

„The magazine for planning, construction and equipment“



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Cover portrait FREIRAUM GESTALTEN

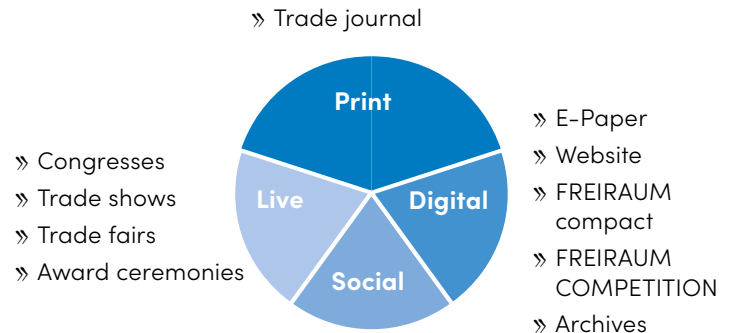


Heike Vossen (responsible)
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FREIRAUM GESTALTEN is the cross-target group magazine and part of our cross-media media offering for all those involved in planning: decision-makers in local authorities, landscape architects and urban planners as well as employees of housing associations, church sponsors and real estate companies. FREIRAUM GESTALTEN provides practical topics and up-to-date knowledge for everyday professional life:

- » Best practice models with background information
- » Building techniques and their implementation
- » Life cycle cost considerations
- » Product news
- » Portraits
- » Technical knowledge on regulations and planning processes
- » News on issues relevant to the target group

The digital magazine FREIRAUM kompakt in newsletter format complements the magazine with 4 issues on different main topics.



Communication channels



Short & sweet

The only cross-target magazine for planning, municipalities and the real estate industry

The target group

- » Decision-makers in municipal building and planning authorities
- » Landscape architects, architects and urban planners
- » Decision-makers in the real estate industry and housing associations

Publication frequency | Year

6 x in 2024 | 11. year 2024

Circulation

Printed circulation: 4,103
 Distributed circulation: 3,776
 Sold circulation: 870

(III. quarter 2022 - II. quarter 2023)



Geographical distribution

Domestic:	96%	3,625
Abroad (A, CH and others):	4%	151
Actual distributed circulation:	100%	3,776

Media offerings for your communication goals

- » Advertisements
- » Special advertising formats: Flap | Bound-in insert | Tip-on card
- » Inserts from 1,730.- € / fixed price
- » Online advertising from 179.- € possible

Subscription prices

National annual subscription:

89.- €

Contact

Marc Alber
 T +49(0)7 11 / 45 07 – 1 26
malber@ulmer.de



Advertising service

anzeigen@ulmer.de

(please indicate journal title when booking)

Publisher

Verlag Eugen Ulmer KG | Wollgrasweg 41 | 70599 Stuttgart
 T +49(0)7 11 / 45 07 – 0 | F +49(0)7 11 / 45 07 – 1 20
info@ulmer.de | www.ulmer-verlag.de

Terms of payment

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

Technical data

Journal format

Bleed format: 210 mm × 297 mm (Width × height)
 Type area format: 182 mm × 250 mm (Width × height)

Formats in type area

Columns	Width × height in text section	Width × height in advertising section and "News" section
1 col.	56 × 250 mm	41 × 250 mm
2 col.	119 × 250 mm	88 × 250 mm
3 col.	182 × 250 mm	135 × 250 mm
4 col.	–	182 × 250 mm

Printing and processing

Printing

Sheetfed offset | 1/1- 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!

Digital print data

Print order: Black – Cyan – Magenta – Yellow. Profile ISO coated v2 (EU).

Tonal range: Halftone values min. 2 % to max. 98 %. The dot gain in the midtone range is 17 % for black and 14 % for the chromatic colours.

Total ink coverage: max. 330 %. Please do not use DCS formats, hairlines (minimum: 0.1 mm), RGB / LAB images and duplex images with spot colours.

Advertisements with spot colours are to be created in CMYK with the correct mixing ratios of the desired HKS colour designations.

Four-colour advertisements must also be created in CMYK for the four-colour process.

Data transfer

Please send the print documents for your advertisement (starting the magazine title) to the publisher by e-mail:

Advertising service

T + 49 (0) 7 11 / 45 07 – 1 44 | 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.

