Print | Online

GÄRTEN

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

Copyright: Vossen

MEDIA KIT 2026

www.gaerten-magazin.de

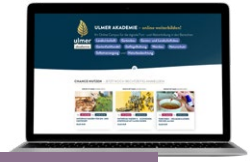
Copyright: Lenfert

GÄRTEN magazine

GÄRTEN social media

GÄRTEN e-paper

GÄRTEN



GÄRTEN online seminars

GÄRTEN online

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

PRINT

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ONLINE

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BASICS

YEAR
9. year | 2026

FREQUENCY OF PUBLICATION
4 times a year

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation: 3,000
Distributed Circulation: 3,245
Sold Circulation: 2,325
(III. quarter 2024 – II. quarter 2025)

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

ulmer

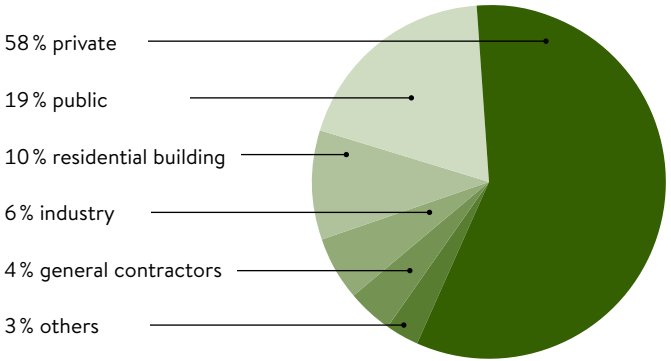
TERMS OF PAYMENT
Payable within 30 days without discount
Terms & Conditions Bank details

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.

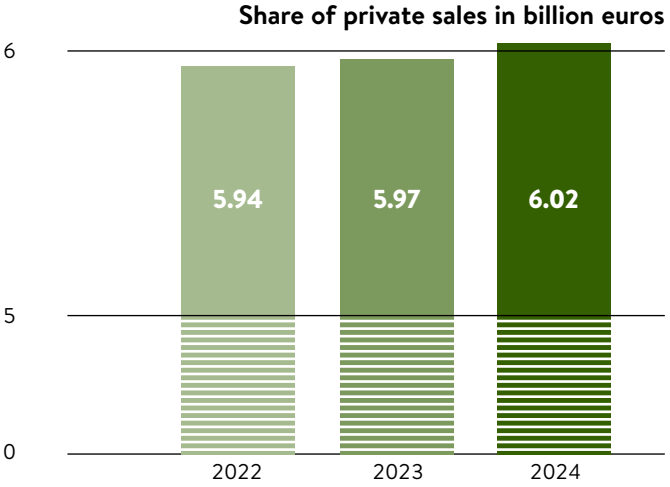


Source: GaLaBau Service GmbH

OVER 10 BILLION EURO SALES

Over 6 billion euros turnover in the private garden sector.

The share of sales increased continuously from 2022 to 2024.



Source: GaLaBau Service GmbH

WHO READS GÄRTEN*

REALISATION

- Garden designers and landscaping contractors

2,060 copies*

PLANNING

- Garden architects

1,185 copies*

in total 3,245 copies*

* Figures from distribution file Verlag Eugen Ulmer

TOPICS | DATES

Here you can find the current topic planning online MORE INFO

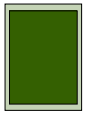
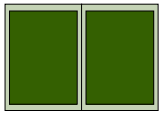
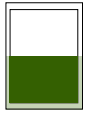
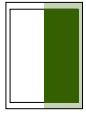
EDITION		DATES		TOPICS	MESSEN + AUSSTELLUNGEN
MARCH	1	PD: 02.03.26 AD: 16.01.26		**Topic: Light in the garden** Main focus: **Privacy and sun protection** Edging, furniture, equipment **Preview:** IPM / Essen, Ambiente / Frankfurt, Möbelmesse Cologne **Reviews:** Light & Building / Frankfurt, Giardina / Zurich	**Maison&Objekt**, F-Paris 15.-19.01.26 **IPM**, Essen 27.-30.01.26 **Light + Building**, Frankfurt 08.-13.03.26 **Giardina**, CH-Zurich 11.-15.03.26 **Salone del Mobile**, Milano 21.-26.04.26
JUNE	2	PD: 05.06.26 AD: 17.04.26		**Topic: gravel gardens** Main focus: **Floor coverings + substrates** Outdoor kitchens, saunas **Preview:** spoga+gafa / Cologne	**spoga+gafa,** Cologne 22.-24.06.26

PD: Publication date | **AD:** Advertising deadline

Subject to change without notice.

