

**FREIRAUM
GESTALTEN**

**THE MEDIA BRAND FOR
PLANNING, CONSTRUCTION AND EQUIPMENT**



Copyright: Kassenberg

MEDIA
KIT
2025



*The only cross-target
group media brand
for planning
municipalities and
the property industry*

Best practice models **BUILDING TECHNIQUES**
and their implementation **PRODUCT NEWS** Life Cycle
Costing Portraits Portraits Expertise on **REGULATIONS**
and **PLANNING PROCESSES** News on **TARGET**
GROUP-RELEVANT issues

**FREIRAUM
GESTALTEN**



FREIRAUM GESTALTEN is the cross-target group magazine and part of our cross-media offering for all those involved in planning. FREIRAUM GESTALTEN provides practical topics and up-to-date knowledge for everyday professional life.

**HEIKE VOSSEN****Editor**

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BASICS

YEAR

12. year | 2025

FREQUENCY OF PUBLICATION

6x in 2025

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 3,575

Distributed Circulation: 3,276

Sold Circulation: 781

(III. quarter 2023 – II. quarter 2024)



GEOGRAPHICAL DISTRIBUTION

Domestic: 96% 3,145

Abroad (A, CH and others): 4% 131

Actual distributed Circulation (tvA): 100% 3,276

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 FREIRAUM GESTALTEN*



PLANNING

- Freelance landscape architects
- Urban planners

1,473 copies*



MUNICIPALITY

- Municipal decision-makers
- Landscape architects and urban planners in the municipalities

1,574 copies*



REAL ESTATE

- Decision-makers in the property industry and housing associations
- Church organisations, hospitals
- Leisure parks and property managers
- Planners at various organisations

229 copies*

in total 3,276 copies*

* Figures from distribution file Verlag Eugen Ulmer

TOPICS | DATES

Here you can find the current
topic planning online

**MORE
INFO**



EDITION	DATES	TOPICS PRINT	TOPICS  DIGITAL NEWSLETTER FREIRAUM KOMPAKT	FAIRS + EXHIBITIONS
FEBRUARY	1	PD: 24.02.25 Building greening / urban climate AD: 21.01.25 Roof and vertical greening Drainage systems Facade connections Irrigation concepts Follow-up reporting construction Building materials for open spaces		
				PD: 12.03.25 AD: 28.02.25 Greening the City / Climate trees
MARCH				
APRIL	2	PD: 22.04.25 Paths / squares / walls AD: 17.03.25 Pavement surfaces, materials + superstructures, drainage; street furniture Traffic and guidance systems Building materials for open spaces		PD: 16.04.25 AD: 04.04.25 Sponge city / sponge landscape

EDITION	DATES	TOPICS PRINT	TOPICS ● DIGITAL NEWSLETTER FREIRAUM KOMPAKT	FAIRS + EXHIBITIONS
MAY			PD: 14.05.25 AD: 02.05.25 Transformation / Urban redevelopment	spoga+gafa Cologne 24.-26.06.25 
JUNE	3	PD: 20.06.25 AD: 15.05.25 Play and sport Playrooms, play equipment, sports facilities, floor coverings, fall protection, technology + accessories Building materials for open spaces	PD: 11.06.25 AD: 30.05.25 Movement spaces / Inclusion	
JULY			PD: 16.07.25 AD: 04.07.25 Cooling the City / Unsealing	
AUGUST	4	PD: 22.08.25 AD: 10.07.25 Greening in public spaces Planting concepts, tree protection, substrates Designing with natural stone Pavements and walls Building materials for open spaces	PD: 13.08.25 AD: 01.07.25 Construction turnaround / Circular economy	
SEPTEMBER			PD: 17.09.25 AD: 05.09.25 Climate / Urban ecology	

EDITION	DATES	TOPICS PRINT	TOPICS ● DIGITAL NEWSLETTER FREIRAUM KOMPAKT	FAIRS + EXHIBITIONS
OCTOBER	5	PD: 22.10.25 AD: 18.09.25 Planning on and with water Products and systems Play and sports equipment Ground coverings, fall protection Fair Preview FSB Building materials for open spaces	PD: 15.10.25 AD: 02.10.25 Games + sport	FSB Cologne 05.-10.09.25 
	NOVEMBER Newsletter FREIRAUM kompakt	PD: 03.11.25 AD: 20.10.25 Smart future Smart urban planning Lighting technology Automation Intelligent software and apps FREIRAUM WETTBEWERB	PD: 12.11.25 AD: 31.10.25 Water in the city	
DECEMBER	6	PD: 19.12.25 AD: 17.11.25 Public Design (light and equipment) Lighting concepts and technology; Pavement surfaces, square and path construction, street furniture Software + smart technology for planning, maintenance and construction processes Building materials for open spaces	PD: 17.12.25 AD: 05.12.25 Smart technology	

