

florieren!

THE MEDIA BRAND FOR FLORISTRY



Copyright: FleuraMetz/Peter J. Kierzkowski

MEDIA
KIT
2026



www.florieren-online.de

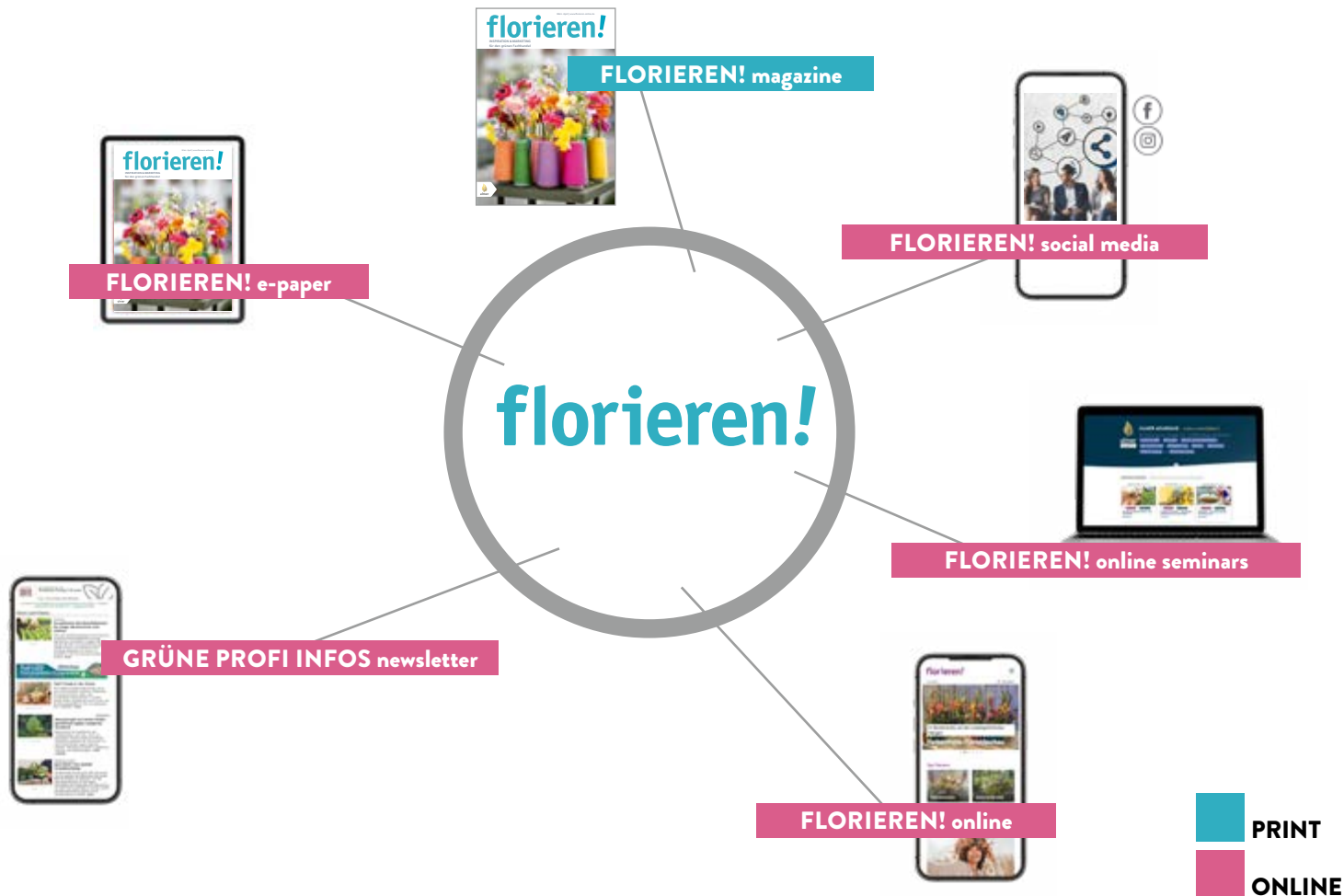


***‘Germany’s only
association-
independent floristry
trade magazine’***

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: Friedrich Sprngbob

GRIT LANDWEHR

Editor

NADINE QUIST

Editor

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BASICS

YEAR

55. year | 2026

FREQUENCY OF PUBLICATION

bi-monthly

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 3,524

Distributed circulation: 2,901

Sold circulation: 2,456

(III. quarter 2024 – II. quarter 2025)



