Print | Online

FLÄCHEN MANAGER

THE **MEDIA BRAND** FOR THE PROFESSIONALS IN GREEN AND GROUNDS MAINTENANCE



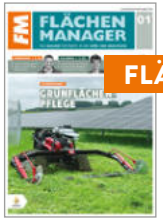
Picture: AriensCo GmbH

MEDIA KIT 2027

www.flaechenmanager.com



Copyright: von Freyberg



FLÄCHENMANAGER magazine

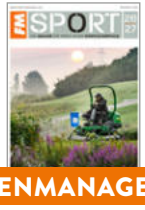


FLÄCHENMANAGER social media



FLÄCHENMANAGER e-paper

FLÄCHENMANAGER



FLÄCHENMANAGER special product



FLÄCHENMANAGER online seminars



GRÜNE PROFI INFOS newsletter

TREE CARE expert letter



FLÄCHENMANAGER online

PRINT

ONLINE

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



Copyright: Stauffer

CLAUDIA VON FREYBERG
Editor

PRINT

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ONLINE

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BASICS

YEAR
17. year | 2027

FREQUENCY OF PUBLICATION
4x per year

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation:	7,500
Distributed Circulation:	7,892
Sold Circulation:	1,808

(III. quarter 2025 – II. quarter 2026)

GEOGRAPHICAL DISTRIBUTION
Domestic:	99%	7,813
Abroad (A, CH and others):	1%	79
Actual distributed Circulation (tvA):	100%	7,892

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

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

4,025 copies*

KOMMUNE 51%



LANDSCAPING

- Landscaping entrepreneurs
- Machinery cooperatives and contractors with municipal work

1,919 copies*

LANDSCAP. 24%



FACILITY

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

1,948 copies*

FACILITY 25%

in total 7,892 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: 25.03.27 AD: 23.02.27	**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	**NEWSLETTER | EXPERT LETTER** Tree care PD: 03.02.27 | AD: 20.01.27	**Forst live** Offenburg-Ortenau 23.-25.04.27 **Deutsche Baumpflegetage** Augsburg 20.-22.04.27
JUNE	2	PD: 11.06.27 AD: 07.05.27	**Focus: Surface Cleaning** FM Test: Pruning Shears Equipment and Machinery for Cleaning Urban Cleanliness Irrigation and Sensor Technology Weed Control	**SPECIAL SECTION** demopark 2027 **NEWSLETTER | EXPERT LETTER** Tree care PD: 05.02.27 | AD: 21.04.27	**demopark** Eisenach 20.–22.06.27

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

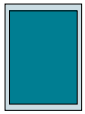
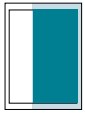
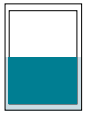
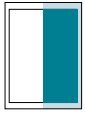
Subject to change without notice.

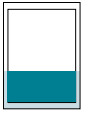
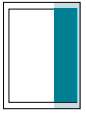
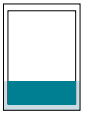
EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
SEPTEMBER 3	PD: 24.09.27 AD: 24.08.27	**Focus: Winter service** FM Test: Wood Chippers Snow-Clearing and Gritting Technology Telematics Weather and Warning Services Leaf Removal and Recycling Double-Cab and Electric Double-Cab Vehicles 3.5 to 4.25 t Preview of the A+A Trade Fair	**NEWSLETTER | EXPERT LETTER** Tree care PD: 04.08.27 | AD: 21.07.27	**A+A Düsseldorf** 19.–22.10.27
DECEMBER 4	PD: 17.12.27 AD: 16.11.27	**Main focus: Wood and tree care** FM test: Cordless shredders Stump grinders Tree anchors FM test: Handsaws Workwear and work safety Market overview of transporter trailers for local authorities	**SPECIAL SUPPLEMENT FM SPORT** AD: 16.11.27  **NEWSLETTER | EXPERT LETTER** Tree care PD: 03.11.27 | AD: 20.10.27 **FM SPORT – SPECIAL NEWSLETTER** PD: 17.12.27 | AD: 01.12.27	

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

Subject to change without notice.

