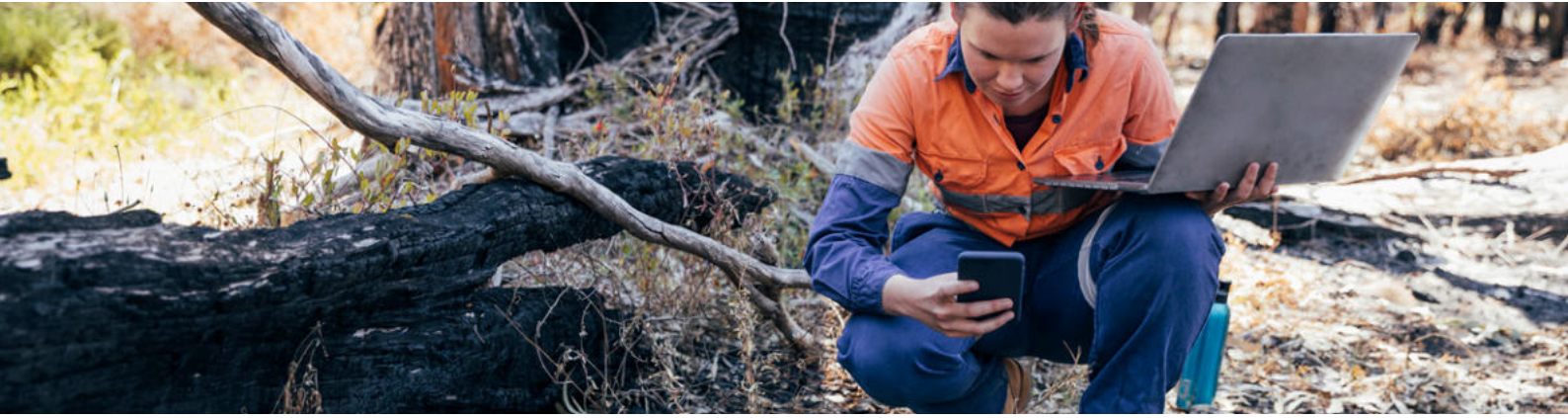
Print | Online

NATURSCHUTZ
und Landschaftsplanung

THE **MEDIA BRAND** FOR
APPLIED ECOLOGY



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MEDIA KIT 2027

www.nul-online.de



Nature Conservation and Landscape Planning – independent, practical and up-to-date.

SPECIES CONSERVATION, BIOTOPE CONSERVATION, SOIL CONSERVATION, combines **SCIENCE** und **PRACTICE**, current developments and **NEWS**, events, **PROFILES**, research and **CONFERENCE REPORTS**, interviews, **NATURAL RESOURCE CONSERVATION LAW**, job listings, **COMMENTS** and **OPINIONS**

NATURSCHUTZ
und Landschaftsplanung

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NATURSCHUTZ UND LANDSCHAFTSPLANUNG magazine



NATURSCHUTZ UND LANDSCHAFTS-PLANUNG Social Media



NATURSCHUTZ UND LANDSCHAFTSPLANUNG E-Paper

NATURSCHUTZ
und Landschaftsplanung



NATURSCHUTZ UND LANDSCHAFTS-PLANUNG Online-Seminars



NATURSCHUTZ UND LANDSCHAFTSPLANUNG NEWSLETTER

DIGITAL EXPERT LETTER



NATURSCHUTZ UND LANDSCHAFTSPLANUNG Online

PRINT

ONLINE

Naturschutz und Landschaftsplanung serves as a bridge between science and practice and is essential for professionals in landscape planning firms, biology, ecology, and nature conservation, as well as for consultants and government agencies.



Copyright: von Freyberg

DR. JULIA BÄCHTLE
Redakteurin

PRINT

5 Content | Print
6 Basics
7 Dates 2027
10 Formats | Prices
11 Surcharges + Discounts
12 Special advertising formats
13 Supplements and bound-in inserts
14 Partner magazines | Target groups
15 Technical data

ONLINE

17 Content | Online
18 Display-Ads
19 Online-Advertorial
20 Newsletter nature conservation and landscape planning
21 Newsletter expert letter landscape conservation
22 Online seminars
23 www.gruener-stellenmarkt.de

