DEGA
GRÜNER MARKT

Print | Online

# THE **MEDIA BRAND** FOR THE SPECIALIZED GARDEN RETAIL



Copyright: Grit Landwehr

# MEDIA KIT 2027

www.gruener-markt-online.de




**PRODUCT PORTFOLIOS** and **TRENDS** Industry developments **PLANTS** Portraits **BUSINESS MANAGEMENT** and **MARKETING** Tips for sales-promoting **POS-PRESENTATIONS** Employee development **FAIRS** and **EXPERT EVENTS** Dates cross-media high acceptance **EDITORIALLY CREDIBLE** Graphically appealing

DEGA GRÜNER MARKT

Copyright: Wendebourg




DEGA GRÜNER MARKT magazine



DEGA GRÜNER MARKT social media




DEGA GRÜNER MARKT e-paper

DEGA GRÜNER MARKT




DEGA GRÜNER MARKT special products



DEGA GRÜNER MARKT online seminars



GRÜNE PROFI INFOS newsletter

INSIDE! Impulses for the garden retail trade



DEGA GRÜNER MARKT online

PRINT

ONLINE

*We produce DEGA GRÜNER MARKT with great commitment and passion as an independent and, if necessary, critical trade magazine for the green trade.*



Copyright: Staffler

**PETRA REIDEL**
Editor

**GRIT LANDWEHR**
Editor

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# BASICS

## YEAR
68. year | 2027

## FREQUENCY OF PUBLICATION
bi-monthly

## DISTRIBUTION
Germany, Austria, Switzerland

## CIRCULATION
| | |
|---|---|
| Printed circulation: | 2,940 |
| Distributed circulation: | 2,850 |
| Sold circulation: | 600 |

(III. quarter 2025 – II. quarter 2026)

## GEOGRAPHICAL DISTRIBUTION
| | | |
|---|---|---|
| Domestic: | 88% | 2,508 |
| Abroad (A, CH and others): | 12% | 342 |
| Actual distributed Circulation (tvA): | 100% | 2,850 |

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

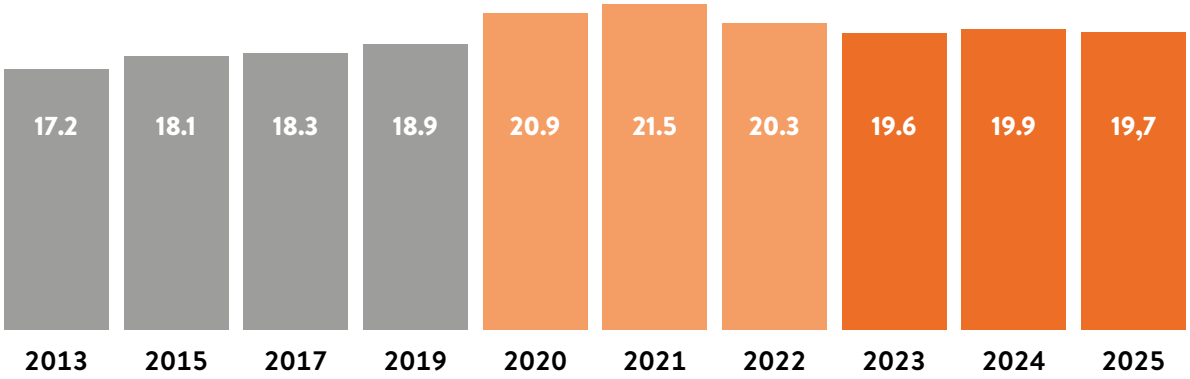
## TERMS OF PAYMENT
Payable within 30 days without discount

