



# GartenFlora

Media Information 2025

Advertising rate card no. 36 · Valid from 1 January 2025

## 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: 127,735 copies (IVW 1/2025)

Actually distributed circulation: 128,176 copies (IVW 1/2025)

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

Subscriptions: 77,776 (1<sup>st</sup> quarter 2025)



### 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 2025

Advertising rate card no. 36, valid from 1 January 2025  
Subject to change.

Our General Terms and Conditions apply.

These can be found at:

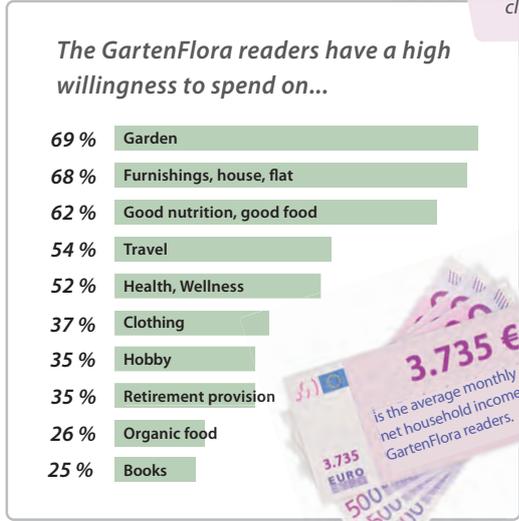
[anzeigen.dbv-network.com/agb](https://anzeigen.dbv-network.com/agb)

# 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 Ager. 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: 29.10.2024 PD: 29.11.2023	<ul style="list-style-type: none"><li>• Wind breaker: dense planting, hedges and walls</li><li>• Greenhouse: equipment and technology</li><li>• Winter pruning for fruit trees and shrubs: tools and pruning tips</li></ul>
2   February	AC/CD: 22.11.2024 PD: 10.01.2025	<ul style="list-style-type: none"><li>• Using greenhouses all year round: Planning, sowing, plants</li><li>• Refreshing indoor plants: new soil, new fertiliser, beautiful pots</li><li>• Plan now: automatic watering systems</li><li>• <b>Special topic "Tierisch glücklich": ticks, coat change, vaccinating, chipping and more</b></li></ul>
3   March	AC/CD: 02.01.2025 PD: 07.02.2025	<ul style="list-style-type: none"><li>• Sitting well sheltered: This is how the time outside can begin</li><li>• News for gardeners: seeds, plants and accessories</li><li>• Where do special soil and special fertilizers help?</li><li>• Raised bed – it's that easy: fill, care, harvest</li><li>• Spring flowers for the balcony and terrace</li><li>• <b>Special topic "Tierisch glücklich": Out and about with the dog in any weather</b></li></ul>
4   April	AC/CD: 23.01.2025 PD: 28.02.2025	<ul style="list-style-type: none"><li>• Sheltered feel-good places: terraces, pavilions, furniture and sun protection</li><li>• A new coat of paint for garden furniture: glazes, varnishes and colours</li><li>• Lawn care for a good start to the season: fertilising, mowing, scarifying, reseeding gaps</li><li>• Peat-free substrates for pots and tubs</li><li>• Properly pruning lavender, monk's pepper and other Mediterranean subshrubs</li></ul>
5   May	AC/CD: 27.02.2025 PD: 04.04.2025	<ul style="list-style-type: none"><li>• Furnish your terrace: flooring, sun protection, furniture and water features</li><li>• Spring cleaning on the terrace: cleaning the floor and joints</li><li>• Lawn mower: Which type suits which garden?</li><li>• How to make your balcony and patio flourish: substrates &amp; fertilisers, pots &amp; boxes, smart devices &amp; irrigation</li><li>• Cordless: What's new with battery power?</li></ul>
6   June	AC/CD: 20.03.2025 PD: 02.05.2025	<ul style="list-style-type: none"><li>• Relaxing in the garden: furniture, potted plants, privacy and sun protection</li><li>• Lawn care in summer: fertilising &amp; watering</li><li>• Battery technology: mowing the lawn cordlessly</li><li>• Swimming fun in the garden: with a sliding pool roof, solar heating and whirlpool</li><li>• Preventive plant protection: Basic ingredients and plant strengthening agents</li></ul>

