

„Reaching the professionals in green and area care:
Municipality – Landscaping – Facility“.



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Cover portrait FLÄCHENMANAGER



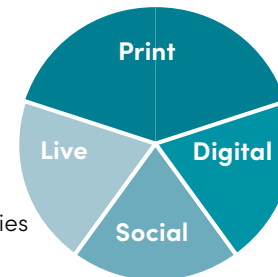
Claudia von Freyberg
(responsible)
T +49(0)7 11 / 45 07 – 1 84
cvonfreyberg@ulmer.de

FLÄCHENMANAGER is the magazine for decision-makers in green and grounds maintenance and part of our cross-media offering for the sector.

Four times a year, it offers all the information that maintenance professionals need - presented in a streamlined and entertaining way - analogue and digital:

- » Innovations and new products in the field of care technology.
- » Presentation of working methods (best practice).
- » Tips for rational operational and column management.
- » New laws and regulations with regard to the use of technology and liability.
- » Job market and machine exchange.
- » Scientific findings presented in a compact and comprehensible way.

- » Trade journal
- » Special issue



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

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

Communication channels



Short & sweet

The only cross-target magazine for professionals in green and grounds maintenance

The target group

- » Site managers and heads of building yards
- » Landscaping contractors
- » Contractors
- » Commercial land managers
- » Property managers

Publication frequency / Year

4 x yearly | 14. year 2024

Circulation

Printed circulation: 8,160
 Distributed circulation: 8,214
 Sold circulation: 1,622

(III. quarter 2022 – II. quarter 2023)



Geographical distribution

Domestic: 97% 7,968
 Abroad (A, CH and others): 3% 246
 Actual distributed circulation: 100% 8,214

Media offerings for your communication goals

- » Advertisements
- » Special advertising formats: Flap | Bound-in insert | Tip-on card
- » Inserts from 350.– €/per thousand copies
- » Online advertising possible from 179.– €

Subscription prices

National annual subscription: 76.– €

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: 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 col.	56 × 270 mm	40 × 270 mm
2 col.	115 × 270 mm	85 × 270 mm
3 col.	175 × 270 mm	130 × 270 mm
4 col.	—	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 70 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:

