Print | Online

Gemüse

THE **MEDIA BRAND** FOR
VEGETABLE CULTIVATION



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MEDIA KIT 2027

www.gemuese-online.de



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GEMÜSE magazine



GEMÜSE e-paper



GEMÜSE social media

Gemüse

DIE NR.1 FÜR DEN PROFESSIONELLEN GEMÜSEBAU



GEMÜSE newsletter



GEMÜSE online

PRINT

ONLINE

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

Gemüse

PRINT

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Gemüse

BASICS

YEAR
63. year | 2027

FREQUENCY OF PUBLICATION
11 times a year

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation:	3,267
Distributed Circulation:	2,822
Sold Circulation:	2,562

(III. quarter 2025 – II. quarter 2026)

GEOGRAPHICAL DISTRIBUTION
Domestic:	84%	2,370
Abroad (A, CH and others):	16%	452
Actual distributed Circulation (tvA):	100%	2,822

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

ulmer

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 %

Source: Readers' survey Gemüse 2019; multiple answers possible

Gemüse

TOPICS | DATES

Here you can find the current topic planning online MORE INFO

EDITION	DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
JANUARY 1	PD: 07.01.27 AD: 03.12.26	**Main focus: Seed Breeding** Technical innovations Preview IPM / Fruit Logistica Market study: Chinese cabbage Consumption monitor: Soup vegetables	**NEWSLETTER | GEMÜSE** PD: 07.01.27 + 14.01.27 + 28.01 AD: 29.12.26 + 07.01.27 + 21.01.	**Grüne Woche,** Berlin 15.–24.01.2027 **IPM**, Essen 25.–29.01.2027 **Palatinate Asparagus Day**
FEBRUARY 2	PD: 04.02.27 AD: 07.01.27	**Main focus: Plant protection** Biostimulants Mulching foils Asparagus Consumption monitor: Green Asparagus	**NEWSLETTER | GEMÜSE** PD: 11.02. + 25.02. AD: 04.02. + 18.02.	**Fruit Logistica,** Berlin 03.-05.02.2027 **BioFach,** Nürnberg 16.-19.02.2027 **Branch meeting special crops**
MARCH 3	PD: 04.03.27 AD: 04.02.27	**Main focus: Irrigation** Cabbage Vegetables Sustainability / Certifications Market study: Asparagus Consumption monitor: Savoy Cabbage	**NEWSLETTER | GEMÜSE** PD: 11.03. + 25.03. AD: 04.03. + 18.03.	

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

Subject to change without notice.

Gemüse

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
APRIL	4	PD: 01.04.27 AD: 04.03.27	**Main focus: Fertilization & Soil Health** Melons Soils and substrates Market study: Melons Consumption monitor: Watermelons	**NEWSLETTER | GEMÜSE** PD: 08.04. + 29.04. AD: 01.04. + 22.04.	
MAY	5	PD: 07.05.27 AD: 08.04.27	**Main focus: Root and tuber vegetables** Harvest Market study: Beets Consumption monitor: Snack Carrots	**NEWSLETTER | GEMÜSE** PD: 13.05. + 26.05. AD: 05.05. + 19.05.	
JUNE	6	PD: 03.06.27 AD: 05.05.27	**Main focus: Berries** Mushroom Cultivation Market study: Bush Berries Consumption monitor: Raspberries	**NEWSLETTER | GEMÜSE** PD: 10.06. + 24.06. AD: 03.06. + 17.06.	**Greentech**, NL 15.-17.06.2027 **Intersolar Europe,** München 08.–10.06.2027
JULY / AUGUST	7-8	PD: 01.07.27 AD: 03.06.27	**Main focus: Direct Marketing** Fruit Vegetables Greenhouses/Greenhouse Technology Market study: Zucchini Consumption monitor: Mini Cucumbers	**NEWSLETTER | GEMÜSE** PD: 15.07. + 26.08. AD: 08.07. + 16.08. **SONDERNEWSLETTER MARKET GARDENING** PD: 05.08. AD: 29.07.	

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

Subject to change without notice.

