

# GÄRTEN

THE MEDIA BRAND FOR THE PLANNERS  
AND LANDSCAPE GARDENERS IN THE PRIVATE GARDEN AREA



Copyright: Vossen

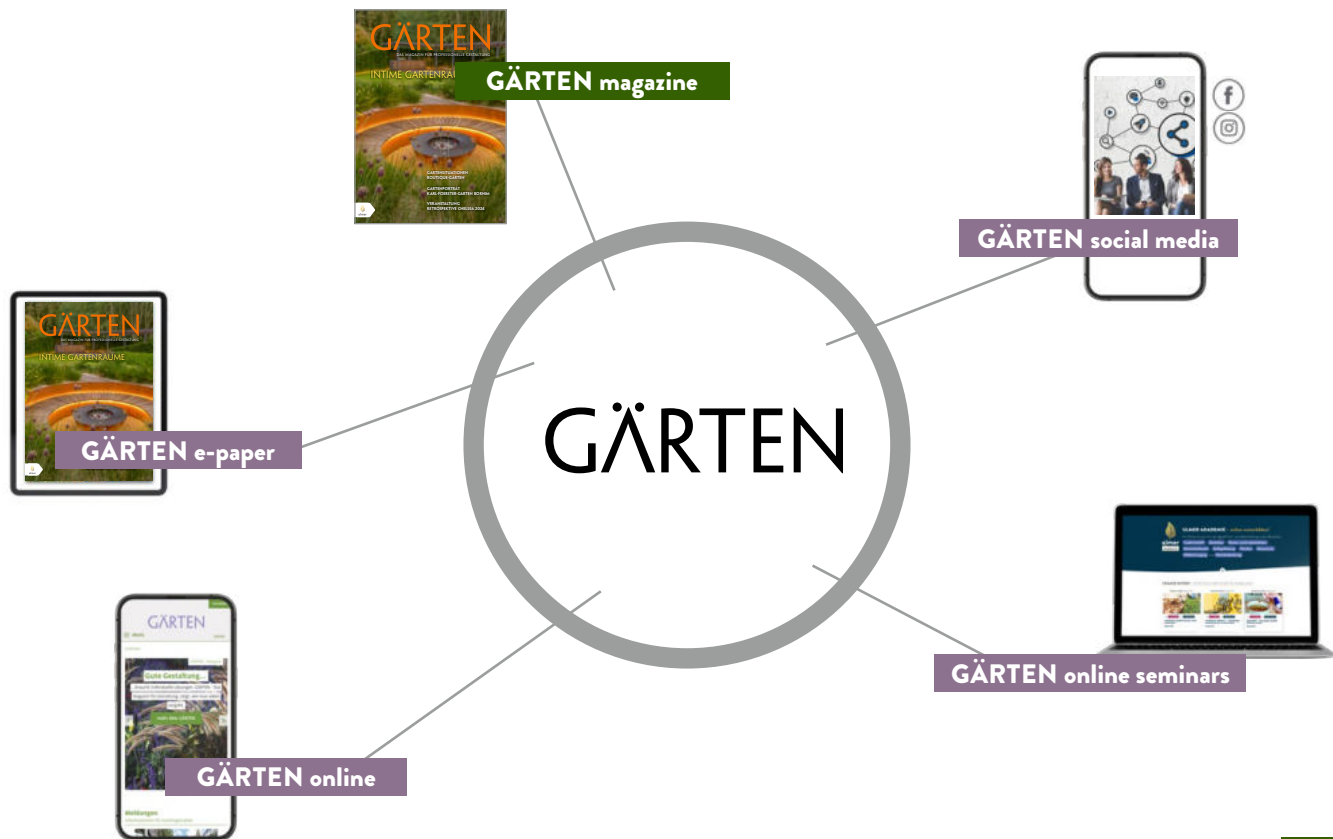
MEDIA  
KIT  
2026



***‘The only media brand that deals professionally and exclusively with the planning and design of private gardens.’***

Project examples **GARDEN DESIGN** Technique and dates of the projects, **PORTRAITS**, Material, **PLANTS**, Equipment, **FURNITURE, LIGHT, SUN PROTECTION**, Exhibitions and Events

**GÄRTEN**



***GÄRTEN – the magazine  
for professional design – is the  
media brand for all those  
professionally involved in the  
planning and design of  
private gardens and part  
of our cross-media range.***