GEOGRAPHICAL DISTRIBUTION

Domestic:	88%	2,553
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Abroad (A, CH and others):	12%	348
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Actual distributed Circulation (tvA):	100%	2,901
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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	SPECIAL PRODUCTS	FAIRS +		
		PRINT	DIGITAL	EXHIBITIONS		
JANUARY / FEBRUARY	1/2	PD: 13.01.26 Floristry: Early spring Valentine's Day	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 09.01. + 23.01. 06.02. + 20.02. AD: 30.12. + 16.01. 30.01. + 13.02.	TrendSet		
		AD: 25.11.25 Wedding		04.-06.01.26		
		Trend forecasts 2026				
		Trends in practice: consumer retail, cash & carry markets, fairs			Nordstil	
		Packaging			10.-12.01.26	
						Mayson&Object (FR)
			15.-19.1.26			
				IPM		
				27.-30.01.26		
				Formland (DK)		
				01.-03.02.26		
				Ambiente		
				Christmasworld		
				06.-10.02.26		
				Cadeaux		
				28.02.-02.03.26		

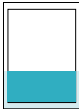
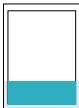
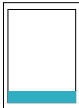
EDITION		DATES		TOPICS ● PRINT		SPECIAL PRODUCTS ○ DIGITAL		FAIRS + EXHIBITIONS	
MARCH/APRIL	3/4	PD: 16.03.26	Floristry: Spring Easter Mother's Day	Outdoor season: plant novelties and additional assortments – substrates, fertilisers	Vessels and beautiful things for outdoors – decorative items, small furniture, home textiles, fragrances	Permanent floristry: Silk and dried flowers in practice	NEWSLETTER PROFESSIONAL INFO		Floriga 01.03.26
		Production / Sales / Floristry							
		PD: 06.03. + 20.03. 02.04. + 17.04. + 30.04.							
		AD: 27.02. + 13.03. 26.03. + 10.04. + 23.04.							
MAY/JUNE	5/6	PD: 18.05.26	Summer and wedding floristry	Assortments for tables and dining: gourmet products, tableware, napkins, decorations, etc.	Cooling and freshness preservatives	Product presentation and sales promotion	NEWSLETTER PROFESSIONAL INFO		spoga+gafa 22.-24.06.26  TRENDS UP WEST 27.-29.06.26
		Production / Sales / Floristry							
		PD: 15.05. + 29.05. 12.06. + 26.06.							
		AD: 08.05 + 22.05. 05.06. + 19.06.							

	EDITION	DATES	TOPICS		SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
			● PRINT	○ DIGITAL			
JULY/AUGUST	7/8	PD: 09.07.26 AD: 27.05.26	Funeral floristry	NEWSLETTER PROFESSIONAL INFO	Production / Sales / Floristry PD: 10.07. + 24.07. 07.08. + 21.08. AD: 03.07. + 17.07. 31.07. + 14.08.	TrendSet 11.-13.07.26	
			Ribbon printing & alternatives				
			Ordering for autumn, Advent and Christmas				
			Home accessories – room fragrances, vases, containers, home textiles, lanterns				
			Insert aids and alternatives				
SEPTEMBER/OCTOBER	9/10	PD: 04.09.26 AD: 24.07.26	Floristry: Memorial days Advent	NEWSLETTER PROFESSIONAL INFO	Production / Sales / Floristry PD: 04.09. + 18.09. 02.10. + 16.10. + 30.10. AD: 28.08. + 11.09. 25.09. + 09.10. + 23.10.	Cadeaux Mayson&Object (FR)	
			Candles, ribbons and Christmas accessories				
			Greeting cards and stationery				
			Helpers at the binding table – tools, hot glue guns, etc.				
			Living with plants – indoor greening				

