

Gemüse

THE MEDIA BRAND FOR
VEGETABLE CULTIVATION



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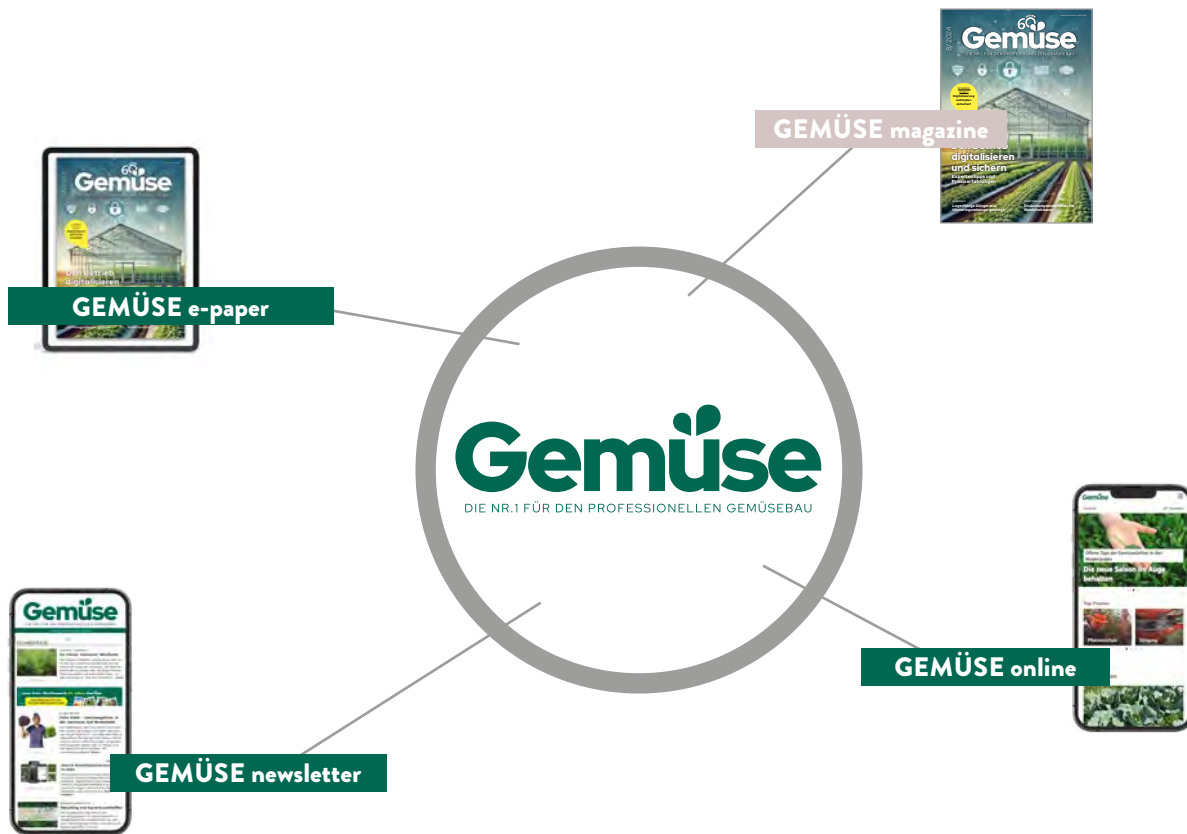
MEDIA
KIT
2025



***‘Gemüse is the
No. 1 in professional
vegetable growing.’***

Current **FOCUS TOPICS, FERTILISING, IRRIGATION**, News from the **BRANCH, PLANT PROTECTION**, Innovations in **TECHNOLOGY**, Tips for successful **MARKETING, FAIR NEWS**, dates, **YOUNG VEGETABLES, ASPARAGUS**, current **MARKET OVERVIEWS**, companies & products, job market

Gemüse



PRINT

ONLINE

Gemüse is the leading brand for professional vegetable producers. The decision-makers and opinion leaders in the vegetable growing industry are competently and currently informed about innovations and important topics.



