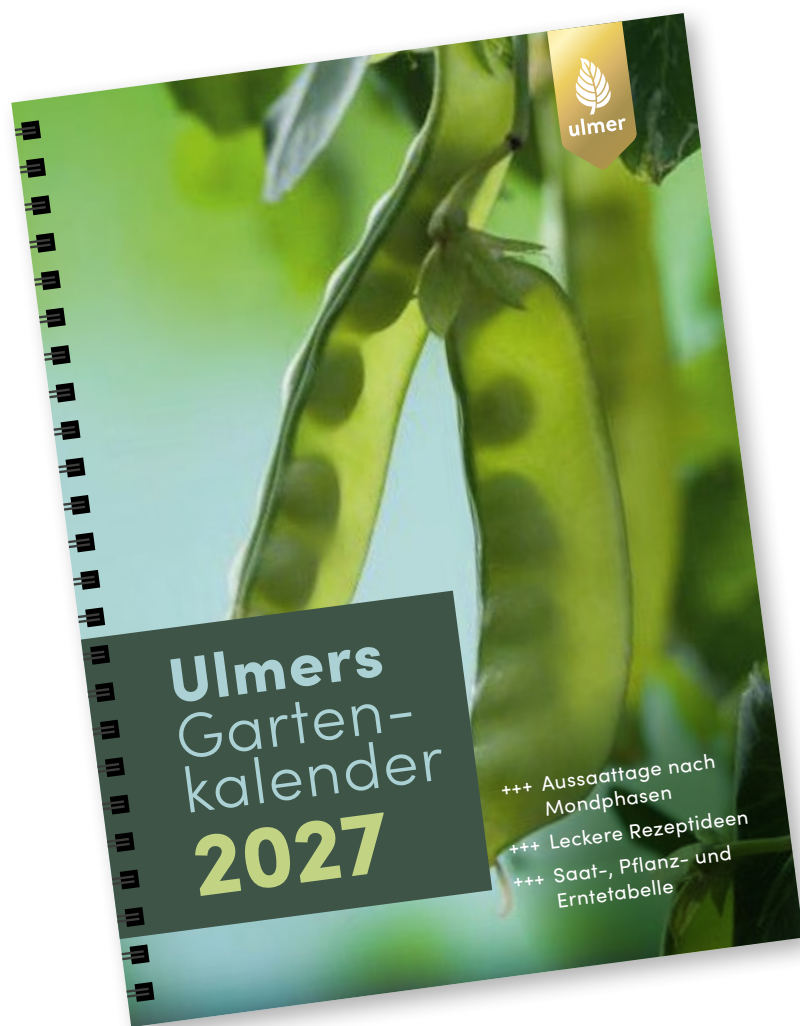




Ulmer's Garden Calendar 2027

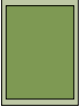
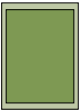
Plus **GARDEN CALENDAR** newsletter



This calendar is a practical companion for the entire gardening year. With an advertisement, your customers have you in mind for a whole year!

Formats | Print

Formats	Width × Height	Colour	Prices / €
1/1 	Type area format 130 × 185 mm	bw 4c	890.- 1,200.-
1/2 	Type area format 130 × 91 mm 60 × 185 mm	bw 4c	450.- 730.-
1/4 	Type area format 60 × 91 mm	bw 4c	250.- 430.-

Formats	Width × Height	Colour	Prices / €
1/1 	Preferred position 2nd or 3rd cover page Anschnitt 153 x 210 mm*	4c	1,420.-
1/1 	Preferred position Cardboard page inside Bleed 153 x 210 mm*	bw 4c	1,250.- 1,600.-

Please ensure that text or images in cropped advertisements are approx. 10 mm from the edge (due to spiral binding).

All prices quoted in the rate card are subject to statutory VAT.
The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.
* Plus 4 mm bleed allowance all around.

Dates

- Publication date: 01.07.2026
- Booking deadline: 05.03.2026
- Delivery date: 20.03.2026

Target group

- Amateur gardeners / allotment holders
- Homeowners with gardens
- Owners of orchard meadows
- Full-time and part-time farmers

Distribution

The Ulmer Garden Calendar is distributed:

- in bookshops/specialist shops
- at trade fairs
- via e-commerce
- in garden centres

throughout the German-speaking region (Germany, Switzerland, Austria and South Tyrol)

In addition, there are partnerships with the following associations (more than 2 million members), which produce editions with identical content and an additional association section and promote the calendar:

- Association of Tyrolean Fruit and Horticultural Associations Green Tyrol in the Chamber of Agriculture
- Swiss Family Gardeners' Association SFGV
- LOGL, State Association for Fruit Growing, Gardening and Landscaping Baden-Württemberg e.V.
- Homeowners' Association Bavaria e. V.
- W. Wächter Publishing House for the members of the BGB Federal Association of German Gardeners e.V.
- Familienheim und Garten magazine of the Home Ownership Association
- Association of Horticultural Societies of Saarland / Rhineland-Palatinate, North Rhine-Westphalia and Hesse
- ÖSV Interest Group of Settlers, Homeowners, Garden Owners and House Builders

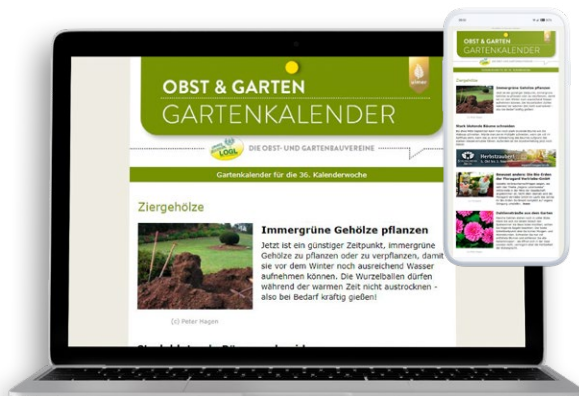
Total circulation: 40,000 copies

Newsletter Fruit & Garden GARDEN CALENDAR

Useful gardening tips and information for the whole gardening year – new every week.

- Circulation: 11,700 recipients
- Open rate: 35%
- Frequency: weekly
- Mailing date: Friday

[Mehr Informationen hier](#)



Newsletter content ad

11,700 recipients

350.- €

- In the cutting-edge newsletter environment, so no reader will miss it
- Only 4 premium advertising spaces are available
- Banner format: 560 x 100 px

Newsletter text ad

11,700 recipients

570.- €

- In today's fast-paced newsletter environment, so no reader will miss it
- 300 characters of text + 1 image (Text ads are marked with the word 'Advertisement').
- Only 5 text ad spaces are available

Your contact persons

Baden-Württemberg
France, Switzerland

SW Medienvertretung
Saupe + Weber OHG (Lauffen)

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F + 49(0) 7133/96 11 98

info@saupe-medien.de

www.saupe-medien.de

Bavaria, Hesse, Rhineland-Palatinate, Saarland,
Saxony, Thuringia, Brandenburg and
Saxony-Anhalt (south of the A2/E30)
Italy, Austria

SW Medienvertretung
Saupe + Weber OHG (Aalen)

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