

DEGA
GRÜNER
MARKT

THE MEDIA BRAND FOR THE SPECIALIZED GARDEN RETAIL



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MEDIA
KIT
2026



**„DEGA GRÜNER
MARKT is the only
specialized magazine
for the garden trade“**

PRODUCT PORTFOLIOS and **TRENDS** Industry
developments **PLANTS** Portraits **BUSINESS
MANAGEMENT** and **MARKETING** Tips for sales-
promoting **POS-PRESENTATIONS** Employee
development **FAIRS** and **EXPERT
EVENTS** Dates cross-media high
acceptance **EDITORIALLY
CREDIBLE** Graphically appealing

DEGA
**GRÜNER
MARKT**



We produce DEGA GRÜNER MARKT with great commitment and passion as an independent and, if necessary, critical trade magazine for the green trade.



Copyright: Staffler

PETRA REIDEL**Editor****GRIT LANDWEHR****Editor**

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BASICS

YEAR

67. year | 2026

FREQUENCY OF PUBLICATION

bi-monthly

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 3,000

Distributed circulation: 2,880

Sold circulation: 625

(III. quarter 2024 - II. quarter 2025)

GEOGRAPHICAL DISTRIBUTION

Domestic: 88% 2,534

Abroad (A, CH and others): 12% 346

Actual distributed Circulation (tvA): 100% 2,880

PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

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

www.ulmer-verlag.de



TERMS OF PAYMENT

Payable within 30 days without discount

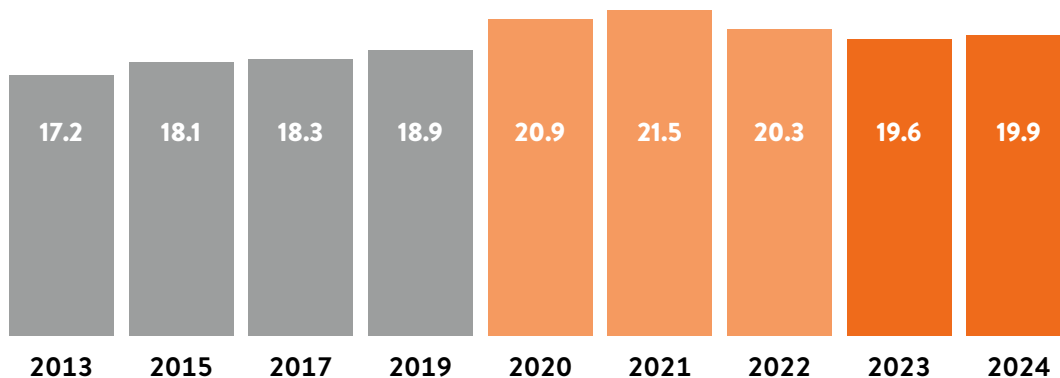
[Terms & Conditions](#)

[Bank details](#)

MARKET DEVELOPMENT

TURNOVER OF THE GARDEN ENTER TRADE

Turnover in billion €






Source: IVG Annual Report 2025 / revenue rounded

TOPICS | DATES

Here you can find the current
topic planning online

**MORE
INFO**




EDITION	DATES	TOPICS	SPECIAL PRODUCTS		MESSEN + AUSSTELLUNGEN
			○ PRINT	● DIGITAL	
JANUARY / FEBRUARY	1/2	<p>PD: 14.01.26 AD: 02.12.25</p> <p>Trends 2026</p> <p>Fertilisers and plant protection</p> <p>Plant purchasing</p> <p>Biodiversity-promoting ranges - seeds, wild perennials and shrubs, insect hotels, wildlife habitats, etc.</p> <p>Fair preview: IPM, Ambiente, Christmasworld and regional order fairs</p>	<p>IPM-APP 2026</p> <p>AD: 09.01.2026</p> 	<p>TrendSet</p> <p>04.-06.01.26</p> 	
			<p>NEWSLETTER PROFESSIONAL INFO</p> <p>Production / Sales / Floristry</p> <p>PD: 09.01. + 23.01. + 06.02. + 20.02</p> <p>AD: 30.12. + 16.01. + 30.01. + 13.02.</p>	<p>Nordstil</p> <p>10.-12.01.26</p> 	
			<p>INSIDE!</p> <p>The highlights of IPM, Christmasworld and Ambiente</p> <p>PD: 17.02.26 AS: 05.02.26</p>	<p>Maison&Object (FR)</p> <p>15.-19.01.26</p>	
				<p>IPM</p> <p>27. - 30.01.26</p> 	
				<p>Formland (DK)</p> <p>01.-03.02.26</p>	
				<p>Ambiente Christmasworld</p> <p>06.-10.02.26</p> 	
				<p>Cadeaux</p> <p>28.02.-02.03.26</p> 	

