DEGA GALABAU

Print | Online

THE **MEDIA BRAND** FOR THE GARDENING AND LANDSCAPING SECTOR



Picture: Virrage Images Shutterstock.com

MEDIA KIT 2027

www.dega-galabau.de



Copyright: Lenfert



DEGA GALABAU magazine



DEGA GALABAU social media



DEGA GALABAU e-paper

DEGA GALABAU





DEGA GALABAU special products



DEGA GALABAU online seminars



GRÜNE PROFI INFOS newsletter

GARDEN MAINTENANCE expert letter

CAMPOS REGIONAL newsletter



DEGA GALABAU online

PRINT

ONLINE

DEGA GALABAU offers a cross-media programme for the industry. Entrepreneurs receive everything that is important for successful business management in a concise and entertaining form.



Copyright: Wendebourg

TJARDS WENDEBOURG
Editor-in-Chief

PRINT

5 Content | Print
6 Basics
7 Operating in a growth market
8 Topics | Dates 2027
15 Formats | Prices
16 Special placements
17 Surcharges + Discounts
18 Special advertising formats
19 Supplements and bound-in inserts
20 Special supplement Lawn guide
21 Special supplement Demopark
22 Partner magazines | Target groups
23 Technical data

ONLINE

25 Content | Online
26 Display ads
27 Online-Advertorial
28 Newsletter GPI
29 Newsletter expert letter garden maintenance
30 Newsletter Campos regional
31 Online advertising – digital network
32 Online seminars
33 www.gruener-stellenmarkt.de

34 Contact person

BASICS

YEAR
81. Year | 2027

FREQUENCY OF PUBLICATION
monthly

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation: 3,913
Distributed circulation: 3,674
Sold circulation: 3,340
(III. quarter 2025 – II. quarter 2026)

GEOGRAPHICAL DISTRIBUTION

Domestic:	95%	4,479
Abroad (A, CH and others):	5%	195
Actual distributed Circulation (tvA):	100%	3,674

PUBLISHER
Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart
T + 49 (0) 7 11 / 45 07 – 0
www.ulmer.de

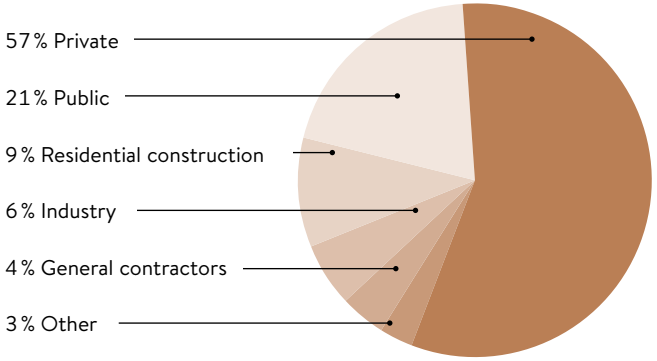
TERMS OF PAYMENT
Payable within 30 days without discount
Terms & Conditions Bank details

GROWTH MARKET GALABAU

57 PERCENT

The private garden sector accounts for 57% of the sector's turnover.

DEGA GALABAU focusses thematically primarily on private gardens, as the largest investments are made in this segment.

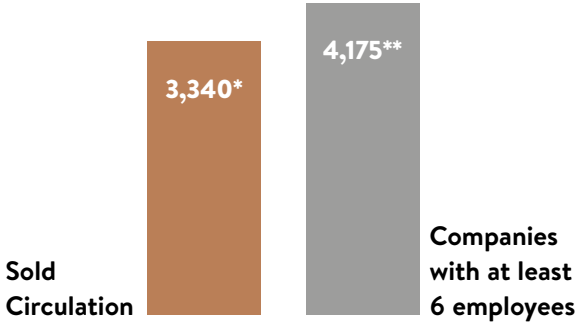


Source: GaLaBau Service GmbH

21 PERCENT

Of the approximately 19,900 landscaping companies in Germany, around 4,175 companies (21 %) have 6 employees and more.

DEGA GALABAU – with the highest IVW-approved paid circulation of 3,340 copies – specifically addresses these companies.