Topics | Dates 2024

The permanent topics

- » Street furniture
- » Coverings (concrete, natural stone, wood, WPC)
- » Construction and auxiliary materials
- » Play and sports equipment
- » Water and water technology
- » Perennials and woody plants
- » Roof and building greening
- » Light in open spaces
- » Noise protection systems
- » Preview of the leading trade fairs
- » Project portraits
- » Product news/trade fair reviews

[Here are the current topics](#)

edition		dates	topics	fairs / exhibitions
February	1	PD: 23.02.24 AD: 22.01.24	Roof and vertical greening Drainage systems Facade connections Irrigation concepts Urban climate Trade fair preview Light & Building Construction materials for open space	Light & Building Frankfurt light+building 03.-08.03.2024
March	Newsletter FREIRAUM kompakt	PD: 01.03.24 AD: 16.02.24	Building greening Building technology, roof and vertical greening FREIRAUM WETTBEWERB	
April	2	PD: 22.04.24 AD: 11.03.24	Play and sports concepts Play areas / Play equipment / Sports facilities / Flooring / Fall protection / Technology + accessories Building materials for open spaces	

edition		dates	topics	fairs / exhibitions
May	Newsletter FREIRAUM kompakt	PD: 02.05.24 AD: 19.04.24	Sport + Play Garden shows Play Concepts Preview spoga+gafa FREIRAUM WETTBEWERB	spoga+gafa Köln 16.-18.06.2024 
June	3	PD: 21.06.24 AD: 16.05.24	Paths and squares Surfacing / Materials + Superstructures / Walls / Drainage Street furniture Traffic and guidance systems Construction materials for open spaces	
August	4	PD: 23.08.24 AD: 15.07.24	Greening in public spaces Planting concepts / Tree protection / Irrigation concepts / Substrates Planning on and with water Trade fair preview GaLaBau Building materials for open spaces	GaLaBau Nürnberg 11.-14.09.2024 
August	Newsletter FREIRAUM kompakt	PD: 27.08.24 AD: 14.08.24	Climate - Urban Ecology Climate-friendly urban development (water/shading/ ecology) Trade fair preview GaLaBau FREIRAUM WETTBEWERB	GaLaBau Nürnberg 11.-14.09.2024 

edition		dates	topics	fairs / exhibitions
October	5	PD: 23.10.24 AD: 19.09.24	Street furniture Products and systems / Flooring / Fall protection Designing with natural stone Coverings / Walls Construction materials for open spaces	
November	Newsletter FREIRAUM kompakt	PD: 12.11.24 AD: 29.10.24	Smart future Smart urban planning Lighting technology Automation Intelligent software or apps FREIRAUM WETTBEWERB	
December	6	PD: 20.12.24 AD: 18.11.24	Light in urban space Lighting concepts and technology Surfacing / Square and path construction Play and sports equipment Software + smart technology Planning / maintenance and construction processes Building materials for open spaces	

Who is reading FREIRAUM GESTALTEN*



Planning

- » Freelance landscape architects
- » Town planners

1.637 copies*



Municipality

- » Municipal decision-makers
- » Landscape architects and Urban planners in the municipalities

1.885 copies*



Real estate




- » Decision-makers in the real estate industry and housing associations
- » Church sponsors, hospitals
- » Leisure parks and property managers
- » Planners at various institutions






254 copies*

total 3.776 copies*

* Figures from distribution file Verlag Eugen Ulmer

Formats | Prices

formats	width x height	colour	prices/€
1/1 	Type area format 182 x 250 mm	bw	3,704.-
		2c	4,074.-
		3c	4,444.-
		4c	4,814.-
	Bleed format* 210 x 297 mm	bw	4,074.-
		2c	4,444.-
3c		4,814.-	
4c		5,184.-	
2/3 	Type area format 182 x 166 mm 119 x 250 mm	bw	2,470.-
		2c	2,840.-
		3c	3,210.-
		4c	3,580.-
	Bleed format* 210 x 186 mm 133 x 297 mm	bw	2,717.-
		2c	3,087.-
3c		3,457.-	
4c		3,827.-	
1/2 	Type area format 182 x 125 mm 88 x 250 mm	bw	1,852.-
		2c	2,222.-
		3c	2,592.-
		4c	2,962.-
	Bleed format* 210 x 145 mm 108 x 297 mm	bw	2,037.-
		2c	2,407.-
3c		2,777.-	
4c		3,147.-	

