

## “Successful professionals in production horticulture and marketing reach”



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# Cover portrait DEGA GARTENBAU

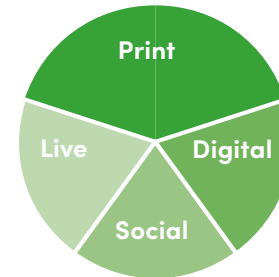


Christoph Killgus (responsible)  
T +49(0)7 11 / 45 07 – 1 81  
[ckillgus@ulmer.de](mailto:ckillgus@ulmer.de)

DEGA GARTENBAU is read and appreciated in the industry for more than 75 years.

The future-oriented magazine, **including various online channels**, is aimed at everyone who works in or with horticulture. The editorial team conveys interesting and helpful information in a compact, entertaining and well-prepared manner. Appealing pictures and a high-quality layout vividly convey how inspiring horticulture is.

- » Trade journal
- » Special issues
- » Guidebook
- » Special publication



- » Trade shows
- » Trade fairs
- » Online seminars

- » E-paper
- » Website
- » Newsletter
- » Archive

## Communication channels



# Short & sweet



## Reaching successful decision-makers in production horticulture and marketing

### The target group

- » Gardeners in ornamental horticulture, perennial nurseries and container nurseries in retail horticulture and cemetery horticulture
- » Authorities, associations and organisations
- » Wholesale markets and wholesalers
- » Supplier industry
- » Advisors, teachers, research and experimental staff

### Circulation

Printed circulation: 2,370  
Distributed circulation: 1,928  
Sold circulation: 1,673

(III. quarter 2022 – II. quarter 2023)



### Terms of payment

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

## Media offerings for your communication goals

- » Advertisements, special advertising formats: Flap | Bound-in insert | Tip-on card
- » Inserts from € 1,200/fixed price
- » Special supplements on the subject of the IPM trade fair, variety shows, greenhouses, woody plants, cemetery gardening and further and advanced training
- » Online advertising possible from € 272

### Subscription prices

National annual subscription: 196.– €

### Contact

Natalja Grasmück  
T +49 (0) 7 11 / 45 07 – 203  
[ngrasmueck@ulmer.de](mailto:ngrasmueck@ulmer.de)



### Advertising service

[anzeigen@ulmer.de](mailto: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](mailto:info@ulmer.de) | [www.ulmer-verlag.de](http://www.ulmer-verlag.de)

### Publication frequency | Year

11 issues | 78. year 2024

# Technical data

## Journal format

Bleed format: 210 mm × 297 mm (Width × height)  
 Type area format: 175 mm × 270 mm (Width × height)

### Formats in type area

Columns	Width × height in text section	Width × height in advertising section and “News” section
1sp	56 × 270 mm	40 × 270 mm
2sp	115 × 270 mm	85 × 270 mm
3sp	175 × 270 mm	130 × 270 mm
4sp	–	175 × 270 mm

## Printing and processing

### Printing

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

### Paper

Cover: woodfree picture print glossy 170 g/m<sup>2</sup>  
 Content: woodfree picture print matt 90 g/m<sup>2</sup>

### 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 (stating 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](mailto:anzeigen@ulmer.de)  
 (please indicate journal title when booking)

## Data format

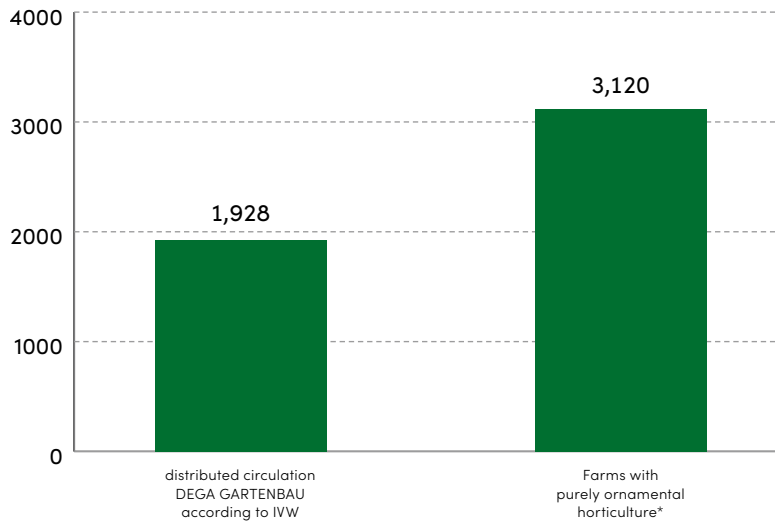
Printable PDF (PDF / X-3).data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

# Market data | Facts



## DEGA GARTENBAU Circulation in thousands / Ornamental plant nurseries in Germany

» DEGA GARTENBAU reaches more than 60% of all  
ornamental plant businesses in Germany.



