

# Gemüse


THE MEDIA BRAND FOR  
VEGETABLE CULTIVATION



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MEDIA  
KIT  
2026

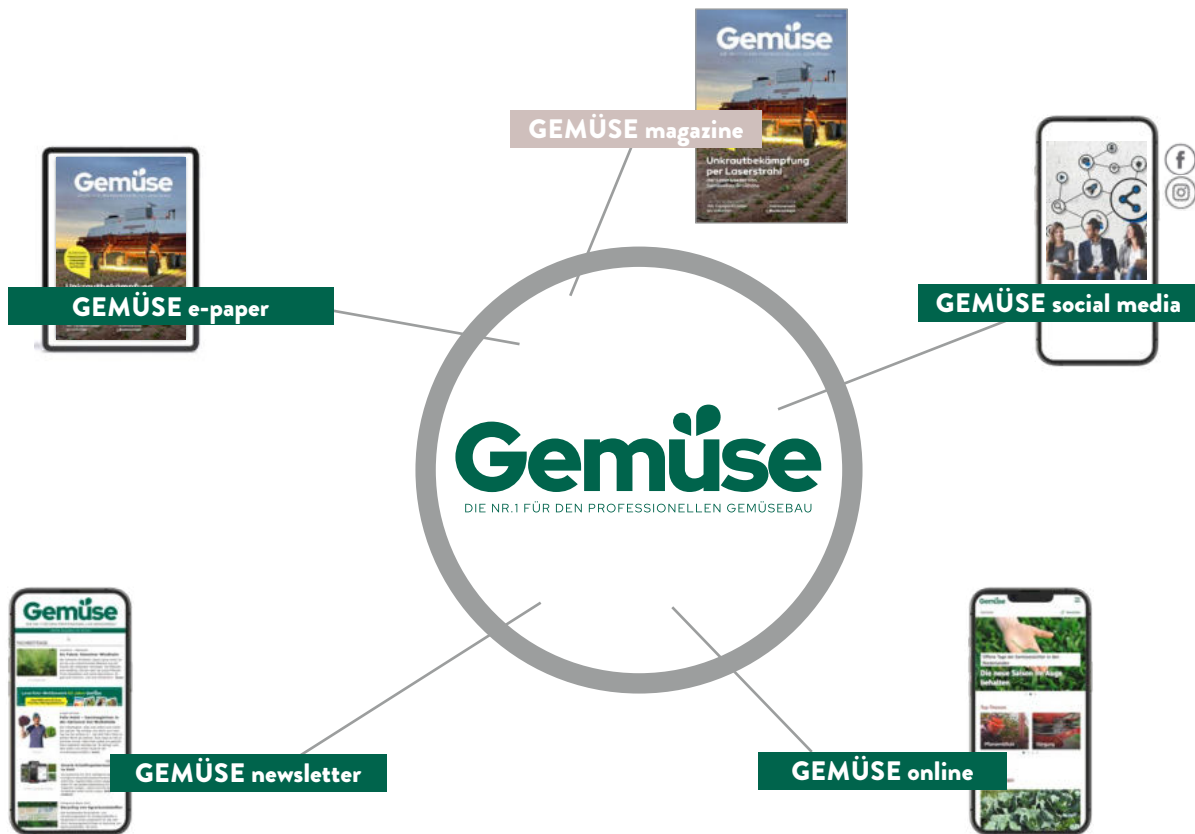




***‘Gemüse is the  
No. 1 in professional  
vegetable growing.’***

Current **FOCUS TOPICS, FERTILISING, IRRIGATION**, News from the **BRANCH, PLANT PROTECTION**, Innovations in **TECHNOLOGY**, Tips for successful **MARKETING, FAIR NEWS**, dates, **YOUNG VEGETABLES, ASPARAGUS**, current **MARKET OVERVIEWS**, companies & products, job market

**Gemüse**



*Gemüse is the leading brand for professional vegetable producers. The decision-makers and opinion leaders in the vegetable growing industry are competently and currently informed about innovations and important topics.*



