

**DEGA**  
GARTENBAU

**THE MEDIA BRAND FOR  
HORTICULTURE**



Copyright: Killgus

MEDIA  
**KIT**  
2026





*“The magazine  
for producers and  
marketers”*

**EXCHANGE OF EXPERIENCE, TREE NURSERY,  
ORNAMENTAL PLANT CULTIVATION,  
CEMETERY HORTICULTURE**, new products, materials,  
portraits of people and companies, **EMPLOYEE  
MANAGEMENT**, training,  
**FAIRDATES**, perennials

**DEGA**  
GARTENBAU



*In DEGA GARTENBAU we regularly present very different companies and people from the horticultural sector. These portraits show what future-oriented paths can look like!*



Copyright: Killgus

**CHRISTOPH KILLGUS****Editor**

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# BASICS

## YEAR

80. year | 2026

## FREQUENCY OF PUBLICATION

11 issues

## DISTRIBUTION

Germany, Austria, Switzerland

## CIRCULATION

Printed circulation: 2,199

Distributed Circulation: 1,701

Sold Circulation: 1,456

(III. quarter 2024 - II. quarter 2025)



## GEOGRAPHICAL DISTRIBUTION

Domestic: 90% 1,546

Abroad (A, CH and others): 10% 155

Actual distributed Circulation (tvA): 100% 1,701

## PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

T + 49 (0) 7 11 / 45 07 - 0

[www.ulmer-Publisher.de](http://www.ulmer-Publisher.de)



## TERMS OF PAYMENT

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

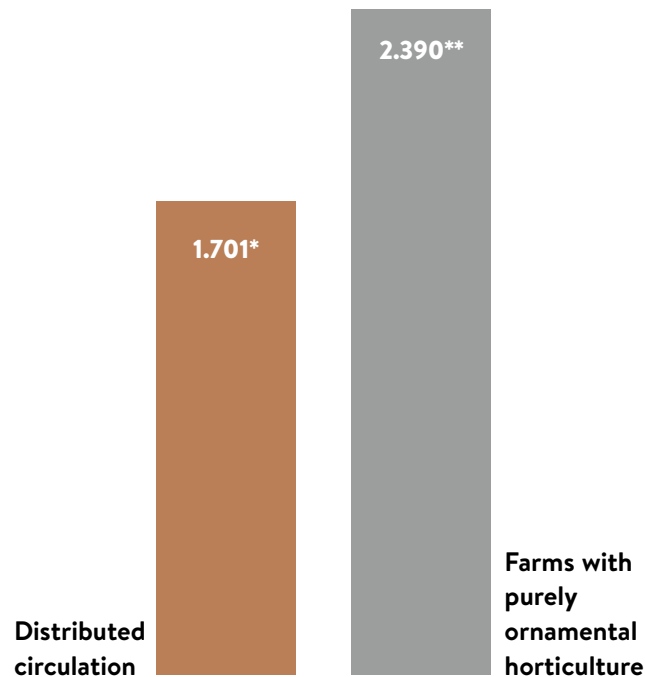
# GROWTH MARKET GARTENBAU

## 64 PER CENT

There are around 2,390 purely ornamental plant farms in Germany.

**DEGA GARTENBAU** - with an IVW-approved sales circulation of 1,456 copies - specifically addresses these companies and thus reaches more than 64% of all ornamental plant companies in Germany.

Around 92 per cent of the specialised ornamental plant companies produce mainly greenhouse plants.



\*Source: IVW

\*\*Source: www.destatis.de, 2023

# TOPICS | DATES


Here you can find the current  
topic planning online


**MORE  
INFO**





		EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	MESSEN + AUSSTELLUNGEN
<b>JANUARY</b>	1		PD: 14.01.26 AD: 08.12.25	<b>IPM 2026:</b> New products, innovations and events: preview of the world's leading horticultural trade fair in Essen	<b>IPM-APP 2026</b> AD: 09.01.2026  	<b>IPM, Essen</b> 27.-30.01.26 
					<b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 09.01. + 23.01. AD: 30.12. + 16.01.	
<b>FEBRUARY</b>	2		PD: 18.02.26 AD: 21.01.26	<b>IPM follow-up report with trends and impressions from the world's leading trade fair</b> Top crops: <b>New poinsettias</b> Growth basis: <b>New soils and substrates</b>  Focus: <b>Cemetery horticulture</b>	<b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 06.02. + 20.02 AD: 30.01. + 13.02.	<b>Fruit Logistica, Berlin</b> 04.-06.02.26  <b>Salon du Végétal</b>