Source\*: Federal Statistical Office (Destatis), December, 2021

# Topics | Dates 2024




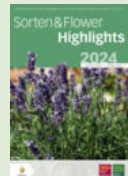


## The permanent topics

- » Portraits from horticulture in Germany and worldwide
- » Horticultural news
- » Assortments and culture of ornamental plants
- » Perennials and woody plants in containers
- » Market+Wholesale
- » Education+Vocational
- » Greenhouses, energy supply and technical systems
- » Company and products
- » Dates and events


[Here are the current topics](#)

edition	dates	topics	special products	fairs / exhibitions
January 1	PD: 17.01.24 AD: 12.12.23	<b>IPM 2024:</b> New products, innovations and events: Preview of the world's leading horticultural trade fair in Essen	<b>Fair map IPM 2024</b> also enclosed in DEGA GRÜNER MARKT 1/2-2024 beigelegt + distribution/display at the IPM trade fair AD: 01.12.2023  <b>IPM-App 2024</b> AD: 12.01.2024  <b>Newsletter GPI</b> Production/Sales/Floristry PD: 12.01. + 26.01.   AD: 05.01. + 19.01.	<b>IPM Essen</b> 23.-26.01.2024   


edition	dates	topics	special products	fairs / exhibitions
February	2	PD: 14.02.24 AD: 18.01.24  <b>IPM follow-up report with trends and impressions from the world's leading trade fair</b>  Top crops: <b>New Poinsettias</b>  Basis of growth: <b>New soils and substrates</b>	<b>Online seminar end of February</b> "Plant protection for bedding and balcony plants"  <b>Newsletter GPI</b> Production/Sales/Floristry PD: 09.02. + 23.02.   AD: 02.02. + 16.02.   <b>DEGA international</b> english online magazine	<b>Fruit Logistica</b> Berlin 07.-09.02.2024  <b>Salon du Végétal</b>
March	3	PD: 13.03.24 AD: 15.02.24  Top crops: <b>New spring bloomers</b> <b>Glass or foil greenhouses:</b> Exterior shell, interior design, irrigation, light, shading and energy  <b>Automation:</b> Potting machines, pricking robots  New solutions for <b>pots &amp; trays</b>	<b>Newsletter GPI</b> Production/Sales/Floristry PD: 08.03. + 22.03.   AD: 01.03. + 15.03.	
April	4	PD: 17.04.24 AD: 19.03.24  <b>Sustainable plant production:</b> Practical solutions for gardeners  Top crops: <b>hydrangeas</b> and <b>bog crops</b> Overview of the <b>garden shows 2024</b>	<b>Newsletter GPI</b> Production/Sales/Floristry PD: 05.04. + 19.04.   AD: 27.03. + 12.04.	

edition	dates	topics	special products	fairs / exhibitions
May 5	PD: 15.05.24 AD: 16.04.24	<b>Sales promotion, packaging and labels</b>	<p><b>Pocket Guide »Varieties &amp; Flower Highlights 2024«</b> Special supplement also enclosed in DEGA GRÜNER MARKT 5/6-2024 + Additional distribution via Landgard AD: 01.03.2024</p>  <p><b>Newsletter GPI</b> Production/Sales/Floristry PD: 03.05. + 17.05. + 31.05. AD: 25.04. + 10.05. + 23.05.</p>  <p><b>DEGA international</b> english online magazine</p>	<b>IPM China (Beijing)</b> 23.-25.05.2024
June 6	PD: 19.06.24 AD: 21.05.24	<b>Work clothing and hand tools</b>	<p><b>Newsletter GPI</b> Production/Sales/Floristry PD: 14.06. + 28.06. AD: 07.06. + 21.06.</p>	<p><b>Flower Trials</b> 11.-14.06.2024</p> <p><b>Spoga + gafa</b> 16.-18.06.2024</p>  <p><b>GreenTech Amsterdam</b> 11.-13.06.2024</p> <p><b>GLEE Birmingham</b> 25.-27.06.2023</p>






