

florieren!

THE MEDIA BRAND FOR FLORISTRY



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MEDIA
KIT
2025



www.florieren-online.de

***‘Germany’s only
association-
independent floristry
trade magazine’***

DIVERSE and **CREATIVE FLORISTRY**

Practical examples and company portraits **ASSORTMENTS**
and **TRENDS** Craft and design **PLANTS** new concepts
SALES-ORIENTATED and **INNOVATIVE** Inspiration
from the master schools **VOCATIONAL SCHOOL**
PROJECTS Customer acquisition **FAIRS** and
SPECIALISED EVENTS Dates **MARKETING**
Recruitment **CROSS-MEDIA** high acceptance **AT THE**
PULSE OF TIME

florieren!



florieren! combines practical and artistic floristry in a unique way, shows how colleagues are overcoming the challenges of our time and inspires with a generous layout that does not neglect information.



Copyright: Peter J. Kierzkowski

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BASICS

YEAR

54. year | 2025

FREQUENCY OF PUBLICATION

bi-monthly

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 3,602

Distributed circulation: 3,234

Sold circulation: 2,683

(III. quarter 2023 – II. quarter 2024)



GEOGRAPHICAL DISTRIBUTION

Domestic:	88%	2,846
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Abroad (A, CH and others):	12%	388
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Actual distributed Circulation (tvA):	100%	3,234
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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](#)

TOPICS | DATES

Here you can find the current
topic planning online

MORE
INFO



EDITION		DATES		TOPICS ● PRINT	SPECIAL PRODUCTS ○ DIGITAL	FAIRS + EXHIBITIONS	
JANUARY / FEBRUARY	1/2	PD: 13.01.25	Floristry: Early spring Valentine's Day Wedding	Trend forecasts 2025 Trends in practice: Consumer retail, cash & carry markets, fairs Strong together: florists exchange ideas exchange ideas and work together	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 10.01. + 24.01. 07.02. + 21.02. AD: 02.01. + 17.01. 31.01. + 14.02.	Nordstil 11.-13.01.25	
		AD: 29.11.24				Mayson&Object (FR) 16.-20.01.25	
						IPM 28.-31.01.25	
						TrendSet 31.01.-02.02.25	
						Formland (DK) 01.-03.02.25	
						Ambiente Christmasworld 07.-11.02.25	

	EDITION	DATES	TOPICS ● PRINT	SPECIAL PRODUCTS ○ DIGITAL	FAIRS + EXHIBITIONS
MARCH/APRIL	3/4	PD: 10.03.25 AD: 31.01.25	Floristry: Spring Easter Mother's Day	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 07.03. + 21.03. 04.04. + 17.04. AD: 28.02. + 14.03. 28.03. + 10.04.	Cadeaux 01.-03.03.25 Floriga 02.03.25
			Outdoor season: plant novelties and additional assortments - substrates, fertilisers Vessels and beautiful things for indoors and outdoors - home accessories, small furniture, home textiles, room fragrances Product presentation and sales promotion		
MAY/JUNE	5/6	PD: 12.05.25 AD: 25.03.25	Summer floristry	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 02.05. + 16.05. + 30.05. 13.06. + 27.06. AD: 24.04. + 09.05. + 22.05. 05.06. + 20.06.	spoga+gafa 24.-26.06.25 TRENDS UP WEST 28.-30.06.25
			Inspiration for the summer party: gourmet, crockery, napkins, decorations & co. Cooling and preservatives Packaging Training and further education		