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	MESSEN + AUSSTELLUNGEN
MARCH	3	PD: 11.03.26 AD: 11.02.26	<p><b>Top crops:</b> New spring bloomers</p> <p><b>Greenhouses made of glass or foil:</b> External shell, interior design, irrigation, light, shadowing and energy</p> <p><b>Automation:</b> potting machines, pricking robots New solutions for pots &amp; trays</p>	<p><b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry</p> <p>PD: 06.03. + 20.03. AD: 27.02. + 13.03.</p>	
	4	PD: 15.04.26 AD: 16.03.26	<p><b>Sustainable plant production:</b> Practical solutions for gardeners</p> <p><b>Top crops:</b> hydrangeas and moor plant beds</p> <p><b>Overview of the 2026 garden shows</b></p> <p>Focus: <b>Cemetery horticulture</b></p>	<p><b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry</p> <p>PD: 02.04. + 17.04. + 30.04. AD: 26.03. + 10.04. + 23.04.</p>	<p><b>IPM, China (Beijing)</b> 10.-12.04.26</p>




EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	MESSEN + AUSSTELLUNGEN
MAY	5	PD: 13.05.26 AD: 14.04.26	<b>Sales promotion, packaging and labelling</b>  Focus: <b>Cemetery horticulture</b>	<b>POCKET GUIDE »VARIETIES &amp; FLOWER HIGHLIGHTS 2026«</b> Special supplement will also be enclosed in DEGA GRÜNER MARKT 5/6-2026 + Additional distribution via Landgard AD: 12.03.2026  <b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 15.05. + 29.05. AD: 08.05 + 22.05.	
	6	PD: 17.06.26 AD: 15.05.26	<b>Work clothes and hand tools</b>  Focus: <b>Cemetery horticulture</b>	<b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 12.06. + 26.06. AD: 05.06. + 19.06.	<b>Flower Trials</b> 9.-12.06.26  <b>spoga+gafa</b> Köln 22.-24.06.26  <b>GreenTech</b> , Amsterdam  <b>GLEE</b> , Birmingham




		EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	MESSEN + AUSSTELLUNGEN
JULY / AUGUST	7/8	PD: 22.07.26 AD: 22.06.26	Top crops for beds & balconies: <b>The variety shows 2026</b>	Technology: <b>Focus on light</b> Trend crops for potted vegetables	<b>SPECIAL SUPPLEMENT</b> <b>»GREENHOUSES + TECHNOLOGY 2026/2027«</b> Special supplement will also be enclosed in DEGA GRÜNER MARKT 7/8-2026 + Additional distribution via Landgard AD: 26.05.2026	 <b>Plantarium, NL-Boskoop</b>
					<b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 10.07. + 24.07. 07.08. + 21.08. AD: 03.07. + 17.07. 31.07. + 14.08.	
SEPTEMBER	9	PD: 16.09.26 AD: 19.08.26	Future topic <b>Finding employees in horticulture</b>	Technology: optimised use of energy Cemetery horticulture (plants, technology, equipment)  Focus: <b>Tree nursery</b>	<b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 04.09. + 18.09. AD: 28.08. + 11.09.	<b>Internationale Gartenbau-messe, A – Tulln</b>  <b>Flormart-Miflor, I – Padua</b>  <b>IAA Mobility, München</b> 15.-20.09.26  <b>Green is life, Warschau</b>

