

# GartenFlora



*Media Information 2022*

Advertising rate card no. 33, valid from 1 January 2022



# Good reasons.

*With a reach of around 910,000 readers per issue, GartenFlora is one of the best known garden magazines in Germany.*



*The readers of GartenFlora mostly live in their own property. 77 % live in their own house or in their own flat.*

*GartenFlora readers have a high readiness to spend and are keen to consume. 81 % value high-quality products and are willing to pay more for them. 55 % are eager to experiment and like to try out new products.*

*54 % of the GartenFlora readers are employed. 3,463 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. 63 % of them are women, 37 % men.*

*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 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: 161,808 copies (IVW 1/2021)

Actually distributed circulation: 162,424 copies (IVW 1/2021)

Reach: 910,000 readers / issue (AWA 2021)

Subscriptions: 84,664 (1<sup>st</sup> quarter 2021)

## 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)



# Topics.

Issue	Topics	Dates
1 Jan	<ul style="list-style-type: none"> <li>• Japanese saws for pruning trees</li> </ul>	AD/CD: 05.11.2021
	<ul style="list-style-type: none"> <li>• Insulate and heat greenhouses</li> </ul>	PD: 08.12.2021
2 Feb	<ul style="list-style-type: none"> <li>• Practical helpers for winter maintenance</li> </ul>	
	<ul style="list-style-type: none"> <li>• Winter protection for plants: felt mats, fleece, heating cables and mobile hibernation shelters</li> </ul>	
3 Mar	<ul style="list-style-type: none"> <li>• First seeding: sowing on the windowsill and under glass</li> </ul>	AD/CD: 08.12.2021
	<ul style="list-style-type: none"> <li>• Liming the lawn as needed: This is how it works</li> </ul>	PD: 12.01.2022
4 Apr	<ul style="list-style-type: none"> <li>• Buyer's guide: saws and scissors for thin and thick branches</li> </ul>	
	<ul style="list-style-type: none"> <li>• Fresh paving ideas with concrete stone</li> </ul>	
5 May	<ul style="list-style-type: none"> <li>• Innovations and trends in plants, seeds, garden accessories and soils</li> </ul>	AD/CD: 30.12.2021
	<ul style="list-style-type: none"> <li>• Canopy for seating areas</li> </ul>	PD: 02.02.2022
6 Jun	<ul style="list-style-type: none"> <li>• Tools for tillage: spade, soil aerator and pendulum hoe</li> </ul>	
	<ul style="list-style-type: none"> <li>• Nesting aids for garden birds</li> </ul>	
7 Jul	<ul style="list-style-type: none"> <li>• Buyer's guide lawn mower: which one suits me and my garden? From hand mowers to robotic lawn mowers</li> </ul>	AD/CD: 28.01.2022
	<ul style="list-style-type: none"> <li>• Build and plant a small raised bed for the terrace</li> </ul>	PD: 02.03.2022
8 Aug	<ul style="list-style-type: none"> <li>• The basics of good garden fertilizer</li> </ul>	
	<ul style="list-style-type: none"> <li>• Enjoyable dining in any weather: tables, chairs and benches for outdoor dining areas</li> </ul>	

Heft	Schwerpunkte	Termine
5 May	<ul style="list-style-type: none"> <li>• Blossoming splendor for balconies and terraces with peat-reduced floors</li> </ul>	AD/CD: 03.03.2022
	<ul style="list-style-type: none"> <li>• Well-being places on the terrace and in the garden: cozy garden furniture, sun protection and more</li> </ul>	PD: 06.04.2022
6 Jun	<ul style="list-style-type: none"> <li>• Lawn care in spring: scarifying, etc.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Wood imitation for terrace floorings made of concrete, ceramic and composite materials</li> </ul>	
7 Jul	<ul style="list-style-type: none"> <li>• Wireless in the garden: battery technology</li> </ul>	AD/CD: 30.03.2022
	<ul style="list-style-type: none"> <li>• Space-saving furniture, privacy and shading screens for balcony gardeners</li> </ul>	PD: 04.05.2022
8 Aug	<ul style="list-style-type: none"> <li>• "Pool position": swimming-, eco- and natural pools</li> </ul>	
	<ul style="list-style-type: none"> <li>• Roses - the favorites of the editorial team</li> </ul>	
9 Sep	<ul style="list-style-type: none"> <li>• Collecting rainwater and other water-saving tips</li> </ul>	AD/CD: 04.05.2022
	<ul style="list-style-type: none"> <li>• Following the example of nature: garden &amp; swimming ponds</li> </ul>	PD: 08.06.2022
10 Oct	<ul style="list-style-type: none"> <li>• Outdoor kitchen: ideas and recipes for cooking, baking and grilling</li> </ul>	
	<ul style="list-style-type: none"> <li>• Color in the garden - by varnish and glaze</li> </ul>	
11 Nov	<ul style="list-style-type: none"> <li>• Irrigate the lawn - this is how it works properly</li> </ul>	AD/CD: 01.06.2022
	<ul style="list-style-type: none"> <li>• Holiday irrigation for the balcony, terrace and garden</li> </ul>	PD: 06.07.2022
12 Dec	<ul style="list-style-type: none"> <li>• Versatile gabions: bench, raised bed, privacy screen and much more.</li> </ul>	