EDITION		DATES		TOPICS		SPECIAL PRODUCTS		FAIRS + EXHIBITIONS	
				● PRINT		○ DIGITAL			
JULY/AUGUST	7/8	PD: 10.07.25 AD: 27.05.25	Funeral floristry		NEWSLETTER PROFESSIONAL INFO		TrendSet		
					Production / Sales / Floristry				
			Ribbon printing		PD: 11.07. + 25.07. 08.08. + 22.08.		Nordstil		
			Ordering for Autumn, Advent and Christmas		AD: 04.07. + 18.07. 01.08. + 15.08.		creativ (A)		
			Permanent floristry: silk and dried flowers in practice				Formland (DK)		FORMLAND
Greeting and funeral cards									
SEPTEMBER/OCTOBER	9/10	PD: 12.09.25 AD: 29.07.25	Floristry: Memorials Advent		NEWSLETTER PROFESSIONAL INFO		Cadeaux		
					Production / Sales / Floristry				
			Candles, ribbons and christmas accessories		PD: 05.09. + 19.09. 02.10. + 17.10. + 31.10.		Mayson&Object (FR)		
Show presence on the internet – website and social media				AD: 29.08. + 12.09. 25.09. + 10.10. + 24.10.					

	EDITION	DATES	TOPICS		SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			● PRINT	○ DIGITAL			
NOVEMBER / DECEMBER	11/12	PD: 10.11.25 AD: 30.09.25	Floristry: Christmas New Year Winter		NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 14.11. + 28.11. + 12.12. AD: 07.11. + 21.11. + 05.12.		
			Appearance, shopfitting Cash register systems and merchandise management Flower vending machines and 24/7 concepts Commercial vehicles Workwear				
JANUARY / FEBRUARY	1/2 2026	PD: 13.01.26 AD: 25.11.25	Floristry: Early spring Valentine's Day Wedding		NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 09.01. + 23.01. AD: 31.01. + 16.01.		
			Trends 2026 Consumer goods trade, cash & carry markets, fairs				Nordstil Mayson&Object (FR) IPM TrendSet Ambiente Christmasworld Formland (DK)

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 175 × 258 mm	bw	3,213.–
		2c	3,568.–
		3c	3,923.–
		4c	4,278.–
	Bleed format* 210 × 297 mm	bw	3,534.–
		2c	3,889.–
		3c	4,244.–
		4c	4,599.–
2/3 	Type area format 175 × 178 mm 115 × 258 mm	bw	2,142.–
		2c	2,497.–
		3c	2,852.–
		4c	3,207.–
	Bleed format* 210 × 189 mm 132 × 297 mm	bw	2,356.–
		2c	2,711.–
		3c	3,066.–
		4c	3,421.–
1/2 	Type area format 175 × 133 mm 86 × 258 mm	bw	1,607.–
		2c	1,867.–
		3c	2,127.–
		4c	2,387.–
	Bleed format* 210 × 148 mm 102 × 297 mm	bw	1,768.–
		2c	2,028.–
		3c	2,288.–
		4c	2,548.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 175 × 88 mm 56 × 258 mm	bw	1,071.–
		2c	1,331.–
		3c	1,591.–
		4c	1,851.–
	Bleed format* 210 × 105 mm 72 × 297 mm	bw	1,178.–
		2c	1,438.–
		3c	1,698.–
		4c	1,958.–
1/4 	Type area format 175 × 65 mm 85 × 133 mm	bw	803.–
		2c	988.–
		3c	1,173.–
		4c	1,358.–
	Bleed format* 210 × 84 mm 102 × 148 mm	bw	883.–
		2c	1,068.–
		3c	1,253.–
		4c	1,438.–
1/8 	Type area format 175 × 32 mm 85 × 65 mm	bw	402.–
		2c	492.–
		3c	582.–
		4c	672.–

* plus 3 mm bleed all round

mm price bw: 3.15 €. All prices quoted in the rate plus VAT.
The general terms and conditions for advertisements and third-party supplements
in newspapers and magazines apply.

SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 x 297 mm Bleed format*	4c	5,520.–
Junior page		115 × 170 mm, Type area 132 × 189 mm, Bleed format*	4c 4c	2,779.– 2,979.–
Strip advertisement (Minimum calculation 50 mm)		up to 90 mm height per 56 mm width column	bw	5.04 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	355.– €
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	3.15 €
Box number charge	8.– €
Digital publication of your job advertisement is possible.	
See page 25	

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT

Flap*

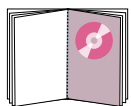


- Side-high flap on the front of the title
- It is possible to place an advert on the inside and outside of the flap
- The top 8 cm are reserved for the publisher's title and logo

PRICES/€

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

Druckerei

Ungeheuer + Ulmer

Körnerstr. 16

71634 Ludwigsburg

Delivery note

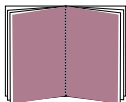
for „florieren! No. ...“

Delivery date 14 days
before publication

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND BOUND-IN INSERTS

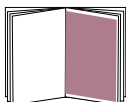
Bound-in inserts*



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

- 4 pages: 5,520.– €
- 6 pages: 6,620.– €

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: 1,550.– €
- up to 35 g weight: 1,660.– €
- up to 50 g 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

Druckerei

Ungeheuer + Ulmer

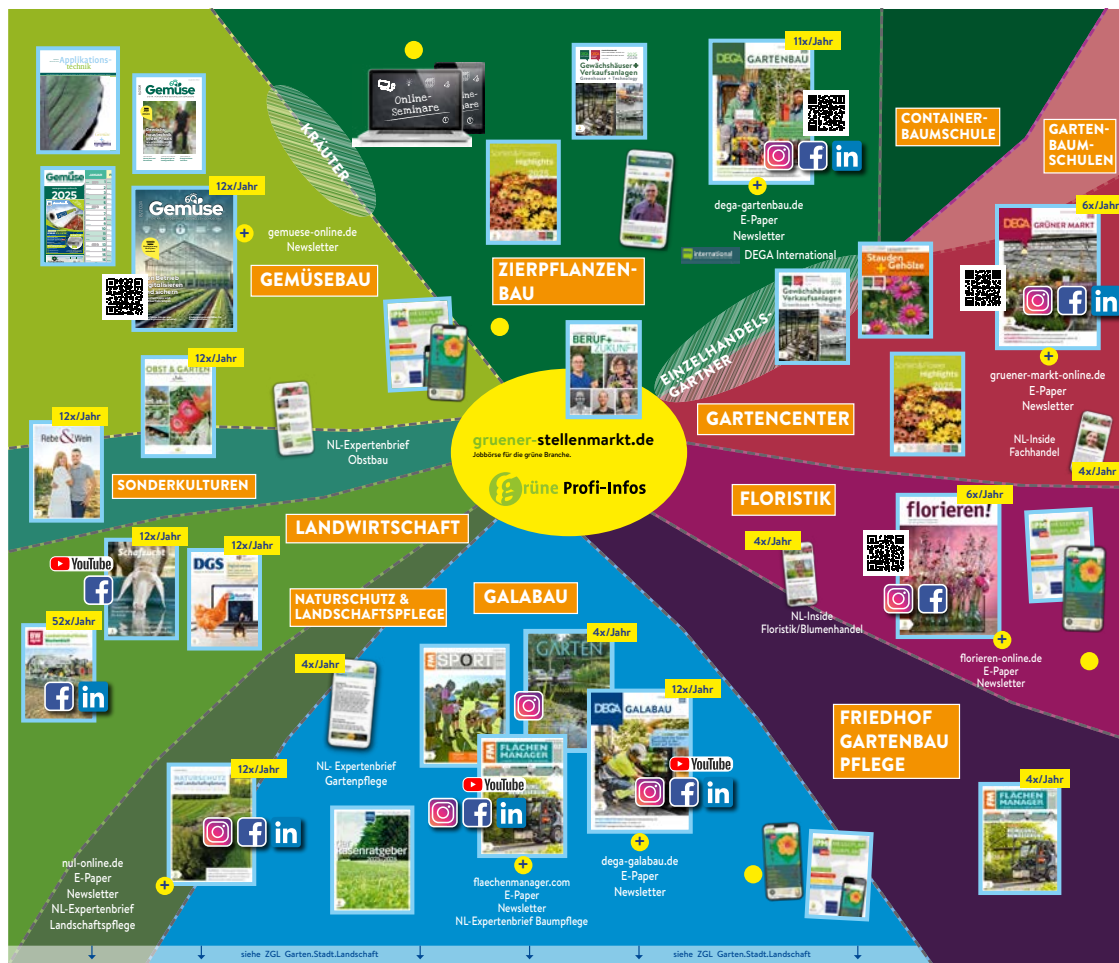
Körnerstr. 16

71634 Ludwigsburg

Delivery note

for „florieren! No. ...“

Delivery date 14 days
before publication

MORE
INFOPRODUKTION

- Landwirtschaft (Feldfrüchte und Tierproduktion)
- Sonderkulturen (Weinbau, Obstbau, Beerenobstanbau)
- 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