**HEIKE VOSSSEN****Editor**

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# BASICS

## YEAR

9. year | 2026

## FREQUENCY OF PUBLICATION

4 times a year

## DISTRIBUTION

Germany, Austria, Switzerland

## CIRCULATION

Printed circulation: 3,000

Distributed Circulation: 3,245

Sold Circulation: 2,325

(III. quarter 2024 - II. quarter 2025)



## ADDITIONAL DISTRIBUTION SWITZERLAND

Plus 1,500 copies per issue

Total circulation Germany and Switzerland:  
approx. 4,500 copies

## PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

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

[www.ulmer-verlag.de](http://www.ulmer-verlag.de)



## TERMS OF PAYMENT

Payable within 30 days without discount

[Terms & Conditions](#)

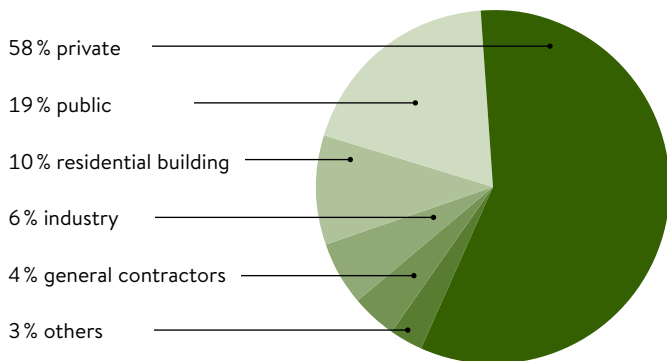
[Bank details](#)

# GROWTH MARKET GÄRTEN

## 58 PERCENT

The private garden sector accounts for over 58% of the sector's turnover.

**GÄRTEN** focuses strongly on private gardens, as the largest investments are made in this segment.

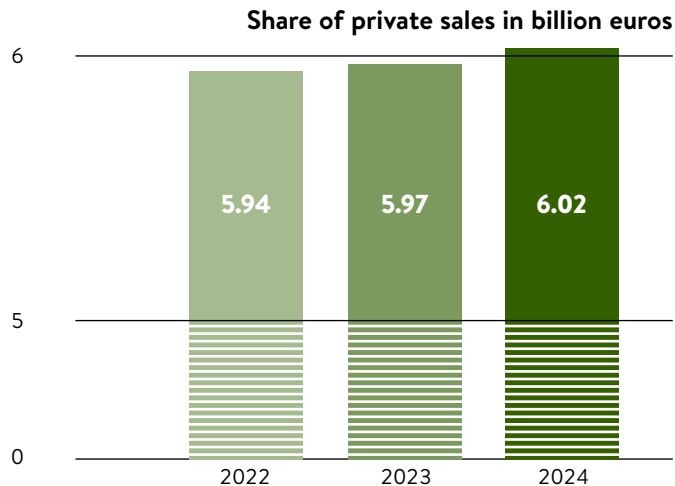


Source: GaLaBau Service GmbH

## OVER 10 BILLION EURO SALES

Over 6 billion euros turnover in the private garden sector.

The share of sales increased continuously from 2022 to 2024.



Source: GaLaBau Service GmbH

# WHO READS GÄRTEN\*



## REALISATION

- Garden designers and landscaping contractors

2,060 copies\*



## PLANNING

- Garden architects

1,185 copies\*

in total 3,245 copies\*




\* Figures from distribution file Verlag Eugen Ulmer


# TOPICS | DATES

Here you can find the current  
topic planning online





MORE  
INFO



EDITION	DATES	TOPICS	MESSEN + AUSSTELLUNGEN
MARCH	1	PD: 02.03.26 <b>Topic: Light in the garden</b> AD: 16.01.26 Main focus: <b>Privacy and sun protection</b> Edging, furniture, equipment  <b>Preview:</b> IPM / Essen, Ambiente / Frankfurt, Möbelmesse Cologne <b>Reviews:</b> Light & Building / Frankfurt, Giardina / Zurich	<b>Maison&amp;Objekt</b> , F-Paris 15.-19.01.26  <b>IPM</b> , Essen 27.-30.01.26   <b>Light + Building</b> , Frankfurt 08.-13.03.26  <b>Giardina</b> , CH-Zurich 11.-15.03.26   <b>Salone del Mobile</b> , Milano 21.-26.04.26
	2	PD: 05.06.26 <b>Topic: gravel gardens</b> AD: 17.04.26 Main focus: <b>Floor coverings + substrates</b> Outdoor kitchens, saunas  <b>Preview:</b> spoga+gafa / Cologne	<b>spoga+gafa</b> , Cologne 22.-24.06.26 

