

GÄRTEN

THE **MEDIA BRAND** FOR THE PLANNERS
AND LANDSCAPE GARDENERS IN THE PRIVATE GARDEN AREA



Copyright: Bosshard

MEDIA
KIT
2025

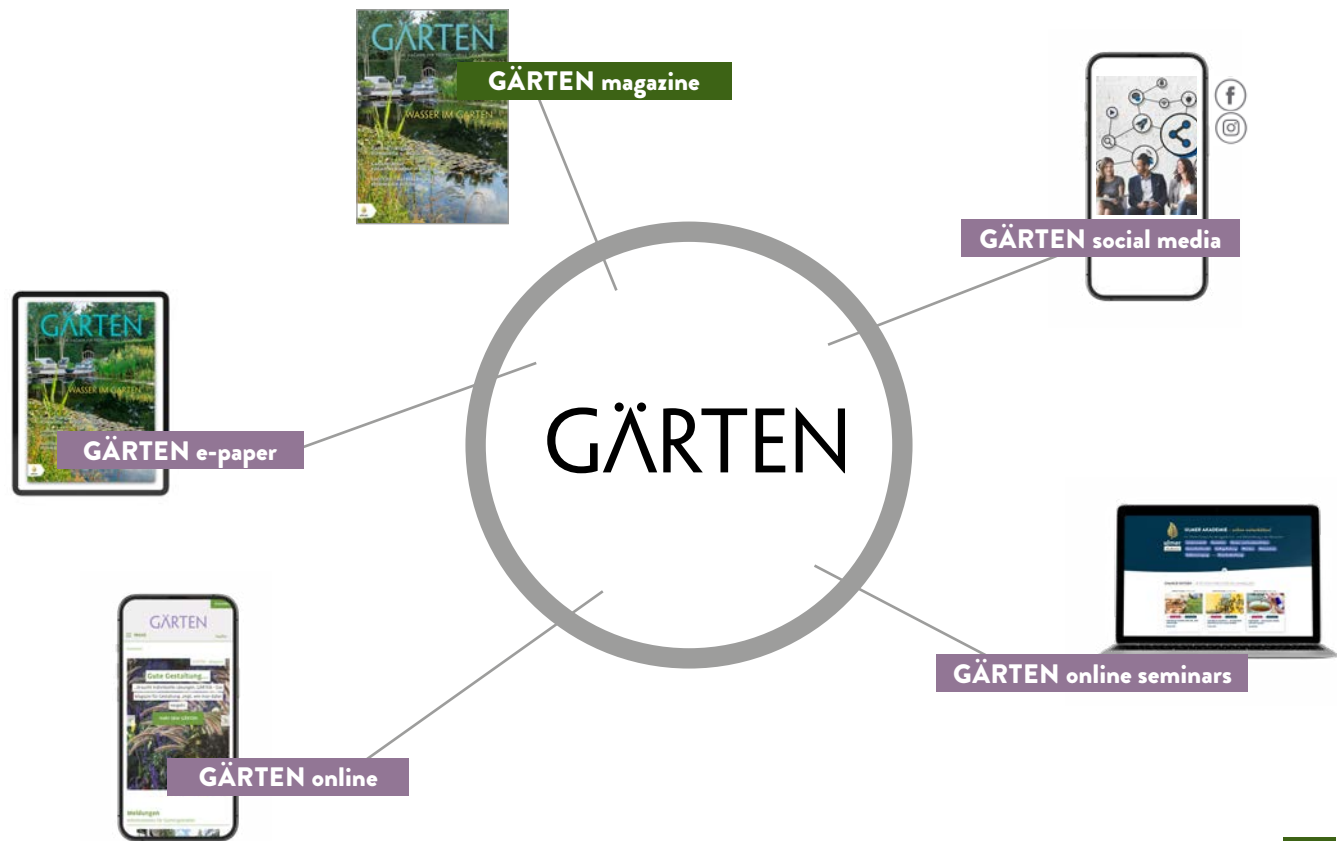


www.gaerten-magazin.de

***‘The only media
brand that deals
professionally and
exclusively with the
planning and design
of private gardens.’***

Project examples **GARDEN DESIGN** Technique
and dates of the projects, **PORTRAITS**, Material,
PLANTS, Equipment, **FURNITURE**, **LIGHT**,
SUN PROTECTION, Exhibitions and Events

GÄRTEN



PRINT



ONLINE

*GÄRTEN – the magazine
for professional design – is the
media brand for all those
professionally involved in the
planning and design of
private gardens and part
of our cross-media range.*

