

“Book the No. 1. Reach the branch.”



| | |
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Cover portrait Gemüse



Regina Klein
(responsible)
T + 49 (0)178 / 198 97 24
rklein@ulmer.de

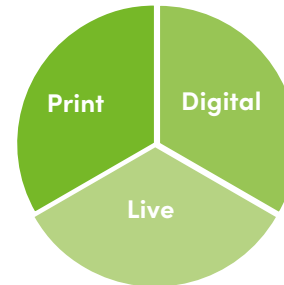
Gemüse is the leading brand for professional vegetable producers and part of our cross-media offering for the vegetable production sector.

The monthly print magazine has a high distribution in German-speaking countries (also in Austria and Switzerland) and has the highest paid circulation in this target group.

Use the trade magazine Gemüse for your professional B-to-B communication if you want to reach the decision makers and opinion leaders in the vegetable growing industry.

On our website www.gemuese-online.de you will find the latest news and even more background information. And with the weekly vegetable newsletter you are always up to date. You can subscribe to it on our website.

- » Trade journal
- » Guidebook
- » Specials



- » Website
- » Newsletter
- » Archives
- » Specials

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

Short & sweet

The subscription market leader in vegetable production

The target group

- » Owner
- » Managing director/farm manager
- » Senior employees from the vegetable growing sector

Publication frequency | Year

monthly | 60. year 2024

Circulation

Printed circulation: 4,093
Distributed circulation: 3,762
Sold circulation: 3,090

(III. quarter 2022 – II. quarter 2023)



Geographical distribution

| | | |
|---------------------------------|------|-------|
| Domestic: | 85% | 3,198 |
| Abroad (A, CH and others): | 15% | 564 |
| Actual distributed circulation: | 100% | 3,762 |

Media offerings for your communication goals

- » Advertisements
- » Special advertising formats: Flap | Bound-in insert | Tip-on card
- » Inserts from 1,560.– € thousand
- » Online advertising possible from 179.– €

Subscription prices

National annual subscription (price 2023): 159.90 €

Contact

Petra Schnell
T +49(0)7 11 / 45 07 – 1 35
pschnell@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

Herausgeber

Jointly published by
Verlag Eugen Ulmer KG, Stuttgart and the
Deutscher Landwirtschaftsverlag, Munich

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: 184 mm × 268 mm (Width × height)

Formats in type area

| Columns | Width × height in the advertising section and the "Marketplace" section | Width × height in text section |
|---------|---|--------------------------------|
| 1 col. | 43 × 268 mm | 58 × 268 mm |
| 2 col. | 90 × 268 mm | 121 × 268 mm |
| 3 col. | 137 × 268 mm | 184 × 268 mm |
| 4 col. | 184 × 268 mm | - |

Printing and processing

Printing

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

Paper

Cover: woodfree picture print glossy 150 g/m²
 Content: woodfree picture print matt 80 g/m²

Processing

Saddle stitching

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

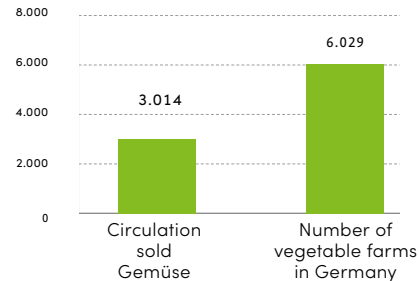
Data format

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.

Market data | Facts

Gemüse reaches the branch

- » There are about 6,000 vegetable growing companies in Germany.
- » Gemüse, the only trade magazine for the entire vegetable growing sector in Germany with the highest IVW-verified paid circulation of 3,014* copies, addresses vegetable growers in the entire German-speaking region.