EDITION		DATES	TOPICS	MESSEN + AUSSTELLUNGEN
SEPTEMBER	3	PD: 08.09.26 AD: 31.07.26	<p><b>Topic: Mediterranean gardens</b></p> <p>Main focus: <b>pools and swimming ponds</b></p> <p>Timber construction and terrace design</p> <p><b>Preview:</b> GaLaBau / Nuremberg</p>	<p><b>GaLaBau</b> Nuremberg 15.-18.09.26</p>  <p><b>Gardiente</b>, Hofheim-Wallau September 2026</p> <p><b>Maison&amp;Objet</b>, Paris September 2026</p>
	4	PD: 04.12.26 AD: 23.10.26	<p><b>Topic: Resilient gardens</b></p> <p>Main focus: Software</p> <p>Well and water technology</p> <p><b>Preview:</b> IPM/ Essen</p>	

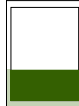
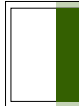
# FORMATS | PRICES | DISCOUNTS

FORMATS	WIDTH × HEIGHT	PRICES / €
<b>1/1</b> 	Bleed format* 210 × 297 mm	4,480.-
<b>2/1</b> 	Bleed format* 420 × 297 mm	7,826.-
<b>1/2</b>  	Bleed format* 210 × 145 mm 98 × 297 mm	2,836.-

All advertisements in 4c

\* plus 3 mm bleed all round

All prices quoted in the rate plus VAT.  
The general terms and conditions for advertisements and third-party supplements in newspapers and magazines apply.

FORMATS	WIDTH × HEIGHT	PRICES / €
<b>1/3</b>  	Bleed format* 210 × 98 mm 67 × 297 mm	2,041.-





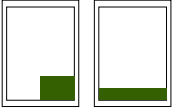
## DISCOUNTS

In case of acceptance within 12 months (closure year) and existence of a discount agreement.

REPEAT DISCOUNT		QUANTITY DISCOUNT	
2 times	5%	1 page	5%
4 times	10%	2 pages	10%
		4 pages	15%

Colour and bleed surcharges are discountable.

# SPECIAL PLACEMENTS


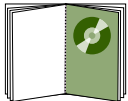
AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
Cover pagen		Bleed format* 210 × 297 mm	4c	2. Cover page 5,104.- 3. Cover page 4,820.- 4. Cover page 5,614.-
Table of contents page 1/3 page		Bleed format* 67 × 297 mm	4c	2,245.-
Collective page 1/2 page		Type area format 178 × 125 mm 86 × 256 mm	4c	2,127.-
Collective page 1/4 page		Type area format 178 × 60 mm 86 × 125 mm	4c	1,418.-
Marketplace page 1/8 page		Type area format 86 × 60 mm 178 × 30 mm	4c	624.-

\* plus 3 mm bleed all round

All prices plus VAT.

No discounts on flaps, tip-on cards and additional technical costs.

# SPECIAL ADVERTISING FORMATS

SONDER- WERBEFORM	DESCRIPTION	PRICES / €
Flap* 	<ul style="list-style-type: none"> <li>• Side-high flap on the front of the title</li> <li>• It is possible to place an advert on the inside and outside of the flap</li> <li>• The top 8 cm are reserved for the publisher's title and logo</li> </ul>	on request
Tip-on-card / CD* 	<ul style="list-style-type: none"> <li>• Gluing is only possible in conjunction with a 1/1 page carrier advert</li> <li>• Formats, placement, prices and details on request</li> </ul>	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


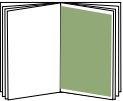
W. Kohlhammer Print shop  
 GmbH & Co. KG  
 z.Hd. Herrn Lanzner  
 Augsburg Str. 722  
 70329 Stuttgart