24 Contact person

BASICS

YEAR

59. Year | 2027

FREQUENCY OF PUBLICATION

monthly

DISTRIBUTION

Germany, Austria, Switzerland

CIRCULATION

Printed circulation: 2.450
Distributed circulation: 2.300
Sold circulation: 2.190
(Figures from the sales database 2026)

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

DATES

EDITION		DATES	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL
JANUARY	1	PD: 04.01.2027 AD T: 19.11.2026 AD A: 07.12.2026	**NEWSLETTER | EXPERT LETTER** Landscape conservation PD: 21.01.2027 | AD: 14.01.2027 **NEWSLETTER | NUL** PD: 22.12.2026 | AD: 15.12.2026
FEBRUARY	2	PD: 03.02.2027 AD T: 17.12.2026 AD A: 12.01.2027	**NEWSLETTER | NUL** PD: 27.01.2027 | AD: 20.01.2027
MARCH	3	PD: 03.03.2027 AD T: 21.01.2027 AD A: 09.02.2027	**NEWSLETTER | NUL** PD: 24.02.2027 | AD: 17.02.2027
APRIL	4	PD: 02.04.2027 AD T: 18.02.2027 AD A: 09.03.2027	**NEWSLETTER | EXPERT LETTER** Landscape conservation PD: 15.04.2027 | AD: 08.04.2027 **NEWSLETTER | NUL** PD: 24.03.2027 | AD: 17.03.2027

PD: Publication date | **AD T:** Advertising deadline Text section | **AD A:** Advertising deadline classifieds section

Subject to change without notice.

EDITION		DATES	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL
MAY	5	PD: 04.05.2027 AD T: 23.03.2027 AD A: 12.04.2027	**NEWSLETTER | NUL** PD: 27.04.2027 | AD: 20.04.2027
JUNE	6	PD: 02.06.2027 AD T: 22.04.2027 AD A: 09.05.2027	**NEWSLETTER | NUL** PD: 25.05.2027 | AD: 18.05.2027
JULY	7	PD: 02.07.2027 AD T: 25.05.2027 AD A: 10.06.2027	**NEWSLETTER | EXPERT LETTER** Landscape conservation PD: 15.07.2027 | AD: 08.07.2027 **NEWSLETTER | NUL** PD: 24.06.2027 | AD: 17.06.2027
AUGUST	8	PD: 03.08.2027 AD T: 24.06.2027 AD A: 12.07.2027	**NEWSLETTER | NUL** PD: 27.07.2027 | AD: 20.07.2027
SEPTEMBER	9	PD: 02.09.2027 AD T: 29.07.2027 AD A: 11.08.2027	**NEWSLETTER | NUL** PD: 26.08.2027 | AD: 19.08.2027

PD: Publication date | **AD T:** Advertising deadline Text section | **AD A:** Advertising deadline classifieds section

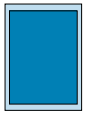
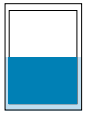
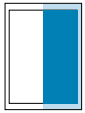
Subject to change without notice.

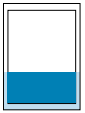
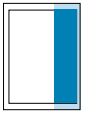
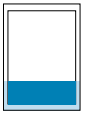
EDITION		DATES	SPECIAL PRODUCTS ○ PRINT | ● DIGITAL
OCTOBER	10	PD: 05.10.2027 AD T: 26.08.2027 AD A: 13.09.2027	**NEWSLETTER | EXPERT LETTER** Landscape conservation PD: 21.10.2027 | AD: 14.10.2027 **NEWSLETTER | NUL** PD: 28.09.2027 | AD: 21.09.2027
NOVEMBER	11	PD: 03.11.2027 AD T: 23.09.2027 AD A: 11.10.2027	**NEWSLETTER | NUL** PD: 27.10.2027 | AD: 20.10.2027
DECEMBER	12	PD: 02.12.2027 AD T: 21.10.2027 AD A: 10.11.2027	**NEWSLETTER | NUL** PD: 25.11.2027 | AD: 18.11.2027
JANUARY 28	1	PD: 04.01.2028 AD T: 18.11.2027 AD A: 08.12.2027	**NEWSLETTER | NUL** PD: 22.12.2027 | AD: 15.12.2027

PD: Publication date | **AD T:** Advertising deadline Text section | **AD A:** Advertising deadline classifieds section

Subject to change without notice.