# Topics and dates.

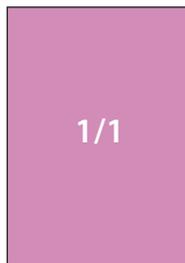
Issue	Dates	Topics (Selection)
7   July	AD/CD: 30.04.2025 PD: 06.06.2025	<ul style="list-style-type: none"><li>• Outdoor kitchen: cooking outdoors and celebrating with friends</li><li>• Weeds in the garden: identifying, combating and preventing them</li><li>• How to turn your garden pond into a biotope</li><li>• Collecting rainwater: Rain barrels and cisterns</li></ul>
8   August	AD/CD: 28.05.2025 PD: 04.07.2025	<ul style="list-style-type: none"><li>• The most common pond problems and how to solve them</li><li>• Irrigation systems for the holiday season</li><li>• Exotic potted plants for holiday flair</li></ul>
9   September	AD/CD: 03.07.2025 PD: 08.08.2025	<ul style="list-style-type: none"><li>• Sowing or rolling out a lawn: The right mixture for every location</li><li>• Harvest time: How to preserve fruit and vegetables</li><li>• The 1x1 of composting</li><li>• Summer-flowering shrubs: panicle hydrangeas, summer lilacs &amp; co.</li></ul>
10   October	AD/CD: 31.07.2025 PD: 05.09.2025	<ul style="list-style-type: none"><li>• Almost like a conservatory: greenhouses for living in</li><li>• Tree and shrub cuttings: chopping, mulching, filling raised beds</li><li>• Autumn final on the balcony and terrace: planted pots and boxes</li><li>• Planting the spring now: planting and variety tips for flower bulbs</li><li>• <b>Special topic "Tierisch glücklich": Puppies and kittens - equipment, feeding tips and more</b></li></ul>
11   November	AD/CD: 04.09.2025 PD: 10.10.2025	<ul style="list-style-type: none"><li>• Pruning: buying advice on equipment</li><li>• Planning paths: materials, lighting along the path</li><li>• Autumn-coloured shrubs for the end of the season</li><li>• Grave planting</li></ul>
12   December	AD/CD: 01.10.2025 PD: 07.11.2025	<ul style="list-style-type: none"><li>• Chic in the room: planters for every furnishing style</li><li>• Gifts: Gardeners will be delighted with these</li><li>• Greenhouses: Materials and types of construction</li><li>• <b>Special topic "Tierisch glücklich": Gifts for large and small pets</b></li></ul>

*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](https://gartenflora.de/mediadaten)**

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

# Formats and prices.

# Editorial section



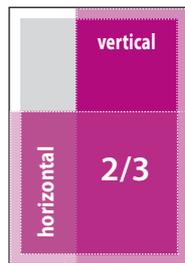
**18,293 €**

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



**17,500 €**

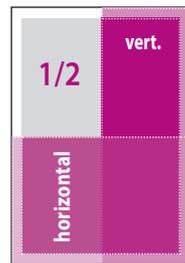
1/1 content page  
195 mm x 270 mm  
220 mm x 297 mm



**11,842 €**

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

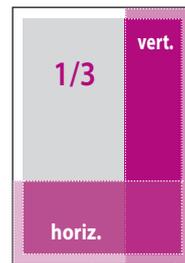
2/3 page horizontal  
195 mm x 180 mm  
220 mm x 196 mm



**9,187 €**

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

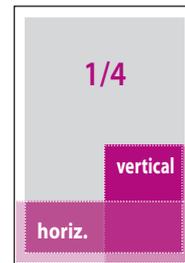
1/2 page horizontal  
195 mm x 135 mm  
220 mm x 152 mm



**6,124 €**

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



**4,592 €**

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	<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.



# 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)	<b>2,989 €</b>
1/3 page vertical (58 mm x 265 mm)	<b>1,951 €</b>
1/3 page horiz. (121 mm x 130 mm)	<b>1,951 €</b>
1/6 page (58 mm x 130 mm)	<b>913 €</b>
1/12 page (58 mm x 62 mm)	<b>456 €</b>

## DISCOUNTS

3 adverts	<b>3 %</b>
6 adverts	<b>5 %</b>
9 adverts	<b>10 %</b>
12 adverts	<b>15 %</b>

All prices 4c, plus VAT

# Advertisement section „Gartenmarkt“



Designed advertisements in the attractive classified market of GartenFlora

## PRICES / mm

b/w	<b>10.30 €</b>
4c	<b>16.20 €</b>

## DISCOUNTS

3 adverts	<b>3 %</b>
6 adverts	<b>5 %</b>
9 adverts	<b>10 %</b>
12 adverts	<b>15 %</b>

## COLUMN WIDTH

1 column	<b>45 mm</b>
2 columns	<b>95 mm</b>
3 columns	<b>145 mm</b>
4 columns	<b>195 mm</b>