Gemüse

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
SEPTEMBER	9	PD: 02.09.27 AD: 05.08.27	**Main focus: Processing** Preview Open days of seed companies in NL and new vegetable varieties Market study: Organic Farming Microgreens & Sprouts Consumption monitor: Green beans	**NEWSLETTER | GEMÜSE** PD: 09.09. + 30.09. AD: 02.09. + 23.09.	**Palatinate Vegetable Field Day** **Open Days of seed companies, NL** **Hohenheim Vegetable Growing Day**
OCTOBER	10	PD: 07.10.27 AD: 02.09.27	**Main focus: Seeds & varieties** Work Clothing Market study: Strawberries Consumption monitor: Chicory	**NEWSLETTER | GEMÜSE** PD: 14.10. + 28.10. AD: 07.10. + 21.10.	
NOVEMBER	11	PD: 04.11.27 AD: 07.10.27	**Main focus: Onion Vegetables (including cooling & storage)** Technology show from Field Days Preview expoSE/expoDirekt Preview: Agritechnica Market study: Garlic Consumption monitor: Spring Onions	**NEWSLETTER | GEMÜSE** PD: 11.11. + 25.11. AD: 03.11. + 18.11.	**Agritechnica,** Hannover 14.–20.11.2027 **expoSE/expoDirekt,** Karlsruhe 17.-18.11.2027

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

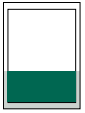
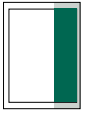
Subject to change without notice.

Gemüse

EDITION		DATES	TOPICS	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL	FAIRS + EXHIBITIONS
DECEMBER	12	PD: 02.12.27 AD: 04.11.27	**Main focus: Herbs and Leafy Greens** Insurance Accommodations for Seasonal Workers Market study: Spinach Consumption monitor: Endives	**NEWSLETTER | GEMÜSE** PD: 09.12. AD: 02.12. **GEMÜSE WALL CALENDAR 2028** PD: 02.12. | AD: 24.08.	
JANUARY 27	1	PD: 07.01.27 AD: 02.12.27	**Main focus: Smart Farming** Market study: Red cabbage Consumption monitor: Peas	**NEWSLETTER | GEMÜSE** PD: 13.01.28 + 27.01.28 AD: 05.01.28 + 19.01.28	**IPM,** Essen 2028

FORMATS | PRICES

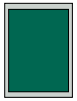
FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 184 × 268 mm	bw 4c	4,224.– 5,334.–
	Bleed format* 210 × 297 mm	bw 4c	4,646.– 5,756.–
2/3 	Type area format 184 × 178 mm 121 × 268 mm	bw 4c	2,816.– 3,926.–
	Bleed format* 210 × 192 mm 134 × 297 mm	bw 4c	3,098.– 4,208.–
1/2 	Type area format 184 × 133 mm 90 × 268 mm	bw 4c	2,112.– 3,222.–
	Bleed format* 210 × 147 mm 103 × 297 mm	bw 4c	2,323.– 3,433.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 184 × 88 mm 58 × 268 mm	bw 4c	1,408.– 2,518.–
	Bleed format* 210 × 105 mm 71 × 297 mm	bw 4c	1,549.– 2,659.–
1/4 	Type area format 184 × 65 mm 90 × 133 mm	bw 4c	1,056.– 2,166.–
	Bleed format* 210 × 83 mm 103 × 151 mm	bw 4c	1,162.– 2,272.–
1/8 	Type area format 184 × 32 mm 90 × 65 mm	bw 4c	528.– 978.–

* plus 3 mm bleed all round.

mm price bw: 3.94 €. 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	6,910.–
Inset ad on front page & ad on editorial page		Inset ad: Outer lengths triangle: 65 mm Editorial advert: 72 × 297 mm, Bleed format*	4c	4,768.–
Junior page		121 × 170 mm, Type area 132 × 189 mm, Bleed format*	4c 4c	3,611.– 3,861.–

* plus 3 mm bleed all round.

All prices plus VAT.

Gemüse

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	
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.