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	MESSEN + AUSSTELLUNGEN
OCTOBER	10	PD: 21.10.26 AD: 23.09.26	Top cultures: <b>Cyclamen</b>  Crop management: <b>Sustainability for substrates, trays &amp; pots</b>  Focus: <b>Cemetery horticulture</b>	<b>SPECIAL SECTION</b> <b>»PERENNIALS &amp; WOODY PLANTS 2026/2026«</b> Special section will also be in DEGA GRÜNER MARKT 11-12/2026 AD: 01.09.2026  <b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 02.10. + 16.10. + 30.10 AD: 25.09. + 09.10. + 23.10	
	11	PD: 11.11.26 AD: 14.10.26	The best bedding and balcony plants for 2026: <b>Results and experiences of the training and testing centres (LVGs)</b>	<b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 13.11. + 27.11. AD: 06.11. + 20.11.	<b>IFFT, NL – Holland</b>  <b>IPM, Dubai - Sa Growtech</b>  <b>Growtech Eurasia, TR – Antalya</b>

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	MESSEN + AUSSTELLUNGEN
DECEMBER	12	PD: 09.12.26 AD: 11.11.26	Technology: <b>Transport and logistics, Vehicles and trailers</b> <b>New vehicles for plant transport</b>  Focus: <b>Cemetery horticulture</b>  Focus: <b>Tree nursery</b>	<b>SPECIAL SECTION</b> <b>»CAREER+FUTURE«</b> AD: 05.11.2026  <b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 11.12. AD: 04.12.	
	JANUARY 27	1	PD: 13.01.27 AD: 08.12.26	<b>IPM 2027:</b> Preview of the meeting of the global horticultural industry in Essen	<b>NEWSLETTER   PROFESSIONAL INFO</b> Production / Sales / Floristry PD: 15.01. + 29.01. AD: 08.01. + 22.01.

# FORMATS | PRICES







FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
<b>1/1</b> 	Type area format 175 × 270 mm	bw	4,028.–
		2c	4,398.–
		3c	4,768.–
		4c	5,138.–
	Bleed format* 210 × 297 mm	bw	4,431.–
		2c	4,801.–
		3c	5,171.–
		4c	5,541.–
<b>2/3</b> 	Type area format 175 × 178 mm 115 × 270 mm	bw	2,686.–
		2c	3,056.–
		3c	3,426.–
		4c	3,796.–
	Bleed format* 210 × 189 mm 132 × 297 mm	bw	2,955.–
		2c	3,325.–
		3c	3,695.–
		4c	4,065.–
<b>1/2</b> 	Type area format 175 × 133 mm 85 × 270 mm	bw	2,014.–
		2c	2,384.–
		3c	2,754.–
		4c	3,124.–
	Bleed format* 210 × 148 mm 102 × 297 mm	bw	2,215.–
		2c	2,585.–
		3c	2,955.–
		4c	3,325.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
<b>1/3</b> 	Type area format 175 × 88 mm 56 × 270 mm	bw	1,343.–
		2c	1,713.–
	Bleed format* 210 × 105 mm 72 × 297 mm	bw	1,477.–
		2c	1,847.–
<b>1/4</b> 	Type area format 175 × 65 mm 85 × 133 mm	bw	1,007.–
		2c	1,377.–
		3c	1,747.–
		4c	2,117.–
	Bleed format* 210 × 84 mm 102 × 148 mm	bw	1,108.–
		2c	1,478.–
		3c	1,848.–
		4c	2,218.–
<b>1/8</b> 	Type area format 175 × 32 mm 85 × 65 mm	bw	504.–
		2c	654.–
		3c	804.–
		4c	954.–

\* plus 3 mm bleed all round.

mm price sw: 3.73 €. All prices quoted in the rate plus VAT.  
The General Terms and Conditions for advertisements and third-party supplements  
in newspapers and magazines apply.

# SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 × 297 mm Bleed format*	4c	6,650.-
Inset ad on front page & ad on editorial page	 + 	Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, Bleed format*	4c	4,621.-
Junior page		115 × 168 mm, Type area 132 × 189 mm, Bleed format*	4c 4c	3,477.- 3,714.-
Text part advertisements (Minimum calculation 50 mm)	 	per 40 mm width column	bw	6.23 pro mm / column
		per 56 mm width column	bw	8.31 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 discounted.