Copyright: Klein

**REGINA KLEIN****Editor**

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# BASICS

## YEAR

62. year | 2026

## FREQUENCY OF PUBLICATION

monthly

## DISTRIBUTION

Germany, Austria, Switzerland

## CIRCULATION

Printed circulation: 3,505

Distributed Circulation: 3,173

Sold Circulation: 2,744

(III. quarter 2024 - II. quarter 2025)



## GEOGRAPHICAL DISTRIBUTION

Domestic: 84% 2,665

Abroad (A, CH and others): 16% 508

Actual distributed Circulation (tvA): 100% 3,173

## 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)



## EDITOR

Jointly published by

Verlag Eugen Ulmer KG, Stuttgart and

Deutscher Landwirtschaftsverlag, Munich

## TERMS OF PAYMENT

Payable within 30 days without discount

[Terms & Conditions](#)

[Bank details](#)

# COMPETENCE OF GEMÜSE

- An edition of the specialist magazine Gemüse is read by 2 or more people in 83 % of the farms.
- Between 83 % and 91 % of readers rate the magazine as
  - professionally competent
  - up-to-date
  - helpful
  - comprehensible
  - clear

## These topics are of particular interest to readers of Gemüse

Farm reportage & management 76%

Seeds & varieties 74%

Irrigation & fertilisation 72%

Plant protection 72%


Technology 71%

# TOPICS | DATES

Here you can find the current  
topic planning online

**MORE  
INFO**








	EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
				○ PRINT	● DIGITAL	
<b>JANUARY</b>	1	PD: 08.01.26	<b>Main focus: Leek</b>	<b>NEWSLETTER   GEMÜSE</b>		<b>Grüne Woche</b> , Berlin 17.-26.01.2026
		AD: 04.12.25	Technical innovations Preview IPM / Fruit Logistica Market study: Leek Consumption monitor: Pees	PD: 06.01.26 + 20.01. AD: 23.12.25 + 13.01.	<b>IPM</b> , Essen 27.-30.01.2026 	
<b>FEBRUARY</b>	2	PD: 05.02.26	<b>Main focus: Plant protection</b>	<b>NEWSLETTER   GEMÜSE</b>		<b>Fruit Logistica</b> , Berlin 04.-06.02.2026
		AD: 08.01.26	Mulching foils Asparagus / Strawberries Seasonal workers Consumption monitor: Asparagus	PD: 03.02. + 17.02. AD: 27.01. + 10.02.	<b>BioFach</b> , Nürnberg 10.-13.02.2026  <b>Branch meeting special crops</b>	
<b>MARCH</b>	3	PD: 05.03.26 AD: 05.02.26	<b>Main focus: Irrigation</b> Biostimulants Market study: Radishes Consumption monitor: Broccoli	<b>NEWSLETTER   GEMÜSE</b> PD: 03.03. + 17.03. + 31.03. AD: 24.02. + 10.03. + 24.03.		






EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT   ● DIGITAL	FAIRS + EXHIBITIONS
APRIL	4	PD: 02.04.26 AD: 05.03.26	<b>Main focus: Fertilisation</b> Soils and substrates Market study: Asparagus Consumption monitor: Stalk celery	<b>NEWSLETTER   GEMÜSE</b> PD: 14.04. + 28.04. AD: 07.04. + 21.04.	
	5	PD: 07.05.26 AD: 09.04.26	<b>Main focus: Fruit vegetables</b> Packaging and sorting Market study: Lettuce Consumption monitor: Courgette	<b>NEWSLETTER   GEMÜSE</b> PD: 12.05. + 26.05. AD: 05.05. + 18.05.	
JUNE	6	PD: 05.06.26 AD: 07.05.26	<b>Main focus: Pumpkin</b> Cooling and storage Market study: Pumpkin Consumption monitor: Pumpkin	<b>NEWSLETTER   GEMÜSE</b> PD: 09.06. + 23.06. AD: 01.06. + 16.06.	<b>Greentech, NL</b> 09.-11.06.2026  <b>DLG Fielddays,</b> Bernburg 16.-18.06.2026  <b>Intersolar Europe,</b> München 23.-25.06.2026  <b>öga, CH</b> 24.-26.06.2026

	EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
				○ PRINT	● DIGITAL	
JULY/AUGUST	7-8	PD: 02.07.26 AD: 03.06.26	<b>Main focus: Digitalisation</b> Farm shop Greenhouse technology Market study: Organic cultivation Consumption monitor: Bush beans	<b>NEWSLETTER   GEMÜSE</b> PD: 07.07. + 18.08. AD: 30.06. + 11.08.		
			<b>SPECIAL NEWSLETTER MARKET GARDENING</b> PD: 28.07. AD: 21.07.			
SEPTEMBER	9	PD: 03.09.26 AD: 06.08.26	<b>Main focus: Energy</b> Preview Open days of seed companies in NL and new vegetable varieties Market study: Broccoli Consumption monitor: Bunched carrots	<b>NEWSLETTER   GEMÜSE</b> PD: 01.09. + 15.09. + 29.09. AD: 25.08. + 08.09. + 22.09.		<b>Palatinate Vegetable Field Day</b>  <b>Open Days of seed companies, NL</b>  <b>Hohenheim Vegetable Growing Day</b>
OCTOBER	10	PD: 01.10.26 AD: 03.09.26	<b>Main focus: Seeds &amp; varieties</b> Robotics Market study: Savoy cabbage Consumption monitor: Mint	<b>NEWSLETTER   GEMÜSE</b> PD: 13.10. + 27.10. AD: 06.10. + 20.10.		

	EDITION	DATES	TOPICS	SPECIAL PRODUCTS		FAIRS + EXHIBITIONS
				○ PRINT	● DIGITAL	
NOVEMBER	11	PD: 05.11.26 AD: 08.10.26	<b>Main focus: Financing and insurance</b> Technology show from Field Days Preview expoSE/expoDirekt Market study: Strawberries Consumption monitor: Peppers	<b>NEWSLETTER   GEMÜSE</b> PD: 10.11. + 24.11. AD: 03.11. + 17.11.		<b>expoSE/expoDirekt,</b> Karlsruhe 18.-19.11.2026
	12	PD: 03.12.26 AD: 05.11.26	<b>Main focus: Farm succession</b> Hoeing technology Market study: Onions Consumption monitor: Brussels sprouts	<b>NEWSLETTER   GEMÜSE</b> PD: 08.12. + 22.12. AD: 01.12. + 15.12.  <b>GEMÜSE WALL CALENDAR 2027</b> PD: 04.12.   AD: 25.08.		
JANUARY 27	1	PD: 07.01.27 AD: 03.12.26	<b>Main focus: Cultivation</b> Market study: Red cabbage Consumption monitor: Soup vegetables	<b>NEWSLETTER   GEMÜSE</b> PD: 12.01.27 + 26.01. AD: 04.01.27 + 19.01.		<b>IPM, Essen</b>

# FORMATS | PRICES




FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €		
<b>1/1</b> 	Type area format 184 × 268 mm	bw	4,063.-		
		2c	4,433.-		
		3c	4,803.-		
		4c	5,173.-		
	Bleed format* 210 × 297 mm	bw	4,469.-		
		2c	4,839.-		
		3c	5,209.-		
		4c	5,579.-		
<b>2/3</b>  	Type area format 184 × 178 mm 121 × 268 mm	bw	2,709.-		
		2c	3,079.-		
		3c	3,449.-		
		4c	3,819.-		
	Bleed format* 210 × 192 mm 134 × 297 mm	bw	2,980.-		
		2c	3,350.-		
		3c	3,720.-		
		4c	4,090.-		
		<b>1/2</b>  	Type area format 184 × 133 mm 90 × 268 mm	bw	2,031.-
				2c	2,401.-
3c	2,771.-				
4c	3,141.-				
Bleed format* 210 × 147 mm 103 × 297 mm	bw		2,234.-		
	2c		2,604.-		
	3c	2,974.-			
	4c	3,344.-			

