



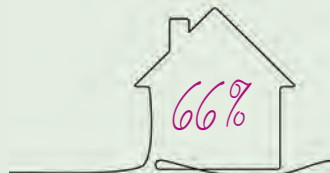


Good reasons.

With a reach of around 1,000,000 readers per issue, GartenFlora is one of the best known garden magazines in Germany.

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

70 % of them are women, 30 % men.



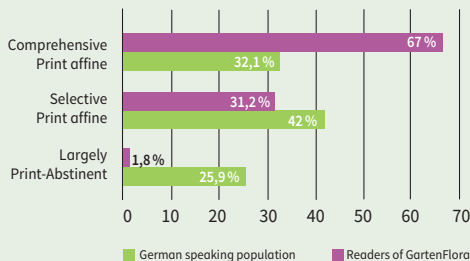
66% of GartenFlora readers live in their own house or in their own flat.



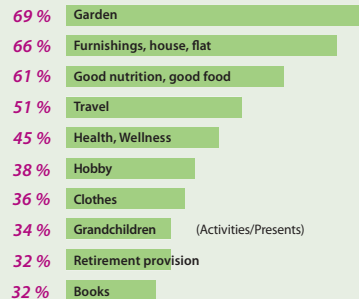
The readers of GartenFlora love it printed.

Compared to the general population, the majority of our readers want to keep the paper version and are also prepared to pay money for their reading pleasure. And they can afford it. Their net household income of 3,620 Euro is higher than the average.

94% rate their quality of life as very good to good.



The GartenFlora readers have a high willingness to spend on...





Circulation / Reach

Paid circulation: 157.954 copies (IVW 1/2022)

Actually distributed circulation: 158.694 copies (IVW 1/2022)

Reach: 1,000,000 readers / issue (AWA 2022)

Subscriptions: 85.458 (1st quarter 2022)

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 2022).

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"> • Walls made of natural stone, system masonry made of concrete 	AD/CD: 04.11.2022
	<ul style="list-style-type: none"> • Ideas for beautiful garden houses • House built – and now what? Design ideas for new building plots, quick and/or inexpensive solutions 	PD: 07.12.2022
2 Feb	<ul style="list-style-type: none"> • Greenhouses: that's what matters 	AD/CD: 08.12.2022
	<ul style="list-style-type: none"> • Repot indoor plants: Fresh soil brings new energy • Pruning in the garden: shears and saws 	PD: 11.01.2023
3 Mar	<ul style="list-style-type: none"> • Novelties and trends in seeds, plants and garden accessories 	AD/CD: 06.01.2023
	<ul style="list-style-type: none"> • For a good start into the season: the best fertilizers for ornamental plants, crop and lawn • Spring bloomers in pots for balcony and terrace • Winter garden: enjoy the covered garden 	PD: 08.02.2023
4 Apr	<ul style="list-style-type: none"> • Trimming the lawn: Mowers, string trimmers and grass shears 	AD/CD: 03.02.2023
	<ul style="list-style-type: none"> • Garden furniture for lounging and relaxing • Terrace cleaning: maintenance products and equipment for cleaning and care of flooring and furniture • Bamboo: Exotic grasses for the garden • Sowing in the greenhouse and at the window: Pricking- and sowing soil, sowing aids 	PD: 08.03.2023