Issue	Topics	Dates
9 Sep	<ul style="list-style-type: none"> <li>• Restore or create a new lawn: this is how you can find the right seeds</li> <li>• Rose arches and trellises</li> <li>• Thanksgiving: harvest fruit and vegetables and process them into long-lasting delicacies</li> <li>• Quick help for pool and pond</li> </ul>	AD/CD: 08.07.2022  PD: 10.08.2022
10 Oct	<ul style="list-style-type: none"> <li>• Conservatories: move the garden inside</li> <li>• Planting time for flower bulbs: the most beautiful trends and novelties</li> <li>• Tips and helpers for good compost</li> <li>• Balcony planting in autumn</li> </ul>	AD/CD: 05.08.2022  PD: 07.09.2022
11 Nov	<ul style="list-style-type: none"> <li>• Fruit trees for small gardens: pruning, training and variety tips</li> <li>• This is how the water garden becomes winterized</li> <li>• Tidiness in the shed and garage</li> <li>• Support birds and other garden dwellers</li> </ul>	AD/CD: 08.09.2022  PD: 12.10.2022
12 Dec	<ul style="list-style-type: none"> <li>• The best gift ideas for garden enthusiasts</li> <li>• Greenhouses - practical equipment and technology</li> <li>• Modern paths and terraces thanks to large stone formats</li> <li>• Festive candle and lanterns in the garden and on the terrace</li> </ul>	AD/CD: 06.10.2022  PD: 09.11.2022

Issue	Special topic „Garden & Pets“
2 Feb	With good leadership: Collars, harnesses, lead and drag lines
3 Mar	Louse in fur: What can be done about „the big crawl“?
10 Oct	In the autumn of life: Helpful utensils for animal seniors
12 Dec	Presents for big and small fur friends

*The readers of GartenFlora love pets. 22 % own a dog, 27 % a cat, 17 % other animals.*

*With your advertising you will reach more than 450,000 pet owners per issue.\**

\* complete readership (AWA 2021)



# Formats and prices.



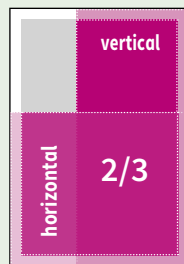
**15,440 €**

1/1 cover page  
C2, C4  
220 mm x 297 mm



**14,990 €**

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



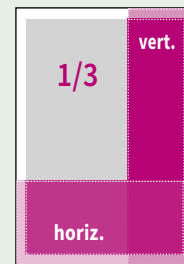
**9,995 €**

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



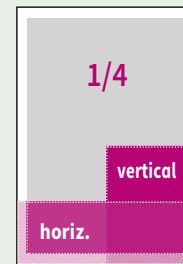
**7,754 €**

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



**5,169 €**

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



**3,876 €**

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	<b>3 %</b>	1,000 mm	<b>5 %</b>
6 adverts	<b>5 %</b>	2,000 mm	<b>10 %</b>
9 adverts	<b>10 %</b>	5,000 mm	<b>15 %</b>
12 adverts	<b>15 %</b>	8,000 mm	<b>20 %</b>

## 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)	770 €
1/3 page vertical (58 mm x 265 mm)	1,647 €
1/3 page horizontal (121 mm x 130 mm)	1,647 €

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	8.70 €
4c	13.65 €

## 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](http://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	<b>109 €</b>
each additional 5 g	<b>16.65 €</b>

- Split-run inserts are possible, Additional charges: 17.50 € / 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/m<sup>2</sup> – 300 g/m<sup>2</sup>
- No z-fold

## BOUND-IN INSERTS

Pages/Weight	Price/1,000 copies
4-page, up to 20 g	<b>125 €</b>
more than 4 pages, over 20 g	<b>on request</b>

- 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/2022*

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 (2<sup>nd</sup> cover page) 99.40 €**

Price per thousand copies

## GLUED INSERTS

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

**Flyer / Tip-on-card 56 €**

**Product sample (on request) 72 €**

**Booklet 110 €**

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.



