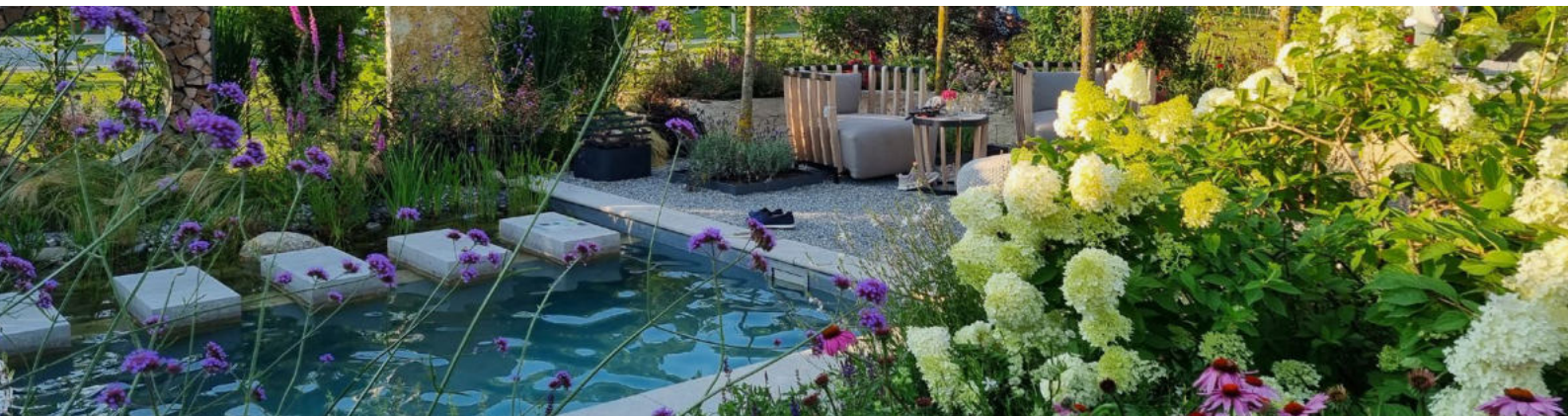


# GÄRTEN

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



Copyright: Vossen

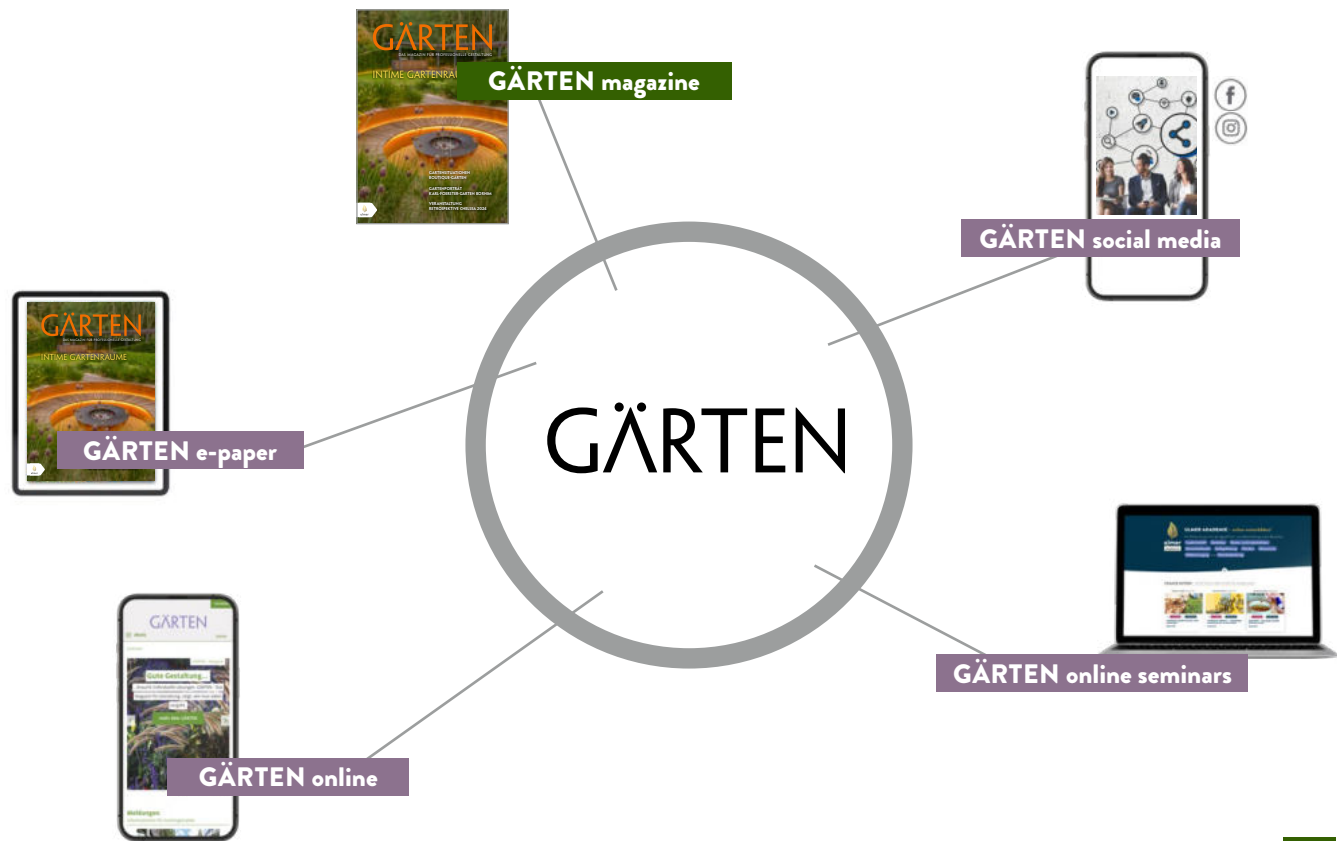
MEDIA  
**KIT**  
2026



***‘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**



PRINT



ONLINE

*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 VOSSEN****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](#)

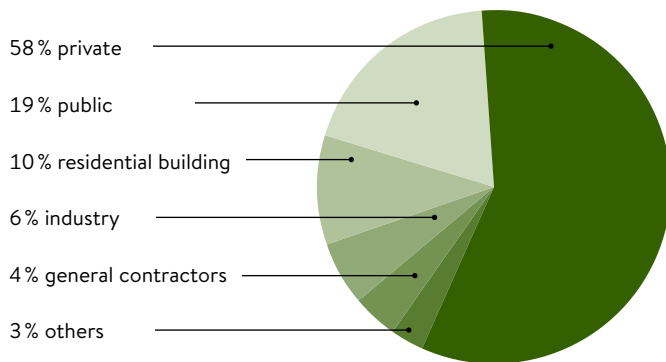
[Bank details](#)

# 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.

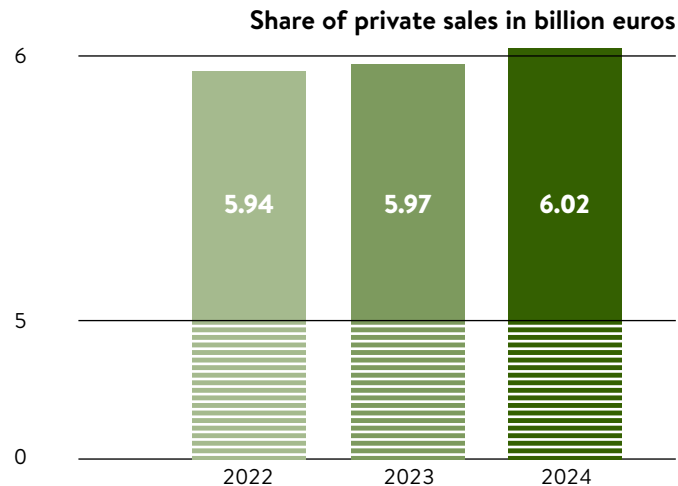


Source: GaLaBau Service GmbH

## 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**



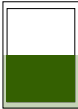
| EDITION | DATES | TOPICS                                                                                                                                                                                                                                                                                  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



