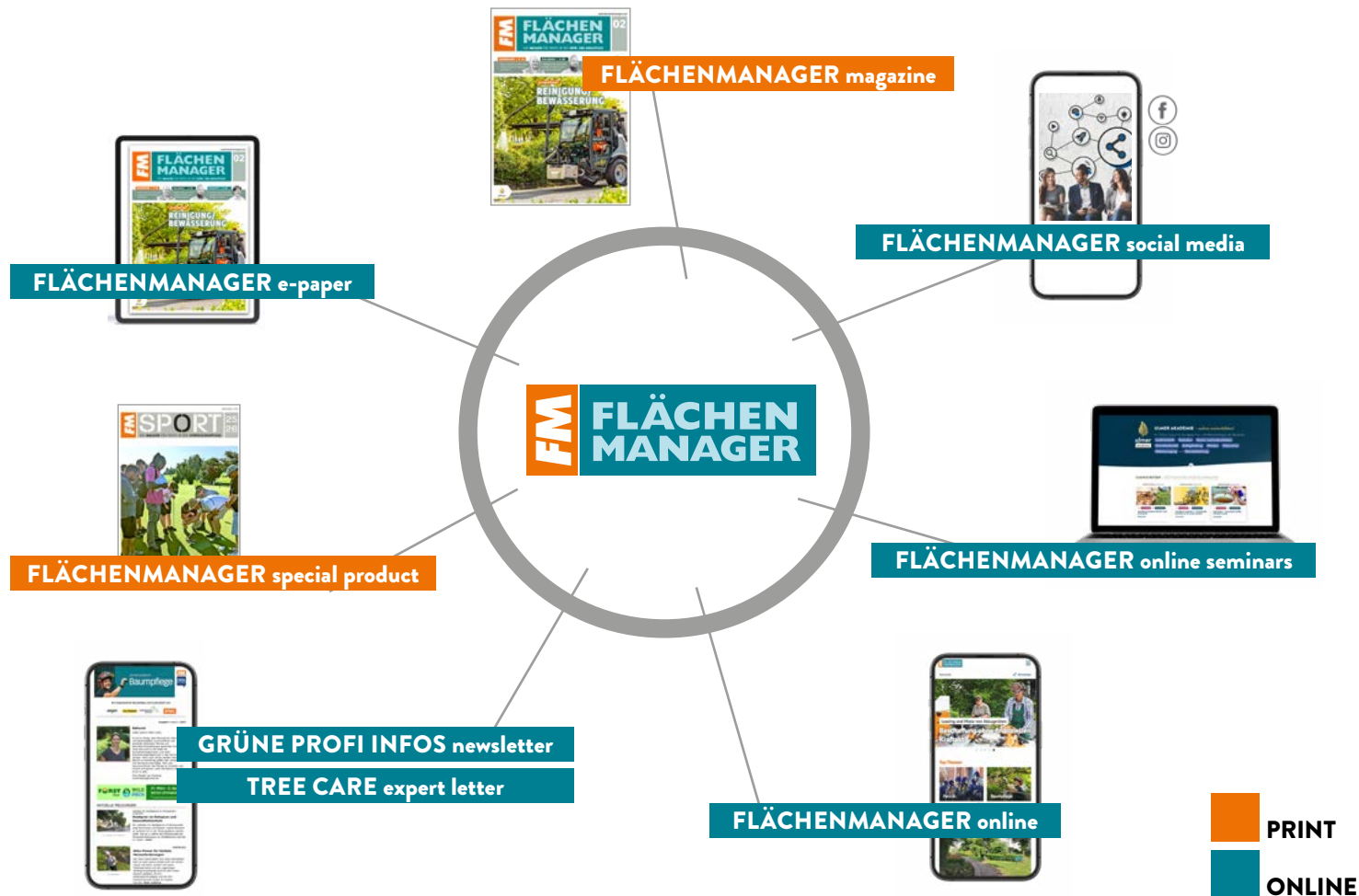


***‘The only cross-target
group media brand
for municipalities,
landscaping and
facilities’***

INNOVATIONS and **NEW PRODUCTS** in the area
of **CARE** working methods **BEST PRACTICE** tips for
OPERATION and **COLLEGE MANAGEMENT** New
laws and regulations on **TECHNICAL USE** and **LIABILITY**
Job Market **COMPACT** and **UNDERSTANDABLE**
presented