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	MESSEN + AUSSTELLUNGEN
MARCH/APRIL	3/4	PD: 25.03.26 AD: 18.02.26	Order events & showrooms Plant concepts Celebrate & enjoy: Assortments for the garden party Sales promotion Fair preview: Interzoo Fair review: IPM, Christmasworld, Ambiente and regional order fairs	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 06.03. + 20.03. 02.04. + 17.04. + 30.04. AD: 27.02. + 13.03. 26.03. + 10.04. + 23.04.	Floriga 01.03.26






EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	MESSEN + AUSSTELLUNGEN
MAY / JUNE	5/6	PD: 27.05.26 AD: 22.04.26	<p>Homeware - vessels, silk flowers, room fragrances, textiles & co.</p> <p>Sales greenhouses, shopfitting and lighting concepts</p> <p>Peat exit</p> <p>Customer loyalty - website, social media, newsletter, workshops, customer cards</p> <p>Fair preview: spoga+gafa</p>	<p>POCKET GUIDE »VARIETIES&FLOWERS HIGHLIGHTS 2026« Special supplement will also be enclosed in DEGA GARTENBAU 5/2026 + additional distribution via Landgard AD: 11.03.2026</p> <p>NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 15.05. + 29.05. 12.06. + 26.06. AS: 08.05. + 22.05. 05.06. + 19.06.</p> <p>INSIDE! Review of the start of the season, irrigation PD: 20.05.26 AD: 08.05.26</p>	<p></p> <p>Interzoo 12.-15.05.26</p> <p>Flower Trials 9.-12.06.26</p> <p>spoga+gafa Köln 22.-24.06.26</p> <p></p>

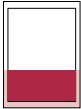




EDITION	DATES	TOPICS	SPECIAL PRODUCTS		MESSEN + AUSSTELLUNGEN	
			○ PRINT	● DIGITAL		
JULY/ AUGUST	7/8	<p>PD: 27.07.26 AD: 22.06.26</p> <p>Outdoor Living - trends and product ranges</p> <p>Grills and accessories</p> <p>Product presentation and POS concepts</p> <p>Greeting cards</p> <p>Fair preview: Oldenburg variety, regional order fairs</p> <p>Fair review: spoga+gafa and Interzoo</p>	<p>SPECIAL SUPPLEMENT »GREENHOUSES + TECHNOLOGY 2026/2027«</p> <p>Special supplement will also be enclosed in DEGA GARTENBAU 7/2026</p> <p>+ additional distribution via Landgard</p> <p>AD: 26.05.2026</p>		<p>TrendSet 11.-13.07.26</p> <p>creativ (A) 28.- 30.08.26</p> <p>Nordstil</p> <p>Formland (DK)</p>	   
			<p>NEWSLETTER PROFESSIONAL INFO</p> <p>Production / Sales / Floristry</p> <p>PD: 10.07. + 24.07. + 07.08. + 21.08.</p> <p>AD: 03.07. + 17.07. + 31.07. + 14.08.</p> <p>INSIDE!</p> <p>Highlights of spoga+gafa, Flower Trials and TrendSet</p> <p>PD: 22.07.25 AD: 10.07.25</p>			

