Print | Online

GartenPRAXIS

THE **MEDIA BRAND** FOR PLANNERS, EXECUTIVES AND DEMANDING GARDEN OWNERS



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MEDIA KIT 2027

www.gartenpraxis.de



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

Garten PRAXIS

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GARTENPRAXIS magazine



GARTENPRAXIS social media



GARTENPRAXIS e-paper

GartenPRAXIS



GARTENPRAXIS online seminars



Newsletter GARTENPRAXIS

Expert letter GARDEN MAINTENANCE

Newsletter OBST & GARTEN GARDEN CALENDAR



GARTENPRAXIS online

PRINT

ONLINE

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

PRINT

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BASICS

YEAR
53. year | 2027

FREQUENCY OF PUBLICATION
monthly

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation: 8,851
Distributed circulation: 8,358
Sold circulation: 7,949
(III. quarter 2025 – II. quarter 2026)

GEOGRAPHICAL DISTRIBUTION

Domestic:	87%	7,271
Abroad (A, CH and others):	13%	1,087
Actual distributed circulation (tvA):	100%	8,358

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

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 %



Source: Gartenpraxis readers' analysis March 2022

TOPICS | DATES

EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
JANUARY 1	PD: 04.01.2027 AD T: 18.11.2026 AD A: 07.12.2026	Novelties Seeds Annuals, perennials and vegetables & salads	**NEWSLETTER GARTENPRAXIS** PD: 22.12.2026 AD: 15.12.2026	**Grüne Woche** Berlin 15.–24.01.2027 **IPM** Essen 26.–29.01.2027
FEBRUARY 2	PD: 03.02.2027 AD T: 14.12.2026 AD A: 12.01.2027	Soil improvers, fertilizers, substrates	**NEWSLETTER GARTENPRAXIS** PD: 27.01.2027 AD: 20.01.2027	**Plantarium/Groen-Direkt** NL Boskoop 02.-03.02.27
MARCH 3	PD: 03.03.2027 AD T: 19.01.2027 AD A: 09.02.2027	Summer flower bulbs	**NEWSLETTER GARTENPRAXIS** PD: 24.02.2027 AD: 17.02.2027 **NEWSLETTER | EXPERT LETTER** Garden maintenance PD: 11.03.2027 AD: 04.03.2027	**Garten** Munich 10.-14.03.2027 **Giardina** CH-Zurich 10.-14.03.2027

PD: Publication date | **AD T:** Advertising deadline Text section | **AD A:** Advertising deadline Regional guide provider page

Subject to change without notice.

EDITION		DATES		TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
APRIL	4	PD: AD T: AD A:	02.04.2027 16.02.2027 09.03.2027	Garden Tours Rhododendron	**NEWSLETTER GARTENPRAXIS** PD: 24.03.2027 AD: 18.03.2027	**Forst live** Offenburg–Ortenau 23.–25.04.2027
MAY	5	PD: AD T: AD A:	04.05.2027 16.03.2027 12.04.2027		**NEWSLETTER GARTENPRAXIS** PD: 27.04.2027 AD: 20.04.2027	
JUNE	6	PD: AD T: AD A:	02.06.2027 19.04.2027 07.05.2027	Irrigation, plant protection	**NEWSLETTER GARTENPRAXIS** PD: 26.05.2027 AD: 19.05.2027 **NEWSLETTER | EXPERT LETTER** Garden maintenance PD: 03.06.2027 AD: 26.05.2027	
JULY	7	PD: AD T: AD A:	02.07.2027 13.05.2027 10.06.2027	Living outdoors	**NEWSLETTER GARTENPRAXIS** PD: 25.06.2027 AD: 18.06.2027	
AUGUST	8	PD: AD T: AD A:	03.08.2027 17.06.2027 12.07.2027	Roses Hedges, walls, fences	**NEWSLETTER GARTENPRAXIS** PD: 27.07.2027 AD: 20.07.2027	**Plantarium/Groen-direkt** NL Boskoop Fall event

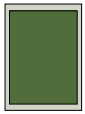
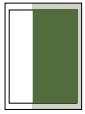
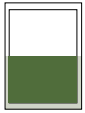
PD: Publication date | **AD T:** Advertising deadline Text section | **AD A:** Advertising deadline Regional guide provider page

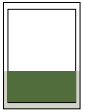
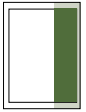
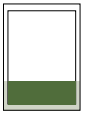
Subject to change without notice.

