

„The cross-media trade magazine for the specialist garden trade“.



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Cover portrait DEGA GRÜNER MARKT



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DEGA GRÜNER MARKT has been the source of information for decision-makers in the specialist horticultural retail trade for over 60 years and is the only trade magazine specifically for the sector.

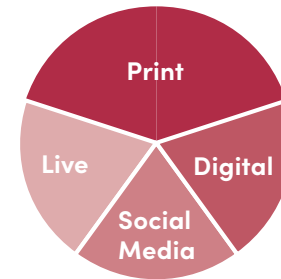
DEGA GRÜNER MARKT addresses current topics and provides orientation for the entrepreneurial and practical everyday life in the specialist garden trade - cross-medially via homepage, social media channels and newsletter as well as online seminars.

„Inside!“ - the digital magazine in newsletter format - supplements the print magazine between publication dates (p. 16).

DEGA GRÜNER MARKT is editorially credible and graphically appealing. All texts are written by expert authors and carefully edited by the editorial team in a reader-friendly manner.

and prepared in a reader-friendly manner. The journalistic quality leads to a high level of credibility and acceptance in the target group, which the editorial team advocates for further development - also through cooperation with the Association of German Garden Centres.

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



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

- » E-Paper
- » Trade fair apps
- » Website
- » Newsletter
- » Archive

Communication channels



Short & sweet



Reach successful decision-makers in the garden trade!

The target group

Future-oriented entrepreneurs and managers primarily from owner-managed garden centres (34%), retail nurseries (22%), garden nurseries (7%), but also from garden centre chains (7%), DIY stores (22%), agricultural trade and Raiffeisen markets (8%), consulting and service companies, garden industry.

Publication frequency | Year

6 issues | 65. year 2024

Circulation

Printed circulation: 3,550
Distributed circulation: 3,151
Sold circulation: 650

Geographical distribution

Domestic:	88%	2,773
Abroad (A, CH and others):	12%	378
Actual distributed circulation:	100%	3,151

Subscription prices

National annual subscription: 142.– €

Media offerings for your communication goals

- » Advertisements in the trade magazine
- » Special advertising formats: Flap | Bound-in insert | Tip-on card
- » Inserts from 1,490.– € / fixed price
- » Special supplements on the subject of the IPM trade fair, variety shows, sales and greenhouses and woody plant marketing
- » Online advertising possible from 179.– € / 30 days

Contact

Christina Heinkel
T +49(0)7 11 / 45 07 – 322
cheinkel@ulmer.de



Anzeigendisposition

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: 175 mm × 270 mm (width × height)

Formats in type area

columns	width × height in text section	width × height in advertising section and "News" section
1	56 × 270 mm	40 × 270 mm
2	115 × 270 mm	85 × 270 mm
3	175 × 270 mm	130 × 270 mm
4	—	175 × 270 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 (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

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



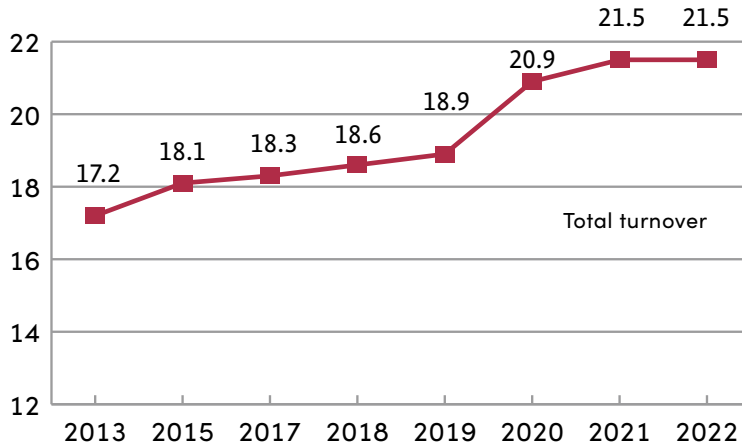
The garden retail market continues to trend

After all the usual market mechanisms were suspended in the first pandemic year and a record increase of more than 10 percent was ultimately achieved in the garden market, the following year brought another pleasing increase, which, however, could no longer be achieved in 2022.

In 2022, the garden market will at best stagnate at the previous year's level and thus be able to realise a sales volume of around 21.5 billion euros.