EDITION	DATES	TOPICS	SPECIAL PRODUCTS	MESSEN + AUSSTELLUNGEN
			○ PRINT ● DIGITAL	
SEPTEMBER/OCTOBER	9/10	PD: 23.09.26 AD: 19.08.26 Collecting rainwater - rain barrels, irrigation systems & co. Useful helpers: gardening equipment and tools Atmospheric ambience - fairy lights, candles, lanterns & co. Transport and delivery Flower bulbs Fair report: regional fairs	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 04.09. + 18.09. 02.10. + 16.10. + 30.10. AD: 28.08. + 11.09. 25.09. + 09.10. + 23.10. INSIDE! Home assortments, review of the year PD: 14.10.26 AD: 05.10.26	IAA Mobility 05.-10.09.26 Cadeaux  Maison&Object (FR)

EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	MESSEN + AUSSTELLUNGEN
NOVEMBER / DECEMBER	11/12	PD: 25.11.26 AD: 21.10.26 Substrates Cash register systems, EDP and merchandise management systems AI in retail Workwear	SPECIAL SECTION »PERENNIALS & WOODY PLANTS 2026/2026« Special section will also be in DEGA GARTENBAU 10/2026 AD: 01.09.2026 NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 13.11. + 27.11. + 11.12. AD: 06.11. + 20.11. + 04.12.	
	1/2	PD: 13.01.27 AD: 02.12.26 Trends 2027 IPM Fair edition Fertilizers and plant protection Fair preview: regional orderfairs	NEWSLETTER PROFESSIONAL INFO Production / Sales / Floristry PD: 15.01. + 29.01. AD: 08.01. + 22.01.	TrendSet Nordstil Maison&Object (FR) IPM Ambiente Christmasworld Cadeaux Formland

FORMATS | PRICES







FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 175 × 270 mm	sw	3,758.-
		2c	4,113.-
		3c	4,468.-
		4c	4,823.-
	Bleed format* 210 × 297 mm	sw	4,134.-
		2c	4,489.-
		3c	4,844.-
		4c	5,199.-
2/3  	Type area format 175 × 178 mm 115 × 270 mm	sw	2,506.-
		2c	2,861.-
		3c	3,216.-
		4c	3,571.-
	Bleed format* 210 × 189 mm 132 × 297 mm	sw	2,757.-
		2c	3,112.-
		3c	3,467.-
		4c	3,822.-
1/2  	Type area format 175 × 133 mm 85 × 270 mm	sw	1,879.-
		2c	2,234.-
		3c	2,589.-
		4c	2,944.-
	Bleed format* 210 × 148 mm 102 × 297 mm	sw	2,067.-
		2c	2,422.-
		3c	2,777.-
		4c	3,132.-

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3  	Type area format 175 × 88 mm 56 × 270 mm	sw	1,253.-
		2c	1,608.-
		3c	1,963.-
	Bleed format* 210 × 105 mm 72 × 297 mm	sw	1,378.-
		2c	1,733.-
		3c	2,088.-
1/4  	Type area format 175 × 65 mm 85 × 133 mm	sw	940.-
		2c	1,295.-
		3c	1,650.-
		4c	2,005.-
	Bleed format* 210 × 84 mm 102 × 148 mm	sw	1,034.-
		2c	1,389.-
		3c	1,744.-
		4c	2,099.-
1/8 	Type area format 175 × 32 mm 85 × 65 mm	sw	470.-
		2c	620.-
		3c	770.-
		4c	920.-

* plus 3 mm bleed all round.

mm price bw: 3.48 €. 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 x 297 mm Bleed format*	4c	6,240.-
Inset Ad on front page & ad on editorial page	 + 	Inset Ad: Outer lengths triangle: 65 mm Editorial Advert: 72 × 297 mm, bleed format*	4c	4,377.-
Junior page		132 × 189 mm, bleed format*	4c	3,495.-
Text part advertisements (Minimum calculation 50 mm)	 	per 40 mm width column	bw	5.81 pro mm / column
		per 56 mm width column	bw	7.75 pro mm / column

* plus 3 mm bleed all round.

All prices plus VAT.

