DEGA GARTENBAU

Print | Online

THE **MEDIA BRAND** FOR HORTICULTURE



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MEDIA KIT 2027

www.dega-gartenbau.de

“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



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DEGA GARTENBAU magazine



DEGA GARTENBAU social media



DEGA GARTENBAU e-paper

DEGA GARTENBAU



DEGA GARTENBAU special products



DEGA GARTENBAU online seminars



GRÜNE PROFI INFOS newsletter



DEGA INTERNATIONAL



DEGA GARTENBAU online

PRINT

ONLINE

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!



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CHRISTOPH KILLGUS
Editor

PRINT

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BASICS

YEAR
81. year | 2027

FREQUENCY OF PUBLICATION
11 issues

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation:	1,805
Distributed Circulation:	1,526
Sold Circulation:	1,331

(III. quarter 2025 – II. quarter 2026)

GEOGRAPHICAL DISTRIBUTION
Domestic:	90,76%	1,385
Abroad (A, CH and others):	9,24%	141
Actual distributed Circulation (tvA):	100%	1,526

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

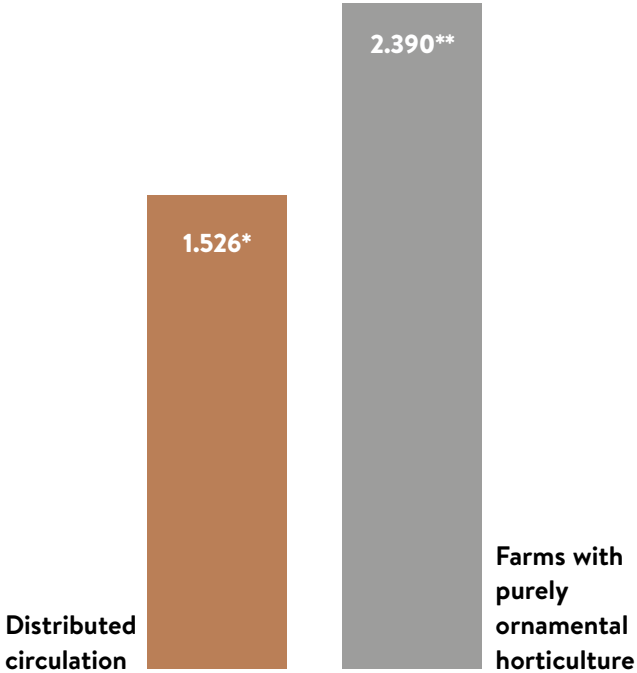
GROWTH MARKET GARTENBAU

64 PER CENT

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

DEGA GARTENBAU - with an IVW-approved sales circulation of 1,331 copies - specifically addresses these companies and thus reaches more than 55% 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	TRADE FAIRS + EXHIBITIONS
JANUARY	1	PD: 13.01.27 AD: 09.12.26	**IPM 2027:** New products, innovations and events: preview of the world's leading horticultural trade fair in Essen	**IPM-APP 2027** AD: 09.01.2027  **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 15.01. + 29.01. AD: 08.01. + 22.01.	**IPM,** Essen 26.–29.01.27
FEBRUARY	2	PD: 17.02.27 AD: 15.01.27	**IPM follow-up report with trends and impressions from the world's leading trade fair** Top crops: **New poinsettias** Growth basis: **New soils and substrates** Focus: **Cemetery horticulture**	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 12.02. + 26.02 AD: 05.02. + 19.02.	**Fruit Logistica,** Berlin 04.-06.02.26 **Salon du Végétal**

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

Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	TRADE FAIRS + EXHIBITIONS
MARCH	3	PD: 10.03.27 AD: 12.02.27	**Top crops:** New spring bloomers **Greenhouses made of glass or foil:** External shell, interior design, irrigation, light, shadowing and energy **Automation:** potting machines, pricking robots New solutions for pots & trays	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 12.03. + 25.03. AD: 05.03. + 18.03.	
APRIL	4	PD: 14.04.27 AD: 16.03.27	**Sustainable plant production:** Practical solutions for gardeners **Top crops:** hydrangeas and moor plant beds **Overview of the 2027 garden shows** Focus: **Cemetery horticulture**	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 09.04. + + 23.04. AD: 02.04. + 16.04.	**IPM,** China (Beijing) 09.-11.04.27

