



THE MEDIA BRAND FOR THE PROFESSIONALS IN GREEN AND GROUNDS MAINTENANCE



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MEDIA
KIT
2026

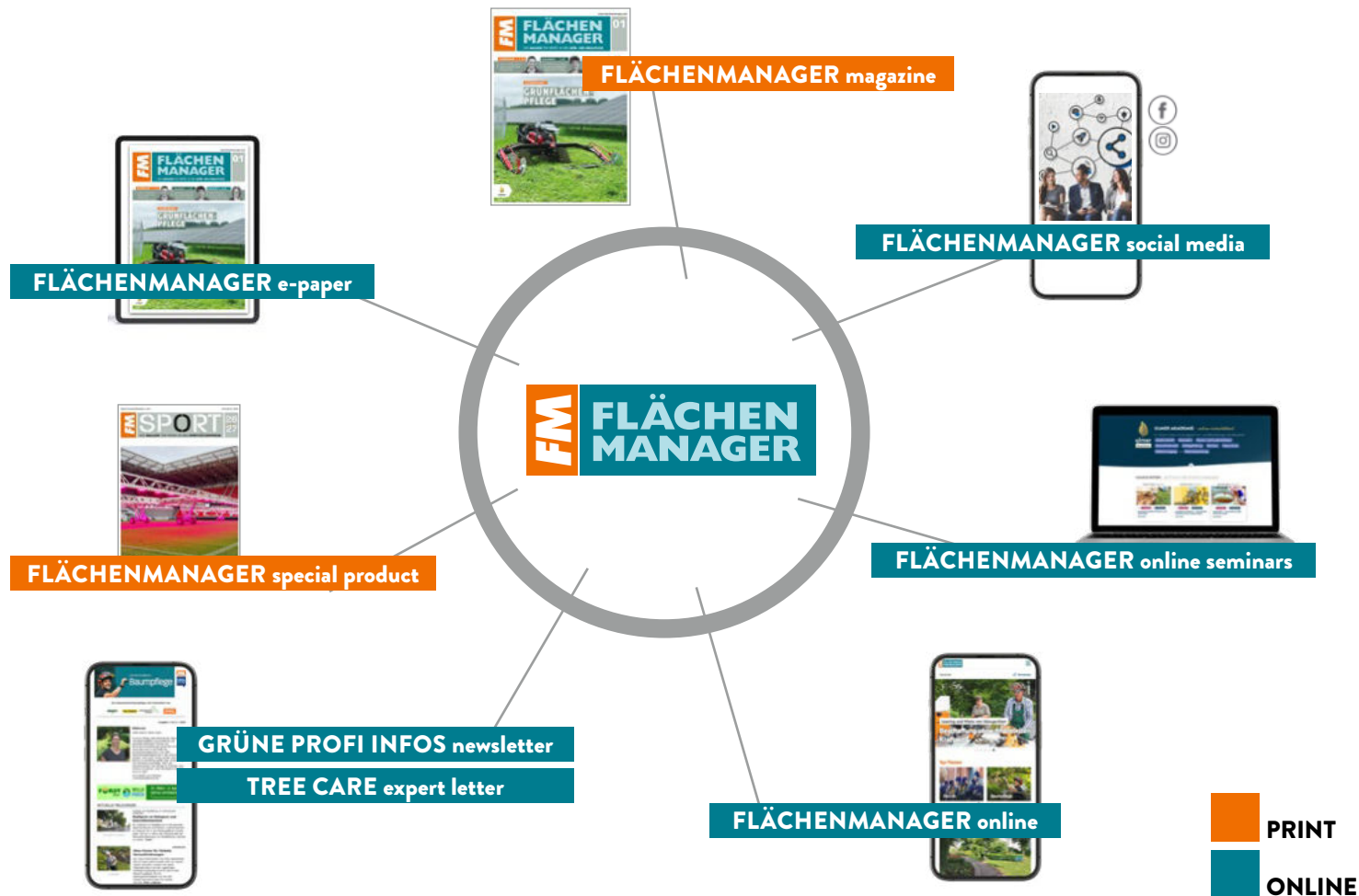




***‘The only cross-target
group media brand
for municipalities,
landscaping and
facilities’***

INNOVATIONS and **NEW PRODUCTS** in the area
of **CARE** working methods **BEST PRACTICE** tips for
OPERATION and **COLLEGE MANAGEMENT** New
laws and regulations on **TECHNICAL USE** and **LIABILITY**
Job Market **COMPACT** and **UNDERSTANDABLE**
presented





*The FLÄCHENMANAGER
provides all the information
that care professionals need
four times a year – in a concise
and entertaining format –
analogue and digital.*



Copyright: Staffler

CLAUDIA VON FREYBERG**Editor**

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BASICS

YEAR

16. year | 2026

FREQUENCY OF PUBLICATION

4x per year

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 7,588

Distributed Circulation: 7,952

Sold Circulation: 1,823

(III. quarter 2024 – II. quarter 2025)



GEOGRAPHICAL DISTRIBUTION

Domestic:	98%	7,793
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Abroad (A, CH and others):	2%	159
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Actual distributed Circulation (tvA):	100%	7,952
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PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

T + 49 (0) 7 11 / 45 07 – 0

www.ulmer-verlag.de



TERMS OF PAYMENT

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

WHO READS FLÄCHENMANAGER*

With FLÄCHENMANAGER, the cross-target group magazine for green and grounds maintenance, you can reach local authorities in Germany in particular.



MUNICIPALITY

- Building authority managers and managers of building yards
- Road maintenance managers
- Garden and park managers

4,040 copies*

KOMMUNE 50.8%



LANDSCAPING

- Landscaping entrepreneurs
- Machinery cooperatives and contractors with municipal work