*Source: IVW III. quarter 2024 - II. quarter 2025
**Source: GaLaBau Service GmbH

TOPICS | DATES

Here you can find the current topic planning online MORE INFO

EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
JANUARY 1	PD: 04.01.27 AD: 26.11.26	**Main focus:** Trade fair preview IPM – Perennials and shrubs for landscaping Metal design/Screening elements Tree planting Skip and roll-off tippers	**NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping PD: 08.01. + 22.01. AD: 04.01. + 15.01. **CAMPOS REGIONAL NRW** PD: 13.01.27 | AD: 30.12.27	**De Groene Sector Vakbeurs** Hardenberg 19. – 21.01.27 **BAU München** 11.–15.01.27 **IPM**, Essen 26.–29.01.27
FEBRUARY 2	PD: 04.02.27 AD: 05.01.27	**Main focus:** Software use and AI in landscaping Tractors – implement carriers Trade fair preview Light & Building	**NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Tree care PD: 05.02. + 19.02. AD: 29.01. + 12.02. **NEWSLETTER | EXPERT LETTER** Tree care PD: 03.02.27 | AD: 20.01.27	**57. Landespflegetage** Veitshöchheim 16. + 17.02.27

PD: Publication date | **AD:** Advertising deadline

Subject to change without notice.

EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
MARCH 3	PD: 04.03.27 AD: 03.02.27	**Main focus:** Green maintenance technology/ Maintenance technology Technology for extensive green space maintenance Lawn care/battery-powered equipment Hand-held mulchers Ride-on meadow mowers fine technology for coarse Plant protection Lawn fertilisers Tree substrates and soil additives Market overview electric box wagons 3.5 to 4.25 tonnes	**NEWSLETTER | EXPERT LETTER** Garden maintenance PD: 15.03.27 | AD: 25.02.27 **CAMPOS REGIONAL BAVARIA** PD: 24.03.27 | AD: 10.03.27 **NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Tree care PD: 05.03. + 19.03. AD: 26.02. + 12.03. **B2B-MAGAZINE GÄRTEN ISSUE 1** PD: 02.03.27 | AD: 22.01.27	**Giardina** CH-Zurich 10.-14.03.27
APRIL 4	PD: 06.04.27 AD: 03.03.27	**Main focus:** Paving and path construction (concrete block, clinker, natural stone, jointing technology) Low-emission paving construction site Handsaws Preliminary report on tree care days	**SPECIAL SUPPLEMENT LAWN GUIDE** AS: 19.02.27  **THEMATIC NEWSLETTER** ET: 01.04.27 AS: 18.03.27 **NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Surface maintenance ET: 02.04. + 16.04. + 30.04. AS: 26.03. + 09.04. + 23.04.	**Deutsche Baumpflegetage** Augsburg 20. – 22.04.27

PD: Publication date | **AD:** Advertising deadline

Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
MAY	5	PD: 05.05.27 AD: 01.04.27	**Main focus:** Timber construction and decking (wood, WPC, RPC, BPC / fastening systems, plastic) Ceramic decking Wheel loaders – multi-purpose machines Trade Fair Preview Forst live	**SPECIAL SUPPLEMENT DEMOPARK** AS: 21.03.27  **EXPERT LETTER TREE CARE** ET: 05.05.27 | AS: 21.04.27 **CAMPOS REGIONAL EAST** PD: 20.05.27 | AD: 11.05.27 **NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Surface maintenance ET: 14.05. + 28.05. AS: 07.05. + 21.05.	**Forst live** Offenburg-Ortenau 23.–25.05.27