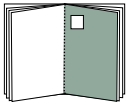
CLASSIFIED ADS

Job vacancies, mm-Price bw, 1 columns	3.94 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.
See page 26

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

SPECIAL ADVERTISING FORMATS

SPECIAL ADVERTISING FORMATS	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

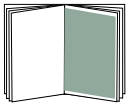
Passavia Druckservice GmbH & Co.KG
c/o DLV
Medienstraße 5b
94036 Passau

Delivery note

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

Gemüse

SUPPLEMENTS / BOUND-IN INSERTS

SUPPLEMENTS / BOUND-IN INSERTS	DESCRIPTION	PRICES / €
Bound-in inserts* 	• Deliver in untrimmed folded format 215 × 305 mm (W × H) (up to 25 g individual weight)	• 2 pages: 5,760.– € • 4 pages: 6,910.– € • 6 pages: 8,290.– €
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: 1,825.– € • up to 35 g weight: 1,975.– € • up to 50 g weight: 2,175.– €

Each plus 3 mm bleed all round

All prices plus VAT.

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

* 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.

Gemüse



MORE INFO

PRODUKTION

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

HANDEL

- Gartenbaumschulen (nur Handel)
- Einzelhandlesgärtnereien
- Gartencenter (Inhabergeführte Läden, Filialisten, Baumärkte, Blumenläden)
- Floristik (selbständige Floristen, Blumenläden)

Dienstleistung

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

NATURSCHUTZ

- Magazin / Zeitung / Sonderprodukt Zeitschrift
- Digitale Produkte

Stand 9-2024

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

Columnn	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/m²
Content: wood containing picture print matt 80 g/m²

Processing
Saddle stitching

Gemüse

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

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.

Gemüse

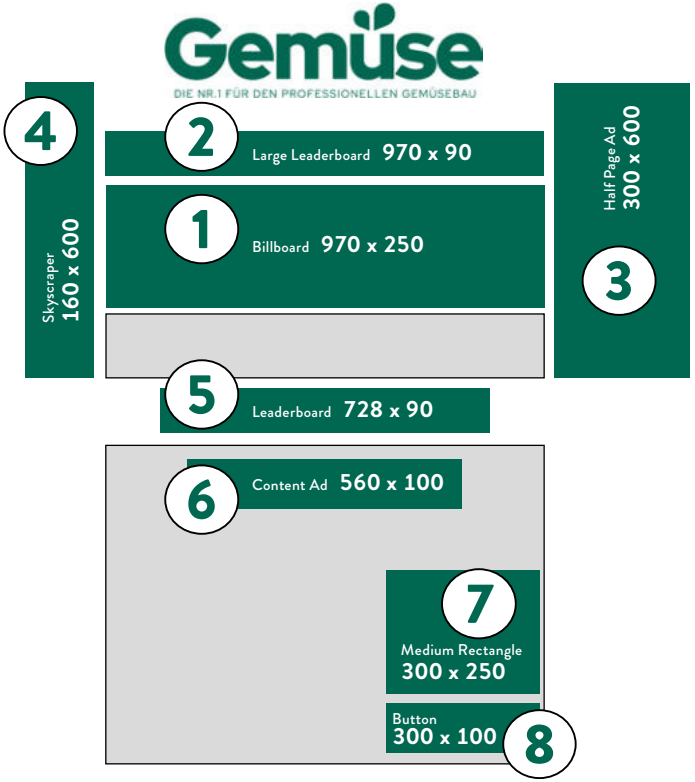


www.gemuese-online.de | visits / month: **5,402** | page impressions / month: **7,176**

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

Copyright: Kesel

BASIC-FORMATS | PRICES



	DISPLAY-ADS	PRICES IN €* DURATION 30 DAYS	WIDTH X HEIGHT IN PIXEL
1	Billboard	1,125.–	970 x 250
2	Large Leaderboard	850.–	970 x 90
3	Half Page Ad	850.–	300 x 600
4	Skyscraper	675.–	160 x 600
5	Leaderboard (Superbanner)	560.–	728 x 90
6	Content Ad	500.–	560 x 100
7	Medium Rectangle	500.–	300 x 250
8	Button	300.–	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