1,932 copies*

LANDSCAP. 24.3%



FACILITY

- Commercial tree carers (e.g. caretakers)
- Private street cleaning and winter service providers
- Property managers

1,980 copies*

FACILITY 24.9%

in total 7,952 copies*

* Figures from sales file Verlag Eugen Ulmer

TOPICS | DATES

Here you can find the current
topic planning online

**MORE
INFO**



EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
MARCH	1	PD: 27.03.26 AD: 24.02.26	Main focus: Lawn and green maintenance FM test: battery-powered brush cutters Mowing and mulching Natural, fauna-friendly green maintenance Municipal equipment carriers (tractors) Market overview of electric panel vans 3.5 to 4.26 t Battery technology Trade fair preview Forst live Outlook German Tree Care Days	SPECIAL SECTION IFAT 2026 NEWSLETTER EXPERT LETTER Tree care PD: 06.02.26 AD: 23.01.26	Forst live  Offenburg-Ortenau 27.-29.04.26 IFAT  Munich 04.-07.05.26 Deutsche Baumpflegeitage Augsburg 05.-07.05.26

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JUNE	2	PD: 26.06.26	Main focus: High-pressure cordless cleaners Weed removal Waste disposal and cleaning (sweeping technology) Maintenance of roadside greenery FM test: Work gloves Engines, oils and operating materials Irrigation in public and semi-public areas Follow-up report on the IFAT trade fair	NEWSLETTER EXPERT LETTER Tree care PD: 10.04.26 AD: 27.03.26	ÖGA CH-Öschberg 24.-26.06.26
		AD: 20.05.26			
SEPTEMBER	3	PD: 04.09.26	Focus: Winter service IFAT innovations for clearing and gritting Battery-powered leaf blowers and recycling FM test: Work jackets Market overview of electric/diesel double cabs with platform/tipper 3.5 to 6.0 t Wheel loaders (multi-purpose machines) Trade fair preview IAA Transportation	SPECIAL SECTION GaLaBau 2026 NEWSLETTER EXPERT LETTER Tree care PD: 23.07.26 AD: 10.07.26	GaLaBau Nuremberg 15.-18.09.26 IAA Transportation Hannover 15.-20.09.26
		AD: 04.08.24			



EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
DECEMBER	4	PD: 19.12.26	Main focus: Wood and tree care	SPECIAL SUPPLEMENT	
		AD: 29.10.26	FM test: Cordless shredders Stump grinders Tree anchors FM test: Handsaws Workwear and work safety Market overview of transporter trailers for local authorities	FM SPORT AD: 15.10.26 NEWSLETTER EXPERT LETTER Tree care PD: 06.11.26 AD: 23.10.26 SPECIAL NEWSLETTER FM SPORT PD: 18.12.26 AD: 04.12.26	

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format	sw	4,126.–
	175 × 270 mm	2c	4,496.–
		3c	4,866.–
		4c	5,236.–
	Bleed format*	sw	4,539.–
	210 × 297 mm	2c	4,909.–
		3c	5,279.–
		4c	5,649.–
2/3 	Type area format	sw	2,750.–
	175 × 178 mm	2c	3,120.–
	116 × 270 mm	3c	3,490.–
		4c	3,860.–
	Bleed format*	sw	3,025.–
	210 × 198 mm	2c	3,395.–
	133 × 297 mm	3c	3,765.–
		4c	4,135.–
1/2 	Type area format	sw	2,063.–
	175 × 133 mm	2c	2,433.–
	85 × 270 mm	3c	2,803.–
		4c	3,173.–
	Bleed format*	sw	2,269.–
	210 × 148 mm	2c	2,639.–
	102 × 297 mm	3c	3,009.–
		4c	3,379.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format	sw	1,375.–
	175 × 88 mm	2c	1,745.–
	56 × 270 mm	3c	2,115.–
		4c	2,485.–
	Bleed format*	sw	1,513.–
	210 × 105 mm	2c	1,883.–
	72 × 297 mm	3c	2,253.–
		4c	2,623.–
1/4 	Type area format	sw	1,031.–
	175 × 65 mm	2c	1,401.–
	85 × 133 mm	3c	1,771.–
		4c	2,141.–
	Bleed format*	sw	1,134.–
	210 × 84 mm	2c	1,504.–
	102 × 148 mm	3c	1,874.–
		4c	2,244.–
1/8 	Type area format	sw	516.–
	175 × 32 mm	2c	666.–
	85 × 65 mm	3c	816.–
		4c	966.–

* plus 3 mm bleed all round

mm price bw: 3.82 €. 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 × 297 mm Bleed format*	4c	6,780.–
Inset ad on front page & ad on editorial page	 + 	Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, bleed format*	4c	5,060.–
Junior page		115 × 168 mm, type area format 132 × 189 mm, bleed format*	4c 4c	3,534.– 3,777.–
Text part advertisements (Minimum calculation 50 mm)		per 40 mm width column	bw	6.38 pro mm / column
		per 56 mm width column	bw	8.51 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

QUANTITY DISCOUNT

1 page	5 %
2 pages	10 %
3 pages	15 %
5 pages	20 %

Colour and bleed surcharges are discounted.

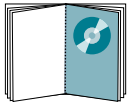
CLASSIFIED ADS

Job vacancies, mm-Price sw, 1 columns	3.82 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.

See page 27

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-card / CD* 	• 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.

