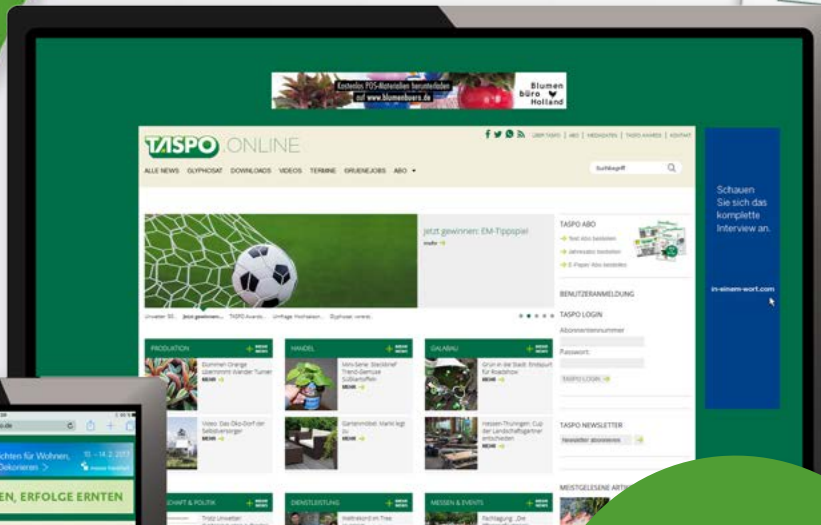


Media Info Print | Online

Price list No. 52 valid from 01/01/2017



TASPO -
The only weekly
newspaper for the
green market

TASPO



www.taspo.de

>> The only weekly newspaper in the green industry and market for production and services. <<

TASPO - the No. 1 in the green market

The **TASPO** is Germany's leading weekly newspaper for the entire green market. Whether its production, trade or services- the **TASPO** is the marketplace for the industry, with current reporting and a wealth of news about the industry. The **TASPO** has existed since 1867 and combines knowledge from several generations.



Contents

Page

▶ <i>Publisher Target groups Target audience behaviour</i>	03
▶ <i>Ad-service Ad-service customer engineering</i>	04
▶ <i>Cross-media offerings</i>	05
▶ <i>Advertising rates Ad formats TASPO</i>	06-08
▶ <i>Advertising rates Ad formats TASPO SPECIALS</i>	09-11
▶ <i>Special placement ads Prices</i>	12
▶ <i>Special inserts Advertorials</i>	13
▶ <i>Online advertising start page/home</i>	14
▶ <i>Online advertising subpage Newsletter advertising</i>	15
▶ <i>Dates and programme</i>	16-19
▶ <i>Scope and content analysis Circulation analysis and geographical distribution analysis</i>	20
▶ <i>Geographical distribution analysis</i>	21
▶ <i>Green job market Combined ads</i>	22
▶ <i>Technical data Inserts Terms and conditions</i>	23
▶ <i>Important notes for inserts</i>	24
▶ <i>Our strong trade magazines Your strong advertising partners</i>	25
▶ <i>Media consulting Contact</i>	26

✓ *Benefit from our expertise and high editorial quality. With your advertisement in the TASPO you will reach the industry decision-makers directly.*



>> **TASPO - Professional, independent editorial coverage
for the entire green industry.<<**

Publisher: Haymarket Media GmbH
Frankfurter Str. 3d
38122 Braunschweig, Germany

P.O. Box 8364
38133 Braunschweig, Germany

Tel.: +49 531 38004-0
Fax: +49 531 38004-25
Email: info@haymarket.de
Internet: www.haymarket.de

Your contact:

Editing: Lorenz Wieland, Chief Editor
Tel.: +49(0)531 38004-14
Fax: +49(0)531 38004-40
Email: red.taspo@haymarket.de

Advertisements: Christian Rueß, Head of Advertising
Tel.: +49(0)531 38004-60
Fax: +49(0)531 38004-43
Email: christian.ruess@haymarket.de

Preparation: Christiane Potratz
Tel.: +49 531 38004-38
Fax: +49 531 38004-43
Email: anzeigendispo@haymarket.de

Volume: 151st volume

Frequency: 51 issues in 2017

ISSN No.: 0177-5006

Bank information: Deutsche Bank AG Braunschweig
IBAN DE32 2707 0030 0261 1903 00
BIC DEUTDE2H270

Terms of payment: Within 14 days after receipt of the invoice.
For advance payment, 3% discount. For
payment within 8 days after receipt of
invoice or direct debit, 2% discount.
Usual fees will apply for delayed payment.

TASPO readers

- ▶ are top decision-makers: 91%* of readers are managers.
- ▶ value the TASPO as a high-quality advertising medium:
More than 81%* of readers rate the TASPO with regard to
its technical quality as very good to good.
- ▶ almost 80%* of readers say that the TASPO is
obligatory reading for the profession if you want to stay
adequately informed.
- ▶ read the TASPO highly intensively: The average
reading time for an issue is 36.8* minutes.

* TASPO readership analysis 2012 CZAIA Marktforschung GmbH



Ad-service:

Area code: 01–636, 64–67, 98, 99

Please contact the publishing house directly.

Ad-service, customer engineering - inland

Area code: 637–639, 68–97

Verlagsbüro Felchner
Alte Steige 26
87600 Kaufbeuren, Germany

Fon: +49 (0) 8341 871401

Fax: +49 (0) 8341 871404

E-Mail: info@verlagsbuero-felchner.de

Internet: www.verlagsbuero-felchner.de

Ad-service, customer engineering - abroad

(excepted Austria, Switzerland, Denmark)

AGRI CROSS MEDIA
Miguel Mendes de León
Velswijkweg 3a
7021 LM Zelhem, Netherlands

Mobile: +31 (0) 681543366

E-mail: miguel@agricrossmedia.com



>> A little more? Take advantage of the synergies of cross-media product campaigns. Please contact us, we'd be happy to advise you! <<

>> PRINT <<

>> DIGITAL <<

>> NEWSLETTER <<



>> Or combine with our other trade journals. Ask about our attractive combination discounts. <<



>> Choose your ad format and consult with our knowledgeable partners on the best placement for your ad! <<

The following table shows examples of formats and format prices. Prices do not include VAT.

[TT = text section | AT = advertising section | col. = column]

Format	Number of col.		Width x height mm	Basic price (b/w, in €)		4-colour (in €)	
	AT	TT		AT	TT	AT	TT
1/1 page	6 col.	5 col.	282 x 400	7,368.00	11,400.00	8,586.00	12,618.00
1/2 page	6 col.	5 col.	282 x 197	3,628.74	5,614.50	4,846.74	6,832.50
3/5 page	–	3 col.	168 x 400	–	6,840.00	–	8,058.00
2/5 page	–	2 col.	111 x 400	–	4,560.00	–	5,778.00
1/3 page	2 col.	–	92 x 400	2,456.00	–	3,674.00	–
	6 col.	5 col.	282 x 132	2,431.44	3,762.00	3,649.44	4,980.00
1/4 page	6 col.	5 col.	282 x 97	1,786.74	2,764.50	3,004.74	3,982.50
	3 col.	–	140 x 197	1,814.37	–	3,032.37	–
	–	3 col.	168 x 197	–	3,368.70	–	4,586.70
1/5 page	–	1 col.	54 x 400	–	2,280.00	–	3,498.00
1/8 page	6 col.	5 col.	282 x 48	884.16	1,368.00	2,102.16	2,586.00
	3 col.	–	140 x 97	893.37	–	2,111.37	–
	–	3 col.	168 x 97	–	1,658.70	–	2,876.70
DIN formats							
1/1 page	4 col.	–	186 x 272	3,340.16	–	4,558.16	–
	–	4 col.	225 x 272	–	5,168.00	–	6,386.00
1/2 page	4 col.	–	186 x 136	1,670.08	–	2,888.08	–
	–	4 col.	225 x 136	–	2,584.00	–	3,802.00
1/4 page	2 col.	–	92 x 136	835.04	–	2,053.04	–
	–	2 col.	111 x 136	–	1,550.40	–	3,156.00