**FLÄCHEN
MANAGER**



*The FLÄCHENMANAGER
provides all the information
that care professionals need
four times a year – in a concise
and entertaining format –
analogue and digital.*



Copyright: Staffler

CLAUDIA VON FREYBERG**Editor**

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BASICS

YEAR

15. year | 2025

FREQUENCY OF PUBLICATION

4x per year

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 7,623

Distributed Circulation: 7,601

Sold Circulation: 1,638

(III. quarter 2023 – II. quarter 2024)



GEOGRAPHICAL DISTRIBUTION

Domestic:	97%	7,373
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Abroad (A, CH and others):	3%	228
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Actual distributed Circulation (tvA):	100%	7,601
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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](#)

WHO READS FLÄCHENMANAGER*

With FLÄCHENMANAGER, the cross-target group magazine for green and grounds maintenance, you can reach local authorities in Germany in particular.



MUNICIPALITY

- Building authority managers and managers of building yards
- Road maintenance managers
- Garden and park managers

3,854 copies*

KOMMUNE 50.7%



LANDSCAPING

- Landscaping entrepreneurs
- Machinery cooperatives and contractors with municipal work

1,855 copies*

LANDSCAP. 24,4%



FACILITY

- Commercial tree carers (e.g. caretakers)
- Private street cleaning and winter service providers
- Property managers

1,892 copies*

FACILITY 24,9%

in total 7,601 copies*

* Figures from sales file Verlag Eugen Ulmer

TOPICS | DATES

Here you can find the current
topic planning online

MORE
INFO



EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
MARCH	1	PD: 20.03.25 AD: 17.02.25	Main focus: Lawn and green care FM-Test: Battery system overview Hand-held mulchers Ride-on meadow mowers: fine technology for rough work Cordless tools: System technology by volt class Seed mixtures Substrates and fertilisers Market overview of double cabs 3.5 up to 4.25 tonnes Water-bound road surfaces – durable and climate-neutral Fair preview Forst live Preview Deutsche Baumpflegetage	NEWSLETTER EXPERT LETTER Tree care PD: 06.02.25 AD: 14.01.25	Forst live  Offenburg-Ortenau 11.-13.04.25 Deutsche Baumpflegetage Augsburg 06.-08.05.25

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JUNE	2	PD: 13.06.25 AD: 12.05.25	Main focus: Surface cleaning FM-Test: Handsaws Implement system / Multitools Tractor or implement carrier – properties in difficult terrain Market overview of electric vans (up to 3.0 t) Weed removal system comparison High-pressure cleaners / brushes Waste disposal and cleaning Special fuels Irrigation and sensor technology	SPECIAL PART demopark 2025 NEWSLETTER EXPERT LETTER Tree care PD: 10.04.25 AD: 28.03.25	demopark Eisenach 22. – 24.06.25 
	3	PD: 24.09.25 AD: 05.08.24	Main focus: Winter service FM test: Cordless cut-off grinder Innovations for clearing and gritting Leaf removal and recycling Battery technology Market overview of pick-ups Mobile excavators in municipal use Preview Fair A+A Fair preview Agritechnica	NEWSLETTER EXPERT LETTER Tree care PD: 24.07.25 AD: 11.07.25	A+A, Düsseldorf 04. – 07.11.25 

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
DECEMBER	4	PD: 19.12.25 AD: 29.10.25	Main focus: Wood and tree care FM-Test: Pistol grip saws Innovations in wood shredding Height access with tracked aerial work platforms Clever car trailer solutions Workwear and work safety Market overview 7.5 tonne trucks New machines 2025 / 2026 Follow-up report Agritechnica	SPECIAL SUPPLEMENT FM SPORT AD: 15.10.25 NEWSLETTER EXPERT LETTER Tree care PD: 06.11.25 AD: 24.10.25 SPECIAL NEWSLETTER FM SPORT PD: 19.12.25 AD: 05.12.25	