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	TRADE FAIRS + EXHIBITIONS
MAY	5	PD: 12.05.27 AD: 13.04.27	**Sales promotion, packaging and labelling** Focus: **Cemetery horticulture**	**POCKET GUIDE »VARIETIES & FLOWER HIGHLIGHTS 2027«** Special supplement will also be enclosed in DEGA GRÜNER MARKT 3-2027 + Additional distribution via Landgard AD: 10.03.2027 **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 07.05. + 21.05. AD: 30.04 + 14.05.	
JUNE	6	PD: 16.06.27 AD: 18.05.27	**Work clothes and hand tools** Focus: **Cemetery horticulture**	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 04.06. + 18.06. AD: 28.05. + 11.06.	**Flower Trials** 15.-18.06.27 **spoga+gafa** Köln 15.-17.06.27 **GreenTech,** Amsterdam **GLEE,** Birmingham

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

Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	TRADE FAIRS + EXHIBITIONS
JULY / AUGUST	7/8	PD: 21.07.27 AD: 22.06.27	Top crops for beds & balconies: **The variety shows 2027** Technology: **Focus on light** Trend crops for potted vegetables	**SPECIAL SECTION »GREENHOUSES + TECHNOLOGY 2027/2028«** Special section will also be in DEGA GRÜNER MARKT 4-2027 + Additional distribution via Landgard AD: 25.05.2027 **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 02.07. + 16.07.+ 30.07. 13.08. + 27.08. AD: 25.06. + 09.07. + 23.07. 06.08. + 20.08.	**Plantarium,** NL-Boskoop
SEPTEMBER	9	PD: 16.09.26 AD: 19.08.26	Future topic **Finding employees in horticulture** Technology: optimised use of energy Cemetery horticulture (plants, technology, equipment) Focus: **Tree nursery**	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 04.09. + 18.09. AD: 28.08. + 11.09.	**Internationale Gartenbaumesse,** A – Tulln **Flormart-Miflor,** I – Padua **IAA Mobility,** München 15.-20.09.26 **Green is life,** Warschau

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Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	TRADE FAIRS + EXHIBITIONS
OCTOBER	10	PD: 20.10.27 AD: 22.09.27	Top cultures: **Cyclamen** Crop management: **Sustainability for substrates, trays & pots** Focus: **Cemetery horticulture**	**SPECIAL SECTION »PERENNIALS & WOODY PLANTS 2026/2027«** Special section will also be in DEGA GRÜNER MARKT 6/2027 AD: 01.09.2027  **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 08.10. + 22.10. AD: 01.10. + 15.10.	
NOVEMBER	11	PD: 10.11.27 AD: 15.10.27	The best bedding and balcony plants for 2027: **Results and experiences of the training and testing centres (LVGs)**	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 05.11. + 19.11. AD: 29.10. + 12.11.	**IFTF,** NL – Holland **IPM,** Dubai - Sa Growtech **Growtech Eurasia,** TR – Antalya

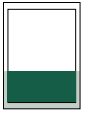
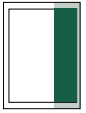
EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	TRADE FAIRS + EXHIBITIONS
DECEMBER	12	PD: 08.12.27 AD: 11.11.27	Technology: **Transport and logistics, Vehicles and trailers** **New vehicles for plant transport** Focus: **Cemetery horticulture** Focus: **Tree nursery**	**SPECIAL SECTION »CAREER+FUTURE«** AD: 11.11.2027  **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 03.12. + 17.12. AD: 26.11. + 10.12.	
JANUARY 28	1	PD: 12.01.28 AD: 09.12.27	**IPM 2028:** Preview of the meeting of the global horticultural industry in Essen	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 14.01. + 28.01. AD: 07.01. + 21.01.	**IPM,** Essen

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

Subject to change without notice.