▶ **mm price:**

1 column €3.07, minimum size of classified ad: 20 mm high/1 column

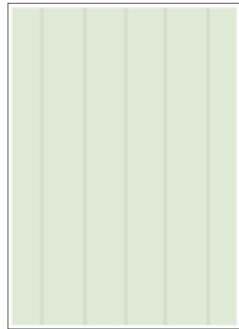
▶ **Ads, text adjacent:**

1 column €4.75, minimum size: 1/8 page = 291 ad-millimetres (only 54 mm width/1 column = factor 1.2)

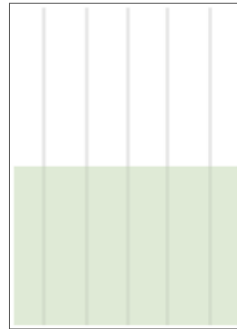


>> Choose your ad format and consult with our knowledgeable partners on the best placement for your ad! <<

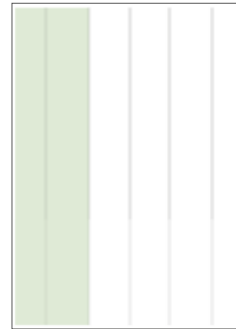
The following illustrations show examples of formats and format prices. Prices do not include VAT.
 Format specifications: Width x height in mm. Advertising rates: Colour b/w in advertisement section.



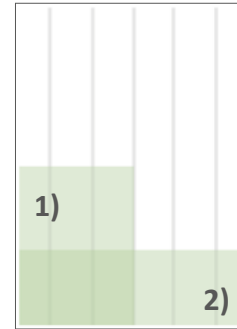
1/1 page
 282 x 400 mm,
 €7,368.00



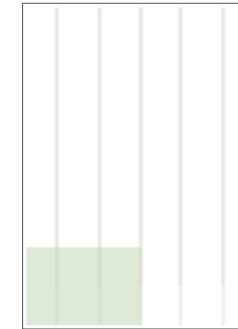
1/2 page
 282 x 197 mm,
 €3,628.74



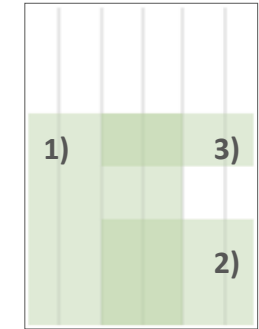
1/3 page
 92 x 400 mm,
 €2,456.00



1/4 page
1) 140 x 197 mm,
 €1,814.37
2) 282 x 97 mm,
 €1,786.74



1/8 page
 140 x 97 mm,
 €893.37



DIN formats
1) 186 x 272 mm,
 €3,340.16
2) 186 x 136 mm,
 €1,670.08
3) 186 x 68 mm
 €835.04

Magazine format: Width 300 mm, height 440 mm

Print space: Width 282 mm, height 400 mm

Advertisement section (AT): 6 column, column width:
 1 column = 45 mm, 2 column = 92 mm, 3 column = 140 mm
 4 column = 186 mm, 5 column = 235 mm, 6 column = 282 mm

Text section (TT): 5 column, column width:
 1 column = 54 mm, 2 column = 111 mm, 3 column = 168 mm,
 4 column = 225 mm, 5 column = 282 mm

Publication details: 51 issues in 2017

Publication dates: see dates and programme (page 16-19)

Advertising deadline: see dates and programme (page 16-19)

Preferred placement: see page 12

▶ **mm price:** 1 column €3.07, minimum size of classified ad: 20 mm high/1 column
 ▶ **Ads, text adjacent:** 1 column €4.75, minimum size: 1/8 page = 291 ad-millimetres (only 54 mm width/1 column = factor 1.2)



>> Plan your advertisement and speak with our experienced media consultants about other options for your advertisement! <<

Colour surcharges *(normal colours according to EURO scale)*

- ▶ Per colour: €406.00
- ▶ 4 colour total: €1,218.00
- ▶ Special colours: on request

Format surcharges




- ▶ Ads above association: €1,045.00

Ads on positions and opportunities

(only direct order without discount, without customisation)

- ▶ Position advertisement per mm: *(1 column, 45 mm wide)* €3.07
- ▶ Job seeker per mm: *(1 column, 45 mm wide)* €2.49
- ▶ Bids per mm: *(1 column, 45 mm wide)* €2.49
- ▶ Real estate per mm: *(1 column, 45 mm wide)* €2.49
- ▶ Acquaintances per mm: *(1 column, 45 mm wide)* €2.49
- ▶ Combination ad,
TASPO & www.gruenejobs.de: + 10% on print price
- ▶ Code fee, incl. tender postage: €12.00

Source directory *(minimum 3 lines)*

-  Horticulture on the Internet
-  Technology & supplies
-  Living green
- Per print line (font size 7/8 p) €7.74
- Additional colour per colour €60.00

Bound inserts

Bound inserts are not possible.

Discount

For decline within 12 months (insertion year).

All technical costs will be discounted!

▶ Quantity table	▶ Frequency table
500 mm - 3%	3 x - 3%
1,000 mm - 5%	6 x - 5%
2,000 mm - 10%	12 x - 10%
5,000 mm - 15%	24 x - 15%
8,000 mm - 20%	36 x - 17%
12,000 mm - 25%	50 x - 20%
	72 x - 25%

Supplied inserts

(no discount possible, including pro-rated shipping fees)

Inserts are loosely inserted. Maximum dimension: W 200 mm x H 290 mm

Minimum quantity for partial inserts: 1,000 cop.

▶ up to 25 g	€260.00 / 1,000 units
▶ up to 50 g	€300.00 / 1,000 units
▶ up to 75 g	€360.00 / 1,000 units
▶ up to 100 g	€415.00 / 1,000 units
▶ Partial inserts up to 25 g	€312.00 / 1,000 units

Prices for other insert weights available on request.

Expanded postcards, samples etc.

(no discount possible)

on request

Prices do not include VAT.



>> Choose your ad format and consult with our knowledgeable partners on the best placement for your ad! <<

The following table shows examples of formats and format prices. Prices do not include VAT.