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format	sw	3,953.-
	175 × 270 mm	2c	4,323.-
		3c	4,693.-
		4c	5,063.-
	Bleed format*	sw	4,348.-
	210 × 297 mm	2c	4,718.-
		3c	5,088.-
		4c	5,458.-
2/3 	Type area format	sw	2,635.-
	175 × 178 mm	2c	3,005.-
	116 × 270 mm	3c	3,375.-
		4c	3,745.-
	Bleed format*	sw	2,899.-
	210 × 198 mm	2c	3,269.-
	133 × 297 mm	3c	3,639.-
		4c	4,009.-
1/2 	Type area format	sw	1,976.-
	175 × 133 mm	2c	2,346.-
	85 × 270 mm	3c	2,716.-
		4c	3,086.-
	Bleed format*	sw	2,174.-
	210 × 148 mm	2c	2,544.-
	102 × 297 mm	3c	2,914.-
		4c	3,284.-

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format	sw	1,318.-
	175 × 88 mm	2c	1,688.-
	56 × 270 mm	3c	2,058.-
		4c	2,428.-
	Bleed format*	sw	1,450.-
	210 × 105 mm	2c	1,820.-
	72 × 297 mm	3c	2,190.-
		4c	2,560.-
1/4 	Type area format	sw	988.-
	175 × 65 mm	2c	1,358.-
	85 × 133 mm	3c	1,728.-
		4c	2,098.-
	Bleed format*	sw	1,087.-
	210 × 84 mm	2c	1,457.-
	102 × 148 mm	3c	1,827.-
		4c	2,197.-
1/8 	Type area format	sw	494.-
	175 × 32 mm	2c	644.-
	85 × 65 mm	3c	794.-
		4c	944.-

* plus 3 mm bleed all round

mm price bw: 3.66 €. 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	6,550.–
Inset ad on front page & ad on editorial page	 + 	Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, bleed format*	4c	4,840.–
Junior page		115 × 168 mm, type area format 132 × 189 mm, bleed format*	4c 4c	3,433.– 3,665.–
Text part advertisements (Minimum calculation 50 mm)	 	per 40 mm width column per 56 mm width column	bw bw	6.11 pro mm / column 8.15 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

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	3.66 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.

See page 28

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT

PRICES / €

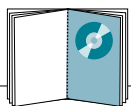
Flap*



- 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

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

Delivery note

for „FLÄCHENMANAGER Nr. ...“
Delivery date 14 days before
publication

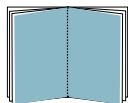
SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND BOUND-IN INSERTS

DESCRIPTION

PRICES / €

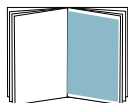
Bound-in inserts*



- Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight

- 2 pages: 5,460.– €
- 4 pages: 6,550.– €
- 6 pages: 7,860.– €

Supplements*



- Maximum format 205 × 297 mm (W × H)
- Surcharge for exceeding format 25.– € per thousand

per thousand copies

- up to 25 g weight: 365.– €
- up to 35 g weight: 400.– €
- up to 50 g weight: 455.– €

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

Konradin Druck GmbH

Dispatch Dept. – Mr. Kienzle

Kohlhammerstr. 1-15

70771 Leinfelden-Echterdingen

Delivery note

for „FLÄCHENMANAGER Nr. ...“

Delivery date 14 days before publication

SPECIAL SUPPLEMENT FM SPORT

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER

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

PUBLICATION DATE: 19.12.2025

ADVERTISING DEADLINE: 15.10.2025

DISTRIBUTED CIRCULATION: 8,200 COPIES

THE BENEFITS

- This is where you can reach the professionals in the sport area maintenance
- Take advantage of the unique interaction between print and website as well as the wide distribution in the relevant target groups

MORE
INFO



**MORE
INFO** 



-  **BAU**
öffentlich/halböffentlich/
gewerblich
-  **privat** (Gartengestaltung)
-  **PLANUNG**
öffentlich/halböffentlich/
gewerblich
-  **privat** (Gartengestaltung)
-  **NATURSCHUTZ**
-  **Pflege + Baumpflege**
öffentlich/halböffentlich/
gewerblich
-  **kommunal**
-  **privat** (Gartenpflege)
-  **SPORT + GOLF** (Bau und Pflege)
-  **Ausbildung im GaLaBau**
-  **Magazin / Zeitung / Sonderprodukt**
Zeitschrift
-  **Buch**
-  **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 70 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:

