

THE MEDIA BRAND FOR PLANNERS, EXECUTIVES AND DEMANDING GARDEN OWNERS



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MEDIA
KIT
2026

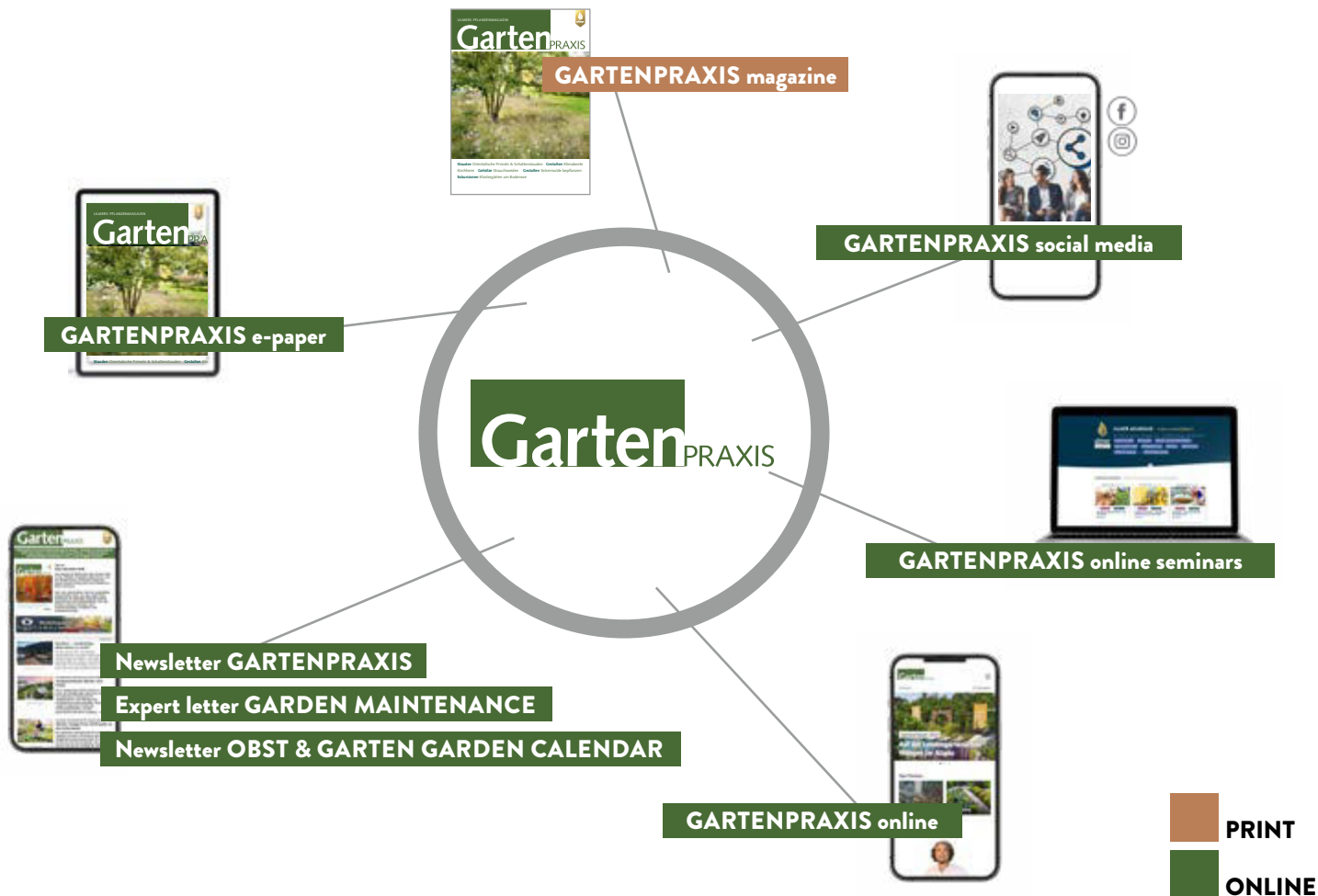




***“Gartenpraxis –
Knowledge and
information on a
professional level”***

**PLANT KNOWLEDGE, GARDEN DESIGN, PLANT
USE, Information and Experience, NEW PRODUCTS,
ILLUSTRATED GARDEN EXAMPLES** at home and
abroad, **TRENDS** in focus, Assortments of **GARDEN PLANTS**,
for **INSPIRATION** and practical **IMPLEMENTATION**,
EXPERT KNOWLEDGE, aesthetically ambitious
PICTURES, Dates

GartenPRAXIS



Gartenpraxis is Ulmer's plant magazine. The sophisticated media brand offers information, experience and knowledge at a professional level.



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MARTIN STAFFLER

Editor

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BASICS

YEAR

52. year | 2026

FREQUENCY OF PUBLICATION

monthly

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 9,684

Distributed circulation: 9,207

Sold circulation: 8,688

(III. quarter 2024 – II. quarter 2025)



GEOGRAPHICAL DISTRIBUTION

Domestic:	87%	8,038
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Abroad (A, CH and others):	13%	1,169
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Actual distributed circulation (tvA):	100%	9,207
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PUBLISHER