FORMATS | PRICES

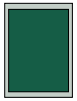
FORMATS		WIDTH × HEIGHT	COLOUR	PRICES / €
1/1		Type area format 175 × 270 mm	bw 4c	4,190.– 5,300.–
		Bleed format* 210 × 297 mm	bw 4c	4,609.– 5,719.–
2/3		Type area format 175 × 178 mm 115 × 270 mm	bw 4c	2,794.– 3,904.–
		Bleed format* 210 × 189 mm 132 × 297 mm	bw 4c	3,073.– 4,183.–
1/2		Type area format 175 × 133 mm 85 × 270 mm	bw 4c	2,095.– 3,205.–
		Bleed format* 210 × 148 mm 102 × 297 mm	bw 4c	2,305.– 3,415.–

FORMATS		WIDTH × HEIGHT	COLOUR	PRICES / €
1/3		Type area format 175 × 88 mm 56 × 270 mm	bw 4c	1,397.– 2,507.–
		Bleed format* 210 × 105 mm 72 × 297 mm	bw 4c	1,537.– 2,647.–
1/4		Type area format 175 × 65 mm 85 × 133 mm	bw 4c	1,048.– 2,158.–
		Bleed format* 210 × 84 mm 102 × 148 mm	bw 4c	1,153.– 2,263.–
1/8		Type area format 175 × 32 mm 85 × 65 mm	bw 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 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	6,870.–
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 × 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	bw bw	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 discounted.

CLASSIFIED ADS

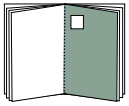
Job vacancies, mm-Price bw, 1 columns	3,88 €
Box number charge	8.— €

Digital publication of your job vacancy is possible.

See page 32

All prices quoted in the rate plus VAT. No discounts on flaps, tip-on cards and additional technical costs.

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT	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-Karte* 	• 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. Shipping address on the right.

PRINT SHOP

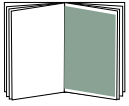
KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KG
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „DEGA GARTENBAU No. ...“
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 (W × H) • Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies	**Fixprice** • up to 25 g weight:1,400.– € • up to 35 g weight:1,625.– € • up to 50 g weight:1,825.– €

Each plus 3 mm bleed all round

All prices plus VAT.

PRINT SHOP

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

Delivery note

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

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

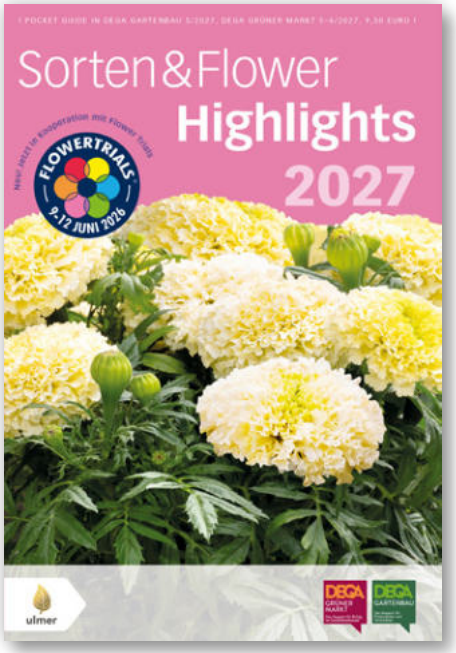
- Higher weights and partial inserts under 2,000 copies on request. In the case of more difficult technical processing, surcharge according to the respective circumstances
- Samples: Before accepting an order, the publisher requires three samples by the closing date for advertisements of the respective 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.

VARIETIES & FLOWER HIGHLIGHTS 2027

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: 05/27 12.05.2027
DEGA GRÜNER MARKT: 03/27 26.05.2027

ADVERTISING DEADLINE: 10.03.2027

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 2027/2028

CROSSMEDIAL

PRINT ISSUE | WEBSITE



MORE INFO

Overview of all relevant news and information in Germany & Europe

PUBLICATION DATE:
DEGA GARTENBAU: 07-08/27 21.07.2027
DEGA GRÜNER MARKT: 04/27 26.07.2027

ADVERTISING DEADLINE: 25.05.2027

THE BENEFITS

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

CAREER + FUTURE 2027

CROSSMEDIAL

PRINT ISSUE | WEBSITE



MEHR INFO

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 09.12.2027

ADVERTISING DEADLINE: 11.11.2027

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 as ideal contact platforms for companies and qualified specialists and managers looking for a job