FORMATS + PRICES

ONLINE-ADVERTORIAL

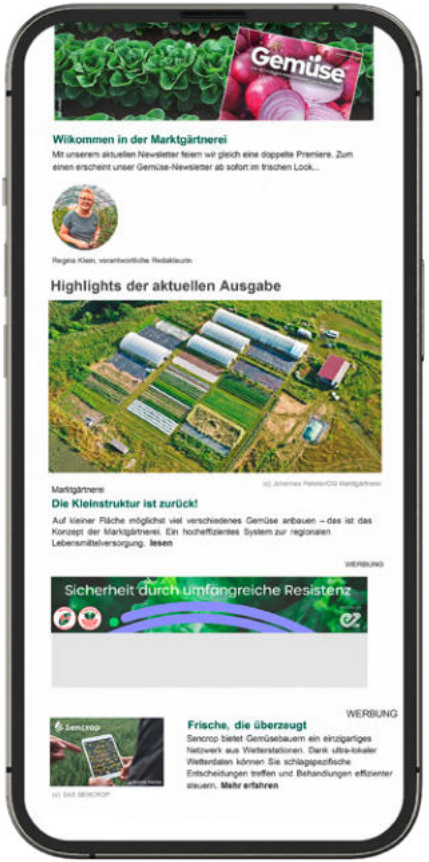
Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the Gemüse Website and links directly to the main article. With additional ③ text ad in the Gemüse Newsletter as a push element.

Duration 30 days **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

Branch and market information for the vegetable growing sector

RECIPIENTS: 3,050	ERSCHEINT: 2 / MONTH
OPENING RATE: 20 %	CTOR*: 32 %

FORMATS + PRICES

CONTENT BANNER 600.–
560 x 100 px

LARGE IMAGE 750,–
560 x 250 px

TEXT AD 850.–
300 characters text + image

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

EVENT TIP 450.–
PRODUCT TIP 600.–
JOB OFFER 375.–

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

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



MORE INFO

EXCLUSIVE OPPORTUNITY:

YOUR PARTNERSHIP IN THE GEMÜSE-NEWSLETTER

Take advantage of the opportunity to be the exclusive partner of our newsletter's "Focus" section once a month!

Every month, we focus on a topic relevant to the vegetable growing industry and feature it as a special section in the newsletter – and you have the opportunity to showcase your brand in a way that grabs attention.

OUR SERVICES:

- Recognition as an exclusive partner with logo inclusion ① and a link to your website (landing page) with prominent placement at the top of the newsletter
- A text ad ② iwithin the newsletter's special feature section, identified as an exclusive partner

Price: 1,600.–

Preis in € zzgl. MwSt.

THE SPECIAL CROPS NETWORK

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

Gemüse

5,402 visits*
7,176 page impressions / month*
3,050 newsletter recipients**

OBST & GARTEN

17,618 visits*
31,167 page impressions / month*
8,760 newsletter recipients **



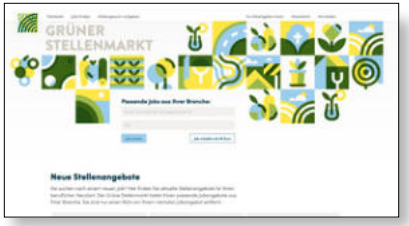
28,323 visits*
45,834 page impressions / month*
15,340 newsletter recipients**

Rebe & Wein

5,303 visits*
7,491 page impressions / month*
3,530 newsletter recipients**

* Values: June 2026 | Source: Matomo
** Values: June 2026 | Source: Distribution data Eugen Ulmer KG

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

Gemüse

PUBLISHER ADDRESS

Verlag Eugen Ulmer KG
Wollgrasweg 41
70599 Stuttgart

ulmer

T + 49 (0) 7 11 / 45 07 – 0
F + 49 (0) 7 11 / 45 07 – 2 21
anzeigen@ulmer.de

MARKETING + SALES

Petra Schnell
T + 49 (0) 7 11 / 45 07 – 1 35
pschnell@ulmer.de

ADVERTISING SERVICE

T + 49 (0) 7 11 / 45 07 – 1 44
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

T + 49 (0) 152 0479 2756 F + 49 (0) 711 / 4507 – 221	mbosch@ulmer.de www.ulmer.de
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