FORMATS | PRICES

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 175 × 270 mm	4c	2,340.–
	Bleed format* 210 × 297 mm	4c	2,570.–
1/2 	Type area format 175 × 133 mm 85 × 270 mm	4c	1,470.–
	Bleed format* 210 × 148 mm 102 × 297 mm	4c	1,620.–

FORMATE	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 175 × 88 mm 56 × 270 mm	4c	1,120.–
	Bleed format* 210 × 105 mm 72 × 297 mm	4c	1,230.–
1/4 	Type area format 175 × 65 mm 85 × 133 mm	4c	1,000.–
	Bleed format* 210 × 84 mm 102 × 148 mm	4c	1,100.–

SPECIAL PLACEMENTS

AD TYPE	WIDTH × HEIGHT	COLOUR	PRICES / €
2. + 4. Cover page	Bleed format* 210 × 297 mm	4c	3,090.–

* plus 3 mm bleed all round.

All prices quoted in the rate plus VAT.
The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

SURCHARGES + DISCOUNTS

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.

QUANTITY DISCOUNT	
1 Page	5 %
2 pages	10 %
3 pages	15 %
5 pages	20 %

CLASSIFIED ADS

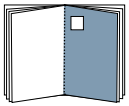
(Available only in text-block format)
For job ad rates and formats, see page 10

Box number charge 8,– €

You can publish your job listing online.
See page 23.

All prices quoted in the rate plus VAT. The general terms and conditions for advertisements and third-party inserts in newspapers and magazines apply.

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.

PRINT SHOP

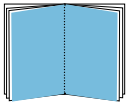
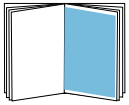
KOHLHAMMER
W. Kohlhammer Druckerei GmbH & Co. KD
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note

For „DEGA GALABAU-Nr....“
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 AND 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: 2,570.– € • 4 pages: 3,080.– € • 6 pages: 3,700.– €
Supplements* 	• Maximum format 205 × 297 mm (B × H) • Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies	**per thousand copies** • up to 25 g weight: 1,825.– € • up to 35 g weight: 2,025.– € • up to 50 g weight: 2,200.– €

Each plus 3 mm bleed all round

All prices plus VAT.

PRINT SHOP

KOHLHAMMER
W. Kohlhammer Druckerei
GmbH & Co. KD
z.Hd. Herrn Lanzner
Augsburger Str. 722
70329 Stuttgart

Delivery note
For „DEGA GALABAU-Nr....“
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.



MEHR 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:
180 mm × 258 mm (Width × Height)

FORMATS IN TYPE AREA

column	Width × Height in the text section	Width × Height in the advertisement section and the 'News' section
1	40 × 258 mm	40 × 258 mm
2	85 × 258 mm	85 × 258 mm
3	130 × 258 mm	130 × 258 mm

PRINTING AND PROCESSING

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

Paper
Cover: woodfree Picture print glossy 135 g/m²
Content: 100% recycled paper, 80 g/m²

Processing
Adhesive binding
Important text and image elements must be placed at least 5 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

