



GartenFlora

Media Information 2024

Advertising rate card no. 35 · Valid from 1 January 2024

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.

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.

Circulation/Reach

Paid circulation: 144,841 copies (IVW 1/2023)

Actually distributed circulation: 145,181 copies (IVW 1/2023)

Reach: 1,000,000 readers / issue (AWA 2023)

Subscriptions: 81,993 (1st quarter 2023)



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)



Media Information 2024

Advertising rate card no. 35, valid from 1 January 2024
Subject to change.

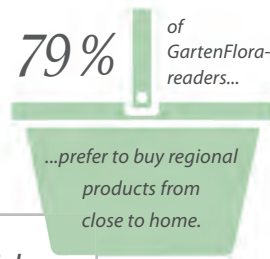
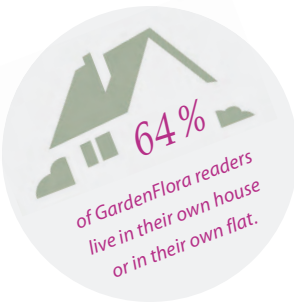
Our General Terms and Conditions apply.

These can be found at:

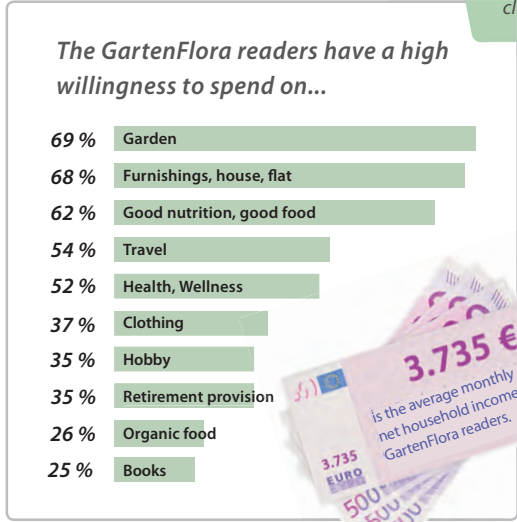
anzeigen.dbv-network.com/agb

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 Agers. The core readership is between 45 and 69 years old. 76% of them are women, 24% men.



53%
like to try out new products.



Around **620.000** readers of GartenFlora keep dogs, cats and other pets.



Topics and dates.

Issue	Dates	Topics (Selection)
1 January	AC/CD: 30.10.2023 PD: 01.12.2023	<ul style="list-style-type: none">• Healthy sprouts from the windowsill: seeds and germination equipment• Paths through the garden: styles, coverings, lighting• Voles in the garden: what now?
2 February	AC/CD: 27.11.2023 PD: 05.01.2024	<ul style="list-style-type: none">• Greenhouses – practical equipment and technology• Fruit trees for small gardens and containers: variety tips and training• Hand chainsaws tested• Repotting houseplants: pots, soil and fertilizer• Special topic “Tierisch glücklich”: Tick season
3 March	AC/CD: 04.01.2024 PD: 09.02.2024	<ul style="list-style-type: none">• Conservatory: Enjoy the covered garden• Automatic irrigation systems for beds, hedges and lawns• News and trends in seeds, plants and garden accessories• Fertilizing in the ornamental garden: what do perennials, trees, summer flowers and lawns need?• Raised beds: good harvest at a high level• Special topic “Tierisch glücklich”: Holidays and camping with your dog - collars, transport boxes, etc.
4 April	AC/CD: 25.01.2024 PD: 01.03.2024	<ul style="list-style-type: none">• Relaxing in the garden: furniture, water features and sun protection• Refresh garden furniture: glazes, varnishes and paints• Lawn care in spring: scarifying, fertilizing, reseeding• The 101 of good garden fertilizers• Peat-free substrates: what is important?
5 May	AC/CD: 29.02.2024 PD: 05.04.2024	<ul style="list-style-type: none">• Flowers for balconies and terraces: pots, boxes, soil, fertilizer, equipment suitable for balconies and irrigation• Protected feel-good places: terraces, pavilions, furniture and sun protection• Cleaning the terrace: which devices and care products for which surfaces?• Lawn mowers: from hand mowers to robotic lawnmowers to mulching mowers• Battery technology: innovations
6 June	AC/CD: 26.03.2024 PD: 03.05.2024	<ul style="list-style-type: none">• Set up the terrace: coverings, sun protection, furniture and potted plants• This is how you get a well-groomed green: lawn care with battery power (mower, trimmer, lawn shears)• Wellness in the garden: pool with sliding roof, lounge and sauna• Preventive plant protection: basic materials, plant strengtheners• Roses for every garden situation

Topics and dates.