PERENNIALS + WOODY PLANTS

CROSSMEDIAL

PRINT ISSUE | WEBSITE



MORE INFO

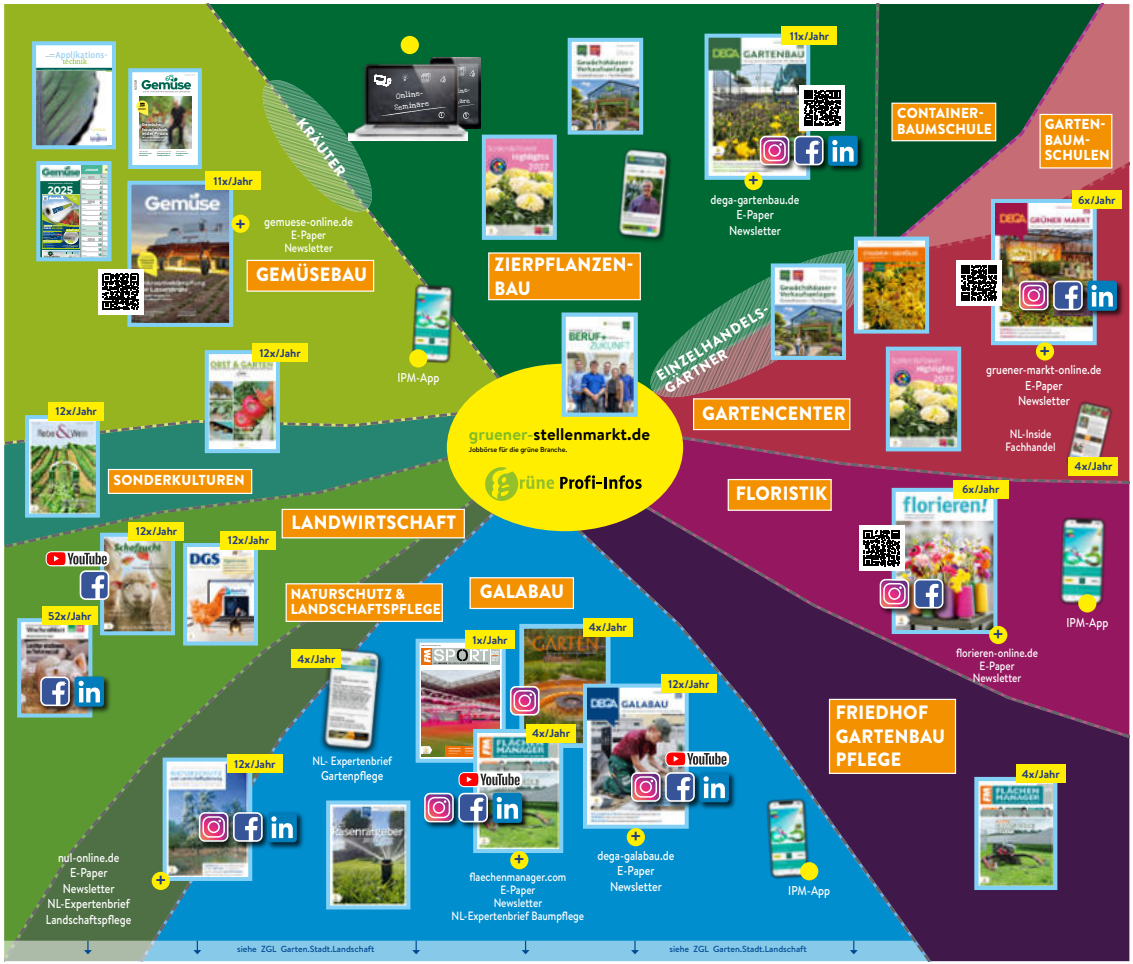
High level of attention through useful and industry-relevant information

PUBLICATION DATE:
DEGA GARTENBAU: 10/27 20.10.2027
DEGA GRÜNER MARKT: 06/27 24.11.2027

ADVERTISING DEADLINE: 01.09.2027

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



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 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.