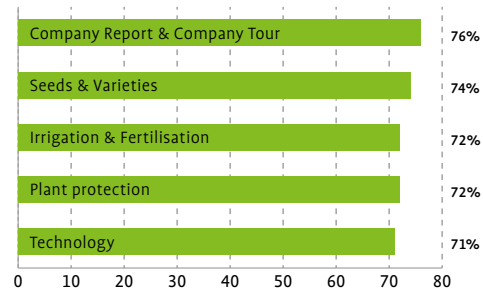
Sources: *IVW II. quarter 2023 / Federal Section for Vegetable Cultivation, Berlin (May 2022)

The expertise of Gemüse

- » One issue of the trade magazine Gemüse is read by 2 persons or more in 83 % of the farms.
- » Between 83 % and 91 % of the readers rate the magazine as competent, up-to-date, helpful, comprehensible and clear.

Source: Gemüse reader survey 2019; multiple answers possible

These topics are of particular interest to vegetable readers of Gemüse



Topics | Dates 2024

The permanent topics

- » Irrigation & Fertilisation
- » Farm reportage & farm management
- » Trade fairs
- » Basic knowledge of vegetable growing
- » Abroad
- » Crop Management
- » Technology
- » Seeds & Varieties
- » Marketing
- » Asparagus

[Here are the current topics](#)

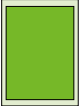




| edition | dates | topics | special products | fairs / exhibitions |
|------------|------------------------------|--|--|---|
| January 1 | PD: 04.01.24 AD: 27.11.23 | Topic of the month: Peat reduction in herb production Focus on vehicle technology Technical Innovations, expoSE Preliminary Report IPM / Fruit Logistica Market Study: Kale Consumption Monitor: Cocktail tomatoes | weekly Gemüse Newsletter* | Grüne Woche Berlin 19.-28.01.2024 IPM Essen 23.-26.01.2024 Palatinate Asparagus Day |
| February 2 | PD: 01.02.24 AD: 04.01.24 | Topic of the month: The way to an On-Farm Trial Focus on crop protection Market overview of apps/smart farming solutions for everyday farm life Consumption monitor: Carrots by weight | weekly Gemüse Newsletter* Online seminar: Plant protection expertise | Fruit Logistica Berlin 07.-09.02.2024 BioFach Nürnberg 13.-16.02.2024 Branchentreff Sonderkulturen |






| edition | dates | topics | special products | fairs / exhibitions |
|------------|------------------------------|---|--|---------------------|
| March 3 | PD: 07.03.24 AD: 08.02.24 | <p>Topic of the month: Promotion around vegetable growing</p> <p>Focus on irrigation</p> <p>Vegetable growing technology and innovations from the spring fairs</p> <p>Variety overview Asparagus & Strawberries</p> <p>Seeds & Varieties, Fruit Logistica</p> <p>Market survey: Peppers</p> <p>Consumption Monitor: Strawberries</p> | <p>weekly Gemüse Newsletter*</p> <p>Online seminar: Water management</p> | |
| April 4 | PD: 04.04.24 AD: 06.03.24 | <p>Topic of the month: Emergency on the farm - First aid</p> <p>Focus on fertilisation</p> <p>Exposure/Lighting</p> <p>Soils and substrates</p> <p>Processing: Cleaning, sorting, processing</p> <p>Market study: Asparagus</p> <p>Consumption Monitor: Spinach</p> | <p>weekly Gemüse Newsletter*</p> | |
| May 5 | PD: 02.05.24 AD: 03.04.24 | <p>Topic of the month: Getting started in on-farm gastronomy</p> <p>Focus on soil cultivation with a spotlight on crop protection</p> <p>Market survey: Tomatoes</p> <p>Consumption monitor: Sweet potatoes</p> | <p>weekly Gemüse Newsletter*</p> | |