Terms & Conditions Bank details

# MARKET DEVELOPMENT

## TURNOVER OF THE GARDEN ENTER TRADE

**Turnover in billion €**




Source: IVG Annual Report 2026 / revenue rounded

# TOPICS | DATES

Here you can find the current topic planning online MORE INFO

| EDITION | DATES | TOPICS | SPECIAL PRODUCTS ○ PRINT \| ● DIGITAL | TRADE SHOWS + EXHIBITIONS |
|---|---|---|---|---|
| JANUARY/FEBRUARY 1 | PD: 13.01.27<br>AD: 02.12.26 | **Trends 2027**<br><br>**Fertilisers and plant protection**<br><br>**Plant purchasing**<br><br>**Biodiversity-promoting ranges -** seeds, wild perennials and shrubs, insect hotels, wildlife habitats, etc.<br><br>**Fair preview:** IPM, Ambiente, Christmasworld and regional order fairs | **IPM-APP 2027**<br>AD: 09.01.2027<br><br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 15.01. + 29.01.<br>AD: 08.01. + 22.01.<br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 12.02. + 26.02.<br>AD: 05.02. + 19.02.<br><br>**INSIDE!**<br>The highlights of IPM, Christmasworld and Ambiente<br>PD: 17.02.27 \| AS: 05.02.27 | **Nordstil** nordstil<br>09.-11.01.27<br><br>**Maison&Object (FR)**<br>14.-18.01.27<br><br>**IPM**<br>26.-29.01.27<br><br>**Ambiente \| Christmasworld** ambiente christmasworld<br>29.01.-02.02.27<br><br>**Cadeaux** CADEAUX LEIPZIG<br>27.02.-01.03.27<br><br>**Floriga**<br>28.02.27<br><br>**Formland** FORMLAND |

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

Subject to change without notice.

| EDITION | | DATES | TOPICS | SPECIAL PRODUCTS ○ PRINT \| ● DIGITAL | TRADE SHOWS + EXHIBITIONS |
|---|---|---|---|---|---|
| MARCH/APRIL | 2 | PD: 24.03.27<br>AD: 17.02.27 | **Order events & showrooms**<br><br>**Plant concepts**<br><br>**Celebrate & enjoy:** Assortments for the garden party<br><br>**Sales promotion**<br><br>**Fair review:** IPM, Christmasworld, Ambiente and regional order fairs | **NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 12.03. + 25.03.<br>AD: 05.03. + 18.03.<br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 09.04. + 23.04.<br>AD: 02.04. + 16.04. | |

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Subject to change without notice.

| EDITION | | DATES | TOPICS | SPECIAL PRODUCTS ○ PRINT \| ● DIGITAL | TRADE SHOWS + EXHIBITIONS |
|---|---|---|---|---|---|
| MAY / JUNE | 3 | PD: 26.05.27<br>AD: 21.04.27 | **Retail greenhouses, shopfitting and lighting concepts**<br><br>**Product presentation and POS concepts**<br><br>**Irrigation for indoor and outdoor plants** (irrigation systems, containers with water reservoirs)<br><br>**Garden equipment and tools**<br><br>**Fair preview:** spoga+gafa | **POCKET GUIDE »VARIETIES&FLOWERS HIGHLIGHTS 2027«**<br>Special supplement will also be enclosed in DEGA GARTENBAU 5/2027<br>+ additional distribution via Landgard<br>AD: 10.03.2027<br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 07.05. + 21.05.<br>AS: 30.04. + 14.05.<br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 04.06. + 18.06.<br>AS: 28.05. + 11.06.<br><br>**INSIDE!**<br>Review of the start of the season, irrigation<br>PD: 26.05.27 \| AD: 14.05.27 | **spoga+gafa**<br>Köln<br>15.-17.06.27<br><br>**Flower Trials** |




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| EDITION | | DATES | TOPICS | SPECIAL PRODUCTS ○ PRINT \| ● DIGITAL | TRADE SHOWS + EXHIBITIONS |
|---|---|---|---|---|---|
| JULY/ AUGUST | 4 | PD: 26.07.27<br>AD: 21.06.27 | **Outdoor Living -** trends and product ranges<br><br>**Grills and accessories**<br>**Product presentation and POS concepts**<br>**Greeting cards**<br><br>**Fair preview:** Oldenburg variety, regional order fairs<br><br>**Fair review:** spoga+gafa | **SPECIAL SECTION »GREENHOUSES + TECHNOLOGY 2027/2028«**<br>Special section will also be in DEGA GARTENBAU 07/2027<br>AD: 25.05.2027<br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>ET: 02.07. + 16.07. + 30.07. 13.08. + 27.08.<br>AS: 25.06. + 09.07. + 23.07. 06.08. + 20.08.<br><br>**INSIDE!**<br>Highlights of spoga+gafa, Flower Trials and TrendSet<br>PD: 21.07.27 \| AD: 12.07.27 | **TTrendSet**<br>11.-13.07.27<br><br>**Nordstil**<br><br>**DesignSalon (A)**<br>11.-13.07.27<br><br>**Formland** |