formats	width x height	colour	prices/€
1/3 	Type area format 182 x 83 mm 56 x 250 mm	bw	1,235.-
		2c	1,605.-
		3c	1,975.-
		4c	2,345.-
	Bleed format* 210 x 103 mm 70 x 297 mm	bw	1,359.-
		2c	1,729.-
		3c	2,099.-
		4c	2,469.-
1/4 	Type area format 182 x 61 mm 88 x 125 mm	bw	926.-
		2c	1,296.-
		3c	1,666.-
		4c	2,036.-
	Bleed format* 210 x 83 mm 102 x 145 mm	bw	1,019.-
		2c	1,389.-
		3c	1,759.-
		4c	2,129.-
1/8 	Type area format 182 x 32 mm 88 x 61 mm	bw	463.-
		2c	613.-
		3c	763.-
		4c	913.-

mm Price bw: € 3.43. All prices quoted in the rate plus VAT. The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

* plus 3 mm bleed all around.

Special placements | Surcharges | Discounts

Special placements

ad type	format width × height	colour	prices in €
2nd + 4th cover page	210 × 297 mm Bleed format*		6,230.–
Ad on editorial page	70 × 297 mm Bleed format*	4c	3,201.–
Junior page in bleed format	133 × 186 mm Bleed format*	4c	3,505.–
Junior page in type area	119 × 166 mm	4c	3,287.–
Text part ads	41 mm wide column each	bw	5.73
	56 mm wide column each		per mm/column
	(Minimum calculation 50 mm)		7.64
			per mm/column

* plus 3 mm bleed all around

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 adjust colours for technical reasons.

Binding space regulations:	20% Zuschlag
Advertisements over gutter and type area:	10% Zuschlag

Discounts

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

quantity discount

1 page	5 %
2 pages	10 %
3 pages	15 %
5 pages	20 %

Colour and bleed surcharges are discounted.

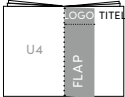
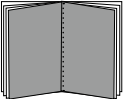
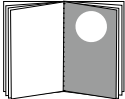
Classified ads

Job vacancies, mm price bw, 1 column	3,43 €
Box number charge	8,– €

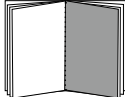
Digital publication of your job advertisement is possible. See page 13.

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

Special advertising formats | Print shop

special adv.	description
Flap* 	<ul style="list-style-type: none"> » Side-high flap on the front of the title. » An advertisement can be placed on the inside and outside of the flap. » The top 8 cm are reserved for the publisher for the title and logo.
Bound-in inserts* 	<ul style="list-style-type: none"> » Deliver folded in untrimmed format 215 x 305 mm (W x H) (up to 25 g individual weight). » 2 pages: 5,190.- € » 4 pages: 6,230.- € » 6 pages: 7,480.- €
Tip-on-card/CD* 	<ul style="list-style-type: none"> » The gluing is only possible in connection with a 1/1 page carrier display. » Formats, placement, prices and details on request.

* No discounts on flaps, inserts, bound-in inserts, tip-on cards and additional technical costs. Shipping address on the right.

special adv.	description
Supplements* 	<ul style="list-style-type: none"> » Maximum format 205 x 297 mm (W x H) Surcharge for exceeding format 25.- € per thousand » up to 25 g weight: 1,730.- € / fixed price » up to 35 g weight: 1,840.- € / fixed price » up to 50 g weight: 1,990.- € / fixed price
	<ul style="list-style-type: none"> » Higher weights and partial inserts under 2,000 copies on request. In 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 Druckerei
GmbH & Co. KG
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

For „FREIRAUM GESTALTEN-
No ...“

Date of delivery

14 days before publication.
At the same time please send
at least 3 samples directly to
the publisher.

Online advertising

www.freiraum-gestalten.info

FREIRAUM GESTALTEN is the cross-target group magazine for decision-makers in municipalities, for landscape architects and urban planners.