| edition | dates | topics | special products | fairs / exhibitions |
|-------------|------------------------------|---|--|--|
| June 6 | PD: 06.06.24 AD: 08.05.24 | Topic of the month: Assessment of sustainability performance DLG Field Days Market overview alternative fuels Market study: Melons Consumption Monitor: Aubergines | weekly Gemüse Newsletter* | Greentech NL Amsterdam 11.-13.06.2024 DLG-Field Days Lippstadt 11.-13.06.2024 öga CH 26.-28.06.2024 Intersolar Europe München 19.-21.06.2024 |
| July 7 | PD: 04.07.24 AD: 07.06.24 | Topic of the month: Concepts against Food Waste Market overview refrigeration units Market survey: Pointed cabbage Consumption Monitor: Basil | weekly Gemüse Newsletter* | |
| August 8 | PD: 01.08.24 AD: 04.07.24 | Topic of the month: Cyber security Greenhouses and greenhouse technology Automation / Regulation and control technology Market Study: Organic Cultivation Consumption Monitor: Radicchio | weekly Gemüse Newsletter* Digital special energy efficiency | |
| September 9 | PD: 05.09.24 AD: 08.08.24 | Topic of the month: Successful communication with business partners Preliminary report: New vegetable varieties, Open Days of seed companies in NL Market survey steering systems + tractor test seasonal workers Market survey: Fennel Consumption Monitor: Onions | weekly Gemüse Newsletter* Online seminar: Seasonal workers | IAA Transportation Hannover 17.-22.09.2024 Palatinate vegetable field day Open Days of the seed companies NL Hohenheim Vegetable Growers' Day |

| edition | dates | topics | special products | fairs / exhibitions |
|------------|------------------------------------|--|--|--|
| October | 10 PD: 04.10.24 AD: 05.09.24 | Topic of the month: Varieties + Organic varieties Foils in vegetable production Market overview asparagus films Focus on lettuce Market survey: Iceberg lettuce Consumption Monitor: Endives | weekly Gemüse Newsletter* | |
| November | 11 PD: 07.11.24 AD: 10.10.24 | Topic of the month: Social media presence Crop Protection / Machinery Demonstration, DLR Field Day Preliminary report expoSE/expoDirekt Market study: Strawberries Consumption monitor: White cabbage | weekly Gemüse Newsletter* | expoSE/expoDirekt Karlsruhe 21.-22.11.2024 |
| December | 12 PD: 05.12.24 AD: 07.11.24 | Topic of the month: Fire protection in the workplace Retirement provision / Insurances Market overview: In-plant transport (greenhouse) Market survey: Celeriac Consumption Monitor: Beetroot | weekly Gemüse Newsletter* Online seminar: Plant protection expertise Gemüse wall calendar 2025 ET: 05.12.2024, AS: 26.08.2024 | |
| January 25 | 1 PD: 02.01.25 AD: 28.11.24 | Topic of the month: Handing over a farm within and outside the family Market study: Chicory Consumption Monitor: Chinese Cabbage | weekly Gemüse Newsletter* | IPM Essen 2025 |

Formats | Prices

| formats | width x height | colour | prices/€ |
|---|--|---------|----------|
| 1/1  | Type area format 184 x 268 mm | bw | 3,784.- |
| | | 2c | 4,154.- |
| | | 3c | 4,524.- |
| | | 4c | 4,894.- |
| | Bleed format* 210 x 297 mm | bw | 4,162.- |
| | | 2c | 4,532.- |
| 3c | | 4,902.- | |
| 4c | | 5,272.- | |
| 2/3   | Type area format 184 x 178 mm 121 x 268 mm | bw | 2,523.- |
| | | 2c | 2,893.- |
| | | 3c | 3,263.- |
| | | 4c | 3,633.- |
| | Bleed format* 210 x 192 mm 134 x 297 mm | bw | 2,775.- |
| | | 2c | 3,145.- |
| 3c | | 3,515.- | |
| 4c | | 3,885.- | |
| 1/2   | Type area format 184 x 133 mm 90 x 268 mm | bw | 1,892.- |
| | | 2c | 2,262.- |
| | | 3c | 2,632.- |
| | | 4c | 3,002.- |
| | Bleed format* 210 x 147 mm 103 x 297 mm | bw | 2,081.- |
| | | 2c | 2,451.- |
| 3c | | 2,821.- | |
| 4c | | 3,191.- | |