Verlag Eugen Ulmer KG

Wollgrasweg 41

70599 Stuttgart

T + 49 (0) 7 11 / 45 07 – 0

www.ulmer-verlag.de



TERMS OF PAYMENT

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

GARTENPRAXIS IS POPULAR WITH PROFESSIONALS

Readers associate the following statements in particular with gardening practice:

- 75 % high professional competence
- 67 % carefully researched articles
- 61 % informative
- 58 % visually appealing design

PROFESSIONAL GROUPS OF READERS IN %



TOPICS | DATES






EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT ● DIGITAL	FAIRS + EXHIBITIONS
JANUARY	1	PD: 02.01.2026 AS T: 19.11.2025 AS A: 10.12.2025	Novelties Seeds Annuals, perennials and vegetables & salads	NEWSLETTER GARTENPRAXIS ET: 29.12.2025 AD: 16.12.2025	Grüne Woche Berlin 17.-26.01.26 IPM Essen 27.-30.01.26 
	2	PD: 03.02.2026 AS T: 15.12.2025 AS A: 12.01.2026	Soil improvers, fertilizers, substrates	NEWSLETTER GARTENPRAXIS ET: 29.01.2026 AD: 22.01.2026	Plantarium/Groen-Direkt NL Boskoop 03.-04.02.26
	3	PD: 03.03.2026 AS T: 19.01.2026 AS A: 09.02.2026	Summer flower bulbs Rhododendron	NEWSLETTER GARTENPRAXIS ET: 26.02.2026 AD: 19.02.2026 NEWSLETTER EXPERT LETTER Garden maintenance ET: 12.03.2026 AD: 27.02.2026	Garten Munich 04.-08.03.2026 Giardina CH-Zurich 11.-15.03.2026 Forst live  Offenburg- Ortenau 27.-29.03.2026

