

„Germany’s only association-independent floristry trade magazine“.



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Cover portrait florieren!



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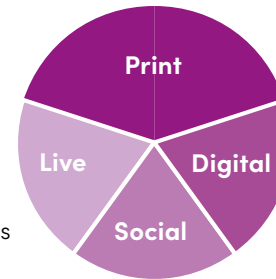
“florieren!” is an independent, bi-monthly trade magazine for florists - with diverse, creative floristry and many inspiring examples from practice. We take up topics that move the industry and present solutions for everyday life.

- » Which factors determine success?
- » How to win new customers?
- » How to use the new media successfully?
- » Which innovations are interesting for the industry?
- » Where to buy?
- » How is the behaviour of customers changing?
- » How can the clients be won over?

“florieren!” is innovative, inspiring, sales-oriented, entertaining, reader-friendly, a pleasure for the eye, on the pulse of time.

Our print magazine is complemented by news and reports on www.florieren-online.de our digital magazine „Inside!“, a bi-weekly newsletter and our activities on Instagram and Facebook.

- » Trade journal
- » Special publication



- » Trade fairs
- » Online seminars

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

Communication channels



Short & sweet

Germany's only floristry-only trade magazine

The target group

- » Managing directors and decision-makers of florist and flower shops
- » Professionals and committed young florists
- » Freelancers and contract florists

Publication frequency | Year

6 x per year | 53. year 2024

Circulation

Printed circulation: 3,877
Distributed circulation: 3,382
Sold circulation: 2,935

(III. quarter 2022 – II. quarter 2023)



Geographical distribution

Domestic:	74%	2,503
Abroad (A, CH and others):	26%	879
Actual distributed circulation:	100%	3,382

Subscription prices

National annual subscription: 157.– €

Media offerings for your communication goals

- » Advertisements
- » Special advertising formats: Flap | Bound-in insert | Tip-on card
- » Inserts from 1,490.– € / fixed price
- » Online advertising ab 237.– €

Contact

Christina Heinkel
T +49(0)7 11 / 45 07 – 3 22
cheinkel@ulmer.de



Advertising service

anzeigen@ulmer.de

(please indicate journal title when booking)

Publisher

Publisher Eugen Ulmer KG | Wollgrasweg 41 | 70599 Stuttgart
T +49(0)7 11 / 45 07 – 0 | F +49(0)7 11 / 45 07 – 1 20
info@ulmer.de | www.ulmer-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: 176 mm × 258 mm (width × height)

Formats in type area

columns	width × height in text section	width × height in advertising section and "News" section
1 col.	56 × 258 mm	40 × 258 mm
2 col.	115 × 258 mm	85 × 258 mm
3 col.	175 × 258 mm	130 × 258 mm
4 col.	—	175 × 258 mm

Printing and processing

Printing

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

Paper

Cover: woodfree picture print matt 250 g/m²
 Content: woodfree picture print matt 100 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

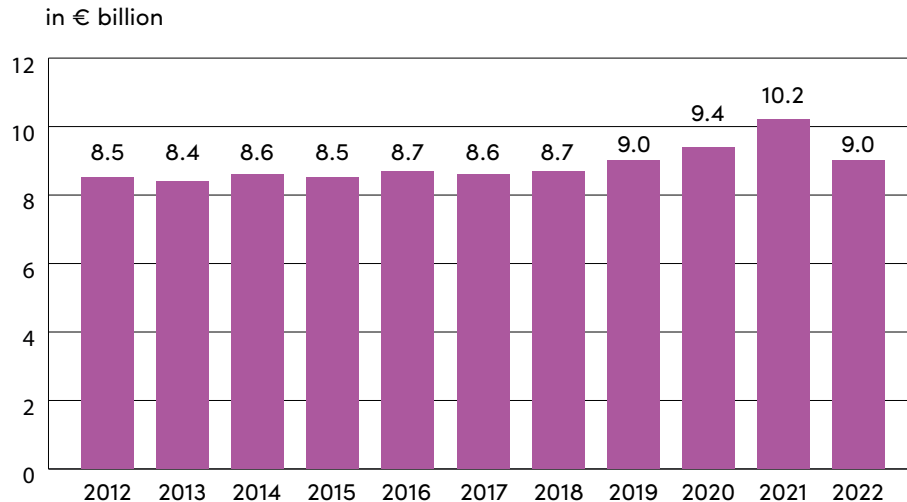
Data format

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

Turnover in the overall market for flowers and plants in Germany

- » The market for flowers and plants in Germany reached record sales of up to ten billion euros, especially in the Corona years. By 2022, however, sales in the overall market for flowers and plants have returned to a pre-pandemic level of around nine billion euros.