PD: Publication date | **AD:** Advertising deadline

Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
JUNE	6	PD: 11.06.27 AD: 03.05.27	**Main focus:** demopark Trade Fair Preview Maintenance Equipment (Turf), Weed Control Training & Studies Electromobility in Landscaping RecyclingAKTIV & TiefbauLIVE Trade Fair Preview Preview spoga+gafa	**TRADE FAIR NEWSLETTER demopark** Pre-match coverage **demopark MORGEN-BRIEFING** **EXPERT LETTER GARDEN MAINTENANCE** ET: 03.06.27 | AS: 20.05.27 **PROFESSIONAL GREEN INFO | GaLaBau / GROUNDS MAINTENANCE** ET: 11.06. + 25.06. AS: 04.06. + 18.06. **B2B-MAGAZINE GÄRTEN ISSUE 2** PD: 04.06.27 | AD: 23.04.27	**demopark Eisenach** 20.–22.06.27 **RecyclingAKTIV & TiefbauLIVE** Karlsruhe 03.–05.06.27 **spoga+gafa** Köln 15.-17.06.27
JULY	7	PD: 05.07.26 AD: 02.06.26	**Main focus:** Pools/Swimming Ponds | Water Features/Pump Technology Irrigation Technology Wheeled Excavators in Landscaping Market Overview: Double-Cab and Electric Double-Cab Trucks (3.5 to 4.25 t)	**CAMPOS REGIONAL NORTH** PD: 28.07.27 | AD: 14.07.27 **PROFESSIONAL GREEN INFO | GaLaBau / GROUNDS MAINTENANCE** ET: 09.07. + 23.07. AS: 02.07. + 16.07.	

PD: Publication date | **AD:** Advertising deadline

Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
AUGUST	8	PD: 05.08.27 AD: 07.07.27	**Main focus:** Natural stones and walls Light in the garden	**EXPERT LETTER TREE CARE** ET: 04.08.27/AS: 21.07.27 **PROFESSIONAL GREEN INFO | GaLaBau / GROUNDS MAINTENANCE** ET: 06.08. + 20.08. AS: 30.07. + 13.08.	**Plantarium** NL-Boskoop
SEPTEMBER	9	PD: 02.09.27 AD: 04.08.27	**Main focus:** Rainwater management Concrete filling stations – self-marketing small quantities On-site construction material recycling IAA Mobility preview Nordbau preview	**NEWSLETTER | EXPERT LETTER** Garden maintenance PD: 09.09.27 | AD: 26.08.27 **CAMPOS REGIONAL SOUTH-WEST** PD: 16.09.27 | AD: 02.09.27 **NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Surface maintenance PD: 03.09. + 17.09. AD: 27.08. + 10.09. **B2B-MAGAZINE GÄRTEN ISSUE 3** PD: 08.09.27 | AD: 30.07.27	**IAA Mobility** München 07.–12.09.27 **Nordbau** Neumünster September 2027

PD: Publication date | **AD:** Advertising deadline

Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
OCTOBER	10	PD: 06.10.27 AD: 07.09.27	**Main focus:** Road surface design - clinker/ concrete block and hydraulically bound surfaces Roof and façade greening Hand-operated battery-powered leaf blowers Winter maintenance in landscaping Trade Fair Preview A+A	**SPECIAL AKKU-TECHNOLOGY**  **NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Surface maintenance PD: 01.10. + 15.10. AD: 24.09. + 08.10.	**A+A** Düsseldorf 19.–22.10.27
NOVEMBER	11	PD: 04.11.27 AD: 05.10.27	**Main focus:** Tree care/climbing technology Equipment systems – chainsaw brush cutter, pole pruner Aerial work platforms Chippers Stump grinders at a glance Tiltrotators GaLaBau trade fair review	**NEWSLETTER | EXPERT LETTER** Tree care PD: 03.11.27 | AD: 20.10.27 **CAMPOS REGIONAL AUSTRIA** PD: 30.11.27 | AD: 16.11.27 **NEWSLETTER | EXPERT LETTER** Garden maintenance PD: 18.11.27 | AD: 04.11.27 **NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Surface maintenance PD: 12.11. + 26.11. AD: 05.11.+ 19.11.	

PD: Publication date | **AD:** Advertising deadline

Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
DECEMBER	12	PD: 02.12.27 AD: 27.10.27	**Main focus:** Marketing/order procurement Fertilisers & substrates Market overview of transporter trailers for landscaping Machine leasing Engines, oils and operating materials	**NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Surface maintenance PD: 10.12. | AD: 03.12. **B2B-MAGAZINE GÄRTEN ISSUE 4** PD: 03.12.27 | AD: 22.10.27	
JANUARY 27	1	PD: 05.01.28 AD: 26.11.27	**Main focus:** Designing with metal/fencing Trade fair preview IPM Compact screening technology	**NEWSLETTER | PROFESSIONAL INFO** Gardening and landscaping/ Surface maintenance PD: 07.01. + 21.01. AD: 30.12. + 14.01.	**IPM,** Essen **Groen Sector,** Hardenberg

PD: Publication date | **AD:** Advertising deadline

Subject to change without notice.