## CLASSIFIED ADS


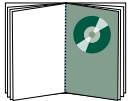
Job vacancies, mm-Price sw, 1 columns 3,73 €

Box number charge 8.— €

Digital publication of your job vacancy is possible.

See page 32

# SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT	DESCRIPTION	PRICES / €
Flap* 	<ul style="list-style-type: none"> <li>• Side-high flap on the front of the title</li> <li>• It is possible to place an advert on the inside and outside of the flap</li> <li>• The top 8 cm are reserved for the publisher's title and logo</li> </ul>	on request
Tip-on-card/CD* 	<ul style="list-style-type: none"> <li>• Gluing is only possible in conjunction with a 1/1 page carrier advert</li> <li>• Formats, placement, prices and details on request</li> </ul>	on request

Each plus 3 mm bleed all round

All prices plus VAT.

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

- **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.

## PRINT SHOP


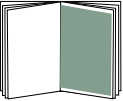
KOHLHAMMER

W. Kohlhammer Druckerei  
 GmbH & Co. KG  
 z.Hd. Herrn Lanzner  
 Augsburg Str. 722  
 70329 Stuttgart

### Delivery note

for „DEGA GARTENBAU No. ...“  
 Delivery date 14 days  
 before publication

# SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS AND BOUND-IN INSERTS	DESCRIPTION	PRICES / €
Bound-in inserts* 	<ul style="list-style-type: none"> <li>Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight</li> </ul>	<ul style="list-style-type: none"> <li>2 pages: 5,550.- €</li> <li>4 pages: 6,660.- €</li> <li>6 pages: 7,990.- €</li> </ul>
Supplements* 	<ul style="list-style-type: none"> <li>Maximum format 205 × 297 mm (W × H)</li> <li>Surcharge for exceeding format 25.- € per thousand. Total insert / Partial insert from 2,000 copies</li> </ul>	<b>Fixprice</b> <ul style="list-style-type: none"> <li>up to 25 g weight: 1,300.- €</li> <li>up to 35 g weight: 1,500.- €</li> <li>up to 50 g weight: 1,675.- €</li> </ul>

Each plus 3 mm bleed all round

All prices plus VAT.

\* No discounts on inserts and bound-in inserts or additional technical costs. Shipping 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.

## PRINT SHOP

KOHLHAMMER

W. Kohlhammer Druckerei  
 GmbH & Co. KG  
 z.Hd. Herrn Lanzner  
 Augsburg Str. 722  
 70329 Stuttgart

### Delivery note

for „DEGA GARTENBAU No. ...“  
 Delivery date 14 days  
 before publication

# VARIETIES & FLOWER HIGHLIGHTS

CROSSMEDIAL

PRINT ISSUE

WEBSITE

MORE  
INFO

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

## PUBLICATION DATES:

DEGA GARTENBAU: 05/26 13.05.2026

DEGA GRÜNER MARKT: 05-06/26 27.05.2026

ADVERTISING DEADLINE: 11.03.2026

## THE BENEFITS

- Bilingual: German and English
- Strengthen your position in the market by informing decision-makers in production horticulture and the garden centre trade
- Attractive additional distribution: appears as a supplement in DEGA GARTENBAU, DEGA International and DEGA GRÜNER MARKT in the run-up to the German and European Flower Trials and is also distributed at national and international variety shows and wholesale flower markets.

# GREENHOUSE + TECHNOLOGY 2026/2027

CROSSMEDIAL

PRINT ISSUE

WEBSITE



Overview of all relevant news and information in Germany & Europe

**PUBLICATION DATE:**  
DEGA GARTENBAU: 07-08/26 22.07.2026  
DEGA GRÜNER MARKT: 07-08/26 27.07.2026

**ADVERTISING DEADLINE: 26.05.2026**

## THE BENEFITS

- Bilingual: German and English
- High level of attention due to independent appearance
- Online presence at [www.dega-gartenbau.de](http://www.dega-gartenbau.de), [www.dega-international.com](http://www.dega-international.com) and [www.gruener-markt-online.de](http://www.gruener-markt-online.de)

MORE  
INFO



# CAREER + FUTURE 2026



Use the unique synergy of print, online specialist portal and social media to attract qualified specialists to your company!