FORMATS | PRICES

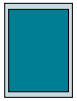
FORMATS		WIDTH × HEIGHT	COLOUR	PRICES / €
1/1		Type area format 175 × 270 mm	bw 4c	4,298.– 5,408.–
		Bleed format* 210 × 297 mm	bw 4c	4,728.– 5,838.–
2/3		Type area format 175 × 178 mm 116 × 270 mm	bw 4c	2.866.– 3,976.–
		Bleed format* 210 × 198 mm 133 × 297 mm	bw 4c	3,153.– 4,263.–
1/2		Type area format 175 × 133 mm 85 × 270 mm	bw 4c	2,149.– 3,259.–
		Bleed format* 210 × 148 mm 102 × 297 mm	bw 4c	2,364.– 3,474.–

FORMATS		WIDTH × HEIGHT	COLOUR	PRICES / €
1/3		Type area format 175 × 88 mm 56 × 270 mm	bw 4c	1,433.– 2,543.–
		Bleed format* 210 × 105 mm 72 × 297 mm	bw 4c	1,576.– 2,686.–
1/4		Type area format 175 × 65 mm 85 × 133 mm	bw 4c	1,075.– 2,185.–
		Bleed format* 210 × 84 mm 102 × 148 mm	bw 4c	1,183.– 2,293.–
1/8		Type area format 175 × 32 mm 85 × 65 mm	bw 4c	537.– 987.–

* plus 3 mm bleed all round

mm price bw: 3.98 €. 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	7,010.–
Inset ad on front page & ad on editorial page		Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, bleed format*	4c	5,260.–
Junior page		115 x 168 mm, type area format 132 × 189 mm, bleed format*	4c 4c	3,636.– 3,889.–
Text part advertisements (Minimum calculation 50 mm)	 	per 40 mm width column per 56 mm width column	bw bw	6.65 pro mm / column 8.86 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.

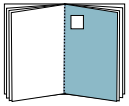
CLASSIFIED ADS

Job vacancies, mm-Price bw, 1 columns	3.98 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.
See page 26

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-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

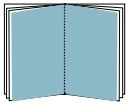
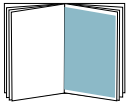
KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KD
z. Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „FLÄCHENMANAGER 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 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: 5,840.– € • 4 pages: 7,010.– € • 6 pages: 8,410.– €
Supplements* 	• Maximum format 205 × 297 mm (W × H) • Surcharge for exceeding format 25.– € per thousand	**per thousand copies** • up to 25 g weight: 3.100.– € • up to 35 g weight: 3.400.– € • up to 50 g weight: 3.900.– €

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

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

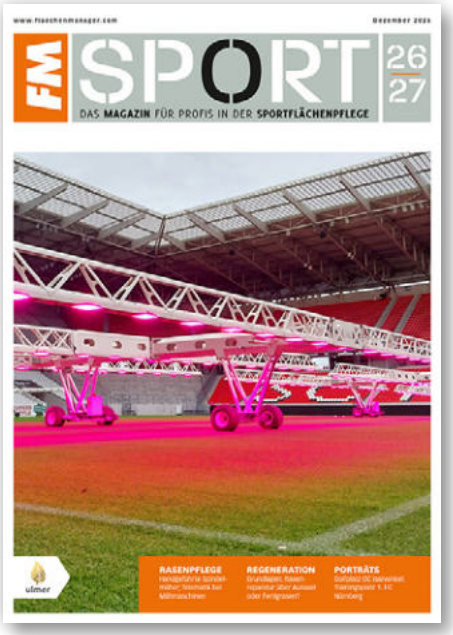
- Higher weights and partial inserts under 2,000 copies on request. In the case of more difficult technical processing, surcharge according to the respective circumstances
- Samples: Before accepting an order, the publisher requires three samples by the closing date for advertisements of the respective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

CROSSMEDIAL

PRINT ISSUE

NEWSLETTER



MORE INFO

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

PUBLICATION DATE: 17.12.2027

ADVERTISING DEADLINE: 16.11.2027

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 (Gartenpflege)

SPORT + GOLF (Bau und Pflege)

Ausbildung im GaLaBau

Magazin / Zeitung / Sonderprodukt Zeitschrift
Buch
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 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.