Source: IVG Annual Report 2023

Turnover (in € billion)



Turnover rounded






Topics | Dates 2024









[Here are the current topics](#)


The permanent topics

- » Industry news and industry view
- » Operations and management
- » Plants, assortments, markets and fairs
- » Presentation of successful companies from home and abroad
- » Presentation of goods, sales and new products

edition	dates	topics	special products	fairs / exhibitions
January/February	1-2	<p>PD: 17.01.24 AD: 05.12.23</p> <p>Trends 2024 Fertiliser and plant protection Plant purchasing</p> <p>Trade fair preview: IPM, Christmasworld, Ambiente and regional order fairs</p>	<p>Fair map IPM 2024 also in DEGA Gartenbau 1/2-2024 enclosed + distribution/display at the IPM trade fair AD: 01.12.2023</p> <p>IPM app 2024 AD: 12.01.2024</p> <p>Newsletter GPI Production/Sales/Floristry PD: 12.01. + 26.01. 09.02. + 23.02. AD: 05.01. + 19.01. 02.02. + 16.02.</p> <p>Inside! The highlights of IPM and Christmasworld / preparations for the start of the season PD: 07.02.24 AD: 26.01.24</p>	<p>TrendSet 06.-08.01.24</p> <p>Nordstil 13.-15.01.24 </p> <p>IPM 23.-26.01.24 </p> <p>Consumer Goods 26.-30.01.24 (Ambiente, Christmasworld und Creativeworld)</p> <p>Formland </p>
				 




edition	dates	topics	special products	fairs / exhibitions
March/April	3-4	PD: 13.03.24 AD: 06.02.24 Sales promotion Showrooms Plant concepts Native Nature in the Garden - Assortments for Insects, Wild Birds & Co. Follow-up report: IPM, Christmasworld, Ambiente and regional order fairs	Newsletter GPI Production/Sales/Floristry PD: 08.03. + 22.03. 05.04. + 19.04. AD: 01.03. + 15.03. 27.03. + 12.04.	Floriga 03.03.24 Cadeaux
May/June	5-6	PD: 15.05.24 AD: 09.04.24 Sales greenhouses and shop fitting Presentation of goods and POS concepts Trade fair preview: spoga+gafa and Gardiente	Pocket Guide Varieties & Flower Highlights 2024 Special supplement also enclosed in DEGA GARTENBAU 5/24 AD: 01.03.24 Newsletter GPI Production/Sales/Floristry PD: 03.05. + 17.05. + 31.05. 14.06. + 28.06. AD: 25.04. + 10.05. + 23.05. 07.06. + 21.06. Inside! Review of the season start, irrigation PD: 05.05.24 AD: 22.04.24	 Interzoo 07.-10.05.24 Flower Trials 11.-14.06.24 spoga+gafa 16.-18.06.24 

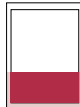

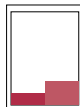
edition	dates	topics	special products	fairs / exhibitions
July/August	7-8 PD: 17.07.24 AD: 11.06.24	<p>Outdoor Living - Trends and Assortments</p> <p>Vessels and planters</p> <p>Barbecues and accessories</p> <p>Trade fair preview: Oldenburg variety, regional order fairs</p> <p>Trade fair report: spoga+gafa and Gardiente</p>	<p>Special supplement Greenhouse + Technology 24/25</p> <p>also enclosed in DEGA GARTENBAU 7/24 AD: 14.05.2024</p> <p>Newsletter GPI</p> <p>Production/Sales/Floristry PD: 12.07. + 26.07. 09.08. + 23.08. AD: 05.07. + 19.07. 02.08. + 16.08.</p> <p>Inside! Highlights of spoga+gafa and the Flower Trials</p> <p>PD: 10.07.24 AD: 28.06.24</p>	<p>creativ (A) TrendSet Nordstil Formland Gardiente</p>    
September/October	9-10 PD: 11.09.24 AD: 06.08.24	<p>The beautiful home</p> <p>Indoor Vessels</p> <p>Family celebrations</p> <p>Greeting Cards</p> <p>Gourmet Products</p>	<p>Newsletter GPI</p> <p>Production/Sales/Floristry PD: 06.09. + 20.09. 04.10. + 18.10. + 31.10. AD: 30.08. + 13.09. 26.09. + 11.10. + 24.10.</p> <p>Inside! Indoor plants and homely assortments</p> <p>PD: 08.10.24 AD: 25.09.24</p>	<p>IAA Mobility</p>