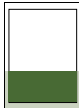

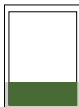

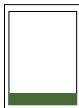
	EDITION	DATES		TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
					○ PRINT	● DIGITAL	
APRIL	4	PD:	02.04.2026	Roses	NEWSLETTER GARTENPRAXIS		
		AS T:	16.02.2026	Garden tools and equipment	ET: 30.03.2026		
		AS A:	09.03.2026		AD: 23.03.2026		
MAY	5	PD:	04.05.2026	Designing with water	NEWSLETTER GARTENPRAXIS		
		AS T:	19.03.2026		ET: 28.04.2026		
		AS A:	09.04.2026		AD: 21.04.2026		
JUNE	6	PD:	03.06.2026	Irrigation, plant protection	NEWSLETTER GARTENPRAXIS		
		AS T:	16.04.2026		ET: 29.05.2026		
		AS A:	08.05.2026		AD: 21.05.2026		spoga+gafa Cologne 22.-24.06.2026 
					NEWSLETTER EXPERT LETTER		
					Garden maintenance		
					ET: 04.06.2026		
					AD: 22.05.2026		
JULY	7	PD:	03.07.2026	Living outdoors	NEWSLETTER GARTENPRAXIS		
		AS T:	18.05.2026		ET: 30.06.2026		
		AS A:	08.06.2026		AD: 23.06.2026		
AUGUST	8	PD:	03.08.2026	Hedges, walls, fences	NEWSLETTER GARTENPRAXIS		
		AS T:	18.06.2026		ET: 29.07.2026		
		AS A:	09.07.2026		AD: 22.07.2026		

Edition		Dates		Topics		Special Products ○ Print ● Digital		Fairs + Exhibitions	
SEPTEMBER	9	PD:	03.09.2026	Spring flower bulbs	NEWSLETTER GARTENPRAXIS				
		AS T:	16.07.2026		ET: 31.08.2026				
		AS A:	10.08.2026		AD: 24.08.2026				
					NEWSLETTER EXPERT LETTER				
					Garden maintenance				
					ET: 03.09.2026				
					AD: 24.08.2026				
OCTOBER	10	PD:	02.10.2026	Gardening under glass	NEWSLETTER GARTENPRAXIS				
		AS T:	20.08.2026		ET: 29.09.2026				
		AS A:	10.09.2026		AD: 22.09.2026				
NOVEMBER	11	PD:	03.11.2026		NEWSLETTER GARTENPRAXIS				
		AS T:	17.09.2026		ET: 29.10.2026				
		AS A:	08.10.2026		AD: 22.10.2026				
					NEWSLETTER EXPERT LETTER				
					Garden maintenance				
					ET: 12.11.2026				
					AD: 02.11.2026				

	EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
				○ PRINT	● DIGITAL	
DECEMBER	12	PD: 03.12.2026	Excursions and travel	NEWSLETTER GARTENPRAXIS		
		AS T: 19.10.2026				
		AS A: 09.11.2026				
JANUARY 27	1	PD: 04.01.2027	Seed novelties	NEWSLETTER GARTENPRAXIS		IPM Essen
		AD: 19.11.2026				
		07.12.2026				

FORMATS | PRICES






FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 183 × 235 mm	4c	4,295.-
	Bleed format* 210 × 280 mm	4c	4,725.-
2/3 	Type area format 183 × 154 mm 120 × 235 mm	4c	3,341.-
	Bleed format* 210 × 174 mm 134 × 280 mm	4c	3,675.-
1/2 	Type area format 183 × 117 mm 90 × 235 mm	4c	2,684.-
	Bleed format* 210 × 137 mm 104 × 280 mm	4c	2,952.-

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 183 × 78 mm 58 × 235 mm	4c	1,909.-
	Bleed format* 210 × 98 mm 72 × 280 mm	4c	2,100.-
1/4 	Type area format 183 × 60 mm 90 × 117 mm	4c	1,476.-
	Bleed format* 210 × 80 mm 103 × 137 mm	4c	1,624.-
1/8 	Type area format 183 × 30 mm 90 × 60 mm	4c	772.-

* plus 3 mm bleed all round.

mm price bw: 3.41 €. All prices quoted in the rate plus VAT.
The general terms and conditions for advertisements and third-party supplements
in newspapers and magazines.


SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 × 280 mm Bleed format*	4c	5,670.–
Junior page		120 × 156 mm, type area 134 × 177 mm, bleed format*	4c 4c	2,917.– 3,208.–
Category Provider overview		per 43 mm width column	4c	6.82 pro mm / column
Category Date sites		per 90 mm width column	4c	13.64 pro mm / column
Category Regional Guide Plants / GaLaBau companies		86 × 30 mm		
4 consecutive advertisements			4c	348.–
8 consecutive advertisements			4c	616.–
12 consecutive advertisements			4c	852.–

* plus 3 mm bleed all round.