## FRESHNESS CURE FOR OLD GARDENS

Issue 1/2022

Advertising deadline: 11.01.2022 | Publication date: 09.03.2022

## GARDEN AS A PLACE OF LONGING

Issue 2/2022

Advertising deadline: 17.03.2022 | Publication date: 04.05.2022

## LITTLE WORK, LOTS OF GARDENING PLEASURE

Issue 3/2022

Advertising deadline: 29.04.2022 | Publication date: 06.07.2022

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

Circulation 70,000 copies each.

## Magazine format

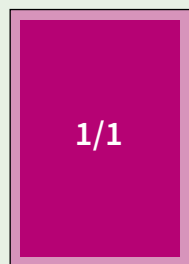
220 mm wide x 297 mm high

## Type area

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

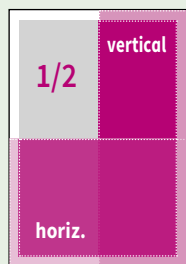


## Formats and prices



**11,660 €**

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



**5,830 €**

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



**3,879 €**

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

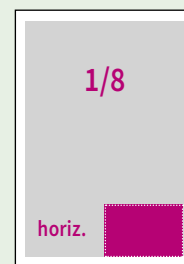
1/3 page horizontal  
195 mm x 90 mm  
220 mm x 107 mm



**2,915 €**

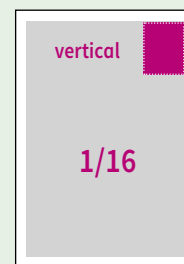
1/4 page vertical  
95 mm x 135 mm  
110 mm x 152 mm

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



**1,446 €**

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



**723 €**

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 included in a regular issue of GartenFlora. The circulation of each supplement is 140,000 copies.

## SUPPLEMENTS 2022

---

### MY PAT AND I

Advertising deadline: 08.04.2022 | Publication date: 08.06. 2022

The supplement is enclosed with GartenFlora, issue 07/2022\*

### KEY TOPICS:

#### **Puppy happiness: welcome to the new home**

Healthy food, health and hygiene, insurances, out and about with the puppies

#### **Cats**

Nutrition trends, getting used to food, health and hygiene

#### **Guide**

Chipping and registering dogs and cats

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



# GartenFlora Online.

# Social Ads.

## Website

In addition to classic banners in various formats, we offer the possibility for booking editorial advertising formats on the GartenFlora website: online advertorials are based on customer texts and images, which on request will be revised and SEO-optimized by us.

## Subscribers newsletter

Advertisers have the possibility to place ads of various formats such as banners, teasers or native ads in our monthly subscriber newsletter.

## Stand-Alone-Newsletter

For advertisers who want to attract the undivided attention of our newsletter subscribers, we recommend the stand-alone format, which, similar to the online advertorial, is individually designed from customer texts and images.

*Detailed information about our online advertising formats and Social-Ads-offers are available on our website:*

**[www.gartenflora.de/mediadaten](http://www.gartenflora.de/mediadaten)**

## Facebook and Instagram

Social ads on Facebook and Instagram pages of the Bauernzeitung enable users to be targeted based on geo-, socio-demographic and psychographic characteristics.

A large number of different advertising formats are available with social ads by which advertising messages in the name of GartenFlora are spread among the users of the social networks in a performance-oriented, scalable and measurable manner.

## Targeting

The positioning of social ads is based on online data from the GartenFlora, which can be collected through the Facebook or Instagram pages as well as through a pixel integration on our website.

The social ads campaigns can be tailored to individual requirements and thus optimized for KPIs such as TKP / CPM, CPC, CPL or CPO, depending on the campaign goal.

Depending on the objectives of the campaign, we develop together with the customers the optimal advertising format such as single image or carousel ad, video or lead ad.



# Contact.



**Frank Middendorf**

Advertising Director

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

E-Mail: [frank.middendorf@dbv-network.com](mailto: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](mailto:petra.richter@dbv-network.com)



**Karin Groß**

Media Consulting

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

E-Mail: [karin.gross@dbv-network.com](mailto:karin.gross@dbv-network.com)