edition	dates	topics	special products	fairs / exhibitions
November/December	11-12	PD: 13.11.24 AD: 08.10.24 Irrigation and gardening equipment Workwear Substrates Commercial vehicles with alternative drive systems Cash register systems, EDP and merchandise management systems	Special supplement Shopping Guide Perennials & Woody Plants 24/25 also enclosed in DEGA GARTENBAU 10/2024. AD: 02.09.24 Newsletter GPI Production/Sales/Floristry PD: 15.11. + 29.11. 13.12. + 27.12. AD: 08.11. + 22.11. 06.12. + 18.12.	
January/February 25	1-2	PD: 15.01.25 AD: 03.12.24 Trends 2025 Fertilisers and crop protection Trade fair preview: IPM, Christmasworld, Ambiente and regional order fairs	Newsletter GPI Production/Sales/Floristry PD: 10.01. + 24.01. AD: 02.01. + 17.01.	TrendSet Nordstil IPM Consumer Goods (Ambiente, Christmasworld und Creativeworld) Formland

Formats | Prices



formats	width x height	colour	prices/€
1/1 	Type area format 175 x 270 mm	bw 2c 3c 4c	3,456.– 3,811.– 4,166.– 4,521.–
	Bleed format* 210 x 297 mm	bw 2c 3c 4c	3,802.– 4,157.– 4,512.– 4,867.–
2/3 	Type area format 175 x 178 mm 115 x 270 mm	bw 2c 3c 4c	2,304.– 2,659.– 3,014.– 3,369.–
	Bleed format* 210 x 189 mm 132 x 297 mm	bw 2c 3c 4c	2,534.– 2,889.– 3,244.– 3,599.–
1/2 	Type area format 175 x 133 mm 85 x 270 mm	bw 2c 3c 4c	1,728.– 2,083.– 2,438.– 2,793.–
	Bleed format* 210 x 148 mm 102 x 297 mm	bw 2c 3c 4c	1,901.– 2,256.– 2,611.– 2,966.–

formats	width x height	colour	prices/€
1/3 	Type area format 175 x 88 mm 56 x 270 mm	bw 2c 3c 4c	1,152.– 1,507.– 1,862.– 2,217.–
	Bleed format* 210 x 105 mm 72 x 297 mm	bw 2c 3c 4c	1,267.– 1,622.– 1,977.– 2,332.–
1/4 	Type area format 175 x 65 mm 85 x 133 mm	bw 2c 3c 4c	864.– 1,219.– 1,574.– 1,929.–
	Bleed format* 210 x 84 mm 102 x 148 mm	bw 2c 3c 4c	950.– 1,305.– 1,660.– 2,015.–
1/8 	Type area format 175 x 32 mm 85 x 65 mm	bw 2c 3c 4c	432.– 582.– 732.– 882.–

mm Price bw: € 3.20. All prices stated 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 x 297 mm Bleed format*	4c	5,840.–
Single-ink ad on front page & ad on editorial page	Outer lengths Triangle: 65 mm 72 × 297 mm Bleed format*	4c	4,164.–
Junior page in bleed format	132 × 189 mm Bleed format*	4c	3,299.–
Text part ads	per 40 mm wide column per 56 mm wide column (minimum calculation 50 mm)	bw	5.34 per mm/column 7.13 per mm/column

* plus 3 mm bleed all around

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 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

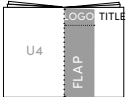
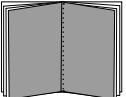
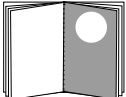
Job vacancies, mm price bw, 1 column	3.20 €
Box number charge	8.– €

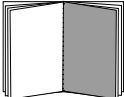
Digital publication of your job advertisement is possible.
See page 17.

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: 4,870.- €» 4 pages: 5,840.- €» 6 pages: 7,010.- €
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. Total insert / Partial insert from 2,000 copies» 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 below 2,000 copies on request. In the 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

Druckerei
Ungeheuer + Ulmer
Körnerstr. 16
71634 Ludwigsburg

Delivery note

For „DEGA Grüner Markt-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.

Online advertising



www.gruener-markt-online.de

For more than 60 years, the trade magazine DEGA GRÜNER MARKT has been a valued partner in the sector.