EDITION		DATES	TOPICS	MESSEN + AUSSTELLUNGEN
SEPTEMBER	3	PD: 08.09.26 AD: 31.07.26	**Topic: Mediterranean gardens** Main focus: **pools and swimming ponds** Timber construction and terrace design **Preview:** GaLaBau / Nuremberg	**GaLaBau** Nuremberg 15.-18.09.26 **Gardiente**, Hofheim-Wallau September 2026 **Maison&Objet**, Paris September 2026
DECEMBER	4	PD: 04.12.26 AD: 23.10.26	**Topic: Resilient gardens** Main focus: Software Well and water technology **Preview:** IPM/ Essen	

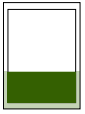
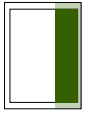
FORMATS I PRICES I DISCOUNTS

FORMATS	WIDTH × HEIGHT	PRICES / €
1/1 	Bleed format* 210 × 297 mm	4,480.–
2/1 	Bleed format* 420 × 297 mm	7,826.–
1/2  	Bleed format* 210 × 145 mm 98 × 297 mm	2,836.–

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	2,041.–

DISCOUNTS

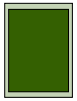
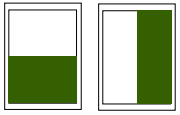
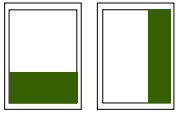
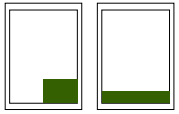
In case of acceptance within 12 months (closure year) and existence of a discount agreement.

REPEAT DISCOUNT	
2 times	5 %
4 times	10 %

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

Colour and bleed surcharges are discountable.

SPECIAL PLACEMENTS

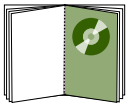
AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €	
Cover pagen		Bleed format* 210 x 297 mm	4c	2. Cover page 3. Cover page 4. Cover page	5,104.– 4,820.– 5,614.–
Table of contents page 1/3 page		Bleed format* 67 × 297 mm	4c		2,245.–
Collective page 1/2 page		Type area format 178 × 125 mm 86 × 256 mm	4c		2,127.–
Collective page 1/4 page		Type area format 178 × 60 mm 86 × 125 mm	4c		1,418.–
Marketplace page 1/8 page		Type area format 86 × 60 mm 178 × 30 mm	4c		624.–

* 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.

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

- 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..

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: 4,480.– € • 4 pages: 5,380.– € • 6 pages: 6,460.– €
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: 1,620.– € • up to 35g weight: 1,720.– € • up to 50g weight: 1,920.– €

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.

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

- 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.

GÄRTEN

BAU
GaLaBau
Auftragnehmer
iGBW-Bilderwörterbuch
www.ulmer.de/bilderwoerterbuch
Print
Digital
Newsletter
6x/Jahr
Campos Regional
digitales Magazin
12x/Jahr
YouTube
NL- Expertenbrief
Gartenpflege
4x/Jahr
www.dega-galabau.de
E-Paper
Newsletter
26x/Jahr
NL-GPI
Bau- und Pflegefirmen
Behörden
SPORT
Vereine
Planungsbüros
Newsletter
NL-Sport
1x/Jahr
4x/Jahr
www.gaerten-magazin.de
12x/Jahr
www.gartenpraxis.de
E-Paper
Newsletter
gruener-stellenmarkt.de
Jobbörse für die grüne Branche.
4x/Jahr
Auftraggeber / Auftragnehmer
YouTube
Facility
Wohnungswirtschaft
Hausmeister
www.flaechenmanager.com
E-Paper
Newsletter
NL-Expertenbrief Baumpflege
Kommunen (Bauhöfe)
Kommunale Eigenbetriebe
PFLEGE
GaLaBau
(nur Pflege)
Zahlreiche weitere Zielgruppen
Landschaftsarchitektenbüros
Wohnungswirtschaft
Immobilienwirtschaft
PLANUNG
Kirche
Kommune
Bauamt, Stadtplanung,
Grünflächenamt
Auftraggeber
6x/Jahr
www.freiraum-gestalten.info
E-Paper
12x/Jahr
www.nul-online.de
E-Paper
Newsletter
4x/Jahr
NL-Expertenbrief
Landschaftspflege
Baumpflegebetriebe
BAUMPFLEGE
Behörden
Baumkontrolleure
12x/Jahr
NL-Freiraum kompakt
Landschaftsplanungsbüros
NATURSCHUTZ
Behörden
Naturschutzverbände
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)

