

GartenFlora



Media Information 2021

Advertising rate card no. 32, valid from 1 January 2021

Good reasons.

With a reach of around 920,000 readers per issue, GartenFlora is one of the best known garden magazines in Germany.



The readers of GartenFlora mostly live in their own property. 66 % live in their own house or in their own flat.

49 % of the GartenFlora readers are employed.

3,488 euros per month is the average net household income of our readers.

GartenFlora is mainly read by middle-aged people and Best Ager. The core readership is between 45 and 59 years old.

62 % of them are women, 38 % men.

GartenFlora readers have a high readiness to spend and are keen to consume.

77 % value high-quality products and are willing to pay more for them.

57 % are eager to experiment and like to try out new products.

51 % of GartenFlora readers prefer to spend their holidays on the beach and in sunny locations. But also hiking and wellness holidays are very popular with more than 30 % of our readers.

Apart from gardening, „living and furnishing“ is an important subject for GartenFlora readers. They are also interested in healthy food and lifestyle as well as in nature and environmental protection issues. GartenFlora readers also love to cook and invite friends for dinner.



Circulation / Reach

Paid circulation: 167,042 copies (IVW 1/2020)

Actually distributed circulation: 168,040 copies (IVW 1/2020)

Reach: 920,000 readers / issue (AWA 2020)

Subscriptions: 87,283 (1st quarter 2020)

GartenFlora

gardening, experiencing and enjoying

GartenFlora is the most traditional German garden magazine at the kiosk and inspires a readership with an above-average net household income (AWA 2020).

Again and again, readers confirm the editorial concept of an entertaining as well as informative magazine that covers topics for the practitioner, but also for the garden enthusiast for whom the garden expresses a special attitude towards life.

Publisher

dbv network GmbH, Wilhelmsaue 37, 10713 Berlin, Germany

Postal address

dbv network GmbH, P.O. Box 31 04 48, 10634 Berlin, Germany

Payment terms

14 days from invoice date, without deduction

Bank details

IBAN: DE61 1004 0000 0259 4646 00 BIC: COBADEFF (Commerzbank AG)w

Topics.

Issue	Topics	Dates
1 Jan	• Heaters for greenhouses	AD/CD:
	• Trend colors and varnishes for garden furniture	06.11.2020
	• Indoor gardening: Small climate chambers with hydroponic systems	PD:
	• Shaping fruit trees: the best tools	09.12.2020
2 Feb	• First sowing: indoor greenhouses, heating mats, etc	AD/CD:
	• In the greenhouse: practical equipment and technology	08.12.2020
	• Fertilizing in the indoor garden: nutrient tips	PD:
	• Plan or (re)plan terraces, seating areas and paths	13.01.2021
3 Mar	• Conservatory and covered terrace	AD/CD:
	• Kitchen garden in the raised bed (+ soil and substrates)	30.12.2020
	• Innovations and trends in vegetables, fruits, herbs, wood, shrubs and summer flowers	PD:
	• Types of fertilizer for spring fertilization	03.02.2021
4 Apr	• Lawn care: sow, fertilize, mow	AD/CD:
	• Smart garden with clever sun protection solutions	29.01.2021
	• Bamboo - the garden all-rounder	PD:
	• Feel-good areas: conservatories, garden houses, etc Planning and liveable designing of glas pavilions.	03.03.2021
	• Substrates and aggregates: mix the soil yourself	

Issue	Topics	Dates
5 May	• The terrace becomes a living room: floors your feet will love, trendy furniture, privacy- and sun protection screens	AD/CD:
	• Insect-friendly flowers in pots and tubs	03.03.2021
	• Mulching mower: cut and fertilize the lawn at the same time	PD:
	• Rhododendron: Spring blooms for every garden	07.04.2021
6 Jun	• Modern swimming pools with biological cleaning	AD/CD:
	• EXTRA: Roses	31.03.2021
	• Lawn edging shears in the test	PD:
	• Smart irrigation solutions for the garden	05.05.2021
7 Jul	• Garden furniture: sit, dine and swing in style	
	• Furnish a garden kitchen: practical sink units, grills, pizza ovens, BBQ smokers etc	AD/CD:
	• Little streams: from modern to natural	04.05.2021
	• Collect rainwater in invisible flat tanks	PD:
8 Aug	• Time to cut the hedge: the proper tools	09.06.2021
	• How plants get through the holiday season well	AD/CD:
	• LED and solar lights for safety and comfort	04.06.2021
	• Refreshing water features for the terrace	PD:
	• Gabions: seats, raised bed, privacy screens and more	07.07.2021