### Delivery note

for „GÄRTEN No....“

Delivery date 14 days before  
 publication

# SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS / BOUND-IN INSERTS	DESCRIPTION	PRICES / €
Bound-in inserts* 	<ul style="list-style-type: none"> <li>Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight</li> </ul>	<ul style="list-style-type: none"> <li>2 pages: 4,480.- €</li> <li>4 pages: 5,380.- €</li> <li>6 pages: 6,460.- €</li> </ul>
Supplements* 	<ul style="list-style-type: none"> <li>Maximum format 205 × 297 mm (W × H)</li> <li>Surcharge for exceeding format 25.- € per thousand. Total insert / Partial insert from 2,000 copies</li> </ul>	<b>Fixprice</b> <ul style="list-style-type: none"> <li>up to 25g weight: 1,620.- €</li> <li>up to 35g weight: 1,720.- €</li> <li>up to 50g weight: 1,920.- €</li> </ul>

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 Print shop  
 GmbH & Co. KG  
 z.Hd. Herrn Lanzner  
 Augsburg Str. 722  
 70329 Stuttgart

## Delivery note

for „GÄRTEN No...“

Delivery date 14 days before  
 publication



- BAU öffentlich/halböffentlich/gewerblich
- privat (Gartengestaltung)
- PLANUNG öffentlich/halböffentlich/gewerblich
- privat (Gartengestaltung)
- NATURSCHUTZ
- Pflege = Baumpflege öffentlich/halböffentlich/gewerblich
- kommunal
- privat (Gartengpflege)
- SPORT + GOLF (Bau und Pflege)
- Ausbildung im GalBaBau
- 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)

## PRINTING AND PROCESSING

### Print

Sheetfed offset | 1/1- up to 4/4-coloured

### Paper

Cover: woodfree picture print glossy 170 g/m<sup>2</sup>

Content: woodfree picture print matt 90 g/m<sup>2</sup>

### 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 - 3 17

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

[anzeigen@ulmer.de](mailto:anzeigen@ulmer.de)

## DATA FORMAT

Printable PDF (PDF/X-3)

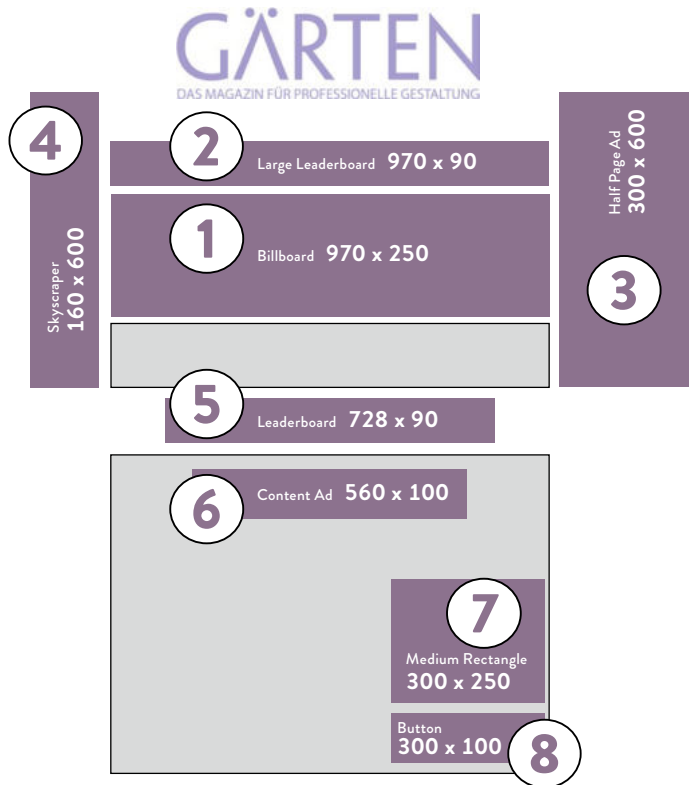
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

The specialist portal [WWW.GAERTEN-MAGAZIN.DE](http://WWW.GAERTEN-MAGAZIN.DE) offers **SUPPLEMENTARY**, up-to-date information on all aspects of **PRACTICE** expert articles, branch dates etc.) and therefore appeals to **DECISION-MAKERS** in **LANDSCAPING** and **GARDEN ARCHITECTS**.