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €		
<b>1/3</b>  	Type area format 184 × 88 mm 58 × 268 mm	bw	1,354.-		
		2c	1,724.-		
		3c	2,094.-		
	Bleed format* 210 × 105 mm 71 × 297 mm	bw	1,489.-		
		2c	1,859.-		
		3c	2,229.-		
	4c	2,599.-			
<b>1/4</b>  	Type area format 184 × 65 mm 90 × 133 mm	bw	1,016.-		
		2c	1,386.-		
		3c	1,756.-		
		4c	2,126.-		
	Bleed format* 210 × 83 mm 103 × 151 mm	bw	1,118.-		
		2c	1,488.-		
		3c	1,858.-		
		4c	2,228.-		
		<b>1/8</b> 	Type area format 184 × 32 mm 90 × 65 mm	bw	508.-
				2c	658.-
3c	808.-				
4c	958.-				

\* plus 3 mm bleed all round.

mm price sw: 3.79 €. All prices quoted in the rate plus VAT.  
The general terms and conditions for advertisements and supplements  
in newspapers and magazines apply.

# SPECIAL PLACEMENTS

AD TYPE		FORMAT WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page		210 × 297 mm Bleed format*	4c	6,690.-
Inset ad on front page & ad on editorial page		Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, Bleed format*	4c	4,653.-
Junior page		121 × 170 mm, Type area 132 × 189 mm, Bleed format*	4c	3,515.- 3,765.-

\* plus 3 mm bleed all round.

All prices plus VAT.

# SURCHARGES + DISCOUNTS

## COLOUR SURCHARGES

Standard colours according to euro scale

	per colour	370.- €
up to 150 mm ad space	per colour	150.- €
up to 100 mm ad space	per colour	75.- €
Spot colours (HKS)	per colour	420.- €

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		QUANTITY DISCOUNT	
3 times	5%	1 page	5%
6 times	10%	2 pages	10%
12 times	15%	3 pages	15%
		5 pages	20%

Colour and bleed surcharges are discountable.

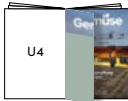
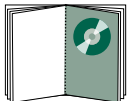
## CLASSIFIED ADS

Job vacancies, mm-Price sw, 1 columns	3.79 €
Box number charge	8.- €

Digital publication of your job advertisement is possible.

See page 25

# SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMATS	DESCRIPTION	PRICES / €
<p>Flap*</p> 	<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
<p>Tip-on-card/CD*</p> 	<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

Passavia Druckservice GmbH & Co.KG  
c/o DLV  
Medienstraße 5b  
94036 Passau

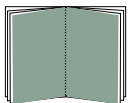
## Delivery note

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

# SUPPLEMENTS / BOUND-IN INSERTS

## SUPPLEMENTS / BOUND-IN INSERTS

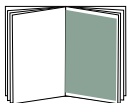
### Bound-in inserts\*



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

- 2 pages: 5,580.- €
- 4 pages: 6,700.- €
- 6 pages: 8,040.- €

### Supplements\*



- Maximum format 205 × 297 mm (W × H)
- Surcharge for exceeding format 25.- € per thousand in the entire edition / part of the edition from 2,000 copies

- Fixprice**
- up to 25 g weight: 1,690.- €
  - up to 35 g weight: 1,830.- €
  - up to 50 g weight: 2,015.- €

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.