**PUBLICATION DATE:**  
**DEGA GARTENBAU: 12/26 09.12.2026**

**ADVERTISING DEADLINE: 11.11.2026**

## THE BENEFITS

- Precise matching of companies and specialists in print, online and at the fair!
- The media partnership with IPM and [www.gruener-stellenmarkt.de](http://www.gruener-stellenmarkt.de) as ideal contact platforms for companies and qualified specialists and managers looking for a job

# PERENNIALS + WOODY PLANTS

CROSSMEDIAL

PRINT ISSUE

WEBSITE



High level of attention through useful and industry-relevant information

PUBLICATION DATE:

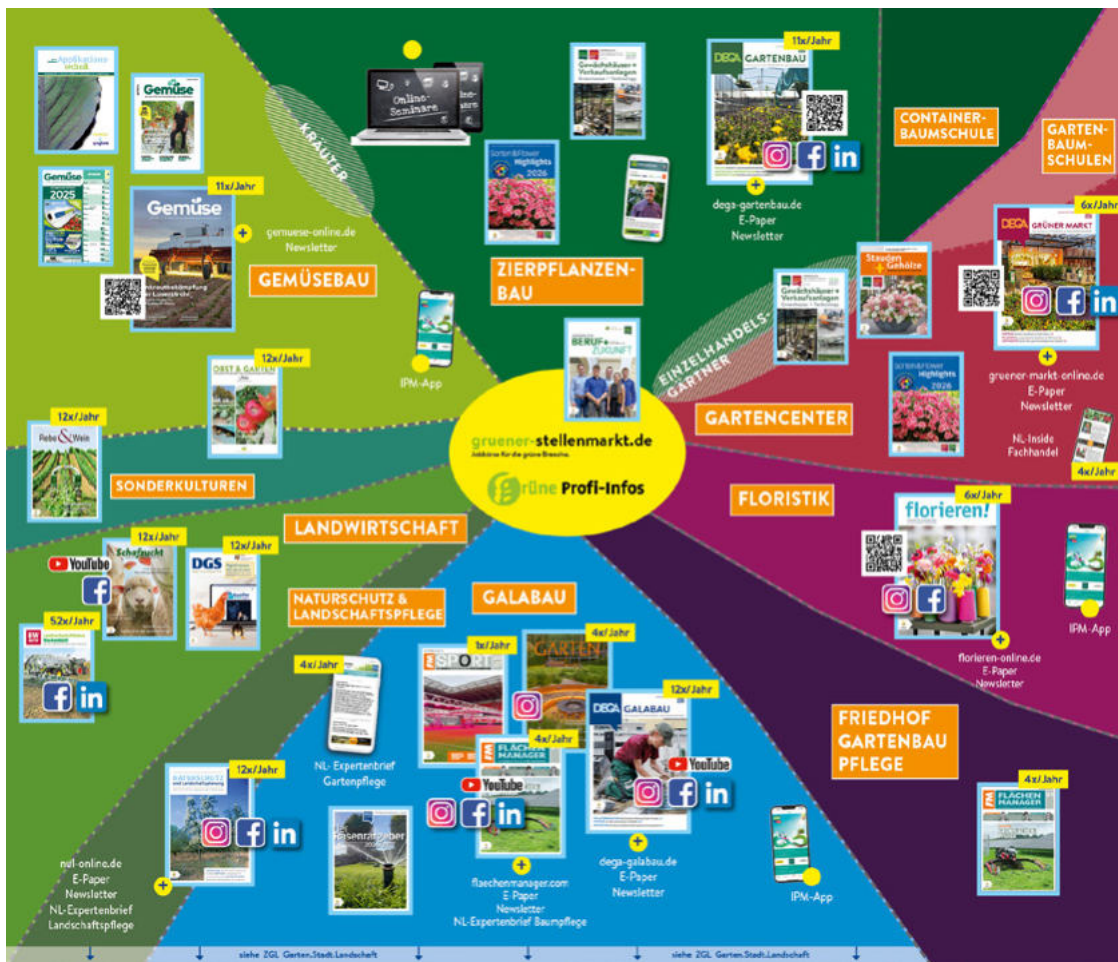
DEGA GARTENBAU: 10/25 22.10.2026

DEGA GRÜNER MARKT: 11-12/26 25.11.2026

ADVERTISING DEADLINE: 01.09.2026

## THE BENEFITS

- This special section offers a preview of all important fairs, exchanges and other events in Germany and Europe where perennial and woody plant ranges are on offer
- It also lists leading suppliers, wholesalers and markets. It is therefore an ideal planning aid for garden centres and retail nurseries when purchasing plants



- PRODUKTION**
- Landwirtschaft (Feldfrüchte und Tierproduktion)
  - Sonderkulturen (Weinbau, Obstbau, Beerenobstbau)
  - Gemüse
  - Kräuter
  - Zierpflanzenproduktion inklusive Staudengärtnerei
  - Containerbaumschulen (keine bodengebundene Produktion)
- HANDEL**
- Gartenbauschulen (nur Handel)
  - Einzelhandelsgärtnereien
  - Gartencenter (Inhabergeführte Läden, Filialisten, Baumärkte, Blumenläden)
  - Floristik (selbstständige Floristen, Blumenläden)
- Dienstleistung**
- Friedhof (Grabgestaltung und Grabpflege, Flächenpflege)
  - GaLaBaU (Gestaltung und Pflege privater, gewerblicher und öffentlicher Freiflächen, Sportplatzpflege)
- NATURSCHUTZ**
- Magasin / 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

column	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/m<sup>2</sup>