Copyright: Klein

REGINA KLEIN

Editor

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BASICS

YEAR

61. year | 2025

FREQUENCY OF PUBLICATION

monthly

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 3,678

Distributed Circulation: 3,316

Sold Circulation: 2,906

(III. quarter 2023 – II. quarter 2024)



GEOGRAPHICAL DISTRIBUTION

Domestic:	85%	2,819
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Abroad (A, CH and others):	15%	497
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Actual distributed Circulation (tvA):	100%	3,316
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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



EDITOR

Jointly published by

Verlag Eugen Ulmer KG, Stuttgart and

Deutscher Landwirtschaftsverlag, Munich

TERMS OF PAYMENT

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

COMPETENCE OF GEMÜSE

- An edition of the specialist magazine Gemüse is read by 2 or more people in 83 % of the farms.
- Between 83 % and 91 % of readers rate the magazine as
 - professionally competent
 - up-to-date
 - helpful
 - comprehensible
 - clear

These topics are of particular interest to readers of Gemüse

Farm reportage & management 76%

Seeds & varieties 74%

Irrigation & fertilisation 72%

Plant protection 72%

Technology 71%

TOPICS | DATES

Here you can find the current
topic planning online

**MORE
INFO**



	EDITION	DATES	TOPICS	SPECIAL PRODUCTS	FAIRS + EXHIBITIONS
				○ PRINT ● DIGITAL	
JANUARY	1	PD: 02.01.25 AD: 28.11.24	Main focus: Onions Technical innovations Preview IPM / Fruit Logistica Market study: Onions Consumption monitor: Shallots	NEWSLETTER GEMÜSE PD: 07.01.25 + 14.01. + 21.01. + 28.01. AD: 23.12.24 + 07.01. + 14.01. + 21.01.	Grüne Woche, Berlin 17.-26.01.2025 IPM, Essen 28. – 31.01.25
					
FEBRUARY	2	PD: 06.02.25 AD: 09.01.25	Main focus: Plant protection Harvesters Asparagus / Asparagus technology Review Palatinate Asparagus Day Consumption monitor: Root salads	NEWSLETTER GEMÜSE PD: 04.02. + 11.02. + 18.02. + 25.02. AD: 28.01. + 04.02. + 11.02. + 18.02.	Palatinate Asparagus Day Fruit Logistica, Berlin 05.-07.02.2025 BioFach, Nürnberg 11.-14.02.2025
					Branch meeting special crops
MARCH	3	PD: 06.03.25 AD: 06.02.25	Main focus: Irrigation Seasonal workers Variety novelties asparagus & strawberries Market study: Asparagus Consumption monitor: pointed peppers	NEWSLETTER GEMÜSE PD: 04.03. + 11.03. + 18.03. + 25.03. AD: 25.02. + 04.03. + 11.03. + 18.03.	

Edition		Dates		Topics		Special Products ○ Print ● Digital		Fairs + Exhibitions	
APRIL	4	PD:	03.04.25	Main focus: Fertilisation Biostimulants Market survey soils and substrates Market study: bunching onions Consumption monitor: Rhubarb	NEWSLETTER GEMÜSE PD: 01.04. + 08.04. + 22.04. AD: 25.03. + 01.04. + 11.04.			Greentech, NL 25.-27.03.2025	
		AD:	06.03.25						
MAY	5	PD:	08.05.25	Main focus: Salad Packaging and sorting Market study: Lettuce Consumption monitor: Lettuce hearts	NEWSLETTER GEMÜSE PD: 06.05. + 20.05. AD: 28.04. + 13.05.			Intersolar Europe, München 07.-09.05.2025	
		AD:	08.04.25						
JUNE	6	PD:	05.06.25	Main focus: Direct sales Cooling and storage Market study: Celery Consumption monitor: rocket	NEWSLETTER GEMÜSE PD: 03.06. + 17.06. AD: 26.05. + 10.06.			Eco Field Days, Canitz 18.-19.06.2025	
		AD:	08.05.25						
JULY	7	PD:	03.07.25	Main focus: Sweet potatoes Beneficial insects and pollinators Market study: Sweet potatoes Consumption monitor: champignons	NEWSLETTER GEMÜSE PD: 01.07. + 15.07. + 29.07. AD: 24.06. + 08.07. + 22.07.				
		AD:	04.06.25						
AUGUST	8	PD:	07.08.25	Main focus: Digitisation Greenhouses and greenhouse technology Review of Eco Field Days Market study: Organic cultivation Consumption monitor: Radish	NEWSLETTER GEMÜSE PD: 12.08. + 26.08. AD: 05.08. + 19.08.				
		AD:	10.07.25						

	EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
				○ PRINT	● DIGITAL	
SEPTEMBER	9	PD: 04.09.25 AD: 07.08.25	Main focus: Cabbage Preview Open days of seed companies in NL and new vegetable varieties Market study: Broccoli Consumption monitor: Cauliflower	NEWSLETTER GEMÜSE PD: 09.09. + 23.09. AD: 02.09. + 16.09.		Interaspa praxis, Sandhatten 03.-04.09.2025 Palatinate Vegetable Field Day Open Days of seed companies NL Hohenheim Vegetable Growing Day
		PD: 02.10.25 AD: 04.09.25	Main focus: Seeds & varieties Photovoltaic roof systems Market study: Chicory Consumption monitor: vine tomatoes	NEWSLETTER GEMÜSE PD: 07.10. + 21.10. AD: 29.09. + 14.10.		
OCTOBER	10	PD: 06.11.25 AD: 09.10.25	Main focus: Potatoes Technology show from Field Days Preview expoSE/expoDirekt Market study: Potatoes Consumption monitor: Chinese cabbage	NEWSLETTER GEMÜSE PD: 04.11. + 18.11. AD: 28.10. + 11.11.		expoSE/expoDirekt, Karlsruhe 19.-20.11.2025
NOVEMBER	11					

	EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
				○ PRINT	● DIGITAL	
DECEMBER	12	PD: 04.12.25 AD: 06.11.25	Main focus: Finance and insurance Hoeing technology New varieties of carrots Market study: Strawberries Consumption monitor: Kale	NEWSLETTER GEMÜSE PD: 02.12. + 16.12. AD: 25.11. + 09.12. GEMÜSE WALL CALENDAR 2026 PD: 04.12. AD: 25.08.		
	JANUARY 26 1	PD: 08.01.26 AD: 04.12.25	Main focus: Leek Market study: Leeks Consumption monitor: Peas	NEWSLETTER GEMÜSE PD: 07.01.26 + 20.01. AD: 23.12.25 + 13.01.		IPM, Essen

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 184 × 268 mm	bw	3,924.-
		2c	4,294.-
		3c	4,664.-
		4c	5,034.-
	Bleed format* 210 × 297 mm	bw	4,316.-
		2c	4,686.-
		3c	5,056.-
		4c	5,426.-
2/3 	Type area format 184 × 178 mm 121 × 268 mm	bw	2,616.-
		2c	2,986.-
		3c	3,356.-
		4c	3,726.-
	Bleed format* 210 × 192 mm 134 × 297 mm	bw	2,878.-
		2c	3,248.-
		3c	3,618.-
		4c	3,988.-
1/2 	Type area format 184 × 133 mm 90 × 268 mm	bw	1,962.-
		2c	2,332.-
		3c	2,702.-
		4c	3,072.-
	Bleed format* 210 × 147 mm 103 × 297 mm	bw	2,158.-
		2c	2,528.-
		3c	2,898.-
		4c	3,268.-

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 184 × 88 mm 58 × 268 mm	bw	1,308.-
		2c	1,678.-
		3c	2,048.-
		4c	2,418.-
	Bleed format* 210 × 105 mm 71 × 297 mm	bw	1,439.-
		2c	1,809.-
		3c	2,179.-
		4c	2,549.-
1/4 	Type area format 184 × 65 mm 90 × 133 mm	bw	981.-
		2c	1,351.-
		3c	1,721.-
		4c	2,091.-
	Bleed format* 210 × 83 mm 103 × 151 mm	bw	1,079.-
		2c	1,449.-
		3c	1,819.-
		4c	2,189.-
1/8 	Type area format 184 × 32 mm 90 × 65 mm	bw	490.-
		2c	640.-
		3c	790.-
		4c	940.-

* plus 3 mm bleed all round.

mm price sw: 3.66 €. All prices quoted in the rate plus VAT.
The general terms and conditions for advertisements and 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	6,510.-
Inset ad on front page & ad on editorial page		Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, Bleed format*	4c	4,556.-
Junior page		121 × 170 mm, Type area 132 × 189 mm, Bleed format*	4c 4c	3,433.- 3,665.-

* 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		QUANTITY DISCOUNT	
3 times	5 %	1 page	5 %
6 times	10 %	2 pages	10 %
12 times	15 %	3 pages	15 %
		5 pages	20 %

Colour and bleed surcharges are discountable.