The specialist portal www.freiraum-gestalten.info offers supplementary, up-to-date information on all aspects of practice (specialist articles, industry dates, etc.) and thus addresses the decision-makers in planning, municipalities and real estate across all target groups.

Standard formats

format	prices in €* / duration 30 days	width x height in pixel
1 Billboard	716.–	970 x 250
2 Large Leaderboard	537.–	970 x 90
3 Half Page Ad	537.–	300 x 600
4 Skyscraper	430.–	160 x 600
5 Leaderboard (Superbanner)	358.–	728 x 90
6 Medium Rectangle	322.–	300 x 250
7 Content Ad	322.–	560 x 100
8 Button	179.–	300 x 100

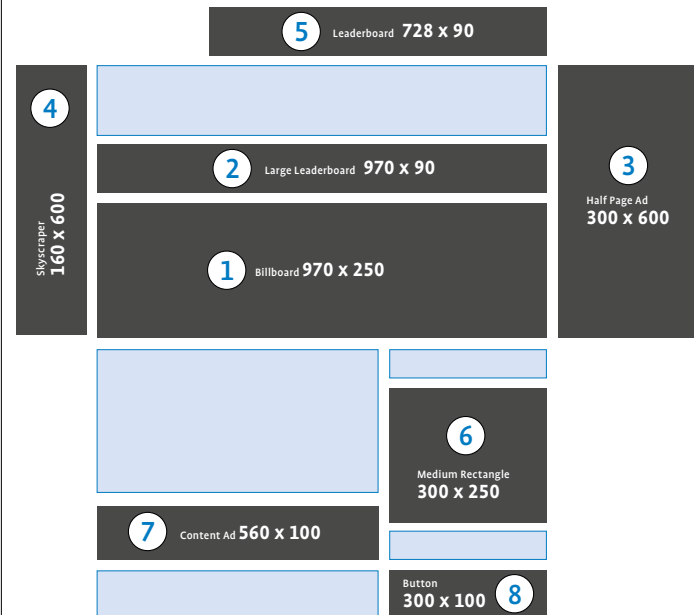
* All prices plus VAT. All advertising formats run in rotation.

Data + facts

Visits/month 1,483
Page impressions/month 2,601

Values: June 2023
Current figures on request

Source: Matomo



Online advertising

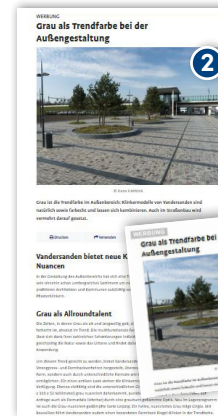
Ad bundles

Maximum performance - with our ad bundles you ensure that your advertising is played on all devices.

ad bundle 1-4	PC/laptop	mobile	price
Billboard + Half Page AD	970 x 250	300 x 600	716.-
Large Leaderboard + Half Page AD	970 x 90	300 x 600	537.-
Skyscraper + Medium Rectangle	160 x 600	300 x 250	430.-
Leaderboard + Medium Rectangle	728 x 90	300 x 250	358.-
Half Page Ad	300 x 600	300 x 600	537.-
Medium Rectangle	300 x 250	300 x 250	322.-

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

Online advertorials



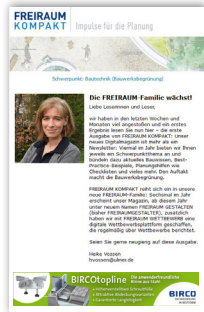
You want to increase your website traffic and win new customers? We integrate your content perfectly into the editorial environment within the specialist portal www.freiraum-gestalten.info.

[More information here](#)

duration	30 days
format	Online advertorial BASIC 1+2
price in €	700.-
Consisting of teaser and main article. The teaser is placed at the start page of the FREIRAUMGESTALTEN website and linked directly to the main article.	
format	Online advertorial PREMIUM 1+2+3
price in €	1.010.-
With additional text ad in the newsletter FREIRAUM kompakt as a push element.	
All prices plus VAT / All elements are marked with "advertising".	

Online advertising

Digital edition FREIRAUM kompakt



The digital magazine FREIRAUM kompakt in newsletter format complements the magazine with 4 issues focusing on “building technology”, “sport + play”, “climate + urban ecology” and “smart future”.

