Print | Online

FREIRAUM GESTALTEN

THE **MEDIA BRAND** FOR PLANNING, CONSTRUCTION AND EQUIPMENT



Picture: Heike Vossen

MEDIA KIT 2027

www.freiraum-gestalten.info



Copyright: Witte



FREIRAUM GESTALTEN magazine



FREIRAUM GESTALTEN social media



FREIRAUM GESTALTEN e-paper

FREIRAUM
GESTALTEN



FREIRAUM GESTALTEN online seminars



FREIRAUM KOMPAKT newsletter



FREIRAUM GESTALTEN online

PRINT

ONLINE

FREIRAUM GESTALTEN is the cross-target group magazine and part of our cross-media offering for all those involved in planning. FREIRAUM GESTALTEN provides practical topics and up-to-date knowledge for everyday professional life.



Copyright: Vossen

HEIKE VOSSEN

Editor

FREIRAUM GESTALTEN

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BASICS

YEAR
14. year | 2027

FREQUENCY OF PUBLICATION
6x in 2027

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation:	3,000
Distributed Circulation:	4,012
Sold Circulation:	1,735

(III. quarter 2025 – II. quarter 2026)

GEOGRAPHICAL DISTRIBUTION
Domestic:	99%	3,970
Abroad (A, CH and others):	1%	42
Actual distributed Circulation (tvA):	100%	4,012

PUBLISHER
Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart
T + 49 (0) 7 11 / 45 07 – 0
www.ulmer.de

ulmer

TERMS OF PAYMENT
Payable within 30 days without discount

Terms & Conditions Bank details

FREIRAUM GESTALTEN

WHO READS FREIRAUM GESTALTEN*



PLANNING

- Freelance landscape architects
- Urban planners

1,704 copies*



MUNICIPALITY

- Municipal decision-makers
- Landscape architects and urban planners in the municipalities

2,015 copies*



REAL ESTATE

- Decision-makers in the property industry
- and housing associations
- Church organisations, hospitals
- Leisure parks and property managers
- Planners at various organisations

293 copies*

in total 4,012 copies*

* Figures from distribution file Verlag Eugen Ulmer

FREIRAUM GESTALTEN

TOPICS | DATES

Here you can find the current topic planning online MORE INFO

EDITION	DATES	TOPICS PRINT	TOPICS ● DIGITAL	FAIRS + EXHIBITIONS
JANUARY			**FREIRAUM KOMPAKT** PD: 12.01.27 | AD: 04.01.27 **Outdoor meeting spaces** Open space concepts; street furniture	**BAU** München 11.-15.01.27
FEBRUARY 1	PD: 23.02.27 AD: 15.01.27	**Building greening / urban climate** Roof and vertical greening Drainage systems Facade connections Irrigation concepts **Innovationen von der Messe BAU** Building materials for open spaces	**FREIRAUM KOMPAKT** PD: 16.02.27 | AD: 05.02.27 **Greening the City** Construction technology; Greening in public spaces	
MARCH			**FREIRAUM KOMPAKT** PD: 16.03.27 | AD: 05.03.27 **Planning the future** Participation; women makers	

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

Subject to change without notice.

EDITION		DATES	TOPICS PRINT	TOPICS ● DIGITAL	FAIRS + EXHIBITIONS
APRIL	2	PD: 22.04.27 AD: 17.03.27	**Paths / squares / walls** Pavement surfaces, materials + superstructures, drainage **street furniture** Traffic and guidance systems Building materials for open spaces	**FREIRAUM KOMPAKT** PD: 13.04.27 | AD: 02.04.27 **Cooling the City** Unsealing	
MAY				**FREIRAUM KOMPAKT** PD: 18.05.27 | AD: 07.04.27 **Circular building**	
JUNE	3	PD: 22.06.27 AD: 17.05.27	**Play and sport** Playrooms, play equipment, sports facilities, floor coverings, fall protection, technology + accessories Building materials for open spaces	**FREIRAUM KOMPAKT** ET: 15.06.27 | AD: 04.06.27 **Exercise areas** Play concepts Garden shows	**spoga+gafa** Cologne 15.–17.06.27
JULY				**FREIRAUM KOMPAKT** PD: 20.07.27 | AD: 09.07.27 **Perennials in public spaces** Concepts and maintenance	

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

Subject to change without notice.