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

The specialist portal **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.

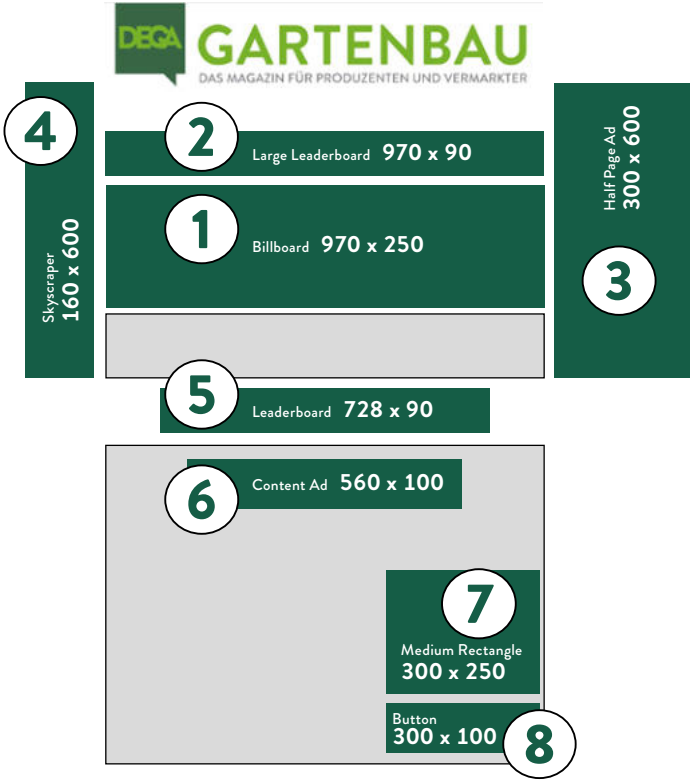
DEGA GARTENBAU

www.dega-gartenbau.de | visits / month: **9,229** | page impressions / month: **11,527**

Values: January-June 2026 | Current figures on request | Source: Matomo

Copyright: Killgus

BASIC-FORMATS | PRICES



	FORMAT	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-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 **1,425.–**

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



MORE INFO

NEWSLETTER

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

RECIPIENTS: 8,900	**PUBLISHED: 14-DAYS**
OPENING RATE: 19 %	**CTOR*: 26 %**

FORMATS + PRICES

CONTENT BANNER 560 x 100 px	600.–
TEXT AD 300 characters text + image	850.–
POLE POSITION Surcharge | placing | 1. Advertisement	75.–
EVENT TIP	450.–
PRODUCT OF THE WEEK	600.–
JOB OF THE WEEK	375.–

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

All prices in € plus VAT.

IPM MEDIA 2027



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!

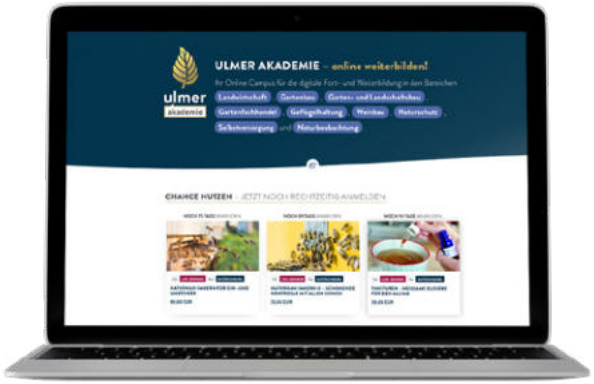
IPM APP

- 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

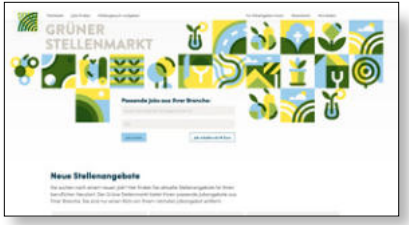


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- Accompany one of our specialised online seminars as a sponsor partner
- Organise and create an online seminar together with us
- Host your own online seminar – with our organisational and technical support

INDIVIDUAL OFFERS + SOLUTIONS
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* Source: Matomo, June 2026

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

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