edition	dates	topics	special products	fairs / exhibitions
July/August 7/8	PD: 24.07.24 AD: 27.06.24	<p>Top crops for bed &amp; balcony: <b>The variety shows 2024</b></p> <p>Technique: <b>Focus on light</b></p> <p>Trend crops potted vegetables</p>	<p><b>Special Supplement "Greenhouse + Technology 2024/2025"</b></p> <p>Special supplement also enclosed in DEGA GRÜNER MARKT 7/8-2024 + additional distribution AD: 14.05.2024</p>  <p><b>Online seminar</b> „New varieties from the <b>FlowerTrials 2024</b>“</p> <p><b>Newsletter GPI</b> Production/Sales/Floristry PD: 12.07. + 26.07.   09.08. + 23.08. AD: 05.07. + 19.07.   02.08. + 16.08.</p>  <p><b>DEGA international</b> english online magazine</p>	<b>Plantarium NL-Boskoop</b>


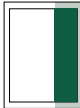



edition	dates	topics	special products	fairs / exhibitions
September 9	PD: 18.09.24 AD: 22.08.24	<p>Future topic <b>Finding employees in horticulture</b></p> <p>Technology: optimised energy use</p> <p>Cemetery horticulture (plant, technology, equipment)</p>	<p><b>Newsletter GPI</b> Production/Sales/Floristry PD: 06.09. + 20.09.   AD: 30.08. + 13.09.</p>	<p><b>Internationale Gartenbaumesse A – Tulln</b></p> <p><b>Flormart-Miflor I – Padua</b></p> <p><b>IAA MOBILITY – München</b> 17.-22.09.2024</p> <p><b>Green is life – Warschau</b></p>
October 10	PD: 23.10.24 AD: 24.09.24	<p>Top crops: <b>Cyclamen</b></p> <p>Cultural tour: <b>Sustainability in substrates, trays &amp; pots</b></p>	<p><b>Special supplement »Perennials &amp; Woody plants 2024/2025«</b> also enclosed in DEGA GRÜNER MARKT 11-12/2024 AD: 24.09.2024</p> <p><b>Newsletter GPI</b> Production/Sales/Floristry PD: 04.10. + 18.10. + 31.10. AD: 26.09. + 11.10. + 24.10.</p>	 <p><b>DEGA international</b> english online magazine</p>

edition	dates	topics	special products	fairs / exhibitions
November 11	PD: 13.11.24 AD: 15.10.24	The best bedding and balcony plants for 2025: <b>Results and experiences of the teaching and experimental stations</b>	<p><b>Online seminar</b> end november "Experiences of the experimental facilities with new bedding and balcony plants".</p> <p><b>Newsletter GPI</b> Production/Sales/Floristry PD: 15.11. + 29.11.   AD: 08.11. + 22.11.</p>	<p><b>IFTF NL</b> – Holland</p> <p><b>IPM Dubai</b> – Sa Growtech</p> <p><b>Growtech Eurasia</b> TR – Antalya</p>
December 12	PD: 11.12.24 AD: 14.11.24	Technology: <b>Transport and logistics</b> Vehicles and trailers New vehicles for plant transport	<p><b>Special supplement</b> „Career + Future“ AD: 07.10.2024</p> <p><b>Newsletter GPI</b> Production/Sales/Floristry PD: 13.12. + 27.12.   06.12. + 18.12.</p>	 <p><b>DEGA international</b> english online magazine</p>
January 25 1	PD: 15.01.25 AD: 16.12.24	<b>IPM 2025:</b> Preview of the World Horticulture Meeting in Essen	<p><b>Newsletter GPI</b> Production/Sales/Floristry PD: 10.01. + 24.01.   AD: 02.01. + 17.01.</p>	<b>IPM Essen</b>