Content: woodfree Picture print matt 90 g/m<sup>2</sup>

### 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 37

F + 49 (0) 7 11 / 45 07 - 2 21

[anzeigen@ulmer.de](mailto: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-GARTENBAU.DE](http://WWW.DEGA-GARTENBAU.DE) is the **MULTIMEDIA COMPLEMENT** to the trade magazine. In-depth and highly specific information relating to the topics of the **SPECIALIST MAGAZINE** ensures intensive **CROSS-MEDIA** use. Our online offerings provide you with perfect **ADVERTISING SOLUTIONS** for your target groups – **DIGITAL** and mobile.

**DEGA**  
GARTENBAU

# BASIC-FORMATS | PRICES

The diagram illustrates eight ad formats on a magazine page layout:

- 4 Skyscraper 160 x 600**: A vertical ad on the left side.
- 2 Large Leaderboard 970 x 90**: A horizontal ad at the top.
- 1 Billboard 970 x 250**: A large horizontal ad below the leaderboards.
- 3 Half Page Ad 300 x 600**: A vertical ad on the right side.
- 5 Leaderboard 728 x 90**: A horizontal ad below the billboard.
- 6 Content Ad 560 x 100**: A horizontal ad in the main content area.
- 7 Medium Rectangle 300 x 250**: A rectangular ad in the bottom right of the content area.
- 8 Button 300 x 100**: A small rectangular ad at the bottom right.

FORMAT	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	1,180.-	970 x 250
2 Large Leaderboard	885.-	970 x 90
3 Half Page Ad	885.-	300 x 600
4 Skyscraper	708.-	160 x 600
5 Leaderboard (Superbanner)	590.-	728 x 90
6 Content Ad	531.-	560 x 100
7 Medium Rectangle	531.-	300 x 250
8 Button	295.-	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-gartenbau.de](http://www.dega-gartenbau.de)

## FORMATS + PRICES

### ONLINE ADVERTORIAL

Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the DEGA GARTENBAU Website and links directly to the main article.