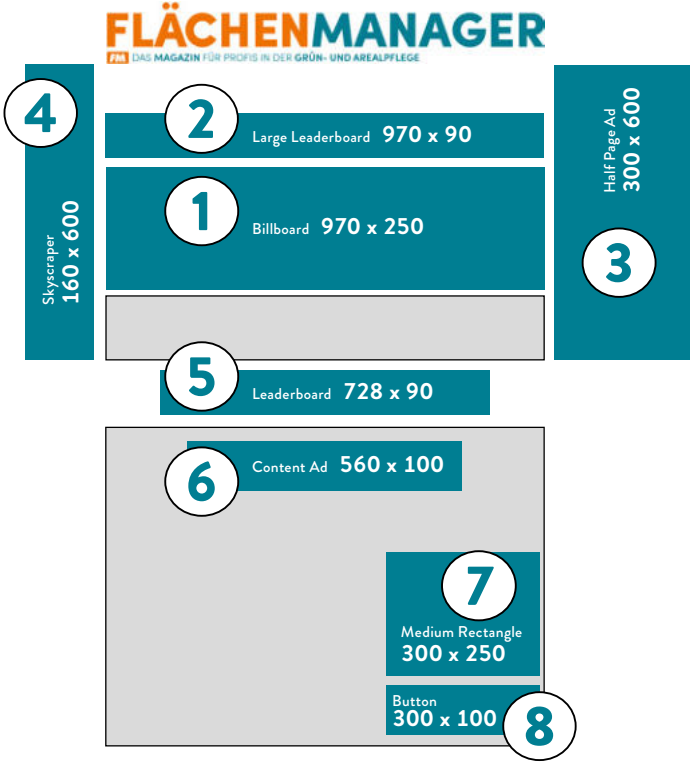


www.flaechenmanager.com | Visits / month: **3,394** | Page impressions / month: **4,112**

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

Copyright: Perlich

BASIC-FORMATS | PRICES



	DISPLAY ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1	Billboard	850.–	970 x 250
2	Large Leaderboard	650.–	970 x 90
3	Half Page Ad	650.–	300 x 600
4	Skyscraper	525.–	160 x 600
5	Leaderboard (Superbanner)	428.–	728 x 90
6	Content Ad	375.–	560 x 100
7	Medium Rectangle	375.–	300 x 250
8	Button	250.–	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 **1,075.–**

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 GaLaBau, the municipality and area maintenance

RECIPIENTS: 9,700	PUBLISHED: 14-DAYS
OPENING RATE: 23 %	CTOR*: 31 %

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

EXPERT LETTER

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

RECIPIENTS: 7,500 | **PUBLISHED: 4x PER YEAR**

OPENING RATE: 27 % | **CTOR*: 42 %**

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

BENEFIT FROM THE POWER OF THE FLÄCHENMANAGER-NETWORK

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

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

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



28,009 visits*
34,567 page impressions / month*
32,250 newsletter recipients**

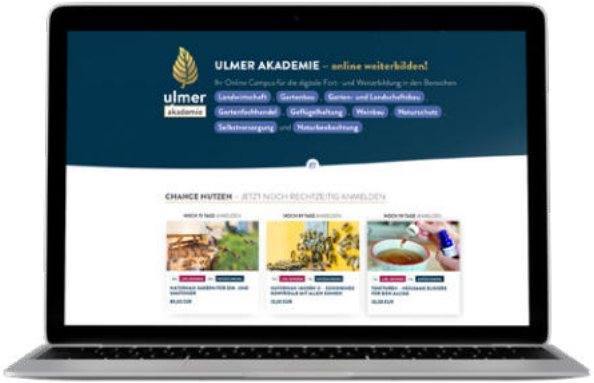
GÄRTEN
1,225 visits*
2,144 page impressions / month*

FREIRAUM GESTALTEN
3,155 visits*
4,111 page impressions / month*
8,200 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

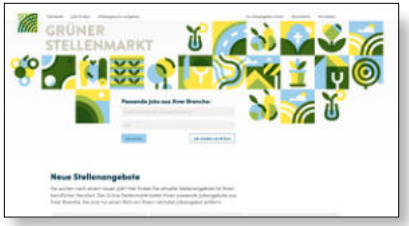


YOUR OPPORTUNITIES

- 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

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
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 0479 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