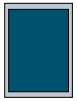
FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1	Type area format 175 × 270 mm	sw 4c	4,190.– 5,300.–
	Bleed format* 210 × 297 mm	sw 4c	4,609.– 5,719.–
2/3	Type area format 175 × 178 mm 115 × 270 mm	sw 4c	2,794.– 3,904.–
	Bleed format* 210 × 189 mm 132 × 297 mm	sw 4c	3,073.– 4,183.–
1/2	Type area format 175 × 133 mm 85 × 270 mm	sw 4c	2,095.– 3,205.–
	Bleed format* 210 × 148 mm 102 × 297 mm	sw 4c	2,305.– 3,415.–
1/3	Type area format 175 × 88 mm 56 × 270 mm	sw 4c	1,397.– 2,507.–
	Bleed format* 210 × 105 mm 72 × 297 mm	sw 4c	1,537.– 2,647.–
1/4	Type area format 175 × 65 mm 85 × 133 mm	sw 4c	1,048.– 2,158.–
	Bleed format* 210 × 84 mm 102 × 148 mm	sw 4c	1,153.– 2,263.–
1/8	Type area format 175 × 32 mm 85 × 65 mm	sw 4c	524.– 974.–

* plus 3 mm bleed all round.

mm price bw: 3.88 €. All prices quoted in the rate plus VAT.
The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 x 297 mm bleed format*	4c	6,870.–
Inset ad on front page & ad on editorial page		Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, bleed format*	4c	4,736.–
Junior page		115 x 168 mm, type area 132 × 189 mm, bleed format*	4c 4c	3,573.– 3,819.–
Text part advertisements (Minimum calculation 50 mm)	 	per 40 mm width column per 56 mm width column	sw sw	6.48 pro mm / column 8.64 pro mm / column

* plus 3 mm bleed all round.

All prices plus VAT.

SURCHARGES + DISCOUNTS

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 make colour adjustments for technical reasons.

PLACEMENT SURCHARGES

Binding space requirements:	20 % surcharge
Adverts over bleed and type area:	10 % surcharge

DISCOUNTS

In case of acceptance within 12 months (closure year) and existence of a discount agreement.

REPEAT DISCOUNT	
3 times	5 %
6 times	10 %
12 times	15 %

QUANTITY DISCOUNT	
1 Page	5 %
2 pages	10 %
3 pages	15 %
5 pages	20 %

Colour and bleed surcharges are discountable.

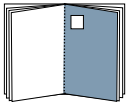
CLASSIFIED ADS

Job vacancies, mm-Price sw, 1 columns	3.88 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.
See Page 33

All prices quoted in the rate plus VAT. The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMATS	DESCRIPTION	PRICES / €
Flap* 	• Side-high flap on the front of the title • It is possible to place an advert on the inside and outside of the flap • The top 8 cm are reserved for the publisher's title and logo	on request
Tip-on-card* 	• Gluing is only possible in conjunction with a 1/1 page carrier advert • Formats, placement, prices and details on request	on request

Each plus 3 mm bleed all round

All prices plus VAT.

* No discounts on flaps, tip-on cards and additional technical costs. Delivery address on the right.

PRINT SHOP

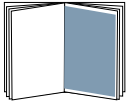
KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KD
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

For „DEGA GALABAU-Nr....“
Delivery date 14 days
before publication

- 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 / BOUND-IN INSERTS

SUPPLEMENTS AND BOUND-IN INSERTS	DESCRIPTION	PRICES / €
Bound-in inserts* 	• Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight	• 2 pages: 5,720.– € • 4 pages: 6,860.– € • 6 pages: 8,230.– €
Supplements* 	• Maximum format 205 × 297 mm (B × H) • Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies	**per thousand copies** • up to 25 g weight:1,950.– € • up to 35 g weight:2,100.– € • up to 50 g weight:2,400.– €

Each plus 3 mm bleed all round

All prices plus VAT.