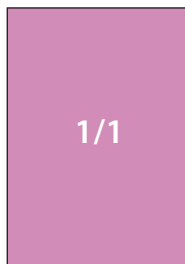
Issue	Dates	Topics (Selection)
7 July	AD/CD: 02.05.2024 PD: 07.06.2024	<ul style="list-style-type: none"> • Outside cooking and enjoy • Time for hedge trimming • Water in the garden: mini ponds, streams, etc. • Economical irrigation: tips and tricks
8 August	AD/CD: 29.05.2024 PD: 05.07.2024	<ul style="list-style-type: none"> • Quick help for pools and ponds • Holiday watering for balconies, terraces and gardens • Container plants: from agapanthus to oleander
9 September	AD/CD: 04.07.2024 PD: 09.08.2024	<ul style="list-style-type: none"> • Thanksgiving: harvest fruits and vegetables and process them into long-lasting delicacies • Creating a lawn: tips and tricks • Fruit in the garden: choice of location and variety
10 October	AD/CD: 01.08.2024 PD: 06.09.2024	<ul style="list-style-type: none"> • Extend the garden season with a conservatory and patio roof • Pruning: What to do with the wood? Building, chopping, Benje hedge • Balcony plants in autumn • Planting time for flower bulbs: the most proven varieties and planting tips • Special topic "Tierisch glücklich": Food for dogs and cats
11 November	AD/CD: 05.09.2024 PD: 11.10.2024	<ul style="list-style-type: none"> • Tree pruning with scissors and saw • Support birds and other garden creatures • Design graves seasonally
12 December	AD/CD: 02.10.2024 PD: 08.11.2024	<ul style="list-style-type: none"> • Care for orchids and other exotic houseplants • Gift ideas for gardeners • Greenhouses: buying advice • Special topic "Tierisch glücklich": Gifts for big and small furry friends

Our monthly topic preview, which we will be happy to send you regularly by e-mail, will inform you about the detailed content of each issue.
 Registration under gartenflora.de/mediadaten

AD/CD: Advertising- / Copy deadline
 PD: Publication date

Formats and prices.

Editorial section



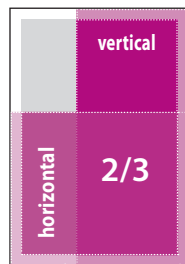
17,760 €

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



16,990 €

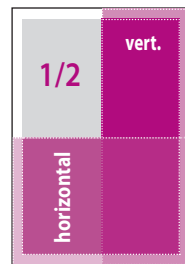
1/1 content page
195 mm x 270 mm
220 mm x 297 mm



11,497 €

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

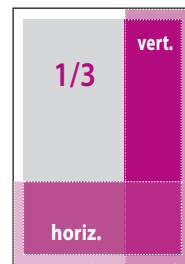
2/3 page horizontal
195 mm x 180 mm
220 mm x 196 mm



8,919 €

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

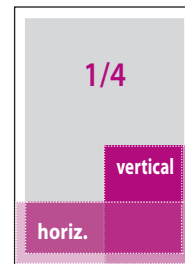
1/2 page horizontal
195 mm x 135 mm
220 mm x 152 mm



5,946 €

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



4,458 €

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

■ In type area
■ With bleed

Additional formats are possible.

Minimum format for advertisements in this section is 1/8 page (45 x 135 mm).

All prices 4c, plus VAT

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.



Advertisement section „Gute Adressen“



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

FORMAT / PRICES

1/2 page horiz. (183 mm x 130 mm)	2,902 €
1/3 page vertical (58 mm x 265 mm)	1,894 €
1/3 page horiz. (121 mm x 130 mm)	1,894 €
1/6 page (58 mm x 130 mm)	886,- €
1/12 page (58 mm x 62 mm)	443,- €

DISCOUNTS

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

All prices 4c, plus VAT

Advertisement section „Gartenmarkt“



Designed advertisements in the attractive classified market of GartenFlora

PRICES / mm

b/w	10.00 €
4c	15.70 €

DISCOUNTS

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

COLUMN WIDTH

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

Contact for 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/kleinanzeigen

All prices, plus VAT

Loose and bound-in inserts.

LOOSE INSERTS

Weight	Price/1,000 copies
Up to 25 g	126 €
each additional 5 g	19.10 €

- Split-run inserts are possible, additional charges: 20.10 € / 1,000 copies
- Add-on: 2 % of the loose insert print run (will be charged)
- Min. 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	144 €
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

Prices for bound-in inserts are not discountable, all prices plus VAT

Loose and bound-in inserts.

DELIVERY

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

Delivery address for loose and bound inserts:

Probind Mohn Media binding GmbH
Bielefelder Strasse 61
D-33428 Marienfeld

Shipping instructions:

For GartenFlora, issue XX/2024

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. Alternatively, the samples can also be sent to us in digital format.



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

Special advertising formats.

COVER

Additional flap (3rd cover page) **114.40 €**

Price per thousand copies

GLUED INSERTS

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

Flyer / Tip-on-card **64.50 €**

Product sample (on request) **82.80 €**

Booklet **126.90 €**

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

All prices plus VAT





55 NEW IDEAS FOR YOUR DREAM GARDEN

This will turn your garden into an oasis of well-being

e.g. paths and floor coverings; furniture and lighting for seating areas; privacy and sun protection on the terrace; conservatories, patio roofs and awnings.

