

„The magazine for professional design“ for planners and landscape gardeners



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Cover portrait GÄRTEN



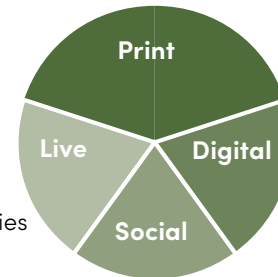
Heike Vossen (responsible)
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hvossen@ulmer.de

„**GÄRTEN Das Magazin für professionelle Gestaltung**“ is the trade magazine for everyone professionally involved in the planning and design of private gardens. GÄRTEN explains how to use good design to convince people of the quality of open space and outdoor living, and how to achieve above-average added value through this.

GÄRTEN SHOWS

- » **Project examples:** Garden design from master craftsmen
- » **Portraits:** The gardeners behind the design
- » **Facts:** Techniques and data behind the beautiful surface
- » **Material:** The ingredients of good design
- » **Plants:** Woody plants and perennials define the space
- » **Equipment:** How furniture, light, sun protection and co. create cosiness
- » **The shows:** The best show their skills at these exhibitions: Garden design from master craftsmen

» Trade journal



- » Congresses
- » Trade shows
- » Trade fairs
- » Award ceremonies
- » Online seminars
- » Symposia

- » Website
- » Newsletter
- » Archive

Communication channels



Short & sweet

The only magazine for professional planning and design of private gardens

The target group

- » Garden designers
- » Landscaping entrepreneurs
- » Garden architects

Publication frequency | Year

4 x per year | 7. Year 2024

Circulation

Printing circulation: 3,392
 Distributed circulation: 3,538
 Sold circulation: 2,170
 (III. quarter 2022 - II. quarter 2023)



Additional distribution Swiss:
 plus 1,500 copies per issue

Total circulation Germany and Swiss:
 ca. 5,000 copies

Media offerings for your communication goals

- » Advertisements
- » Special advertising formats: Flap | Bound-in insert | Tip-on card
- » Inserts from 1,490,- €/fixedprice
- » Online advertising possible from 179.- Euro

Subscription prices

National annual subscription: 63.- €

Contact

Marc Alber
 T +49(0)7 11 / 45 07 – 1 26
 F +49(0)7 11 / 45 07 – 221
malber@ulmer.de



Advertising service

anzeigen@ulmer.de
 (please indicate journal title when booking)

Publisher

Publisher 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-Publisher.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: 178 mm × 256 mm (Width × height)

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!

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.

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 (stating 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
 (please indicate journal title when booking)

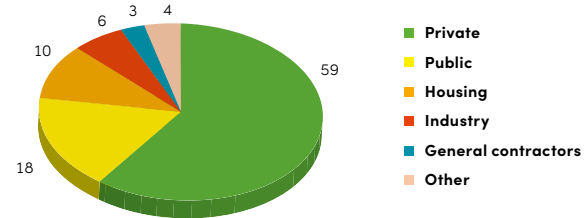
Market data | Facts

Private garden as a growing market!

- » More than 59 % of the sector's turnover is generated by the private garden segment.
- » GARDENS focuses exclusively on private gardens, as this is the segment in which the largest investments are made.

Source: GaLaBau Service GmbH

Clients by turnover figures in percent

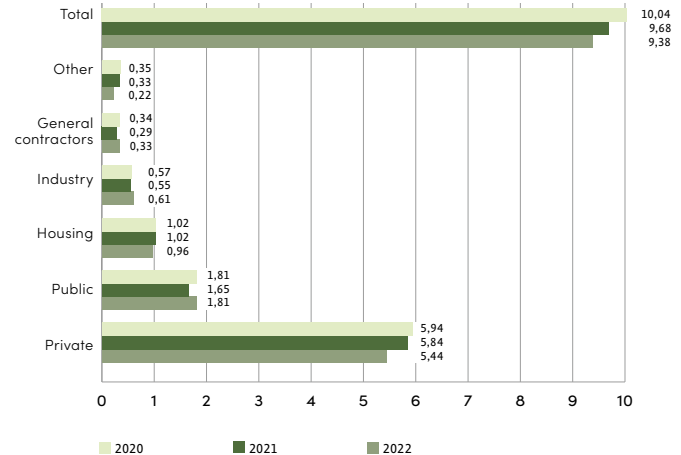


Highest share of turnover by client


- » Around 5.9 billion euros turnover in the private garden sector.
- » The public sector follows in second place with 1.8 billion euros.