[AT = Advertisement section | TT = Text section]

Format	Number of columns	Width x height mm	Basic price (b/w, in €)		4-colour (in €)	
			AT	TT	AT	TT
1/1 page	6 column	282 x 400	8,496.00	11,400.00	9,714.00	12,618.00
2/3 page	4 column	186 x 400	5,664.00	7,600.00	6,882.00	8,818.00
1/2 page	6 column	282 x 197	4,248.00	5,700.00	5,466.00	6,918.00
	3 column	140 x 400	4,248.00	5,700.00	5,466.00	6,918.00
1/3 page	2 column	92 x 400	2,832.00	3,800.00	4,050.00	5,018.00
	6 column	282 x 132	2,803.68	3,762.00	4,021.68	4,980.00
1/4 page	6 column	282 x 97	2,060.28	2,764.50	3,278.28	3,982.50
	3 column	140 x 197	2,092.14	2,807.25	3,310.14	4,025.25
1/6 page	1 column	45 x 400	1,416.00	1,900.00	2,634.00	3,118.00
1/8 page	6 column	282 x 48	1,019.52	1,368.00	2,237.52	2,586.00
	3 column	140 x 97	1,030.14	1,382.25	2,248.14	2,600.25
DIN formats						
1/1 page	4 column	186 x 272	3,851.52	5,168.00	5,069.52	6,386.00
1/2 page	4 column	186 x 136	1,925.76	2,584.00	3,143.76	3,802.00
1/4 page	2 column	92 x 136	962.88	–	2,180.88	–

▶ **mm price:**

1 column €3.54, minimum size of classified ad: 20 mm high/1 column

▶ **Ads, text adjacent:**

1 column €4.75, minimum size: 1/8 page = 291 ad-millimetres

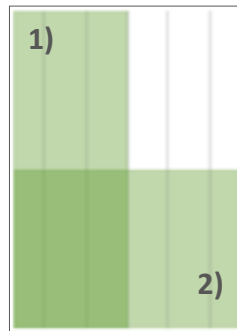


>> Choose your ad format and consult with our knowledgeable partners on the best placement for your ad! <<

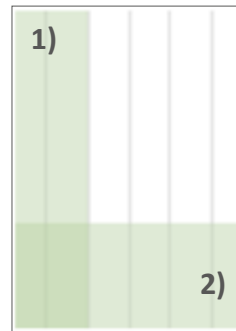
The following illustrations show examples of formats and format prices. Prices do not include VAT.
Format specifications: Width x height in mm. Advertising rates: Colour b/w in advertisement section.



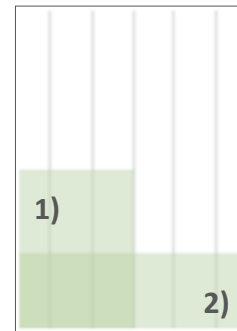
1/1 page
282 x 400 mm,
€8,496.00



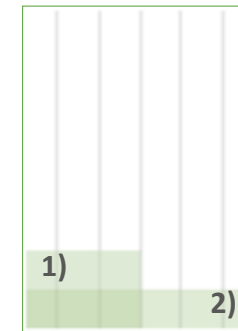
1/2 page
1) 140 x 400 mm,
€4,248.00
2) 282 x 197 mm,
€4,248.00



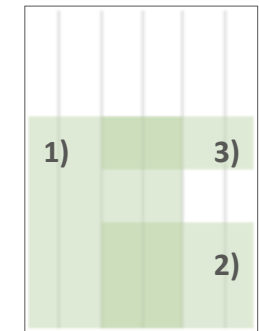
1/3 page
1) 92 x 400 mm,
€2,832.00
2) 282 x 132 mm,
€2,803.68



1/4 page
1) 140 x 197 mm,
€2,092.14
2) 282 x 97 mm,
€2,060.00



1/8 page
1) 140 x 97 mm,
€1,030.14
2) 282 x 48 mm,
€1,019.52



DIN formats
1) 186 x 272 mm,
€3,851.52
2) 186 x 136 mm,
€1,925.76
3) 186 x 68 mm,
€962.88

Magazine format:

Width 300 mm, height 440 mm

Print space:

Width 282 mm, height 400 mm

Number of columns:

6 column, column width:
1 column = 45 mm, 2 column = 92 mm,
3 column = 140 mm, 4 column = 186 mm,
5 column = 235 mm, 6 column = 282 mm

Publication details:

TASPO GalaBauReport: 12 issues per year
TASPO GartenMarkt: 11 issues per year
TASPO MesseJournal: 2 issues per year

Publication date:

see dates and programme (page 16-19)

Advertising deadline:

see dates and programme (page 16-19)

Preferred placement:

on request.

▶ **mm price:**

1 column €3.54, minimum size of classified ad: 20 mm high/1 column

▶ **Ads, text adjacent:**

1 column €4.75, minimum size: 1/8 page = 291 ad-millimetres



>> *Plan your advertisement and speak with our experienced media consultants about the best options for your advertisement! <<*

Colour surcharges (discount possible)

- ▶ Normal colours according to EURO scale: €406.00
- ▶ 4 colour total: €1,218.00
- ▶ Other colours (HKS only): on request

Format surcharges

- ▶ Ads above association: (Type space: 596 mm) €1,045.00
- ▶ For binding placement requirements: 10% surcharge

Bound inserts

Bound inserts are not possible.

Discount

For decline within 12 months (insertion year).
All technical costs will be discounted!

▶ Quantity table

500 mm	- 3%
1,000 mm	- 5%
2,000 mm	- 10%
5,000 mm	- 15%
8,000 mm	- 20%
12,000 mm	- 25%

▶ Frequency table

3 x	- 3%
6 x	- 5%
12 x	- 10%
24 x	- 15%
36 x	- 17%
50 x	- 20%
72 x	- 25%

Prices do not include VAT.

Expanded postcards, samples etc.

(no discount possible)

on request



>> Are you interested in special placement in the TASPO for your advertising campaign?
Please contact us. We'd be happy to advise you!<<

Masthead ads

Format: W 54 x H 50 mm,
Price b/w: €685.00



Corner box advertisement on page 3

Format: W 54 x H 100 mm,
Price b/w: €1,035.00



Island ad on the market page

End format: W 112 x H 90 mm,
Price b/w: €1,455.00



Memo stick on the front page

Format: W 76 x H 76 mm,
Price on request



Corner box advertisement on the front page

Format: W 54 x H 100 mm,
Price b/w: €1,155.00



More information

- ▶ Additional colours total €585.00

Prices do not include VAT.

Footer "Nearby"

Format: W 282 x H 50 mm,
Price b/w: €2,320.00

Island ad on the plant protection tips page

Format: W 112 x H 90 mm,
Price on request

Tip-on cards, response cards

e.g. standard postcard,
End format: W 148 x H 105 mm,
Price on request



>> The periodic special inserts for the TASPO, such as TASPO SPEZIAL and the advertorials provide you with an optimal advertising platform in addition to your traditional advertising in the TASPO.<<

TASPO special inserts



TASPO advertorials



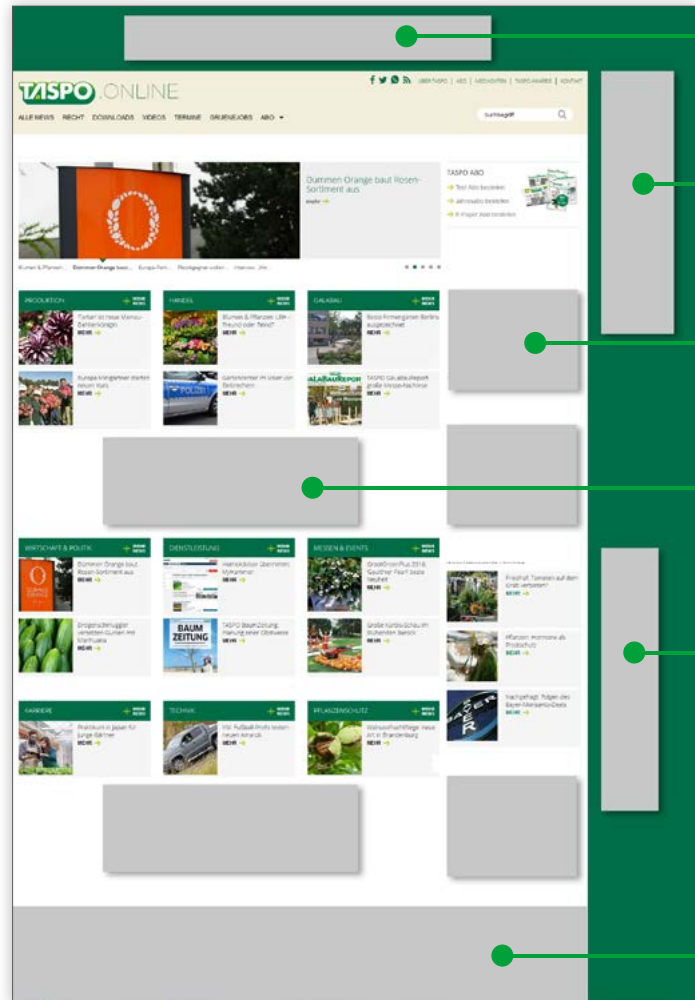
>> Prices on request. <<



>> Benefit from broad coverage for your campaign with digital advertising.<<

Online advertising start page/home | www.taspo.de

We would be happy to design your online advertisement. Price on request!