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Subject to change without notice.

| EDITION | | DATES | TOPICS | SPECIAL PRODUCTS<br>○ PRINT \| ● DIGITAL | TRADE SHOWS + EXHIBITIONS |
|---|---|---|---|---|---|
| SEPTEMBER / OCTOBER | 5 | PD: 06.10.27<br>AD: 01.09.27 | **Barbecues and accessories**<br><br>**Product ranges for the checkout area**<br><br>**Home accessories** – textiles, artificial flowers, candles and planters<br><br>**Fair report:** regional fairs | **NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 10.09. + 24.09.<br>AD: 03.09. + 17.09.<br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 08.10. + 22.10.<br>AD: 01.10. + 15.10.<br><br>**INSIDE!**<br>Home assortments, review of the year<br>PD: 13.10.27 \| AD: 04.10.27 | **IAA Mobility**<br>05.-10.09.27<br><br>**Cadeaux**<br><br>**Maison&Object (FR)** |

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Subject to change without notice.

| EDITION | DATES | TOPICS | SPECIAL PRODUCTS ○ PRINT \| ● DIGITAL | TRADE SHOWS + EXHIBITIONS |
|---|---|---|---|---|
| **NOVEMBER / DECEMBER** 6 | PD: 24.11.27<br>AD: 20.10.27 | **Substrates**<br><br>**Cash register systems, EDP and merchandise management systems**<br><br>**AI in retail**<br><br>**Workwear**<br><br>**Transport and delivery** | **SPECIAL SECTION »PERENNIALS & WOODY PLANTS 2027/2028«**<br>Special section will also be in DEGA GARTENBAU 10/2027<br>AD: 01.09.2027<br><br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 05.11. + 19.11.<br>AD: 29.10. + 12.11.<br><br>**NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 03.12. + 17.12.<br>AD: 26.11. + 10.12. | |
| **JAN./FEB. 2028** 1 | PD: 12.01.28<br>AD: 01.12.27 | **Trends 2028**<br><br>**IPM Fair edition**<br><br>**Fertilizers and plant protection**<br><br>**Fair preview:** regional orderfairs | **NEWSLETTER \| PROFESSIONAL INFO**<br>Production / Sales / Floristry<br>PD: 14.01. + 28.01.<br>AD: 07.01. + 21.01. | **TrendSet**<br>**Nordstil**<br>**Maison&Objet (FR)**<br>**IPM**<br>**Ambiente \| Christmasworld**<br>**Cadeaux**<br>**Formland**<br>**Floriga** |

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

Subject to change without notice.

# FORMATS | PRICES

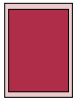
| FORMATS | WIDTH × HEIGHT | COLOUR | PRICES / € |
|---|---|---|---|
| **1/1** | Type area format<br>175 × 270 mm | bw<br>4c | 3,910.–<br>4,975.– |
| | Bleed format*<br>210 × 297 mm | bw<br>4c | 4,301.–<br>5,366.– |
| **2/3** | Type area format<br>175 × 178 mm<br>115 × 270 mm | bw<br>4c | 2,606.–<br>3,671.– |
| | Bleed format*<br>210 × 189 mm<br>132 × 297 mm | bw<br>4c | 2,867.–<br>3,932.– |
| **1/2** | Type area format<br>175 × 133 mm<br>85 × 270 mm | bw<br>4c | 1,955.–<br>3,020.– |
| | Bleed format*<br>210 × 148 mm<br>102 × 297 mm | bw<br>4c | 2,151.–<br>3,216.– |

