Print | Online

GÄRTEN

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



Picture: Tjards Wendebourg

MEDIA KIT 2027

www.gaerten-magazin.de



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GÄRTEN magazine



GÄRTEN social media



GÄRTEN e-paper

GÄRTEN



GÄRTEN online seminars



GÄRTEN online

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

PRINT

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ONLINE

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BASICS

YEAR
10. year | 2027

FREQUENCY OF PUBLICATION
4 times a year

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation: 2,550
Distributed Circulation: 2,830
Sold Circulation: 2,197
(III. quarter 2025 – II. quarter 2026)

ADDITIONAL DISTRIBUTION SWITZERLAND
Plus 1,500 copies per issue
Total circulation Germany and Switzerland:
approx. 4,300 copies

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

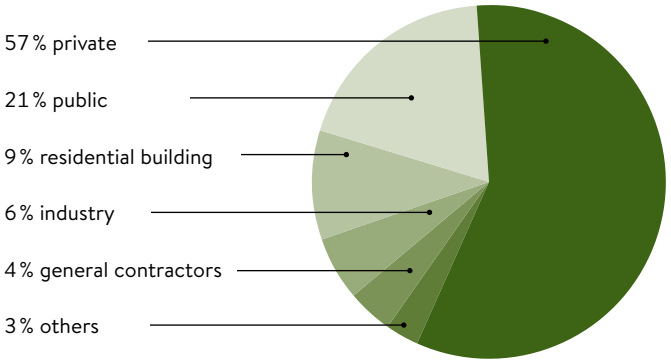
TERMS OF PAYMENT
Payable within 30 days without discount
Terms & Conditions Bank details

GROWTH MARKET GÄRTEN

57 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.

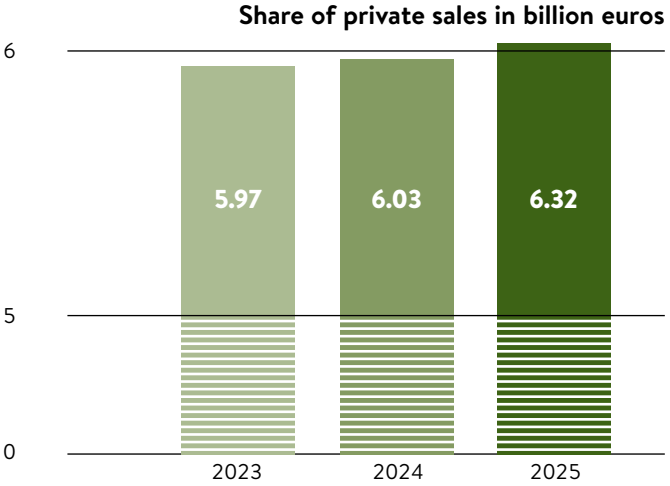


Source: GaLaBau Service GmbH

OVER 10 BILLION EURO SALES

Over 6 billion euros turnover in the private garden sector.

The share of sales increased continuously from 2023 to 2025.



Source: GaLaBau Service GmbH

WHO READS GÄRTEN*



REALISATION

- Garden designers and landscaping contractors

1,675 copies*



PLANNING

- Garden architects

1,155 copies*

in total 2,830 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: 02.03.27 AD: 22.01.27		**Topic: Light in the garden** Main focus: **Privacy and sun protection** Edging, furniture, equipment **Preview:** IPM / Essen, Ambiente / Frankfurt, Möbelmesse Cologne **Reviews:** Light & Building / Frankfurt, Giardina / Zurich	**Maison&Objekt** F-Paris 14.-18.01.27 **IPM**, Essen 26.-29.01.27 **Giardina**, CH-Zürich 10.-14.03.27
JUNE	2	PD: 01.06.27 AD: 19.04.27		**Topic: gravel gardens** Main focus: **Floor coverings + substrates** Outdoor kitchens, saunas **Preview:** spoga+gafa / Cologne	**spoga+gafa,** Cologne 15.-17.06.27

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

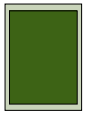
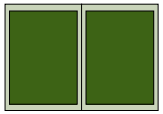
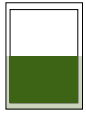
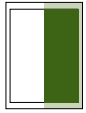
Subject to change without notice.

EDITION		DATES	TOPICS	MESSEN + AUSSTELLUNGEN
SEPTEMBER	3	PD: 03.09.27 AD: 30.07.27	**Topic: Mediterranean gardens** Main focus: **pools and swimming ponds** Timber construction and terrace design **Preview:** GaLaBau / Nuremberg	**Gardiente**, Hofheim-Wallau September 2027 **Maison&Objet**/Paris September 2027
DECEMBER	4	PD: 30.11.27 AD: 22.10.27	**Topic: Resilient gardens** Main focus: Software Well and water technology **Preview:** IPM/Essen	

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

Subject to change without notice.