## 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](http://www.gartenflora.de/kleinanzeigen)

All prices, plus VAT

# Loose and bound-in inserts.

## LOOSE INSERTS

Weight	Price/1,000 copies
Up to 25 g	<b>130 €</b>
each additional 5 g	<b>19.70 €</b>

- 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/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>148 €</b>
more than 4 pages, over 20 g	<b>on request</b>

- 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/2025*

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) **117.80 €**

Price per thousand copies

## GLUED INSERTS

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

**Flyer / Tip-on-card** **66,40 €**

**Product sample** (on request) **85,30 €**

**Booklet** **130.70 €**

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





## NEW DESIGN FOR YOUR GARDEN

Redesigning seating areas and terraces: flooring, roofing, privacy and sun protection; Paths: ground covers, light and safety; Privacy and sun protection: awnings, privacy screens, mobile hedges; Canopies: conservatories, Patio roofing, awnings; Water: pond, pool, water basin.

**Issue 1/2025** Advertising deadline: 27.01.2025 | Publication date: 27.04.2025

## A LOT OF GARDEN IN LITTLE TIME

Make the garden easy to care for with the right selection of plants and tools that make work easier; Wheelbarrows, battery-powered devices, robotic lawnmowers, irrigation systems; Planning aids: raised beds, bed edging, permeable floor coverings; Plant-Extra: robust and undemanding perennials and shrubs.

**Issue 2/2025** Advertising deadline: 12.03.2025 | Publication date: 06.06.2025

## GARDEN HABITAT: FOR PEOPLE AND NATURE

Designing a comfortable and practical garden while keeping an eye on nature; Seating areas to enjoy: privacy and sun protection, weather protection with roofing; Sustainable management: solar systems, green roofs, climate plants; Ground coverings for paths and terraces; Plant-Extra; Water: ponds and other water features.

**Issue 3/2025** Advertising deadline: 16.05.2025 | Publication date: 08.08.2025

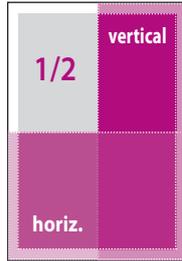
**Magazine format:** 210 mm wide x 284 mm high

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



**13,814 €**

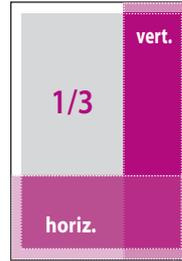
1/1 content page  
170 mm x 242 mm  
210 mm x 284 mm



**6,907 €**

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



**4,596 €**

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



**3,454 €**

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



**1,713 €**

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



**857,- €**

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: April 2025 | Publication date: 6. June 2025

The supplement will be enclosed with GartenFlora, issue 07/2025\*

### Key topics (selection):

The big cat guide.

Optimum nutrition, useful nutritional supplements, litter trays and cat litter.

Cat baskets and beds, scratching posts and toys.

Balanced and healthy nutrition for dogs.

The components of healthy food, nutrition for the offspring.

Tips for physical well-being, healthy meat-free diet.

What to do with food allergies, Hypoallergenic food.

Vaccination schedule - The most important vaccinations for four-legged friends.

Outdoor tips for dog and owner.

*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 Newsletter.

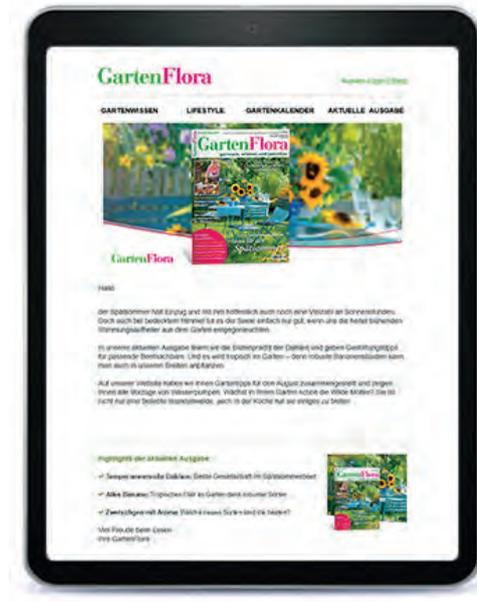
## Subscribers newsletter

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 newsletter advertising formats are available on our website:  
[www.gartenflora.de/mediadaten](http://www.gartenflora.de/mediadaten)*



## 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



**dbv network GmbH**

Wilhelmsaue 37, 10713 Berlin, Germany

Postal address:

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