(Technical info page 23)

Superbanner

Format: 728x90px
Price/month: €1,150.00
Price/week: €350.00

Wide Skyscraper right

Format: 160x600px
Price/month: €1,500.00
Price/week: €450.00

Medium Rectangle

Format: 300x250px
Price/month: €700.00
Price/week: €250.00

Special format

Format: 640x180px
Price/month: €800.00
Price/week: €250.00

Skyscraper right

Format: 120x600px
Price/month: €1,300.00
Price/week: €400.00

Floor ad

Format: 1,200x400px
Price/month: €1,950.00
Price/week: €550.00

Banderole ad

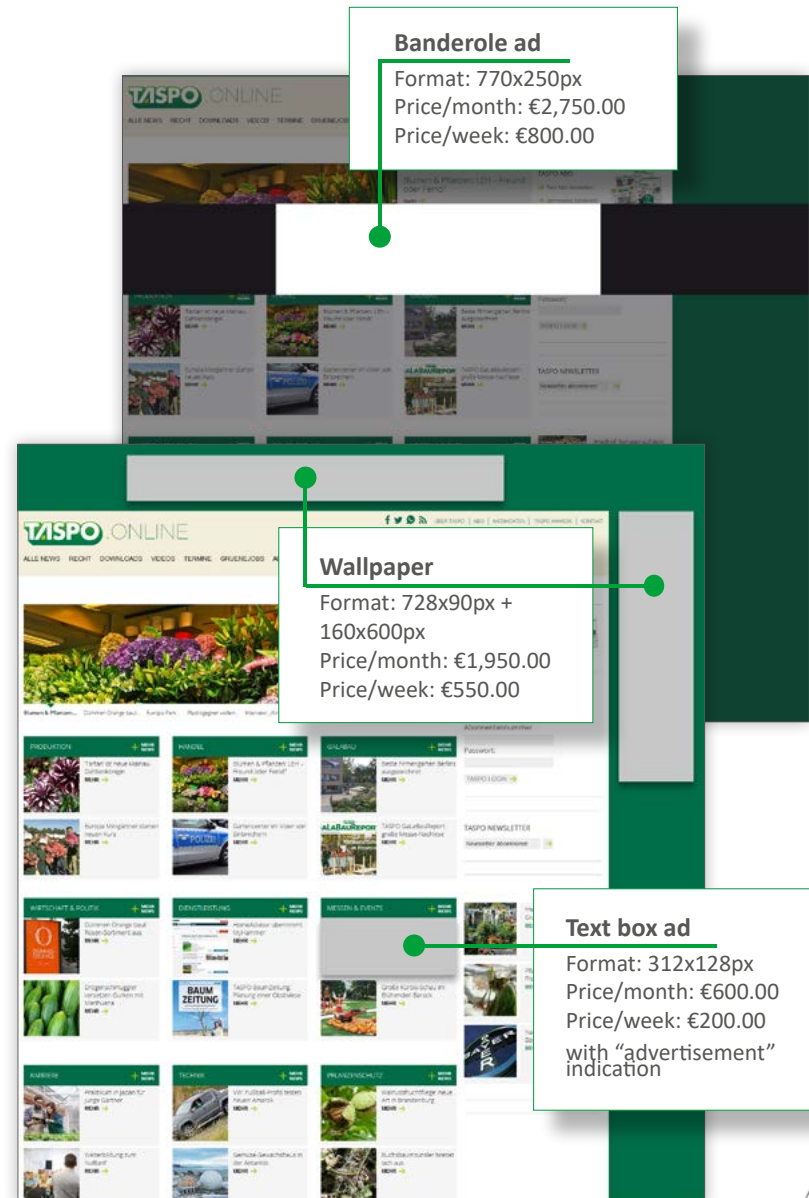
Format: 770x250px
Price/month: €2,750.00
Price/week: €800.00

Wallpaper

Format: 728x90px +
160x600px
Price/month: €1,950.00
Price/week: €550.00

Text box ad

Format: 312x128px
Price/month: €600.00
Price/week: €200.00
with "advertisement" indication

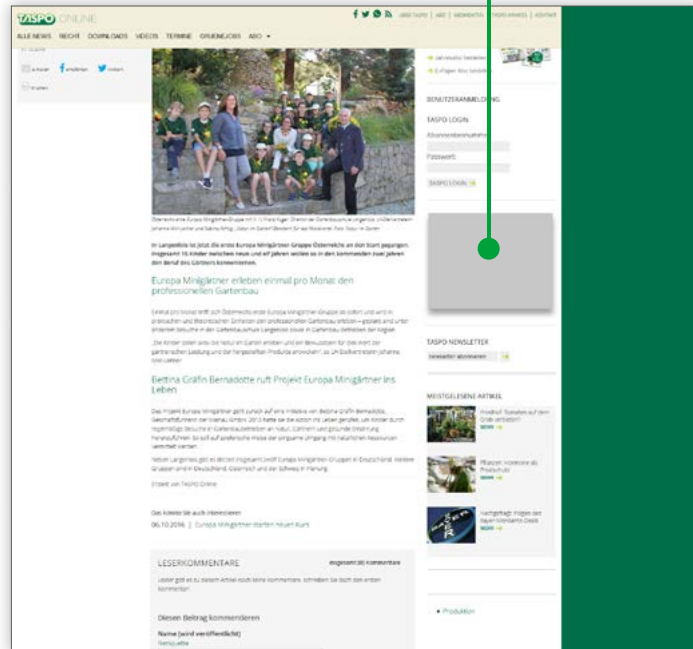


>> Benefit from broad coverage for your campaign with digital advertising.<<

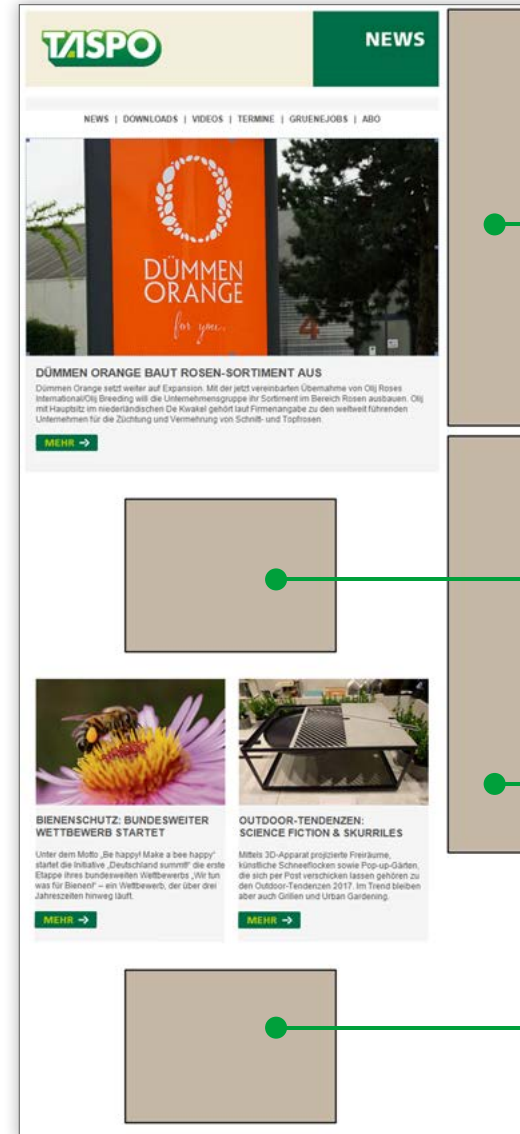
Online advertising subpage

Medium Rectangle

Format: 300x250px
 Price/month: €350.00
 Price/week: €125.00



TASPO newsletter advertising



Publication details: Twice a week

Number of newsletter recipients:
 3,530 (as of 09/2016)

Skyscraper top

Format: 120x600px
 Price/week: €200.00

The delivered data must be in the booked format!