FORMATS | PRICES

FORMAT	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 182 × 250 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 182 × 166 mm 119 × 250 mm	bw	2,570.-
		2c	2,940.-
		3c	3,310.-
		4c	3,680.-
	Bleed format* 210 × 186 mm 133 × 297 mm	bw	2,827.-
		2c	3,197.-
		3c	3,567.-
		4c	3,937.-
1/2  	Type area format 182 × 125 mm 66 × 250 mm	bw	1,928.-
		2c	2,298.-
		3c	2,668.-
		4c	3,038.-
	Bleed format* 210 × 145 mm 108 × 297 mm	bw	2,121.-
		2c	2,491.-
		3c	2,861.-
		4c	3,231.-

FORMAT	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3  	Type area format 182 × 83 mm 56 × 250 mm	bw	1,285.-
		2c	1,655.-
		3c	2,025.-
	Bleed format* 210 × 103 mm 70 × 297 mm	bw	1,414.-
		2c	1,784.-
		3c	2,154.-
1/4  	Type area format 182 × 61 mm 88 × 125 mm	bw	964.-
		2c	1,334.-
		3c	1,704.-
		4c	2,074.-
	Bleed format* 210 × 83 mm 102 × 145 mm	bw	1,060.-
		2c	1,430.-
		3c	1,800.-
		4c	2,170.-
1/8 	Type area format 182 × 32 mm 88 × 61 mm	bw	482.-
		2c	632.-
		3c	782.-
		4c	932.-

* plus 3 mm bleed all round

mm price bw: 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.

SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 × 297 mm, bleed format*	4c	6,430.-
Advertisement on editorial page		72 × 297 mm, bleed format*	4c	3,286.-
Junior page		112 × 166 mm, type area format	4c	3,376.-
		133 × 186 mm, bleed format*	4c	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 discountable.

CLASSIFIED ADS

Job vacancies, mm-Price sw, 1 columns	3.57 €
Box number charge	8.- €

Digital publication of your job advertisement is possible.

See page 26

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT	DESCRIPTION	PRICES / €
Flap* 	<ul style="list-style-type: none"> • 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* 	<ul style="list-style-type: none"> • 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

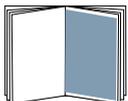
W. Kohlhammer Druckerei
GmbH & Co. KG

Mr. Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „FREIRAUM GESTALTEN No....“
Delivery date 14 days before
publication

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS / BOUND-IN INSERTS	DESCRIPTION	PRICES / €
Bound-in inserts* 	<ul style="list-style-type: none"> Deliver folded in untrimmed format 215 × 305 mm (W × H) gefalzt anliefern (up to 25 g Einzelgewicht). 	<ul style="list-style-type: none"> 2 pages: 5,360.- € 4 pages: 6,430.- € 6 pages: 7,720.- €
Supplements* 	<ul style="list-style-type: none"> Maximum format 205 × 297 mm (W × H) Surcharge for exceeding format 25.- € per thousand. 	Fixprice <ul style="list-style-type: none"> up to 25 g weight: 1,800.- € up to 35 g weight: 1,910.- € up to 50 g weight: 2,070.- €

Each plus 3 mm bleed all round.

All prices plus VAT.

PRINT SHOP

KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KG
Mr. Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „FREIRAUM GESTALTEN No...“
Delivery date 14 days before
publication

* 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.



- BAU öffentlich/halböffentlich/ gewerblich
- privat (Gartengestaltung)
- PLANUNG öffentlich/halböffentlich/ gewerblich
- privat (Gartengestaltung)
- NATURSCHUTZ
- Pflege + Baumpflege öffentlich/halböffentlich/ gewerblich
- kommunal
- privat (Gartengpflege)
- SPORT + GOLF (Bau und Pflege)
- Ausbildung im GalaBau
- Magazin / Zeitung / Sonderprodukt Zeitschrift
- Buch
- Digitale Produkte

TECHNICAL DATA

JOURNAL FORMAT

Bleed format:

210 mm × 297 mm (Width × Height)

Type area format:

182 mm × 250 mm (Width × Height)

FORMATS IN TYPE AREA

column	Width × Height in the text section	Width × Height in the advertisement section and the 'News' section
1	56 × 250 mm	41 × 250 mm
2	119 × 250 mm	88 × 250 mm
3	182 × 250 mm	135 × 250 mm
4	—	182 × 250 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)