**HEIKE VOSSEN****Editor**

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BASICS

YEAR

8. year | 2025

FREQUENCY OF PUBLICATION

4 times a year

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 3,000

Distributed Circulation: 2,798

Sold Circulation: 2,187

(III. quarter 2023 – II. quarter 2024)



ADDITIONAL DISTRIBUTION SWITZERLAND

Plus 1,500 copies per issue

Total circulation Germany and Switzerland:
approx. 4,500 copies

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](#)

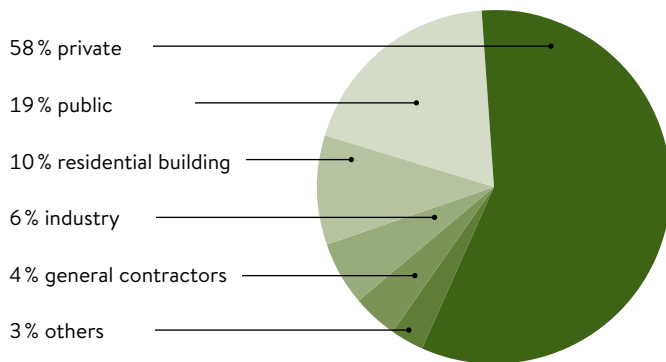
[Bank details](#)

GROWTH MARKET GÄRTEN

58 PERCENT

The private garden sector accounts for over 58% of the sector's turnover.

GÄRTEN focuses strongly on private gardens, as the largest investments are made in this segment.

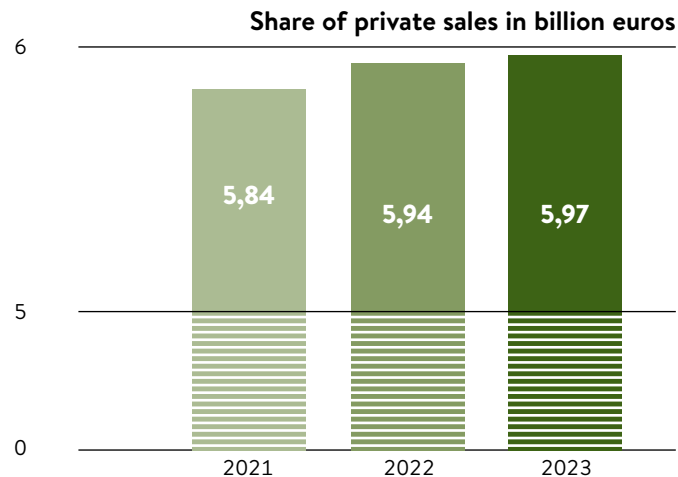


Source: GaLaBau Service GmbH

OVER 10 BILLION EURO SALES

Almost 6 billion euros turnover in the private garden sector.

The share of sales increased continuously from 2021 to 2023.



Source: GaLaBau Service GmbH

WHO READS GÄRTEN*



REALISATION

- Garden designers and landscaping contractors

1,837 copies*



PLANNING

- Garden architects

961 copies*

in total 2,798 copies*

* Figures from distribution file Verlag Eugen Ulmer

TOPICS | DATES

Here you can find the current
topic planning online

**MORE
INFO**



EDITION	DATES	TOPICS	FAIRS + EXHIBITIONS
MARCH	1	PD: 07.03.25 Main focus: Event garden AD: 29.01.25 Vertical wall greening Furniture, outdoor kitchens, fireplaces Pools and pool houses / outdoor saunas Shade providers Water and fountain technology, light in outdoor spaces Trend overview garden furniture and accessories Exclusive trees and shrubs for the private garden Ground coverings Preview: IPM / Essen, Ambiente / Frankfurt, Möbelmesse Cologne Reviews: Light & Building / Frankfurt, Giardina / Zurich	Giardina , CH-Zurich 12.-16.03.25 Salone del Mobile , I-Mayland 16.-21.04.25
	2	PD: 06.06.25 Main focus: Colour in the garden AD: 23.04.25 Focus on plants Equipment for exclusive gardens, surfacing materials (stone, wood and WPC) Designing with metal Fireplaces, screens and windbreaks, plants and planters, wood construction and terrace design (wood / WPC / RPC / BPC) Lighting systems for the garden Preview: spoga+gafa / Cologne	spoga+gafa , Cologne 24.-26.06.25