Data formats for newsletter advertising:
 JPEG or GIF (max. 30 KB)

Content ad 1

Format: 300x250px
 Price/week: €300.00

Skyscraper bottom

Format: 120x600px
 Price/week: €150.00

Content ad 2

Format: 300x250px
 Price/week: €250.00




















▶ Visits **37,501/month**
 ▶ Page impressions **61,718/month**
 Source: Google Analytics, Ø Quarter II/2016




We would be happy to design your online advertisement. Price on request!

For technical details for online advertising, please refer to the technical information (page 23).



[AT = Advertisement section | TT = Text section]




No.	Publication date		Advertising deadline		Special topics/Extras	Supplements
01 2017	06.01. 2017	I	AT 03.01. 2017	TT 13.12. 2016	variety gallery: Roses  booking deadline 16.12. 2017	GartenMarkt #01: Fertilizers and Soils  GARTENMARKT #01  booking deadline 16.12. 2016
02 2017	13.01. 2017		AT 10.01. 2017	TT 03.01. 2017		
03 2017	20.01. 2017	L	AT 17.01. 2017	TT 10.01. 2017		Tradejournal IPM 2017  MESSEJOURNAL #01  booking deadline 06.01. 2017
04 2017	27.01. 2017	T	AT 24.01. 2017	TT 17.01. 2017		GaLaBauReport #01: Machinery and equipment/earth movement  GALABAUREPORT #01  booking deadline 06.01. 2017
05 2017	03.02. 2017	I	AT 31.01. 2017	TT 24.01. 2017		
06 2017	10.02. 2017	L	AT 07.02. 2017	TT 31.01. 2017	variety gallery: Poinsettias  booking deadline 20.01. 2017	GartenMarkt #02: Water/Light/Stone, Software/IT  GARTENMARKT #02  booking deadline 20.01. 2017
07 2017	17.02. 2017		AT 14.02. 2017	TT 07.02. 2017		GaLaBauReport #02: After snow – Season start for gardening and landscape companies  GALABAUREPORT #02  booking deadline 27.01. 2017
08 2017	24.02. 2017	T	AT 21.02. 2017	TT 14.02. 2017	IPM Highlights  booking deadline 10.02. 2017	
09 2017	03.03. 2017	I	AT 28.02. 2017	TT 23.02. 2017		
10 2017	10.03. 2017	L	AT 07.03. 2017	TT 28.02. 2017	variety gallery: shrubs  booking deadline 17.02. 2017	GartenMarkt #03: Living green  GARTENMARKT #03  booking deadline 17.02. 2017
11 2017	17.03. 2017		AT 14.03. 2017	TT 07.03. 2017		GaLaBauReport #03: lay out lawn and sportsareas  GALABAUREPORT #03  booking deadline 24.02. 2017
12 2017	24.03. 2017	T	AT 21.03. 2017	TT 14.03. 2017	Pots & Trays  booking deadline 10.03. 2017	
13 2017	31.03. 2017	I	AT 28.03. 2017	TT 21.03. 2017		




 Living greenery  Horticulture on the internet  Technology & supplies

► Source of supply listings appear alternate weeks



[AT = Advertisement section | TT = Text section]

No.	Publication date		Advertising deadline		Special topics/Extras	Supplements
14 2017	07.04. 2017	L	AT 04.04. 2017	TT 28.03. 2017	variety gallery: hortensias  booking deadline 17.03. 2017	GartenMarkt #04: Barbecues and extras, Garden ambience, Plant protection  # 04  booking deadline 17.03. 2017
15 2017	13.04. 2017	T	AT 10.04. 2017	TT 04.04. 2017		GaLaBauReport #04: Tree care  # 04  booking deadline 24.03. 2017
16 2017	21.04. 2017		AT 18.04. 2017	TT 10.04. 2017	Pack Trials  booking deadline 14.04. 2017	
17 2017	28.04. 2017		AT 25.04. 2017	TT 18.04. 2017		Weihnachtsbaum #01 # 01  booking deadline 14.04. 2017
18 2017	05.05. 2017	L	AT 02.05. 2017	TT 25.04. 2017	variety gallery: potplants  booking deadline 14.05. 2017	GartenMarkt #05: plant containers, Preview „Hortivation 2017“  # 05  booking deadline 14.04. 2017
19 2017	12.05. 2017	T	AT 09.05. 2017	TT 02.05. 2017	Climate & Irrigation  booking deadline 05.05. 2017	GaLaBauReport #05: Pavement and road construction  # 05  booking deadline 21.04. 2017
20 2017	19.05. 2017	I	AT 16.05. 2017	TT 09.05. 2017		
21 2017	26.05. 2017		AT 23.05. 2017	TT 16.05. 2017		Weihnachtsbaum #02 # 02  booking deadline 12.05. 2017
22 2017	02.06. 2017		AT 30.05. 2017	TT 23.05. 2017		GaLaBauReport #06; Trade journal DemoPark 2017  # 06  booking deadline 12.05. 2017
23 2017	09.06. 2017	I	AT 06.06. 2017	TT 30.05. 2017	Flower Trials  booking deadline 26.05. 2017	
24 2017	16.06. 2017	L	AT 13.06. 2017	TT 06.06. 2017		
25 2017	23.06. 2017	T	AT 20.06. 2017	TT 13.06. 2017		
26 2017	30.06. 2017		AT 27.06. 2017	TT 20.06. 2017		Weihnachtsbaum #03 # 03  booking deadline 16.06. 2017

 Living greenery  Horticulture on the internet  Technology & supplies

► Source of supply listings appear alternate weeks



[AT = Advertisement section | TT = Text section]

No.	Publication date		Advertising deadline		Special topics/Extras	Supplements
27 2017	07.07. 2017	I	AT 04.07. 2017	TT 27.06. 2017	variety gallery: Violas + Primroses; Fertilizers & Substrates	GARTENMARKT #06 <small>booking deadline 16.06.2017</small>
28 2017	17.07. 2017	L	AT 11.07. 2017	TT 04.07. 2017	HortiRegio	GALABAUREPORT #07 <small>booking deadline 23.06.2017</small>
29 2017	21.07. 2017		AT 18.07. 2017	TT 11.07. 2017		
30 2017	28.07. 2017	T	AT 25.07. 2017	TT 18.07. 2017		
31 2017	04.08. 2017	L	AT 01.08. 2017	TT 25.07. 2017	Oldenburger variety	#04 <small>booking deadline 21.07.2017</small>
32 2017	11.08. 2017		AT 08.08. 2017	TT 01.08. 2017		
33 2017	18.08. 2017	I	AT 15.08. 2017	TT 08.08. 2017	Plantarium	GALABAUREPORT #08 <small>booking deadline 28.07.2017</small>
34 2017	25.08. 2017	T	AT 22.08. 2017	TT 18.05. 2017	variety gallery: Herbs and vegetables	GARTENMARKT #07 <small>booking deadline 04.08.2017</small>
35 2017	01.09. 2017	L	AT 29.08. 2017	TT 22.08. 2017		#05 <small>booking deadline 18.08.2017</small>
36 2017	08.09. 2017		AT 05.09. 2017	TT 29.08. 2017		
37 2017	15.09. 2017	I	AT 12.09. 2017	TT 05.09. 2017		GALABAUREPORT #09 <small>booking deadline 25.08.2017</small>
38 2017	22.09. 2017		AT 19.09. 2017	TT 12.09. 2017	variety gallery: Pelargoniums; Greenhouse technology	GARTENMARKT #08 <small>booking deadline 01.09.2017</small>
39 2017	29.09. 2017	T	AT 26.09. 2017	TT 19.09. 2017		#06 <small>booking deadline 01.09.2017</small>