SURCHARGES + DISCOUNTS

COLOUR SURCHARGES

Statusard colours according to euro scale	per colour	355.- €
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.


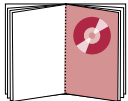
CLASSIFIED ADS

Job vacancies, mm-Price sw, 1 columns	3.48 €
Box number charge	8.- €

Digital publication of your job advertisement is possible.

See page 32

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT	DESCRIPTION	PRICES / €
Flap* 	<ul style="list-style-type: none"> • 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/CD* 	<ul style="list-style-type: none"> • 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. 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

Druckerei

Ungeheuer + Ulmer

Körnerstr. 16

71634 Ludwigsburg

Delivery note

for „DEGA GRÜNER MARKT No. ...“

Delivery date 14 days
before publication

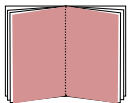
SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND BOUND-IN INSERTS

DESCRIPTION

PRICES / €

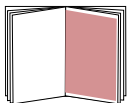
Bound-in inserts*



- Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight

- 2 pages: 5,200.- €
- 4 pages: 6,240.- €
- 6 pages: 7,490.- €

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: 1,620.- €
- up to 35 g weight: 1,735.- €
- up to 50 g weight: 1,925.- €

Each plus 3 mm bleed all round

All prices plus VAT.

* 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.

PRINT SHOP

Druckerei

Ungeheuer + Ulmer

Körnerstr. 16

71634 Ludwigsburg

Delivery note

for „DEGA GRÜNER MARKT No. ...“

Delivery date 14 days
before publication

VARIETIES & FLOWERS HIGHLIGHTS

CROSSMEDIAL

PRINT ISSUE

WEBSITE

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

PUBLICATION DATE:

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 brand awareness in the market by informing decision-makers in production horticulture and the garden 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



MORE
INFO



GREENHOUSE + TECHNOLOGY

CROSSMEDIAL

PRINT ISSUE

WEBSITE



Overview of all relevant innovations 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, www.dega-international.com and www.gruener-markt-online.de

PERENNIALS AND WOODY PLANTS

CROSSMEDIAL

PRINT ISSUE

WEBSITE



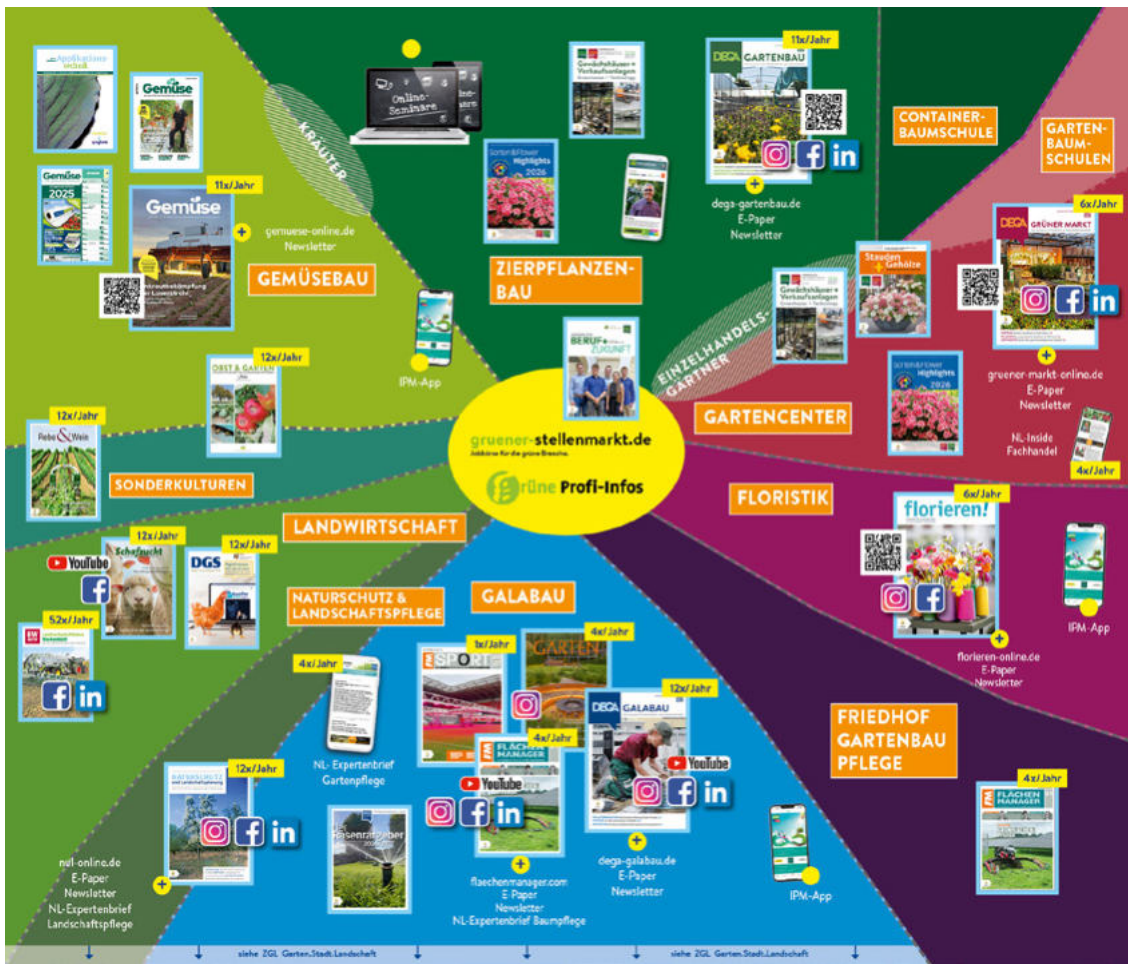
High level of attention through useful and industry-relevant information