CLASSIFIED ADS

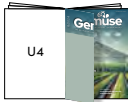
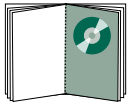
Job vacancies, mm-Price sw, 1 columns 3.66 €

Box number charge 8.– €

Digital publication of your job advertisement is possible.

See page 26

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

Passavia Druckservice GmbH & Co.KG
c/o DLV
Medienstraße 5b
94036 Passau

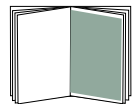
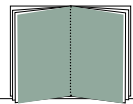
Delivery note

for „Gemüse 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: 5,430.– € 4 pages: 6,520.– € 6 pages: 7,820.– €
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: 1,620.– € - up to 35 g weight: 1,750.– € - up to 50 g weight: 1,930.– €



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

Passavia Druckservice GmbH & Co.KG
c/o DLV
Medienstraße 5b
94036 Passau

Delivery note

for „Gemüse No...“
Delivery date 14 days
before publication



PRODUKTION

- Landwirtschaft (Feldfrüchte und Tierproduktion)
- Sonderkulturen (Weinbau, Obstbau, Beerenobstbau)
- Gemüse
- Kräuter
- Zierpflanzenproduktion inklusive Staudengärtnerei
- Containerbaumschulen (keine bodengebundene Produktion)

HANDEL

- Gartenbaumschulen (nur Handel)
- Einzelhandelsgärtnereien
- Gartencenter (Inhabergeführte Läden, Filialisten, Baumärkte, Blumenläden)
- Floristik (selbständige 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 9-2024

TECHNICAL DATA

JOURNAL FORMAT

Bleed format:

210 mm × 297 mm (Width × Height)

Type area format:

184 mm × 268 mm (Width × Height)

FORMATS IN TYPE AREA

Columnn	Width × Height in the text section	Width × Height in the advertisement section and the 'Marketplace' section
1	58 × 268 mm	43 × 268 mm
2	121 × 268 mm	90 × 268 mm
3	184 × 268 mm	137 × 268 mm
4	—	184 × 268 mm

PRINTING AND PROCESSING

Print

Sheetfed offset | 1/1- up to 4/4-coloured

Paper

Cover: woodfree picture print matt coated 150 g/m²

Content: wood containing picture print matt 80 g/m²

Processing

Saddle stitching

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 47

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

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

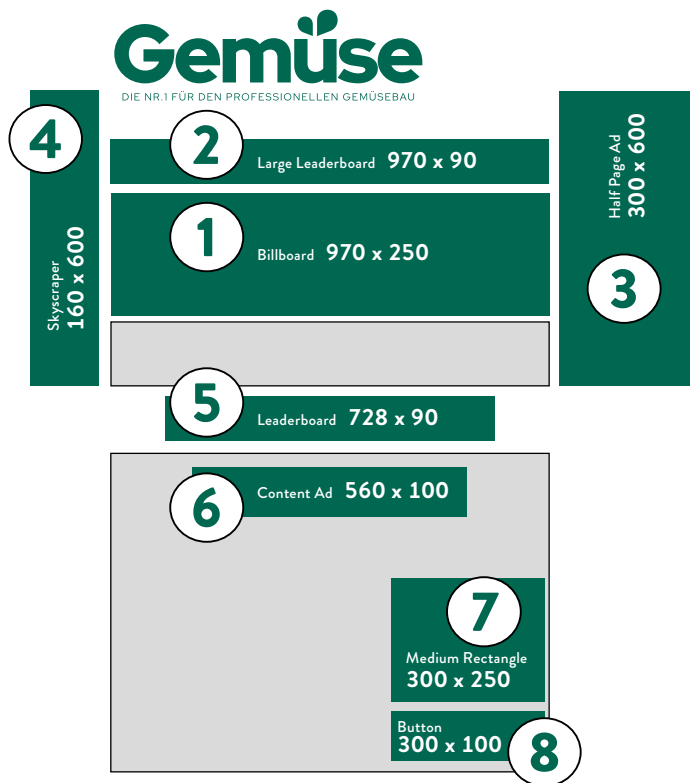
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