| formats | width x height | colour | prices/€ |
|---|--|---------|----------|
| 1/3   | Type area format 184 x 88 mm 58 x 268 mm | bw | 1,261.- |
| | | 2c | 1,631.- |
| | | 3c | 2,001.- |
| | | 4c | 2,371.- |
| | Bleed format* 210 x 105 mm 71 x 297 mm | bw | 1,387.- |
| | | 2c | 1,757.- |
| 3c | | 2,127.- | |
| 4c | | 2,497.- | |
| 1/4   | Type area format 184 x 65 mm 90 x 133 mm | bw | 946.- |
| | | 2c | 1,316.- |
| | | 3c | 1,686.- |
| | | 4c | 2,056.- |
| | Bleed format* 210 x 83 mm 103 x 151 mm | bw | 1,041.- |
| | | 2c | 1,411.- |
| 3c | | 1,781.- | |
| 4c | | 2,151.- | |
| 1/8  | Type area format 184 x 32 mm 90 x 65 mm | bw | 473.- |
| | | 2c | 623.- |
| | | 3c | 773.- |
| | | 4c | 923.- |

mm Price bw: € 3.53. 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 × 297 mm bleed format* | 4c | 6,330.– |
| Single-ink ad on front page & ad on editorial page | Outer length triangle: 65 mm 71 × 297 mm | 4c | 4,456.– |
| Display on table of contents page in type area | 90 × 268 mm | 4c | 3,380.– |
| Junior Page in bleed format | 121 × 170 mm | 4c | 3,350.– |

* plus 3 mm bleed all around

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

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.

| 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

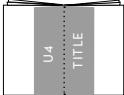
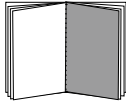
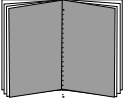
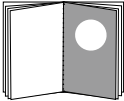
Job vacancies, mm price bw, 1 column 3,53€
 Box number charge 8,– €

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 | special adv. | description |
|--|--|--|---|
| Binder* (title apron)  | <ul style="list-style-type: none"> » Side-high flap on the front and back of the title. » The placement of an advertisement is possible on the inside and on the outside of the flap. » The top 8 cm are reserved for the publisher for the title and logo. » A flap on the back is possible in conjunction with an advertisement on the 4th cover page. The inside and outside of the flap are available in full. | Supplements*  | <ul style="list-style-type: none"> » Maximum format 205 × 297 mm (W × H) Surcharge for exceeding format 25.– € per thou. total insert / partial insert from 2.000 copies » up to 25 g weight: 1,560.– € fixed price up to 35 g weight: 1,680.– € fixed price up to 50 g weight: 1,850.– € fixed price |
| Bound-in inserts*  | <ul style="list-style-type: none"> » Deliver folded in untrimmed format 213 × 304 mm (W × H) (up to 25 g individual weight). » 2 pages: 5,280.– € » 4 pages: 6,340.– € » 6 pages: 7,610.– € | <ul style="list-style-type: none"> » Higher weights and partial supplements 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. » Supplements may not contain advertising from other companies. | |
| Tip-on-card/CD*  | <ul style="list-style-type: none"> » Gluing is only possible in conjunction with a 1/1 page carrier ad. » Formats, placement, prices and details on request. | Print shop Passavia Druckservice GmbH & Co.KG c/o DLV Medienstraße 5b 94036 Passau | Delivery note For „Gemüse-No. ...“ Delivery date 14 days before publication. Please send at least 3 samples to the publisher at the same time. |

* No discounts on flap, inserts, bound inserts, tip-on card and additional technical costs.

