Print | Online

florieren!

THE **MEDIA BRAND** FOR FLORISTRY



Copyright: Peter J Kierzkowski

MEDIA KIT 2027

www.florieren-online.de



DIVERSE and **CREATIVE FLORISTRY** Practical examples and company portraits **ASSORTMENTS** and **TRENDS** Craft and design **PLANTS** new concepts **SALES-ORIENTATED** and **INNOVATIVE** Inspiration from the master schools **VOCATIONAL SCHOOL PROJECTS** Customer acquisition **FAIRS** and **SPECIALISED EVENTS** Dates **MARKETING** Recruitment **CROSS-MEDIA** high acceptance **AT THE PULSE OF TIME**

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florieren!



FLORIEREN! magazine



FLORIEREN! e-paper



FLORIEREN! social media



FLORIEREN! online seminars



GRÜNE PROFI INFOS newsletter



FLORIEREN! online

PRINT

ONLINE

florieren! combines practical and artistic floristry in a unique way, shows how colleagues are overcoming the challenges of our time and inspires with a generous layout that does not neglect information.



Copyright: Peter J Kierzkowski

GRIT LANDWEHR
Editor

NADINE QUIST
Editor

PRINT

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BASICS

YEAR
56. year | 2027

FREQUENCY OF PUBLICATION
bi-monthly

DISTRIBUTION
Germany, Austria, Switzerland

CIRCULATION
Printed circulation:	3,082
Distributed circulation:	2,639
Sold circulation:	2,226

(III. quarter 2025 – II. quarter 2026)

GEOGRAPHICAL DISTRIBUTION
Domestic:	88%	2,322
Abroad (A, CH and others):	12%	317
Actual distributed Circulation (tvA):	100%	2,639

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

ulmer

TERMS OF PAYMENT
Payable within 30 days without discount

Terms & Conditions Bank details

TOPICS | DATES

Here you can find the current topic planning online MORE INFO

EDITION	DATES	TOPICS ○ PRINT	SPECIAL PRODUCTS ○ DIGITAL	FAIRS + EXHIBITIONS
JANUARY / FEBRUARY 1	PD: 12.01.27 AD: 24.11.26	**Floristry: Early spring | Valentine's Day | Wedding** **Trend forecasts 2027** **Trends in practice:** consumer retail, cash & carry markets, fairs **Permanent floristry:** Silk and dried flowers in practice	**IPM-APP 2027** AD: 09.01.2027  **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 15.01. + 29.01. AD: 08.01. + 22.01. **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 12.02. + 26.02. AD: 05.02. + 19.02. **NEWSLETTER | KOMPASS** PD: 13.01. + 04.02. AD: 05.01. + 28.01.	**Nordstil** nordstil 09.-11.01.27 **Mayson&Object (FR)** 14.-18.1.27 **TrendSet** TRENDSET 21.-23.02.27 **IPM** IPM 2027 26.–29.01.27 **Ambiente | Christmasworld** ambiente christmasworld 29.01.–2.2.27 **Cadeaux** CADEAUX LEIPZIG 27.02.–01.03.27 **Floriga** 28.02.27 **Formland** formland

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

Subject to change without notice.

EDITION		DATES	TOPICS ○ PRINT	SPECIAL PRODUCTS ○ DIGITAL	FAIRS + EXHIBITIONS
MARCH / APRIL	2	PD: 15.03.27 AD: 01.02.27	**Floristry: Spring | Easter | Mother's Day** Outdoor season: plant novelties and additional assortments – substrates, fertilisers Vessels and beautiful things for outdoors – decorative items, small furniture, home textiles, fragrances Packaging	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 12.03. + 25.03. AD: 05.03. + 18.03. **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 09.04. + 23.04. AD: 02.04. + 16.04. **NEWSLETTER | KOMPASS** PD: 10.03. + 15.04. AD: 03.03. + 08.04.	
MAY / JUNE	3	PD: 18.05.27 AD: 06.04.27	**Summer and wedding floristry** Assortments for tables and dining: gourmet products, tableware, napkins, decorations, etc. Cooling and freshness preservatives Product presentation and sales promotion	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 07.05. + 21.05. AD: 30.04 + 14.05. **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 04.06. + 18.06. AD: 28.05. + 11.06. **NEWSLETTER | KOMPASS** PD: 13.05. + 10.06. AD: 05.05. + 03.06.	**spoga+gafa** 15.-17.06.27 **TRENDS UP WEST**

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

Subject to change without notice.