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

Gemüse

BASIC-FORMATS | PRICES

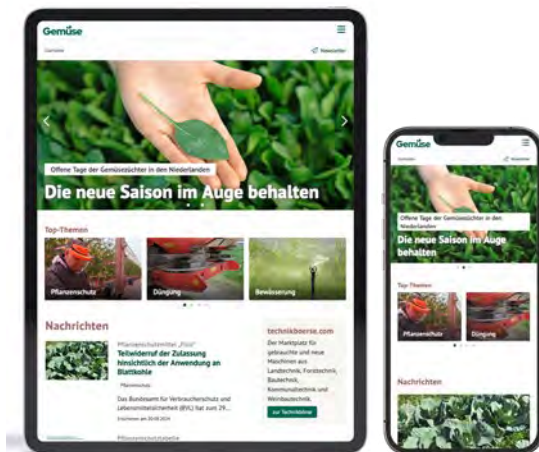


FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	976.–	970 x 250
2 Large Leaderboard	732.–	970 x 90
3 Half Page Ad	732.–	300 x 600
4 Skyscraper	586.–	160 x 600
5 Leaderboard (Superbanner)	488.–	728 x 90
6 Content Ad	439.–	560 x 100
7 Medium Rectangle	439.–	300 x 250
8 Button	244.–	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	976.–	300 x 600
Large Leaderboard PLUS Half Page AD	732.–	300 x 600
Skyscraper PLUS Medium Rectangle	586.–	300 x 250
Leaderboard PLUS Medium Rectangle	488.–	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.gemuese-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 GEMÜSE Website and links directly to the main article.

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

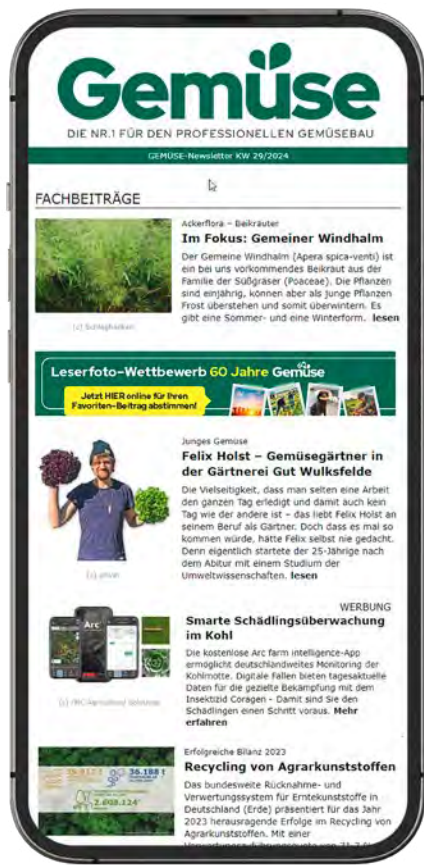
With additional text ad in the Gemüse Newsletter as a push element.

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 the vegetable growing sector

RECIPIENTS: 3,200

PUBLISHED: 14-DAYS

OPENING RATE: 21 %

DATE: TUESDAY

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



THE SPECIAL CROPS NETWORK

With our special crops network you achieve a wide coverage in your target groups.

OBST & GARTEN

4,165 visits*
6,354 page impressions / month*
7,100 newsletter recipients **

Gemüse

5,311 visits*
8,436 page impressions / month*
3,200 newsletter recipients**



Rebe & Wein

4,816 visits*
7,565 page impressions / month*
3,500 newsletter recipients**

* Values: June 2024 | Source: Matomo

** Values: June 2024 | Source: Distribution data Eugen Ulmer KG



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 / 4507 - 0
F +49 (0) 711 / 4507 - 221
anzeigen@ulmer.de

MARKETING + SALES

Petra Schnell
T +49 (0) 711 / 4507 - 135
pschnell@ulmer.de

ADVERTISING SERVICE

T +49 (0) 711 / 4507 - 147
F +49 (0) 711 / 4507 - 221
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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