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
SEPTEMBER	9	PD: 02.09.2027 AD T: 19.07.2027 AD A: 10.08.2027	Spring flower bulbs	**NEWSLETTER GARTENPRAXIS** PD: 26.08.2027 AD: 19.08.2027 **NEWSLETTER | EXPERT LETTER** Garden maintenance PD: 09.09.2027 AD: 02.09.2027	**spoga+gafa** Cologne 07.–09.09.2027
OCTOBER	10	PD: 05.10.2027 AD T: 17.08.2027 AD A: 13.09.2027	Gardening under glass	**NEWSLETTER GARTENPRAXIS** PD: 28.09.2027 AD: 21.09.2027	
NOVEMBER	11	PD: 03.11.2027 AD T: 20.09.2027 AD A: 11.10.2027		**NEWSLETTER GARTENPRAXIS** PD: 27.10.2027 AD: 20.10.2027 **NEWSLETTER | EXPERT LETTER** Garden maintenance PD: 18.11.2027 AD: 11.11.2027	

EDITION		DATES		TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
DECEMBER	12	PD: AD T: AD A:	02.12.2027 18.10.2027 10.11.2027	Excursions and travel	**NEWSLETTER GARTENPRAXIS** PD: 25.11.2027 AD: 18.11.2027	
JANUARY 28	1	PD: AD:	04.01.2028 17.11.2027 07.12.2027	Seed novelties	**NEWSLETTER GARTENPRAXIS** PD: 22.12.2027 AD: 15.12.2027	**IPM** Essen

FORMATS | PRICES

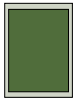
FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 183 × 235 mm	4c	4,467.–
	Bleed format* 210 × 280 mm	4c	4,914.–
2/3 	Type area format 183 × 154 mm 120 × 235 mm	4c	3,474.–
	Bleed format* 210 × 174 mm 134 × 280 mm	4c	3,821.–
1/2 	Type area format 183 × 117 mm 90 × 235 mm	4c	2,792.–
	Bleed format* 210 × 137 mm 104 × 280 mm	4c	3,071.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 183 × 78 mm 58 × 235 mm	4c	1,985.–
	Bleed format* 210 × 98 mm 72 × 280 mm	4c	2,184.–
1/4 	Type area format 183 × 60 mm 90 × 117 mm	4c	1,536.–
	Bleed format* 210 × 80 mm 103 × 137 mm	4c	1,690.–
1/8 	Type area format 183 × 30 mm 90 × 60 mm	4c	803.–

* plus 3 mm bleed all round.

mm price bw: 3.55 €. 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 x 280 mm Bleed format*	4c	5,897.–
Junior page		120 × 156 mm, type area 134 × 177 mm, bleed format*	4c 4c	3,033.– 3,337.–
Category Provider overview		per 43 mm width column	4c	7.10 pro mm / column
Category Date sites		per 90 mm width column	4c	14.20 pro mm / column
Category Regional Guide Plants / GaLaBau companies 4 consecutive advertisements 8 consecutive advertisements 12 consecutive advertisements		86 x 30 mm	 4c 4c 4c	 360.– 640.– 888.–

* plus 3 mm bleed all round.

All prices plus VAT.

SPECIAL ADVERTISING FORMATS

AD TYPE	FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
Advertorial in the shop window section 1,000 characters, 1 image + logo. Text and image will be delivered to the publisher. 	1/3 page (58 mm x 235 mm) Type area format	4c	620.–
Special dates/events The advertisement promotes a one-off regional gardening/plant event.			
Advertisement in the text section	1/6 page high 4c (58 mm x 120 mm) Type area format	4c	422.–
Advertisement on the date page	90 mm x 60 mm Type area format	4c	321.–
Garden trips	1/1 page (183 mm × 235 mm) Type area format	4c	1,117.–

* 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 3.55 €

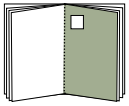
Box number charge 8.– €

Digital publication of your job advertisement is possible.