Issue	Topics	Dates
5 May	<ul style="list-style-type: none"> • 3 balconies, 3 styles: with plants, soils, furniture, equipment and decoration 	AD/CD: 07.03.2023
	<ul style="list-style-type: none"> • Protected places of comfort in the garden: Terraces, garden houses and glass pavilions • Small, light, maneuverable: Mowers for the urban home garden • Bubble, swell, spring: Patio ponds with water features, water gutters, fountains, etc. 	PD: 12.04.2023
6 Jun	<ul style="list-style-type: none"> • Battery technology in the garden 	AD/CD: 28.03.2023
	<ul style="list-style-type: none"> • Pool with sliding roof, lounge and sauna • Privacy and sun protection ideas: from modern to natural • Outdoor fabrics: weatherproof cushions, carpets, etc. • The most beautiful potted roses 	PD: 03.05.2023
7 Jul	<ul style="list-style-type: none"> • Cook outside and enjoy: picnic in the garden 	AD/CD: 03.05.2023
	<ul style="list-style-type: none"> • Time for hedge trimming • Storing and extracting rainwater: Cisterns, barrels and rain barrel pumps • Basic ingredients: Helping against diseases and pests 	PD: 07.06.2023
8 Aug	<ul style="list-style-type: none"> • Holiday irrigation for balcony, terrace and garden 	AD/CD: 02.06.2023
	<ul style="list-style-type: none"> • Quick help for pool and pond • Container plants: from agapanthus to oleander • Strategies for weed control 	PD: 05.07.2023

Issue	Topics	Dates
9 Sep	<ul style="list-style-type: none"> • Thanksgiving: how to preserve fruits and vegetables • Lawns: Quick off the roll or sow it yourself? • Bed edgings made of metal, wood, ceramic, stone and more • Evergreen hedges: the best types. Now is planted 	AD/CD: 07.07.2023 PD: 09.08.2023
10 Oct	<ul style="list-style-type: none"> • Extend the garden season: winter garden and patio roof • Buying advice: shredders from small to large • Balcony planting in autumn • Planting time for flower bulbs: the most proven varieties and planting tips • Transport devices for the garden: Wheelbarrows, trolleys, lifting straps 	AD/CD: 04.08.2023 PD: 06.09.2023
11 Nov	<ul style="list-style-type: none"> • Battery powered hand chainsaws in comparison test • Multi-level gardens: Solutions from concrete or natural stone • Overwintering container plants 	AD/CD: 07.09.2023 PD: 11.10.2023
12 Dec	<ul style="list-style-type: none"> • Gift ideas for gardeners • Here's how to get the most yield: pruning fruit trees • Nicely stored: tool shed, garden cabinets, storage boxes, garden bench with storage space • Caring for orchids 	AS/DS: 05.10.2023 PD: 08.11.2023

Issue	Special topic „Garden & Pets“	
2 Feb	<ul style="list-style-type: none"> • Very cozy: Cushions, blankets, beds, etc. 	AD/CD: 08.12.2022 PD: 11.01.2023
3 Mrz	<ul style="list-style-type: none"> • Teeth, fur and paw care • Protection from ticks and fleasfur 	AD/CD: 06.01.2023 PD: 08.02.2023
9 Sep	<ul style="list-style-type: none"> • Out and about with the furry friend: travel equipment 	AD/CD: 07.07.2023 PD: 09.08.2023
12 Dez	<ul style="list-style-type: none"> • Letters to the Editor: „My best experience with ...“ 	AD/CD: 05.10.2023 PD: 08.11.2023

The readers of GartenFlora love pets. Pets live in more than half of all households. 25 % own a cat, 23 % a dog, 18 % other animals.

*With your advertising you will reach more than 660,000 pet owners per issue.**

* complete readership (AWA 2022)

Formats and prices.



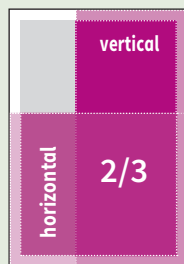
16,521 €

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



16,040 €

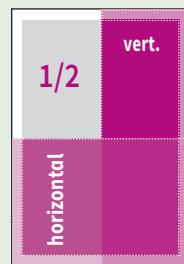
1/1 content page
195 mm x 270 mm
220 mm x 297 mm



10,695 €

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

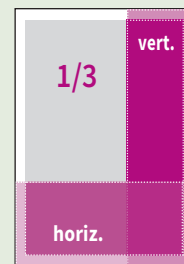
2/3 page horizontal
195 mm x 180 mm
220 mm x 196 mm



8,297 €

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

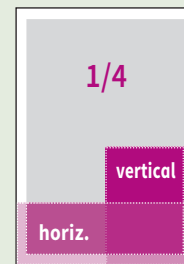
1/2 page horizontal
195 mm x 135 mm
220 mm x 152 mm



5,531 €

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



4,147 €

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 (45 x 135 mm).