PRINT SHOP

KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KD
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note
For „DEGA GALABAU-Nr....“
Delivery date 14 days
before publication

* No discounts on inserts and bound-in inserts or additional technical costs. Delivery address on the right.

- Higher weights and partial inserts under 2,000 copies on request. In the 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.

SPECIAL SUPPLEMENT LAWN GUIDE

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER



MORE INFO

Present for a long time! The special supplement as a reference work for your customers

PUBLICATION DATE: 06.04.2027

ADVERTISING DEADLINE: 19.02.2027

DISTRIBUTED CIRCULATION: 6,200 COPIES

THE BENEFITS

- As a supplier of lawn-related products, you can reach your professional customers here
- The consulting guide for landscape gardeners to answer end customers' questions about lawn installation and maintenance
- Attractive additional distribution: Interested gardening and landscaping regional associations in Germany

SPECIAL SUPPLEMENT DEMOPARK



MORE INFO

The first special supplement for demopark, published 5 weeks before the start of the fair!

PUBLICATION DATE: 06.08.2027

ADVERTISING DEADLINE: 27.06.2027

DISTRIBUTED CIRCULATION: 9,000 COPIES

THE BENEFITS

- As an exhibitor, you can reach all gardening and landscaping companies here five weeks before the fair
- The fair guide with all product groups and information on demopark 2027 in Eisenach
- Attractive additional distribution: Interested gardening and landscaping regional associations in Germany plus display at the demopark trade fair



MORE INFO

PRODUKTION
- Landwirtschaft (Feldfrüchte und Tierproduktion)
- Sonderkulturen (Weinbau, Obstbau, Beerenobstanbau)
- Gemüse
- Kräuter
- Zierpflanzenproduktion inklusive Staudengärtnerei
- Containerbaumschulen (keine bodengebundene Produktion)

HANDEL
- Gartenbaumschulen (nur Handel)
- Einzelhandlesgärtnereien
- Gartencenter (Inhabergeführte Läden, Filialisten, Baumärkte, Blumenläden)
- Floristik (selbständige Floristen, Blumenläden)

Dienstleistung
- Friedhof (Grabgestaltung und Grabpflege, Flächenpflege)
- GaLaBau (Gestaltung und Pflege privater, gewerblicher und öffentlicher Freiflächen, Sportplatzpflege)

NATURSCHUTZ
- Magazin / Zeitung / Sonderprodukt Zeitschrift
- Digitale Produkte

Stand 9-2024

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

columnn	Width × Height in the text section	Width × Height in the advertisement section and the '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- up 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!

TECHNICAL DATA

DIGITAL PRINT DATA

Printing profile:
Profil ISO coated v2 (EU)

Colours:
Advertisements with spot colours must be created in CMYK with the correct mixing ratios of the desired HKS colour designations.
Four-colour ads must also be created in CMYK for the four-colour process. No RGB

Pictures:
Minimum resolution 300 ppi

DATA TRANSFER

Please send the print files for your advert (including 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.



„Online advertising in cross-media products is extremely far-reaching.“

The specialist portal **WWW.DEGA-GALABAU.DE** provides a **MULTIMEDIA SUPPLEMENT** to the trade magazine. In-depth and highly specialised information on the topics covered in the **TRADE MAGAZINE** ensures intensive **CROSS-MEDIA** use. Our online offerings provide you with perfect **ADVERTISING SOLUTIONS** for your target groups – **DIGITAL** and mobile.