FREIRAUM GESTALTEN

EDITION		DATES	TOPICS PRINT	TOPICS ● DIGITAL	FAIRS + EXHIBITIONS
AUGUST	4	PD: 27.08.27 AD: 09.07.27	**Greening in public spaces** Planting concepts, tree protection, substrates **Designing with natural stone** Pavements and walls Building materials for open spaces Preview spoga+gafa	**FREIRAUM KOMPAKT** PD: 17.08.27 | AD: 06.08.27 **Climate resilience** Climate-smart urban development (water/shading/ecology)	
SEPTEMBER				**FREIRAUM KOMPAKT** PD: 14.09.27 | AD: 01.09.27 **Nachhaltig Bauen** Kreislaufwirtschaft, Recycling	
OCTOBER	5	PD: 21.10.27 AD: 17.09.27	**Planning on and with water** Products and systems **Play and sports equipment** Ground coverings, fall protection Building materials for open spaces	**NEWSLETTER FREIRAUM KOMPAKT** PD: 12.10.27 | AD: 01.10.27 **Game + sport** Play area concepts, fall protection	

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

Subject to change without notice.

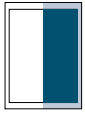
FREIRAUM GESTALTEN

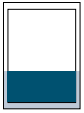
EDITION	DATES	TOPICS PRINT	TOPICS ● DIGITAL	FAIRS + EXHIBITIONS
NOVEMBER			**FREIRAUM KOMPAKT** PD: 16.11.27 | AD: 05.11.27 **Water in the city** Design	
DECEMBER 6	PD: 17.12.27 AD: 18.11.27	**Public Design (light and equipment)** Lighting concepts and technology; Pavement surfaces, square and path construction, street furniture **Software + smart technology** for planning, maintenance and construction processes Building materials for open spaces	**FREIRAUM KOMPAKT** PD: 15.12.27 | AD: 06.12.27 **Smart technology** Automation / Software / Apps	

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

Subject to change without notice.

FORMATS | PRICES

FORMAT		WIDTH × HEIGHT	COLOUR	PRICES / €
1/1		Type area format 182 × 250 mm	bw 4c	4,190.– 5,300.–
		Bleed format* 210 × 297 mm	bw 4c	4,609.– 5,719.–
2/3		Type area format 182 × 166 mm 119 × 250 mm	bw 4c	2,794.– 3,904.–
		Bleed format* 210 × 186 mm 133 × 297 mm	bw 4c	3,073.– 4,183.–
1/2		Type area format 182 × 125 mm 66 × 250 mm	bw 4c	2,095.– 3,205.–
		Bleed format* 210 × 145 mm 108 × 297 mm	bw 4c	2,305.– 3,415.–

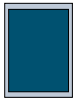
FORMAT		WIDTH × HEIGHT	COLOUR	PRICES / €
1/3		Type area format 182 × 83 mm 56 × 250 mm	bw 4c	1,397.– 2.507.–
		Bleed format* 210 × 103 mm 70 × 297 mm	bw 4c	1,537.– 2,647.–
1/4		Type area format 182 × 61 mm 88 × 125 mm	bw 4c	1,048.– 2,158.–
		Bleed format* 210 × 83 mm 102 × 145 mm	bw 4c	1,153.– 2,263.–
1/8		Type area format 182 × 32 mm 88 × 61 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.

FREIRAUM GESTALTEN

SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 x 297 mm, bleed format*	4c	6,870.–
Advertisement on editorial page		72 × 297 mm, bleed format*	4c	3,475.–
Junior page		112 x 166 mm, type area format 133 × 186 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.

FREIRAUM GESTALTEN

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 discountable.

CLASSIFIED ADS

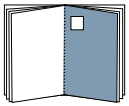
Job vacancies, mm-Price bw, 1 columns	3.88 €
Box number charge	8.– €

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.

FREIRAUM GESTALTEN

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. KG
Mr. Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

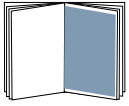
for „FREIRAUM GESTALTEN No....“

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.

FREIRAUM GESTALTEN

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS / BOUND-IN INSERTS	DESCRIPTION	PRICES / €
Bound-in inserts* 	• Deliver folded in untrimmed format 215 × 305 mm (W × H) gefalzt anliefern (up to 25 g Einzelgewicht).	• 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.	**Fixprice** • up to 25 g weight: 2,025.– € • up to 35 g weight: 2,150.– € • up to 50 g weight: 2,325.– €

Each plus 3 mm bleed all round.

All prices plus VAT.

PRINT SHOP

KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KG
Mr. Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „FREIRAUM GESTALTEN No....“

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.

FREIRAUM GESTALTEN



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:
182 mm × 250 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 × 250 mm	41 × 250 mm
2	119 × 250 mm	88 × 250 mm
3	182 × 250 mm	135 × 250 mm
4	–	182 × 250 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!

FREIRAUM GESTALTEN

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 44

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.“

FREIRAUM GESTALTEN is the cross-target groups magazine for **DECISION-MAKERS** in local authorities, for landscape architects and urban planners. The specialist portal **WWW.FREIRAUM-GESTALTEN.INFO** offers supplementary, **UP-TO-DATE INFORMATION** on all aspects of **PRACTICE** (specialist articles, industry dates, etc.) and thus addresses decision-makers in planning, municipalities and property **ACROSS ALL TARGET GROUPS**.