EDITION		DATES		TOPICS ● PRINT		SPECIAL PRODUCTS ○ DIGITAL		FAIRS + EXHIBITIONS	
NOVEMBER / DECEMBER	11/12	PD:	11.11.26	Floristry: Christmas New Year Winter		NEWSLETTER PROFESSIONAL INFO			
		AD:	30.09.26			Production / Sales / Floristry			
				Appearance, shop design		PD: 13.11. + 27.11. + 11.12.			
						AD: 06.11. + 20.11. + 04.12.			
				Online presence – website and social media					
				Cash register systems and merchandise management					
				Flower vending machines and 24/7 concepts					
		Transport and delivery							
JANUARY / FEBRUARY	1/2 2027	PD:	12.01.27	Floristry: Early spring Valentine's Day		NEWSLETTER PROFESSIONAL INFO		TrendSet	
		AD:	24.11.26	Wedding		Production / Sales / Floristry		Nordstil	
				Trends 2027		PD: 15.01. + 29.01.		Maison&Object	
				Consumer goods trade, cash & carry markets, fairs		AD: 08.01. + 22.01.		IPM	
								Ambiente Christmasworld	
								Formland	
								Cadeaux	

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 175 × 258 mm	bw	3,356.-
		2c	3,711.-
		3c	4,066.-
		4c	4,421.-
	Bleed format* 210 × 297 mm	bw	3,692.-
		2c	4,047.-
		3c	4,402.-
		4c	4,757.-
2/3 	Type area format 175 × 178 mm 115 × 258 mm	bw	2,237.-
		2c	2,592.-
		3c	2,947.-
		4c	3,302.-
	Bleed format* 210 × 189 mm 132 × 297 mm	bw	2,461.-
		2c	2,816.-
		3c	3,171.-
		4c	3,526.-
1/2 	Type area format 175 × 133 mm 86 × 258 mm	bw	1,678.-
		2c	1,938.-
		3c	2,198.-
		4c	2,458.-
	Bleed format* 210 × 148 mm 102 × 297 mm	bw	1,846.-
		2c	2,106.-
		3c	2,366.-
		4c	2,626.-

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 175 × 88 mm 56 × 258 mm	bw	1,119.-
		2c	1,379.-
		3c	1,639.-
		4c	1,899.-
	Bleed format* 210 × 105 mm 72 × 297 mm	bw	1,231.-
		2c	1,491.-
		3c	1,751.-
		4c	2,011.-
1/4 	Type area format 175 × 65 mm 85 × 133 mm	bw	839.-
		2c	1,024.-
		3c	1,209.-
		4c	1,394.-
	Bleed format* 210 × 84 mm 102 × 148 mm	bw	923.-
		2c	1,108.-
		3c	1,293.-
		4c	1,478.-
1/8 	Type area format 175 × 32 mm 85 × 65 mm	bw	419.-
		2c	509.-
		3c	599.-
		4c	689.-

* plus 3 mm bleed all round

mm price bw: 3.29 €. 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 × 297 mm Bleed format*	4c	5,710.–
Junior page		115 × 170 mm, Type area 132 × 189 mm, Bleed format*	4c 4c	2,868.– 3,077.–
Strip advertisement (Minimum calculation 50 mm)		up to 90 mm height per 56 mm width column	bw	5.26 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

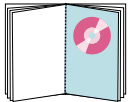
Job vacancies, mm-Price sw, 1 columns 3.29 €

Box number charge 8.– €

Digital publication of your job advertisement is possible.

See page 24

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT	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

Druckerei

Ungeheuer + Ulmer

Körnerstr. 16

71634 Ludwigsburg

Delivery note

for „florieren! No. ...“

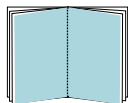
Delivery date 14 days
before publication

- **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 UND BOUND-IN INSERTS

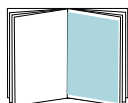
Bound-in inserts*



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

- 4 pages: 5,710.- €
- 6 pages: 6,850.- €

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: 1,730.- €
- up to 50 g 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.