Issue	Topics	Dates
9 Sep	<ul style="list-style-type: none"> • Thanksgiving Day: harvest together, celebrate and enjoy delicious food from the grill • Tomatoes, cucumbers and plums: sweet and savory recipes for the pantry • Lawn soil, lawn sand: What do you need the special substrates for? 	AD/CD: 09.07.2021 PD: 11.08.2021
10 Oct	<ul style="list-style-type: none"> • Autumn treatment for the garden pond: pond sludge, technology and pruning • Autumn lawn fertilizer protects against frost and winter diseases • Produce special compost in leaf sacks, lattice boxes or composters • Conservatories: move the garden indoors 	AD/CD: 06.08.2021 PD: 08.09.2021
11 Nov	<ul style="list-style-type: none"> • Greenhouse planning: size, location, models and equipment • Buyer's guide for loppers and pole pruners • Make clippings more compostable with garden shredders • How to prepare the lawn mower for winter 	AD/CD: 10.09.2021 PD: 13.10.2021
12 Dec	<ul style="list-style-type: none"> • Christmas DIY ideas made of concrete • With vole traps against the greedy rodents • Garden walls made of natural stone and concrete • The best (garden) gift ideas 	AD/CD: 07.10.2021 PD: 10.11.2021

Issue	Special topic „Garden & Pets“
2 Feb	Barf food for dogs and cats: individually made up natural food, basic ingredients and additions
3 Mar	Protect cats and dogs from ticks, fleas, mites and biting lice
10 Oct	Well cared-for fur, teeth and claws of our pets
12 Dec	Lovely gift ideas for cat and dog owners

The readers of GartenFlora love pets. 26 % own a dog, 21 % a cat, 15 % other animals.

*With your advertising you will reach more than 540,000 pet owners per issue.**

* complete readership (AWA 2020)

Formats and prices.



14,990 €

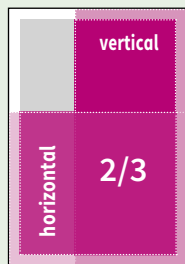
1/1 cover page
C2, C3
220 mm x 297 mm

1/1 cover page
C4
217 mm x 297 mm



14,554 €

1/1 content page
195 mm x 270 mm
220 mm x 297 mm



9,703 €

2/3 page vertical
125 mm x 270 mm
146 mm x 297 mm

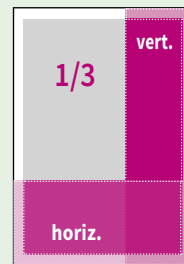
2/3 page horizontal
195 mm x 180 mm
220 mm x 196 mm



7,528 €

1/2 page vertical
95 mm x 270 mm
110 mm x 297 mm

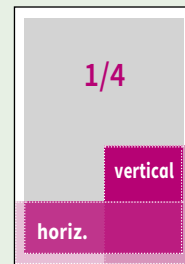
1/2 page horizontal
195 mm x 135 mm
220 mm x 152 mm



5,018 €

1/3 page vertical
65 mm x 270 mm
73 mm x 297 mm

1/3 page horizontal
195 mm x 90 mm
220 mm x 107 mm



3,763 €

1/4 page vertical
95 mm x 135 mm
110 mm x 152 mm

1/4 page horizontal
195 mm x 67 mm
220 mm x 84 mm

Additional formats are possible. Minimum format for advertisements in this section is 1/8 page.

■ In type area
■ With bleed

DISCOUNTS

Frequency scale		Volume scale	
3 adverts	3 %	1,000 mm	5 %
6 adverts	5 %	2,000 mm	10 %
9 adverts	10 %	5,000 mm	15 %
12 adverts	15 %	8,000 mm	20 %

TECHNICAL SPECIFICATIONS

Magazine format: 220 mm wide x 297 mm high.
Type area: 195 mm wide x 270 mm high,
3 columns each 58 mm wide, 810 mm total content.
Printing process for cover: sheet-fed offset printing.
Printing process for content: offset rotary printing.
Total ink coverage up to 300 %.
70 screen (Cover and inner pages).

Bleed is possible on all editorial, cover and advertisement pages. Advertisement format plus 5 mm trim on the appropriate trim sides.

ADVERTORIALS

In the interest of clear identification of advertising publications, we ask you to design advertorials in such a way that they can be distinguished from the editorial layout and thus avoid confusion with editorial content.

Design specifications for advertorials

- Advertorials are separated from the editorial section by a line and / or set in colours that are not used in the editorial layout.
- For the running text in advertorials only typefaces should be used which are not used for the editorial layout of the magazine.

- Advertorials are marked with the word „Advertisement“.
- The company logo should be included in the layout.



Format and prices.