- Dispatch cover:** 10,500 recipients
- Opening rate:** 24%
- Publication:** 4 times a year
- Mailing date:** Jan./May/July/Nov.

[More information here](#)

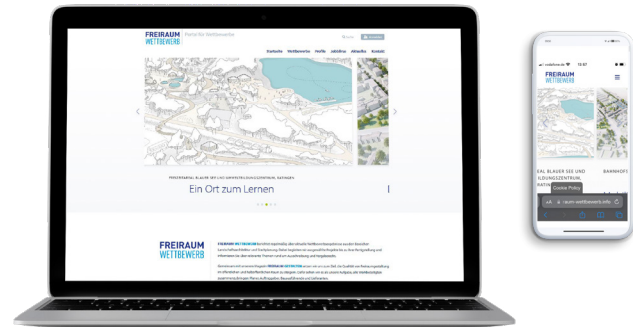
format	prices in €/issue	size
Content ad	495.–	560 x 100 pixel
Text ad	715.–	300 characters text + 1 image*

* Text ads are marked with *advertising*.

All prices plus VAT.

The terms and conditions for online advertising can be found at www.ulmer-verlag.de/ogb

FREIRAUM WETTBEWERB



FREIRAUM WETTBEWERB (freiraum-wettbewerb.info)

regularly presents current competition results from landscape architecture and urban planning. We accompany selected projects until their completion and inform you about relevant topics concerning tendering and public procurement law. Together with our **magazine FREIRAUM GESTALTEN** and the **digital magazine** in the **newsletter format FREIRAUM kompakt**, we aim to increase the quality of open space design in public and semi-public spaces. To achieve this, we see it as our task to bring together all those involved in the work: Planners, clients, contractors and suppliers.

Advertising options on request



The job market for horticulture and agriculture

- Per month an average of 5,876 sessions* (visits) and
- 16,435 page views* (page impressions).
- Confidence among employers: Over 800 job offers per year
- Agencies receive 15 % AE commission with proof (cannot be added to contingent and flat rate prices)
- Trade magazine subscribers get a discount with the voucher code. You can find more information [here](#).
- Trainee and internship positions as well as job applications for employees are basically free of charge
- Contingent and flat rate prices, job of the week in the newsletter, extension options, refresh and other additional services can be found online here: www.gruener-stellenmarkt.de/Preisliste

* Source: Matomo, July 2023

** All prices plus VAT.

Online Basis

- Text ad
-
- 149.– €**/30 days online plus VAT.
 - 199.– €**/60 days online plus VAT.

Online Premium

- Stand out from the crowd: text ad + logo + PDF info material
-
- 249.– €**/30 days online plus VAT.
 - 299.– €**/60 days online plus VAT.

Crossmedia **PLUS**

- Bookers of printed job advertisements are offered 60 days for the price of 30 days if they also book online!

Ad scheduling and consulting

Marie Scheurenbrand
T +49 (0) 711 / 45 07 – 142 | F – 221
anzeigen@ulmer.de

Please state in the subject line:
Grüner Stellenmarkt
www.gruener-stellenmarkt.de

Your contact for your advertising

Publishing address

Verlag Eugen Ulmer KG
Wollgrasweg 41

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

70599 Stuttgart

anzeigen@ulmer.de

Head of marketing and sales

Marc Alber
T +49 (0) 7 11 / 45 07 – 1 26
malber@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

(please specify journal title when booking)

Publishing house representatives

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-Württemberg

France and Switzerland

SW Medienvertretung Saupe + Weber OHG (Aalen)

T +49 (0) 73 61 / 3 8 03 8 – 0
F +49 (0) 73 61 / 3 8 03 8 – 38

info@saupe-medien.de
www.saupe-medien.de

Bayern
Brandenburg and Saxony-
Anhalt (south of the A2/E30)
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

Berlin
Brandenburg and Saxony-
Anhalt (north of the A2/E30)
Bremen
Hamburg
Mecklenburg-Western Pomerania
Lower Saxony
North Rhine-Westphalia
Schleswig-Holstein

Netherlands, Belgium and
Denmark