	EDITION	DATES	TOPICS	FAIRS + EXHIBITIONS
SEPTEMBER	3	PD: 08.09.25 AD: 31.07.25	Main focus: Raingarden Smart Gardening (rainwater management, irrigation, sponge city) Water basins, fountains and water technology Water Features Substrates Privacy screens / borders (walls, fences, hedges) Vertical wall greening Wind protection, sun protection floor coverings Timber construction and terrace design (wood / WPC / RPC / BPC) Light in the garden Preview: Gardiente / Hofheim-Wallau	Gardiente , Hofheim-Wallau September 2025 Mayson&Objet , Paris September 2025
	4	PD: 05.12.25 AD: 24.10.25	Main focus: Indoor gardens + vertical greenery Fountains and water technology Planters and basins Equipment: Winter barbecues / outdoor kitchens, coverings Plant in focus Hardy containers Furnishings Timber construction and terrace design (wood / WPC / RPC / BPC) Lighting system Outdoor saunas Light in the garden Preview: IPM / Essen	

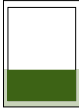
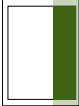
FORMATS | PRICES | DISCOUNTS

FORMATS	WIDTH × HEIGHT	PRICES / €
1/1 	Bleed format* 210 × 297 mm	4,310.–
2/1 	Bleed format* 420 × 297 mm	7,529.–
1/2  	Bleed format* 210 × 145 mm 98 × 297 mm	2,728.–

All advertisements in 4c

* plus 3 mm bleed all round

All prices quoted in the rate plus VAT.
The general terms and conditions for advertisements and third-party supplements in newspapers and magazines apply.

FORMATS	WIDTH × HEIGHT	PRICES / €
1/3  	Bleed format* 210 × 98 mm 67 × 297 mm	1,964.–

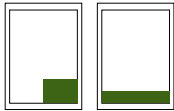
DISCOUNTS

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

REPEAT DISCOUNT		QUANTITY DISCOUNT	
2 times	5%	1 page	5%
4 times	10%	2 pages	10%
		4 pages	15%

Colour and bleed surcharges are discountable.

SPECIAL PLACEMENTS

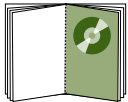
AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
Cover pagen		210 × 297 mm Bleed format*	4c	2. Cover page 4,910.– 3. Cover page 4,638.– 4. Cover page 5,401.–
Table of contents page 1/3 page		Bleed format* 67 × 297 mm	4c	2,160.–
Collective page 1/2 page		Type area format 178 × 125 mm 86 × 256 mm	4c	2,046.–
Collective page 1/4 page		Type area format 178 × 60 mm 86 × 125 mm	4c	1,364.–
Marketplace page 1/8 page		Type area format 86 × 60 mm 178 × 30 mm	4c	600.–

* plus 3 mm bleed all round

All prices plus VAT.

No discounts on flaps, tip-on cards and additional technical costs.

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. 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

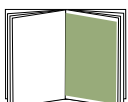
W. Kohlhammer Print shop
GmbH & Co. KG
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „GÄRTEN No....“

Delivery date 14 days before
publication

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS / 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: 4,310.- € 4 pages: 5,170.- € 6 pages: 6,200.- €
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 25g weight: 1,550.- € - up to 35g weight: 1,670.- € - up to 50g 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

KOHLHAMMER

W. Kohlhammer Print shop
GmbH & Co. KG
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „GÄRTEN No....“

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publication

MORE
INFO

- **BAU**
öffentlich/halböffentlich/
gewerblich
- **BAU**
privat (Gartengestaltung)
- **PLANUNG**
öffentlich/halböffentlich/
gewerblich
- **PLANUNG**
privat (Gartengestaltung)
- **NATURSCHUTZ**
- **Pflege** + Baumpflege
öffentlich/halböffentlich/
gewerblich
- **Pflege**
kommunal
- **Pflege**
privat (Gartengestaltung)
- **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:

175 mm × 270 mm (Width × Height)

PRINTING AND PROCESSING

Print

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 - 3 17

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

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

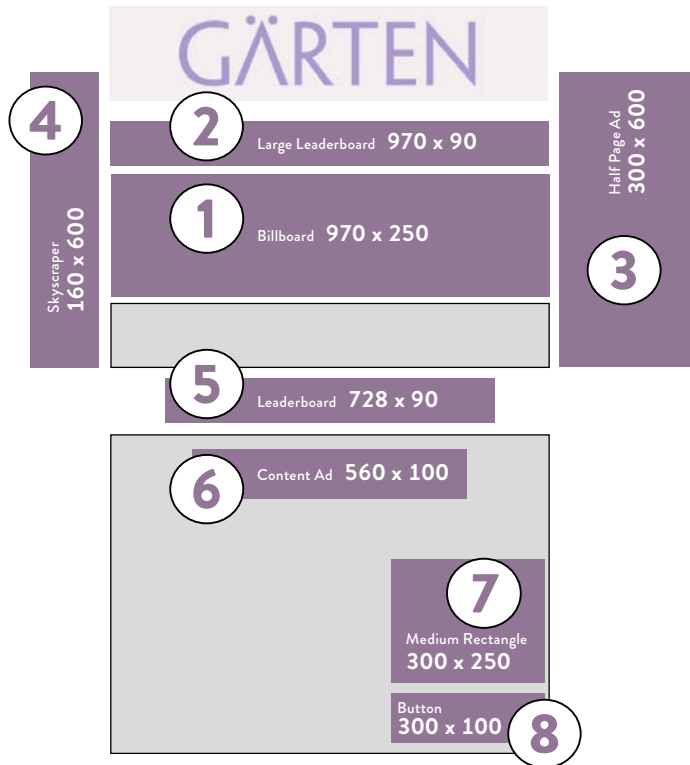
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