EDITION		DATES	TOPICS ● PRINT	SPECIAL PRODUCTS ○ DIGITAL	FAIRS + EXHIBITIONS
JULY / AUGUST	4	PD: 08.07.27 AD: 25.05.27	**Funeral floristry** Ribbon printing & alternatives Ordering for autumn, Advent and Christmas Home accessories – room fragrances, vases, containers, home textiles, lanterns Insert aids and alternatives	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 02.07. + 16.07. + 30.07. 13.08. + 27.08. AD: 25.06. + 09.07. + 23.07. 06.08. + 20.08. **NEWSLETTER | KOMPASS** PD: 01.07. + 05.08. AD: 24.06. + 29.07.	**TrendSet** **Nordstil** **DesignSalon (A)** **Formland**
SEPTEMBER / OCTOBER	5	PD: 08.09.27 AD: 28.07.27	**Floristry: Memorial days | Advent** Candles, ribbons and Christmas accessories Greeting cards and stationery Semi-finished products	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 10.09. + 24.09. AD: 03.09. + 17.09. **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 08.10. + 22.10. AD: 01.10. + 15.10 **NEWSLETTER | KOMPASS** PD: 02.09. + 07.10. AD: 26.08. + 30.09.	**Maison&Objet** **Cadeaux**

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

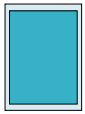
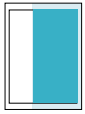
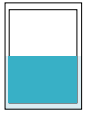
Subject to change without notice.

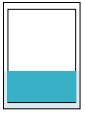
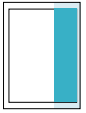
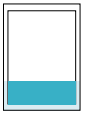
EDITION		DATES	TOPICS ● PRINT	SPECIAL PRODUCTS ○ DIGITAL	FAIRS + EXHIBITIONS
NOVEMBER / DECEMBER	6	PD: 10.11.27 AD: 29.09.27	**Floristry: Christmas | New Year | Winter** Appearance, shop design Transport and delivery Cash register systems and merchandise management Flower vending machines and 24/7 concepts Glitter and Hearts – Product Range Ideas for the New Year	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 05.11. + 19.11. AD: 29.10. + 12.11. **NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 03.12. + 17.12. AD: 26.11. + 10.12. **NEWSLETTER | KOMPASS** PD: 03.11. + 09.12. AD: 26.10. + 02.12.	
JANUARY / FEBRUARY	1 2028	PD: 11.01.28 AD: 23.11.27	**Floristry: Early spring | Valentine's Day | Wedding** Trends 2028 Consumer goods trade, cash & carry markets, fairs	**NEWSLETTER | PROFESSIONAL INFO** Production / Retail / Floristry PD: 14.01. + 28.01. AD: 07.01. + 21.01. **NEWSLETTER | KOMPASS** ET: 12.01. | AS: 04.01.	**Nordstil** **Maison&Objet** **TrendSet** **IPM** **Ambiente | Christmasworld** **Cadeaux** **Floriga** **Formland**

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

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FORMATS | PRICES

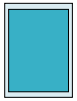
FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/1 	Type area format 175 × 258 mm	bw 4c	3,488.– 4,553.–
	Bleed format* 210 × 297 mm	bw 4c	3,837.– 4,902.–
2/3 	Type area format 175 × 178 mm 115 × 258 mm	bw 4c	2,326.– 3,391.–
	Bleed format* 210 × 189 mm 132 × 297 mm	bw 4c	2,559.– 3,624.–
1/2 	Type area format 175 × 133 mm 86 × 258 mm	bw 4c	1,744.– 2,524.–
	Bleed format* 210 × 148 mm 102 × 297 mm	bw 4c	1,918.– 2,698.–