Living greenery
 Horticulture on the internet
 Technology & supplies

► Source of supply listings appear alternate weeks



[AT = Advertisement section | TT = Text section]

No.	Publication date		Advertising deadline		Special topics/Extras	Supplements
40 2017	06.10. 2017	I	AT 02.10. 2017	TT 26.09. 2017		
41 2017	13.10. 2017	L	AT 10.10. 2017	TT 02.10. 2017		GaLaBauReport #10: Vehicles and transportation # 10 ◀ booking deadline 22.09. 2017
42 2017	20.10. 2017		AT 17.10. 2017	TT 10.10. 2017	variety gallery: Impatiens/ cyclames; IFTF ◀ booking deadline 06.10. 2017	GartenMarkt #09: Highlights spoga+gafa / Garden- and ZooEvent, company fairs 2017/2018 (1) # 09 ◀ booking deadline 29.09. 2017
43 2017	27.10. 2017	T	AT 24.10. 2017	TT 17.10. 2017		Weihnachtsbaum #07: Fair Eslohe-Reiste – reports # 07 ◀ booking deadline 13.10. 2017
44 2017	03.11. 2017		AT 31.10. 2017	TT 24.10. 2017	Energy technology ◀ booking deadline 20.10. 2017	
45 2017	10.11. 2017	L	AT 07.11. 2017	TT 30.10. 2017		GaLaBauReport #11: chipper/shredder lumberjack # 11 ◀ booking deadline 20.10. 2017
46 2017	17.11. 2017	I	AT 14.11. 2017	TT 07.11. 2017	variety gallery: Flowerbed and balcony ◀ booking deadline 27.10. 2017	GartenMarkt #10: Sales facilities/shop fittings, company fairs 2017/2018 (2) # 10 ◀ booking deadline 27.10. 2017
47 2017	24.11. 2017	T	AT 21.11. 2017	TT 14.11. 2017		
48 2017	01.12. 2017		AT 28.11. 2017	TT 21.11. 2017		
49 2017	08.12. 2017	I	AT 05.12. 2017	TT 28.11. 2017		GaLaBauReport #12: IT for GaLaBau – offer/measurement/calculation # 12 ◀ booking deadline 17.11. 2017
50 2017	15.12. 2017	L	AT 12.12. 2017	TT 05.12. 2017	variety gallery: cut flowers ◀ booking deadline 24.11. 2017	GartenMarkt #11: Herbs/vegetables/seeds, lifestyle trends 2018 # 11 ◀ booking deadline 24.11. 2017
51 2017	22.12. 2017	T	AT 19.12. 2017	TT 12.12. 2017	Christmas congratulations ◀ booking deadline 15.12. 2017	
01 2018	05.01. 2018		AT 02.01. 2018	TT 22.12. 2017		

Living greenery
 Horticulture on the internet
 Technology & supplies

▶ Source of supply listings appear alternate weeks



Scope analysis 2015 = 51 issues
Format of the magazine: Newspaper format

Total:	1,782 pages =	100.0%
<i>Of which supplements</i>	544 pages	
Editorial section:	1,463 pages =	82.1%
Advertisement section:	319 pages =	17.9%
Of which are position and opportunity ads	77 pages =	24.1%
Publisher's own ads:	122 pages =	38.2%

Supplements: 137 units

Content analysis of the editorial section 2015 1,463 pages = 100%

News/dates/literature/service 537 pages = 36.7%

Business administration, taxes, law, EDP, marketing, fertilisers, substrates, soils, climate control
Technology, energy, commercial vehicles, water

Trade 298 pages = 20.4%

Garden centres, retail, floristry

Production 238 pages = 16.3%

Ornamental plant cultivation, nursery economics
Cut flowers, potted plants, bedding and balcony plants
Christmas trees
Fruit, vegetables

Services 228 pages = 15.6%

GaLa, cemetery horticulture, landscape gardening
Green roofing, interior landscaping, tree care

Exhibitions/trade fairs 111 pages = 7.6%

Tip for plant health 51 pages = 3.5%

Circulation analysis

Copies per issue, annual average (1 July 2015 to 30 June 2016)

Circulation monitoring: 

Print run:	10,673	
Actual circulated copies (tvA):	10,541	Of which abroad: 421
Copies sold:	8,981	Of which abroad: 342
- Subscribed copies:	8,527	Of which for members: -
- Other sales:	454	
- Retail:	-	
Complimentary copies:	1,560	Of which abroad: 79
Remaining, archived and examination copies:	132	

Geographical distribution analysis

Economic area	Proportion of actually circulated copies	
	%	Copies
Domestic	96.0	10,120
Foreign	4.0	421
Actual circulated copies (tvA)	100.0	10,541



By state	Copies	%
Schleswig-Holstein	577	5.7
Hamburg	182	1.8
Bremen	51	0.5
Lower Saxony	1,710	16.9
North Rhine-Westphalia	2,722	26.9
Hesse	698	6.9
Rhineland-Palatinate	506	5.0
Saarland	91	0.9
Baden-Wuerttemberg	1,184	11.7
Bavaria	1,316	13.0
Berlin	182	1.8
Brandenburg	233	2.3
Mecklenburg-Vorpommern	61	0.6
Saxony-Anhalt	132	1.3
Thuringia	172	1.7
Saxony	304	3.0

[tvA domestic 10,120 copies | 100%] [tvA foreign 421 copies | 100%]

By zip	Copies	%
0	466	4.6
1	445	4.4
2	1,741	17.2
3	1,174	11.6
4	1,862	18.4
5	1,133	11.2
6	810	8.0
7	992	9.8
8	708	7
9	789	7.8

[tvA domestic 10,120 copies | 100%] [tvA foreign 421 copies | 100%]