GÄRTEN

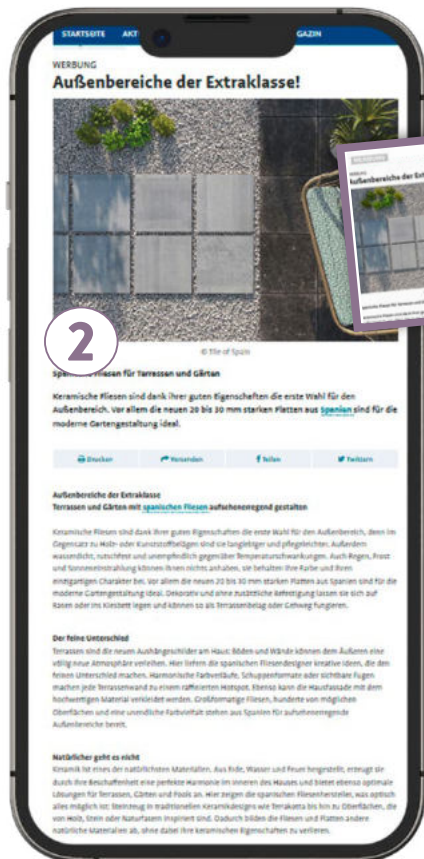
# BASIC-FORMATS | PRICES



DISPLAY-ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
<b>1</b> Billboard	778.-	970 x 250
<b>2</b> Large Leaderboard	584.-	970 x 90
<b>3</b> Half Page Ad	584.-	300 x 600
<b>4</b> Skyscraper	467.-	160 x 600
<b>5</b> Leaderboard (Superbanner)	389.-	728 x 90
<b>6</b> Content Ad	350.-	560 x 100
<b>7</b> Medium Rectangle	350.-	300 x 250
<b>8</b> 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.gaerten-magazin.de](http://www.gaerten-magazin.de)

## FORMATS + PRICES

### ONLINE-ADVERTORIAL+

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

Duration 30 days

785,-

**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



## BENEFIT FROM THE POWER OF THE GÄRTEN-NETWORK

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

### GÄRTEN

857 visits\*  
1,556 page impressions / month\*  
impressions / month\*

### FREIRAUM GESTALTEN

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



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



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



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

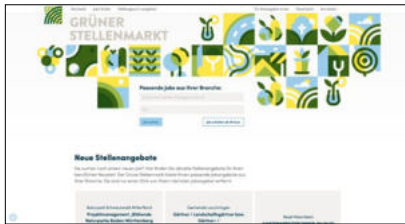
- Accompany one of our specialised online seminars as a sponsor partner
- Organise and create an online seminar together with us
- Host your own online seminar – with our organisational and technical support

INDIVIDUAL OFFERS + SOLUTIONS

FEEL FREE TO CONTACT US



# 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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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!

All prices plus VAT.

## 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](mailto: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](mailto:anzeigen@ulmer.de)

## HEAD OF MARKETING + SALES

Marc Alber  
T + 49 (0) 7 11 / 45 07 - 1 26  
[malber@ulmer.de](mailto:malber@ulmer.de)

## ADVERTISING SERVICE

T + 49 (0) 7 11 / 45 07 - 3 17  
F + 49 (0) 7 11 / 45 07 - 2 21  
[anzeigen@ulmer.de](mailto:anzeigen@ulmer.de)

## PUBLISHER'S REPRESENTATIVE

### SW Medienvertretung Saupe + Weber OHG (Lauffen)

T + 49 (0) 71 33 / 96 11 96	<a href="mailto:info@saupe-medien.de">info@saupe-medien.de</a>
F + 49 (0) 71 33 / 96 11 98	<a href="http://www.saupe-medien.de">www.saupe-medien.de</a>

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

T + 49 (0) 73 61 / 3 8 03 8 - 0	<a href="mailto:info@saupe-medien.de">info@saupe-medien.de</a>
F + 49 (0) 73 61 / 3 8 03 8 - 38	<a href="http://www.saupe-medien.de">www.saupe-medien.de</a>

Bavaria Brandenburg and Saxony-Anhalt (south of the A2/E30 motorway) Saxony Thuringia Hesse Rhineland-Palatinate Saarland	Italy and Austria
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### Verlag Eugen Ulmer KG

T + 49 (0) 152 0479 2756	<a href="mailto:mbosch@ulmer.de">mbosch@ulmer.de</a>
F + 49 (0) 711 / 4507 - 221	<a href="http://www.ulmer.de">www.ulmer.de</a>

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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