Online advertising

www.gemuese-online.de

The specialist portal www.gemuese-online.de is the multimedia extension of the Gemüse.

Current industry news, company announcements, technical articles, industry events and much more offer comprehensive information for everyday work. Further in-depth and specific information on the topics of the trade magazine ensure intensive cross-media use.

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 |

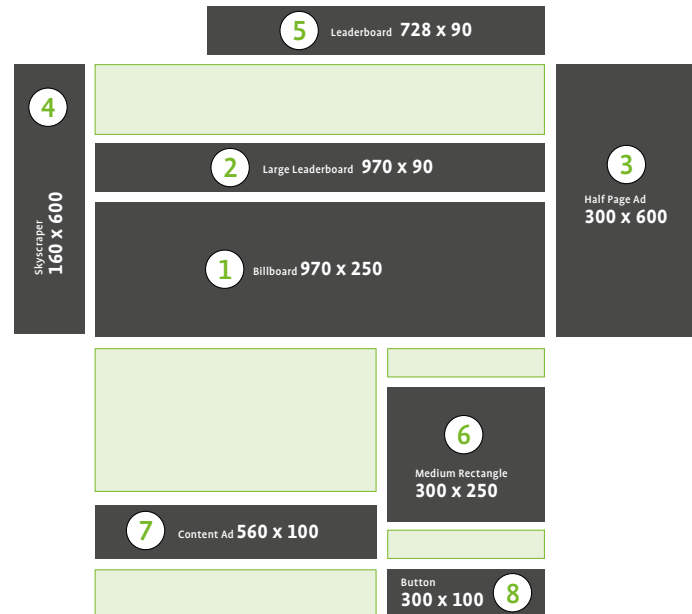
* All prices plus VAT. All advertising formats run in rotation.

Data + Facts

Visits/month 6.286
Page Impressions/month 8.492

Values: May 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 held on the internet, where a clearly defined target group enters into dialogue with experts and "faces" of the industry.

Your opportunities

- » Accompany one of our specialist online seminars as a sponsor partner.
- » Organise and design an online seminar together with us.
- » Make your own online seminar - with our organisational and technical support

For more information and individual offers, please contact us.

Online advertising

Newsletter Gemüse



Current news, plant protection recommendations, seeds and varieties, fertiliser tips and much more for farmers, decision-makers and employees in the vegetable growing sector.

Dispatch cover: 3,470 recipients
Opening rate: 22 %
Publication: weekly
Mailing date: Tuesday

[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 gemuese-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 vegetable website and linked directly to the main article. | |
| format | Online advertorial PREMIUM 1+2+3 |
| price in € | 1,010.– |
| With additional text ad in a newsletter Gemüse as a push element. | |

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!