FORMATS	WIDTH × HEIGHT	COLOUR	PRICES / €
1/3 	Type area format 175 × 88 mm 56 × 258 mm	bw 4c	1,163.– 1,943.–
	Bleed format* 210 × 105 mm 72 × 297 mm	bw 4c	1,279.– 2,059.–
1/4 	Type area format 175 × 65 mm 85 × 133 mm	bw 4c	872.– 1,427.–
	Bleed format* 210 × 84 mm 102 × 148 mm	bw 4c	959.– 1,514.–
1/8 	Type area format 175 × 32 mm 85 × 65 mm	bw 4c	436.– 706.–

* plus 3 mm bleed all round

mm price bw: 3.42 €. 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. Cover page		210 x 297 mm Bleed format*	4c	5,880.–
Junior page		115 × 170 mm, Type area 132 × 189 mm, Bleed format*	4c 4c	2,951.– 3,168.–
Strip advertisement (Minimum calculation 50 mm)		up to 90 mm height per 56 mm width column	bw	5.47 pro mm / column

* plus 3 mm bleed all round

All prices plus VAT.

SURCHARGES + DISCOUNTS

COLOUR SURCHARGES

Standard 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.

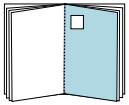
CLASSIFIED ADS

Job vacancies, mm-Price bw, 1 columns	3.42 €
Box number charge	8.– €

Digital publication of your job advertisement is possible.
See page 25

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.

- 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.

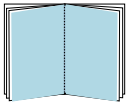
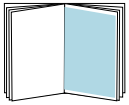
PRINT SHOP

Druckerei
Ungeheuer + Ulmer
Körnerstr. 16
71634 Ludwigsburg

Delivery note

for „florieren! 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	• 4 pages: 5,890.– € • 6 pages: 7,070.– €
Supplements* 	• Maximum format 205 × 297 mm (W × H) • Surcharge for exceeding format 25.– € per thousand. Total insert / Partial insert from 2,000 copies	**Fixprice** • up to 25 g weight: 1,750.– € • up to 35 g weight: 1,875.– € • up to 50 g weight: 2,075.– €

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

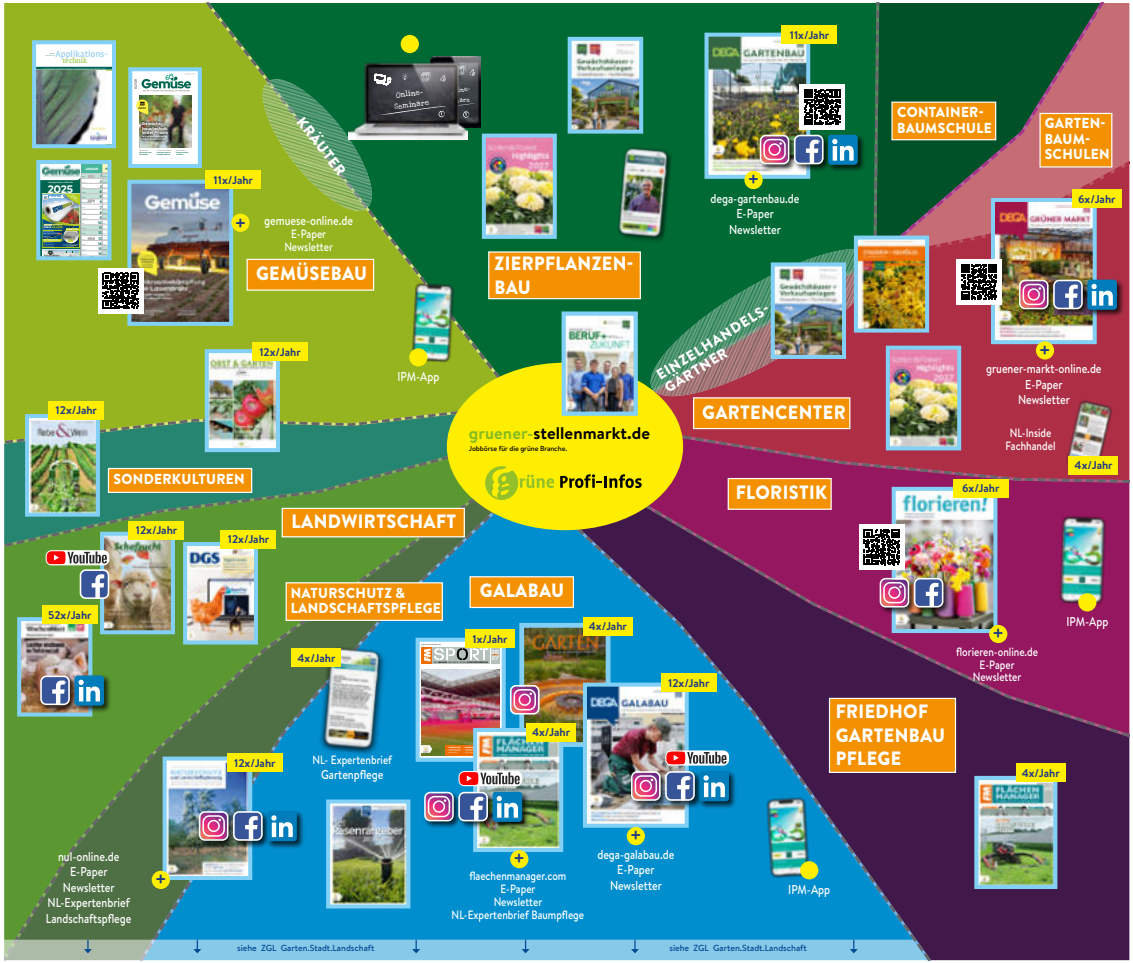
Druckerei
Ungeheuer + Ulmer
Körnerstr. 16
71634 Ludwigsburg