With additional ③ text ad in the GPI-Newsletter Production / Sales / Floristry as a push element

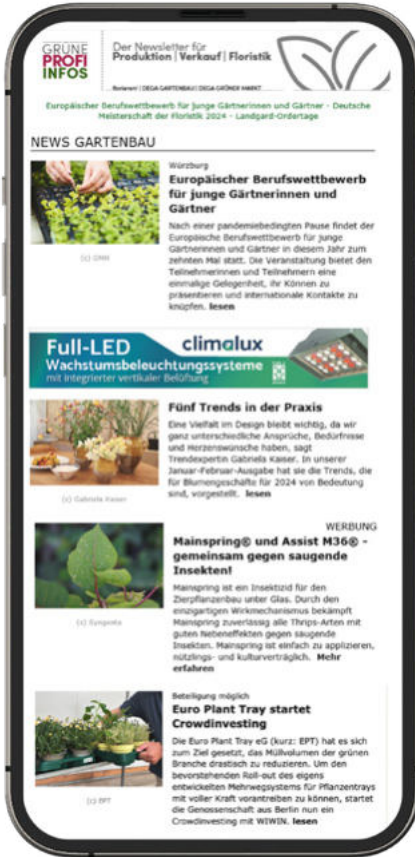
Duration 30 days

1.290,-

**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".





# NEWSLETTER

Branch and market information for companies in horticulture, the green trade and floristry.

RECIPIENTS: 9,220

PUBLISHED: 14-DAYS

OPENING RATE: 20 %

CTOR\*: 24 %

## FORMATS + PRICES

**CONTENT BANNER** 545.-  
560 x 100 px

**TEXT AD** 785.-  
300 characters text + image

**POLE POSITION** 75.-  
Surcharge | placing | 1. Advertisement

**EVENT TIP** 400.-  
**PRODUCT OF THE WEEK** 545.-  
**JOB OF THE WEEK** 345.-

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

All prices in € plus VAT.

# IPM MEDIA 2026



## IPM DAILY

- Benefit from our direct target group access during the most important horticultural fair in the WORLD!
- Your advertising message will reach exactly the right people in the top-relevant topic environment with the latest Fair news and reports before and after the Fair: Your potential new customers!



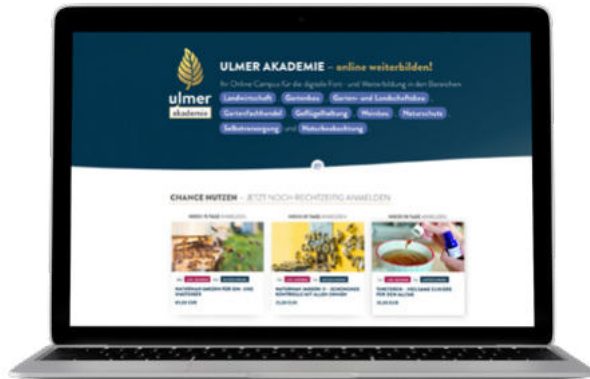
## IPM APP

- Promote your products with our new IPM app!
- Your fair, your way! New, modern and helpful functions make the app more exciting and attractive for users. Take your chance and design your own company presence in the app.
- Let your target group know what you are planning for the fair days and what innovations you have in store.



# 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



## THE JOB MARKET FOR HORTICULTURE AND AGRICULTURE

- An average of ~,~<sup>00</sup> sessions\* (visits) and 2,~<sup>00</sup> page views\* (page impressions) per month
- Trusted by employers: Over ~<sup>00</sup> vacancies per year
- Agencies receive ~% 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 2022

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

**MORE INFO**



### Advertisement service and consulting

[anzeigen@ulmer.de](mailto:anzeigen@ulmer.de)

Please indicate in the subject line: Grüner Stellenmarkt

### ONLINE BASIC

Text advert ● ~<sup>00</sup> days online 2,~<sup>00</sup> €

### ONLINE PREMIUM

Text advert, Logo, PDF info material ● ~<sup>00</sup> days online ~,~<sup>00</sup> €

### EXTRA SERVICES

Duration + ~<sup>00</sup> days ~,~<sup>00</sup> €

Refreshing ~,~<sup>00</sup> €

TOP position 2,~<sup>00</sup> €

### CROSSMEDIA PLUS

Print job adverts + online booking

~<sup>00</sup> days duration for the price of ~<sup>00</sup> days!

## PUBLISHER ADDRESS

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