See page 29

All prices quoted in the rate plus VAT. No discounts on flaps, tip-on cards and additional technical costs.

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

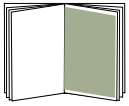
KOHLHAMMER
W. Kohlhammer Druckerei GmbH & Co.KG
Augsburger Str. 722
70329 Stuttgart

Delivery note

for „GARTENPRAXIS 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.

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS UND 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: 5,360.– € • 4 pages: 5,807.– € • 6 pages: 8,041.– €
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	**Fix price** • up to 25 g weight: 3,900.– € • up to 35 g weight: 4,300.– € • up to 50 g weight: 4,900.– €

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.

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

- 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.

GartenPRAXIS



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 × 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.

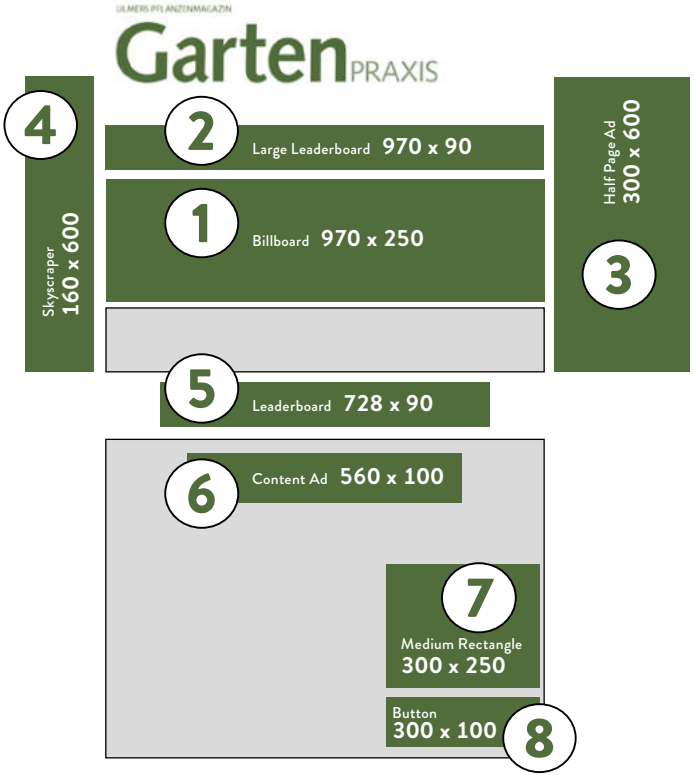
GartenPRAXIS

www.gartenpraxis.de | visits / month: **24,238** | page impressions / month: **32,862**

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

Copyright: Staffler

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.gartenpraxis.de

FORMATS + PRICES

ONLINE-ADVERTORIAL

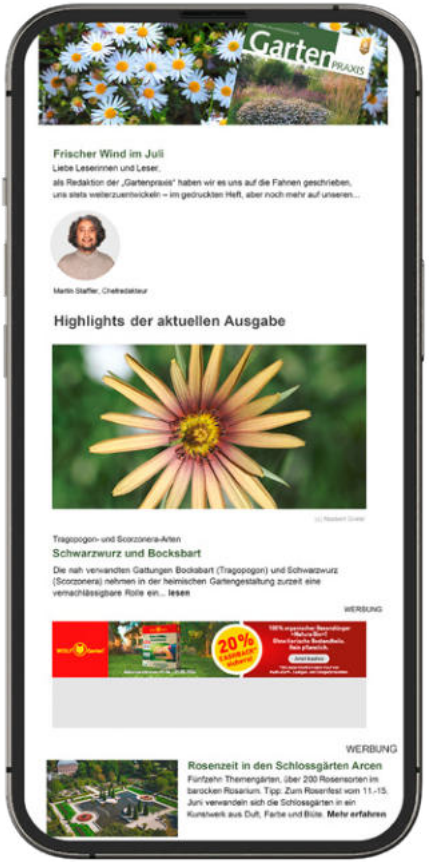
Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the Gartenpraxis Website and links directly to the main article. With additional ③ Text Ad in the Gartenpraxis Newsletter as a push element