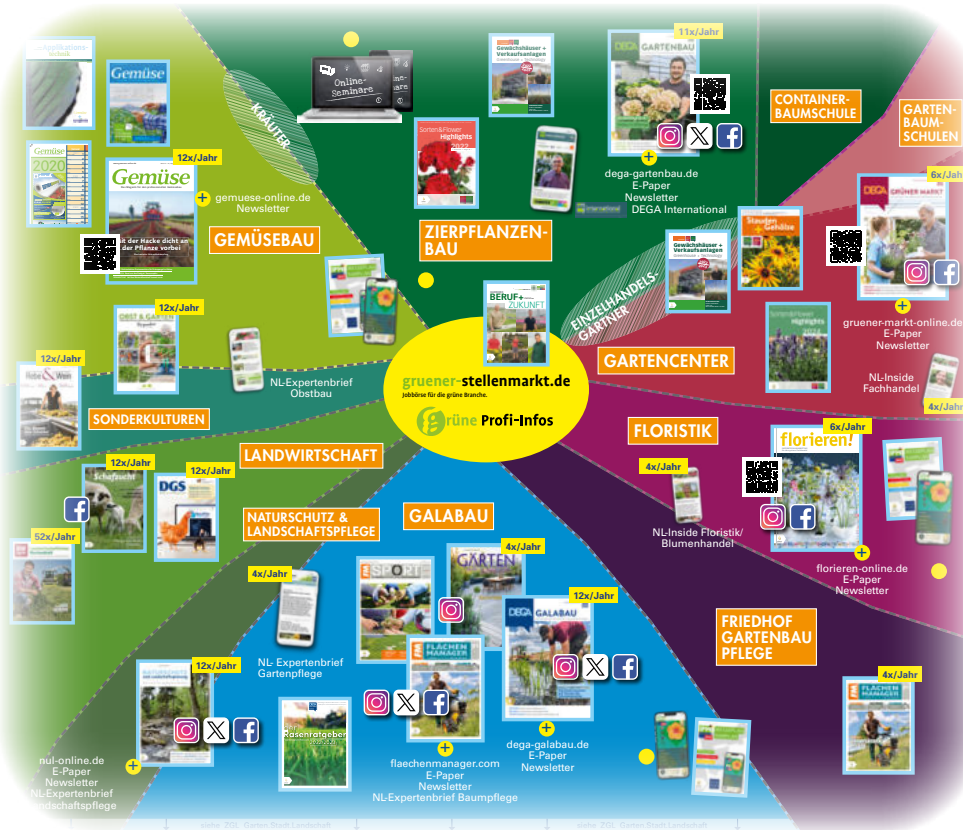
Ad scheduling and consulting

Marie Scheurenbrand
T +49(0)711/4507-142 | 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



Ulmer Special Crops Combo

Your contact opportunities

With the Ulmer Special Crops Combo, you achieve broad coverage in your target groups. Benefit from a high distribution in your industry.

Book 1 x, appear 3 times, approx. 20,000 contact opportunities



Gemüse
The magazine for professional vegetable growing

“BOOK THE NO. 1
REACH THE INDUSTRY.”



Obst&Garten
Trade magazine for the fruit and garden sector in Baden-Württemberg

“FOR THE OPINION LEADERS
IN THE FRUIT GROWING INDUSTRY.”



Rebe & Wein
Wine and wine industry in Württemberg and Franconia

“REACH THE DECISION-MAKERS
WITH REBE&WEIN.”

Your advantages

- » high presence as trade media in the industry
- » attractive price per thousand copies
- » significant price advantage compared to individual subscription
- » Recognised trade journals with high standards

Editions and prices

| circulation | | format | colour | price in € |
|-------------------------|--------|--------|--------|------------|
| Printed circulation | 21,546 | 1/1 | 4c | 9,200.– |
| Distributed circulation | 19,800 | 1/2 | 4c | 5,900.– |
| Sold circulation | 18,378 | 1/4 | 4c | 4,300.– |

(Publisher's information; II. quarter 2023)

Formats

in type area or bleed format: 1/1, 1/2 or 1/4 page possible.
Details available on request.

Your contact for your advertising

Publishing address

Verlag Eugen Ulmer KG
Wollgrasweg 41

T +49 (0) 711 / 45 07 – 0
F +49 (0) 711 / 45 07 – 221

70599 Stuttgart

anzeigen@ulmer.de

Marketing and sales

Petra Schnell
T +49 (0) 711 / 45 07 – 135
pschnell@ulmer.de

Advertising service

T +49 (0) 711 / 45 07 – 147
F +49 (0) 711 / 45 07 – 221
anzeigen@ulmer.de

(please specify journal title when booking)

Publishing house representatives

SW Medienvertretung Saupe + Weber OHG (Lauffen)

T +49 (0) 7133 / 961196
F +49 (0) 7133 / 961198

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

Baden-Württemberg

Frankreich und Schweiz

SW Medienvertretung Saupe + Weber OHG (Aalen)

T +49 (0) 7361 / 38038 – 0
F +49 (0) 7361 / 38038 – 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 5128

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