PSO LWC Improved

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 47

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

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

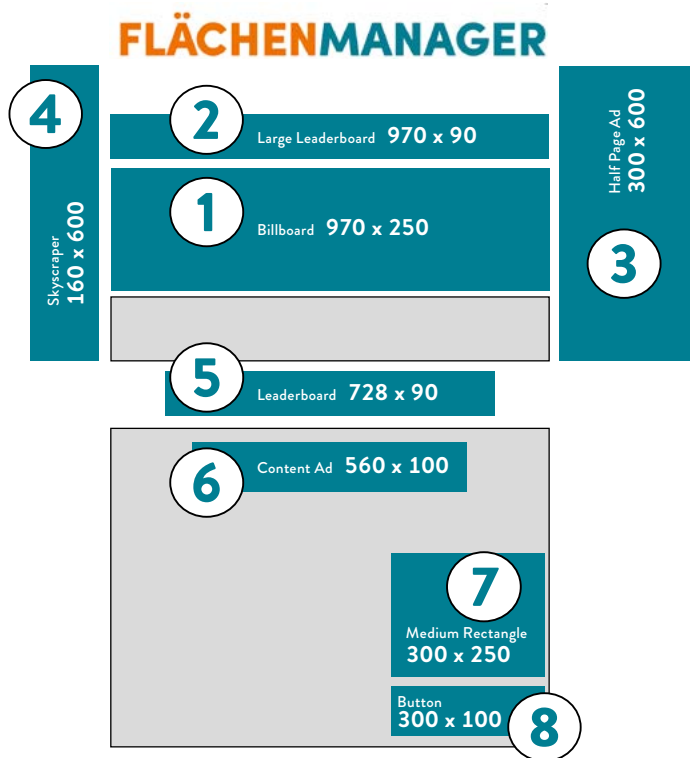
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

WWW.FLAECHENMANAGER.COM, the specialist portal, offers **SUPPLEMENTARY**, up-to-date information on all aspects of practice (tips on legislation, presentation of new products, etc.) and thus specifically addresses **DECISION-MAKERS** in **GREEN** and **AREA CARE**.



BASIC-FORMATS | PRICES

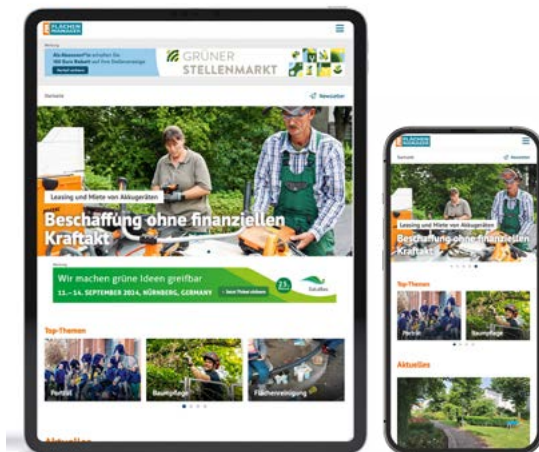


FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	744.-	970 x 250
2 Large Leaderboard	558.-	970 x 90
3 Half Page Ad	558.-	300 x 600
4 Skyscraper	446.-	160 x 600
5 Leaderboard (Superbanner)	372.-	728 x 90
6 Content Ad	335.-	560 x 100
7 Medium Rectangle	335.-	300 x 250
8 Button	186.-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