Advertisement section „Gute Adressen“



Cost-efficient fixed formats in an attractive and striking context.

FORMAT / PRICES

1/6 page (58 mm x 130 mm)	748 €
1/3 page vertical (58 mm x 265 mm)	1,599 €
1/3 page horizontal (121 mm x 130 mm)	1,599 €

All prices 4c, plus VAT

DISCOUNTS

3 adverts	3 %
6 adverts	5 %
9 adverts	10 %
12 adverts	15 %

Advertisement section „GartenMarkt“

PRICES / mm

b/w	8.40 €
4c	13.25 €

DISCOUNTS

3 adverts	3 %
6 adverts	5 %
9 adverts	10 %
12 adverts	15 %

COLUMN WIDTH

1 column	45 mm
2 column	95 mm
3 column	145 mm
4 column	195 mm

Contact for commercial and private lineage adverts in the section „GartenMarkt“:

Karin Groß
Phone: +49 (0)30 464 06-357
karin.gross@dbv-network.com

Prices and online-booking for lineage adverts at
www.gartenflora.de

TYPE AREA

195 mm width x 270 mm height
4 columns, 45 mm each



Loose and bound-in inserts.



LOOSE INSERTS

Weight	Price/1,000 copies
Up to 25 g	106 €
each additional 5 g	16.15 €

- Split-run inserts are possible, Additional charges: 17 € / 1,000 copies.
- Add-on: 2 % of the loose insert print run (will be charged)
- Min. format 105 mm x 148 mm
Max. format 200 mm x 277 mm
- Oversize loose-inserts on request
- The prices are valid for sheet thickness of up to 2 mm. Loose inserts with thicker sheets will be calculated separately.
- Grammage for single sheet inserts: 120 g/m² – 300 g/m²
- No z-fold

BOUND-IN INSERTS

Pages/Weight	Price/1,000 copies
4-page, up to 20 g	121 €
more than 4 pages, over 20 g	on request

- Addition: total print run plus 2 % (will be charged)
- The placement at certain positions is possible
- Bound-in inserts are to be delivered folded and untrimmed
- Format (delivery always as folded sheet): max. 220 mm wide x 297 mm high
- Bleed:
 - + 4 mm head trim
 - + 3 mm foot trim
 - + 3 mm open page side
 - + 3 mm binding edge

Special advertising formats.

DELIVERY

Dates on request of the total amount of loose or bound-in inserts.

Delivery address for loose and bound inserts:

PRO BIND Professional Binding GmbH
Bielefelder Straße 61
D-33428 Marienfeld

Shipping instructions:
For GartenFlora, issue XX/2021

Freight and cartage at the expense of the client.

SAMPLE

A binding sample of any insert (5 copies) must be submitted to the publisher before advertising deadline.

Loose and bound-in-inserts may not contain advertising by third parties. Exclusion of competition cannot be guaranteed.

COVER

Additional flap (2nd cover page) 96.50 €

Price per thousand copies

GLUED INSERTS

Basis is a carrier advertisement.
(Prices and formats see page 6)

Flyer / Tip-on-card 54.50 €

Product sample (on request) 70 €

Booklet 107 €

Price per thousand copies

We would be happy to advise you on the special forms of advertising.

Petra Richter

Phone: +49 (0)30 464 06-377

petra.richter@dbv-network.com



GartenFlora-Spezial.



MODERN GARDEN DESIGN

Issue 1/2021

Advertising deadline: 29.01.2021 | Publication date: 10.03.2021

GARDEN DESIGN FOR THE FUTURE

Issue 2/2021

Advertising deadline: 25.03.2021 | Publication date: 05.05.2021

LIVEABLE GARDENS

Issue 3/2021

Advertising deadline: 31.05.2021 | Publication date: 07.07.2021

About the main topics in the GartenFlora special issues we will inform you with our newsletter.

Circulation 70,000 copies each.

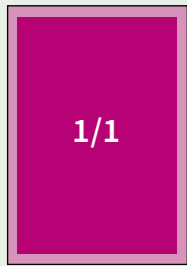
Magazine format

220 mm wide x 297 mm high

Type area

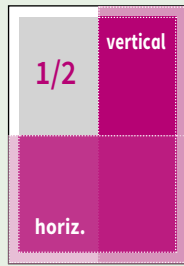
195 mm wide x 270 mm high, 3 columns, 58 mm each

Formats and prices



11,320 €

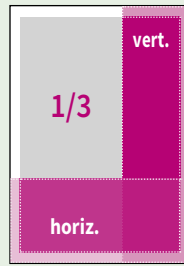
1/1 content page
195 mm x 270 mm
220 mm x 297 mm