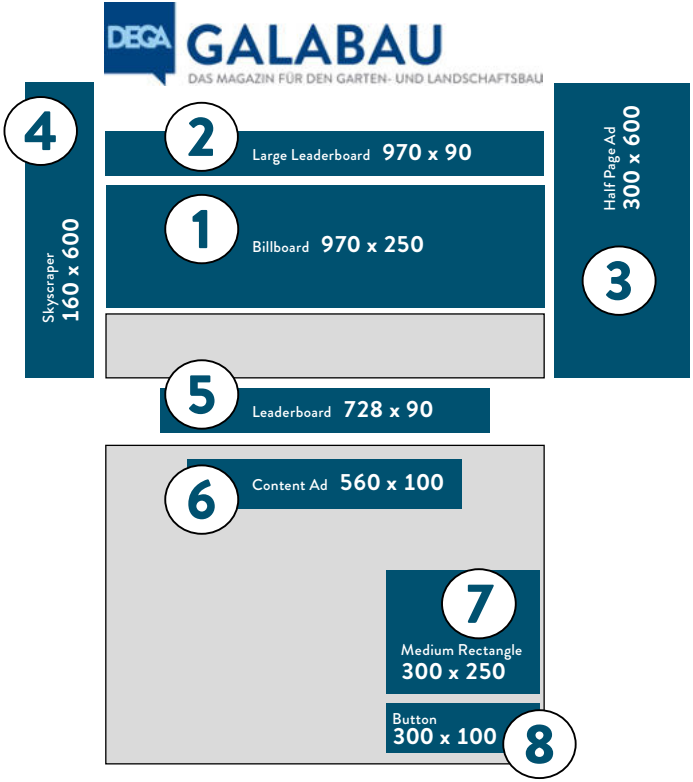
DEGA GALABAU

www.dega-galabau.de | Visits / month: **20,335** | Page impressions / month: **24,200**

Values: May 2026 | Current figures on request | Source: Matomo

Copyright: Alexandre Zveiger, Shutterstock

BASIC-FORMATS | PRICES



	DISPLAY-ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1	Billboard	1,300.–	970 x 250
2	Large Leaderboard	975.–	970 x 90
3	Half Page Ad	975.–	300 x 600
4	Skyscraper	775.–	160 x 600
5	Leaderboard (Superbanner)	650.–	728 x 90
6	Content Ad	575.–	560 x 100
7	Medium Rectangle	575.–	300 x 250
8	Button	350.–	300 x 100

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

The display ads 1-7 are additionally played in the mobile sector in the format 300 x 250 pixels.



ADVERTORIAL

Your content in the editorial setting of the specialist portal www.dega-galabau.de

FORMATS + PRICES

ONLINE-ADVERTORIAL

Consisting of ① teaser and ② main article.
The teaser is placed on the homepage of the DEGA GALABAU website and linked directly to the main article. Additional ③ text ad in the GPI newsletter GaLaBau und Flächenpflege as a push element.

Duration 30 days **1,425.–**

Long-term presence and availability: After the booking period, the advertorials remain active and can be easily found using the search function on the website, ensuring long-term impact and visibility.

All prices in € plus VAT / All elements are marked as “advertising”.

MORE INFO



NEWSLETTER

Branch and market information for gardening and landscaping, municipality and area maintenance

RECIPIENTS: 9,700	**PUBLISHED: 14-DAYS**
OPENING RATE: 23 %	**CTOR*: 32 %**

FORMATS + PRICES

CONTENT BANNER 600.–
560 x 100 px

TEXT AD 850.–
200 characters text + image

POLE POSITION
Surcharge | Placing | 1. Advertisement 75.–

EVENT TIP 450.–
PRODUCT TIP 600.–
JOB OFFER 375.–

Discount: 6 dates - 5% | 12 dates - 10%

All prices in € plus VAT
*Click-to-Open-Rate

MORE INFO



MORE INFO

EXPERT LETTER

Specifically target gardening and landscaping companies as well as caretakers and facility managers

RECIPIENTS: 7,850	**PUBLISHED: 4x PER YEAR**
OPENING RATE: 26 %	**CTOR*: 35 %**

FORMATS + PRICES

CONTENT BANNER 825.–
560 x 100 px

TEXT AD 1,075.–
200 characters text + image

POLE POSITION
Surcharge | Placing | 1. Advertisement 75.–

EVENT TIP 825.–
PRODUCT TIP 825.–
JOB OFFER 375.–

Discount: 2 dates - 5% | 4 dates - 10%

All prices in € plus VAT.
*Click-to-Open-Rate



MORE INFO

CAMPOS REGIONAL

With the regional newsletter, you can reach your target group with pinpoint accuracy

RECIPIENTS: 3,050	**PUBLISHED: 6x PER YEAR**
OPENING RATE: 24 %	**CTOR*: 31 %**

FORMATS + PRICES

CONTENT BANNER 560 x 100 px	825.–
TEXT AD 200 characters text + image	1,075.–
POLE POSITION Surcharge | Placing | 1. Advertisement	75.–
EVENT TIP	825.–
PRODUCT TIP	825.–
JOB OFFER	375.–