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



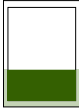
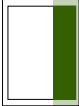
# FORMATS | PRICES | DISCOUNTS

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

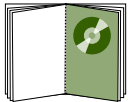
| AD TYPE                            |                                                                                   | FORMAT WIDTH × HEIGHT                           | COLOUR | PRICES / €                                                              |
|------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------|--------|-------------------------------------------------------------------------|
| Cover pagen                        |  | Bleed format*<br>210 × 297 mm                   | 4c     | 2. Cover page 5,104.–<br>3. Cover page 4,820.–<br>4. Cover page 5,614.– |
| Table of contents page<br>1/3 page |  | Bleed format*<br>67 × 297 mm                    | 4c     | 2,245.–                                                                 |
| Collective page<br>1/2 page        |  | Type area format<br>178 × 125 mm<br>86 × 256 mm | 4c     | 2,127.–                                                                 |
| Collective page<br>1/4 page        |  | Type area format<br>178 × 60 mm<br>86 × 125 mm  | 4c     | 1,418.–                                                                 |
| Marketplace page<br>1/8 page       |  | Type area format<br>86 × 60 mm<br>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 / € |
|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>Flap*</b><br>             | <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 |
| <b>Tip-on-card / CD*</b><br> | <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

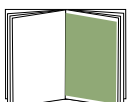
W. Kohlhammer Print shop  
GmbH & Co. KG  
z.Hd. Herrn Lanzner  
Augsburger Str. 722  
70329 Stuttgart

## Delivery note

for „GÄRTEN No....“

Delivery date 14 days before publication

# SUPPLEMENTS / BOUND-IN INSERTS

| SUPPLEMENTS /<br>BOUND-IN INSERTS                                                                     | DESCRIPTION                                                                                                                                                                                        | PRICES / €                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bound-in inserts*<br> | <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*<br>      | <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  
Augsburger 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**  
Pflanze + 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)

## 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)

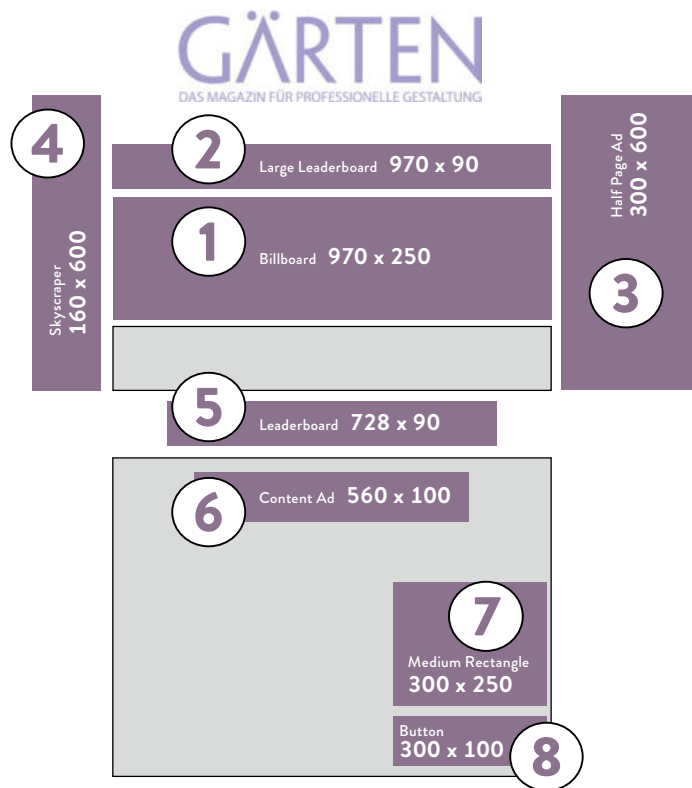
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

The specialist portal **WWW.GAERTEN-MAGAZIN.DE** 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