Source: GaLaBau Service GmbH

Share of turnover in billion euros



Topics | Dates 2024

edition	dates	topics	fairs / exhibitions
March	1	<p>PD: 08.03.24 Focus: Healing and fragrance garden</p> <p>AD: 30.01.24</p> <p>Plant in focus</p> <p>Vertical wall greening</p> <p>Equipment for exclusive gardens (surfacing materials, stone, wood and WPC)</p> <p>Designing with metal</p> <p>Light in open spaces</p> <p>Trend overview garden furniture and accessories</p> <p>Exclusive woody plants for the private garden</p> <p>Follow-up reports: IPM/Essen, Ambiente/Frankfurt, Furniture Fair Cologne</p> <p>Preliminary report: Light & Building/Frankfurt, Giardina/Zurich</p>	<p>Maison&Objekt F-Paris 18.-22.01.2024</p> <p>IPM Essen 23.-26.01.24</p> <p>Light & Building  Frankfurt, 03.-08.03.24</p> <p>Giardina CH-Zürich <i>GiardinaZÜRICH</i> 13.-17.03.24</p> <p>Salone del Mobile Mailand 16.-21.04.24</p>
	2	<p>PD: 06.06.24 Focus: Water in the garden</p> <p>AD: 22.04.24</p> <p>Smart Gardening (rainwater management, irrigation, sponge city)</p> <p>Water basins, fountain and water technology</p> <p>Water Features</p> <p>Pools and pool houses/outdoor saunas</p> <p>Shade trees</p> <p>Exceptional specimen shrubs, furniture, fireplaces, privacy and windbreaks,</p> <p>Plants and planters, flooring, wood construction and terrace design (wood/WPC/RPC/BPC)</p> <p>Lighting system for the garden</p> <p>Preview: spoga+gafa/Cologne, Stone-tec/Nuremberg</p>	<p>spoga-gafa Köln 16.06.-18.06.24</p> <p>Stone-tec Nürnberg 19.-22.06.24</p>

edition	dates	topics	fairs / exhibitions
September	3	<p>PD: 07.09.24 Schwerpunkt: intime Räume / Rückzugsorte</p> <p>AD: 02.08.24 Sichtschutz/Einfassungen (Mauern, Zäune, Hecken)</p> <p>vertikale Wandbegrünungen</p> <p>Windschutz, Sonnenschutz</p> <p>Möbel, Outdoor-Küchen, Feuerstellen</p> <p>Bewässerungssysteme, Gefäße,</p> <p>Pools und Poolhäuser/ Bodenbeläge</p> <p>Holzbau- und Terrassengestaltung (Holz/WPC/RPC/BPC)</p> <p>Licht im Garten</p> <p>Brunnen- und Wassertechnik</p> <p>Pflanzgefäße und Becken</p> <p>Vorschau: GaLaBau, Gardiente, Hofheim-Wallau</p>	<p>GaLaBau Nürnberg 11.–14.09.2024</p>  <p>Gardiente Hofheim-Wallau September 2024</p> <p>Maison&Objet Paris September 2024</p>
December	4	<p>PD: 05.12.24 Focus: Company gardens</p> <p>AD: 25.10.24 Equipment: winter barbecues/outdoor kitchens, coverings</p> <p>hardy containers, lighting</p> <p>furniture/urban furniture</p> <p>wood construction and terrace design (wood/WPC/RPC/BPC)</p> <p>lighting system for the garden</p> <p>outdoor saunas</p> <p>Water and fountain technology</p> <p>Preview: IPM Essen</p>	

Who reads the magazine GÄRTEN*



Implementation

» Garden designer/Garden contractor

2,386 copies*



Planning

» Garden architects

1,152 copies*

total 3,538 copies*

* Figures from sales file

Formats | Prices 2024

formats	colour	prices/€	width × height
1/1	4c	4,150.-	Bleed format* 210 × 297 mm
2/1	4c	7,250.-	Bleed format* 420 × 297 mm

formats	colour	prices/€	width × height
1/2	4c	2,627.-	Bleed format* 210 × 145 mm 98 × 297 mm
1/3	4c	1,891.-	Bleed format* 210 × 98 mm 67 × 297 mm

All prices quoted in the tariff plus VAT at the statutory rate. The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

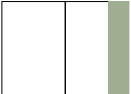
* plus 3 mm bleed all around.

Special placements | Discounts

Formats and prices for cover pages

formats	colour	prices/€	width x height
2nd cover page 	4c	4,728.-	Bleed format* 210 x 297 mm
3rd cover page 	4c	4,465.-	Bleed format* 210 x 297 mm
4th cover page 	4c	5,201.-	Bleed format* 210 x 297 mm


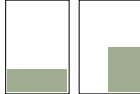
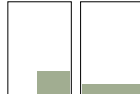
Format and price on table of contents page

formats	colour	prices/€	width x height
1/3 	4c	2,080.-	Bleed format* 67 x 297 mm

All prices quoted in the tariff plus VAT at the statutory rate. The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

* plus 3 mm bleed all around.