Source: Statista Research Department, January 2023


Topics | Dates 2024




The permanent topics

- » Floristry
- » Assortment / sources of supply
- » Trends and new markets
- » Plants
- » Business management
- » Marketing
- » Services
- » New ways and concepts
- » Education and training
- » Trade fairs and exhibitions

[Here are the current topics](#)






edition	dates	topics	special products	fairs / exhibitions
January / February	1/2 PD: 11.01.24 AD: 24.11.23	<p>Early spring, Valentine's Day and wedding floristry</p> <p>Trends 2024 New colours, shapes and materials. What do the trend researchers say? What is available in the trade?</p> <p>Floristry in the public eye Ordering at trade fairs, in the retail trade and in cash & carry markets</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! PD: 21.02.24 AD: 09.02.24</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: 11.03.24 AD: 29.01.24	Spring floristry, ideas for Easter and Mother's Day Cross-industry cooperation New plants for the outdoor season Additional assortments: substrates, fertilisers, plant protection and irrigation Accessories & Co. for balcony & terrace Quality through preservatives and refrigeration	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: 13.05.24 AD: 26.03.24	Floristry: from spring into summer Shop fitting, appearance and presentation of goods Professional clothing and tools Packaging and price labelling Cash register systems and merchandise management Assortment ideas for social occasions (gourmet, napkins and more)	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! PD: 16.05.24 AD: 03.05.24	spoga+gafa 16.06.-18.06.24 

edition	dates	topics	special products	fairs / exhibitions
July/ August	7/8 PD: 11.07.24 AD: 28.05.24	Funeral floristry Summer flower variety in floristry Indoor greenery Sources of flowers and plants - online and offline Ordering for the 2nd half of the year: containers, home textiles, small items of furniture Stationery: greeting and funeral cards Cutting foam & alternatives	Newsletter GPI Production/Sales/Floristry PD: 12.07. + 26.07. 09.08. + 23.08. AD: 05.07. + 19.07. 02.08. + 16.08. Inside! PD: 23.07.24 AD: 11.07.24	creativ (A)  TrendSet Nordstil  Formland 
September / October	9/10 PD: 13.09.24 AD: 31.07.24	Floristry: commemorative days and Advent Permanent floristry with dried and silk flowers Sales promotion and social media Ordering for Advent and Christmas: candles, ribbons, accessories	Newsletter GPI 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. Inside! PD: 02.10.24 AD: 20.09.24	Cadeaux

edition	dates	topics	special products	fairs / exhibitions
November / December	11/12 PD: 11.11.24 AD: 25.09.24	Floristry: Christmas, turn of the year, winter Business concepts Fashion accessories, jewellery, cosmetics, wellness Commercial vehicles for florists – alternative drives	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: 13.01.25 AD: 29.11.24	Early spring, Valentine’s Day and wedding floristry Trends 2025	Newsletter GPI Production/Sales/Floristry PD: 10.01. + 24.01. AD: 02.01. + 17.01.	TrendSet Nordstil IPM Consumer Goods (Ambiente, Christmas-world und Creativeworld)

Formats | Prices

formats	width x height	colour	prices/€
1/1 	Type area format 175 x 258 mm	bw	3,091.–
		2c	3,446.–
		3c	3,801.–
		4c	4,156.–
	Bleed format* 210 x 297 mm	bw	3,400.–
		2c	3,755.–
3c		4,110.–	
4c		4,465.–	
2/3  	Type area format 175 x 178 mm 115 x 258 mm	bw	2,060.–
		2c	2,415.–
		3c	2,770.–
		4c	3,125.–
	Bleed format* 210 x 189 mm 132 x 297 mm	bw	2,266.–
		2c	2,621.–
3c		2,976.–	
4c		3,331.–	
1/2  	Type area format 175 x 133 mm 86 x 258 mm	bw	1,545.–
		2c	1,805.–
		3c	2,065.–
		4c	2,325.–
	Bleed format* 210 x 148 mm 102 x 297 mm	bw	1,700.–
		2c	1,960.–
3c		2,220.–	
4c		2,480.–	

formats	width x height	colour	prices/€
1/3  	Type area format 175 x 88 mm 56 x 258 mm	bw	1,030.–
		2c	1,290.–
		3c	1,550.–
		4c	1,810.–
	Bleed format* 210 x 105 mm 72 x 297 mm	bw	1,133.–
		2c	1,393.–
3c		1,653.–	
4c		1,913.–	
1/4  	Type area format 175 x 65 mm 85 x 133 mm	bw	773.–
		2c	958.–
		3c	1,143.–
		4c	1,328.–
	Bleed format* 210 x 84 mm 102 x 148 mm	bw	850.–
		2c	1,035.–
3c		1,220.–	
4c		1,405.–	
1/8 	Type area format	bw	386.–
	175 x 32 mm	2c	476.–
	85 x 65 mm	3c	566.–
		4c	656.–

mm Price bw: 3,03€. All prices quoted in the tariff plus VAT at the statutory rate.
The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