Discounts on request or via the info button

All prices in € plus VAT.
*Click-to-Open-Rate

BENEFIT FROM THE POWER OF THE GALABAU-NETWORK

Reach your customers wherever they are and benefit from our digital reach

DEGA GALABAU

20,335 visits*
24,200 page impressions / month*
19,550 newsletter recipients**

FREIRAUM GESTALTEN

3,155 visits*
4,111 page impressions / month*
8,200 newsletter recipients**



GÄRTEN

1,125 visits*
2,144 page impressions / month*

28,009 visits*
34,567 page impressions / month*
35,250 newsletter recipients**

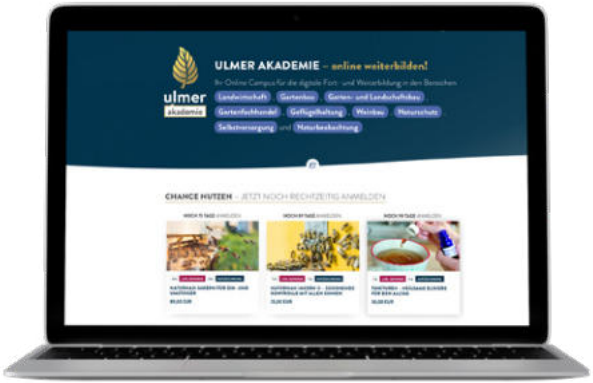
FM FLÄCHEN MANAGER

3,394 visits*
4,112 page impressions / month*
7,500 newsletter recipients**

* Values: May 2026 | Source: Matomo
** Values: May 2026 | Source: Distribution data Eugen Ulmer KG

MOBILE DIALOGUE | INDIVIDUAL

Online seminars combine the speed of the internet with the advantages of face-to-face communication

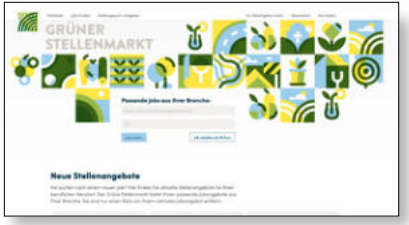


YOUR OPPORTUNITIES

- Accompany one of our specialised online seminars as a sponsor partner
- Organise and create an online seminar together with us
- Host your own online seminar – with our organisational and technical support

INDIVIDUAL OFFERS + SOLUTIONS
FEEL FREE TO CONTACT US

GRÜNER STELLENMARKT





ONLINE BASIC

Text advert	• 30 days online	230.– €

ONLINE PREMIUM

Text advert, Logo, PDF info material	• 30 days online	375.– €

EXTRA SERVICES

Duration + 30 days	90.– €
Refreshing	110.– €
TOP position	220.– €

CROSSMEDIA PLUS

Print job adverts + online booking

60 days duration for the price of 30 days!

All prices plus VAT.

THE JOB MARKET FOR HORTICULTURE AND AGRICULTURE

- An average of 5,700 sessions* (visits) and 21,500 page views* (page impressions) per month
- Trusted by employers: Over 800 vacancies per year
- Agencies receive 15% AE commission with verification (cannot be added to contingent and flat rate prices)
- Trade magazine subscribers receive a discount with the voucher code. Further information can be found here
- Trainee and internship positions as well as job applications for employees are generally free of charge

* Source: Matomo, June 2026

Further information on options, prices and discounts can be found here MORE INFO

Advertisement service and consulting

anzeigen@ulmer.de

Please indicate in the subject line: Grüner Stellenmarkt

PUBLISHER ADDRESS

Verlag 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

HEAD OF MARKETING + 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

PUBLISHER'S REPRESENTATIVE

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

Verlag Eugen Ulmer KG

T + 49 (0) 152 04 79 2756 F + 49 (0) 711 / 4507 – 221	mbosch@ulmer.de www.ulmer.de
North Rhine-Westphalia Lower Saxony Schleswig-Holstein Hamburg Bremen Berlin Brandenburg and Saxony-Anhalt (north of the A2/E30 motorway) Mecklenburg-Western Pomerania	Netherlands, Belgium, Denmark, Sweden