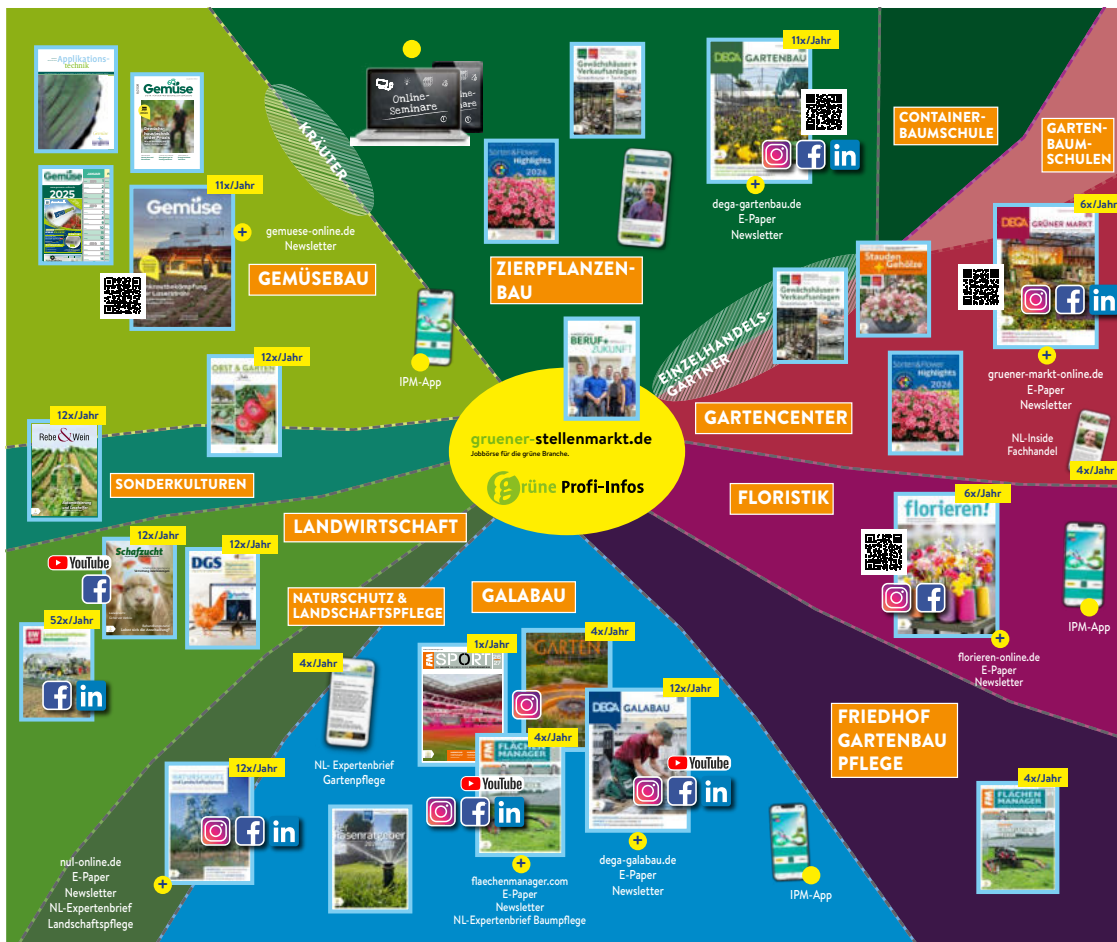
- Higher weights and partial inserts under 2,000 copies on request. In the case of more difficult technical processing, surcharge according to the respective circumstances.
- Samples: Before accepting an order, the publisher requires three samples by the closing date for advertisements of the respective 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

Passavia Druckservice GmbH & Co.KG  
c/o DLV  
Medienstraße 5b  
94036 Passau

### Delivery note

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

**PRODUKTION**

- Landwirtschaft (Feldfrüchte und Tierproduktion)
- Sonderkulturen (Weinbau, Obstbau, Beerenobstbau)
- Gemüse
- Kräuter
- Zierpflanzenproduktion inklusive Staudengärtnerei
- Containerbaumschulen (keine bodengebundene Produktion)

**HANDEL**

- Gartenbaumschulen (nur Handel)
- Einzelhandelsgärtnereien
- Gartencenter (Inhabergeführte Läden, Filialisten, Baumärkte, Blumenläden)
- Floristik (selbstständige Floristen, Blumenläden)

**Dienstleistung**

- Friedhof (Grabgestaltung und Grabpflege, Flächenpflege)
- GaLaBa (Gestaltung und Pflege privater, gewerblicher und öffentlicher Freiflächen, Sportplatzpflege)

**NATURSCHUTZ**

- Magazin / Zeitung / Sonderprodukt Zeitschrift
- Digitale Produkte

# TECHNICAL DATA

## JOURNAL FORMAT

### Bleed format:

210 mm × 297 mm (Width × Height)

### Type area format:

184 mm × 268 mm (Width × Height)