- 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

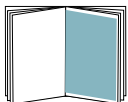
KOHLHAMMER

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

Delivery note

for „FLÄCHENMANAGER Nr. ...“
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: 5,650.– € 4 pages: 6,780.– € 6 pages: 8,140.– €
Supplements* 	- Maximum format 205 × 297 mm (W × H) - Surcharge for exceeding format 25.– € per thousand	per thousand copies - up to 25 g weight: 380.– € - up to 35 g weight: 415.– € - up to 50 g weight: 475.– €

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

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

Delivery note

for „FLÄCHENMANAGER Nr. ...“
Delivery date 14 days before
publication

SPECIAL SUPPLEMENT FM SPORT

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER

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

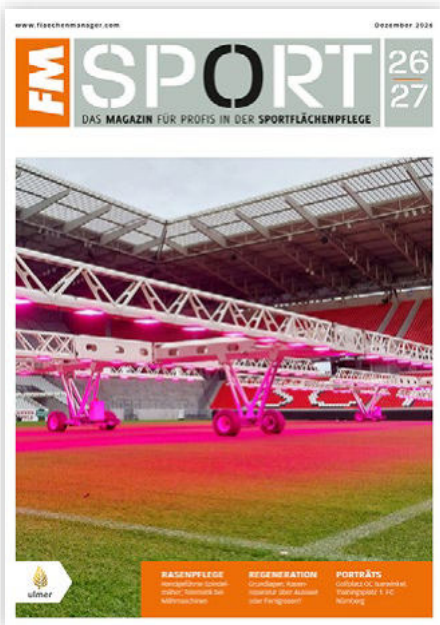
PUBLICATION DATE: 18.12.2026

ADVERTISING DEADLINE: 5.11.2026

DISTRIBUTED CIRCULATION: 8,500 COPIES

THE BENEFITS

- This is where you can reach the professionals in the sport area maintenance
- Take advantage of the unique interaction between print and website as well as the wide distribution in the relevant target groups

MORE
INFO



- BAU
öffentlich/halböffentlich/
gewerblich
privat (Gartengestaltung)
- PLANUNG
öffentlich/halböffentlich/
gewerblich
privat (Gartengestaltung)
- NATURSCHUTZ
- Pflege + Baumpflege
öffentlich/halböffentlich/
gewerblich
kommunal
privat (Gartengestaltung)
- SPORT + GOLF (Bau und Pflege)
- Ausbildung im GaLaBau
- Magazin / Zeitung / Sonderprodukt
Zeitschrift
- Buch
- Digitale Produkte

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 70 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:

PSO LWC Improved

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 47

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

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

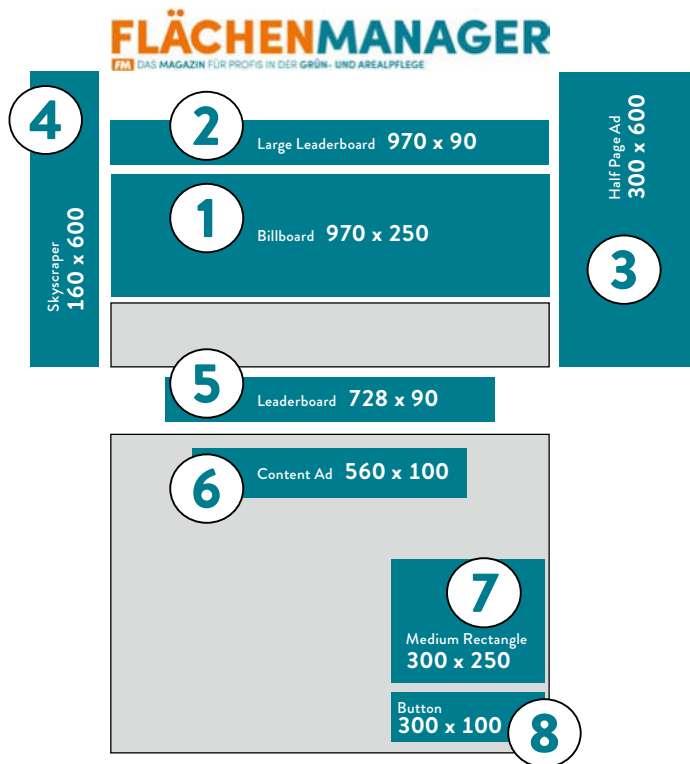
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

WWW.FLAECHENMANAGER.COM, the specialist portal, offers **SUPPLEMENTARY**, up-to-date information on all aspects of practice (tips on legislation, presentation of new products, etc.) and thus specifically addresses **DECISION-MAKERS** in **GREEN** and **AREA CARE**.