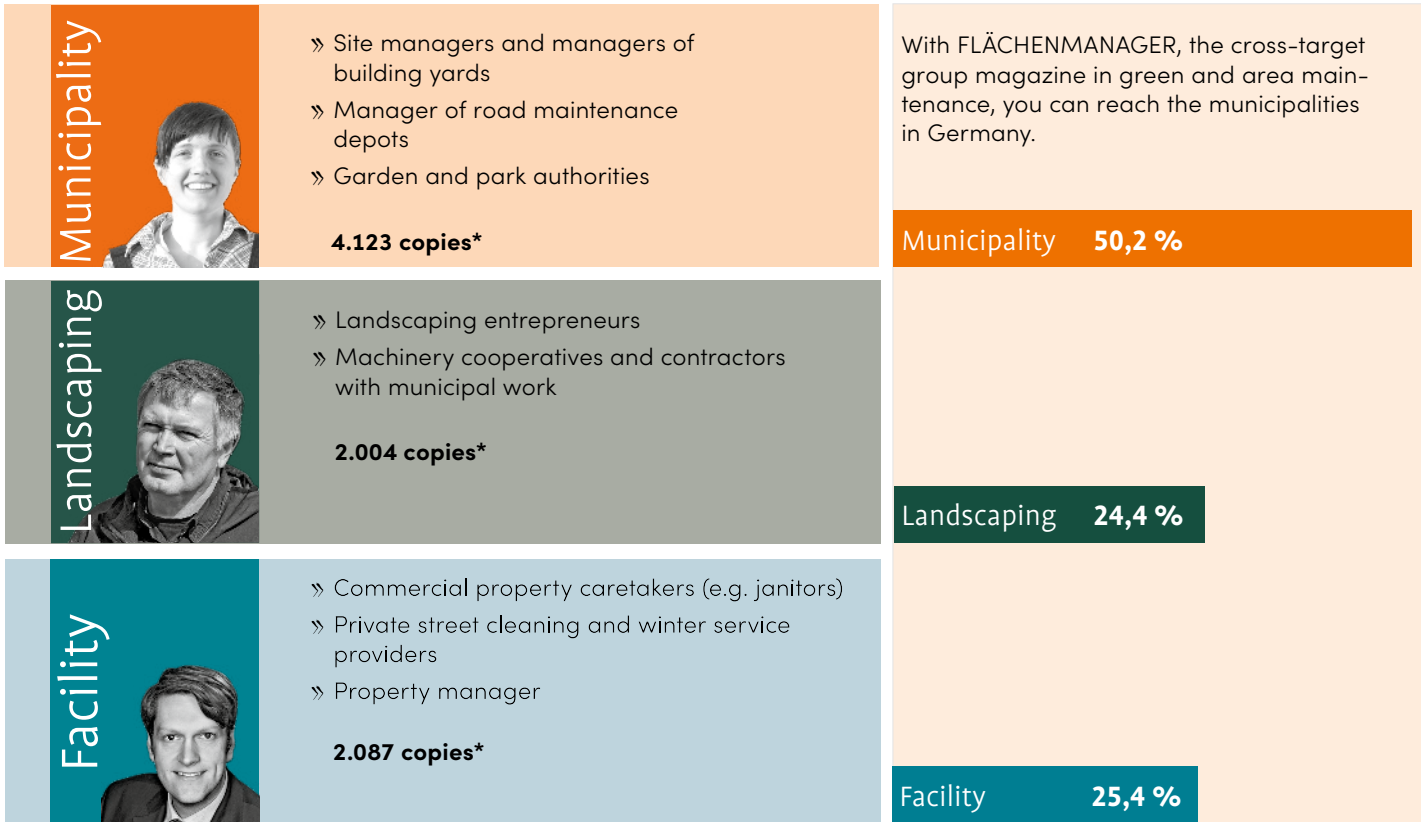
Advertising service

T + 49 (0) 7 11 / 45 07 - 1 86 | 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.


Recipients*




* Source: Figures from sales file FLÄCHENMANAGER, Eugen Ulmer KG


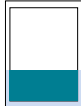

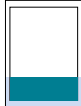

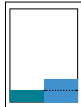
Topics | Dates 2024

[Here are the current topics](#)

edition	dates	topics	special products	fairs / exhibitions
March	1	PD: 28.03.24 AD: 23.02.24 Focus: Lawn and green care FM test: Verticutter Mowing and mulching: Mowing technology for the highest demands Nature-oriented lawn care: Mowing technology that is gentle on fauna Vehicle fleet: Municipal equipment carriers Battery technology Seed mixtures Substrates and fertilisers Market overview of 7.5-tonne trucks and trends towards alternative engines for light trucks Trade fair preview Forst live Preview Deutsche Baumpflegetage and Grünberger Grünpflegetage	Special section IFAT 2024 Newsletter Expert letter on tree care PD: 27.03.24 AD: 14.03.24	Forst live Offenburg-Ortenau 12.-14.04.24 IFAT München 13.-17.05.24  Deutsche Baumpflegetage Augsburg 23.-25.04.24 Grünberger Grünpflegetage
June	2	PD: 26.06.24 AD: 22.05.24 Focus: Area cleaning FM-Test: Steering system battery-powered ride-on mower Weed removal High-pressure cleaners/brushes Waste disposal and cleaning Road cleaning: washing and wet cleaning Engines, oils and operating fluids Irrigation in public and semi-public areas Follow-up report IFAT trade fair	Newsletter Expert letter on tree care PD: 23.05.24 AD: 13.05.24	ÖGA CH-Öschberg 26.-28-06.24

edition	dates	topics	special products	fairs / exhibitions
September	3	PD: 02.09.24 Focus: Winter service AD: 30.07.24 FM-Test: E-transporters IFAT innovations for clearing and spreading Leaf removal and recycling Battery technology Market Overview Pick-ups (including with E-drive) Municipal carrier vehicles Trade fair preview IAA Transportation	Special section GaLaBau 2024 Trade fair newsletter GaLaBau preview Newsletter Expert letter on tree care PD: 30.08.24 AD: 16.08.24	GaLaBau Nürnberg 11.-14.09.2024 IAA Transportation Hannover 17.-22.09.24
December	4	PD: 12.12.24 Focus: Wood and tree care AD: 05.11.24 Wood shredding Tree anchorages Hydraulic lifts FM-Test: Powerbanks Trade fair report GaLaBau Workwear and safety at work Market overview heavy transporters 3.5 to 5.0 tonne (including alternative drives) Equipment procurement 2025	Sonderbeilage FM SPORT AD: 22.10.24  Newsletter Expert letter on tree care PD: 30.10.24 AD: 21.10.24 Special newsletter FM SPORT PD: 11.12.24 AD: 28.11.24	