According to Nielsen areas

Nielsen area 1

2,520 copies,
24.9%

Nielsen area 2

2,722 copies,
26.9%

Nielsen area 3a

1,295 copies,
12.8%

Nielsen area 3b

1,184 copies,
11.7%

Nielsen area 4

1,316 copies,
13.0%

Nielsen area 5

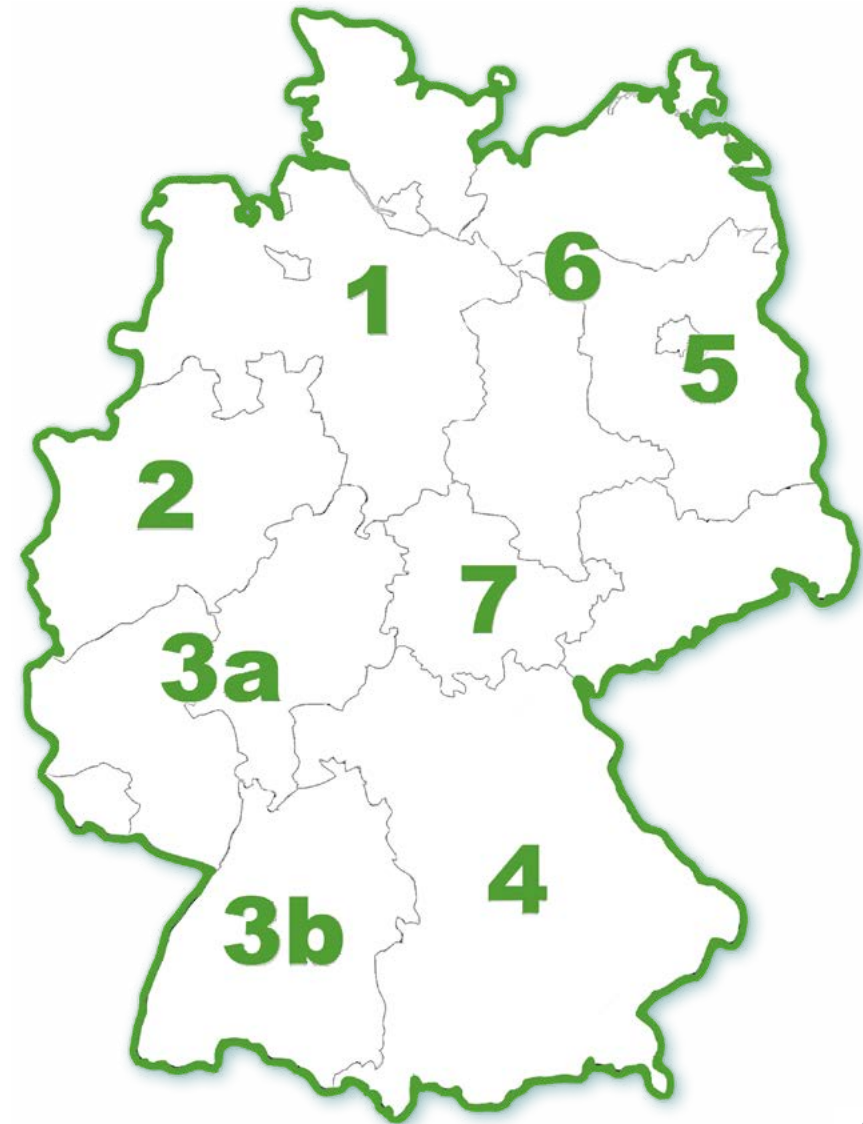
182 copies,
1.8%

Nielsen area 6

426 copies,
4.2%

Nielsen area 7

476 copies,
4.7%



>> www.gruenejobs.de - The extensive job market for the green industry. <<

Now with new features and in a new design!



GRUENEJOBS.de

TASPO ANZEIGENMARKT

5. August 2016 | Nr. 31 | 150. Jahrgang

<p>Wir sind für Sie da!</p> <p>ANZEIGENDISPOSITION: Christiane Betsch Telefon +49 (0) 531 / 38 004 38</p> <p>Bianca Przywara Telefon +49 (0) 531 / 38 004 30</p> <p>Fax +49 (0) 531 / 38 004 43 - anzeigendispo@hymarket.de</p> <p>IM INTERNET UNTER WWW.TASPO.DE</p>	<p>MEDIABERATUNG: Jacob Krause - Telefon +49 (0) 531 / 38 004 32 jacob.krause@hymarket.de</p> <p>Irene Nadel - Telefon +49 (0) 531 / 38 004 57 irene.nadel@hymarket.de</p> <p>Roland Vieweg - Telefon +49 (0) 531 / 38 004 87 roland.vieweg@hymarket.de</p>	<p>BELAGEN IN DIESER AUSGABE: Volchige • Green Solutions Software GmbH, Marie-Curie-Str. 1, 20259 Oldenburg.</p>
---	--	--

FREIE STELLEN

DRK-Sozialwerk Bernkastel-Wittlich

Deutsches Rotes Kreuz
 Aus Liebe zum Menschen.

Die DRK-Sozialwerk Bernkastel-Wittlich **gibt** sucht zum nächstmöglichen Zeitpunkt einen **Mitarbeiter** als **Gärtner/in auf dem Cusanus-Hofgut** mit einem Studienabschluss von 100%.

Die DRK-Sozialwerk Bernkastel-Wittlich **gibt** unter www.drk-sozialwerk.de/stellenportal.

Landschaftsgärtnermeister

Wir suchen einen/eine **Außendienstmitarbeiter(in)** für den Gartentechnikhandel

Wir sind...

- ein europäisches tätiges Familienunternehmen und besitzen über 100 Jahre Erfahrung im Bereich Garten- und Landschaftsbau mit unserer Produktion „Zur Veredelung unserer Teams suchen wir zum nächstmöglichen Zeitpunkt einen/eine Außendienstmitarbeiter(in) für den Gartentechnikhandel“

Wir suchen einen/eine Außendienstmitarbeiter(in) für den Gartentechnikhandel

Wir sind...

- Aktiver Verkauf der gesamten Produktpalette
- Qualifizierende Beratung und Entwicklung eines vorhandenen Kundenstamms
- Hausbesuchbetreuung
- Verantwortung für die lokale Gardel
- Markt- und Wettbewerbsbeobachtung

Wir Profitieren

- Ausgezeichnete gärtnerische Ausbildung sowie gute Handhabung in der großen Gardel
- Spaß am Umgang mit Menschen, Überzeugende und verantwortliche Persönlichkeit
- Selbstständigkeit sowie leistung- und stets umsatzorientierte Arbeitsweise, Eigenverantwortung
- Hohe Flexibilität und Flexibilität
- Sicheres Umgang mit MS-Office

Wir bieten Ihnen eine neue Herausforderung für Ihren beruflichen Erfolg. Es erwartet Sie eine professionelle, intensive Einarbeitung und ein dauerhafter, abwechslungsreicher Arbeitsplatz in einem erfolgreichen Team. Eine Firmenfahrzeug, Firmenwohnung sowie weitere soziale Leistungen unseres modernen Unternehmens werden gestellt. Wir freuen uns auf Ihre Bewerbung!

Erste Hilfe. Selbsthilfe.

Wir suchen einen/eine **Außendienstmitarbeiter(in)** für den Gartentechnikhandel

Wir sind...

- Aktiver Verkauf der gesamten Produktpalette
- Qualifizierende Beratung und Entwicklung eines vorhandenen Kundenstamms
- Hausbesuchbetreuung
- Verantwortung für die lokale Gardel
- Markt- und Wettbewerbsbeobachtung

Wir Profitieren

- Ausgezeichnete gärtnerische Ausbildung sowie gute Handhabung in der großen Gardel
- Spaß am Umgang mit Menschen, Überzeugende und verantwortliche Persönlichkeit
- Selbstständigkeit sowie leistung- und stets umsatzorientierte Arbeitsweise, Eigenverantwortung
- Hohe Flexibilität und Flexibilität
- Sicheres Umgang mit MS-Office

Wir bieten Ihnen eine neue Herausforderung für Ihren beruflichen Erfolg. Es erwartet Sie eine professionelle, intensive Einarbeitung und ein dauerhafter, abwechslungsreicher Arbeitsplatz in einem erfolgreichen Team. Eine Firmenfahrzeug, Firmenwohnung sowie weitere soziale Leistungen unseres modernen Unternehmens werden gestellt. Wir freuen uns auf Ihre Bewerbung!