5,660 €

1/2 page vertical
95 mm x 270 mm
110 mm x 297 mm

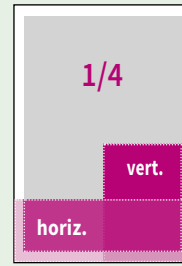
1/2 page horizontal
195 mm x 135 mm
220 mm x 152 mm



3,766 €

1/3 page vertical
65 mm x 270 mm
73 mm x 297 mm

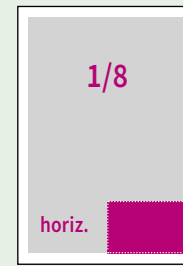
1/3 page horizontal
195 mm x 90 mm
220 mm x 107 mm



2,830 €

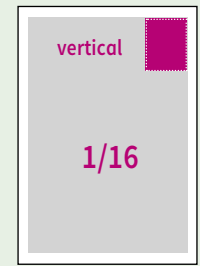
1/4 page vertical
95 mm x 135 mm
110 mm x 152 mm

1/4 page horizontal
195 mm x 67 mm
220 mm x 84 mm



1,404 €

1/8 page horizontal
95 mm x 67 mm
im Satzspiegel



702 €

1/16 page vertical
45 mm x 67 mm
im Satzspiegel

Additional formats are possible. Minimum format for advertisements in this section is 1/16 page.

■ In type area
■ With bleed

Supplements.



The special supplements and extras are published several times a year with a different focus and are included in a regular issue of GartenFlora. The circulation of each supplement is 140,000 copies.

On request, we will be happy to send you the detailed media data for the individual supplements with the advertising formats, prices, topics and dates.

SUPPLEMENTS 2021

My pet and I – I/21

Publication date: 07.04.2021

Is attached to GartenFlora, issue 5/2021

Money & Finances

Publication date: 08.09.2021

Is attached to GartenFlora, issue 10/2021

Safety and home automation

Publication date: 05.05.2021

Is attached to GartenFlora, issue 6/2021

My pet and I – III/21

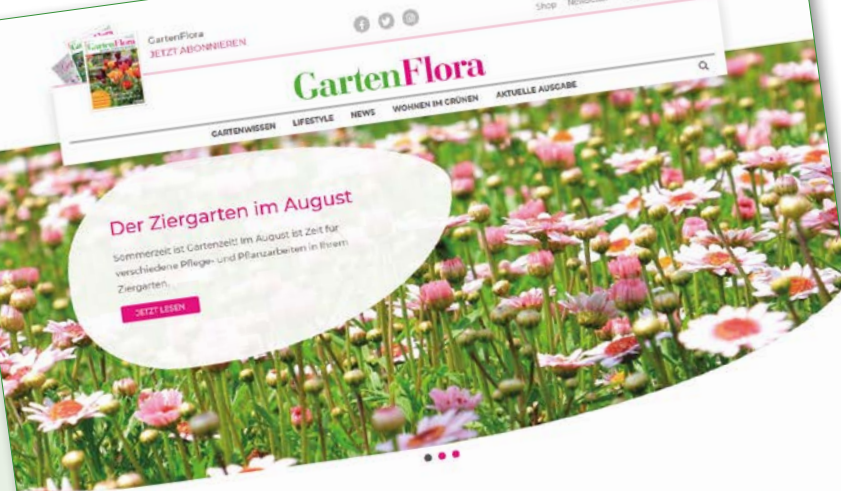
Publication date: 13.10.2021

Is attached to GartenFlora, issue 11/2021

My pet and I – II/21

Publication date: 09.06.2021

Is attached to GartenFlora, issue 7/2021



Online advertising.

ONLINE ADVERTISING FORMATS

Apart from standard banners and online advertorials on the GartenFlora website, we additionally offer advertisers the possibility of banner advertising in our subscriber newsletter. Our Facebook presence also offers advertisers the possibility to book individual posts.

Special advertising formats

Information on special advertising formats and other forms of advertising such as premium video, company portraits and a microsite or promotional banner (app) as well as native advertising and sponsoring are available on request.

Detailed information on our online advertising formats are available on our website

www.gartenflora.de/mediadaten



Aktuelle Beiträge



Contact.



Frank Middendorf

Advertising Director

Phone: +49 (0)30 464 06-298

E-Mail: frank.middendorf@dbv-network.com



Petra Richter

Key Account Management
Media Consulting

Phone: +49 (0)30 464 06-377

E-Mail: petra.richter@dbv-network.com



Karin Groß

Media Consulting

Phone: +49 (0)30 464 06-357

E-Mail: karin.gross@dbv-network.com