TECHNICAL DATA

JOURNAL FORMAT

Bleed format:

210 mm × 297 mm (Width × Height)

Type area format:

176 mm × 258 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 × 258 mm	40 × 258 mm
2	115 × 258 mm	85 × 258 mm
3	175 × 258 mm	130 × 258 mm
4	—	175 × 258 mm

PRINTING AND PROCESSING

Printing

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

Paper

Cover: woodfree Picture print matt 250 g/m²

Content: woodfree Picture print matt 100 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 37

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

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

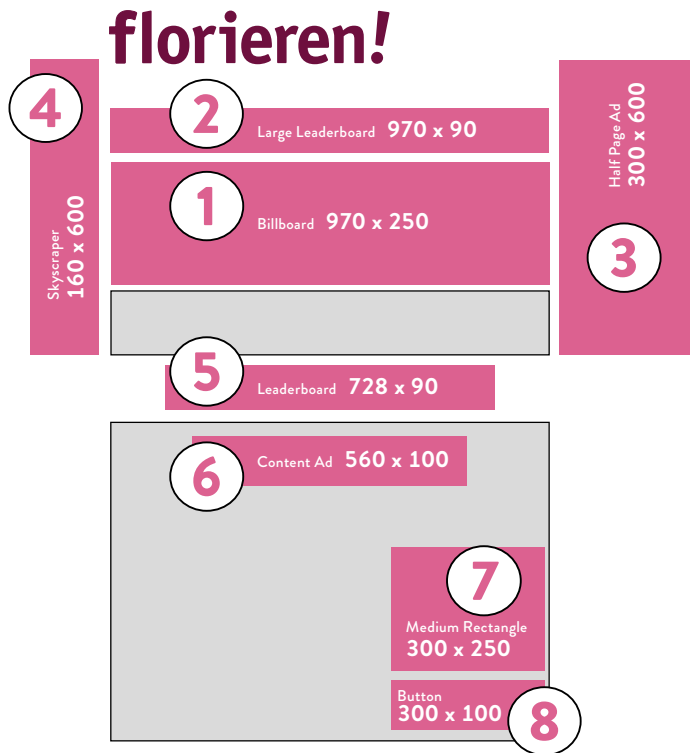
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

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

florieren!

BASIC-FORMATS | PRICES

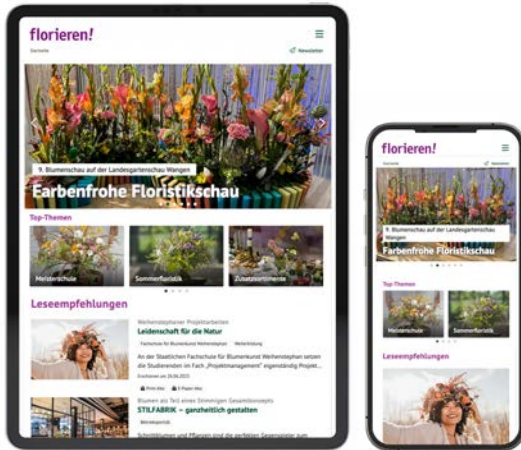


FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	984.–	970 x 250
2 Large Leaderboard	738.–	970 x 90
3 Half Page Ad	738.–	300 x 600
4 Skyscraper	590.–	160 x 600
5 Leaderboard (Superbanner)	492.–	728 x 90
6 Content Ad	443.–	560 x 100
7 Medium Rectangle	443.–	300 x 250
8 Button	246.–	300 x 100