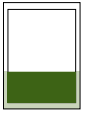
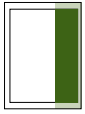
FORMATS I PRICES I DISCOUNTS

FORMATS	WIDTH × HEIGHT	PRICES / €
1/1 	Bleed format* 210 × 297 mm	4,659.–
2/1 	Bleed format* 420 × 297 mm	8,139.–
1/2  	Bleed format* 210 × 145 mm 98 × 297 mm	2,949.–

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 / €
1/3  	Bleed format* 210 × 98 mm 67 × 297 mm	2,123.–

DISCOUNTS

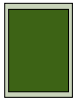
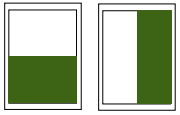
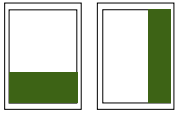
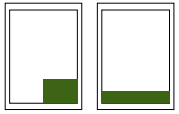
In case of acceptance within 12 months (closure year) and existence of a discount agreement.

REPEAT DISCOUNT	
2 times	5 %
4 times	10 %

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

Colour and bleed surcharges are discountable.

SPECIAL PLACEMENTS

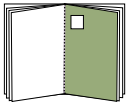
AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €	
Cover pagen		Bleed format* 210 x 297 mm	4c	2. Cover page 3. Cover page 4. Cover page	5,308.– 5,013.– 5,839.–
Table of contents page 1/3 page		Bleed format* 67 × 297 mm	4c		2,335.–
Collective page 1/2 page		Type area format 178 × 125 mm 86 × 256 mm	4c		2,212.–
Collective page 1/4 page		Type area format 178 × 60 mm 86 × 125 mm	4c		1,475.–
Marketplace page 1/8 page		Type area format 86 × 60 mm 178 × 30 mm	4c		649.–

* 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* 	• 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.

- 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..

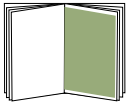
PRINT SHOP

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 / 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: 4,660.– € • 4 pages: 5,590.– € • 6 pages: 6,710.– €
Supplements* 	• Maximum format 205 × 297 mm (W × H) • Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies	**Fixprice** • up to 25g weight: 1,750.– € • up to 35g weight: 1,850.– € • up to 50g weight: 2,075.– €

Each plus 3 mm bleed all round

All prices plus VAT.

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

* 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.

GÄRTEN



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)

PRINTING AND PROCESSING

Print
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!

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

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.

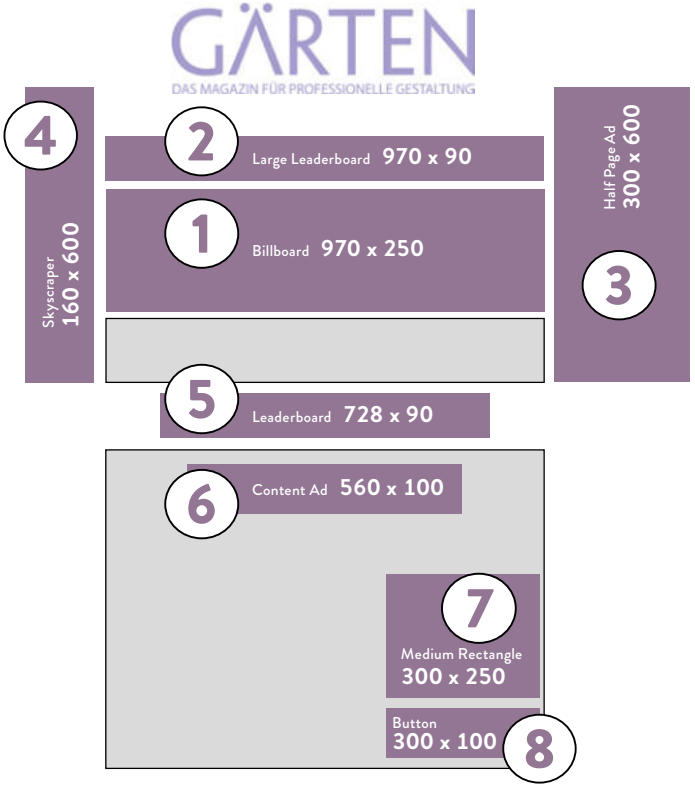


Copyright: Schmid

www.gaerten-magazin.de | visits / month: **1,125** | page impressions / month: **2,144**

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

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.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 **850.–**

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

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



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

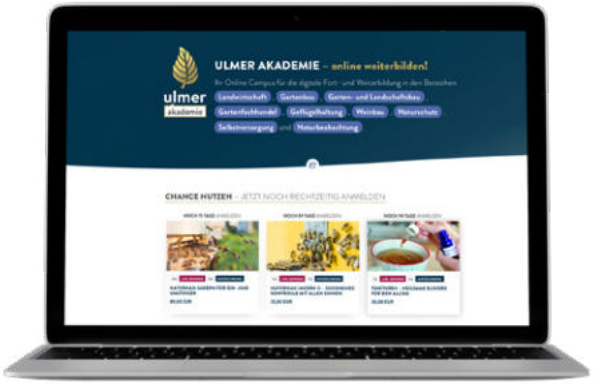
DEGA GALABAU
20,335 visits*
24,200 page impressions / month*
19,550 newsletter recipients**

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

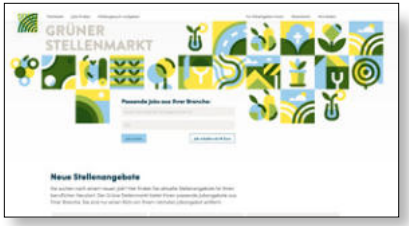


YOUR OPPORTUNITIES

- 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 – 3 17
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

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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