- 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

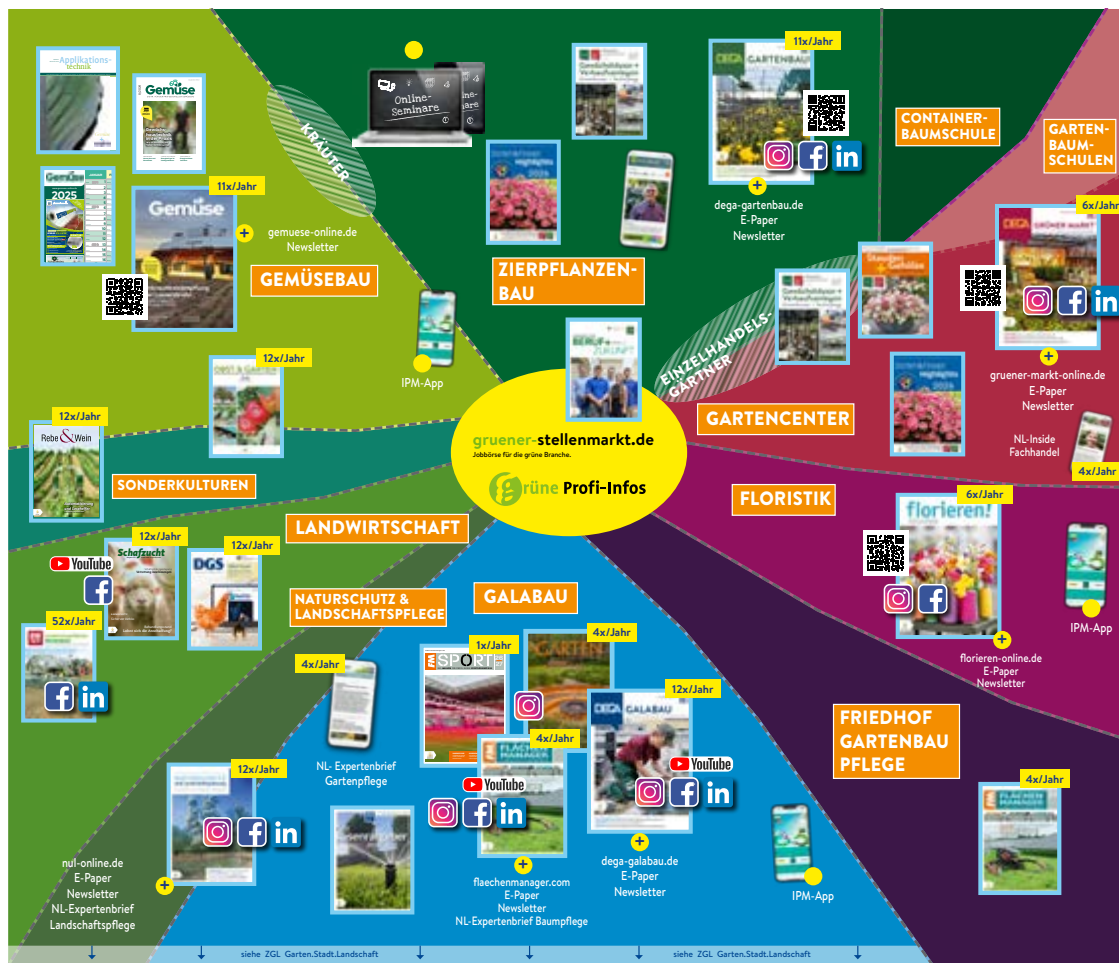
Körnerstr. 16

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

Stand 9-2024

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

column	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)