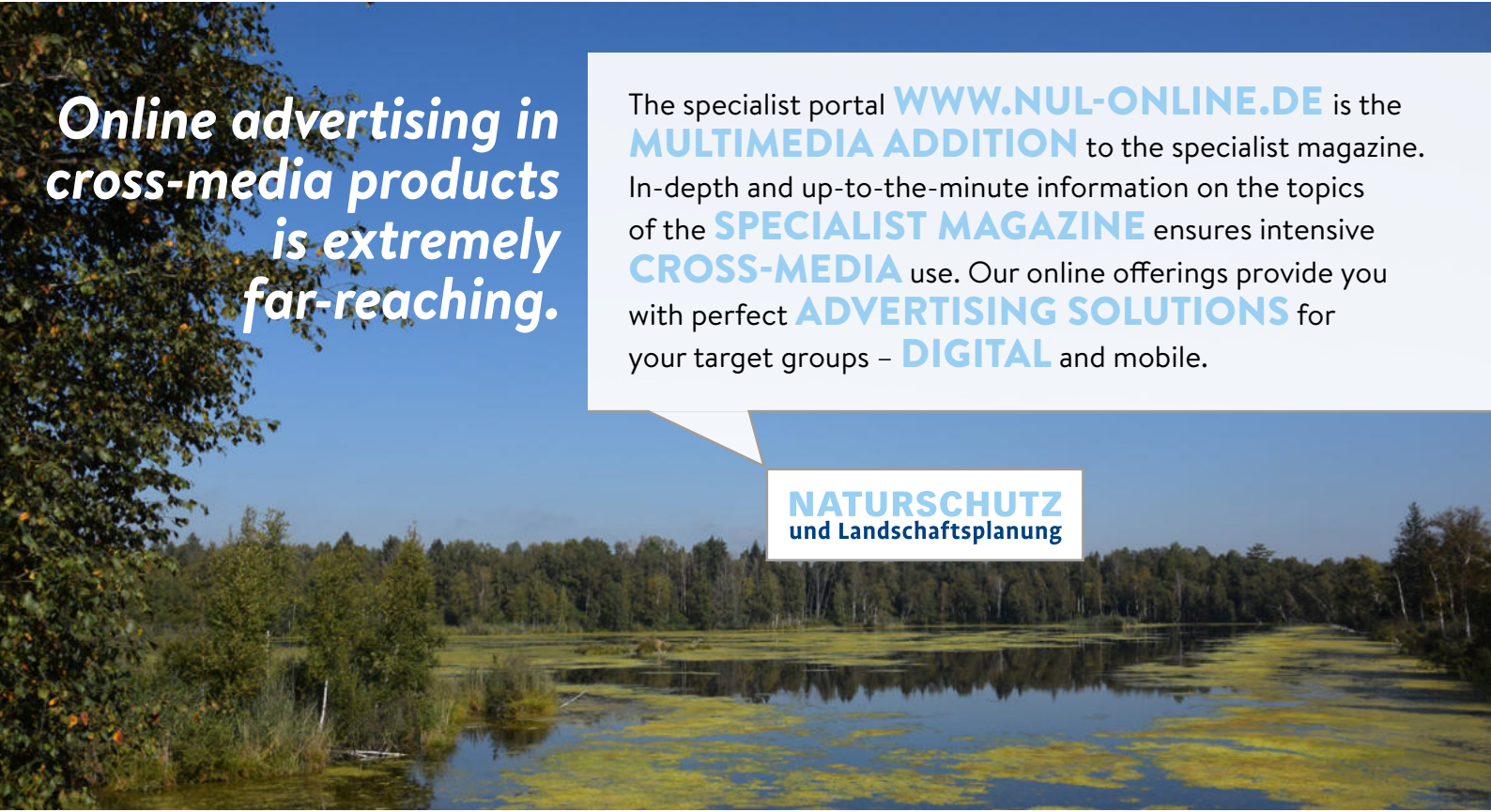
DATA TRANSFER

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 42
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.NUL-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.

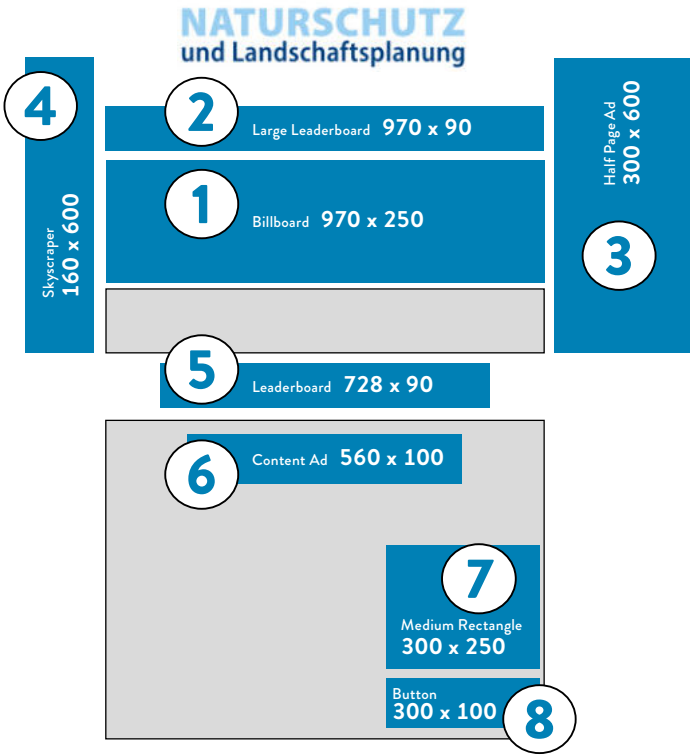
NATURSCHUTZ
und Landschaftsplanung

www.nul-online.de | Visits / month: **19.969** | Page impressions / month: **28.821**

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

Copyright: Dr. Bächtle

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
www.nul-online.de

FORMATS + PRICES

ONLINE-ADVERTORIAL

Consisting of ① teaser and ② main article.
The teaser is placed on the homepage of the NuL website and linked directly to the main article. Additional ③ text ad in the GPI newsletter GaLaBau und Flächenpflege 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”.