Duration 30 days **1,075.–**

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

News on garden plants, novelties, garden planning and design

RECIPIENTS: 8,400	**PUBLISHED: 12x/YEAR**
OPENING RATE: 35 %	**CTOR*: 40 %**

FORMATS + PRICES

CONTENT BANNER 560 x 100 px	440.–
LARGE IMAGE 560 x 250 px	570.–
TEXT AD 300 characters text + image	725.–
POLE POSITION Surcharge | Placing | 1. Advertisement	75.–
EVENT TIP	450.–
PRODUCT TIP	450.–
JOB OFFER	375.–

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: 11,100	**PUBLISHED: WEEKLY**
OPENING RATE: 35 %	**CTOR*: 49 %**

FORMATS + PRICES

CONTENT BANNER 385.–
560 x 100 px

TEXT AD 625.–
300 characters text + image

POLE POSITION
Surcharge | Placing | 1. Advertisement 75.–

EVENT TIP 375.–
PRODUCT OF THE WEEK 375.–
JOB OF THE WEEK 375.–

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: 7,850 | **PUBLISHED: 4x PER YEAR**

OPENING RATE: 26 % | **CTOR*: 35 %**

FORMATS + PRICES

CONTENT BANNER 825.–
560 x 100 px

TEXT AD 1,075.–
300 characters text + image

POLE POSITION
Surcharge | Placing | 1. Advertisement 75.–

EVENT TIP 825.–
PRODUCT OF THE WEEK 825.–
JOB OF THE WEEK 375.–

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

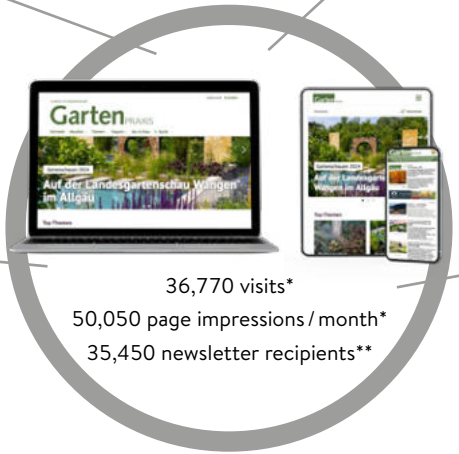
All prices in € plus VAT. *Click-to-Open-Rate

BENEFIT FROM THE POWER OF THE GARTENPRAXIS-NETWORK

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

GartenPRAXIS
24,238 visits*
32,862 page impressions / month*
8,400 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*

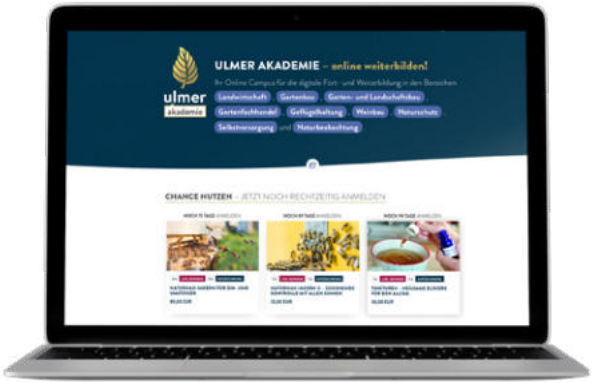
36,770 visits*
50,050 page impressions / month*
35,450 newsletter recipients**

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



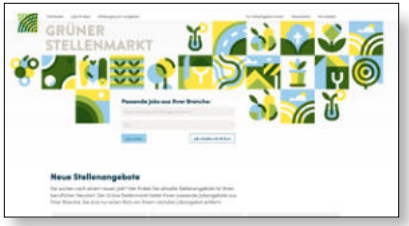
YOUR OPPORTUNITIES

- Accompany one of our specialised online seminars as a sponsor partner
- Organise and create an online seminar together with us
- Create your own online seminar – with our organizational 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
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