■ 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)	824 €
1/3 page vertical (58 mm x 265 mm)	1,762 €
1/3 page horizontal (121 mm x 130 mm)	1,762 €

DISCOUNTS

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

Advertisement section „GartenMarkt“

PRICES / mm

b/w	9.30 €
4c	14.60 €

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	117 €
each additional 5 g	17.80 €

- Split-run inserts are possible, Additional charges: 18.70 € / 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	134 €
more than 4 pages, over 20 g	on request

- Addition: total print run plus 2 %
- 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:

Probind Mohn Media binding GmbH
Bielefelder Straße 61
33428 Marienfeld

Shipping instructions:

For GartenFlora, issue XX/2023

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 (3rd cover page) 106.40 €

Price per thousand copies

GLUED INSERTS

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

Flyer / Tip-on-card 60 €

Product sample (on request) 77 €

Booklet 118 €

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.



ATTRACTIVE GARDENS ALL YEAR ROUND

e.g. plant ideas and trends: „Year-round shrubs and trees“, blossom highlights, extend the season with roofings.

Issue 1/2023

Advertising deadline: 21.12.2022 | Publication date: 09.03.2023

THERE IS NO SUCH THING AS „CAN'T BE DONE“

Gardening can be done anywhere: even on difficult soils, on slopes, in dry conditions or with unusual layouts

Issue 2/2023

Advertising deadline: 10.02.2023 | Publication date: 03.05.2023

DESIGNING GARDENS FOR LIVING

e.g. seating areas in popular styles, privacy screens, small gardens, front gardens, must-haves plants, water ideas

Issue 3/2023

Advertising deadline: 17.04.2023 | Publication date: 05.07.2023

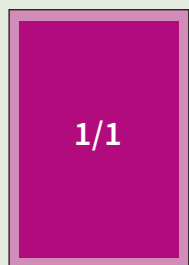
Magazine format

220 mm wide x 297 mm high

Type area

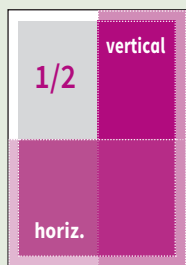
195 mm wide x 270 mm high, 3 columns, 58 mm each

Formats and prices



12,476 €

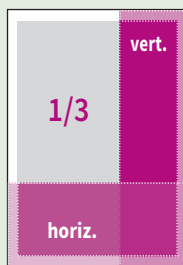
1/1 content page
195 mm x 270 mm
220 mm x 297 mm



6,238 €

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



4,151 €

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



3,119 €

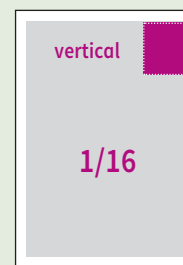
1/4 page vertical
95 mm x 135 mm
110 mm x 152 mm

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



1,547 €

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



774 €

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 GärtenFlora and published in the E-Paper. The circulation of the supplement is 130,000 copies.

SUPPLEMENT 2023

MY PET AND I!

Advertising deadline: 13. April 2023 | Publication date: 7. Juni 2023

The supplement will be enclosed with GärtenFlora, issue 07/2023*

Key topics a.o.

Feeding dogs and cats correctly - this is how it works

Bland food for sensitive dogs; natural dog food; fitness food;
quality food for cats; reducing weight with light food; grain-free food.

Guide

Dog trailer for bicycle and e-bike; Leptospirosis protection; Cuddle basket
for cuddly cats; cat diseases.

Insurance Special

What protection does your four-legged friend need on vacation and in case
of illness? Which insurances are a must.

*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.

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

Social Ads.

Facebook and Instagram

Social ads on Facebook and Instagram pages of the GartenFlora 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.



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Advertising Director

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



Petra Richter

Key Account Management

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