MEHR INFO



MEHR INFO

NEWSLETTER

Topics related to landscape and environmental planning, species and habitat conservation, soil conservation, and much more.

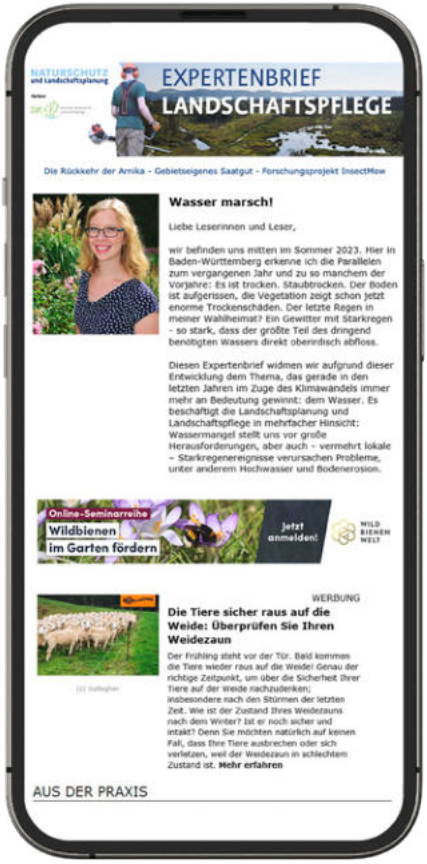
RECIPIENTS: 5.400	PUBLISHED: 12x/YEAR
OPENING RATE: 43 %	CTOR*: 58 %

FORMATS + PRICES

CONTENT BANNER 560 x 100 px	440.–
LARGE IMAGE 560 x 250 px	570.–
TEXT AD 200 characters text + image	725.–
POLE POSITION Surcharge | Placing | 1. Advertisement	75.–
EVENT TIP	450.–
PRODUCT TIP	450.–
JOBOFFER	375.–

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

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



MEHR INFO

EXPERT LETTER

Practical information and professional exchange on the care, development, and restoration of valuable landscape features.

RECIPIENTS: 6.400 | **PUBLISHED: 4X PER YEAR**

ÖFFNUNGSRATE: 35 % | **CTOR*: 51 %**

FORMATS + PRICES

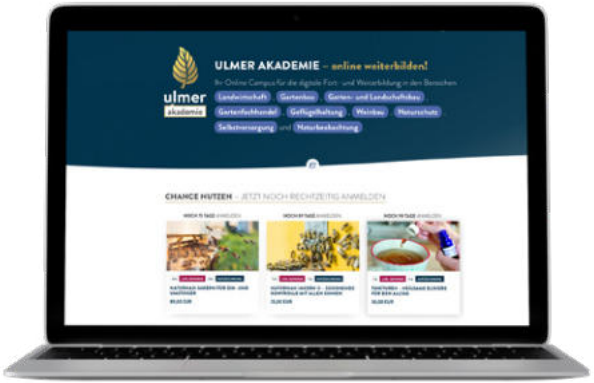
CONTENT BANNER 560 x 100 px	725.–
TEXT AD 300 characters text + image	1,025.–
POLE POSITION Surcharge | Placing | 1. Advertisement	75.–
EVENT TIP	450.–
PRODUCT TIP	725.–
JOBOFFER	375.–

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

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

MOBILE DIALOGUE | INDIVIDUAL

Online seminars combine the speed of the internet with the advantages of face-to-face communication

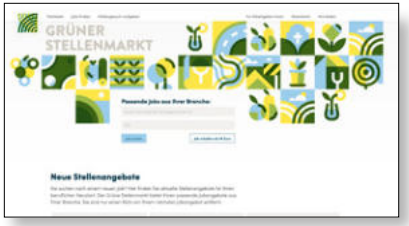


YOUR OPPORTUNITIES

- 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

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

ADVERTISING SERVICE

T + 49 (0) 7 11 / 45 07 – 1 42
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