| FORMATS | WIDTH × HEIGHT | COLOUR | PRICES / € |
|---|---|---|---|
| **1/3** | Type area format<br>175 × 88 mm<br>56 × 270 mm | sw<br>4c | 1,303.–<br>2,368.– |
| | Bleed format*<br>210 × 105 mm<br>72 × 297 mm | sw<br>4c | 1,433.–<br>2,498.– |
| **1/4** | Type area format<br>175 × 65 mm<br>85 × 133 mm | sw<br>4c | 977.–<br>2,042.– |
| | Bleed format*<br>210 × 84 mm<br>102 × 148 mm | sw<br>4c | 1,075.–<br>2,140.– |
| **1/8** | Type area format<br>175 × 32 mm<br>85 × 65 mm | sw<br>4c | 489.–<br>939.– |

* plus 3 mm bleed all round.

mm price bw: 3.62 €. All prices quoted in the rate plus VAT.
The general terms and conditions for advertisements and third-party supplements in newspapers and magazines apply.

# SPECIAL PLACEMENTS

| AD TYPE | | FORMAT WIDTH × HEIGHT | COLOUR | PRICES / € |
|---|---|---|---|---|
| 2. + 4.<br>cover page |  | 210 x 297 mm<br>Bleed format* | 4c | 6,440.– |
| Inset Ad on front page<br>& ad on editorial page |  | Inset Ad: Outer lengths triangle: 65 mm<br><br>Editorial Advert: 72 × 297 mm, bleed format* | 4c | 4,483.– |
| Junior page |  | 132 × 189 mm, bleed format* | 4c | 3,592.– |
| Text part advertisements<br>(Minimum calculation 50 mm) | <br> | per 40 mm width column<br><br>per 56 mm width column | bw<br><br>bw | 6,05 pro mm / column<br><br>8,06 pro mm / column |

* plus 3 mm bleed all round.

All prices plus VAT.

# SURCHARGES + DISCOUNTS

## COLOUR SURCHARGES

| | | |
|---|---|---|
| Statusard colours according to euro scale | per colour | 355.– € |
| 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.

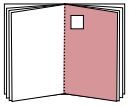
## CLASSIFIED ADS

| | |
|---|---|
| Job vacancies, mm-Price sw, 1 columns | 3.62 € |
| Box number charge | 8.– € |

Digital publication of your job advertisement is possible.
See page 32

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<br>• It is possible to place an advert on the inside and outside of the flap<br>• 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<br>• 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. 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.

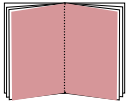
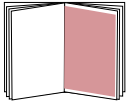
## PRINT SHOP

Druckerei
Ungeheuer + Ulmer
Körnerstr. 16
71634 Ludwigsburg

**Delivery note**

for „DEGA GRÜNER MARKT No. ...“
Delivery date 14 days before publication

# 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: 5,370.– €<br>• 4 pages: 6,440.– €<br>• 6 pages: 7,730.– € |
| Supplements*  | • Maximum format 205 × 297 mm (W × H)<br>• Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies | **Fixprice**<br>• up to 25 g weight: 1,750.– €<br>• up to 35 g weight: 1,875.– €<br>• up to 50 g weight: 2,075.– € |

Each plus 3 mm bleed all round

All prices plus VAT.

## PRINT SHOP

Druckerei
Ungeheuer + Ulmer
Körnerstr. 16
71634 Ludwigsburg

**Delivery note**

for „DEGA GRÜNER MARKT No. ...“
Delivery date 14 days
before publication

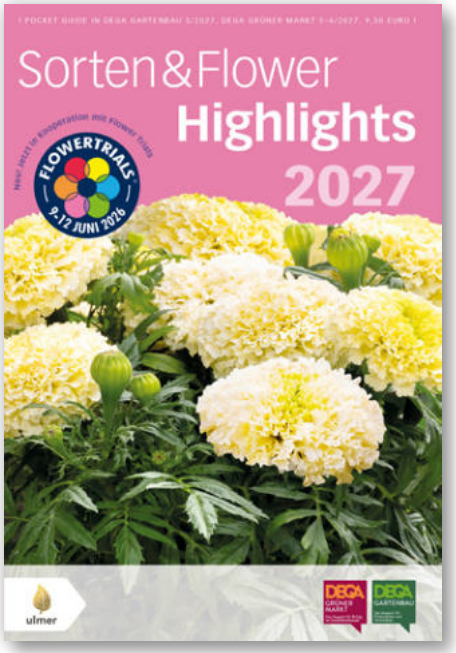
* No discounts on inserts and bound-in inserts or additional technical costs. Delivery address on the right.