* plus 3 mm bleed all around.

Special placements | Surcharges | Discounts

Special placements

ad type	format width x height	colour	prices in €
2nd + 4th cover page	210 x 297 mm Bleed format*	4c	5,360.–
Junior Page in type area format in bleed format*	115 x 170 mm 132 x 189 mm	4c	2,703.– 2,895.–
Strip advertisement	up to 90 mm high 56 mm wide column each (Minimum calculation 50 mm)	bw	4.85 per mm/ column

* plus 3 mm bleed all around

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

Colour surcharges

Standard colours according to euro scale per colour 355.– €
 up to 520 mm ad space per colour 260.– €
 up to 260 mm ad space per colour 185.– €
 up to 185 mm ad space per colour 90.– €
 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.

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.
 Other formats and prices on request.

Classified ads

from clients in the floricultural retail trade in the sections job advertisements/purchase/sale/real estate/miscellaneous

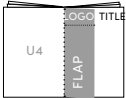
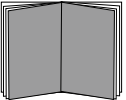
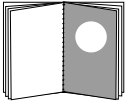
mm price bw, 1 column 3.03 €
 Box number charge 8.– €

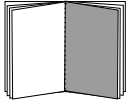
Digital publication of your job advertisement is possible.
 See page S. 17

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

florieren!

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). » 4 pages: 5,360.- € » 6 pages: 6,430.- €
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 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. » Inserts may not contain advertising from other companies.

Print shop

Druckerei Ungeheuer + Ulmer
 Körnerstraße 16
 71634 Ludwigsburg

Delivery note

For „florieren!-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 flap, inserts, bound inserts, tip-on card and additional technical costs.

Online advertising

www.florieren-online.de

Current company and product news as well as industry events round off the online offer and make florieren-online.de an attractive companion during work. With an average of around 3 activities on the website with more than 2,600 visits per month, our specialist portal is used intensively in the floriculture industry and thus has a good advertising effect of the online advertising formats.

Standard formats

	format	prices in €* / duration 30 days	width x height in pixel
1	Billboard	946.–	970 x 250
2	Large Leaderboard	710.–	970 x 90
3	Half Page Ad	710.–	300 x 600
4	Skyscraper	568.–	160 x 600
5	Leaderboard (Superbanner)	473.–	728 x 90
6	Content Ad	426.–	560 x 100
7	Medium Rectangle	426.–	300 x 250
8	Button	237.–	300 x 100

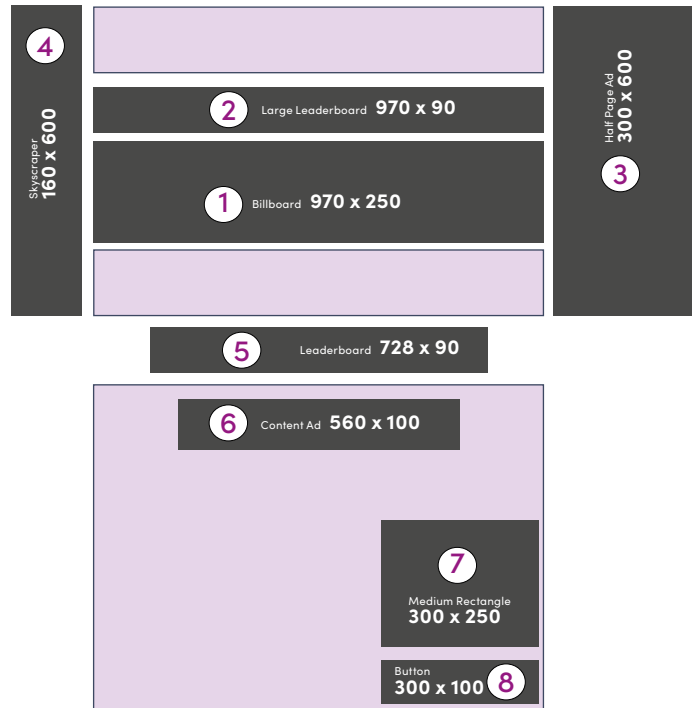
* All prices plus VAT. All advertising formats run in rotation.