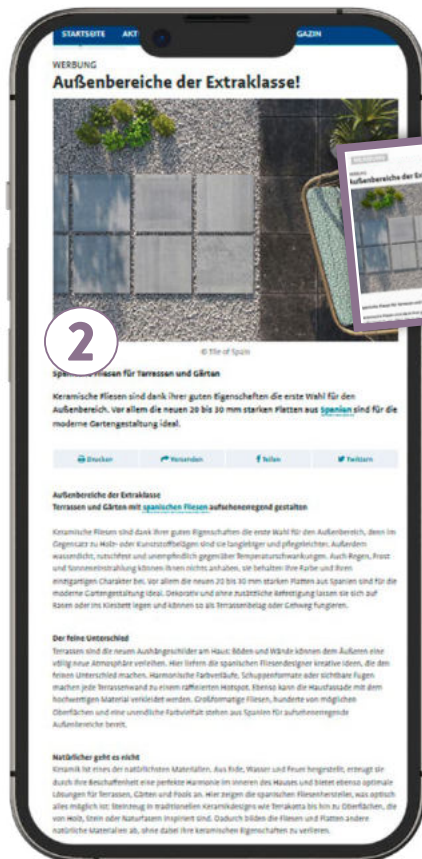
# BASIC-FORMATS | PRICES



| DISPLAY-ADS                           | PRICES IN €*<br>DURATION<br>30 DAYS | WIDTH X<br>HEIGHT<br>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<br>(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

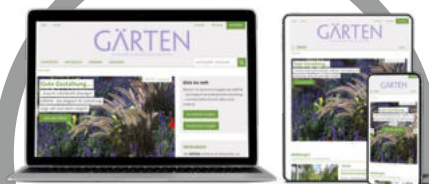
857 visits\*  
1,556 page  
impressions / month\*

### 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\*\*



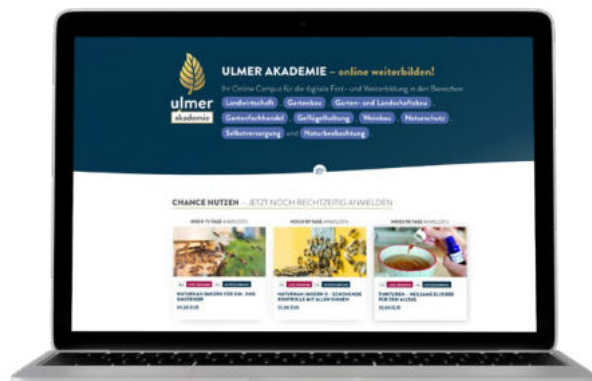
2,157 visits\*  
3,057 page impressions / month\*  
7,800 newsletter recipients\*\*

\* 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

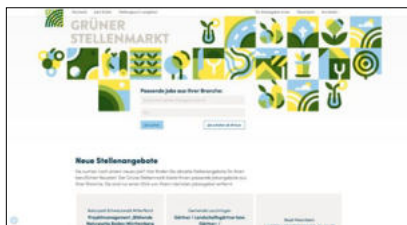


## YOUR OPPORTUNITIES

- 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



### ONLINE BASIC

Text advert • 30 days online 220.– €

### ONLINE PREMIUM

Text advert, Logo, PDF info material • 30 days online 345.– €

### EXTRA SERVICES

Duration + 30 days 85.– €

Refreshing 105.– €

TOP position 210.– €

### 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 |
|--------------------|------------------------|

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

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

|                                                                                                                                                |                   |
|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Bavaria<br>Brandenburg and Saxony-Anhalt<br>(south of the A2/E30 motorway)<br>Saxony<br>Thuringia<br>Hesse<br>Rhineland-Palatinate<br>Saarland | Italy and Austria |
|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|

### Medienvertretung Walkenhorst e.K

|                           |                                                                                                                                                      |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| T +49 (0) 251/97 20 51 28 | <a href="mailto:walkenhorst@mv-walkenhorst.de">walkenhorst@mv-walkenhorst.de</a><br><a href="http://www.mv-walkenhorst.de">www.mv-walkenhorst.de</a> |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                                                                                                                                 |                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| North Rhine-Westphalia<br>Lower Saxony<br>Schleswig-Holstein<br>Hamburg<br>Bremen<br>Berlin<br>Brandenburg and Saxony-Anhalt<br>(north of the A2/E30 motorway)<br>Mecklenburg-Western Pomerania | Netherlands, Belgium, Denmark,<br>Sweden |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|