Zeitung für den Grünen Markt

29. Januar 2016 | Nr. 4 | 106. Jahrgang

Profisubstrate für Krüter

Produktion Cyclamen feiern ihre Renaissance
 „Glasen Tulp 2016“
 neulandige Pflanzen-Neuerben aus Seite 12

Handel Fit für den Online-Handel
 Checken Sie, ob Sie dem digitalen Verkauf gewappnet sind Seite 19

Schlaglicht
 Harte Wint
 Geliebtes Gärtnern: Wie Problem bei der Pflanzenwelt hat, können sich auch in dem amerikanischen Anbau in Süd-Kalifornien. Es geht um die Zierpflanzen der Gattung Cyclamen (Cyclamen). Pflanzen werden abgeerntet und in der Schweiz, die eine halbe Tonne, die stattgefundenen Winterrückgang in den letzten Monaten, wenn LED-Licht auf Helligkeit Druck, hohe Luftfeuchtigkeit und Treibhausgas beides die Experten fast schätzen. Kaly hat ein großes Engagement für die Zierpflanzen, indem er es wieder dem möglichen Verkauf zu geben.

AN- UND VERKAUF VON LAGER-TANKS
 mit 50 Liter und Polymerer, Stahl, Eisenblech

SCHULTEN-TANKS
 mit 1000 - 2000 Liter, Stahl, Eisenblech

TANKS NEUGEBRUCHT
 mit 1000 - 2000 Liter, Stahl, Eisenblech

IMMOBILIEN
 Nachgefragt für Kaufinteressenten mit Erbschaft und Produktion im Bereich Baugrund



Print & Online - Order a combination and see the benefits!

With this combination advertisement, your job ad reaches more than 64,000 contacts.*

*Source: IWV 2/2016 + Google Analytics ø/ Month 2015



**>> Play it safe! We want your campaign to be implemented perfectly,
so please observe our requirements for your advertising materials! <<**

Printing/technology

newsprint, web offset.

Printing documentation

Print-ready, digital templates by email at anzeigendispo@haymarket.de. Only print-ready PDF files.
Colour profile: CMYK ISOnewspaper 26v4, colour application: max. 240%,
Resolution: min. 300 dpi.

The publisher assumes no liability for text and order errors arising from orders placed by phone as well as formatting and colour errors that arise due to transmission.

Four-colour printing

CMYK ISOnewspaper 26v4. All the colours in the file must be defined as CMYK four-colour separation.

Fonts

Must be fundamentally embedded, included or converted into curves.

Inserts

Minimum quantity for partial inserts: 1,000 cop.

Proper processing of your inserts can only be guaranteed if your shipment is accompanied by a shipment receipt (with quantity and issue)! Orders for inserts are binding for the publisher only after submission of a sample of the insert and its approval. Inserts that, through their format or presentation, give the reader the impression of being part of the magazine or journal or that contain third-party advertisements will not be accepted.

Mailing address for all inserts

You will receive the mailing address with the order confirmation.

Formats for online advertising

All data for online advertising/mobile advertising may be delivered as JPEG, GIF, PNG, or HTML/script tag and may not exceed a data volume of 40 KB per advertisement.
Please send data to anzeigendispo@haymarket.de.

Delivery

The sender is responsible for the timely delivery (advertising deadline) of the data. The publisher assumes no responsibility if the publication of the advertisement is not possible due to failure to comply with the requirements or other reasons.

Please submit data for online banner advertisements 5 working days before the agreed date of publication.

Consulting

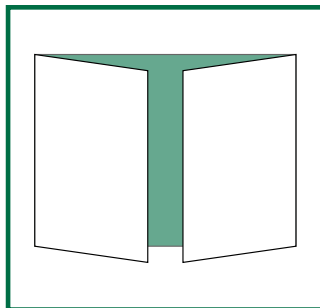
For all technical questions, please contact the media office on + 49 (0) 531 38004-38, or at anzeigendispo@haymarket.de.

Terms and conditions

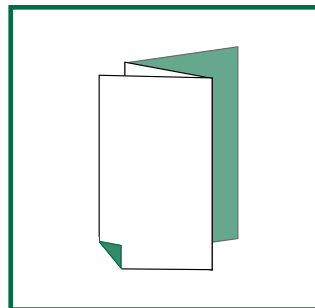
- ▶ for print advertising
- ▶ for online advertising



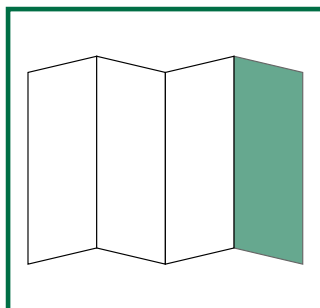
>> To ensure the perfect implementation of your campaign,
please observe our technical requirements for your inserts! <<



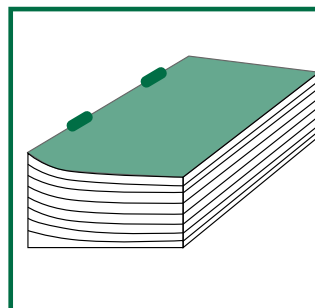
◀ Inserts with a gate fold are only inserted manually!



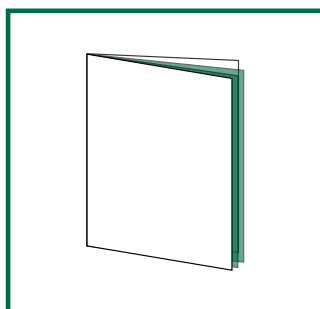
◀ Inserts with defective workmanship such as donkey ears or creases will only be inserted manually!



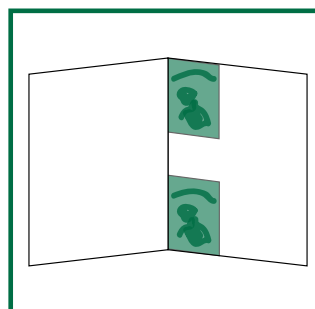
◀ Inserts with fan folds will only be inserted manually!



◀ For bound inserts, the max weight for inserts may not be exceeded!
We'd be happy to provide you with information!



◀ If inserts are not glued/bound they will only be inserted manually!



◀ Postcard insert
By machine: 1st or the last page of the print sheet
Manually: Possible anywhere in the magazine
 Price: on request

Surcharge for manual inserts: €47.50/1,000 units plus VAT.



>> A little more? Take advantage of the synergies of cross-media product campaigns. Please contact us, we'd be happy to advise you! <<



>> Do you need information about the best placement for your advertisement, special ads, advertorials or cross-media ads? Our sales team would be happy to help you! <<



Christian Rueß
Head of Advertising
Tel. +49 (0)531 38004-60
Fax +49 (0)531 38004-43
christian.ruess@haymarket.de



Roland Vieweg
Media consulting
Tel. +49 (0)531 38004-817
Fax +49 (0)531 38004-43
roland.vieweg@haymarket.de



Sigrid Wegner-Hösl
Media consulting
Tel. +49 (0)531 38004-28
Fax +49 (0)531 38004-43
sigrid.wegner-hoesl@haymarket.de



Florian Voßhage
Media consulting
Tel. +49 (0)531 38004-33
Fax +49 (0)531 38004-43
florian.vosshage@haymarket.de



Irena Nadel
Media consulting,
TASPO advertisements and job market
Tel. +49 (0)531 38004-57
Fax +49 (0)531 38004-43
irena.nadel@haymarket.de



Jacob Krakow
Media consulting, TASPO Christmas tree,
special publications, classified ads
Tel. +49 (0)531 38004-32
Fax +49 (0)531 38004-43
jacob.krakow@haymarket.de

>> Our strong trade magazines for your advertising success! <<



Haymarket Media GmbH
P.O. Box 8364, 38133 Braunschweig, Germany