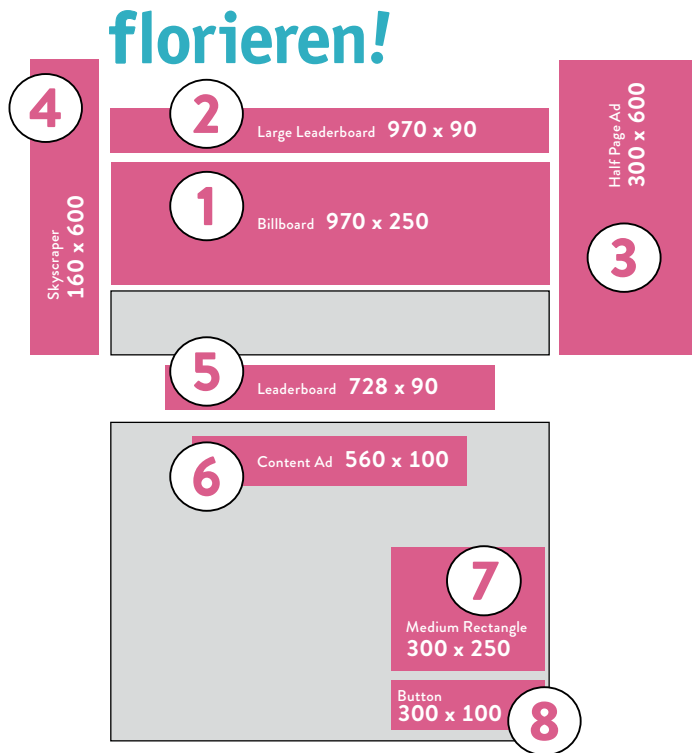
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

„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



DISPLAY-ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	1,028.–	970 x 250
2 Large Leaderboard	771.–	970 x 90
3 Half Page Ad	771.–	300 x 600
4 Skyscraper	617.–	160 x 600
5 Leaderboard (Superbanner)	514.–	728 x 90
6 Content Ad	463.–	560 x 100
7 Medium Rectangle	463.–	300 x 250
8 Button	257.–	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.florieren-online.de

FORMATS + PRICES

ONLINE-ADVERTORIAL

980.-

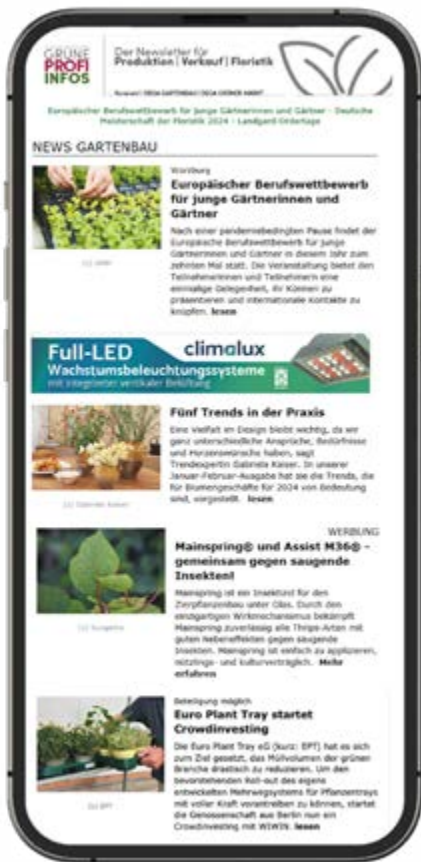
Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the florieren! website and links directly to the main article. With additional ③ Text Ad in the GPI Newsletter Production / Sales / Floristry as a push element

Duration 30 days

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

MORE
INFO





NEWSLETTER

Branch and market information for companies in horticulture, the green trade and floristry.

RECIPIENTS: 10,390

PUBLISHED: 14-DAYS

OPENING RATE: 20 %

CTOR*: 24%

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

545.-

TEXT AD

300 characters text + image

785.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

PRODUCT OF THE WEEK

JOB OF THE WEEK

400.-

545.-

345.-

Discount: 6 dates - 5% | 12 dates - 10%

All prices in € plus VAT. *Click-to-Open-Rate

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	220.– €
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ONLINE PREMIUM

Text advert, Logo, PDF info material	• 30 days online	345.– €
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EXTRA SERVICES

Duration + 30 days	85.– €
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Refreshing	105.– €
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TOP position	210.– €
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CROSSMEDIA PLUS

**Print job adverts
+ online booking**

60 days duration for the price of 30 days!

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

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 37
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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