FREIRAUM GESTALTEN

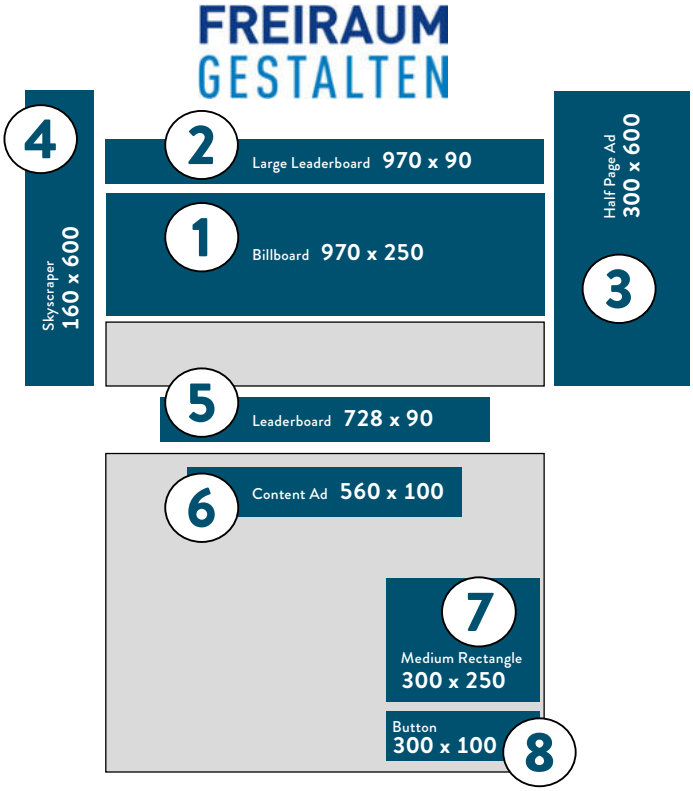
www.freiraum-gestalten.info | visits / month: **3,155** | page impressions / month: **4,111**

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

Copyright: Christen

FREIRAUM GESTALTEN

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 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.freiraum-gestalten.info

FORMATS + PRICES

ONLINE-ADVERTORIAL

Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the FREIRAUM GESTALTEN website and linked directly to the main article. With additional ③ Text Ad in the Newsletter FREIRAUM KOMPAKT as a push element

Duration 30 days **1,295.–**

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

The digital magazine FREIRAUM KOMPAKT in newsletter format complements the magazine with 12 editions

RECIPIENTS: 8,200	**PUBLISHED: 12x/YEAR**
OPENING RATE: 20 %	**CTOR*: 25 %**

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.–
JOB OFFER 375.–

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

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

BENEFIT FROM THE POWER OF THE FREIRAUM GESTALTEN-NETWORK

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

FREIRAUM GESTALTEN

3,155 visits*
4,111 page impressions / month*
8,200 newsletter recipients**

DEGA GALABAU

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



GÄRTEN

1,125 visits*
2,144 page impressions / month*

28,009 visits*
34,567 page impressions / month*
35,250 newsletter recipients**

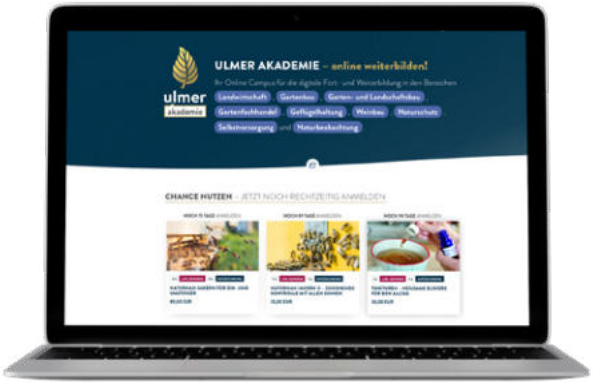
FM FLÄCHEN MANAGER

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

FREIRAUM GESTALTEN

MOBILE DIALOGUE | INDIVIDUAL

Online seminars combine the speed of the internet with the advantages of face-to-face communication



YOUR OPPORTUNITIES

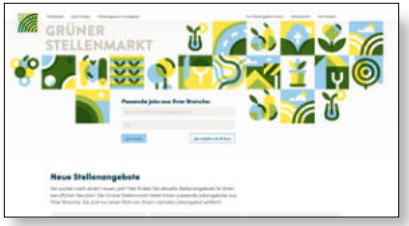
- Accompany one of our specialised online seminars as a sponsor partner
- Organise and create an online seminar together with us
- Host your own online seminar – with our organisational and technical support

INDIVIDUAL OFFERS + SOLUTIONS

FEEL FREE TO CONTACT US

FREIRAUM GESTALTEN

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

FREIRAUM GESTALTEN

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 44
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