# Formats | Prices



formats	width x height	colour	prices/€
1/1 	Type area format 175 x 270 mm	sw	3,704.-
		2c	4,074.-
		3c	4,444.-
		4c	4,814.-
	Bleed format* 210 x 297 mm	sw	4,074.-
		2c	4,444.-
3c		4,814.-	
4c		5,184.-	
2/3 	Type area format 175 x 178 mm 115 x 270 mm	sw	2,470.-
		2c	2,840.-
		3c	3,210.-
		4c	3,580.-
	Bleed format* 210 x 189 mm 132 x 297 mm	sw	2,717.-
		2c	3,087.-
3c		3,457.-	
4c		3,827.-	
1/2 	Type area format 175 x 133 mm 85 x 270 mm	sw	1,852.-
		2c	2,222.-
		3c	2,592.-
		4c	2,962.-
	Bleed format* 210 x 148 mm 102 x 297 mm	sw	2,037.-
		2c	2,407.-
3c		2,777.-	
4c		3,147.-	

formats	width x height	colour	prices/€	
1/3 	Type area format 175 x 88 mm 56 x 270 mm	sw	1,235.-	
		2c	1,605.-	
		3c	1,975.-	
		4c	2,345.-	
	Bleed format* 210 x 105 mm 72 x 297 mm	sw	1,359.-	
		2c	1,729.-	
		3c	2,099.-	
		4c	2,469.-	
1/4 	Type area format 175 x 65 mm 85 x 133 mm	sw	926.-	
		2c	1,296.-	
		3c	1,666.-	
		4c	2,036.-	
		Bleed format* 210 x 84 mm 102 x 148 mm	sw	1,019.-
			2c	1,389.-
3c			1,759.-	
4c			2,129.-	
1/8 	Type area format 175 x 32 mm 85 x 65 mm	sw	463.-	
		2c	613.-	
		3c	763.-	
		4c	913.-	

mm price bw: 3,25 €. All prices quoted in the rate plus VAT.

The general terms and conditions for advertisements and inserts in newspapers and magazines apply.

\* plus 3 mm bleed all around.

# Special placements | Surcharges | Discounts

## Special placements

ad type	Format width x height	colour	prices in €
2nd + 4th cover page	210 x 297 mm Bleed format*	4c	6,230.–
Single-ink ad on front page & ad on editorial page	Outer lengths triangle: 65 mm 72 x 297 mm bleed format*	4c	4,394.–
Junior page in bleed format	132 x 189 mm bleed format*	4c	3,505.–
Strip advertisement	40 mm wide column each up to 90 mm below text	bw	4,12 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% surcharge
Advertisements over gutter 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 discounted.

## Classified ads

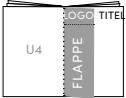
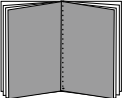
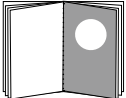
Job vacancies, mm price bw, 1 column	3.43 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.  
See page 19.

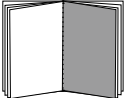
All prices stated in the tariff plus the statutory VAT. The general terms and conditions for advertisements and third-party supplements in newspapers and magazines apply.

# Special advertising formats | Print shop



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

\*No discounts on flaps, inserts, bound-in inserts, tip-on cards and additional technical costs.

special adv.	description
<b>Supplements*</b> 	<ul style="list-style-type: none"><li>» Maximum format 205 x 297 mm (W x H) Surcharge for exceeding format € 25 per thousand. Total insert / Partial insert from 2,000 copies</li><li>» up to 25 g weight: € 1,200 / fixed price up to 35 g weight: € 1,375 / fixed price up to 50 g weight: € 1,540 / fixed price</li></ul>
	<ul style="list-style-type: none"><li>» Higher weights on request. In case of more difficult technical processing, surcharge according to the respective circumstances.</li><li>» 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.</li><li>» Inserts may not contain advertising from other companies.</li></ul>

## Print shop

Konradin Druck GmbH  
Abt. Versand - Herr Kienzle  
Kohlhammerstr. 1-15  
70771 Leinfelden-  
Echterdingen

## Delivery note

For „DEGA GARTENBAU-No. ...“

## Date of delivery

14 days before publication.

# Online advertising



## www.dega-gartenbau.de

Over 5,500 visitors per month, this confirms the high acceptance and use of the [dega-gartenbau.de](http://www.dega-gartenbau.de) trade portal in the sector.

Exclusive specialist topics, encyclopaedias, industry dates, company news, industry news and much more are the multimedia supplement to the trade magazine and support the professionals in horticulture in their daily work.