The trade portal [gruener-markt-online.de](http://www.gruener-markt-online.de) supplements the print magazine with in-depth, up-to-date information on specialist topics, the latest industry news, dates, etc. With practice-relevant topics, the trade portal is thus also a companion in the practical everyday work of the specialist garden trade.

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	Content Ad	322.–	560 x 100
7	Medium Rectangle	322.–	300 x 250
8	Button	179.–	300 x 100

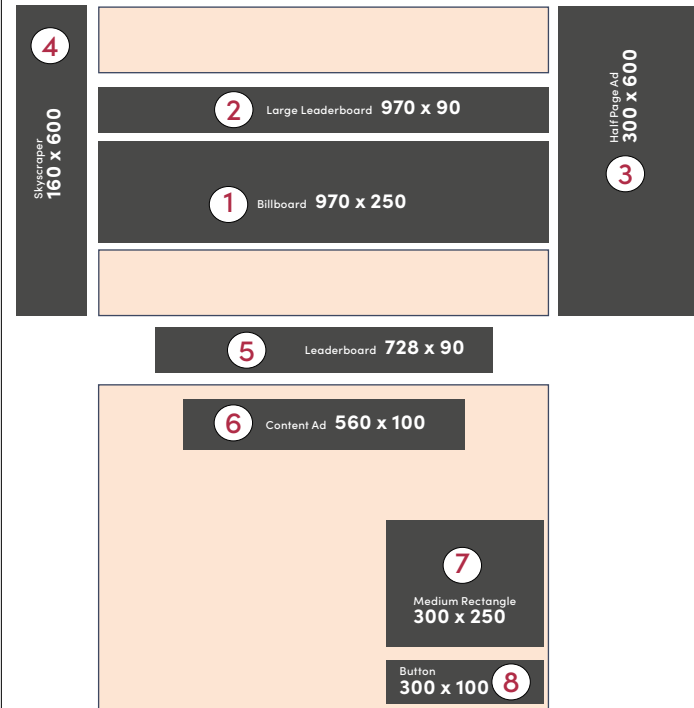
* All prices plus VAT. All advertising formats run in rotation.

Data + Facts

Visits/month 1,435
Page Impressions/month 2,525

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.

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 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



Current 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](#)

format	prices in €/issue	size
Content ad	495.–	560 x 100 pixels
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/agb

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.gruener-markt-online.de.

[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 on the homepage of the DEGA GRÜNER MARKT 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 GPI Production, sales and floristry as a push element.	

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

Inside!



Impulses for the specialist garden trade

Inside! is a digital magazine.

From the industry for the industry - Inside! thrives on the exchange and networking between industry participants from the specialised trade, suppliers and manufacturers (opinions, statements, interviews, discussions).

We deal with current industry topics/problems:

What is currently moving the industry, what do industry experts think about it?

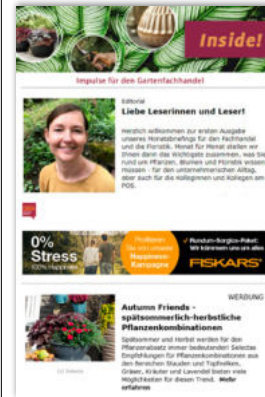
We pick up on seasonal topics: With current products, but also with presentation ideas and sales tips.

Permanent topics: Shortage of skilled workers, education and training, digitalisation, sustainability.

We look beyond the end of our nose: trade studies, trade concepts, exciting new openings and promotions that are relevant to the green sector

Reach professionals from the horticultural trade in a targeted manner

- » High attention through practice-oriented, well-researched trade articles
- » Additional distribution via social media channels
- » Broad distribution in the relevant target groups
- » High number of newsletter recipients and trade portal users as well as social media multipliers



Dispatch cover: 5,550 recipients
Specialist portals: 9,700 users*
Publication: 4 times a year
Mailing date: Feb./May/July/Oct.

Additional distribution



← **Content banner** 550.-
560 b x 100 h pixel

← **Text ad** 750.-
300 characters text plus 1 image

Text ads are marked with "advertising".

[More information here](#)

* Source: Matomo, June 2023



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

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: 07/24 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 2023/2024



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.



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!



Partner magazines | Target groups



[Here is the click of the target group map with enlargement option](#)



Your contact for your advertising

Publishing address

Verlag Eugen Ulmer KG
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70599 Stuttgart

anzeigen@ulmer.de

Marketing and sales

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(bitte bei Buchung Zeitschriftentitel angeben)

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