PUBLICATION DATE:
 DEGA GÄRTENBAU: 10/26 21.10.2026
 DEGA GRÜNER MARKT: 11-12/26 25.11.2026

ADVERTISING DEADLINE: 01.09.2026

THE BENEFITS

- This special section offers a preview of all the important trade fairs, exchanges and other events in Germany and Europe where perennial and woody plant assortments are offered
- It also lists leading suppliers, wholesalers and markets. This makes it an ideal planning aid for garden centers 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**
- Gartenbaumschulen (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**
- 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

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/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

P + 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)

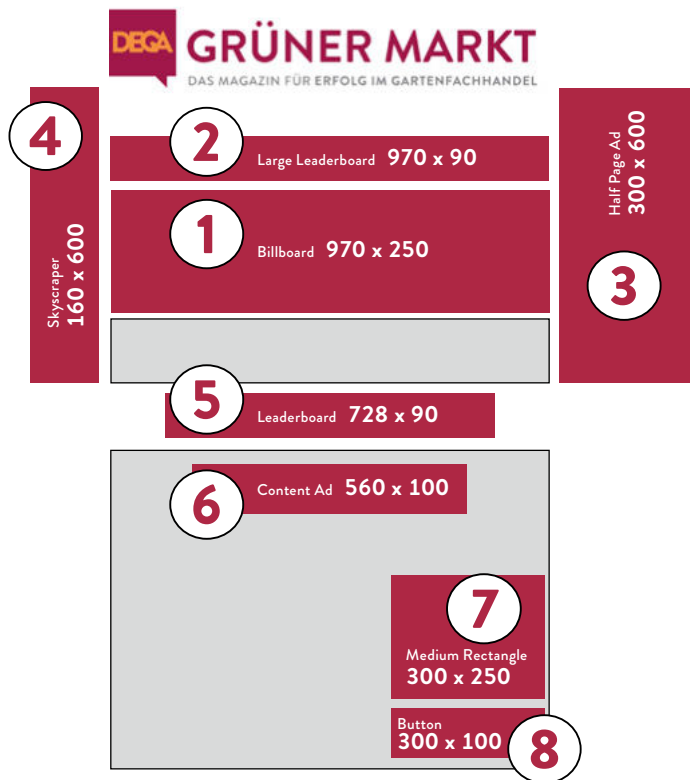
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