Delivery note

for „florieren! 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.

florieren!



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:
176 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	56 × 258 mm	40 × 258 mm
2	115 × 258 mm	85 × 258 mm
3	175 × 258 mm	130 × 258 mm
4	–	175 × 258 mm

PRINTING AND PROCESSING

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

Paper
Cover: woodfree Picture print matt 250 g/m²
Content: woodfree Picture print matt 100 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 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.FLORIEREN-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.

florieren!

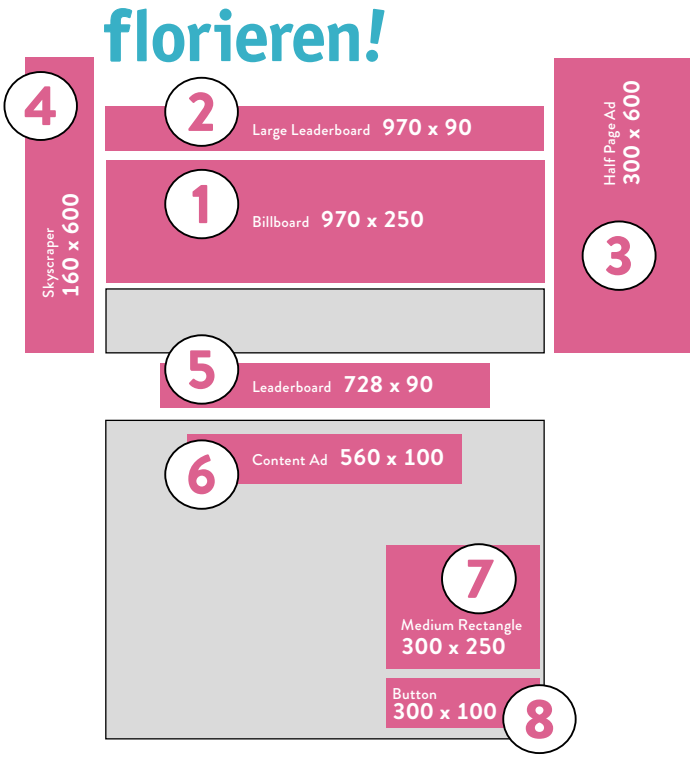
www.florieren-online.de | visits / month: **3,138** | page impressions / month: **5,035**

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

Copyright: Orchidee Nederland/orchids.info

florieren!