### FORMATS IN TYPE AREA

Column	Width × Height in the text section	Width × Height in the advertisement section and the 'Marketplace' section
1	58 × 268 mm	43 × 268 mm
2	121 × 268 mm	90 × 268 mm
3	184 × 268 mm	137 × 268 mm
4	—	184 × 268 mm

## PRINTING AND PROCESSING

### Print

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

### Paper

Cover: woodfree picture print matt coated 150 g/m<sup>2</sup>

Content: wood containing picture print matt 80 g/m<sup>2</sup>

### Processing

Saddle stitching

# 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 47

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

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

## DATA FORMAT

Printable PDF (PDF/X-3)

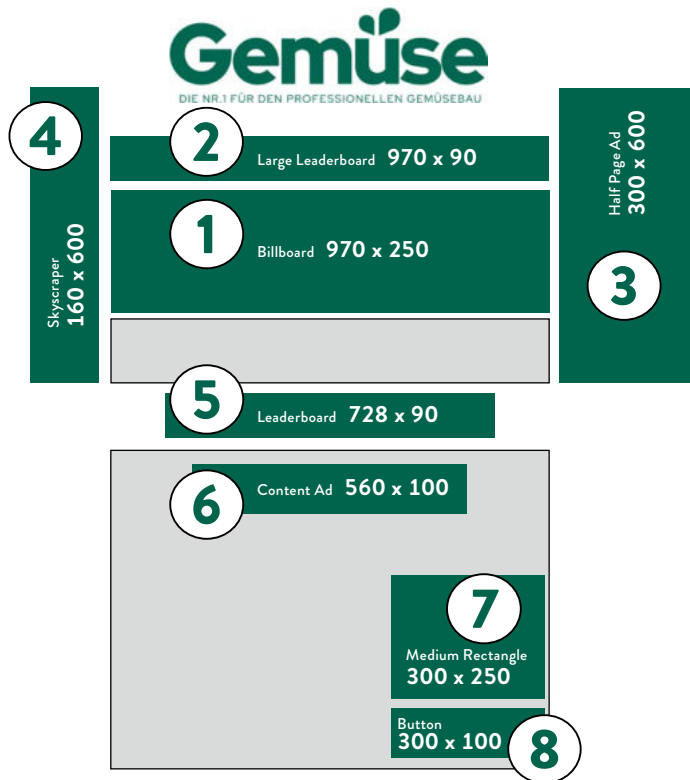
Data formats such as Freehand, Photoshop, Word, Corel Draw etc. only after consultation. The production of print documents according to other templates will be charged.

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

The specialist portal **WWW.GEMUESE-ONLINE.DE** is the **MULTIMEDIA ADDITION** to the specialist magazine. In-depth and up-to-the-minute 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.