## Standard formats

format	prices in €* / duration 30 days	width x height in pixel
1 Billboard	1,086.–	970 x 250
2 Large Leaderboard	815.–	970 x 90
3 Half Page Ad	815.–	300 x 600
4 Skyscraper	652.–	160 x 600
5 Leaderboard (Superbanner)	543.–	728 x 90
6 Medium Rectangle	489.–	300 x 250
7 Content Ad	489.–	560 x 100
8 Button	272.–	300 x 100

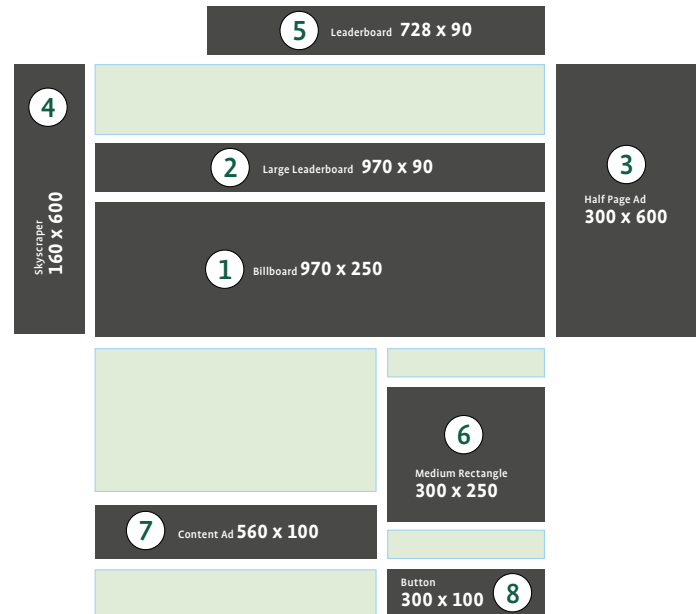
\* All prices plus VAT. All advertising formats run in rotation.

## Data + Facts

Visits/month 5,627  
Page Impressions/month 7,673

Values: June 2023  
Current figures on request

Source: Matomo



# Online advertising

## Ad-Bundles

Maximum performance - with our ad bundles you can ensure that your advertising is played on all devices. Currently, over 50% of website and newsletter hits are already mobile.

ad bundle 1-4	PC/laptop	mobile	price
Billboard + Half Page AD	970 x 250	300 x 600	1,086.-
Large Leaderboard + Half Page AD	970 x 90	300 x 600	815.-
Skyscraper + Medium Rectangle	160 x 600	300 x 250	652.-
Leaderboard + Medium Rectangle	728 x 90	300 x 250	543.-
Half Page Ad	300 x 600	300 x 600	815.-
Medium Rectangle	300 x 250	300 x 250	489.-

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

## Online seminars

Online seminars combine the speed of the internet with the advantages of personal communication:



Because online seminars are interactive live seminars organised and conducted on the internet, where a clearly defined target group enters into dialogue with experts and "faces" of the industry.

### Your opportunities

- » Attend one of our specialist online seminars as a sponsor partner
- » Host and design an online seminar together with us
- » Create your own online seminar - with our organisational and technical support

For more information and individual offers, please contact us.



# Online advertising



## Newsletter GPI Production/Sales/Floristry



Up-to-date industry and market information for businesses in horticulture, the green trade and floristry.

**Dispatch cover:** 10,430 recipients  
**Opening rate:** 21 %  
**Publication:** bi-weekly  
**Mailing date:** Friday (even week)

[More information here](#)

## 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 [dega-gartenbau.de](http://dega-gartenbau.de).

[More information here](#)

duration	30 days
format	Online advertorial BASIC 1+2
price in €	920.-
Consisting of teaser and main article. The teaser is placed at the start page of the DEGA GARTENBAU website and linked directly to the main article.	
format	Online advertorial PREMIUM 1+2+3
price in €	1,380.-
With additional text ad in the Newsletter GPI production, sales and floristry as a push element.	

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

format	prices in €/issue	size
content ad	495.-	560 x 100 Pixel
text ad	715.-	300 Zeichen Text + 1 Bild*

\* \* 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/agb](http://www.ulmer-verlag.de/agb)

# DEGA international



## The new international digital medium

DEGA international informs as an English-language info service about important developments in horticulture worldwide.