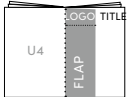
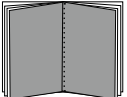
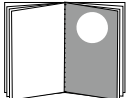
Formats and prices for collective pages

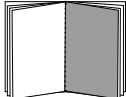
formats	colour	prices/€	width x height
1/2 	4c	1,970.-	Type area format 178 x 125 mm 86 x 256 mm
1/4 	4c	1,314.-	Type area format 178 x 60 mm 86 x 125 mm
Format and price on marketplace page			
formats	colour	prices/€	width x height
1/8 	4c	578.-	Type area format 86 x 60 mm 178 x 30 mm

Discounts

repeat discount	quantity discount
2 mal 5 %	1 page 5 %
4 mal 10 %	2 pages 10 %
	4 pages 15 %

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: 4,150.- € » 4 pages: 4,980.- € » 6 pages: 5,980.- €
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.

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: 1,490.- € / fixed price » up to 35 g weight: 1,600.- € / fixed price » up to 50 g weight: 1,770.- € / 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 the order, the publisher requires three samples by the Advertising deadline 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 Printingerei
 GmbH & Co. KG
 z.Hd. Herrn Lanzner
 Augsburg Str. 722
 70329 Stuttgart

Delivery note

For „GÄRTEN-No. ...“

Date of delivery

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

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

Online advertising

www.gaerten-magazin.de

GÄRTEN is the magazine for decision makers in the GaLaBau enterprises and in the garden architect offices.

The specialized portal www.gaerten-magazin.de offers supplementary, current information approximately around practice (technical papers, industry dates etc.) and addresses thereby the Entscheider in the GaLaBau and with the garden architects.

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

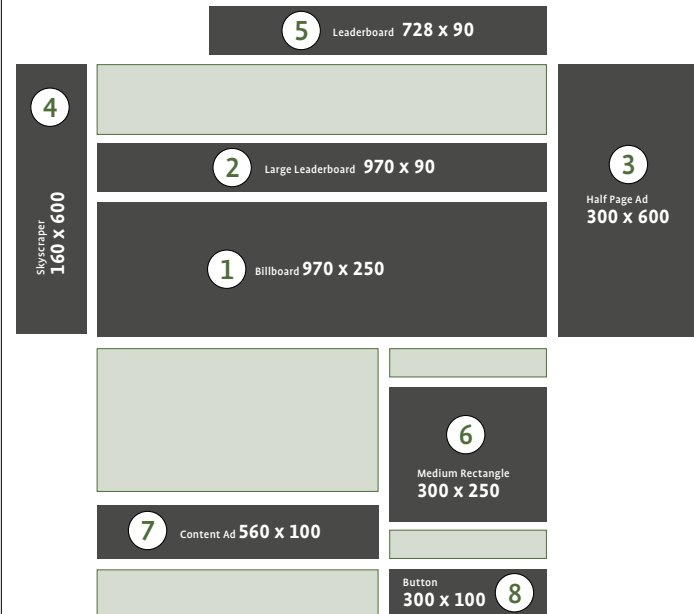
* All prices plus VAT. All advertising formats run in rotation.

Data + facts

Visits/month 488
Page Impressions/month 992

Values: Juni 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.

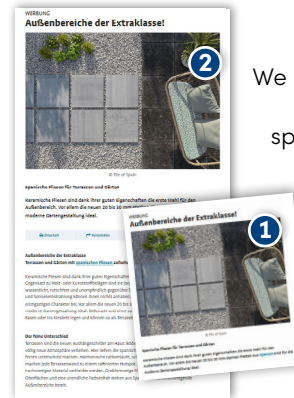
ad bundle 1-4	PC/laptop	mobile	price
Billboard + Half Page AD	970 x 250	300 x 600	716.–
Large Leaderboard + Half Page AD	970 x 90	300 x 600	537.–
Skyscraper + Medium Rectangle	160 x 600	300 x 250	430.–
Leaderboard + Medium Rectangle	728 x 90	300 x 250	358.–
Half Page Ad	300 x 600	300 x 600	537.–
Medium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

[More information here](#)



Publication date

duration 30 days

format

Online advertorial

price in €

700.–

Consisting of teaser and main article. The teaser is placed at the start page of the Gärten Website website and linked directly to the main article.

All prices plus VAT. / All elements are marked with "advertising".



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

Publisher 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 and sales

Marc Alber
T +49(0)7 11 / 45 07 – 126
malber@ulmer.de

Advertising service

T +49(0)7 11 / 45 07 – 147
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 / 38 03 8 – 0
F +49(0)73 61 / 38 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