FORMATS + PRICES

ONLINE-ADVERTORIAL BASIC ①+②

750.-

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

ONLINE-ADVERTORIAL PREMIUM ①+②+③

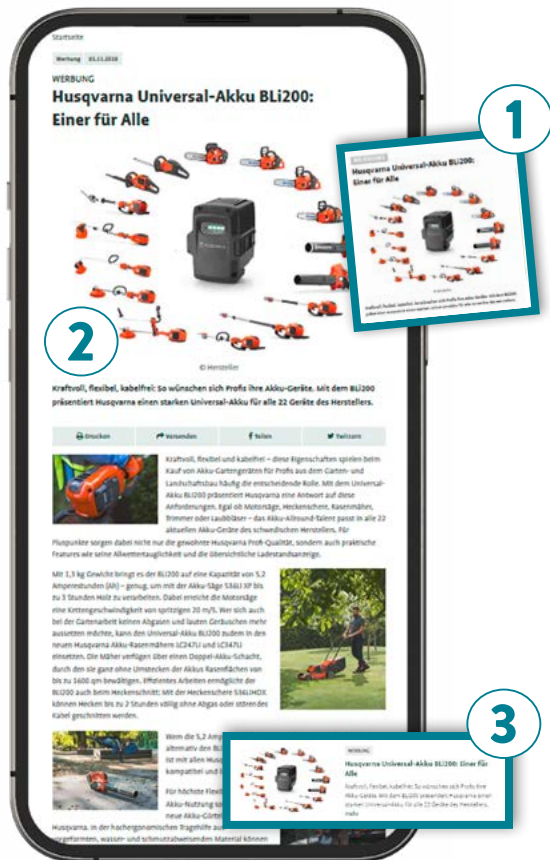
1,125.-

With additional Text Ad in the GPI-Newsletter GaLaBau and area maintenance as a push element

Duration 30 days each

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

MORE
INFO





UP-TO-DATE

Branch and market information for den GaLaBau, die Kommune and area maintenance

RECIPIENTS: 11,000

PUBLISHED: 14-DAYS

OPENING RATE: 25 %

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.



TOPIC

Contact specific green space authorities, area maintenance companies and departments at large housing associations

RECIPIENTS: 8,500

PUBLISHED: 4X PER YEAR

OPENING RATE: 27 %

MARCH / JUN. / AUG. / OKT.

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

750.-

TEXT AD

300 characters text + image

950.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

50.-

EVENT TIP

PRODUCT OF THE WEEK

JOB OF THE WEEK

750.-

750.-

275.-

Discount: 2 Dates – 5% | 4 Dates – 10%

All prices in € plus VAT.

MORE
INFO



BENEFIT FROM THE POWER OF THE FLÄCHENMANAGER-NETWORK

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



2,398 visits*
3,423 page impressions / month*
8,000 newsletter recipients**



16,398 visits*
22,399 page impressions / month*
23,000 newsletter recipients**

GÄRTEN

421 visits*
888 page impressions / month*



21.383 visits*
32.017 page impressions / month*
40.700 newsletter recipients**



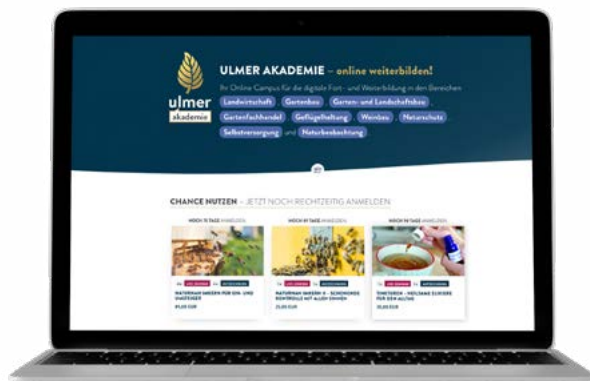
2,166 visits*
4,365 page impressions / month*
9.700 newsletter recipients**

* Values: June 2024 | Source: Matomo

** Values: June 2024 | 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



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.

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

PUBLISHER ADDRESS

Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart



T +49 (0) 711 / 45 07 - 0
F +49 (0) 711 / 45 07 - 2 21
anzeigen@ulmer.de

HEAD OF MARKETING + SALES

Marc Alber
T +49 (0) 711 / 45 07 - 1 26
malber@ulmer.de

ADVERTISING SERVICE

T +49 (0) 711 / 45 07 - 1 47
F +49 (0) 711 / 45 07 - 2 21
anzeigen@ulmer.de

PUBLISHER'S REPRESENTATIVE

SW Medienvertretung 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
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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

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