- 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.

# VARIETIES & FLOWERS HIGHLIGHTS

CROSSMEDIAL

PRINT ISSUE | WEBSITE




MORE INFO

**Present for a long time! The special supplement as a reference work for your customers**

**PUBLICATION DATE:**
**DEGA GARTENBAU: 05/27 13.05.2027**
**DEGA GRÜNER MARKT: 03/27 27.05.2027**

**ADVERTISING DEADLINE: 10.03.2027**

## THE BENEFITS

- Bilingual: German and English
- Strengthen your brand awareness in the market by informing decision-makers in production horticulture and the garden trade
- Attractive additional distribution: appears as a supplement in DEGA GARTENBAU, DEGA International and DEGA GRÜNER MARKT in the run-up to the German and European Flower Trials and is also distributed at national and international variety shows and wholesale flower markets

# GREENHOUSE + TECHNOLOGY

CROSSMEDIAL

PRINT ISSUE | WEBSITE




MORE INFO

**Overview of all relevant innovations and information in Germany & Europe**

**PUBLICATION DATE:**
**DEGA GARTENBAU: 07-08/27 22.07.2027**
**DEGA GRÜNER MARKT: 04/27 27.07.2027**

**ADVERTISING DEADLINE: 26.05.2027**

## THE BENEFITS

- Bilingual: German and English
- High level of attention due to independent appearance
- Online presence at www.dega-gartenbau.de, www.dega-international.com and www.gruener-markt-online.de

# PERENNIALS AND WOODY PLANTS

CROSSMEDIAL

PRINT ISSUE

WEBSITE




MORE INFO

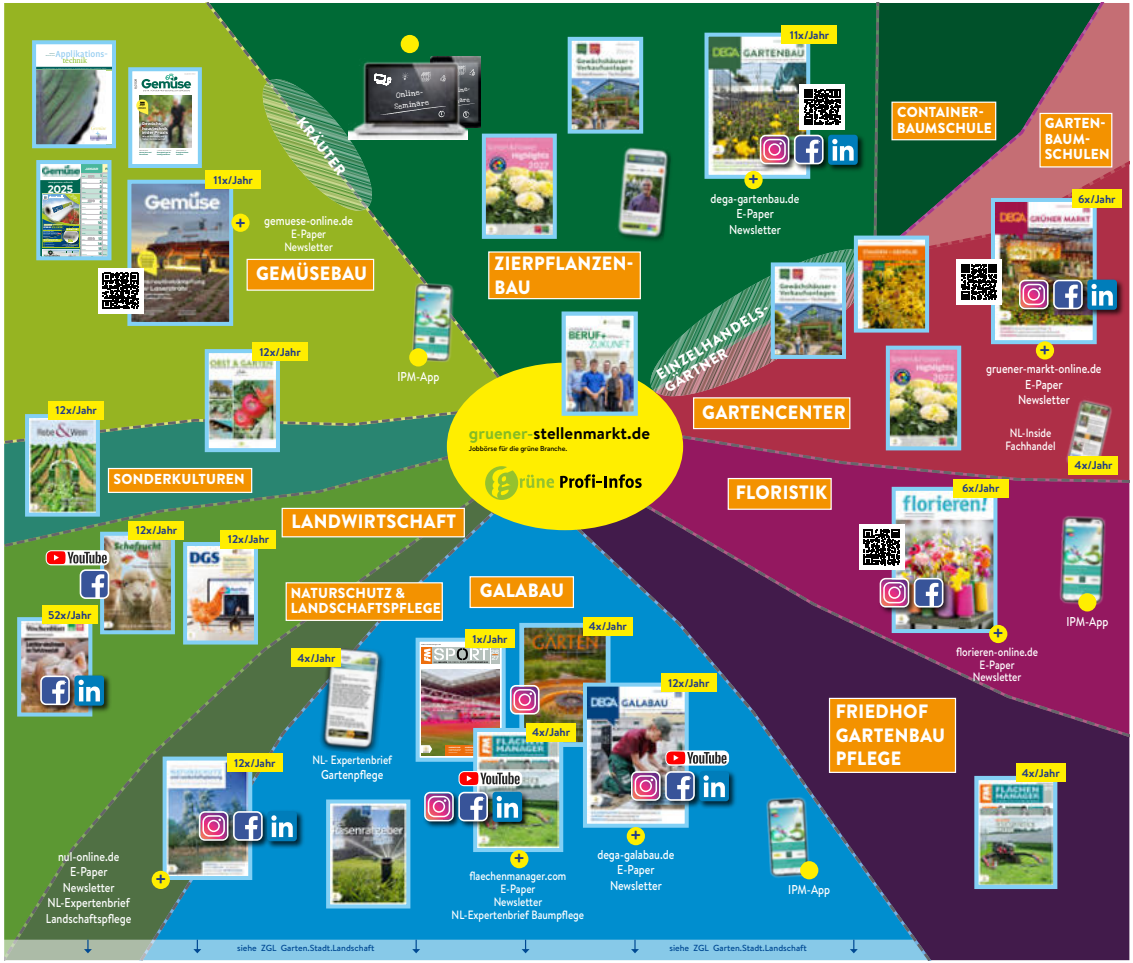
**High level of attention through useful and industry-relevant information**