BASIC-FORMATS | PRICES



DISPLAY ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
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 also played in the mobile area in the format 300 x 250 pixels.



ADVERTORIAL

Your content in the editorial setting of the specialist portal www.flaechenmanager.com

FORMATS + PRICES

ONLINE-ADVERTORIAL

Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the FLÄCHENMANAGER Website and links directly to the main article. With additional ③ Text Ad in the GPI-Newsletter GaLaBau and area maintenance 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 GaLaBau, the municipality and area maintenance

RECIPIENTS: 11,000

PUBLISHED: 14-DAYS

OPENING RATE: 24 %

CTOR*: 34 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

545.-

TEXT AD

300 characters text + image

785.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

PRODUCT OF THE WEEK

JOB OF THE WEEK

400.-

545.-

345.-

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

All prices in € plus VAT

*Click-to-Open-Rate

MORE
INFO



MORE
INFO

EXPERT LETTER

Contact specific green space authorities, area maintenance companies and departments at large housing associations

RECIPIENTS: 7,800

PUBLISHED: 4x PER YEAR

OPENING RATE: 28 %

CTOR*: 39 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

750.-

TEXT AD

300 characters text + image

990.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

PRODUCT OF THE WEEK

JOB OF THE WEEK

750.-

750.-

345.-

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

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

BENEFIT FROM THE POWER OF THE FLÄCHENMANAGER-NETWORK

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



2,157 visits*
3,057 page impressions / month*
7,800 newsletter recipients**



20,520 visits*
27,802 page impressions / month*
22,400 newsletter recipients**

GÄRTEN

857 visits*
1,556 page impressions / month*



27,750 visits*
38,169 page impressions / month*
39,500 newsletter recipients**



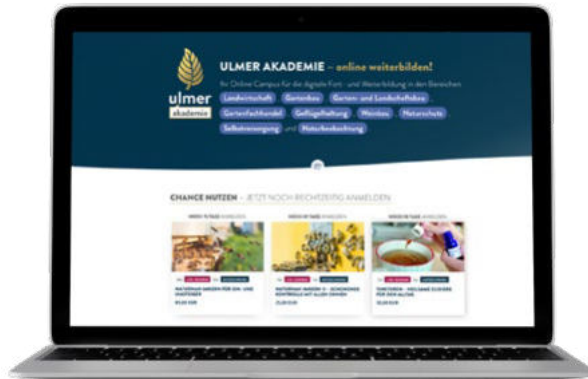
4,216 visits*
5,754 page impressions / month*
9,300 newsletter recipients**

* Values: June 2025 | Source: Matomo

** Values: June 2025 | 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



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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Refreshing	105.– €
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TOP position	210.– €
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CROSSMEDIA PLUS

**Print job adverts
+ online booking**

60 days duration for the price of 30 days!

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

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 47
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	info@saupe-medien.de
F +49 (0) 71 33 / 96 11 98	www.saupe-medien.de

Baden-Wuerttemberg	France and Switzerland
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SW Medienvertretung Saupe + Weber OHG (Aalen)

T +49 (0) 73 61 / 38 03 8 - 0	info@saupe-medien.de
F +49 (0) 73 61 / 38 03 8 - 38	www.saupe-medien.de

Bavaria Brandenburg and Saxony-Anhalt (south of the A2/E30 motorway) Saxony Thuringia Hesse Rhineland-Palatinate Saarland	Italy and Austria
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Medienvertretung Walkenhorst e.K

T +49 (0) 251/97 20 51 28	walkenhorst@mv-walkenhorst.de www.mv-walkenhorst.de
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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
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