All prices plus VAT.

SPECIAL ADVERTISING FORMATS

AD TYPE	FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
<p>Advertorial in the shop window section</p> <p>1,000 characters, 1 image + logo. Text and image will be delivered to the publisher.</p> 	<p>1/3 page (58 mm x 235 mm) Type area format</p>	4c	590.–
<p>Special dates/events</p> <p>The advertisement promotes a one-off regional gardening/plant event.</p>			
<p>Advertisement in the text section</p>	<p>1/6 page high 4c (58 mm x 120 mm) Type area format</p>	4c	406.–
<p>Advertisement on the date page</p>	<p>90 mm x 60 mm Type area format</p>	4c	309.–
<p>Garden trips</p>	<p>1/1 page (183 mm x 235 mm) Type area format</p>	4c	1,074.–

* plus 3 mm bleed all round.

All prices plus VAT.

- All special advertisement formats are clearly different in font and design from the editorial section.
- All prices for special advertisement formats are not discountable and not AE-eligible.

SURCHARGES + DISCOUNTS

COLOUR SURCHARGES

for job vacancies flat rate 230.– €

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 sw, 1 columns 3.41 €

Box number charge 8.— €

Digital publication of your job advertisement is possible.
See page 29

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMAT

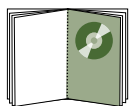
Flap*



- 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/CD*



- 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 Druckerei
GmbH & Co.KG
Augsburger Str. 722
70329 Stuttgart

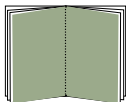
Delivery note

for „GARTENPRAXIS No....“
Delivery date 14 days
before publication

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND BOUND-IN INSERTS

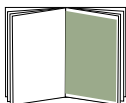
Bound-in inserts*



- Deliver folded in untrimmed format 215 × 305 mm (W × H) up to 25 g individual weight

- 2 pages: 5,154.– €
- 4 pages: 5,584.– €
- 6 pages: 7,731.– €

Supplements*



- Maximum format 205 × 280 mm (W × H)
- Surcharge for exceeding format 25.– € per thousand in the entire edition / part of the edition from 2,000 copies

per thousand copies

- up to 25 g weight: 380.– €
- up to 35 g weight: 415.– €
- up to 50 g weight: 475.– €

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 Druckerei
GmbH & Co.KG
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „GARTENPRAXIS No....“
Delivery date 14 days
before publication

MORE
INFO

- **BAU**
öffentlich/halböffentlich/
gewerblich
- **BAU**
privat (Gartengestaltung)
- **PLANUNG**
öffentlich/halböffentlich/
gewerblich
- **PLANUNG**
privat (Gartengestaltung)
- **NATURSCHUTZ**
- **PFLEGE** + Baumpflege
öffentlich/halböffentlich/
gewerblich
- **PFLEGE**
kommunal
- **PFLEGE**
privat (Gartengestaltung)
- **SPORT** + GOLF (Bau und Pflege)
- Ausbildung im GaLaBau
- Magazin / Zeitung / Sonderprodukt
Zeitschrift
- Buch
- Digitale Produkte

TECHNICAL DATA

JOURNAL FORMAT

Bleed format:

210 mm × 280 mm (Width × Height)

Type area format:

183 mm × 235 mm (Width × Height)

FORMATS IN TYPE AREA			
column	Width × Height in the text section	Width × Height in the advertisement section under the category “Provider page”	Width x Height in the “Regional Guide”
1	58 × 235 mm	43 × 235 mm	—
2	120 × 235 mm	90 × 235 mm	86 x 30 mm
3	183 × 235 mm	136 × 235 mm	—
4	—	183 × 235 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 115 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 - 1 38

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

anzeigen@ulmer.de

DATA FORMAT

Printable PDF (PDF/X-3)