The specialist portal **WWW.GAERTEN-MAGAZIN.DE** offers **SUPPLEMENTARY**, up-to-date information on all aspects of **PRACTICE** expert articles, branch dates etc.) and therefore appeals to **DECISION-MAKERS** in **LANDSCAPING** and **GARDEN ARCHITECTS**.

GÄRTEN

BASIC-FORMATS | PRICES

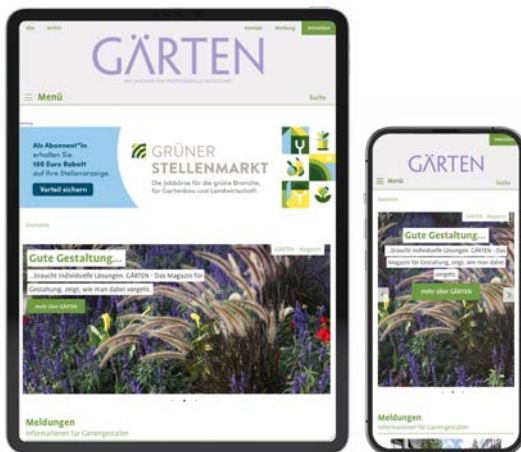


FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	744.-	970 x 250
2 Large Leaderboard	558.-	970 x 90
3 Half Page Ad	558.-	300 x 600
4 Skyscraper	446.-	160 x 600
5 Leaderboard (Superbanner)	372.-	728 x 90
6 Content Ad	335.-	560 x 100
7 Medium Rectangle	335.-	300 x 250
8 Button	186.-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

FORMATS + PRICES

ONLINE-ADVERTORIAL BASIC ①+②

750.-

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

Duration 30 days each

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

**MORE
INFO**



BENEFIT FROM THE POWER OF THE GÄRTEN-NETWORK

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

GÄRTEN

421 visits*

888 page impressions / month*

**FREIRAUM
GESTALTEN**

2,166 visits*

4,365 page impressions / month*

10,500 newsletter recipients**



16,398 visits*

22,399 page impressions / month*

23,000 newsletter recipients**



21,383 visits*

32,017 page impressions / month*

41,500 newsletter recipients**



2,398 visits*

3,423 page impressions / month*

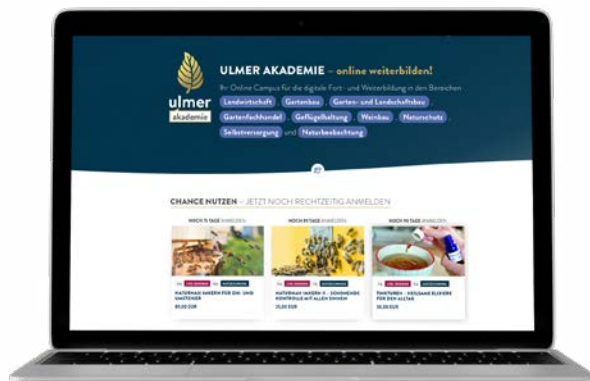
8,000 newsletter recipients**

* 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

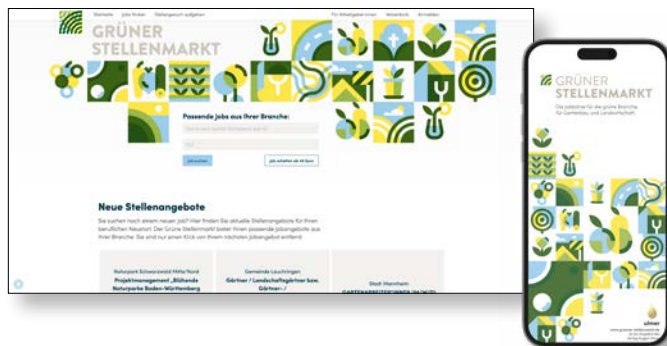


YOUR OPPORTUNITIES

- 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



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 - 3 17
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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