Issue 1/2024 Advertising deadline: 20.12.2023 | Publication date: 15.03.2024

FRONT GARDEN PLANNING

This will give the best first impression of the garden

e.g. gates, fences, mailboxes; privacy screens and seating areas; bicycle and garbage bin boxes, parcel boxes, battery boxes for electric cars and bicycles; paths and lighting.

Issue 2/2024 Advertising deadline: 07.02.2024 | Publication date: 03.05.2024

EASY TO CARE AND COMFORTABLE

Trendy gardens to relax

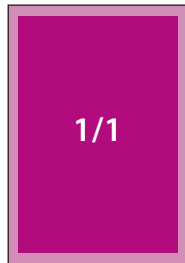
e.g. light, furniture and fabrics; privacy screens and mobile hedges; garden maintenance made easy with irrigation systems and robotic lawnmowers; floors and paths.

Issue 3/2024 Advertising deadline: 11.04.2024 | Publication date: 05.07.2024

Circulation: 60,000 copies each

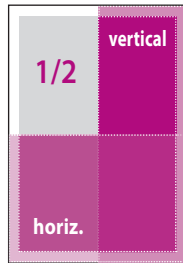
Magazine format: 210 mm wide x 284 mm high

Type area: 170 mm wide x 242 mm high, 3 columns, 53 mm each



13,412 €

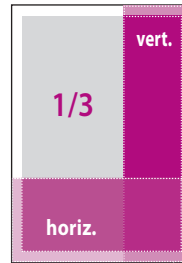
1/1 content page
170 mm x 242 mm
210 mm x 284 mm



6,706 €

1/2 page vertical
91 mm x 242 mm
105 mm x 284 mm

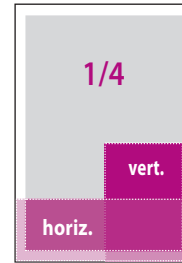
1/2 page horizontal
170 mm x 121 mm
210 mm x 145 mm



4,462 €

1/3 page vertical
62 mm x 242 mm
70 mm x 284 mm

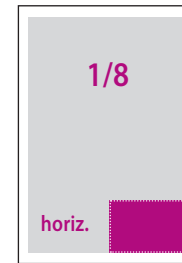
1/3 page horizontal
170 mm x 86 mm
210 mm x 102 mm



3,353 €

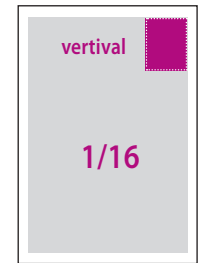
1/4 page vertical
91 mm x 121 mm
105 mm x 145 mm

1/4 page horizontal
170 mm x 64 mm
210 mm x 80 mm



1,663 €

1/8 page vertical
91 mm x 61 mm
in type aera



832,- €

1/16 page vertical
43 mm x 61 mm
in type aera

■ In type aera
■ With bleed

Additional formats are possible.

Minimum format for advertisements in this section is 1/16 page.

All prices 4c, plus VAT

Supplements.



The special supplements and extras are included in a regular issue of GartenFlora and published in the E-Paper. The circulation of the supplement is 130,000 copies.

MEIN HAUSTIER UND ICH!

Advertising deadline: 10. April 2024 | Publication date: 7. June 2024

The supplement will be enclosed with GartenFlora, issue 07/2024*

Key topics (selection)

Healthy intestines in dogs and cats

Prevention of gastrointestinal problems; nutritional booster for the immune system; parasite protection for the gastrointestinal tract.

Nutrition - something for every taste

Wet or dry food; benefits of a vegetarian diet; barfing; feeding tips for puppies and kittens.

Guide

Health; insurance; education; hygiene.

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

*Subject to changes

GartenFlora Online.

Website

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 subscribers newsletter.

Stand-Alone-Newsletter

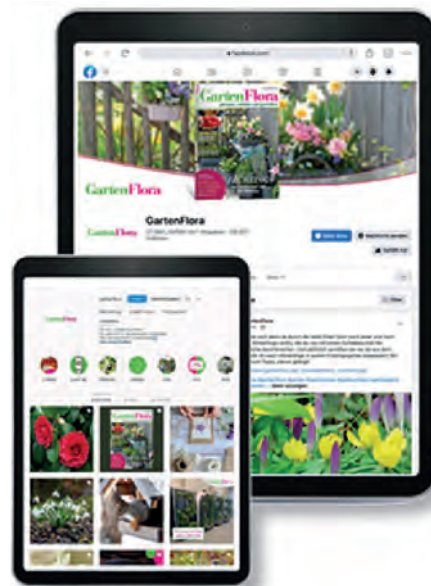
Advertisers who want to attract the undivided attention of our newsletter subscribers, we recommend the stand-alone format, which, similar to the online advertorial, is individually designed from customer texts and images.

Detailed information about our online advertising formats and social-ads-offers are available on our website:

www.gartenflora.de/mediadaten

Facebook and Instagram

With social ads, a variety of different advertising formats are available with which advertising messages in the name of GartenFlora can be distributed to users of social networks in a performance-orientated, scalable and measurable manner.



Contact.



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Media Consulting

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Postal address:

P.O. Box 31 04 48, 10634 Berlin, Germany