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

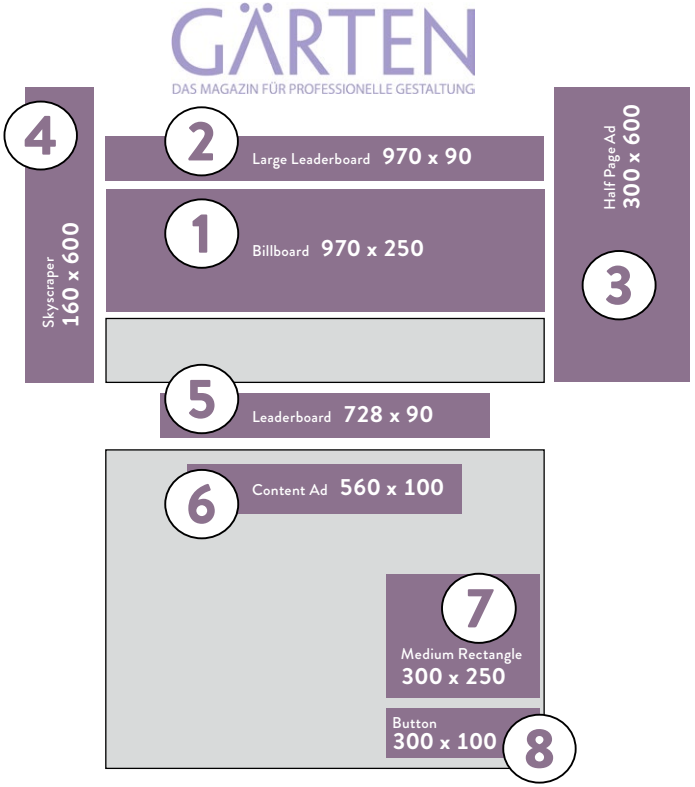
Printable PDF (PDF/X-3)
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

Copyright: Schmid

www.gaerten-magazin.de | visits / month: **857** | page impressions / month: **1,556**