The specialist portal **WWW.GRUENER-MARKT-ONLINE.DE** is the **MULTIMEDIA SUPPLEMENT** to the **TRADE MAGAZINE**. In-depth and up-to-date information on the topics of 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
GRÜNER
MARKT

BASIC-FORMATS | PRICES



DISPLAY-ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXELS
1 Billboard	778.-	970 x 250
2 Large Leaderboard	584.-	970 x 90
3 Half Page Ad	584.-	300 x 600
4 Skyscraper	467.-	160 x 600
5 Leaderboard (Superbanner)	389.-	728 x 90
6 Content Ad	350.-	560 x 100
7 Medium Rectangle	350.-	300 x 250
8 Button	195.-	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.gruener-markt-online.de

FORMATS + PRICES

ONLINE ADVERTORIAL

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

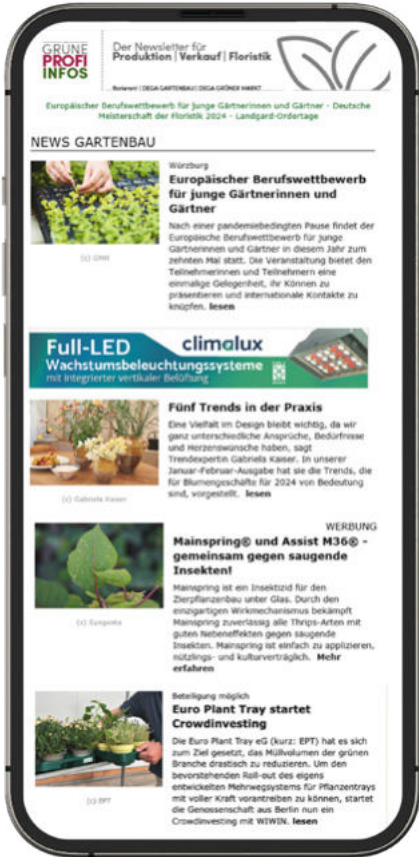
With additional ③ text ad in the GPI-Newsletter Production / Sales / Floristry as a push element

Duration 30 days **980.-**

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. *Click-to-Open-Rate



INSIDE!

From the branch for the branch. High level of attention through practice-oriented and well-founded specialist articles.

RECIPIENTS: 5,240

PUBLISHED: 4x / YEAR

ÖFFNUNGSRATE: 22 %

CTOR*: 26 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

550.-

TEXT AD

300 characters text + image

785.-

POLE POSITION

Surcharge | placing | 1. Advertisement

75.-

EVENT TIP

PRODUCT OF THE MONTH

JOB OF THE MONTH

400.-

550.-

345.-

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

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

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!



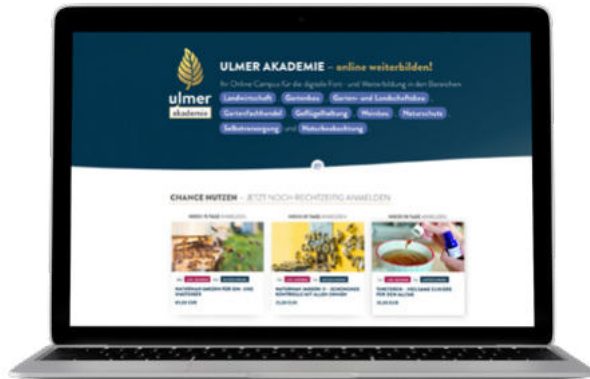
IPM APP

- 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
- Create your own online seminar – with our organizational and technical support

INDIVIDUAL OFFERS + SOLUTIONS

FEEL FREE TO CONTACT US



THE JOB MARKET FOR HORTICULTURE AND AGRICULTURE

- An average of 5,500 sessions* (visits) and 20,500 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 2025

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

ONLINE BASIC

Text advert	● 30 days online	220.- €
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ONLINE PREMIUM

Text advert, Logo, PDF info material	● 30 days online	345.- €
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EXTRA SERVICES

Duration + 30 days	85.- €
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