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

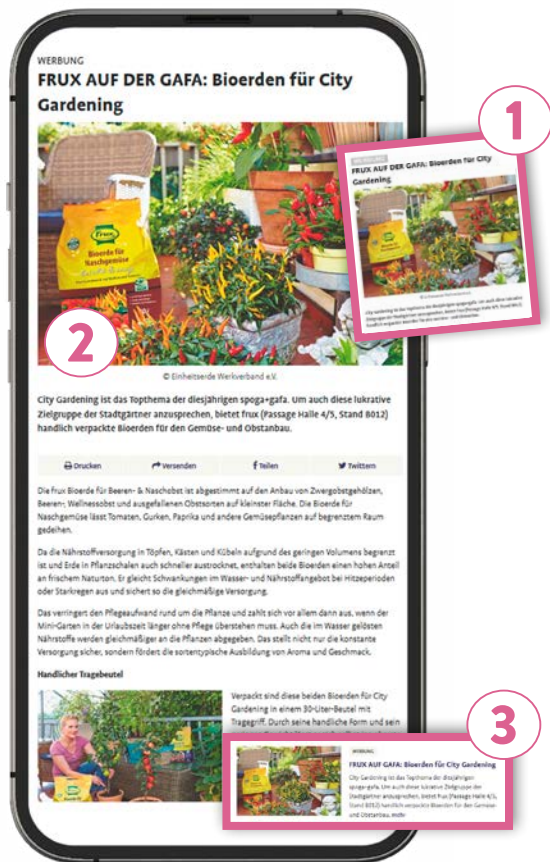
MOBILE FORMATS | PRICES

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	984.–	300 x 600
Large Leaderboard PLUS Half Page Ad	738.–	300 x 600
Skyscraper PLUS Medium Rectangle	590.–	300 x 250
Leaderboard PLUS Medium Rectangle	492.–	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.florieren-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 florieren! website and links directly to the main article.

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

With additional Text Ad in the GPI Newsletter Production / Sales / Floristry 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 companies in horticulture, the green trade and floristry.

RECIPIENTS: 10,000

PUBLISHED: 14-DAYS

OPENING RATE: 20 %

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.



MORE
INFO

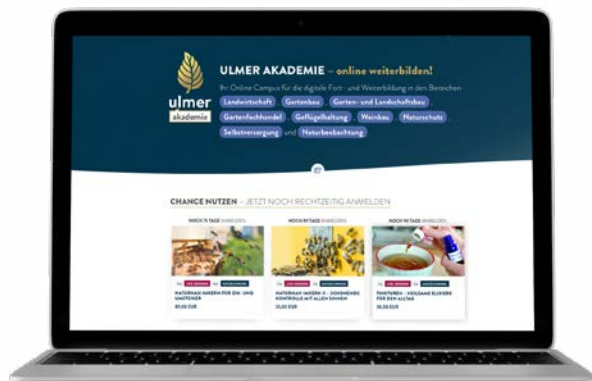


MOBILE DIALOGUE | INDIVIDUAL

Online seminars combine the speed of the internet with the advantages of face-to-face communication.

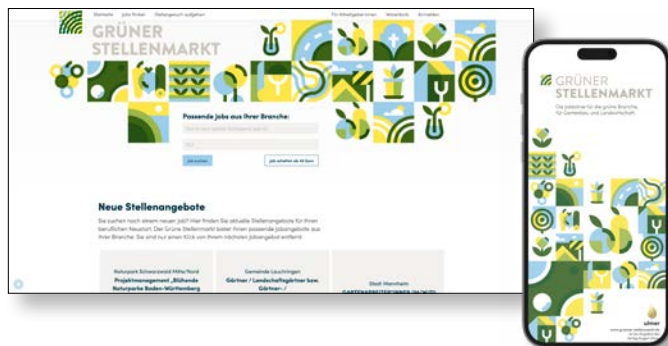
YOUR OPPORTUNITIES

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

MARKETING + SALES

Christina Heinkel
T +49 (0) 7 11 / 45 07 - 3 22
cheinkel@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
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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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