Formats | Prices

formats	width × height	colour	prices/€	formats	width × height	colour	prices/€	
1/1 	Type area format 175 × 270 mm	bw	3,802.–	1/3 	Type area format 175 × 88 mm 56 × 270 mm	bw	1,267.–	
		2c	4,172.–			2c	1,637.–	
		3c	4,542.–			3c	2,007.–	
		4c	4,912.–			4c	2,377.–	
	Bleed format* 210 × 297 mm	bw	4,182.–		Bleed format* 210 × 105 mm 72 × 297 mm	bw	1,394.–	
		2c	4,552.–			2c	1,764.–	
3c		4,922.–	3c	2,134.–				
4c		5,292.–	4c	2,504.–				
2/3 	Type area format 175 × 178 mm 116 × 270 mm	bw	2,534.–	1/4 	Type area format 175 × 65 mm 85 × 133 mm	bw	950.–	
		2c	2,904.–			2c	1,320.–	
		3c	3,274.–			3c	1,690.–	
		4c	3,644.–			4c	2,060.–	
	Bleed format* 210 × 192 mm 133 × 297 mm	bw	2,787.–		Bleed format* 210 × 84 mm 102 × 148 mm	bw	1,045.–	
		2c	3,157.–			2c	1,415.–	
3c		3,527.–	3c	1,785.–				
4c		3,897.–	4c	2,155.–				
1/2 	Type area format 175 × 133 mm 85 × 270 mm	bw	1,901.–	1/8 	Type area format 175 × 32 mm 85 × 65 mm	bw	475.–	
		2c	2,271.–			2c	625.–	
		3c	2,641.–			3c	775.–	
		4c	3,011.–			4c	925.–	
	Bleed format* 210 × 148 mm 102 × 297 mm	bw	2,091.–					
		2c	2,461.–					
3c		2,831.–						
4c		3,201.–						

mm Price bw: 3.52 €. 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	6,360.–
Single-ink ad on front page & ad on editorial page	Outer lengths triangle: 65 mm 72 x 297 mm Bleed format*	4c	4,640.–
Junior Page in Bleed format	132 x 189 mm Bleed format*	4c	3,567.–
Text part advertisements	per 40 mm wide column per 56 mm wide column (minimum calculation 50 mm)	sw	5.88 per mm/column 7.84 per mm/column

* plus 3 mm bleed all around

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

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.

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	3.52 €
Box number charge	8.– €

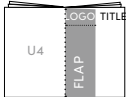
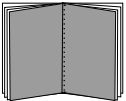
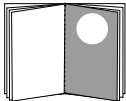
Digital publication of your job advertisement is possible. See page 13.

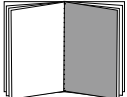
Colour surcharges

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.

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 × 305 mm (W × H) (up to 25 g individual weight). » 2 pages: 5,300.– € » 4 pages: 6,360.– € » 6 pages: 7,630.– €
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 × 297 mm (W × H). Surcharge for exceeding format 25.– € per thousand. » up to 25 g weight: 350.– € / 1,000 p » up to 35 g weight: 385.– € / 1,000 p » up to 50 g weight: 440.– € / 1,000 p
	<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

Konradin Druck GmbH
 Abt. Versand - Herr Kienzle
 Kohlhammerstr. 1-55
 70771 Leinfelden-
 Echterdingen

Delivery note

For „FLÄCHENMANAGER-
 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.flaechenmanager.com

The trade magazine FLÄCHENMANAGER is a sought-after guide for professionals in green and grounds maintenance. The specialist portal www.flaechenmanager.com offers supplementary, up-to-date information on all aspects of practice (tips on legislation, presentation of new products, etc.) and thus specifically addresses the decision-makers in green and grounds maintenance.

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

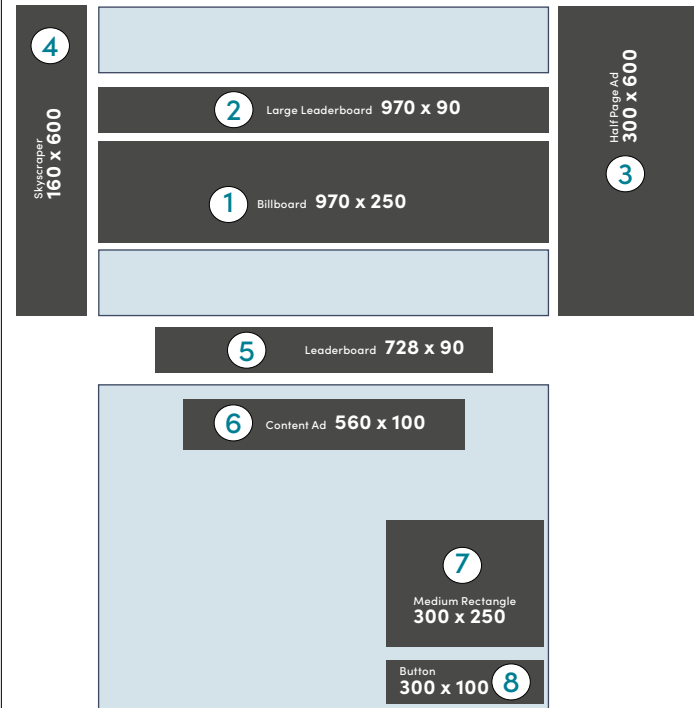
* All prices plus VAT. All advertising formats run in rotation.