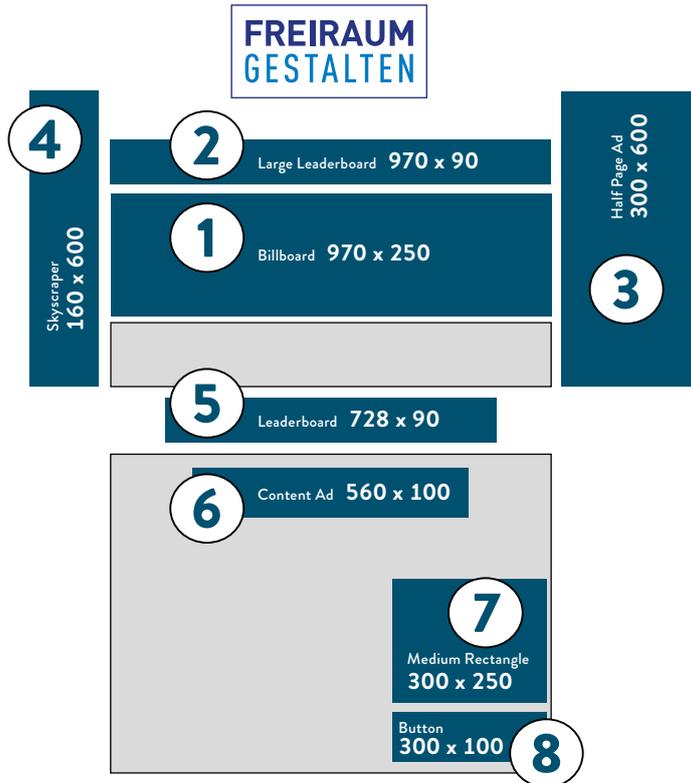
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

FREIRAUM GESTALTEN is the cross-target groups magazine for **DECISION-MAKERS** in local authorities, for landscape architects and urban planners. The specialist portal **WWW.FREIRAUM-GESTALTEN.INFO** offers supplementary, **UP-TO-DATE INFORMATION** on all aspects of **PRACTICE** (specialist articles, industry dates, etc.) and thus addresses decision-makers in planning, municipalities and property **ACROSS ALL TARGET GROUPS**.

**FREIRAUM
GESTALTEN**

BASIC-FORMATS | PRICES

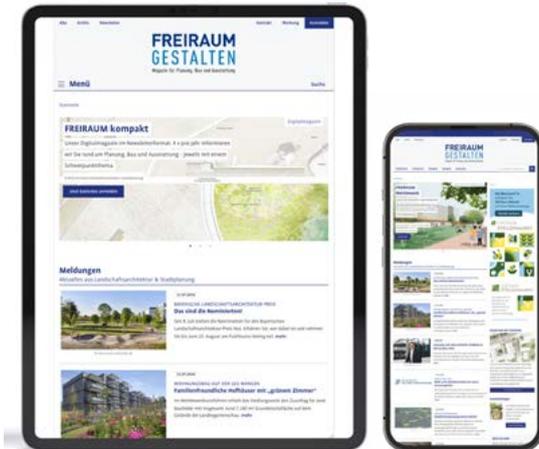


FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	744.-	970 x 250
2 Large Leaderboard	558.-	970 x 90
3 Half Page Ad	558.-	300 x 600
4 Skyscraper	446.-	160 x 600
5 Leaderboard (Superbanner)	372.-	728 x 90
6 Content Ad	335.-	560 x 100
7 Medium Rectangle	335.-	300 x 250
8 Button	186.-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

FORMATS + PRICES

ONLINE-ADVERTORIAL BASIC ①+② 750.-

Consisting of teaser and main article. The teaser is placed on the homepage of the FREIRAUM GESTALTEN website and linked directly to the main article

ONLINE-ADVERTORIAL PREMIUM ①+②+③ 1,125.-

With additional Text Ad in the Newsletter FREIRAUM kompakt as a push element

Duration 30 days each
All prices in € plus VAT. / All elements are marked as "advertising".





UP-TO-DATE

The digital magazine FREIRAUM kompakt in newsletter format complements the magazine with 10 editions

RECIPIENTS: 9,700

PUBLISHED: 10x / JAHR

OPENING RATE: 26 %

MARCH TILL DECEMBER

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 JOB OFFER

375.-

275.-

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

All prices in € plus VAT.

MORE
INFO



BENEFIT FROM THE POWER OF THE FREIRAUM GESTALTEN-NETWORK

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



2,166 visits*
4,365 page impressions / month*
9,700 newsletter recipients**



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

GÄRTEN

421 visits*
888 page impressions / month*



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

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



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,- €

ONLINE PREMIUM

Text advert, Logo, PDF info material ● 30 days online 345,- €

EXTRA SERVICES

Duration + 30 days 85,- €

Refreshing 105,- €

TOP position 210,- €

CROSSMEDIA PLUS

**Print job adverts
+ online booking**

60 days duration for the price of 30 days!

PUBLISHER ADDRESS

Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart



ulmer

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

HEAD OF MARKETING + SALES

Marc Alber
T + 49 (0) 7 11 / 45 07 - 1 26
malber@ulmer.de

ADVERTISING SERVICE

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

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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