**PUBLICATION DATE:**
**DEGA GARTENBAU: 10/27 20.10.2027**
**DEGA GRÜNER MARKT: 06/27 24.11.2027**

**ADVERTISING DEADLINE: 01.09.2027**

## THE BENEFITS

- This special section offers a preview of all the important trade fairs, exchanges and other events in Germany and Europe where perennial and woody plant assortments are offered
- It also lists leading suppliers, wholesalers and markets. This makes it an ideal planning aid for garden centers and retail nurseries when purchasing plants




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:**
175 mm × 270 mm (Width × Height)

**FORMATS IN TYPE AREA**

| columnn | Width × Height in the text section | Width × Height in the advertisement section and the "News" section |
|---|---|---|
| 1 | 56 × 270 mm | 40 × 270 mm |
| 2 | 115 × 270 mm | 85 × 270 mm |
| 3 | 175 × 270 mm | 130 × 270 mm |
| 4 | – | 175 × 270 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 90 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**
P + 49 (0) 7 11 / 45 07 – 1 37
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.




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

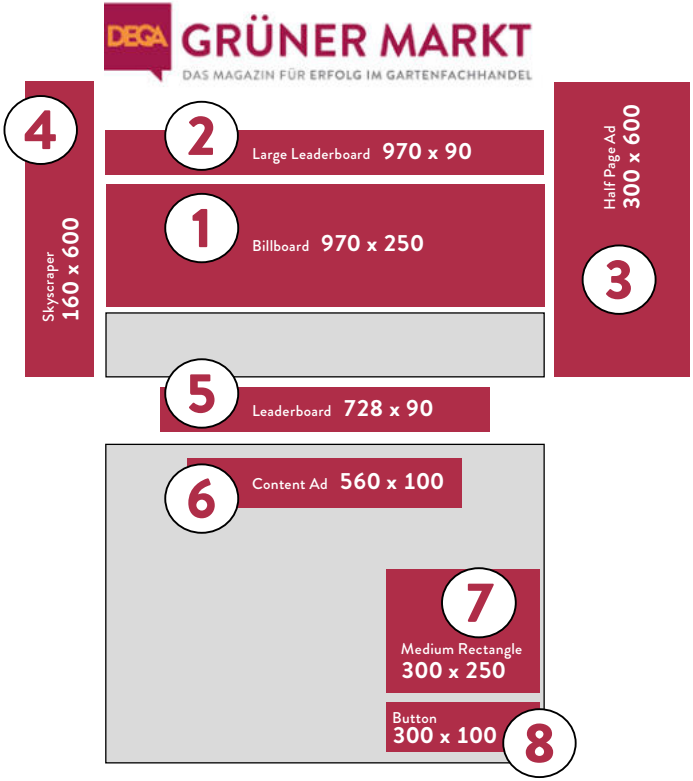
DEGA GRÜNER MARKT

www.gruener-markt-online.de | visits / month: **1,508** | page impressions / month: **2,135**