Data + facts

Visits/Month 2,310
Page Impressions/Month 3,581

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 flaechenmanager.com.

[More information here](#)

duration	30 days
format	Online Advertorial BASIC 1+2
price in €	700.–
format	Online Advertorial PREMIUM 1+2+3
price in €	1,010.–
With additional text ad in the newsletter GPI Landscaping/area maintenance as a push element.	

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

Online advertising

Newsletter GPI landscaping/area maintenance



Current branch and market information for landscaping, the municipality and professional area maintenance.

Dispatch cover: 11,000 recipients
Opening rate: 25 %
Publication: bi-weekly
Mailing date: Friday (odd 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

Expert letter on tree care



Up-to-date industry and market information for the municipality and professional tree care.

Dispatch cover: 8.000 recipients
Opening rate: 27 %
Publication: 4x per year
Mailing date: March/June/
 August/October

[More information here](#)

format	prices in €/issue	size
Content Ad	750.–	560 x 100 pixels
Text Ad	950.–	300 characters text + 1 image*

* Text ads are marked with "advertising".
 All prices plus VAT.



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!

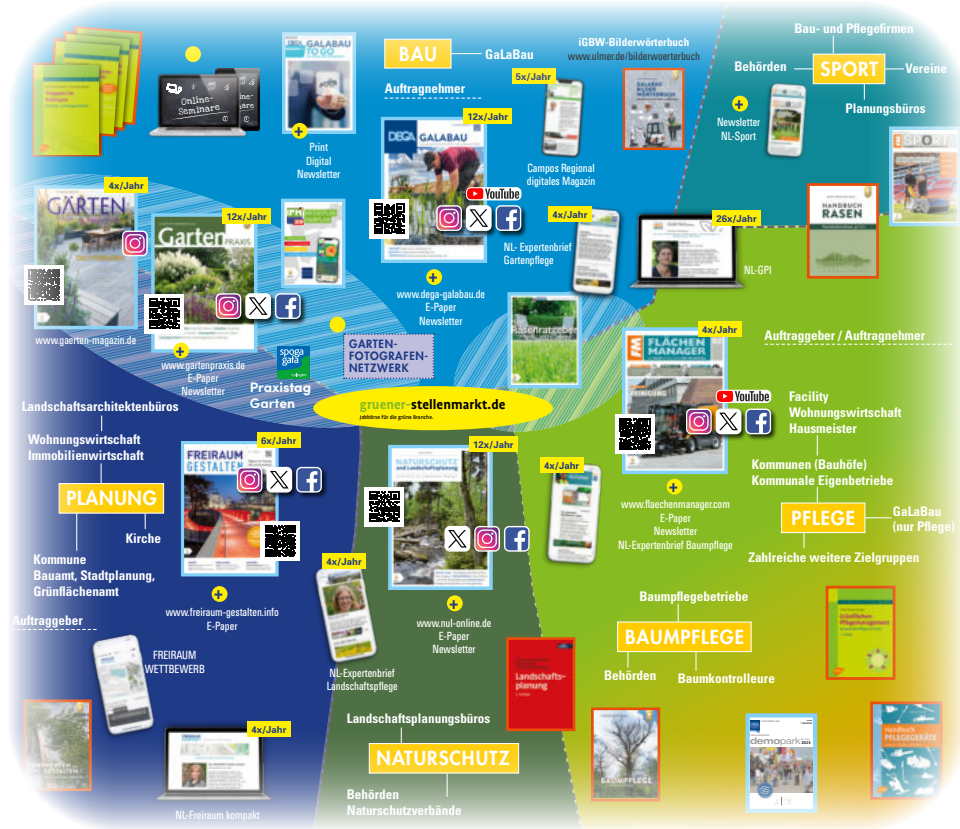
Ad scheduling and consulting

Marie Scheurenbrand
T +49(0)711/4507-142 | F -221
anzeigen@ulmer.de

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

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
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 / 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