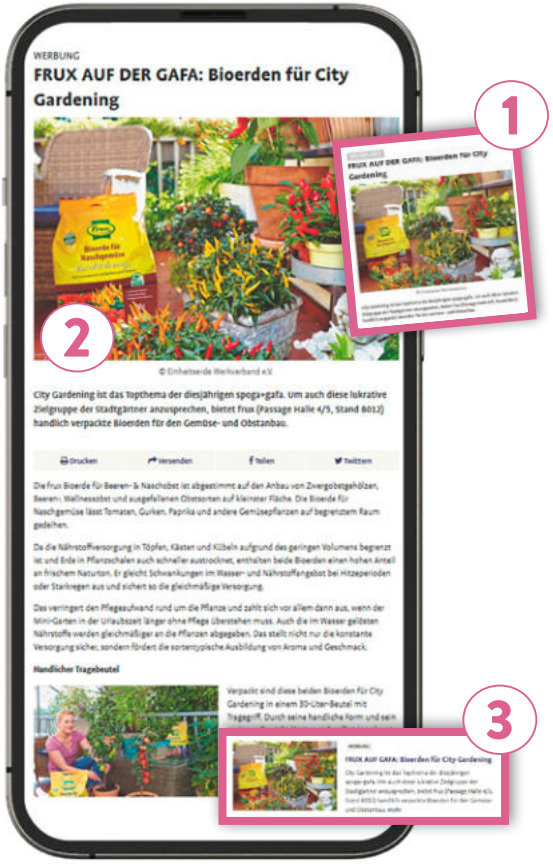
BASIC-FORMATS | PRICES



	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)	565.–	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.florieren-online.de

FORMATS + PRICES

ONLINE-ADVERTORIAL

Consisting of ① teaser and ② main article. The teaser is placed on the homepage of the florieren! 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



MEHR INFO

FLORIEREN! KOMPASS

Professional insights for florists' day-to-day work
Seasonal topics | exclusive insights | industry expertise

RECIPIENTS: 3,250 **PUBLISHED: 12x / YEAR**

FORMATS + PRICES

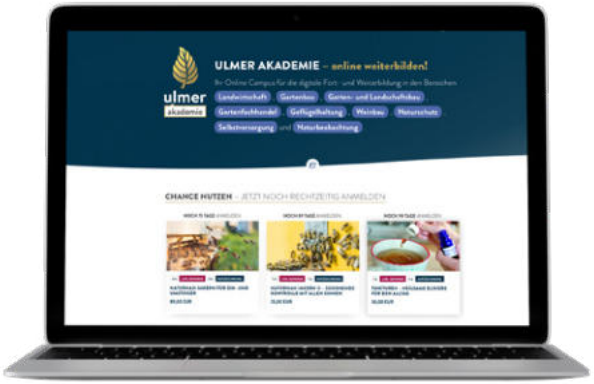
CONTENT BANNER 560 x 100 px	600.–
LARGE IMAGE 560 x 250 px	750.–
TEXT AD 200 characters of text + image	850.–
POLE POSITION Surcharge | Placing | 1. Advertisement	75.–
EVENT TIP	450.–
PRODUCT OF THE MONTH	600.–
JOB OF THE MONTH	375.–

Discount: 6 bookings – 5% | 12 bookings – 10%

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

MOBILE DIALOGUE | INDIVIDUAL

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

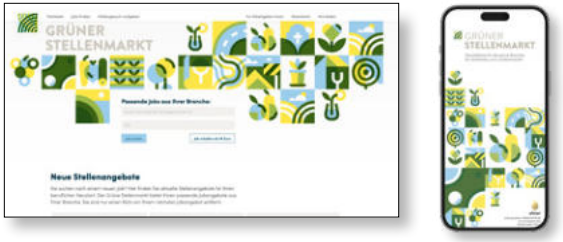


YOUR OPPORTUNITIES

- 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

Christina Heinkel
T + 49 (0) 7 11 / 45 07 – 3 22
cheinkel@ulmer.de

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