Values: June 2025 | Current figures on request | Source: Matomo

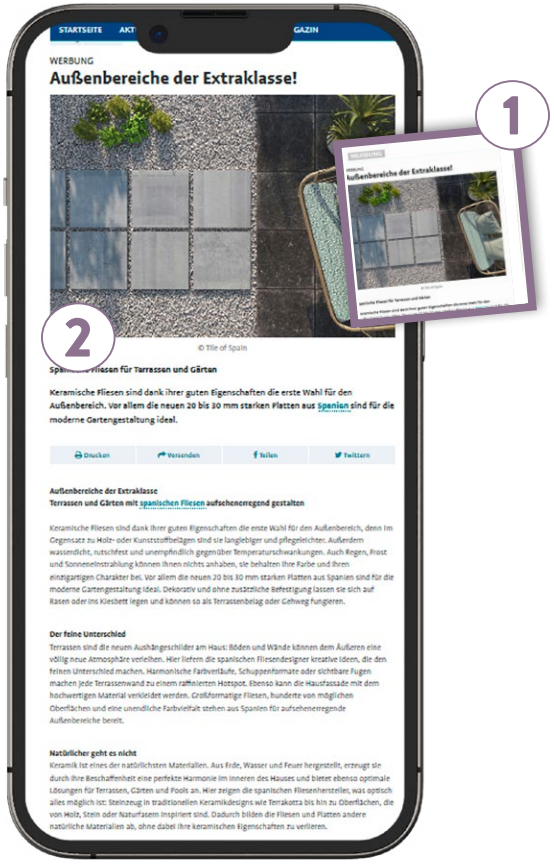
BASIC-FORMATS | PRICES



	DISPLAY-ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1	Billboard	778.–	970 x 250
2	Large Leaderboard	584.–	970 x 90
3	Half Page Ad	584.–	300 x 600
4	Skyscraper	467.–	160 x 600
5	Leaderboard (Superbanner)	389.–	728 x 90
6	Content Ad	350.–	560 x 100
7	Medium Rectangle	350.–	300 x 250
8	Button	195.–	300 x 100

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

The display ads 1-7 are additionally played in the mobile sector in the format 300 x 250 pixels.



ADVERTORIAL

Your content in the editorial setting of the specialist portal www.gaerten-magazin.de

FORMATS + PRICES

ONLINE-ADVERTORIAL+

Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the GÄRTEN Website and links directly to the main article.

Duration 30 days **785,–**

Long-term presence and availability: After the booking period, the advertorials remain active and can be easily found using the search function on the website, ensuring long-term impact and visibility.

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

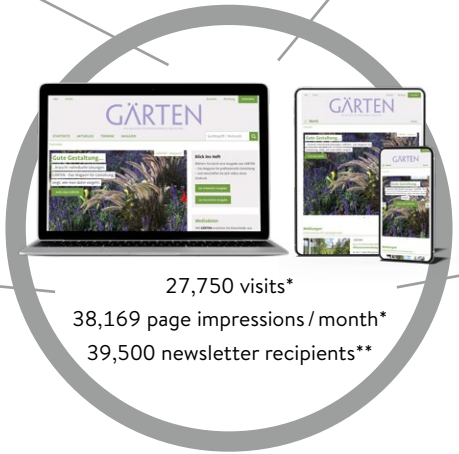
MORE INFO

BENEFIT FROM THE POWER OF THE GÄRTEN-NETWORK

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

GÄRTEN
857 visits*
1,556 page impressions / month*

FREIRAUM GESTALTEN
4,216 visits*
5,754 page impressions / month*
9,300 newsletter recipients**



27,750 visits*
38,169 page impressions / month*
39,500 newsletter recipients**

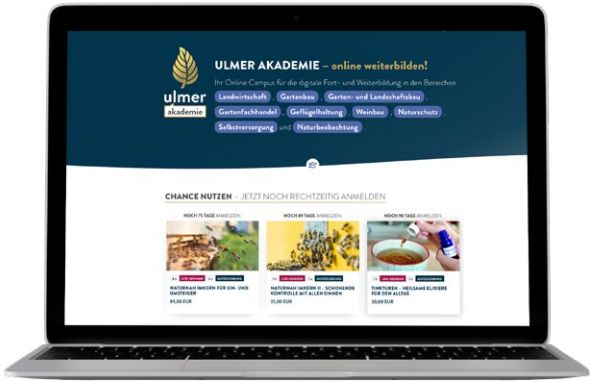
DEGA GALABAU
20,520 visits*
27,802 page impressions / month*
22,400 newsletter recipients**

FM FLÄCHEN MANAGER
2,157 visits*
3,057 page impressions / month*
7,800 newsletter recipients**

* Values: June 2025 | Source: Matomo
** Values: June 2025 | 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	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!

All prices plus VAT.

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

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

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 – 3 17
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 F + 49 (0) 71 33 / 96 11 98	info@saupe-medien.de www.saupe-medien.de
Baden-Wuerttemberg	France and Switzerland

SW Medienvertretung Saupe + Weber OHG (Aalen)

T + 49 (0) 73 61 / 38 03 8 – 0 F + 49 (0) 73 61 / 38 03 8 – 38	info@saupe-medien.de www.saupe-medien.de
Bavaria Brandenburg and Saxony-Anhalt (south of the A2/E30 motorway) Saxony Thuringia Hesse Rhineland-Palatinate Saarland	Italy and Austria

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