News, trends, innovations and daily news can be found on the portal [www.dega-international.com](http://www.dega-international.com) The DEGA international **newsletter** is published several times a year. **Online seminars** are also planned. The partnership with the International Plant Fair IPM is the basis for a broad network in horticulture.

## Topics

- » Exclusive interviews
- » International market and country information
- » Insights from colleagues around the world
- » International business news
- » The most important dates worldwide

## Advantages

- » Reach the professionals and decision-makers in a targeted manner
- » Appealing, well-researched technical articles
- » Orientation on developments worldwide
- » Comprehensive source of information from the international horticultural sector
- » Networking and exchange for horticulture
- » High outreach through partnership with IPM



duration	30 days
----------	---------

format	Package Standard
--------	------------------

price in €	800.–
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Consisting of a content banner on our newsletter (format 560 x 100 px) and a content ad on the website (format 560 x 100 px).

format	Package Advertorial
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price in €	1,350.–
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Consisting of text ad (300 characters text plus 1 image) Online advertorial: Consisting of teaser and main article. The teaser is placed on the homepage of the DEGA International website and linked directly to the main article.

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

[More information here](#)



## 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](http://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  
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# Special products



## Varieties & Flower Highlights 2024



Languages: german and english

**Publication date:**

DEGA GARTENBAU: 05/24                      15.05.2024  
DEGA GRÜNER MARKT: 05-06/24    15.05.2024

**Booking deadline:**    01.03.2024

Strengthen your profile in the market by informing decision-makers in production horticulture and the specialist garden trade about your events and plant innovations in 2024!

The Pocket Guide “Varieties & Flower Highlights” is published in the run-up to the German and European Flower Trials as a supplement in DEGA GARTENBAU and DEGA GRÜNER MARKT and is also distributed at the national and international variety shows and wholesale flower markets.

## Greenhouse + Technology 2024/2025



Languages: german and english

**Publication date:**

DEGA GARTENBAU: 07-08/24            24.07.2024  
DEGA GRÜNER MARKT: 07-08/24    17.07.2024

**Booking deadline:**    14.05.2024

Greenhouse technology for production as well as for sales is the subject of our special issue “Greenhouse + Technology 2024/2025”.

The editorial section provides an overview of new sales facilities in Germany and Europe and we present interesting technical projects for production horticulture. Solutions for an efficient, cost-saving and environmentally friendly energy supply play a special role.

# Special products



## Shopping Guide Perennials & Woody Plants 2024/2025



Languages: german and english

**Publication date:**

DEGA GARTENBAU: 10/24                      16.10.2024

DEGA GRÜNER MARKT: 11-12/24    13.11.2024

**Booking deadline:**

02.09.2024

This information brochure offers a preview of all the important trade fairs, markets and other events in Germany and Europe where perennial and shrub assortments are on offer.

It also lists leading suppliers, wholesalers and markets. It therefore is the ideal planning assistance for plant purchases by garden centres and retail nurseries.

## Career+Future 2024



Languages: german and english

**Publication date:**

DEGA GARTENBAU: 12/24                      11.12.2024

**Booking deadline:**

07.10.2024

Goodbye to the lack of skilled workers! We connect you with your employees of tomorrow! The special issue Career+Future deals with the important topics of further education and training.

Because advanced training and the recruitment of skilled workers are playing an increasing role in the horticultural sector. As technical progress continues to speed up, finding well-qualified employees is becoming a key issue for entrepreneurial success. Take advantage of the individual company profiles to introduce yourself to potential employees.

# Special products IPM fair



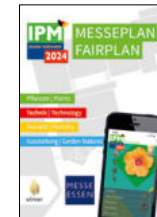
## IPM app 2024

Don't ignore the power of smartphones any longer! Take your chance and help form this modern communication medium! Get your own company presence in the IPM app and let your target group know what you are planning for the trade fair days and which novelties you have in your luggage.



## The IPM 2024 fair plan

The IPM 2024 trade fair plan is produced in cooperation with Messe Essen. This printed handy, practical hall plan with a list of exhibitors is perfect for your visit to IPM 2024. Do not hesitate to ask us for further information!



## IPMdaily 2024

Take advantage of our direct target group access during the world's most important horticultural trade fair! With the latest trade fair news and reports before and from the trade fair, your advertising message will reach exactly the right people in the most relevant thematic environment: Your potential new customers!





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