Values: 1. half year 2026 | Current figures on request | Source: Matomo

Copyright: Landwehr

# BASIC-FORMATS | PRICES




| | DISPLAY-ADS | PRICES IN €* DURATION 30 DAYS | WIDTH X HEIGHT IN PIXELS |
|---|---|---|---|
| **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.gruener-markt-online.de**

## FORMATS + PRICES

### ONLINE ADVERTORIAL

Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the DEGA GRÜNER MARKT Website and links directly to the main article.
With additional ③ text ad in the GPI-Newsletter Production / Sales / Floristry 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 companies in horticulture, the green trade and floristry.**

| | |
|---|---|
| RECIPIENTS: 8,900 | PUBLISHED: 14-DAYS |
| OPENING RATE: 19 % | CTOR*: 26 % |

## FORMATS + PRICES

**CONTENT BANNER** 600.–
560 x 100 px

**TEXT AD** 850.–
300 characters text + image

**POLE POSITION**
Surcharge | placing | 1. Advertisement 75.–

**EVENT TIP** 450.–
**PRODUCT OF THE WEEK** 600.–
**JOB OF THE WEEK** 375.–

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

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




MORE INFO

# INSIDE!

**From the branch for the branch. High level of attention through practice-oriented and well-founded specialist articles.**

| | |
|---|---|
| RECIPIENTS: 5,040 | PUBLISHED: 4x / YEAR |
| ÖFFNUNGSRATE: 22 % | CTOR*: 25 % |

## FORMATS + PRICES

**CONTENT BANNER** 605.–
560 x 100 px

**TEXT AD** 850.–
300 characters text + image

**POLE POSITION**
Surcharge | placing | 1. Advertisement 75.–

**EVENT TIP** 450.–
**PRODUCT OF THE MONTH** 600.–
**JOB OF THE MONTH** 375.–

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

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

# IPM MEDIA 2027




## IPM DAILY

- Benefit from our direct target group access during the most important horticultural fair in the WORLD!
- Your advertising message will reach exactly the right people in the top-relevant topic environment with the latest Fair news and reports before and after the Fair: Your potential new customers!

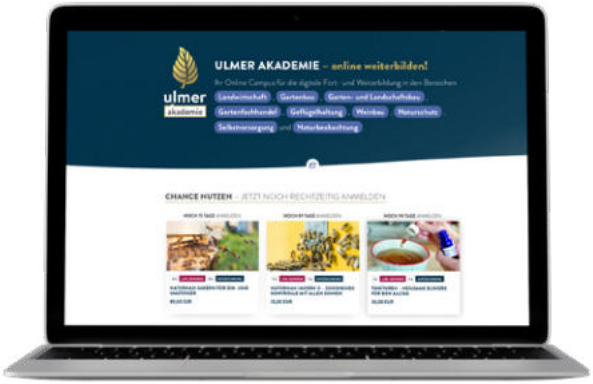
## IPM APP

- Promote your products with our new IPM app!
- Your fair, your way! New, modern and helpful functions make the app more exciting and attractive for users. Take your chance and design your own company presence in the app.
- Let your target group know what you are planning for the fair days and what innovations you have in store.



# MOBILE DIALOGUE | INDIVIDUAL

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

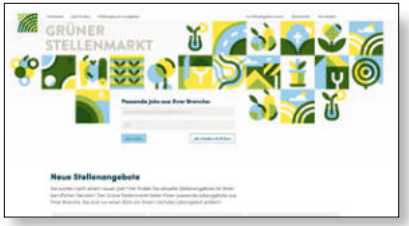



## YOUR OPPORTUNITIES

- 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
- 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

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| Baden-Wuerttemberg | France and Switzerland |

### SW Medienvertretung Saupe + Weber OHG (Aalen)

| | |
|---|---|
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