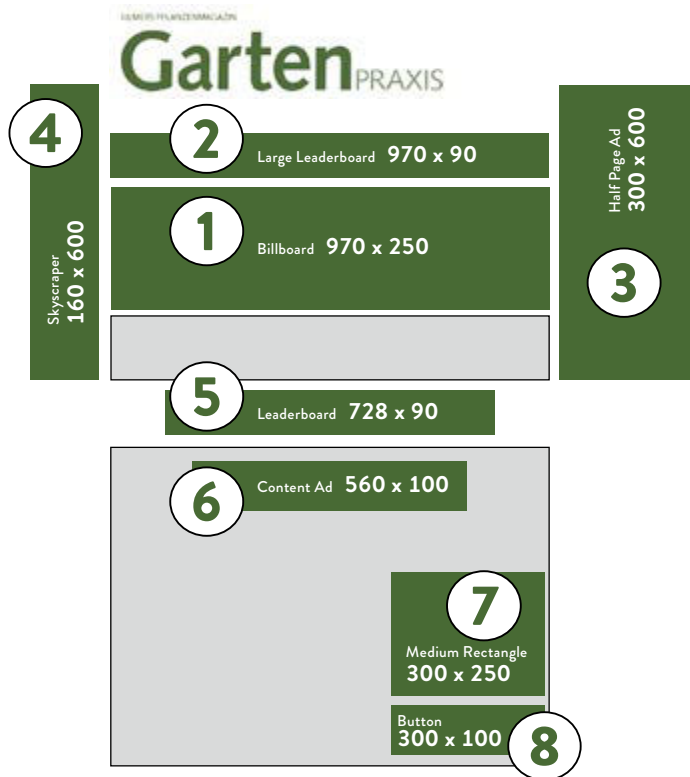
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

The specialist portal **WWW.GARTENPRAXIS.DE** is the **MULTIMEDIA SUPPLEMENT** to the trade magazine. Up-to-date and in-depth information on the topics of the **SPECIALIST MAGAZINE** ensures intensive **CROSS-MEDIA** use. Our online offerings provide you with perfect **ADVERTISING SOLUTIONS** for your target groups – **DIGITAL** and mobile.

GartenPRAXIS

BASIC-FORMATS | PRICES



DISPLAY ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	778.–	970 x 250
2 Large Leaderboard	584.–	970 x 90
3 Half Page Ad	584.–	300 x 600
4 Skyscraper	467.–	160 x 600
5 Leaderboard (Superbanner)	389.–	728 x 90
6 Content Ad	350.–	560 x 100
7 Medium Rectangle	350.–	300 x 250
8 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.gartenpraxis.de

FORMATS + PRICES

ONLINE-ADVERTORIAL

Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the Gartenpraxis Website and links directly to the main article. With additional ③ Text Ad in the Gartenpraxis Newsletter as a push element

Duration 30 days

980.–

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



NEWSLETTER

News on garden plants, novelties, garden planning and design

RECIPIENTS: 3,300

PUBLISHED: 12x/YEAR

OPENING RATE: 38 %

CTOR*: 41 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

400.-

TEXT AD

300 characters text + image

655.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

PRODUCT OF THE MONTH

JOB OF THE MONTH

375.-

400.-

275.-

Discount: 6 dates - 5% | 12 dates - 10%

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



MORE
INFO





GARDEN CALENDAR

Useful gardening tips and information for the whole gardening year in the newsletter Obst & Garten Garden Calendar

RECIPIENTS: 11,700

PUBLISHED: WEEKLY

OPENING RATE: 35 %

CTOR*: 41 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

350.-

TEXT AD

300 characters text + image

570.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

50.-

EVENT TIP

PRODUCT OF THE WEEK

JOB OF THE WEEK

350.-

350.-

250.-

Discount: 6 dates - 5% | 12 dates - 10%

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

MORE
INFO



EXPERT LETTER

Specifically target gardening and landscaping companies
as well as caretakers and facility managers