**Gemüse**

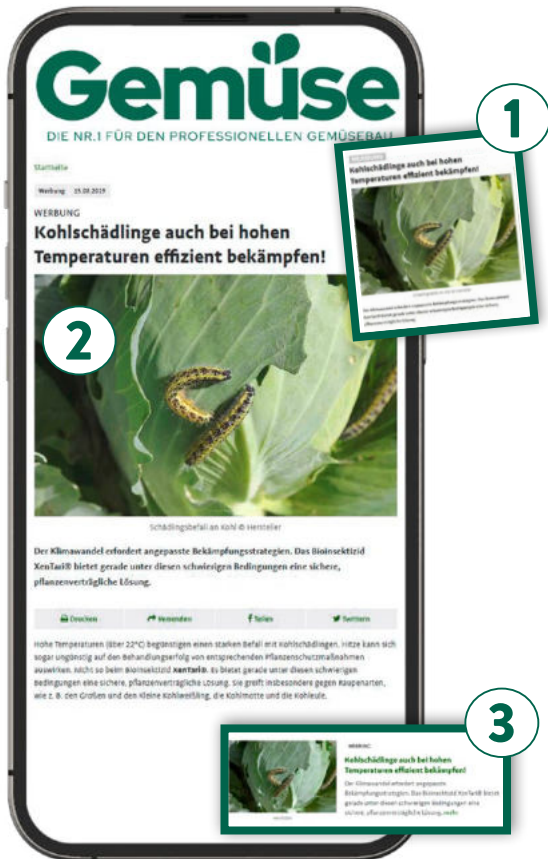
# BASIC-FORMATS | PRICES



DISPLAY-ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1 Billboard	1,020.-	970 x 250
2 Large Leaderboard	765.-	970 x 90
3 Half Page Ad	765.-	300 x 600
4 Skyscraper	612.-	160 x 600
5 Leaderboard (Superbanner)	510.-	728 x 90
6 Content Ad	459.-	560 x 100
7 Medium Rectangle	459.-	300 x 250
8 Button	255.-	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.gemuese-online.de](http://www.gemuese-online.de)

## FORMATS + PRICES

### ONLINE-ADVERTORIAL

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

Duration 30 days

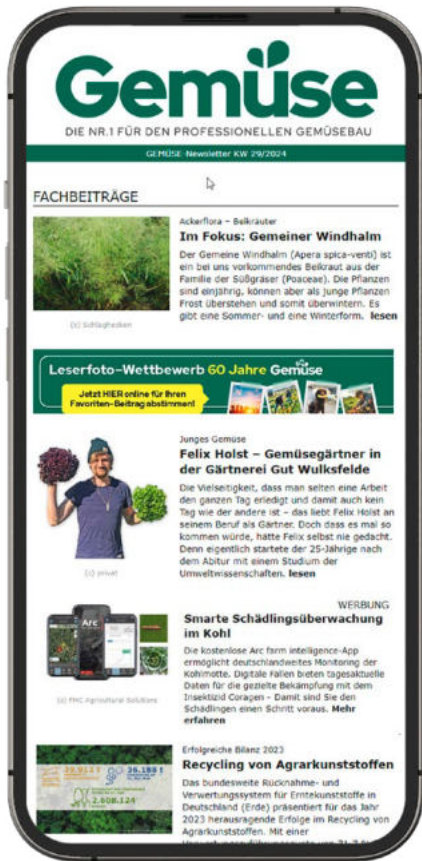
980.–

**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

Branch and market information for the vegetable growing sector

RECIPIENTS: 3,200

PUBLISHED: 14-DAYS

OPENING RATE: 21 %

CTOR\*: 33 %

## FORMATS + PRICES

**CONTENT BANNER**

520.-

560 x 100 px

**TEXT AD**

785.-

300 characters text + image

**POLE POSITION**

Surcharge | Placing | 1. Advertisement

75.-

**EVENT TIP**

375.-

**PRODUCT OF THE WEEK**

520.-

**JOB OF THE WEEK**

275.-

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

All prices in € plus VAT.

\* Click-to-Open-Rate

MORE INFO



## THE SPECIAL CROPS NETWORK

With our special crops network you achieve a wide coverage in your target groups.

### OBST & GARTEN

13,235 visits\*  
25,681 page impressions / month\*  
8,500 newsletter recipients\*\*

### Gemüse

4,690 visits\*  
6,967 page impressions / month\*  
3,100 newsletter recipients\*\*



### Rebe & Wein

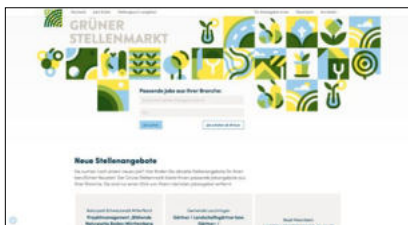
5,534 visits\*  
8,709 page impressions / month\*  
3,500 newsletter recipients\*\*

\* Values: June 2025 | Source: Matomo

\*\* Values: June 2025 | Source: Distribution data Eugen Ulmer KG



# GRÜNER STELLENMARKT



## 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)

## MARKETING + SALES

Petra Schnell  
T + 49 (0) 7 11 / 45 07 - 1 35  
[pschnell@ulmer.de](mailto:pschnell@ulmer.de)

## ADVERTISING SERVICE

T + 49 (0) 7 11 / 45 07 - 1 47  
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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