Data + facts

Visits/month 2,661
Page Impressions/month 6,406

Values: Juni 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	946.-
Large Leaderboard + Half Page AD	970 x 90	300 x 600	710.-
Skyscraper + Medium Rectangle	160 x 600	300 x 250	568.-
Leaderboard + Medium Rectangle	728 x 90	300 x 250	473.-
Half Page Ad	300 x 600	300 x 600	710.-
Medium Rectangle	300 x 250	300 x 250	426.-

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](#)

format	price in € duration 30 days	size
Content Ad	495.–	560 x 100 pixel
Text Ad	715.–	300 characters text + 1 image*

*Text Ads are marked with the addition "Advertising"

All prices plus VAT

The terms and conditions for online advertising can be found at www.ulmer-verlag.de/agb

florieren!

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.florieren-online.de.

[More information here](#)

duration	30 Tage
format	Online advertorial BASIC 1+2
price in €	700.–
Consisting of teaser and main article. The teaser is placed at the start page of the florieren! 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 flower trade & floristry

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: 8,100 recipients
Specialist portals: 9,700 users*
Publication: 4 x per 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 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!



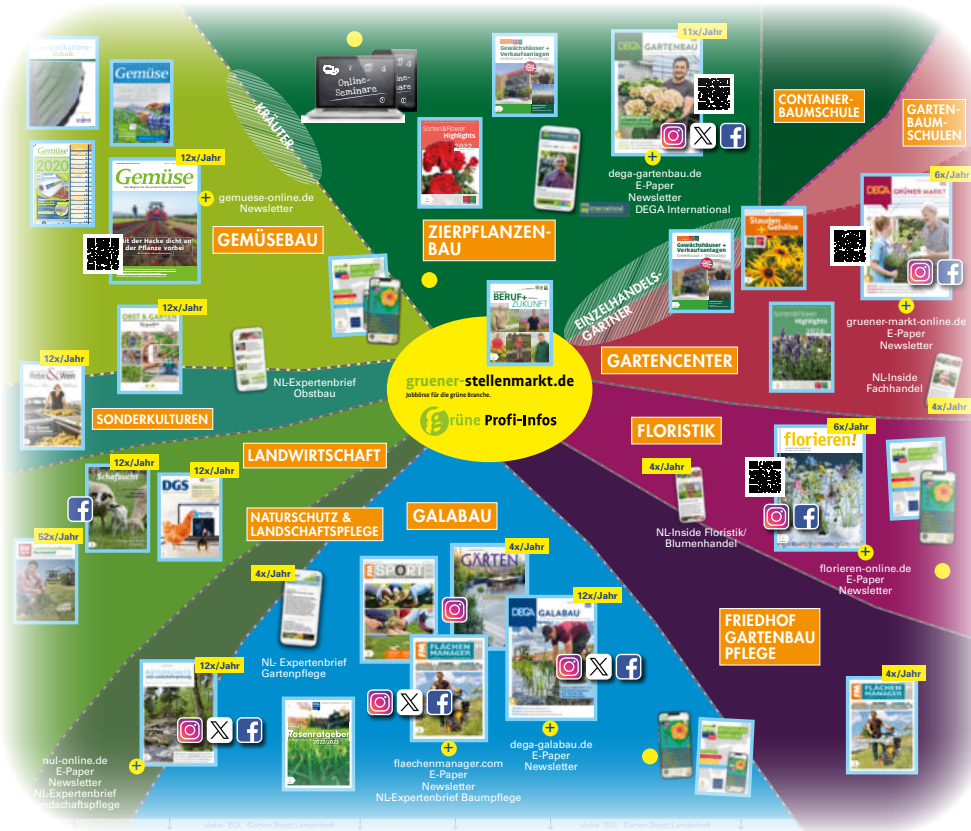
IPMdaily 2024

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!



Partner magazines | Target groups

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



Your contact for your advertising

Publishing address

Publisher Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart

T +49(0)7 11/45 07 – 0
F +49(0)7 11/45 07 – 2 21
anzeigen@ulmer.de

Marketing and sales

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

Advertising service

T +49(0)7 11/45 07 – 137
F +49(0)7 11/45 07 – 221
anzeigen@ulmer.de

(please indicate 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 / 38 038 – 0
F +49(0)73 61 / 38 038 – 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