RECIPIENTS: 8,200

PUBLISHED: 4x PER YEAR

OPENING RATE: 27 %

CTOR*: 38 %

FORMATS + PRICES

CONTENT BANNER

560 x 100 px

750.-

TEXT AD

300 characters text + image

990.-

POLE POSITION

Surcharge | Placing | 1. Advertisement

75.-

EVENT TIP

PRODUCT OF THE WEEK

JOB OF THE WEEK

750.-

750.-

345.-

Discount: 2 dates - 5% | 4 dates - 10%

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



MORE
INFO

BENEFIT FROM THE POWER OF THE GARTENPRAXIS-NETWORK

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



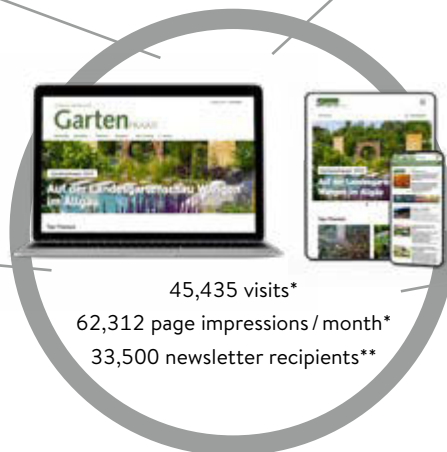
21,901 visits*
29,897 page impressions / month*
3,300 newsletter recipients**



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

GÄRTEN

857 visits*
1,556 page impressions / month*



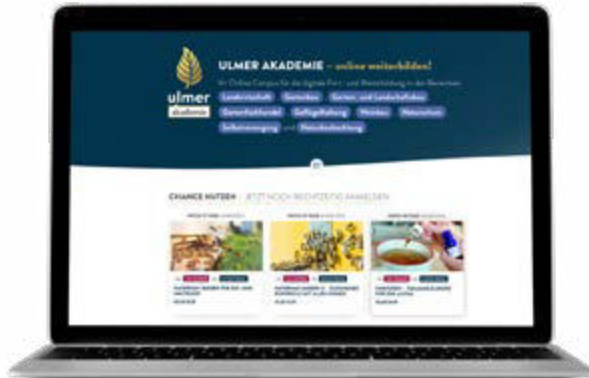
2,157 visits*
3,057 page impressions / month*
7,800 newsletter recipients**

* 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
- Create your own online seminar – with our organizational and technical support

INDIVIDUAL OFFERS + SOLUTIONS

FEEL FREE TO CONTACT US



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

Please indicate in the subject line: Grüner Stellenmarkt

PUBLISHER ADDRESS

Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart



T +49 (0) 711 / 45 07 - 0
F +49 (0) 711 / 45 07 - 2 21
anzeigen@ulmer.de

MARKETING + SALES

Petra Schnell
T +49 (0) 711 / 45 07 - 1 35
pschnell@ulmer.de

ADVERTISING SERVICE

T +49 (0) 711 / 45 07 - 1 38
F +49 (0) 711 / 45 07 - 2 21
anzeigen@ulmer.de

PUBLISHER'S REPRESENTATIVE

SW Medienvertretung Saupe + Weber OHG (Lauffen)

T +49 (0) 71 33 / 96 11 96	info@saupe-medien.de
F +49 (0) 71 33 / 96 11 98	www.saupe-medien.de

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

T +49 (0) 73 61 / 38 03 8 - 0	info@saupe-medien.de
F +49 (0) 73 61 / 38 03 8 - 38	www.saupe-medien.de

Bavaria Brandenburg and Saxony-Anhalt (south of the A2/E30 motorway) Saxony Thuringia Hesse Rhineland-Palatinate Saarland	Italy and Austria
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Medienvertretung Walkenhorst e.K

T +49 (0) 251/97 20 51 28	walkenhorst@mv-walkenhorst.de www.mv-walkenhorst.de
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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
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